

## Ontario's U.S. Travel Markets, 2002

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

| Origin        | Total Visits<br>(000s) | Overnight Visits<br>(000s) | Same-day<br>Visits<br>(000s) |
|---------------|------------------------|----------------------------|------------------------------|
| <b>USA</b>    | <b>26,318</b>          | <b>8,107</b>               | <b>18,210</b>                |
| Border States | 22,195                 | 5,506                      | 16,689                       |
| New York      | 8,533                  | 1,560                      | 6,973                        |
| Michigan      | 9,669                  | 1,796                      | 7,873                        |
| Pennsylvania  | 915                    | 516                        | 399                          |
| Ohio          | 1,379                  | 739                        | 640                          |
| Illinois      | 536                    | 387                        | 149                          |
| Wisconsin     | 339                    | 240                        | 99                           |
| Minnesota     | 825                    | 268                        | 556                          |
| Other USA     | 4,123                  | 2,602                      | 1,521                        |

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     |
| <b>USA</b>    | <b>4,901</b>            | <b>1,445</b> | <b>1,039</b> | <b>723</b> | <b>8,990</b>           | <b>2,245</b> | <b>804</b> | <b>6,171</b> |
| Border States | 3,627                   | 871          | 475          | 533        | 8,010                  | 2,084        | 734        | 5,861        |
| New York      | 986                     | 300          | 91           | 184        | 3,585                  | 762          | 158        | 2,468        |
| Michigan      | 1,178                   | 312          | 109          | 197        | 3,335                  | 1,156        | 470        | 2,912        |
| Pennsylvania  | 359                     | 57           | 63           | 37         | 293                    | 26           | 16         | 64           |
| Ohio          | 533                     | 92           | 80           | 34         | 420                    | 17           | 44         | 160          |
| Illinois      | 236                     | 53           | 72           | 26         | 97                     | 18           | 14         | 19           |
| Wisconsin     | 151                     | 29           | 29           | 31         | 49                     | 8            | 8          | 34           |
| Minnesota     | 184                     | 29           | 31           | 25         | 231                    | 97           | 23         | 204          |
| Other USA     | 1,274                   | 574          | 564          | 190        | 981                    | 161          | 70         | 310          |

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           |
| <b>USA</b>    | <b>1,041</b>            | <b>2,155</b> | <b>3,540</b> | <b>1,372</b> | <b>3,733</b>           | <b>4,665</b> | <b>5,753</b> | <b>4,060</b> |
| Border States | 811                     | 1,422        | 2,339        | 934          | 3,624                  | 4,272        | 5,005        | 3,789        |
| New York      | 260                     | 390          | 670          | 240          | 1,321                  | 1,997        | 2,159        | 1,496        |
| Michigan      | 314                     | 467          | 678          | 337          | 1,952                  | 1,908        | 2,147        | 1,866        |
| Pennsylvania  | 63                      | 153          | 207          | 93           | 34                     | 122          | 210          | 33           |
| Ohio          | 75                      | 164          | 322          | 178          | 91                     | 151          | 218          | 181          |
| Illinois      | 39                      | 105          | 194          | 49           | 40                     | 28           | 51           | 30           |
| Wisconsin     | 19                      | 77           | 127          | 16           | 30                     | 8            | 43           | 17           |
| Minnesota     | 42                      | 66           | 140          | 20           | 156                    | 59           | 177          | 165          |
| Other USA     | 230                     | 732          | 1,201        | 438          | 109                    | 393          | 749          | 271          |

**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   |
| <b>USA</b>    | <b>2.20</b>        | <b>94%</b>        | <b>6%</b> | <b>2.03</b>        | <b>97%</b>        | <b>3%</b> |
| Border States | 2.30               | 94%               | 6%        | 2.01               | 97%               | 3%        |
| New York      | 2.21               | 94%               | 6%        | 2.05               | 98%               | 2%        |
| Michigan      | 2.25               | 94%               | 6%        | 1.93               | 98%               | 2%        |
| Pennsylvania  | 2.39               | 94%               | 6%        | 2.59               | 91%               | 9%        |
| Ohio          | 2.43               | 93%               | 7%        | 2.14               | 96%               | 4%        |
| Illinois      | 2.21               | 96%               | 4%        | 2.41               | 96%               | 4%        |
| Wisconsin     | 2.87               | 95%               | 5%        | 2.28               | 100%              | 0%        |
| Minnesota     | 2.37               | 93%               | 7%        | 2.10               | 100%              | 0%        |
| Other USA     | 2.02               | 95%               | 5%        | 2.35               | 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 |
|---------------|----------------------|--|
| <b>USA</b>    | <b>27,578</b>        | <b>3.40</b>  |
| Border States | 16,804               | 3.05   |
| New York      | 4,375                | 2.81   |
| Michigan      | 4,512                | 2.51   |
| Pennsylvania  | 1,828                | 3.54   |
| Ohio          | 2,189                | 2.96   |
| Illinois      | 1,793                | 4.63   |
| Wisconsin     | 1,037                | 4.33   |
| Minnesota     | 1,070                | 3.99   |
| Other USA     | 10,774               | 4.14   |

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

| Type of Accommodation           | Total USA     | Border States | Other USA     |
|---------------------------------|---------------|---------------|---------------|
| <b>Total Person Nights</b>      | <b>27,578</b> | <b>16,804</b> | <b>10,774</b> |
| Roofed Commercial Accommodation | 14,851        | 9,247         | 5,604         |
| Hotel                           | 7,936         | 4,683         | 3,253         |
| Motel                           | 2,765         | 1,797         | 967           |
| Commercial Cottage              | 4,150         | 2,766         | 1,384         |
| Camping/Trailer Park            | 1,342         | 821           | 522           |
| Home of Friend/Relative         | 5,632         | 2,557         | 3,075         |
| Private Cottage                 | 2,115         | 1,680         | 435           |
| Other Accommodation             | 3,638         | 2,499         | 1,139         |

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

| Tourism Region              | Overnight Visits (000s) |               |              | Same-day Visits (000s) |               |              |
|-----------------------------|-------------------------|---------------|--------------|------------------------|---------------|--------------|
|                             | Total USA               | Border States | Other USA    | Total USA              | Border States | Other USA    |
| <b>Total Person Visits</b>  | <b>8,107</b>            | <b>5,506</b>  | <b>2,602</b> | <b>18,210</b>          | <b>16,689</b> | <b>1,521</b> |
| Essex                       | 586                     | 523           | 63           | 5,616                  | 5,384         | 233          |
| Southwestern Ontario        | 950                     | 732           | 218          | 2,269                  | 2,184         | 85           |
| Niagara Region              | 2,214                   | 1,511         | 703          | 6,897                  | 6,219         | 678          |
| South-Central Ontario       | 446                     | 254           | 192          | 158                    | 149           | 9            |
| Toronto and Region          | 2,607                   | 1,485         | 1,122        | 1,036                  | 768           | 267          |
| Central Ontario             | 608                     | 380           | 228          | 66                     | 59            | 7            |
| St. Lawrence River Corridor | 521                     | 345           | 176          | 775                    | 691           | 84           |
| Ottawa Region               | 425                     | 179           | 246          | 118                    | 95            | 24           |
| Eastern Ontario             | 288                     | 196           | 92           | 72                     | 68            | 5            |
| North-Central               | 114                     | 73            | 41           | 4                      | 4             |              |
| North-East                  | 496                     | 368           | 128          | 559                    | 472           | 87           |
| North-West                  | 626                     | 404           | 222          | 637                    | 599           | 38           |
| Region not Specified        | 6                       | 0             | 6            | 8                      | 2             | 6            |

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 |
| VFR                           | 2,537                   | 1,560         | 977          |
| Festival/fair                 | 560                     | 371           | 189          |
| Cultural performance          | 1,076                   | 800           | 276          |
| Museum/art gallery            | 1,371                   | 799           | 572          |
| Historical site               | 1,922                   | 1,168         | 755          |
| zoo/aquarium/botanical garden | 493                     | 270           | 223          |
| Sports event                  | 420                     | 253           | 167          |
| Go shopping                   | 4,719                   | 3,084         | 1,635        |
| Go sightseeing                | 3,911                   | 2,455         | 1,455        |
| Bar/nightclub                 | 1,709                   | 1,151         | 559          |
| Casino                        | 599                     | 466           | 133          |
| Theme Park                    | 329                     | 220           | 109          |
| Nature park                   | 1,502                   | 885           | 617          |
| Any sports/outdoor activities | 2,535                   | 1,860         | 675          |
| Boating                       | 805                     | 551           | 255          |
| Golfing                       | 215                     | 157           | 58           |
| Skiing/snowboarding           | 72                      | 48            | 24           |
| Hunting                       | 28                      | 19            | 8            |
| Fishing                       | 1,007                   | 737           | 270          |

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 |
|---------------|------------------|-----------------|
| <b>USA</b>    | <b>\$3,491</b>   | <b>\$1,385</b>  |
| Border States | \$1,876          | \$1,191         |
| New York      | \$440            | \$443           |
| Michigan      | \$505            | \$579           |
| Pennsylvania  | \$196            | \$43            |
| Ohio          | \$268            | \$76            |
| Illinois      | \$215            | \$14            |
| Wisconsin     | \$126            | \$8             |
| Minnesota     | \$127            | \$29            |
| Other USA     | \$1,615          | \$194           |

**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 |
| <b>Total Spending</b>       | <b>\$3,491</b>              | <b>\$1,876</b> | <b>\$1,615</b> | <b>\$1,385</b>             | <b>\$1,191</b> | <b>\$194</b> |
| Essex                       | \$104                       | \$85           | \$19           | \$424                      | \$413          | \$11         |
| Southwestern Ontario        | \$246                       | \$170          | \$76           | \$147                      | \$143          | \$4          |
| Niagara Region              | \$507                       | \$345          | \$162          | \$404                      | \$377          | \$27         |
| South-Central Ontario       | \$96                        | \$51           | \$45           | \$9                        | \$8            | \$1          |
| Toronto and Region          | \$1,512                     | \$610          | \$902          | \$264                      | \$130          | \$133        |
| Central Ontario             | \$181                       | \$110          | \$71           | \$6                        | \$5            | \$2          |
| St. Lawrence River Corridor | \$108                       | \$68           | \$40           | \$46                       | \$42           | \$4          |
| Ottawa Region               | \$168                       | \$53           | \$115          | \$11                       | \$7            | \$4          |
| Eastern Ontario             | \$77                        | \$52           | \$24           | \$4                        | \$4            | \$0          |
| North-Central               | \$42                        | \$30           | \$13           | \$0                        | \$0            | \$0          |
| North-East                  | \$142                       | \$101          | \$41           | \$41                       | \$35           | \$6          |
| North-West                  | \$301                       | \$202          | \$100          | \$29                       | \$27           | \$2          |
| Region not Specified        | \$7                         | \$0            | \$7            | \$0                        | \$0            | \$0          |

**Table 11: U.S. Visitors Spending in Ontario: by Expense Category**

| Spending Category            | Overnight Visits (millions) |                |                | Same-day Visits (millions) |                |              |
|------------------------------|-----------------------------|----------------|----------------|----------------------------|----------------|--------------|
|                              | Total USA                   | Border States  | Other States   | Total USA                  | Border States  | Other States |
| <b>Total Spending</b>        | <b>\$3,491</b>              | <b>\$1,876</b> | <b>\$1,615</b> | <b>\$1,385</b>             | <b>\$1,191</b> | <b>\$194</b> |
| Accommodation                | \$1,206                     | \$675          | \$531          | \$0                        | \$0            | \$0          |
| Food and Beverage            | \$696                       | \$393          | \$303          | \$379                      | \$353          | \$27         |
| Recreation and Entertainment | \$445                       | \$292          | \$153          | \$361                      | \$339          | \$22         |
| Retail                       | \$438                       | \$251          | \$186          | \$294                      | \$274          | \$19         |
| Canadian Carrier Fares       | \$371                       | \$98           | \$273          | \$201                      | \$84           | \$117        |
| Private Transportation       | \$213                       | \$108          | \$105          | \$139                      | \$132          | \$7          |
| Public/local transportation  | \$123                       | \$59           | \$64           | \$11                       | \$9            | \$2          |

Source: International Travel Survey, Statistics Canada