

Ontario's U.S. Travel Markets, 2005

Table 1: Person Visits from the U.S. to Ontario: by length of stay

	Total Visits (000s)	Overnight Visits (000s)	Same-day Visits (000s)
USA	19,334	7,189	12,145
Border States	15,848	4,775	11,073
New York	5,918	1,318	4,599
Michigan	6,678	1,544	5,135
Pennsylvania	690	418	272
Ohio	1,003	589	414
Illinois	450	350	99
Wisconsin	312	236	75
Minnesota	798	319	479
Other USA	3,486	2,414	1,072

Table 2: Person Visits from the U.S. to Ontario: by Main Purpose of Trip

Origin	Overnight Visits (000s)				Same-day Visits (000s)			
	Pleasure	VFR	Business	Personal	Pleasure	VFR	Business	Personal
USA	4,038	1,412	1,027	712	5,726	1,592	517	4,309
Border States	2,972	810	471	521	5,089	1,463	462	4,060
New York	810	262	89	158	2,225	585	97	1,692
Michigan	935	282	127	201	2,096	754	291	1,993
Pennsylvania	290	41	54	33	213	16	9	34
Ohio	420	69	64	36	259	18	23	114
Illinois	184	64	67	35	66	12	11	11
Wisconsin	126	53	36	22	37	5	10	22
Minnesota	208	39	35	37	192	72	21	193
Other USA	1,066	602	556	190	638	130	56	249

Table 3: Person Visits from the U.S. to Ontario: by Calendar Quarter

Origin	Overnight Visits (000s)				Same-day Visits (000s)			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
USA	985	1,918	3,046	1,241	2,522	3,134	3,904	2,586
Border States	719	1,248	2,010	798	2,440	2,841	3,400	2,392
New York	235	322	569	193	842	1,263	1,479	1,015
Michigan	270	448	548	277	1,339	1,252	1,416	1,128
Pennsylvania	52	111	177	79	24	80	140	27
Ohio	67	132	261	129	62	100	135	117
Illinois	40	75	176	59	23	20	37	20
Wisconsin	26	66	125	19	16	4	45	11
Minnesota	30	94	154	41	135	122	148	74
Other USA	265	670	1,036	443	81	293	504	194

Table 4: Average Party Size and Composition of U.S. Visitors to Ontario

Origin	Overnight Visits			Same-day Visits		
	Average Party Size	Party Composition		Average Party Size	Party Composition	
		Adults Only	w/ Kids		Adults Only	w/ Kids
USA	2.07	94%	6%	2.04	98%	2%
Border States	2.20	94%	6%	2.01	97%	3%
New York	2.17	93%	7%	2.07	97%	3%
Michigan	2.10	95%	5%	1.93	97%	3%
Pennsylvania	2.25	94%	6%	2.40	97%	3%
Ohio	2.41	93%	7%	2.13	96%	4%
Illinois	2.12	95%	5%	2.35	100%	0%
Wisconsin	2.62	94%	6%	2.03	100%	0%
Minnesota	2.32	96%	4%	2.11	100%	0%
Other USA	1.84	95%	5%	2.33	98%	2%

Table 5: Person Nights spent by Americans in Ontario and Average Length of Stay

Origin	Person Nights (000s)	Average length of stay (nights) - Total Overnight Visitors
USA	25,245	3.51
Border States	14,901	3.12
New York	3,927	2.98
Michigan	3,928	2.54
Pennsylvania	1,594	3.81
Ohio	1,733	2.94
Illinois	1,387	3.96
Wisconsin	1,042	4.41
Minnesota	1,289	4.03
Other USA	10,345	4.28

Table 6: U.S. Visitors Accommodation in Ontario (000s)

Type of Accommodation	Total USA	Border States	Other USA
Total Person Nights	25,245	14,901	10,345
Roofed Commercial Accommodation	13,249	8,116	5,133
Hotel	7,150	4,102	3,048
Motel	2,181	1,406	775
Commercial Cottage	3,918	2,608	1,310
Camping/Trailer Park	1,178	790	388
Home of Friend/Relative	5,510	2,318	3,192
Private Cottage	1,881	1,389	493
Other Accommodation	3,427	2,288	1,139

Table 7: Person Visits from the U.S. to Ontario: Locations Visited

Tourism Region	Overnight Visits			Same-day Visits		
	Total USA	Border States	Other USA	Total USA	Border States	Other USA
Total Person Visits (000s)	8,833	5,570	3,263	12,144	11,075	1,072
Essex	462	415	47	3,640	3,489	151
Southwestern Ontario	838	644	194	1,631	1,554	77
Niagara Region	1,913	1,293	620	4,306	3,847	459
South-Central Ontario	495	251	243	124	120	4
Toronto and Region	2,512	1,326	1,186	627	471	156
Central Ontario	552	321	231	67	65	2
St. Lawrence River Corridor	378	234	144	566	481	85
Ottawa Region	332	137	195	192	150	42
Eastern Ontario	229	161	68	59	50	9
North-Central	114	55	58	0	3	
North-East	348	269	79	372	325	47
North-West	657	462	195	560	521	39
Region not Specified	5	3	2	2	1	1

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 the U.S. to Ontario: Activities

Activity	Overnight Visits (000s)		
	Total USA	Border States	Other States
Visit friends or relatives	2,421	1,414	1,007
Attend a festival or fair	496	349	147
Attend a cultural performance	931	703	228
Visit a museum or art gallery	1,136	623	513
Visit a historic site	1,580	925	654
Visit a zoo/aquarium/botanical garden	402	207	195
Attend a sports event	317	196	121
Go shopping	3,954	2,503	1,450
Go sightseeing	3,218	1,971	1,247
Go to a bar or night club	1,532	991	542
Go to a casino	555	421	134
Visit a theme/amusement park	293	174	119
Visit a national/provincial nature park	1,107	644	462
Participate in sports/outdoor activities	2,184	1,553	631
Boating	756	499	257
Golfing	166	103	63
Down hill skiing or snowboarding	41	34	8
Hunting	39	29	10
Fishing	925	679	246

Note: Only the activities of overnight travellers from the U.S. are known.

Table 9: U.S. Visitors Spending in Ontario (millions)

Origin	Overnight Visits	Same-day Visits
USA	\$3,045	\$885
Border States	\$1,657	\$788
New York	\$393	\$292
Michigan	\$464	\$397
Pennsylvania	\$174	\$25
Ohio	\$198	\$38
Illinois	\$183	\$8
Wisconsin	\$108	\$8
Minnesota	\$138	\$19
Other USA	\$1,388	\$98

Table 10: U.S. Visitors Spending in Ontario: by Locations Visited

Locations Visited	Overnight Visits (millions)			Same-day Visits (millions)		
	Total USA	Border States	Other States	Total USA	Border States	Other States
Total Spending	\$3,045	\$1,657	\$1,388	\$885	\$788	\$98
Essex	\$91	\$77	\$14	\$288	\$281	\$7
Southwestern Ontario	\$219	\$167	\$52	\$108	\$106	\$2
Niagara Region	\$455	\$303	\$153	\$254	\$235	\$19
South-Central Ontario	\$129	\$57	\$72	\$7	\$7	\$0
Toronto and Region	\$1,244	\$526	\$718	\$112	\$61	\$51
Central Ontario	\$163	\$84	\$79	\$4	\$4	\$1
St. Lawrence River Corridor	\$76	\$49	\$27	\$35	\$30	\$4
Ottawa Region	\$116	\$36	\$80	\$18	\$13	\$5
Eastern Ontario	\$58	\$44	\$15	\$6	\$6	\$0
North-Central	\$55	\$23	\$32	\$0	\$0	\$0
North-East	\$107	\$83	\$24	\$28	\$24	\$4
North-West	\$329	\$207	\$122	\$25	\$21	\$4
Region not Specified	\$3	\$2	\$1	\$0	\$0	\$0

\$0 - Less than 1 million

Table 11: U.S. Visitors Spending in Ontario: by Expense Category (millions)

Spending Category	Overnight Visits (millions)			Same-day Visits (millions)		
	Total USA	Border States	Other States	Total USA	Border States	Other States
Total Spending	\$3,045	\$1,657	\$1,388	\$885	\$788	\$98
Accommodation	\$1,128	\$612	\$516			
Food and Beverage	\$640	\$351	\$289	\$264	\$247	\$18
Recreation and Entertainment	\$421	\$276	\$145	\$240	\$224	\$16
Retail	\$386	\$215	\$171	\$197	\$184	\$13
Canadian Carrier Fares	\$133	\$39	\$93	\$77	\$32	\$45
Private Transportation	\$227	\$111	\$116	\$101	\$96	\$5
Public/local transportation	\$110	\$52	\$58	\$7	\$5	\$1

Source: International Travel Survey, Statistics Canada