

Regional Tourism Profiles, 2005

International Travel Statistics (U.S. and Overseas)*

CD 43: Simcoe County

*In 2005, Statistics Canada changed the methodology and definition of domestic travel and as such domestic travel data is not available at the present moment.

| 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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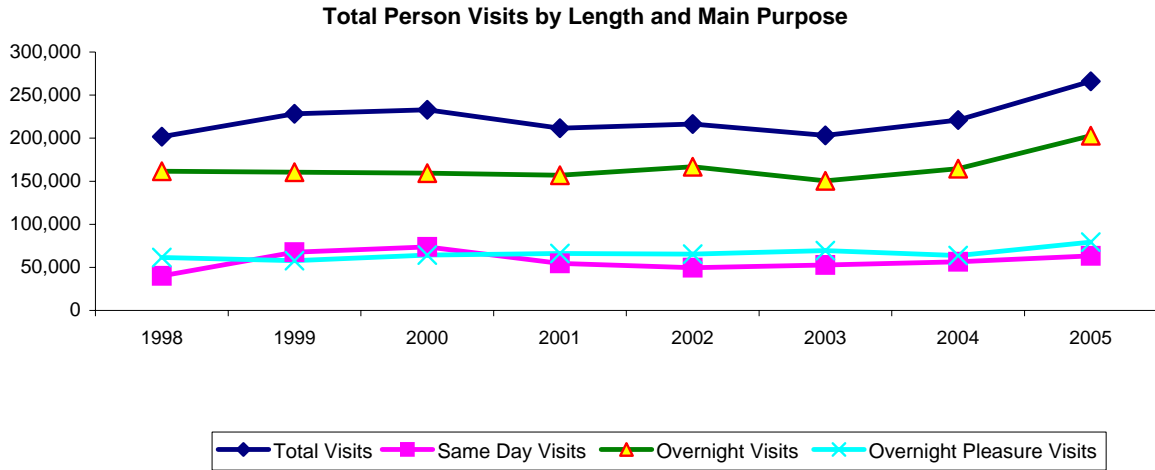
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Chapter 1. Historical Statistics

1.1. Total (International) Visits by Length of Stay and Main Purpose

Between 1998 and 2005, person visits in Simcoe County increased by 32%, from 201,696 to 266,085.



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

| Title/Year | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| Total Visits | 201,696 | 228,215 | 232,952 | 211,512 | 216,477 | 203,231 | 221,047 | 266,085 |
| Same Day Visits | 40,102 | 67,666 | 73,655 | 54,624 | 49,594 | 52,693 | 56,514 | 63,266 |
| Overnight Visits | 161,593 | 160,549 | 159,297 | 156,888 | 166,883 | 150,539 | 164,534 | 202,819 |
| Overnight Pleasure Visits | 61,479 | 57,846 | 64,318 | 66,179 | 65,384 | 69,497 | 63,747 | 79,293 |
| Overnight VFR Visits | 59,628 | 67,176 | 59,792 | 57,114 | 60,008 | 49,358 | 67,336 | 84,605 |
| Overnight Business Visits | 33,641 | 26,115 | 24,821 | 20,552 | 25,807 | 19,153 | 20,405 | 22,720 |
| Other Overnight Visits | 6,845 | 9,412 | 10,365 | 13,042 | 15,684 | 12,531 | 13,046 | 16,201 |

1.2. Person Visits by Americans

Between 1998 and 2005, person visits by U.S. residents in Simcoe County increased by 38%, from 128,026 to 177,056.

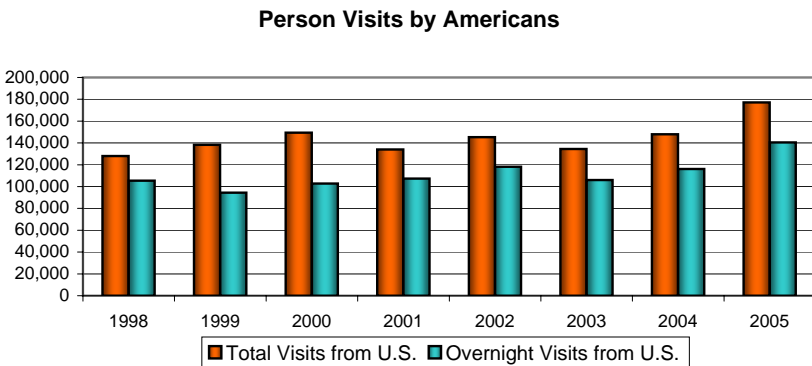


Table 1-2. Person Visits by Americans

| Title/Year | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|----------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| Total Visits from U.S. | 128,026 | 138,281 | 149,360 | 134,021 | 145,298 | 134,524 | 147,948 | 177,056 |
| Overnight Visits from U.S. | 105,422 | 94,482 | 102,829 | 107,374 | 118,238 | 105,955 | 116,105 | 140,529 |

1.3. Person Visits by Residents of Other Countries

Between 1998 and 2005, person visits by residents of other countries to Simcoe County increased by 21% from 73,670 to 89,029.

Person Visits by Residents of Other Countries

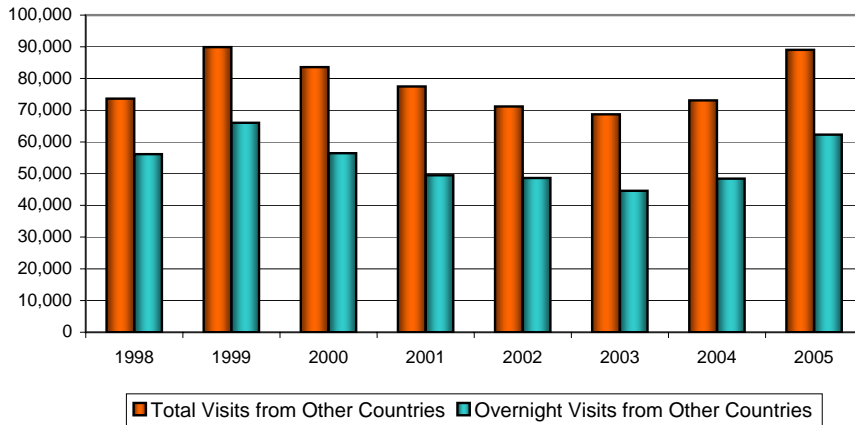


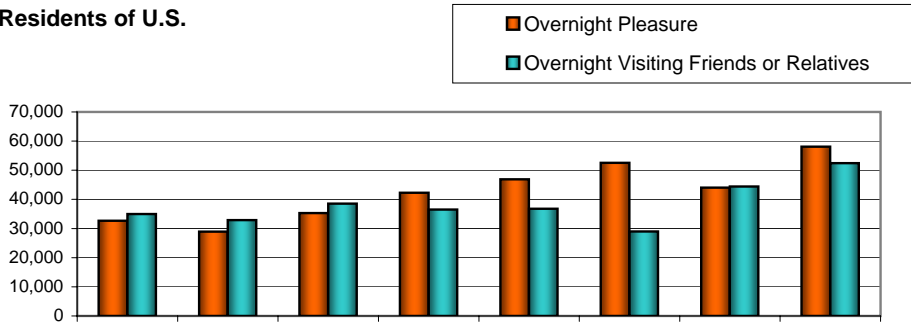
Table 1-3. Person Visits by Residents of Other Countries

| Title/Year | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|---------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Total Visits from Other Countries | 73,670 | 89,934 | 83,592 | 77,490 | 71,179 | 68,707 | 73,099 | 89,029 |
| Overnight Visits from Other Countries | 56,171 | 66,067 | 56,468 | 49,514 | 48,645 | 44,583 | 48,429 | 62,290 |

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

Residents of U.S.



Residents of Other Countries

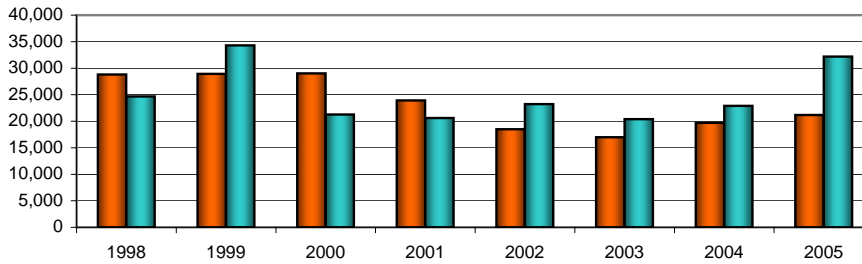


Table 1-4. Overnight Person Visits by Main Purpose and Place of Residence

| Title/Year | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|--------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Overnight pleasure (US) | 32,664 | 28,907 | 35,286 | 42,271 | 46,901 | 52,526 | 44,038 | 58,111 |
| Overnight VFR (US) | 34,967 | 32,867 | 38,539 | 36,504 | 36,774 | 28,962 | 44,443 | 52,426 |
| Overnight business (US) | 31,384 | 25,067 | 20,836 | 18,859 | 23,851 | 15,907 | 17,549 | 15,744 |
| Overnight pleasure (Other Countries) | 28,816 | 28,939 | 29,032 | 23,907 | 18,483 | 16,971 | 19,709 | 21,182 |
| Overnight VFR (Other Countries) | 24,661 | 34,309 | 21,254 | 20,610 | 23,235 | 20,396 | 22,893 | 32,179 |
| Overnight business (Other Countries) | 2,256 | 1,048 | 3,986 | 1,694 | 1,957 | 3,246 | 2,856 | 6,976 |

1.5. Hotel Occupancy Rates and Revenue per Room

Hotel occupancy rates in Simcoe County decreased by 14 percentage points, from 67% to 53% between 1998 and 2005.

Hotel Occupancy Rates and Revenue per Room

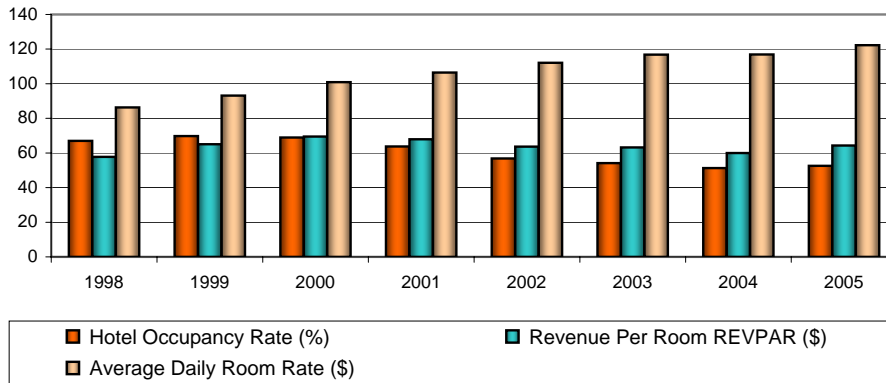


Table 1-5. Hotel Occupancy Rates and Revenue per Room (Revpar)

| Title/Year | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|------------------------------|------|------|------|------|------|------|------|------|
| Hotel Occupancy Rate (%) | 67 | 70 | 69 | 64 | 57 | 54 | 51 | 53 |
| Revenue Per Room REVPAR (\$) | 58 | 65 | 69 | 68 | 64 | 63 | 60 | 64 |
| Average Daily Room Rate (\$) | 86 | 93 | 101 | 106 | 112 | 117 | 117 | 122 |

Chapter 2. Profile Statistics for Year 2005 (International Travel)

2.1. Total Visitors

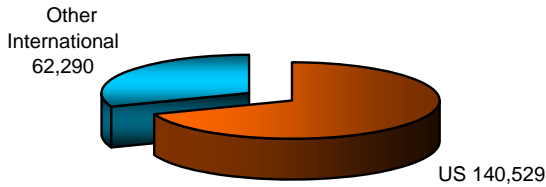
In 2005, 266,085 visitors went to Simcoe County. Of these visitors, 202,819 or 76% stayed in the area for one or more nights and the balance, 63,266, or 24%, made a same-day visit to Simcoe County.

2.2. Overnight Visitors by Origin

In 2005, of all the overnight visitors to Simcoe County, 140,529 (69%) from USA and 62,290 (31%) from other countries.

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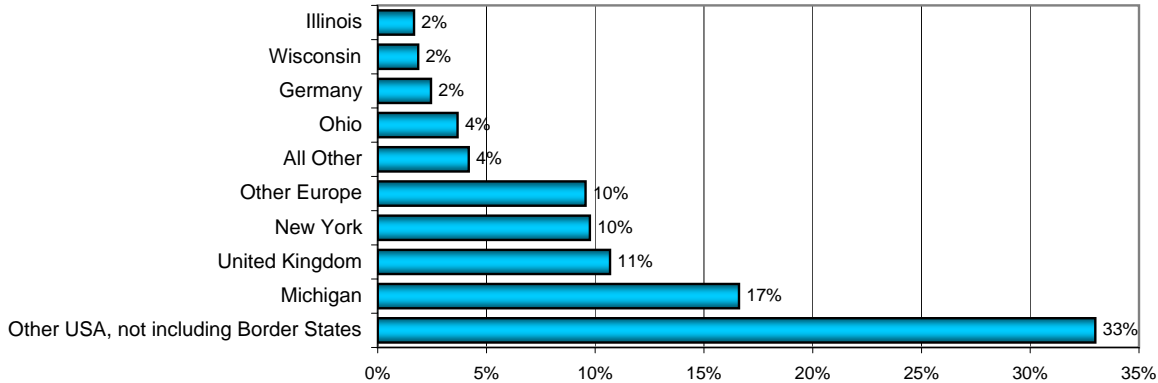
Overnight Visitors by Origin



2.3. Detailed Place of Residence Information- Overnight Visitors

The top 10 markets of overnight visitors for Simcoe County are shown in the chart below. For example, 33% of all overnight visitors to Simcoe County came from Other USA, not including Border States.

Detailed Place of Residence Information - Overnight Visitors

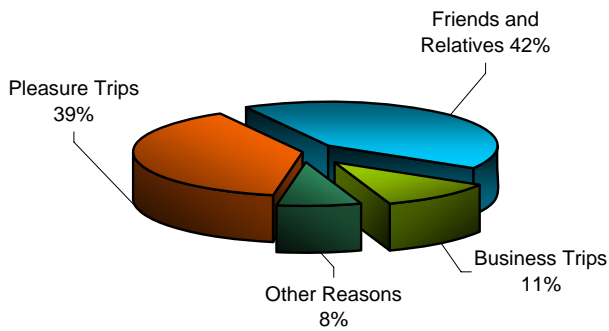


2.4. Main Purpose of Overnight Trip

Of the 202,819 overnight visitors to Simcoe County, 79,293 (39%) were on pleasure trips, 84,605 (42%) were traveling to visit friends and relatives, 22,720 (11%) were on a business trip and 16,201 (8%) were traveling for other reasons.

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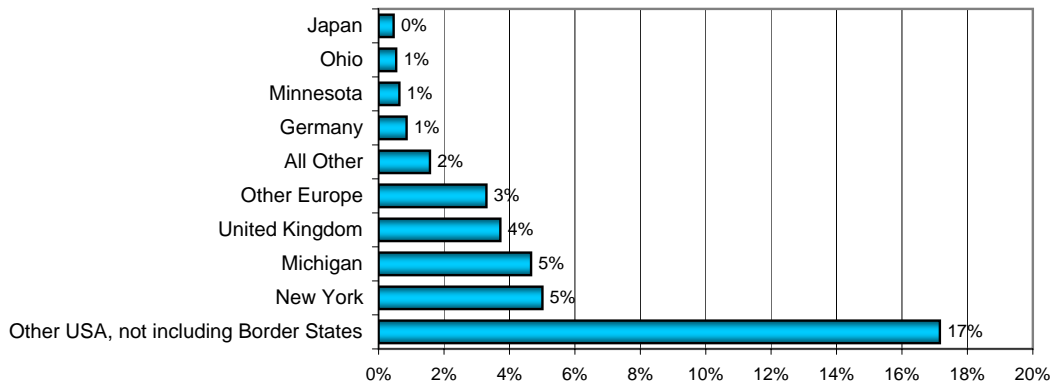
Main Purpose of Overnight Trip



2.5. Overnight Pleasure Trips by Place of Residence

Visitors on overnight pleasure trips to Simcoe County came from various places. The chart below shows the top 10 such places. For example, in 2005, 17% of all overnight pleasure trips to Simcoe County came from Other USA, not including Border States.

Overnight Pleasure Trips by Place of Residence



2.6. Lodging/Person Nights

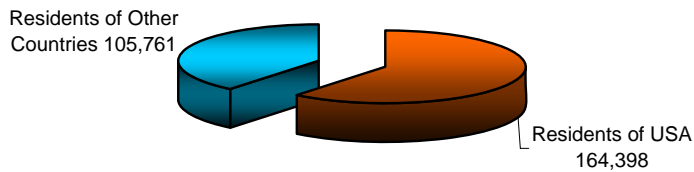
Overnight visitors spent 815,648 person nights in Simcoe County, with 270,158 of these nights or 33% spent in roofed commercial lodgings such as hotels, motels, resorts, B&Bs and commercial cottages. 32,498 person nights or 4% were spent in local campgrounds or trailer facilities and 418,277 person nights or 51% were spent in private homes or private cottages.

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2.7. Roofed Commercial Lodging by Place of Residence

Of the 270,158 person nights in roofed commercial lodgings, 61% were spent by Americans, and 39% by residents of other countries).

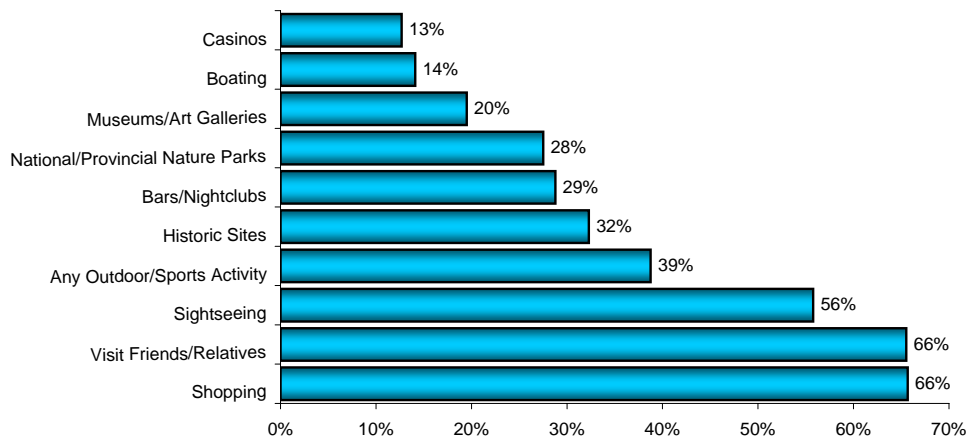
Roofed Commercial Lodging by Place of Residence



2.8. Activities on Trip among Overnight Visitors

The 10 top trip-activities engaged in by overnight visitors to Simcoe County are displayed in the chart below. For example, Shopping was an activity that 66% of overnight visitors to Simcoe County participated in while on their trip.

Activities on Trip among Overnight Visitors

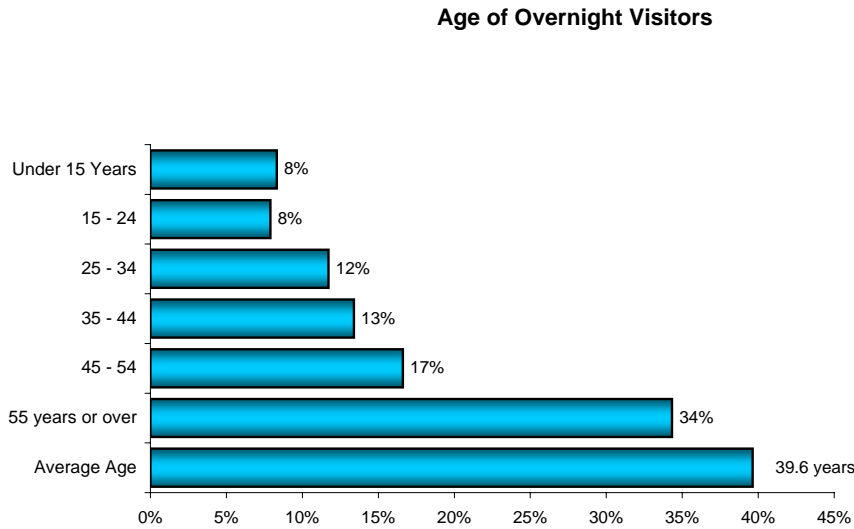


2.9. Travel Party Size

88% of the overnight visitors to Simcoe County were travelling in adult-only parties and the remaining 12% were travelling with at least one individual fifteen years of age or younger. The average party size for overnight visitors was 2.0 (including children).

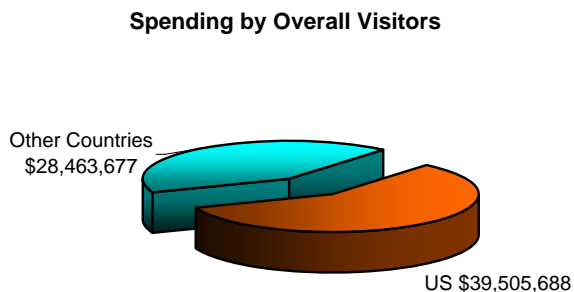
2.10. Age of Overnight Visitors

The average age of overnight visitors to Simcoe County was approximately 39.6 years.



2.11. Total Spending by Visitors

Same-day and overnight visitors spent \$67,969,365 in Simcoe County on tourism-related expenditures/categories including lodging, food and beverages, transportation, entertainment, and retail during 2005.



2.12. Total Spending by Categories

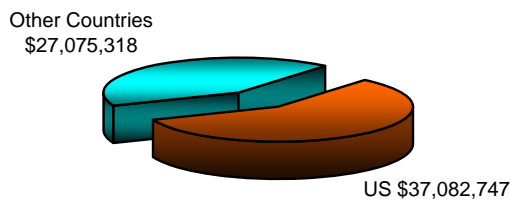
Accommodation, Retail/Other, and Food/Beverage at Restaurants/Bars led the spending list in 2005.

| Spending Categories | Spendig | % of Total Spending |
|-----------------------------------|------------|---------------------|
| Accommodation | 18,061,105 | 27% |
| Retail/Other | 14,648,266 | 22% |
| Food/Beverage at Restaurants/Bars | 11,698,405 | 17% |
| Recreation/Entertainment | 7,414,565 | 11% |
| Food/Beverage at Stores | 6,623,468 | 10% |
| Vehicle Rental | 4,885,077 | 7% |
| Vehicle Operations | 2,882,729 | 4% |
| Public Transport | 1,224,245 | 2% |
| Local Transport | 531,507 | 1% |

2.13. Spending by Overnight Visitors

Overnight visitors spent \$64,158,065 in Simcoe County on tourism-related expenditures/categories including lodging, food and beverages, transportation, entertainment, and retail during 2005.

Spending by Overnight Visitors



2.14. Average Spending by Overnight Visitors

The average per person per night spending for overnight visitors to Simcoe County was about \$79. Overnight visitors from USA spent about \$88 per person per night; and those from other countries spent approximately \$69 per person per night.

Chapter 3. Economic Impacts

3.1. The Economic Impact of Visitor Spending in Simcoe County

The \$67,969,365 in spending by Simcoe County generated \$49,494,000 in direct, indirect and induced contributions to gross domestic product (GDP), \$26,735,000 of labour income and salaries and, 832 part-time, full-time and seasonal jobs. Total taxes generated as a result of visitor spending in Simcoe County reached \$32,926,000 including \$541,000 in municipal taxes that accrue to Simcoe County.

Visitors' spending in Simcoe County also generated economic impacts for other parts of the province, as shown in the table below. Together, the impacts retained in Simcoe County 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 Simcoe County

| | Impacts retained in Simcoe County | Impacts that accrue to other parts of Ontario. | Total impacts of Simcoe County's visitor spending in Ontario |
|-------------------------------------|-----------------------------------|--|--|
| | [A] | [B] | [A+B] |
| GDP (Gross Domestic Product) | | | |
| Direct (\$000) | 36,059 | 1,546 | 37,605 |
| Indirect (\$000) | 5,716 | 4,981 | 10,697 |
| Induced (\$000) | 7,719 | 5,395 | 13,114 |
| Total (\$000) | 49,494 | 11,924 | 61,418 |

| Wages and Salaries | | | |
|---------------------------|--------|-------|--------|
| Direct (\$000) | 18,648 | 1,021 | 19,669 |
| Indirect (\$000) | 3,812 | 3,245 | 7,057 |
| Induced (\$000) | 4,275 | 3,145 | 7,420 |
| Total (\$000) | 26,735 | 7,411 | 34,146 |
| Number of Jobs | | | |
| Direct | 660 | 26 | 686 |
| Indirect | 85 | 69 | 154 |
| Induced | 88 | 69 | 156 |
| Total | 832 | 164 | 996 |
| Taxes | | | |
| Direct (\$000) | 20,342 | 601 | 20,943 |
| Indirect (\$000) | 3,687 | 1,929 | 5,616 |
| Induced (\$000) | 3,858 | 2,509 | 6,367 |
| Total (\$000) | n/a | n/a | 32,926 |
| Federal (\$000) | n/a | n/a | 17,296 |
| Provincial (\$000) | 12,584 | 1,906 | 14,490 |
| Local (\$000) | 541 | 600 | 1,141 |

3.2. The Economic Impact of Tourism Receipts in Simcoe County

Simcoe County's tourism receipts reached \$67,969,365 in 2005. Tourism receipts consist of visitors spending plus the transportation fares that residents of Simcoe County paid to Canadian carriers to take trips outside the region. These tourism receipts generated \$49,494,000 of GDP in Simcoe County, \$26,735,000 in labour income and 832 jobs. A total of \$32,927,000 of taxes were generated for all levels of government.

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

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

| | Impacts of tourism receipts retained in Simcoe County | Impacts that accrue to other parts of Ontario. | Total impacts of Simcoe County's tourism receipts in Ontario |
|-------------------------------------|---|--|--|
| | [A] | [B] | [A+B] |
| GDP (Gross Domestic Product) | | | |
| Direct (\$000) | 36,059 | 1,546 | 37,605 |
| Indirect (\$000) | 5,716 | 4,981 | 10,697 |

| | | | |
|---------------------------|--------|--------|--------|
| Induced (\$000) | 7,719 | 5,397 | 13,116 |
| Total (\$000) | 49,494 | 11,926 | 61,420 |
| Wages and Salaries | | | |
| Direct (\$000) | 18,648 | 1,021 | 19,669 |
| Indirect (\$000) | 3,812 | 3,245 | 7,057 |
| Induced (\$000) | 4,275 | 3,146 | 7,421 |
| Total (\$000) | 26,735 | 7,412 | 34,147 |
| Number of Jobs | | | |
| Direct | 660 | 26 | 686 |
| Indirect | 85 | 69 | 154 |
| Induced | 88 | 69 | 156 |
| Total | 832 | 164 | 996 |
| Taxes | | | |
| Direct (\$000) | 20,342 | 601 | 20,943 |
| Indirect (\$000) | 3,687 | 1,929 | 5,616 |
| Induced (\$000) | 3,858 | 2,509 | 6,367 |
| Total (\$000) | n/a | n/a | 32,927 |
| Federal (\$000) | n/a | n/a | 17,297 |
| Provincial (\$000) | 12,584 | 1,906 | 14,490 |
| Local (\$000) | 541 | 600 | 1,141 |

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

In 2005, Ontario's tourism receipts reached \$0.0 million (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 Simcoe County, generated \$83,327,000 of GDP for Simcoe County, \$48,393,000 in labour income and 1,318 jobs.

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

| | |
|-------------------------------------|---|
| | Impacts of Ontario's total tourism receipts on Simcoe County |
| GDP (Gross Domestic Product) | |
| Direct (\$000) | 42,842 |
| Indirect (\$000) | 18,321 |
| Induced (\$000) | 22,164 |
| Total (\$000) | 83,327 |
| Wages and Salaries | |
| Direct (\$000) | 23,496 |
| Indirect (\$000) | 12,209 |
| Induced (\$000) | 12,687 |

| | |
|-----------------------|--------|
| Total (\$000) | 48,393 |
| Number of Jobs | |
| Direct | 770 |
| Indirect | 270 |
| Induced | 278 |
| Total | 1,318 |
| Taxes | |
| Direct (\$000) | 23,181 |
| Indirect (\$000) | 8,570 |
| Induced (\$000) | 10,666 |
| Total (\$000) | 42,417 |

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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 emmloyment | | | | |
|--|------------|--|-----------|-----------|----------|----------|
| | | No Employees | 1 to 19 | 20 to 49 | 50 to 99 | 100+ |
| Accommodation | 172 | 83 | 61 | 16 | 5 | 7 |
| Hotels | 22 | 8 | 6 | 6 | 1 | 1 |
| Motor Hotels | 5 | 0 | 3 | 2 | 0 | 0 |
| Resorts | 18 | 7 | 2 | 1 | 2 | 6 |
| Motels | 45 | 19 | 25 | 0 | 1 | 0 |
| Casino Hotels | 0 | 0 | 0 | 0 | 0 | 0 |
| Bed and Breakfast | 14 | 11 | 3 | 0 | 0 | 0 |
| Housekeeping Cottages and Cabins | 12 | 10 | 2 | 0 | 0 | 0 |
| All Other Traveller Accommodation | 2 | 2 | 0 | 0 | 0 | 0 |
| RV (Recreational Vehicle) Parks and Campgrounds | 40 | 18 | 16 | 5 | 1 | 0 |
| Hunting and Fishing Camps | 5 | 4 | 1 | 0 | 0 | 0 |
| Recreational (except Hunting and Fishing) and Vacation Camps | 9 | 4 | 3 | 2 | 0 | 0 |

4.2. Arts, Entertainment and Recreation

Table 4-2. Arts, Entertainment and Recreation

| | Total | No Employees | 1 to 19 | 20 to 49 | 50 to 99 | 100+ |
|--|------------|--------------|------------|-----------|-----------|----------|
| Arts, Entertainment & Recreation | 431 | 219 | 158 | 32 | 17 | 5 |
| Commercial Art Dealers | 17 | 12 | 4 | 0 | 1 | 0 |
| Motion Picture and Video Exhibition | 14 | 1 | 12 | 1 | 0 | 0 |
| Theatre Companies and Dinner Theatres | 20 | 15 | 5 | 0 | 0 | 0 |
| Dance Companies | 1 | 1 | 0 | 0 | 0 | 0 |
| Other Performing Arts Companies | 2 | 1 | 0 | 1 | 0 | 0 |
| Sports Teams and Clubs | 7 | 4 | 3 | 0 | 0 | 0 |
| Horse Race Tracks | 39 | 33 | 3 | 3 | 0 | 0 |
| Other Spectator Sports | 16 | 13 | 3 | 0 | 0 | 0 |
| Live Theatres and Other Performing Arts Presenters with Facilities | 3 | 2 | 1 | 0 | 0 | 0 |
| Sports Stadiums and Other Presenters with Facilities | 5 | 3 | 1 | 0 | 1 | 0 |
| Museums | 4 | 2 | 1 | 1 | 0 | 0 |
| Historic and Heritage Sites | 0 | 0 | 0 | 0 | 0 | 0 |
| Zoos and Botanical Gardens | 3 | 1 | 2 | 0 | 0 | 0 |
| Other Heritage Institutions | 2 | 0 | 2 | 0 | 0 | 0 |
| Amusement and Theme Parks | 3 | 3 | 0 | 0 | 0 | 0 |
| Amusement Arcades | 9 | 4 | 4 | 1 | 0 | 0 |
| Casinos (except Casino Hotels) | 1 | 0 | 0 | 0 | 0 | 1 |
| All Other Gambling Industries | 6 | 3 | 1 | 2 | 0 | 0 |
| Golf Courses and Country Clubs | 51 | 13 | 17 | 11 | 9 | 1 |
| Skiing Facilities | 12 | 8 | 0 | 2 | 0 | 2 |
| Marinas | 53 | 23 | 23 | 5 | 2 | 0 |
| Fitness and Recreational Sports Centres | 66 | 26 | 36 | 2 | 2 | <u>0</u> |

| | | | | | | |
|---|----|----|----|---|---|---|
| Bowling Centres | 10 | 1 | 8 | 0 | 0 | 1 |
| All Other Amusement and Recreation Industries | 87 | 50 | 32 | 3 | 2 | 0 |

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 | 1,024 | 392 | 468 | 111 | 39 | 14 |
| Full-Service Restaurants | 432 | 145 | 217 | 48 | 19 | 3 |
| Limited-Service Eating Places | 470 | 178 | 208 | 55 | 18 | 11 |
| Caterers | 61 | 39 | 19 | 2 | 1 | 0 |
| Mobile Food Services | 14 | 10 | 4 | 0 | 0 | 0 |
| Drinking Places (Alcoholic Beverages) | 47 | 20 | 20 | 6 | 1 | 0 |

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 | 160 | 117 | 34 | 7 | 2 | 0 |
| Scheduled Air Transportation | 1 | 1 | 0 | 0 | 0 | 0 |
| Non-Scheduled Chartered Air Transportation | 6 | 4 | 2 | 0 | 0 | 0 |
| Passenger Rail Transportation | 0 | 0 | 0 | 0 | 0 | 0 |
| Deep Sea, Coastal and Great Lakes Water Transportation | 2 | 2 | 0 | 0 | 0 | 0 |
| Inland Water Transportation | 2 | 1 | 0 | 1 | 0 | 0 |
| Urban Transit Systems | 1 | 0 | 1 | 0 | 0 | 0 |
| Interurban and Rural Bus Transportation | 2 | 2 | 0 | 0 | 0 | 0 |
| Taxi Service | 87 | 69 | 13 | 4 | 1 | 0 |
| Limousine Service | 8 | 6 | 2 | 0 | 0 | 0 |
| Charter Bus Industry | 4 | 1 | 3 | 0 | 0 | 0 |

| | | | | | | |
|---|----|----|---|---|---|---|
| Other Transit and Ground Passenger Transportation | 5 | 5 | 0 | 0 | 0 | 0 |
| Scenic and Sightseeing Transportation | 7 | 4 | 3 | 0 | 0 | 0 |
| Passenger Car Rental | 23 | 15 | 6 | 1 | 1 | 0 |
| Truck, Utility Trailer and RV (Recreational Vehicle) Rental and Leasing | 12 | 7 | 4 | 1 | 0 | 0 |

4.5. Travel Services

Table 4-5. Travel Services

| | Total | Number of establishments by size of employment | | | | |
|---|-----------|--|-----------|----------|----------|----------|
| | | No Employees | 1 to 19 | 20 to 49 | 50 to 99 | 100+ |
| Travel Services | 78 | 41 | 35 | 1 | 0 | 1 |
| Travel Agencies | 46 | 18 | 28 | 0 | 0 | 0 |
| Tour Operators | 17 | 12 | 4 | 1 | 0 | 0 |
| Other Travel Arrangement and Reservation Services | 15 | 11 | 3 | 0 | 0 | 1 |

4.6. Retail and Other Services

Table 4-6. Retail and Other Services

| | Total | Number of establishments by size of employment | | | | |
|----------------|-------|--|---------|----------|----------|------|
| | | No Employees | 1 to 19 | 20 to 49 | 50 to 99 | 100+ |
| RETAIL | 2,347 | 1,057 | 1,104 | 121 | 41 | 24 |
| OTHER SERVICES | 907 | 463 | 395 | 45 | 2 | 2 |

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