

Regional Tourism Profiles, 2004

CMA 535: Toronto

Posted Date	Note
Revised on March 1, 2008	Chapter 3 (Economic Impacts) has been updated, based on Statistics Canada's updated Input-Output Tables

Ontario Ministry of Tourism

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NOTE: All the information provided in this report comes from Statistics Canada's Canadian Travel Survey and International Travel Survey, with the following exceptions: hotel occupancy rates and RevPar come from PKF Consulting Inc.; economic impact data come from the Ontario Ministry of Tourism's economic impact model; and tourism-related establishment data come from Statistics Canada's Canadian Business Patterns.

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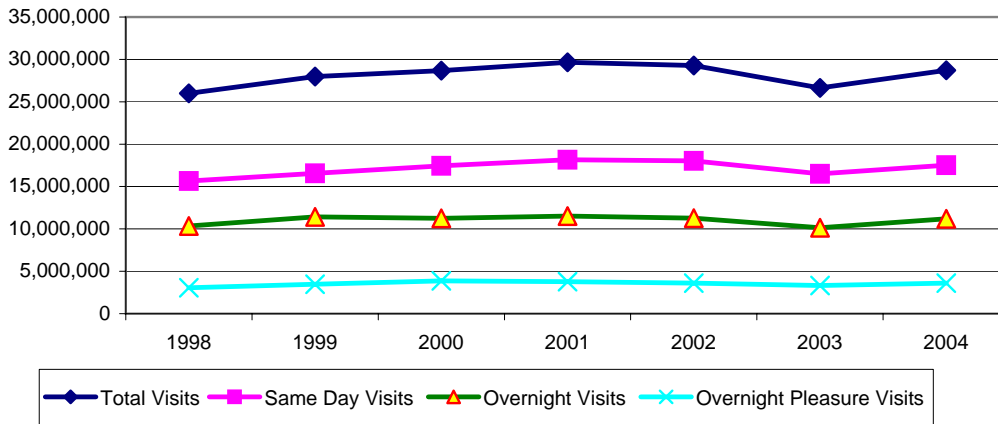
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Chapter 1. Historical Statistics

1.1. Total Person Visits by Length of Stay and Main Purpose

Between 1998 and 2004, person visits in Toronto increased by 10%, from 25,994,893 to 28,711,934.

Total Person Visits by Length and Main Purpose



1.1. Total Person Visits by Length of Stay and Main Purpose

Title/Year	1998	1999	2000	2001	2002	2003	2004
Total Visits	25,994,893	27,973,173	28,683,411	29,665,995	29,286,866	26,637,211	28,711,934
Same Day Visits	15,647,862	16,560,470	17,435,104	18,154,137	18,022,467	16,499,137	17,515,423
Overnight Visits	10,347,031	11,412,703	11,248,307	11,511,858	11,264,399	10,138,074	11,196,511
Overnight Pleasure Visits	3,049,328	3,465,254	3,868,006	3,784,746	3,597,439	3,321,718	3,598,612
Overnight VFR Visits	3,875,750	4,612,578	3,939,821	4,582,681	4,330,813	3,942,786	4,390,185
Overnight Business Visits	2,740,643	2,655,613	2,570,649	2,220,424	2,386,885	2,053,975	2,224,185
Other Overnight Visits	681,310	679,259	869,831	924,007	949,261	819,595	983,529

1.2. Person Visits by Canadians

Between 1998 and 2004, person visits in Toronto by Canadians increased by 14%, from 20,893,768 to 23,865,540.

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Person Visits by Canadians

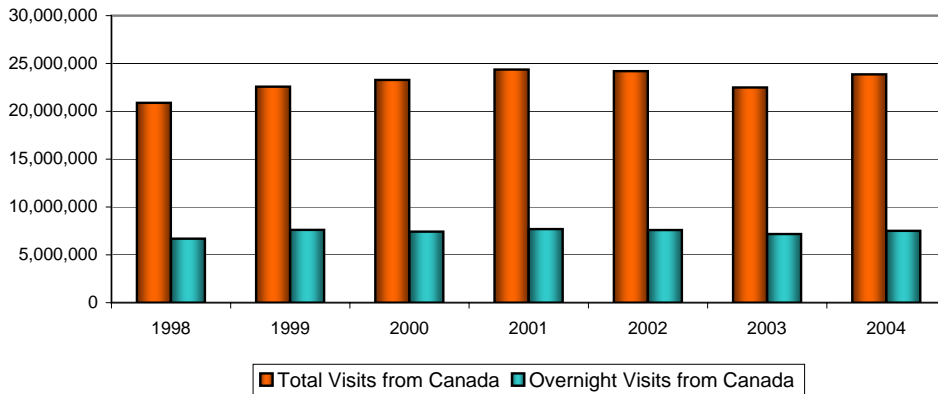


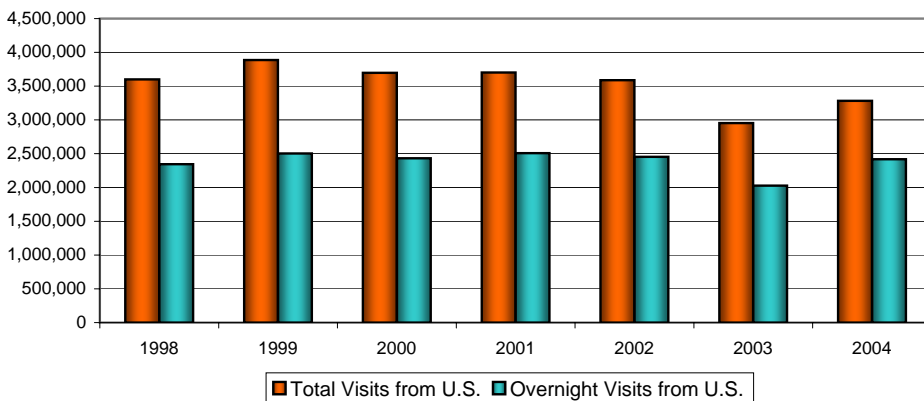
Table 1-2. Person Visits by Canadians

Title/Year	1998	1999	2000	2001	2002	2003	2004
Total Visits from Canada	20,893,768	22,583,379	23,277,128	24,368,943	24,191,703	22,487,408	23,865,540
Overnight Visits from Canada	6,691,038	7,614,878	7,419,640	7,696,237	7,599,136	7,171,297	7,516,487

1.3. Person Visits by Americans

Between 1998 and 2004, person visits by U.S. residents in Toronto decreased by 9%, from 3,600,547 to 3,283,248.

Person Visits by Americans



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Table 1-3. Person Visits by Americans

Title/Year	1998	1999	2000	2001	2002	2003	2004
Total Visits from U.S.	3,600,547	3,885,553	3,696,882	3,701,691	3,588,612	2,952,866	3,283,248
Overnight Visits from U.S.	2,343,721	2,502,555	2,432,911	2,508,249	2,453,348	2,026,868	2,418,603

1.4. Person Visits by Residents of Other Countries

Between 1998 and 2004, person visits by residents of other countries to Toronto increased by 4% from 1,500,579 to 1,563,145.

Person Visits by Residents of Other Countries

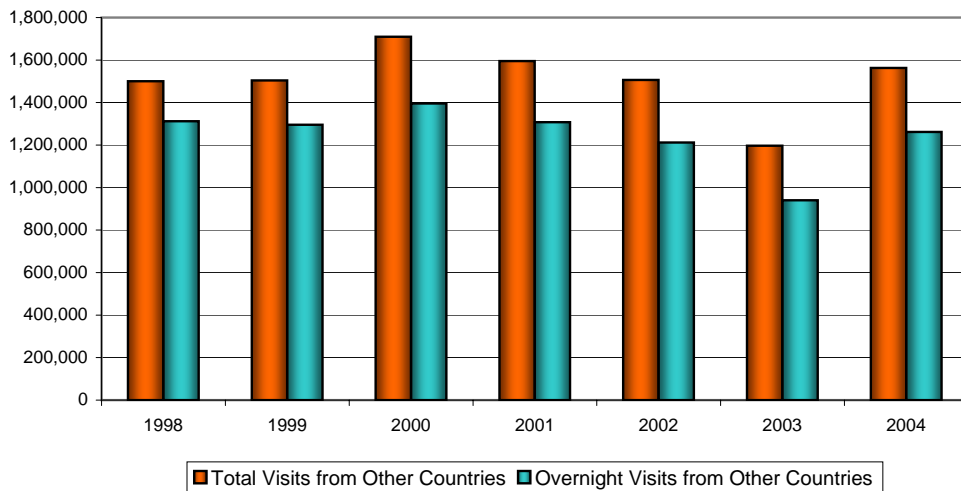


Table 1-4. Person Visits by Residents of Other Countries

Title/Year	1998	1999	2000	2001	2002	2003	2004
Total Visits from Other Countries	1,500,579	1,504,241	1,709,401	1,595,361	1,506,551	1,196,937	1,563,145
Overnight Visits from Other Countries	1,312,273	1,295,269	1,395,756	1,307,372	1,211,915	939,909	1,261,421

1.5. Overnight Person Visits by Main Purpose and Place of Residence

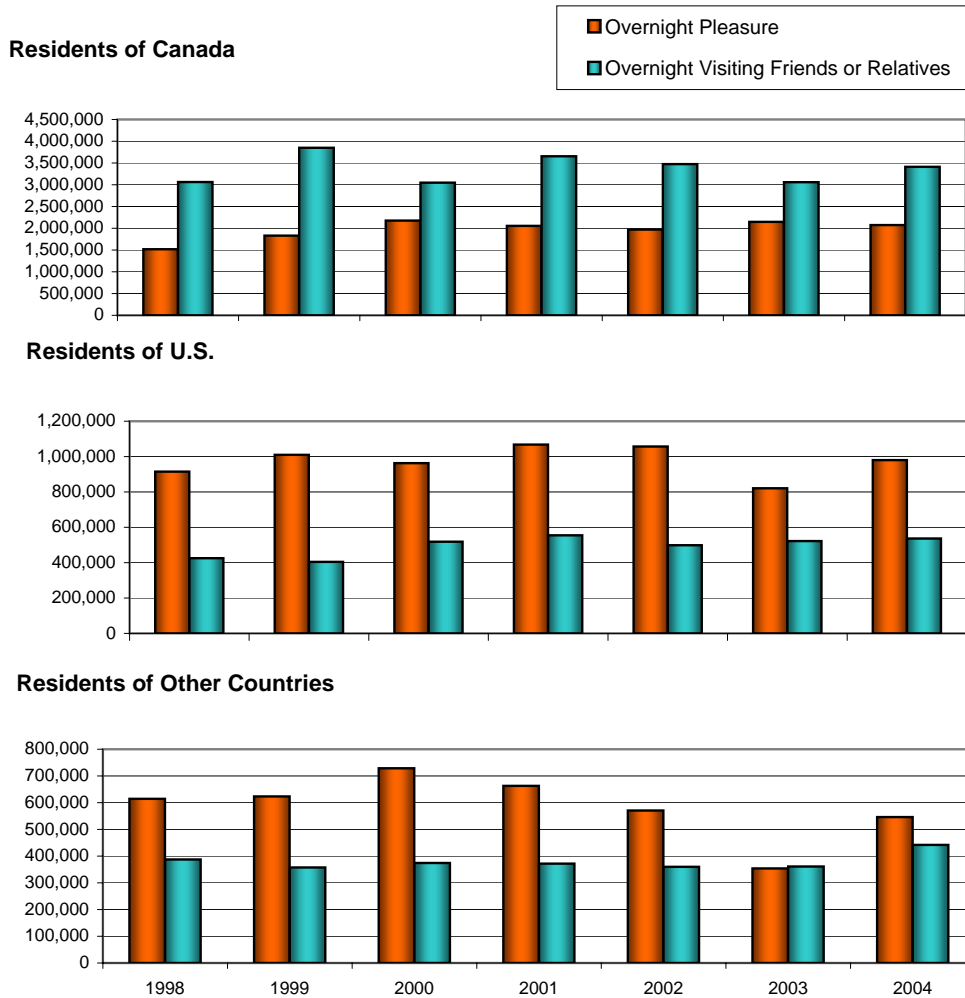


Table 1-5. Overnight Person Visits by Main Purpose and Place of Residence

Title/Year	1998	1999	2000	2001	2002	2003	2004
Overnight pleasure (Canada)	1,519,725	1,832,268	2,176,547	2,054,131	1,969,962	2,146,763	2,072,379
Overnight VFR (Canada)	3,063,286	3,850,885	3,046,729	3,655,979	3,472,767	3,060,013	3,412,125
Overnight business (Canada)	1,641,159	1,470,279	1,576,399	1,338,658	1,489,051	1,381,081	1,341,360
Overnight pleasure (US)	915,215	1,009,600	962,637	1,067,748	1,056,802	820,958	979,875
Overnight VFR (US)	424,893	404,502	518,667	554,691	498,437	521,747	536,207
Overnight business (US)	845,062	917,835	746,918	664,140	675,731	501,933	674,979
Overnight pleasure (Other Countries)	614,388	623,386	728,822	662,866	570,675	353,997	546,358
Overnight VFR (Other Countries)	387,571	357,191	374,425	372,011	359,608	361,026	441,852
Overnight business (Other Countries)	254,421	267,498	247,332	217,626	222,104	170,962	207,846

1.6. Hotel Occupancy Rates and Revenue per Room

Hotel occupancy rates in Toronto decreased by 9 percentage points, from 74% to 65% between 1998 and 2004.

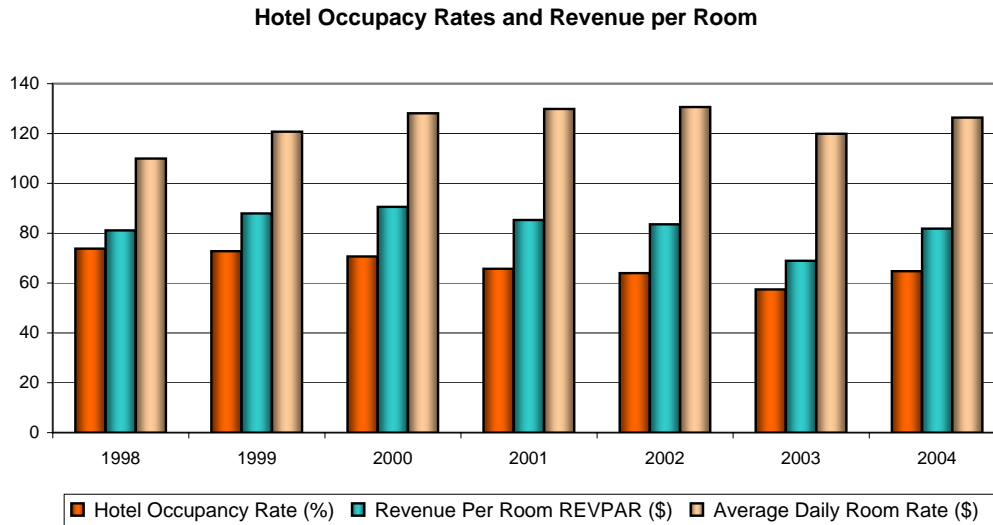


Table 1-6. Hotel Occupancy Rates and Revenue per Room (Revpar)

Title/Year	1998	1999	2000	2001	2002	2003	2004
Hotel Occupancy Rate (%)	74	73	71	66	64	57	65
Revenue Per Room REVPAR (\$)	81	88	91	85	84	69	82
Average Daily Room Rate (\$)	110	121	128	130	131	120	126

Chapter 2. Profile Statistics Toronto for Year 2004

2.1. Total Visitors

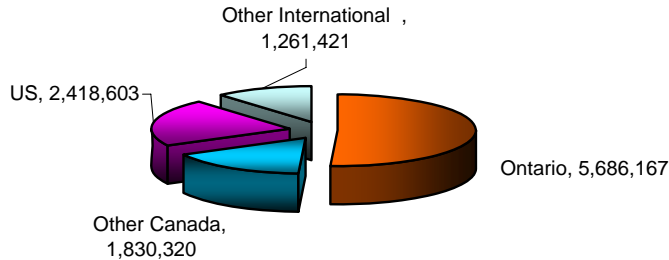
In 2004, 28,711,934 visitors went to Toronto. Of these visitors, 11,196,511 or 39% stayed in the area for one or more nights and the balance, 17,515,423, or 61%, made a same-day visit to Toronto.

2.2. Overnight Visitors by Origin

In 2004, of all the overnight visitors to Toronto, 7,516,487 (67%) were Canadians, and 3,680,024 (33%) were international visitors, including 2,418,603 (22%) from USA and 1,261,421 (11.3%) from other countries.

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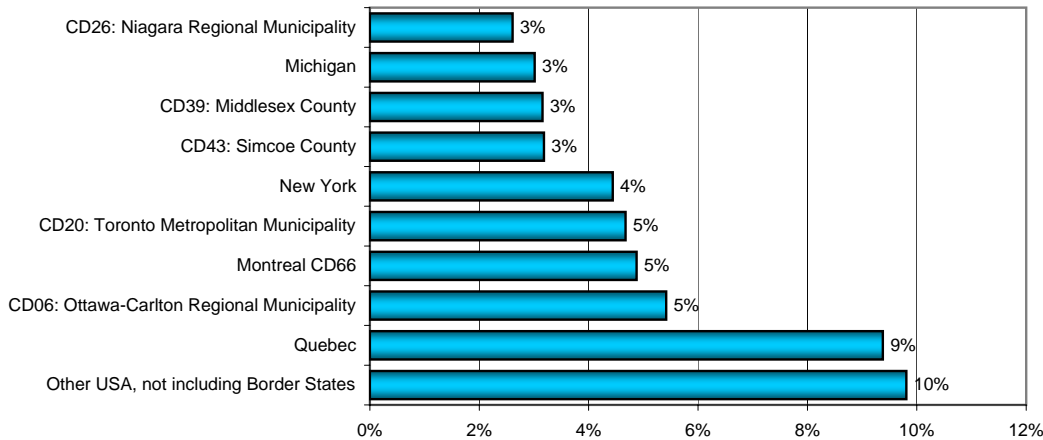
Overnight Visitors by Origin



2.3. Detailed Place of Residence Information- Overnight Visitors

The top 10 markets of overnight visitors for Toronto are shown in the chart below. For example, 10% of all overnight visitors to Toronto came from Other USA, not including Border States.

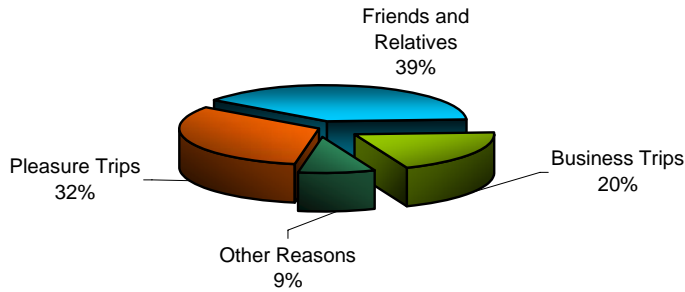
Detailed Place of Residence Information - Overnight Visitors



2.4. Main Purpose of Overnight Trip

Of the 11,196,511 overnight visitors to Toronto, 3,598,612 (32%) were on pleasure trips, 4,390,185 (39%) were traveling to visit friends and relatives, 2,224,185 (20%) were on a business trip and 983,529 (9%) were traveling for other reasons.

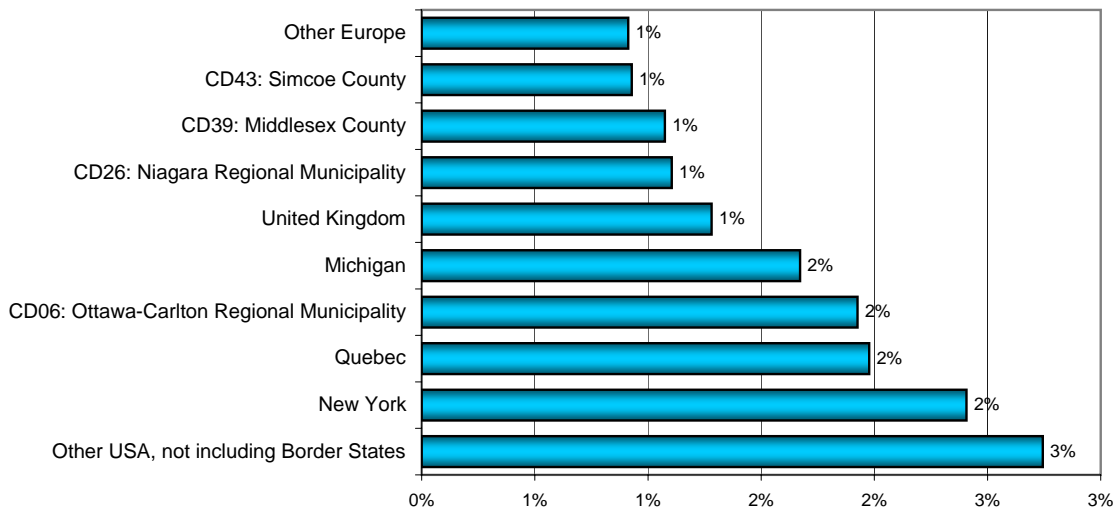
Main Purpose of Overnight Trip



2.5. Overnight Pleasure Trips by Place of Residence

Visitors on overnight pleasure trips to Toronto came from various places. The chart below shows the top 10 such places. For example, in 2004, 3% of all overnight pleasure trips to Toronto came from Other USA, not including Border States.

Overnight Pleasure Trips by Place of Residence



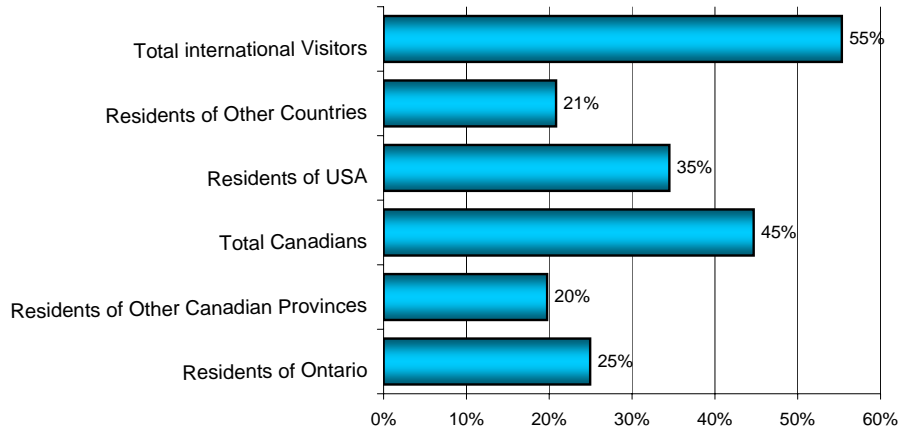
2.6. Lodging/Person Nights

Overnight visitors spent 36,596,191 person nights in Toronto, with 12,184,575 of these nights or 33% spent in roofed commercial lodgings such as hotels, motels, resorts, B&Bs and commercial cottages. 315,024 person nights or 0.9% were spent in local campgrounds or trailer facilities and 21,780,524 person nights or 60% were spent in private homes or private cottages.

2.7. Roofed Commercial Lodging by Place of Residence

Of the 12,184,575 person nights in roofed commercial lodgings, 25% were spent by residents of the province, 20% were spent by residents of other Canadian provinces and 55% were spent by international visitors (35% Americans; 21% other countries).

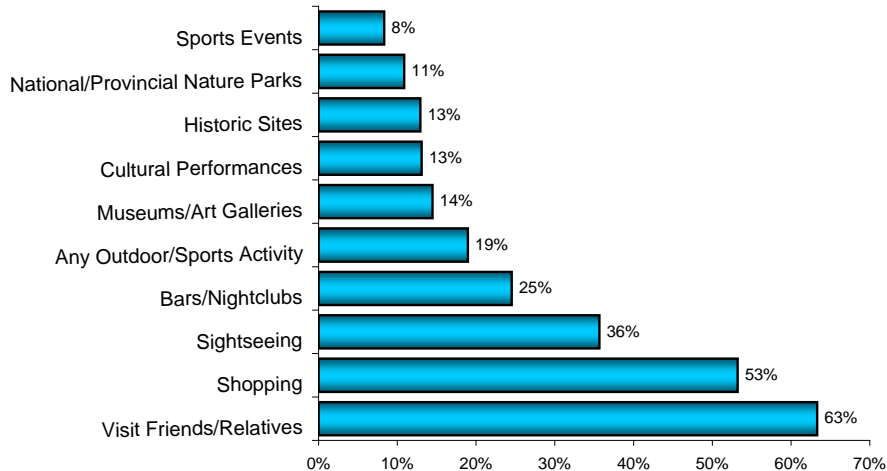
Roofed Commercial Lodging by Place of Residence



2.8. Activities on Trip among Overnight Visitors

The 10 top trip-activities engaged in by overnight visitors to Toronto are displayed in the chart below. For example, Visit Friends/Relatives was an activity that 63% of overnight visitors to Toronto participated in while on their trip.

Activities on Trip among Overnight Visitors



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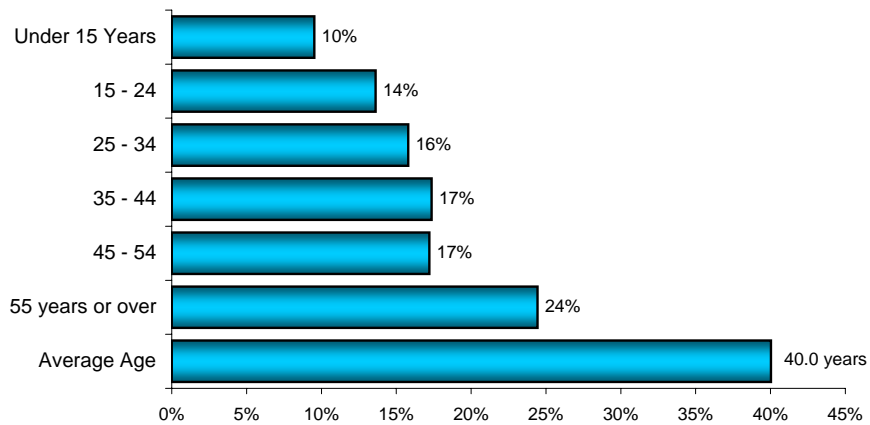
2.9. Travel Party Size

91% of the overnight visitors to Toronto were travelling in adult-only parties and the remaining 9% were travelling with at least one individual fifteen years of age or younger. The average party size for overnight visitors was 1.5 (including children).

2.10. Age of Overnight Visitors

The average age of overnight visitors to Toronto was approximately 40.0 years.

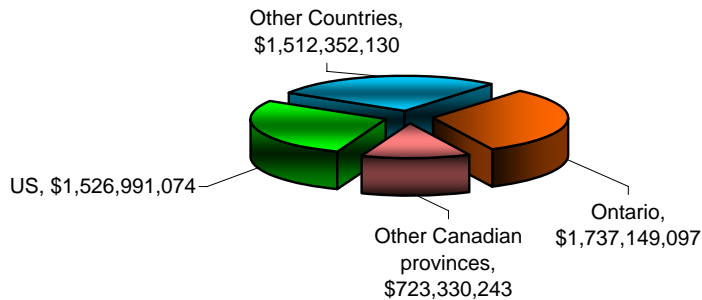
Age of Overnight Visitors



2.11. Total Spending by Visitors

Same-day and overnight visitors spent \$5,499,822,544 in Toronto on tourism-related expenditures/categories including lodging, food and beverages, transportation, entertainment, and retail during 2004.

Spending by Overall Visitors



2.12. Total Spending by Categories

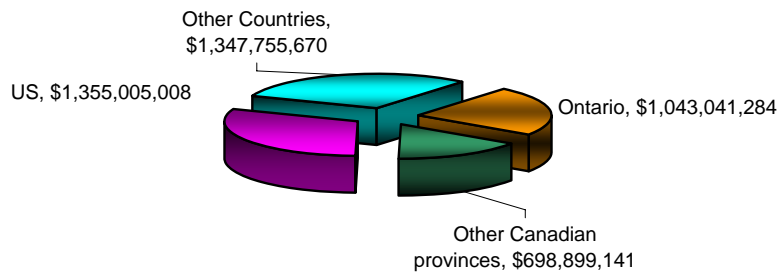
Accommodation, Food/Beverage at Restaurants/Bars, and Public Transport led the spending list in 2004.

Spending Categories	Spending	% of Total Spending
Accommodation	1,246,475,308	23%
Food/Beverage at Restaurants/Bars	1,073,185,310	20%
Public Transport	1,005,831,285	18%
Retail/Other	892,003,969	16%
Recreation/Entertainment	440,432,341	8%
Vehicle Operations	355,124,416	6%
Food/Beverage at Stores	222,692,699	4%
Local Transport	142,191,518	3%
Vehicle Rental	121,885,699	2%

2.13. Spending by Overnight Visitors

Overnight visitors spent \$4,444,701,103 in Toronto on tourism-related expenditures/categories including lodging, food and beverages, transportation, entertainment, and retail during 2004.

Spending by Overnight Visitors



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2.14. Average Spending by Overnight Visitors

The average per person per night spending for overnight visitors to Toronto was about \$120. Overnight visitors from Ontario spent approximately \$92 per person per night in the area; those from USA spent about \$189 per person per night; and those from other countries spent approximately \$113 per person per night.

Chapter 3. Economic Impacts

3.1. The Economic Impact of Visitor Spending in Toronto

The \$5,499,822,544 in spending by Toronto generated \$4,080,151,000 in direct, indirect and induced contributions to gross domestic product (GDP), \$2,210,198,000 of labour income and salaries and, 69,239 part-time, full-time and seasonal jobs. Total taxes generated as a result of visitor spending in Toronto reached \$2,785,625,000 including \$67,029,000 in municipal taxes that accrue to Toronto.

Visitors' spending in Toronto also generated economic impacts for other parts of the province, as shown in the table below. Together, the impacts retained in Toronto and those that accrue to the other parts of the province, represent the total impacts across Ontario.

Table 3-1. The Economic Impact of Visitors Spending in Toronto

	Impacts retained in Toronto	Impacts that accrue to other parts of Ontario.	Total impacts of Toronto's visitor spending in Ontario
	[A]	[B]	[A+B]
GDP (Gross Domestic Product)			
Direct (\$000)	2,883,670	230,651	3,114,321
Indirect (\$000)	606,131	558,578	1,164,709
Induced (\$000)	590,350	572,026	1,162,376
Total (\$000)	4,080,151	1,361,255	5,441,406
Wages and Salaries			
Direct (\$000)	1,499,688	161,358	1,661,046

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Indirect (\$000)	390,661	357,016	747,677
Induced (\$000)	319,849	332,308	652,157
Total (\$000)	2,210,198	850,683	3,060,881
Number of Jobs			
Direct	53,568	4,051	57,619
Indirect	8,846	7,920	16,766
Induced	6,825	7,697	14,522
Total	69,239	19,667	88,906
Taxes			
Direct (\$000)	1,614,640	91,027	1,705,667
Indirect (\$000)	342,648	205,555	548,203
Induced (\$000)	281,478	250,276	531,754
Total (\$000)	n/a	n/a	2,785,625
Federal (\$000)	n/a	n/a	1,479,913
Provincial (\$000)	970,383	216,181	1,186,564
Local (\$000)	67,029	52,119	119,148

3.2. The Economic Impact of Tourism Receipts in Toronto

Toronto's tourism receipts reached \$8,197,234,399 in 2004. Tourism receipts consist of visitors spending plus the transportation fares that residents of Toronto paid to Canadian carriers to take trips outside the region. These tourism receipts generated \$5,818,128,000 of GDP in Toronto, \$3,263,035,000 in labour income and 95,263 jobs. A total of \$4,138,663,000 of taxes were generated for all levels of government.

Toronto's tourism receipts also generated impacts in other parts of Ontario as shown in the table below. Together, the impacts retained within Toronto and those generated in other parts of Ontario constitute the economic impacts of Toronto's tourism receipts for the province of Ontario.

Table 3-2. The Economic Impact of Tourism Receipts in Toronto

	Impacts of tourism receipts retained in Toronto	Impacts that accrue to other parts of Ontario.	Total impacts of Toronto's tourism receipts in Ontario
	[A]	[B]	[A+B]
GDP (Gross Domestic Product)			
Direct (\$000)	4,038,983	562,637	4,601,620
Indirect (\$000)	905,173	1,007,217	1,912,390
Induced (\$000)	873,971	990,120	1,864,091
Total (\$000)	5,818,128	2,559,972	8,378,100
Wages and Salaries			

Direct (\$000)	2,205,729	394,283	2,600,012
Indirect (\$000)	587,040	646,575	1,233,615
Induced (\$000)	470,266	563,371	1,033,637
Total (\$000)	3,263,035	1,604,229	4,867,264
Number of Jobs			
Direct	71,972	9,768	81,740
Indirect	13,266	14,300	27,565
Induced	10,025	12,968	22,993
Total	95,263	37,036	132,299
Taxes			
Direct (\$000)	2,179,920	225,987	2,405,907
Indirect (\$000)	496,606	373,982	870,588
Induced (\$000)	418,228	443,940	862,168
Total (\$000)	n/a	n/a	4,138,663
Federal (\$000)	n/a	n/a	2,263,319
Provincial (\$000)	1,262,913	414,528	1,677,441
Local (\$000)	95,510	102,393	197,903

3.3. The Economic Impact of Ontario's Tourism Receipts on Toronto

In 2004, Ontario's tourism receipts reached \$21.4 billion (visitor spending plus fares paid by Ontarians to Canadian carriers in order to travel to destinations outside the province). These receipts, which include those of Toronto, generated \$8,116,768,000 of GDP for Toronto, \$4,693,459,000 in labour income and 127,903 jobs.

Table 3-3. The Economic Impact of Ontario's Tourism Receipts on Toronto

	Impacts of Ontario's total tourism receipts on Toronto
GDP (Gross Domestic Product)	
Direct (\$000)	4,497,829
Indirect (\$000)	1,840,124
Induced (\$000)	1,778,816
Total (\$000)	8,116,768
Wages and Salaries	
Direct (\$000)	2,523,460
Indirect (\$000)	1,185,625
Induced (\$000)	984,374
Total (\$000)	4,693,459
Number of Jobs	
Direct	80,043

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Indirect	26,283
Induced	21,577
Total	127,903
Taxes	
Direct (\$000)	2,362,169
Indirect (\$000)	845,206
Induced (\$000)	822,473
Total (\$000)	4,029,848

Chapter 4. Tourism Related Establishments

This information is from Statistics Canada's Canadian Business Patterns. Included are those businesses that meet at least one of the following criteria: (1) Have an employee force for which they submit payroll remittance to CCRA, or (2) Have a minimum of \$30,000 in annual sales revenue, or (3) Are incorporated under a federal or provincial act and have filed a federal corporate income tax form within the last three years.

4.1. Accommodation

Table 4-1. Accommodation

	Total	Number of establishments by size of emmployment				
		No Employees	1 to 19	20 to 49	50 to 99	100+
Accommodation	744	365	176	75	49	79
Hotels	287	116	42	37	32	60
Motor Hotels	37	12	16	6	2	1
Resorts	28	13	3	5	2	5
Motels	166	89	62	10	2	3
Casino Hotels	0	0	0	0	0	0
Bed and Breakfast	45	34	11	0	0	0
Housekeeping Cottages and Cabins	22	13	8	1	0	0
All Other Traveller Accommodation	12	8	3	0	1	0
RV (Recreational Vehicle) Parks and Campgrounds	37	23	9	3	2	0
Hunting and Fishing Camps	25	17	5	2	0	1
Recreational (except Hunting and Fishing) and Vacation Camps	85	40	17	11	8	9

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4.2. Arts, Entertainment and Recreation

Table 4-2. Arts, Entertainment and Recreation

	Number of establishments by size of emmployment
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	Total	No Employees	1 to 19	20 to 49	50 to 99	100+
Arts, Entertainment & Recreation	4,158	2,621	1,056	245	124	112
Commercial Art Dealers	320	225	89	5	0	1
Motion Picture and Video Exhibition	103	28	33	36	3	3
Theatre Companies and Dinner Theatres	813	693	94	15	3	8
Dance Companies	36	18	16	2	0	0
Other Performing Arts Companies	21	13	8	0	0	0
Sports Teams and Clubs	45	30	9	1	3	2
Horse Race Tracks	461	334	102	19	1	5
Other Spectator Sports	144	118	18	5	2	1
Live Theatres and Other Performing Arts Presenters with Facilities	47	28	11	1	3	4
Sports Stadiums and Other Presenters with Facilities	36	26	6	2	2	0
Museums	82	43	30	1	2	6
Historic and Heritage Sites	19	11	8	0	0	0
Zoos and Botanical Gardens	9	4	4	0	0	1
Other Heritage Institutions	23	8	13	2	0	0
Amusement and Theme Parks	38	20	7	3	4	4
Amusement Arcades	99	58	34	4	1	2
Casinos (except Casino Hotels)	8	4	1	0	2	1
All Other Gambling Industries	75	31	27	12	1	4
Golf Courses and Country Clubs	211	46	39	38	35	53
Skiing Facilities	11	6	2	1	1	1
Marinas	90	64	20	5	1	0
Fitness and Recreational Sports Centres	680	327	231	60	50	12

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Bowling Centres	95	41	45	7	2	0
All Other Amusement and Recreation Industries	692	445	209	26	8	4

4.3. Food and Beverage

Table 4-3. Food and Beverage

	Total	Number of establishments by size of employment				
		No Employees	1 to 19	20 to 49	50 to 99	100+
Food & Beverage	17,294	8,009	7,061	1,429	622	173
Full-Service Restaurants	7,089	2,918	2,929	796	350	96
Limited-Service Eating Places	8,369	3,998	3,566	516	227	62
Caterers	912	550	286	47	20	9
Mobile Food Services	208	191	14	2	0	1
Drinking Places (Alcoholic Beverages)	716	352	266	68	25	5

4.4. Transportation

Table 4-4. Transportation

	Total	Number of establishments by size of employment				
		No Employees	1 to 19	20 to 49	50 to 99	100+
Transportation	4,761	4,072	566	67	24	32
Scheduled Air Transportation	68	18	35	5	4	6
Non-Scheduled Chartered Air Transportation	74	44	17	8	2	3
Passenger Rail Transportation	0	0	0	0	0	0
Deep Sea, Coastal and Great Lakes Water Transportation	31	16	11	0	3	1
Inland Water Transportation	6	4	1	1	0	0
Urban Transit Systems	19	8	3	0	1	7
Interurban and Rural Bus Transportation	13	5	2	3	2	1
Taxi Service	3,038	2,899	119	15	2	3
Limousine Service	472	431	36	4	1	0
Charter Bus Industry	31	21	8	0	2	0

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Other Transit and Ground Passenger Transportation	167	145	16	2	2	2
Scenic and Sightseeing Transportation	51	32	17	2	0	0
Passenger Car Rental	553	333	205	8	1	6
Truck, Utility Trailer and RV (Recreational Vehicle) Rental and Leasing	238	116	96	19	4	3

4.5. Travel Services

Table 4-5. Travel Services

	Total	Number of establishments by size of emmloyment				
		No Employees	1 to 19	20 to 49	50 to 99	100+
Travel Services	1,944	895	931	79	21	18
Travel Agencies	1,489	694	729	50	8	8
Tour Operators	305	134	130	25	9	7
Other Travel Arrangement and Reservation Services	150	67	72	4	4	3

4.6. Retail and Other Services

Table 4-6. Retail and Other Services

	Total	Number of establishments by size of emmloyment				
		No Employees	1 to 19	20 to 49	50 to 99	100+
RETAIL	29,468	15,205	11,982	1,473	422	386
OTHER SERVICES	13,713	7,415	5,335	776	106	81

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