

Ontario's U.S. Travel Markets, 2004

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	21,391	7,434	13,957
Border States	17,741	5,009	12,731
New York	6,757	1,428	5,329
Michigan	7,494	1,564	5,930
Pennsylvania	757	457	301
Ohio	1,144	649	495
Illinois	471	357	114
Wisconsin	346	258	89
Minnesota	771	296	475
Other USA	3,651	2,425	1,226

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	4,399	1,325	986	723	6,748	1,829	601	4,779
Border States	3,275	789	429	516	5,997	1,688	524	4,523
New York	923	260	75	170	2,663	674	114	1,878
Michigan	993	285	121	166	2,483	878	330	2,239
Pennsylvania	311	52	55	39	229	23	9	41
Ohio	468	73	70	38	309	22	29	135
Illinois	216	48	62	31	70	17	10	17
Wisconsin	165	43	19	31	43	6	14	26
Minnesota	199	28	28	41	200	69	18	188
Other USA	1,124	537	557	208	751	142	77	257

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	932	1,940	3,274	1,288	2,877	3,573	4,497	3,011
Border States	706	1,302	2,159	843	2,787	3,245	3,914	2,786
New York	225	370	623	210	967	1,432	1,654	1,276
Michigan	284	409	582	289	1,549	1,427	1,707	1,246
Pennsylvania	48	138	180	91	26	103	141	30
Ohio	65	146	284	155	75	111	174	135
Illinois	33	82	192	52	26	18	45	25
Wisconsin	15	65	158	19	17	9	51	12
Minnesota	36	91	141	28	126	145	141	62
Other USA	226	639	1,115	445	90	328	584	224

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	2.13	95%	5%	2.05	97%	3%
Border States	2.27	94%	6%	2.03	97%	3%
New York	2.24	93%	7%	2.09	97%	3%
Michigan	2.18	95%	5%	1.93	97%	3%
Pennsylvania	2.29	95%	5%	2.51	92%	8%
Ohio	2.39	93%	7%	2.12	95%	5%
Illinois	2.21	94%	6%	2.17	100%	0%
Wisconsin	2.70	96%	4%	2.12	100%	0%
Minnesota	2.41	94%	6%	2.27	100%	0%
Other USA	1.89	95%	5%	2.30	97%	3%

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	25,588	3.44
Border States	15,608	3.12
New York	4,212	2.95
Michigan	3,861	2.47
Pennsylvania	1,768	3.87
Ohio	2,028	3.12
Illinois	1,429	4.00
Wisconsin	1,164	4.52
Minnesota	1,147	3.87
Other USA	9,980	4.12

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

Type of Accommodation	Total USA	Border States	Other USA
Total Person Nights	25,588	15,608	9,980
Roofed Commercial Accommodation	13,730	8,515	5,215
Hotel	7,388	4,184	3,204
Motel	2,300	1,580	719
Commercial Cottage	4,042	2,751	1,292
Camping/Trailer Park	1,257	804	454
Home of Friend/Relative	5,303	2,417	2,886
Private Cottage	1,810	1,458	352
Other Accommodation	3,489	2,415	1,074

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
Total Person Visits	7,434	5,009	2,425	13,957	12,731	1,226
Essex	481	429	52	4,139	3,968	170
Southwestern Ontario	823	662	161	1,871	1,799	72
Niagara Region	1,951	1,324	627	5,046	4,518	528
South-Central Ontario	398	228	169	133	126	6
Toronto and Region	2,532	1,390	1,142	761	569	193
Central Ontario	560	338	222	61	54	6
St. Lawrence River Corridor	433	267	166	650	567	83
Ottawa Region	378	145	234	238	185	52
Eastern Ontario	252	182	70	85	68	16
North-Central	93	62	31	3	3	
North-East	420	310	110	411	352	58
North-West	699	471	229	564	523	42
Region not Specified	7	3	4	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
VFR	2,370	1,428	942
Festival/fair	572	378	195
Cultural performance	963	726	237
Museum/art gallery	1,257	702	555
Historical site	1,719	1,006	713
zoo/aquarium/botanical garden	400	220	181
Sports event	379	215	164
Go shopping	4,241	2,759	1,482
Go sightseeing	3,511	2,181	1,330
Bar/nightclub	1,662	1,098	564
Casino	610	440	170
Theme Park	294	194	100
Nature park	1,242	749	492
Any sports/outdoor activities	2,331	1,698	632
Boating	761	528	233
Golfing	206	134	72
Skiing/snowboarding	46	39	7
Hunting	43	23	20
Fishing	1,009	763	247

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	\$3,325	\$1,058
Border States	\$1,800	\$916
New York	\$433	\$342
Michigan	\$455	\$454
Pennsylvania	\$187	\$29
Ohio	\$225	\$53
Illinois	\$211	\$9
Wisconsin	\$137	\$10
Minnesota	\$151	\$20
Other USA	\$1,525	\$142

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	\$3,325	\$1,800	\$1,525	\$1,058	\$916	\$142
Essex	\$93	\$77	\$16	\$326	\$318	\$8
Southwestern Ontario	\$236	\$183	\$52	\$120	\$117	\$3
Niagara Region	\$468	\$306	\$162	\$299	\$278	\$21
South-Central Ontario	\$86	\$43	\$43	\$8	\$8	\$0
Toronto and Region	\$1,394	\$571	\$823	\$170	\$80	\$90
Central Ontario	\$164	\$92	\$72	\$6	\$5	\$1
St. Lawrence River Corridor	\$106	\$64	\$43	\$40	\$35	\$5
Ottawa Region	\$151	\$42	\$110	\$19	\$15	\$4
Eastern Ontario	\$63	\$49	\$14	\$10	\$8	\$2
North-Central	\$40	\$29	\$12	\$0	\$0	\$0
North-East	\$125	\$92	\$33	\$35	\$31	\$4
North-West	\$395	\$250	\$145	\$26	\$22	\$4
Region not Specified	\$2	\$2	\$1	\$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
Total Spending	\$3,325	\$1,800	\$1,525	\$1,058	\$916	\$142
Accommodation	\$1,210	\$667	\$543	\$0	\$0	\$0
Food and Beverage	\$688	\$382	\$306	\$293	\$270	\$22
Recreation and Entertainment	\$445	\$288	\$157	\$274	\$255	\$19
Retail	\$405	\$226	\$179	\$246	\$229	\$17
Canadian Carrier Fares	\$230	\$68	\$163	\$121	\$45	\$76
Private Transportation	\$209	\$105	\$104	\$117	\$110	\$7
Public/local transportation	\$137	\$64	\$73	\$8	\$7	\$1

Source: International Travel Survey, Statistics Canada