

## Ontario's U.S. Travel Markets, 2003

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)
<b>USA</b>	<b>22,009</b>	<b>6,709</b>	<b>15,300</b>
Border States	18,638	4,608	14,030
New York	6,867	1,273	5,594
Michigan	8,231	1,488	6,743
Pennsylvania	699	390	310
Ohio	1,116	593	523
Illinois	480	356	124
Wisconsin	307	206	101
Minnesota	937	302	635
Other USA	3,371	2,101	1,270

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>3,950</b>	<b>1,316</b>	<b>796</b>	<b>647</b>	<b>7,379</b>	<b>1,973</b>	<b>649</b>	<b>5,298</b>
Border States	2,956	783	384	485	6,609	1,834	582	5,005
New York	769	275	72	157	2,762	677	123	2,032
Michigan	957	281	92	159	2,873	1,000	375	2,495
Pennsylvania	268	47	45	30	229	18	14	48
Ohio	423	78	62	29	340	14	31	139
Illinois	208	49	63	36	80	15	11	18
Wisconsin	121	21	29	36	53	11	10	28
Minnesota	210	32	21	38	271	99	18	246
Other USA	994	533	411	163	770	139	67	293

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>954</b>	<b>1,589</b>	<b>2,866</b>	<b>1,300</b>	<b>3,284</b>	<b>3,692</b>	<b>4,921</b>	<b>3,403</b>
Border States	739	1,086	1,926	858	3,196	3,366	4,282	3,187
New York	238	278	539	218	1,075	1,421	1,862	1,236
Michigan	293	360	535	301	1,741	1,562	1,839	1,600
Pennsylvania	47	102	157	84	26	95	158	31
Ohio	62	111	270	150	82	113	176	152
Illinois	34	72	193	57	29	22	51	22
Wisconsin	22	57	101	26	17	9	62	13
Minnesota	43	106	131	22	225	143	134	133
Other USA	216	503	941	442	88	326	639	217

**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>2.16</b>	<b>94%</b>	<b>6%</b>	<b>2.04</b>	<b>98%</b>	<b>2%</b>
Border States	2.28	94%	6%	2.02	97%	3%
New York	2.18	95%	5%	2.06	98%	2%
Michigan	2.27	94%	6%	1.94	97%	3%
Pennsylvania	2.28	95%	5%	2.52	96%	4%
Ohio	2.44	93%	7%	2.10	97%	3%
Illinois	2.18	96%	4%	2.25	97%	3%
Wisconsin	2.48	96%	4%	2.25	100%	0%
Minnesota	2.52	94%	6%	2.23	100%	0%
Other USA	1.94	95%	5%	2.31	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>23,518</b>	<b>3.51</b>
Border States	14,376	3.12
New York	3,651	2.87
Michigan	3,812	2.56
Pennsylvania	1,480	3.80
Ohio	1,818	3.07
Illinois	1,641	4.61
Wisconsin	794	3.85
Minnesota	1,180	3.91
Other USA	9,142	4.35

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

Type of Accommodation	Total USA	Border States	Other USA
<b>Total Person Nights</b>	<b>23,518</b>	<b>14,376</b>	<b>9,142</b>
Roofed Commercial Accommodation	11,765	7,543	4,222
Hotel	6,054	3,605	2,449
Motel	2,014	1,368	646
Commercial Cottage	3,697	2,570	1,127
Camping/Trailer Park	1,212	844	368
Home of Friend/Relative	5,225	2,285	2,940
Private Cottage	2,042	1,424	618
Other Accommodation	3,273	2,281	992

**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>6,709</b>	<b>4,608</b>	<b>2,101</b>	<b>15,300</b>	<b>14,030</b>	<b>1,270</b>
Essex	480	428	51	4,767	4,567	200
Southwestern Ontario	742	588	154	1,965	1,904	62
Niagara Region	1,707	1,176	531	5,455	4,911	544
South-Central Ontario	387	214	173	153	146	7
Toronto and Region	2,169	1,228	941	800	602	198
Central Ontario	523	324	200	92	88	4
St. Lawrence River Corridor	431	288	143	607	523	84
Ottawa Region	318	131	186	131	99	32
Eastern Ontario	234	172	63	86	65	21
North-Central	102	67	35	10	10	1
North-East	431	325	106	485	417	67
North-West	635	427	207	746	701	45
Region not Specified	8	3	5	7	2	5

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	2,256	1,381	875
Festival/fair	506	341	165
Cultural performance	868	656	212
Museum/art gallery	1,043	602	440
Historical site	1,487	898	589
zoo/aquarium/botanical garden	365	207	158
Sports event	322	182	140
Go shopping	3,832	2,513	1,319
Go sightseeing	3,034	1,926	1,108
Bar/nightclub	1,471	987	484
Casino	557	417	140
Theme Park	252	168	84
Nature park	1,168	708	460
Any sports/outdoor activities	2,173	1,597	576
Boating	736	519	217
Golfing	210	147	63
Skiing/snowboarding	50	39	11
Hunting	23	19	4
Fishing	948	707	240

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>\$2,816</b>	<b>\$1,142</b>
Border States	\$1,609	\$997
New York	\$369	\$364
Michigan	\$424	\$499
Pennsylvania	\$154	\$34
Ohio	\$219	\$52
Illinois	\$225	\$12
Wisconsin	\$94	\$10
Minnesota	\$124	\$26
Other USA	\$1,207	\$145

**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>\$2,816</b>	<b>\$1,609</b>	<b>\$1,207</b>	<b>\$1,142</b>	<b>\$997</b>	<b>\$145</b>
Essex	\$86	\$71	\$15	\$363	\$353	\$9
Southwestern Ontario	\$198	\$155	\$43	\$134	\$131	\$3
Niagara Region	\$408	\$272	\$136	\$320	\$298	\$21
South-Central Ontario	\$88	\$43	\$44	\$9	\$8	\$1
Toronto and Region	\$1,081	\$490	\$591	\$181	\$86	\$94
Central Ontario	\$168	\$97	\$71	\$5	\$4	\$1
St. Lawrence River Corridor	\$98	\$63	\$35	\$35	\$31	\$4
Ottawa Region	\$123	\$40	\$84	\$14	\$11	\$3
Eastern Ontario	\$61	\$48	\$13	\$11	\$11	\$1
North-Central	\$31	\$21	\$11	\$1	\$1	\$0
North-East	\$134	\$100	\$34	\$40	\$34	\$6
North-West	\$334	\$207	\$127	\$28	\$27	\$1
Region not Specified	\$4	\$1	\$3	\$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>\$2,816</b>	<b>\$1,609</b>	<b>\$1,207</b>	<b>\$1,142</b>	<b>\$997</b>	<b>\$145</b>
Accommodation	\$932	\$549	\$383	\$0	\$0	\$0
Food and Beverage	\$589	\$340	\$250	\$310	\$289	\$21
Recreation and Entertainment	\$385	\$259	\$126	\$310	\$292	\$18
Retail	\$395	\$232	\$163	\$259	\$243	\$16
Canadian Carrier Fares	\$211	\$75	\$137	\$135	\$51	\$84
Private Transportation	\$191	\$97	\$94	\$118	\$113	\$5
Public/local transportation	\$112	\$58	\$55	\$9	\$8	\$1

Source: International Travel Survey, Statistics Canada