

Table 1. Person Visits from Overseas Countries to Ontario: by Length of Stay, 2007

Origin	Total Visits (000s)	Overnight Visits (000s)	Same-day Visits (000s)
All Overseas	2,197	1,972	225
Traditional Markets	824	751	73
U.K.	419	395	24
Germany	132	117	15
France	125	107	18
Japan	149	132	17
Other Europe	415	367	48
Other Asia	494	434	60
All Other	464	420	44

Table 2: Person Visits from Overseas Countries to Ontario: by Main Purpose of Trip, 2007

Origin	Total Visits (000s)				Overnight Visits (000s)			
	Pleasure	VFR	Business	Personal	Pleasure	VFR	Business	Personal
All Overseas	792	892	365	145	700	824	328	118
Traditional Markets	363	292	119	49	325	276	111	38
U.K.	165	179	49	26	152	174	46	23
Germany	55	39	26	11	51	36	23	7
France	55	39	21	8	47	34	20	5
Japan	88	35	24	4	75	33	22	3
Other Europe	132	187	66	29	115	173	56	23
Other Asia	115	245	96	37	86	229	87	31
All Other	182	168	84	30	174	146	74	26

Table 3: Person Visits from Overseas Countries to Ontario: by Calendar Quarter, 2007

Origin	Total Visits (000s)				Overnight Visits (000s)			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
All Overseas	278	587	896	434	251	530	799	391
Traditional Markets	98	218	347	159	86	197	322	145
U.K.	47	117	170	84	42	110	163	80
Germany	16	35	58	23	14	29	56	18
France	13	27	62	21	10	22	54	20
Japan	22	39	57	31	20	36	49	27
Other Europe	49	115	176	75	44	101	154	68
Other Asia	68	137	192	97	61	123	163	87
All Other	63	117	181	103	60	109	160	91

Table 4: Average Party Size and Composition of Overseas Visitors to Ontario, 2007

Origin	Total Visits			Overnight Visits		
	Average Party Size	Party Composition		Average Party Size	Party Composition	
		Adults Only	w/ Kids		Adults Only	w/ Kids
All Overseas	1.6	96%	4%	1.6	87%	13%
Traditional Markets	1.6	96%	4%	1.6	89%	11%
U.K.	1.7	97%	3%	1.7	92%	8%
Germany	1.6	95%	5%	1.6	84%	16%
France	1.5	95%	5%	1.5	83%	17%
Japan	1.6	98%	2%	1.5	92%	8%
Other Europe	1.5	96%	4%	1.6	84%	16%
Other Asia	1.5	96%	4%	1.5	87%	13%
All Other	1.5	95%	5%	1.6	85%	15%

Table 5: Person Nights spent by Overseas Travellers in Ontario and Avg. Length of Stay, 2007

Origin	Person Nights (000s)	Average length of stay (nights) - Total Overnight Visitors
All Overseas	21,523	10.91
Traditional Markets	5,756	7.66
U.K.	3,284	8.31
Germany	1,165	9.96
France	653	6.10
Japan	654	4.96
Other Europe	3,870	10.55
Other Asia	6,837	15.75
All Other	5,060	12.05

Table 6: Overseas Visitors Accommodation in Ontario, 2007

Type of Accommodation	Total Overseas	Traditional Markets	Other Overseas
Total Person Nights (000s)	21,523	5,756	15,767
Roofed Commercial Accommodation	4,591	1,902	2,689
Hotel	3,818	1,633	2,185
Motel	331	97	234
Commercial Cottage	442	171	271
Camping/Trailer Park	221	88	133
Home of Friend/Relative	13,694	3,054	10,640
Private Cottage	55	5	50
Other Accommodation	2,962	707	2,255

Table 7: Person Visits from Overseas Countries to Ontario: Locations Visited, 2007

Tourism Region	Total Visits			Overnight Visits		
	Total Overseas	Traditional Markets	Other Overseas	Total Overseas	Traditional Markets	Other Overseas
Total Person Visits (000s)	2,195	824	1,371	1,971	751	1,220
Essex	34	9	25	30	7	23
Southwestern Ontario	124	46	78	122	46	76
Niagara Region	850	346	504	807	334	473
South-Central Ontario	257	108	149	257	108	149
Toronto and Region	1,716	617	1,099	1,568	568	1,000
Central Ontario	264	120	144	264	120	144
St. Lawrence River Corridor	133	54	79	127	53	74
Ottawa Region	366	127	239	344	119	225
Eastern Ontario	28	14	14	28	14	14
North-Central	31	13	18	26	13	13
North-East	34	16	18	32	16	16
North-West	16	8	8	15	7	8
Region not Specified	1	1	0	0		0

Note: The sum of each column can exceed the total since multiple locations may be visited in a given trip.

Table 8. Person Visits from Overseas Countries to Ontario: Activities, 2007

Activity	Total Visits (000s)			Overnight Visits (000s)		
	Total Overseas	Traditional Markets	Other Overseas	Total Overseas	Traditional Markets	Other Overseas
Visit friends or relative	1,417	495	922	1,320	464	856
Attend a festival or fair	296	93	203	279	89	190
Attend a cultural performance	274	97	177	248	92	156
Visit a museum or art gallery	696	272	424	644	253	391
Visit a historic site	946	370	576	876	345	531
Visit a zoo/aquarium/botanical garden	442	145	297	410	135	275
Attend a sports event	200	85	115	178	80	98
Go shopping	1,887	697	1,190	1,733	644	1,089
Go sightseeing	1,568	607	961	1,425	556	869
Go to a bar or night club	608	286	322	555	261	294
Go to a casino	240	87	153	232	85	147
Visit a theme/amusement park	225	67	158	211	62	149
Visit a national/provincial park	957	366	591	866	334	532
Participate in sports/outdoor activities	363	163	200	324	145	179
Boating	165	77	88	147	69	78
Golfing	45	20	25	43	19	24
Down hill skiing or snowboarding	47	16	31	39	11	28
Hunting	2	0	2	1		1
Fishing	36	17	19	35	17	18

Note: Only the activities of overnight travellers from Overseas Countries are known.

Table 9: Overseas Visitors Spending in Ontario, 2007

Origin	Total Visits	Overnight Visits	Same-day Visits
All Overseas (millions)	\$2,644	\$2,547	\$97
Traditional Markets	\$947	\$915	\$33
U.K.	\$493	\$482	\$12
Germany	\$153	\$145	\$9
France	\$113	\$107	\$5
Japan	\$188	\$181	\$7
Other Europe	\$429	\$412	\$17
Other Asia	\$637	\$614	\$23
All Other	\$630	\$607	\$24

Table 10: Overseas Visitors Spending in Ontario: by Locations Visited, 2007

Locations Visited	Total Visitors			Overnight Visitors		
	Total Overseas	Traditional Markets	Other Overseas	Total Overseas	Traditional Markets	Other Overseas
Total Spending (millions)	\$2,643	\$947	\$1,696	\$2,547	\$914	\$1,632
Essex	\$18	\$5	\$13	\$18	\$5	\$13
Southwestern Ontario	\$66	\$17	\$49	\$66	\$17	\$49
Niagara Region	\$190	\$90	\$100	\$182	\$87	\$95
South-Central Ontario	\$127	\$53	\$74	\$127	\$53	\$74
Toronto and Region	\$1,853	\$622	\$1,231	\$1,769	\$594	\$1,175
Central Ontario	\$128	\$61	\$67	\$128	\$61	\$67
St. Lawrence River	\$39	\$16	\$24	\$38	\$15	\$23
Ottawa Region	\$185	\$67	\$118	\$183	\$65	\$117
Eastern Ontario	\$8	\$3	\$5	\$8	\$3	\$5
North-Central	\$9	\$4	\$4	\$8	\$4	\$4
North-East	\$13	\$7	\$6	\$12	\$7	\$5
North-West	\$6	\$2	\$4	\$6	\$2	\$4
Region not Specified	\$0	\$0	\$0	\$0	\$0	\$0

Table 11 Overseas Visitors Spending in Ontario: by Expense Category, 2007

Spending Category	Total Visits			Overnight Visits		
	Total Overseas	Traditional Markets	Other Overseas	Total Overseas	Traditional Markets	Other Overseas
Total Spending (millions)	\$2,912	\$947	\$1,965	\$2,547	\$915	\$1,632
Accommodation	\$522	\$220	\$302	\$522	\$220	\$302
Food and Beverage	\$677	\$138	\$539	\$405	\$137	\$268
Recreation and	\$170	\$56	\$115	\$169	\$55	\$113
Retail	\$513	\$132	\$381	\$508	\$131	\$378
Canadian Carrier	\$835	\$330	\$505	\$748	\$301	\$448
Private Transportation	\$103	\$37	\$65	\$103	\$37	\$65
Public/local	\$92	\$34	\$58	\$92	\$34	\$58