

Ontario's Domestic Travel Markets, 2006

Table 1. Person Visits from Canada to Ontario: by Length of Stay, 2006

| Origin | Total Visits (000s) | Overnight Visits (000s) | Same-day Visits (000s) |
|-------------------|------------------------|----------------------------|------------------------------|
| All Canada | 83,668 | 33,663 | 50,005 |
| Ontario | 78,997 | 30,299 | 48,698 |
| Quebec | 3,234 | 2,008 | 1,226 |
| Manitoba | 471 | 416 | 55 |
| Western Canada | 625 | 609 | 16 |
| Atlantic Canada | 341 | 331 | 10 |

Table 2: Person Visits from Canada to Ontario: by Main Purpose of Trip, 2006

| Origin | Total Visits (000s) | | | | Overnight Visits (000s) | | | |
|-------------------|---------------------|---------------|--------------|--------------|-------------------------|---------------|--------------|--------------|
| | Pleasure | VFR | Business | Personal | Pleasure | VFR | Business | Personal |
| All Canada | 36,017 | 38,125 | 4,906 | 4,621 | 15,215 | 15,219 | 2,039 | 1,190 |
| Ontario | 34,322 | 35,975 | 4,301 | 4,399 | 14,035 | 13,663 | 1,559 | 1,043 |
| Quebec | 1,121 | 1,572 | 377 | 164 | 649 | 1,005 | 259 | 95 |
| Manitoba | 283 | 124 | 41 | 22 | 254 | 109 | 34 | 18 |
| Western Canada | 183 | 313 | 108 | 21 | 175 | 307 | 108 | 20 |
| Atlantic Canada | 106 | 140 | 80 | 15 | 102 | 136 | 79 | 14 |

Table 3: Person Visits from Canada to Ontario: by Calendar Quarter, 2006

| Origin | Total Visits (000s) | | | | Overnight Visits (000s) | | | |
|-------------------|---------------------|---------------|---------------|---------------|-------------------------|--------------|---------------|--------------|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| All Canada | 17,075 | 20,508 | 25,960 | 20,125 | 5,771 | 8,109 | 12,539 | 7,244 |
| Ontario | 16,285 | 19,400 | 24,334 | 18,978 | 5,280 | 7,346 | 11,227 | 6,446 |
| Quebec | 622 | 774 | 1,068 | 770 | 335 | 442 | 786 | 445 |
| Manitoba | 51 | 113 | 213 | 94 | 39 | 104 | 196 | 77 |
| Western Canada | 52 | 152 | 217 | 204 | 52 | 149 | 211 | 197 |
| Atlantic Canada | 65 | 69 | 127 | 79 | 65 | 68 | 121 | 78 |

Table 4: Average Household Party Size and Composition of Canadian Visitors to Ontario, 2006

| Origin | Total Visits | | | Overnight Visits | | |
|-------------------|--------------------|-------------------|------------|--------------------|-------------------|------------|
| | Average Party Size | Party Composition | | Average Party Size | Party Composition | |
| | | Adults Only | w/ Kids | | Adults Only | w/ Kids |
| All Canada | 1.9 | 79% | 21% | 1.9 | 79% | 21% |
| Ontario | 1.9 | 79% | 21% | 2.0 | 78% | 22% |
| Quebec | 1.8 | 83% | 17% | 1.7 | 83% | 17% |
| Manitoba | 2.1 | 78% | 22% | 2.1 | 77% | 23% |
| Western Canada | 1.8 | 88% | 12% | 1.8 | 88% | 12% |
| Atlantic Canada | 1.7 | 87% | 13% | 1.7 | 87% | 13% |

Table 5: Person Nights spent by Canadian Travellers in Ontario and Avg. Length of Stay, 2006

| Origin | Person Nights (000s) | Average length of stay (nights) – Total Overnight Visitors |
|-------------------|----------------------|--|
| All Canada | 88,228 | 2.6 |
| Ontario | 74,479 | 2.5 |
| Quebec | 5,609 | 2.8 |
| Manitoba | 1,710 | 4.1 |
| Western Canada | 4,273 | 7.0 |
| Atlantic Canada | 2,157 | 6.5 |

Table 6: Canadian Visitors Accommodation in Ontario, 2006

| Type of Accommodation | Total Canada | Ontario | Other Canada |
|-----------------------------------|---------------|---------------|---------------|
| Total Person Nights (000s) | 88,228 | 74,479 | 13,749 |
| Roofed Commercial Accommodation | 24,371 | 20,684 | 3,687 |
| Hotel | 11,248 | 8,818 | 2,430 |
| Motel | 2,134 | 1,742 | 392 |
| Other Commercial | 10,990 | 10,124 | 866 |
| Camping/Trailer Park | 6,875 | 6,283 | 591 |
| Home of Friend/Relative | 42,847 | 34,057 | 8,790 |
| Private Cottage | 11,162 | 10,778 | 384 |
| Other Accommodation | 2,973 | 2,677 | 297 |

Table 7: Person Visits from Canada to Ontario: Travel Region Visited, 2006

| Tourism Region | Total Visits | | | Overnight Visits | | |
|-----------------------------------|---------------|---------------|--------------|------------------|---------------|--------------|
| | Total Canada | Ontario | Other Canada | Total Canada | Ontario | Other Canada |
| Total Person Visits (000s) | 83,668 | 78,997 | 4,671 | 33,663 | 30,299 | 3,364 |
| Essex | 1,330 | 1,305 | 25 | 529 | 504 | 25 |
| Southwestern Ontario | 9,708 | 9,608 | 100 | 3,464 | 3,376 | 89 |
| Niagara Region | 4,965 | 4,860 | 104 | 2,121 | 2,019 | 102 |
| South-Central Ontario | 10,339 | 10,230 | 109 | 2,705 | 2,601 | 104 |
| Toronto and Region | 18,699 | 17,437 | 1,261 | 5,798 | 4,639 | 1,159 |
| Central Ontario | 18,408 | 18,267 | 140 | 9,030 | 8,895 | 136 |
| St. Lawrence River Corridor | 4,244 | 3,796 | 448 | 2,020 | 1,740 | 280 |
| Ottawa Region | 4,995 | 3,535 | 1,461 | 2,379 | 1,494 | 885 |
| Eastern Ontario | 3,793 | 3,391 | 402 | 1,400 | 1,308 | 92 |
| North-Central | 2,239 | 2,155 | 84 | 1,513 | 1,481 | 32 |
| North-East | 2,679 | 2,628 | 51 | 1,400 | 1,358 | 42 |
| North-West | 1,321 | 993 | 328 | 763 | 484 | 279 |
| Region not Specified | 949 | 793 | 157 | 540 | 402 | 138 |

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 Canada to Ontario: Activities, 2006

| Activity | Total Visits (000s) | | | Overnight Visits (000s) | | |
|---|---------------------|---------|--------------|-------------------------|---------|--------------|
| | Total Canada | Ontario | Other Canada | Total Canada | Ontario | Other Canada |
| Visit friends or relatives | 32,121 | 29,766 | 2,356 | 13,603 | 11,861 | 1,742 |
| Attend a festival or fair | 789 | 712 | 76 | 447 | 375 | 72 |
| Attend a cultural performance | 3,276 | 3,051 | 225 | 1,496 | 1,298 | 198 |
| Visit a museum or art gallery | 1,621 | 1,278 | 343 | 1,084 | 782 | 302 |
| Visit a historic site | 630 | 419 | 210 | 482 | 282 | 201 |
| Visit a zoo/aquarium/botanical garden | 612 | 505 | 108 | 343 | 251 | 92 |
| Attend a sports event | 1,864 | 1,757 | 107 | 593 | 492 | 102 |
| Go shopping | 9,488 | 8,537 | 951 | 3,481 | 2,731 | 750 |
| Go sightseeing | 6,582 | 5,848 | 735 | 3,558 | 2,962 | 596 |
| Go to a bar or night club | 2,841 | 2,588 | 253 | 2,074 | 1,832 | 243 |
| Go to a casino | 2,064 | 1,987 | 77 | 1,042 | 977 | 66 |
| Visit a theme/amusement park | 896 | 753 | 143 | 454 | 315 | 139 |
| Visit a national/provincial nature park | 2,151 | 1,890 | 261 | 1,414 | 1,161 | 253 |
| Participate in sports/outdoor activities: | 21,775 | 20,230 | 1,546 | 12,914 | 11,647 | 1,267 |
| Boating | 1,812 | 1,708 | 103 | 1,585 | 1,488 | 97 |
| Golfing | 1,862 | 1,763 | 99 | 859 | 775 | 83 |
| Down hill skiing or snowboarding | 609 | 602 | 7 | 330 | 325 | 5 |
| Hunting | 361 | 357 | 4 | 244 | 242 | 2 |
| Fishing | 3,324 | 3,181 | 143 | 2,409 | 2,284 | 126 |

Table 9: Canadian Visitors Spending in Ontario, 2006

| Origin | Total | Overnight Visits | Same-day Visits |
|------------------------------|-----------------|------------------|-----------------|
| All Canada (millions) | \$10,799 | \$7,211 | \$3,588 |
| Ontario | \$9,375 | \$5,887 | \$3,488 |
| Quebec | \$619 | \$530 | \$90 |
| Manitoba | \$127 | \$123 | \$4 |
| Western Canada | \$465 | \$460 | \$5 |
| Atlantic Canada | \$213 | \$212 | \$1 |

Table 10: Canadian Visitors Spending in Ontario: by Locations Visited, 2006

| Locations Visited | Total Visitors | | | Overnight Visitors | | |
|----------------------------------|-----------------|----------------|----------------|--------------------|----------------|--------------|
| | Total Canada | Ontario | Other Canada | Total Canada | Ontario | Other Canada |
| Total Spending (millions) | \$10,799 | \$9,375 | \$1,425 | \$7,211 | \$5,887 | 1,324 |
| Essex | \$173 | \$162 | \$10 | \$104 | 94 | \$10 |
| Southwestern Ontario | \$978 | \$921 | \$57 | \$591 | 535 | \$56 |
| Niagara Region | \$831 | \$776 | \$55 | \$570 | 516 | \$55 |
| South-Central Ontario | \$858 | \$821 | \$37 | \$381 | 345 | \$37 |
| Toronto and Region | \$2,817 | \$2,166 | \$651 | \$1,827 | 1,200 | \$627 |
| Central Ontario | \$2,133 | \$2,078 | \$55 | \$1,522 | 1,468 | \$54 |
| St. Lawrence River Corridor | \$495 | \$431 | \$64 | \$344 | 287 | \$58 |
| Ottawa Region | \$907 | \$600 | \$306 | \$669 | 409 | \$260 |
| Eastern Ontario | \$306 | \$278 | \$28 | \$178 | 160 | \$18 |
| North-Central | \$363 | \$349 | \$14 | \$297 | 288 | \$8 |
| North-East | \$497 | \$462 | \$35 | \$370 | 336 | \$34 |
| North-West | \$246 | \$190 | \$56 | \$193 | 139 | \$53 |
| Region not Specified | \$196 | \$140 | \$56 | \$164 | 110 | \$54 |

Table 11 Canadian Visitors Spending in Ontario: by Expense Category, 2006

| Spending Category | Total Visits | | | Overnight Visits | | |
|----------------------------------|-----------------|----------------|----------------|------------------|----------------|----------------|
| | Total Canada | Ontario | Other Canada | Total Canada | Ontario | Other Canada |
| Total Spending (millions) | \$10,799 | \$9,375 | \$1,425 | \$7,211 | \$5,887 | \$1,324 |
| Accommodation | \$1,548 | \$1,279 | \$269 | \$1,548 | \$1,279 | \$269 |
| Food and Beverage | \$3,277 | \$2,904 | \$373 | \$2,187 | \$1,843 | \$344 |
| Recreation and Entertainment | \$937 | \$858 | \$79 | \$547 | \$474 | \$73 |
| Retail | \$1,721 | \$1,531 | \$190 | \$793 | \$639 | \$154 |
| Public Transportation | \$661 | \$358 | \$303 | \$587 | \$292 | \$294 |
| Private Transportation | \$2,571 | \$2,380 | \$191 | \$1,484 | \$1,312 | \$172 |
| Local transportation | \$85 | \$65 | \$20 | \$65 | \$47 | \$18 |

Source: Travel Survey of the Residents of Canada (TSRC), Statistics Canada, 2006