

Ontario's U.S. Travel Markets, 2006

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

Origin	Total Visits (000s)	Overnight Visits (000s)	Same-day Visits (000s)
USA	17,504	6,879	10,625
Border States	14,094	4,407	9,687
New York	5,312	1,288	4,024
Michigan	5,780	1,342	4,438
Pennsylvania	653	400	254
Ohio	960	590	370
Illinois	378	294	83
Wisconsin	268	201	68
Minnesota	742	292	450
Other USA	3,410	2,472	938

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	3,911	1,403	987	577	5,001	1,327	486	3,812
Border States	2,829	772	404	402	4,459	1,233	413	3,582
New York	804	264	71	149	1,975	493	97	1,459
Michigan	837	260	101	144	1,797	628	248	1,764
Pennsylvania	276	45	53	25	188	13	11	41
Ohio	421	78	61	31	233	14	21	101
Illinois	157	61	54	23	55	11	9	9
Wisconsin	125	28	32	16	31	4	8	25
Minnesota	209	37	32	14	180	69	19	183
Other USA	1,083	631	583	175	542	94	72	230

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	897	1,865	2,861	1,255	2,293	2,829	3,353	2,150
Border States	631	1,182	1,804	790	2,202	2,561	2,922	2,001
New York	208	326	536	217	769	1,103	1,288	863
Michigan	238	364	481	259	1,173	1,158	1,196	910
Pennsylvania	43	127	148	82	21	78	131	24
Ohio	66	139	255	131	64	91	123	91
Illinois	33	76	141	44	21	20	28	14
Wisconsin	27	45	110	18	13	7	34	13
Minnesota	16	104	134	38	141	103	120	86
Other USA	266	683	1,057	466	91	267	431	149

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	2.09	95%	5%	2.05	96%	4%
Border States	2.23	94%	6%	2.03	97%	3%
New York	2.21	94%	6%	2.07	99%	1%
Michigan	2.15	95%	5%	1.94	97%	3%
Pennsylvania	2.23	96%	4%	2.56	95%	5%
Ohio	2.43	93%	7%	2.20	95%	5%
Illinois	2.08	93%	7%	2.30	100%	0%
Wisconsin	2.51	92%	8%	2.10	100%	0%
Minnesota	2.37	97%	3%	2.07	86%	14%
Other USA	1.87	95%	5%	2.38	95%	5%

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	24,244	3.52
Border States	13,567	3.08
New York	3,796	2.95
Michigan	3,493	2.60
Pennsylvania	1,412	3.53
Ohio	1,735	2.94
Illinois	1,171	3.98
Wisconsin	885	4.41
Minnesota	1,075	3.68
Other USA	10,677	4.32

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

Type of Accommodation	Total USA	Border States	Other USA
Total Person Nights	24,244	13,567	10,677
Roofed Commercial Accommodation	12,604	7,188	5,416
Hotel	7,321	3,864	3,457
Motel	1,834	1,152	682
Commercial Cottage	3,449	2,172	1,277
Camping/Trailer Park	1,283	809	475
Home of Friend/Relative	7,218	2,345	3,372
Private Cottage	1,501	1,183	318
Other Accommodation	3,139	2,043	1,096

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)	8,442	5,144	3,298	10,627	9,689	938
Essex	416	374	42	3,088	2,961	126
Southwestern Ontario	745	561	183	1,444	1,367	77
Niagara Region	1,859	1,218	641	3,829	3,443	386
South-Central Ontario	479	238	241	122	119	4
Toronto and Region	2,498	1,245	1,253	541	377	165
Central Ontario	524	318	206	56	54	2
St. Lawrence River Corridor	409	268	141	513	449	63
Ottawa Region	284	114	170	155	115	41
Eastern Ontario	217	158	58	50	42	8
North-Central	100	61	38	2	2	
North-East	338	224	115	300	269	31
North-West	572	365	207	525	490	35
Region not Specified	4		4	2	0	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	2,380	1,349	1,031
Attend a festival or fair	466	278	188
Attend a cultural performance	854	580	274
Visit a museum or art gallery	1,096	566	530
Visit a historic site	1,537	850	686
Visit a zoo/aquarium/botanical garden	408	194	215
Attend a sports event	348	187	162
Go shopping	3,787	2,329	1,458
Go sightseeing	3,112	1,823	1,289
Go to a bar or night club	1,401	877	524
Go to a casino	599	404	195
Visit a theme/amusement park	277	159	119
Visit a national/provincial nature park	1,089	618	471
Participate in sports/outdoor activities	2,075	1,474	601
Boating	709	478	231
Golfing	173	111	63
Down hill skiing or snowboarding	64	50	14
Hunting	33	17	15
Fishing	861	610	251

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	\$3,024	\$771
Border States	\$1,514	\$677
New York	\$364	\$248
Michigan	\$398	\$341
Pennsylvania	\$153	\$25
Ohio	\$228	\$33
Illinois	\$144	\$6
Wisconsin	\$101	\$5
Minnesota	\$127	\$19
Other USA	\$1,510	\$94

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	\$3,024	\$1,514	\$1,510	\$771	\$677	\$94
Essex	\$78	\$66	\$12	\$246	\$240	\$6
Southwestern Ontario	\$186	\$133	\$54	\$99	\$97	\$2
Niagara Region	\$453	\$299	\$153	\$225	\$209	\$16
South-Central Ontario	\$117	\$45	\$72	\$7	\$6	\$0
Toronto and Region	\$1,357	\$508	\$849	\$93	\$45	\$49
Central Ontario	\$148	\$75	\$74	\$4	\$3	\$1
St. Lawrence River Corridor	\$86	\$54	\$33	\$29	\$26	\$4
Ottawa Region	\$91	\$35	\$56	\$17	\$8	\$8
Eastern Ontario	\$61	\$42	\$19	\$4	\$4	\$0
North-Central	\$28	\$18	\$10	\$0	\$0	\$0
North-East	\$114	\$71	\$43	\$21	\$19	\$2
North-West	\$304	\$169	\$135	\$26	\$21	\$5
Region not Specified	\$1	\$0	\$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	\$3,024	\$1,514	\$1,510	\$771	\$677	\$94
Accommodation	\$1,096	\$550	\$547			
Food and Beverage	\$631	\$330	\$301	\$229	\$210	\$19
Recreation and Entertainment	\$414	\$255	\$159	\$212	\$199	\$13
Retail	\$371	\$185	\$186	\$168	\$157	\$12
Canadian Carrier Fares	\$156	\$38	\$119	\$59	\$18	\$41
Private Transportation	\$219	\$104	\$115	\$96	\$89	\$6
Public/local transportation	\$137	\$52	\$84	\$7	\$5	\$2

Source: International Travel Survey, Statistics Canada