

2013 Tourism Statistics Region 12

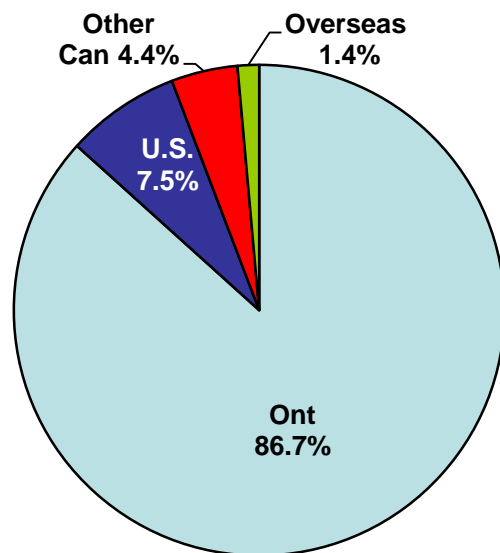
Tourism Research Unit
Summer 2016

Ontario Tourism

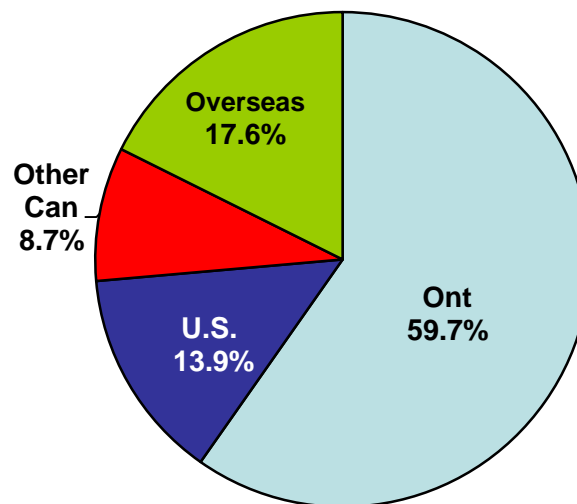
Economic Impact of Tourism in Ontario 2013

- Tourism receipts totalled **\$28.5 billion**
- Total GDP (direct, indirect and induced) generated by tourism related spending amounted to **\$25.3 billion**, 3.6% of Ontario's GDP
- The total tourism employment impact (direct, indirect and induced) of tourism receipts reached **362,365 jobs**, accounting for 5.2% of Ontario's total employment
- Total tax revenues (direct, indirect and induced) from tourism for all levels of government amounted to **\$12.2 billion**. \$6.0 billion were federal tax revenues, \$4.9 billion were provincial and \$1.3 billion were municipal
- Tourism is an important export industry, contributing **\$7.2 billion** to Ontario's foreign earnings

Visits and Spending



Visits by Origin
140.8 million



Visitor Spending by Origin
\$22.7 billion

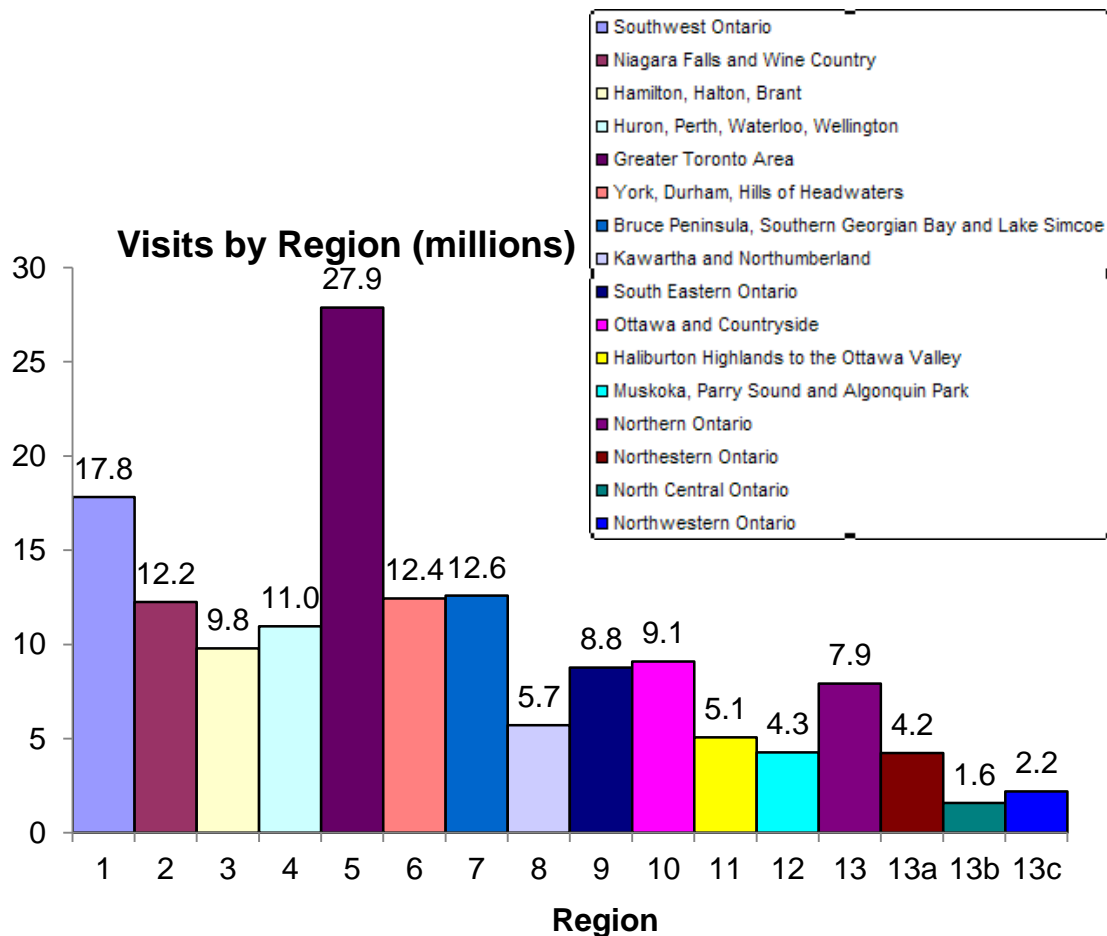
Ontario	2013	vs 2012
Visits	140.8M	-0.2%
Visitor Spending	\$22.7B	3.7%

- In 2013, there were 140.8 million visits in Ontario and visitors spent \$22.7 billion
- Ontario residents account for the majority of visits and spending
- U.S. visitors represent 8% of visits and 14% of expenditures
- Overseas visitors account for 1% of visits and 18% of spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Visits and Spending by Region

2013	Visits (millions)	Visitor Spending (\$ billions)
Ontario	140.8	22.7
Region 1	12.6%	7.6%
Region 2	8.7%	8.0%
Region 3	6.9%	3.2%
Region 4	7.8%	4.3%
Region 5	19.8%	32.1%
Region 6	8.8%	4.0%
Region 7	8.9%	6.1%
Region 8	4.1%	2.2%
Region 9	6.2%	4.3%
Region 10	6.5%	7.7%
Region 11	3.6%	2.3%
Region 12	3.0%	2.7%
Region 13	5.6%	6.4%



Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Ontario Summary

- In 2013, there were 140.8 million visits in Ontario and visitors spent \$22.7 billion. Visits were down slightly, -0.2%, while spending grew 3.7% compared to 2012
- Ontario residents accounted for the majority of visits (87%) and spending (60%)
- U.S. visitors represented 8% of visits and 14% of expenditures
- Overseas visitors accounted for 1% of visits and 18% of spending
- Region 5 (GTA) is the largest Region representing 20% of visits and 32% of spending
- Visitors spent an average of \$162/trip in Ontario
- The largest proportions of expenditures were spent on Transportation (36%) and Food & Beverage (27%)

Ontario Summary

- 67% of Other Canada visitors came from Quebec with 44% from Montreal
- 39% of U.S. visitors come from East North Central (Michigan, Ohio, Illinois, Indiana, and Wisconsin) and 37% from Mid Atlantic (New York, Pennsylvania, and New Jersey)
- Ontario's 9 target overseas markets (U.K., Japan, Germany, France, Mexico, India, China, South Korea and Brazil) represented 50% of overseas visitors to Ontario. The U.K. was by far the leading overseas source market at 14% of overseas visits
- 64% of visits were same-day visits driven by Ontario residents
- Most trips were to visit friends and relatives (45%) or for pleasure (34%)
- The majority of overnight visitors stayed in private homes (64%) except U.S. visitors who are more likely to stay at a hotel/motel (47%)

Region 12 Tourism

Economic Impact of Tourism in Region 12

- Visitor Spending totalled **\$614 million**
- Total GDP (direct, indirect and induced) generated by visitor spending amounted to **\$371 million**, 8.4% of Region 12's GDP
- The total tourism employment impact (direct, indirect and induced) of visitor spending was **6,200 jobs**, accounting for 13.0% of Region 12's total employment
- Total tax revenues (direct, indirect and induced) from tourism for all levels of government amounted to **\$195 million**. \$97 million were federal tax revenues, \$81 million were provincial and \$17 million were municipal

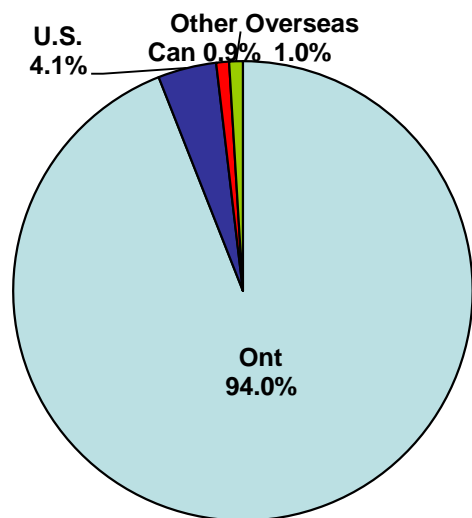
Total Visits and Spending

Region	Visits (millions)	Visitor Spending (\$ billions)
Ontario	140.8	22.7
Region 12	4.3	0.6
Region 12 proportion of Total Ontario	3.0%	2.7%

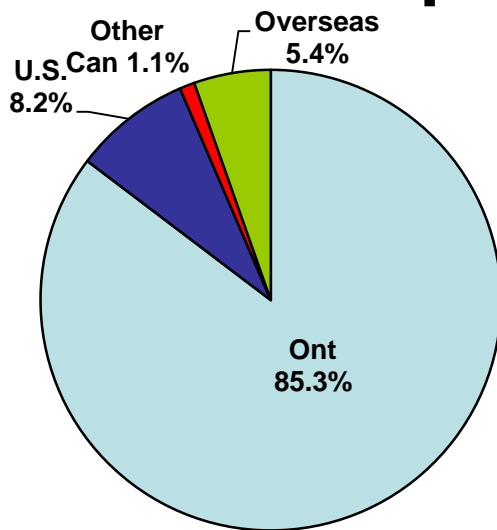
- In 2013, there were 4.3 million visits in Region 12, representing 3.0% of total visits in Ontario
- Visitors in Region 12 spent \$614 million, accounting for 2.7% of total visitor spending in Ontario

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Visits and Spending



Visits by Origin
4.3 million



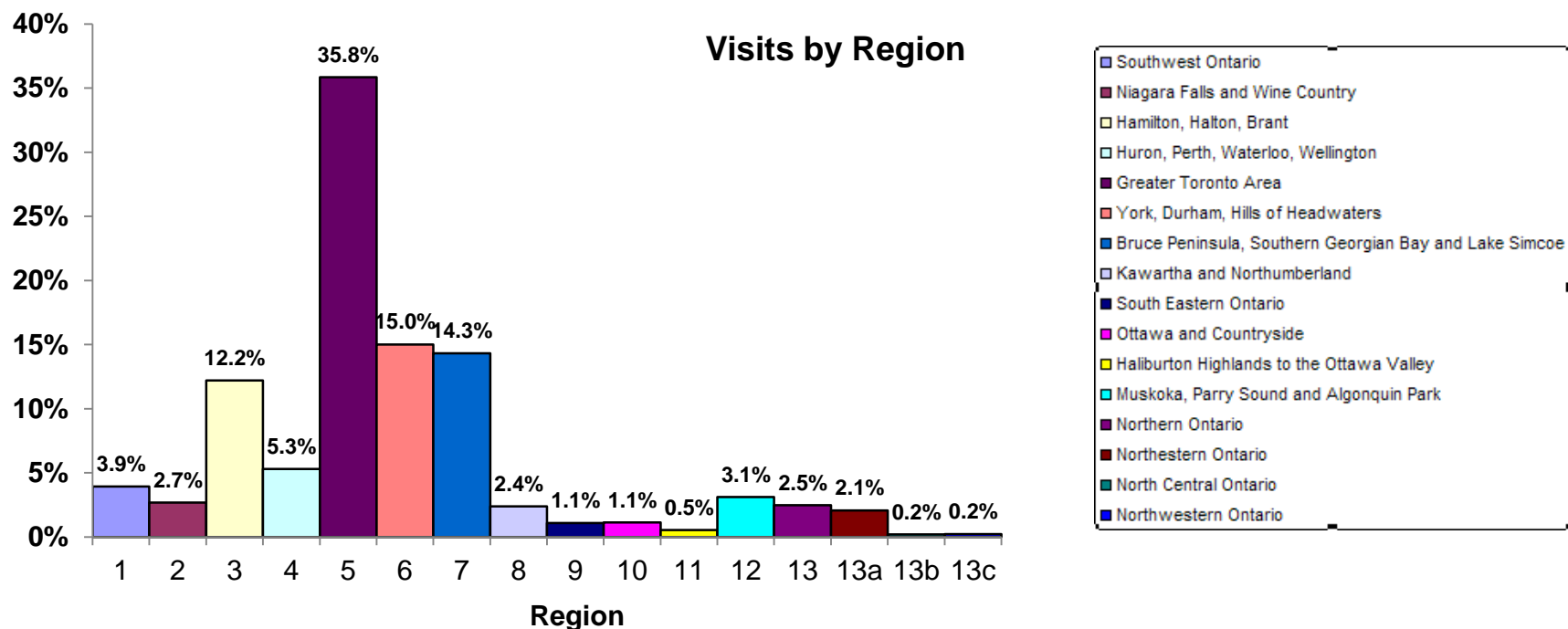
Visitor Spending by Origin
\$614 million

Region 12 vs. Ontario	Visit Index	Spending Index
Ontario	108	143
U.S.	55	59
Other Canada	21	12
Overseas	68	31

- Ontario residents accounted for the vast majority of visits (94%) and spending (85%)
- U.S. visitors accounted for 4% of visits and 8% of expenditures.
- Visitors from Other Canada made up 1% of visits and spending
- Overseas visitors accounted for 1% of visits and 5% of spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Ontario Visitors to Region 12 by Region of Residence

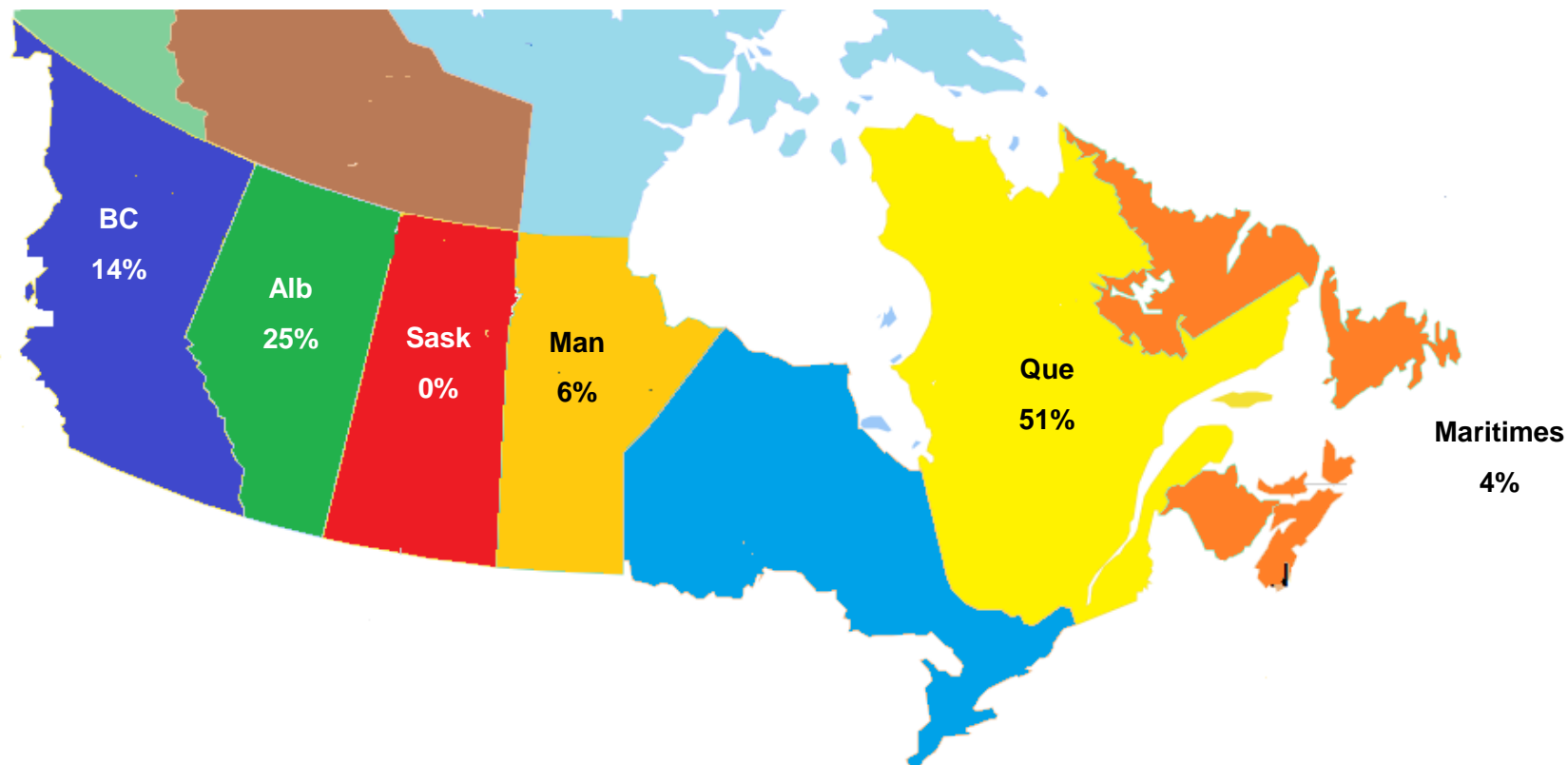


- 36% of Ontario visitors to Region 12 reside in Region 5 and 15% in Region 6

Note: Ontario visitors to Region 12 represented 94% (4.0 M) of total visits and 85% (\$524 M) of visitor spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Other Canada Visitors by Province of Residence

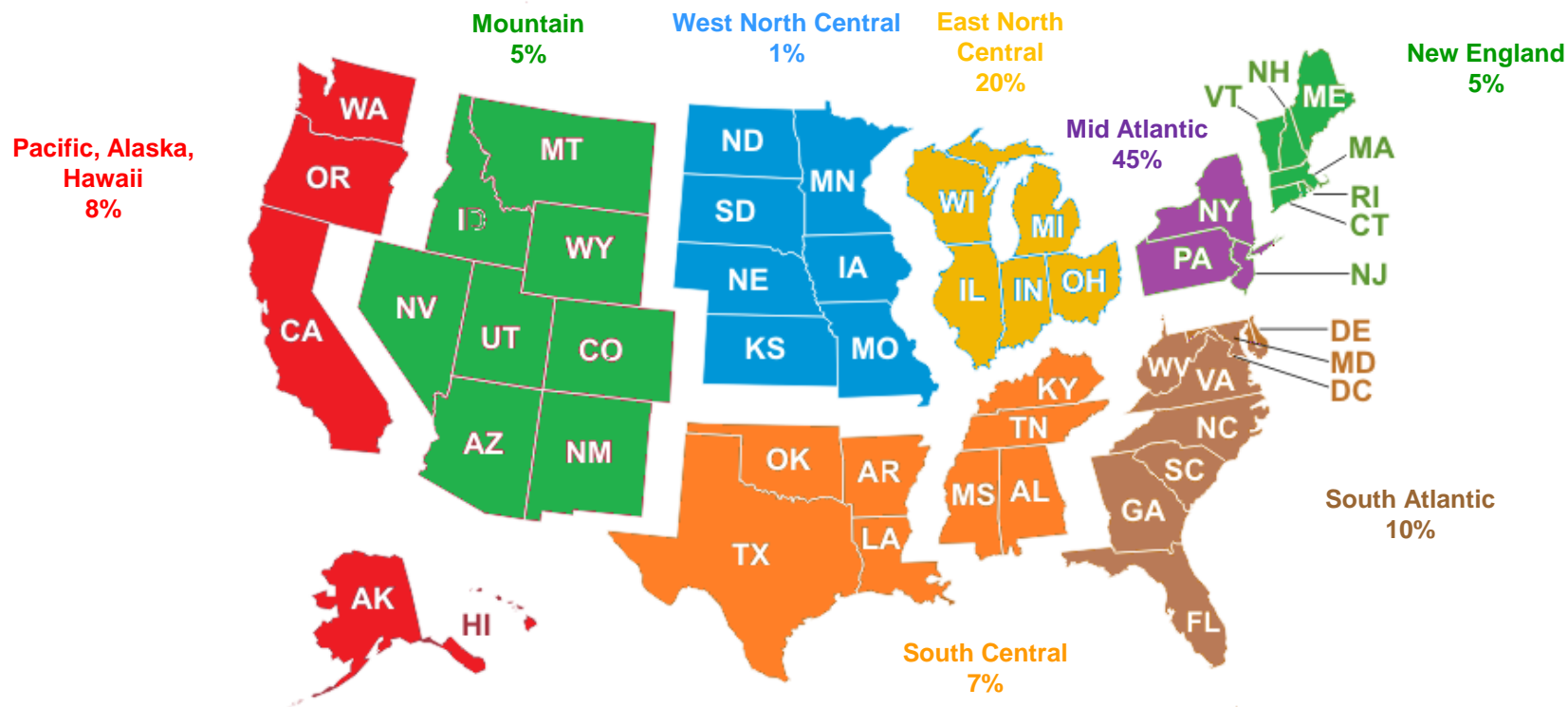


- 51% of Other Canada visitors came from Quebec with 42% from Montreal

Note: Other Canada visitors to Region 12 represented 1% (39,000) of total visits and 1% (\$6 M) of visitor spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

U.S. Visitors by Region of Residence

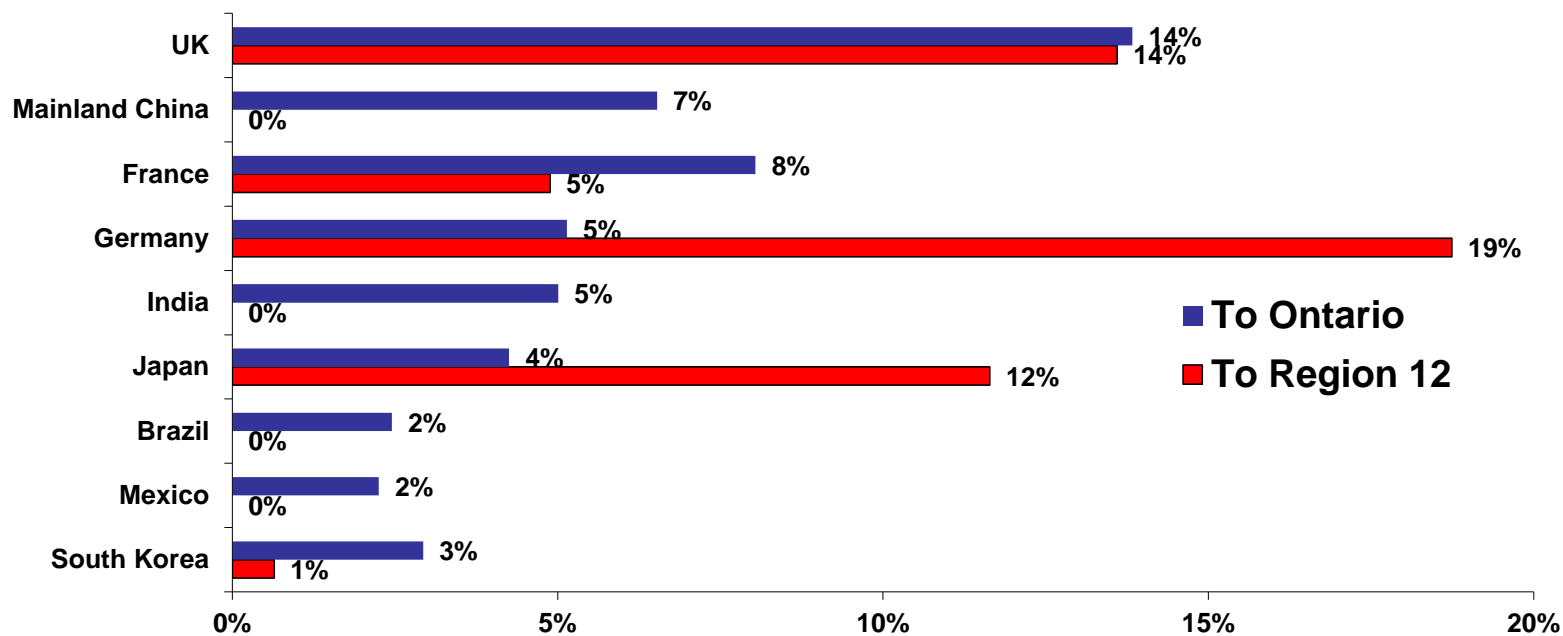


- 45% of U.S. visitors come from Mid Atlantic and 20% from East North Central

Note: U.S. visitors to Region 12 represented 4% (176,000) of total visits and 8% (\$50 M) of visitor spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Overseas Visitors by Country of Residence

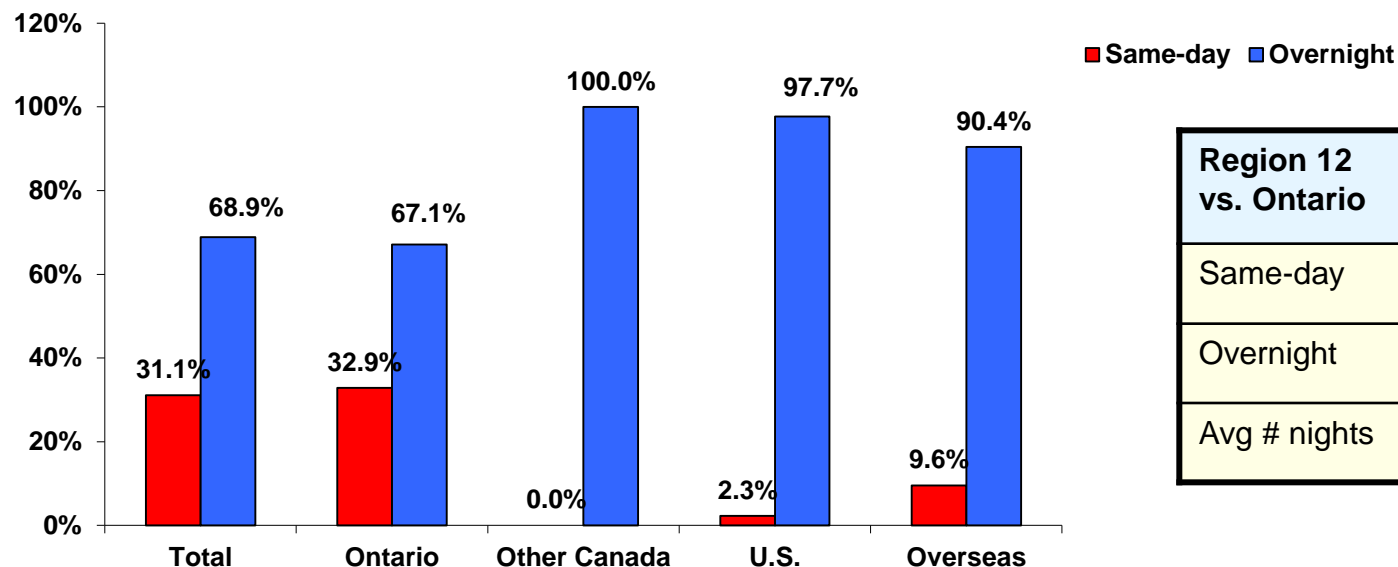


- Ontario's 9 overseas target markets represent 50% of overseas visitors to Region 12

Note: Overseas visitors to Region 12 represented 1% (41,000) of total visits and 5% (\$33 M) of visitor spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Visits by Length of Stay



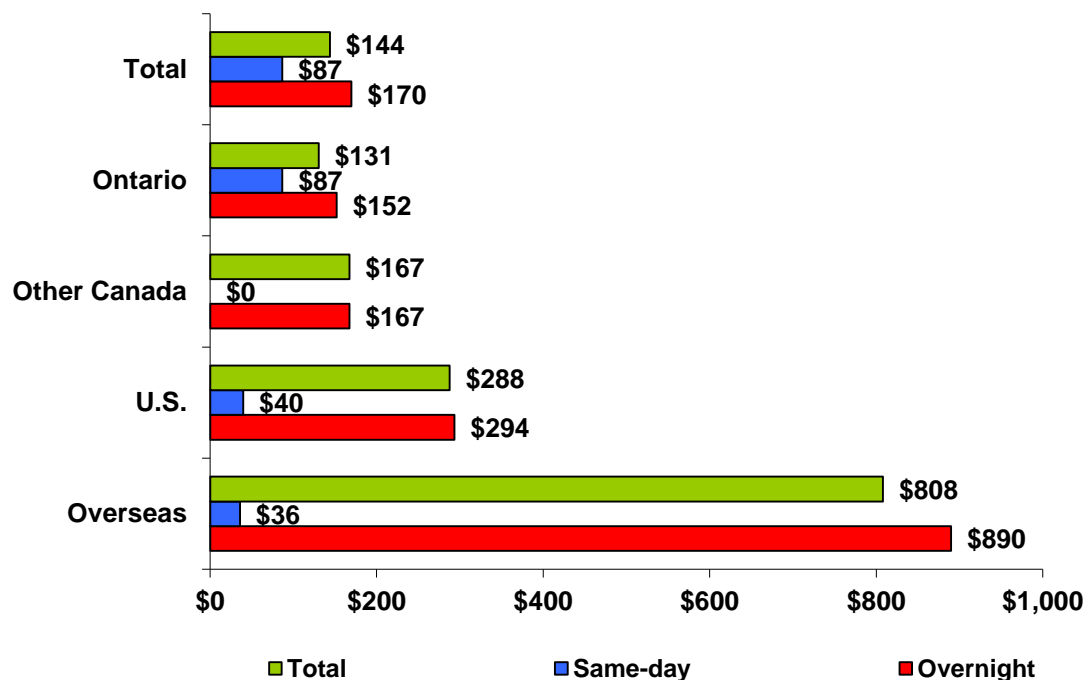
Region 12 vs. Ontario	Length of Stay Index
Same-day	48
Overnight	194
Avg # nights	102

Average # of nights	Total	Ontario	Other Canada	U.S.	Overseas
	3.1	2.8	3.0	7.2	7.0

- The majority (69%) of visits to Region 12 were overnight visits. For comparison, 35% of visits in Ontario were overnight visits
- The average number of nights spent in Region 12 was 3.1, on par with Ontario's average of 3.1 nights

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

\$/Trip by Length of Stay

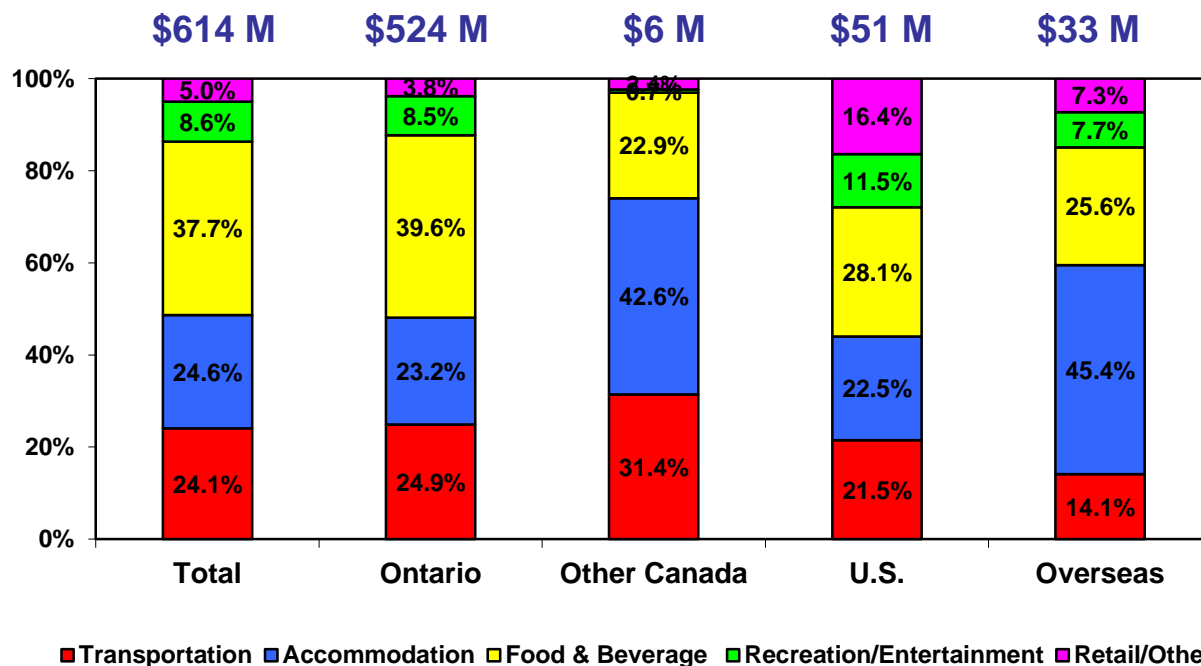


Region 12 vs. Ontario	\$/Trip Index
Total	89
Ontario	117
Other Canada	49
U.S.	97
Overseas	40

- Visitors spent an average of \$144/trip in Region 12 (\$162/trip for Ontario)
- On average, overnight visitors spent 2 times as much as same-day visitors

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Spending by Category

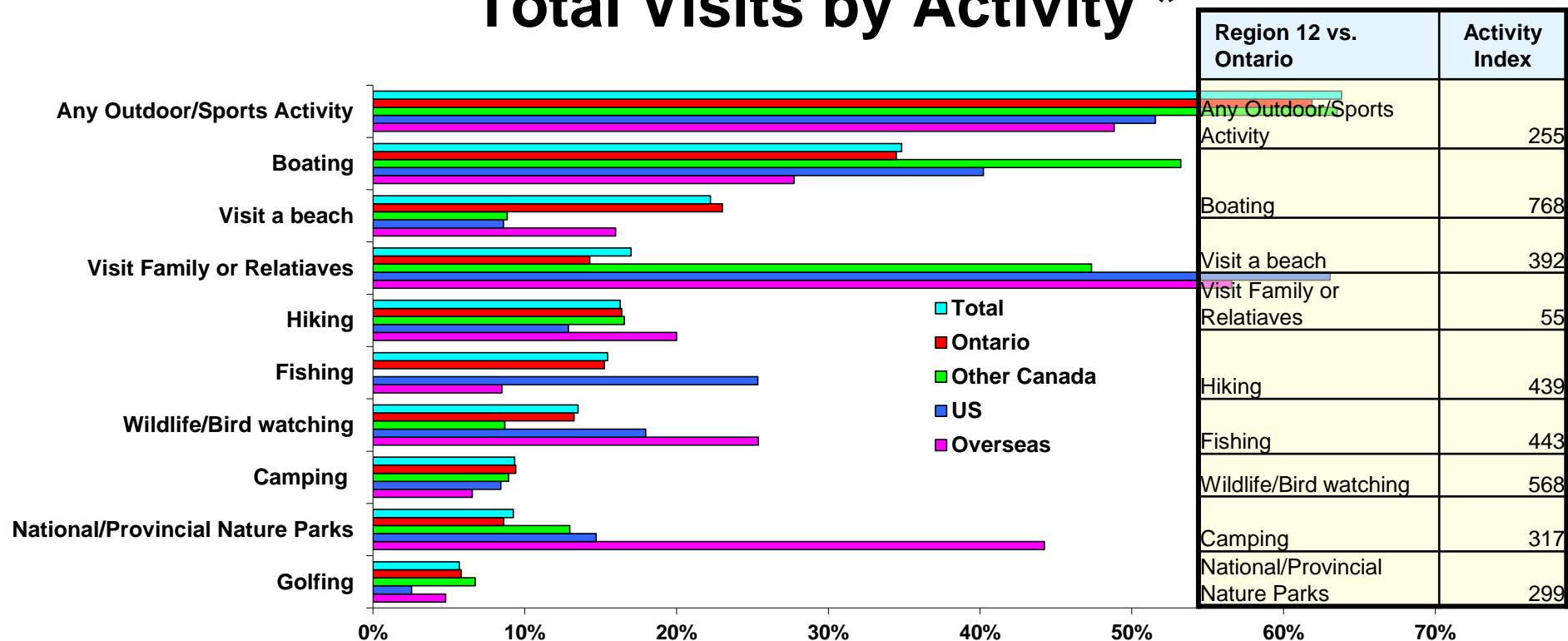


Region 12 vs. Ontario	Spending Index
Transportation	66
Accommodation	151
Food & Beverage	137
Rec./Entertain.	110
Retail/Other	41

- The largest proportions of expenditures were spent on Food & Beverage, Transportation and Accommodations
- Ontario visitors in Region 12 spent 47% of their Food & Beverage dollars at stores and 53% at restaurants. This compares to 30% at stores and 70% at restaurants for Ontario visitors travelling anywhere in Ontario

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Total Visits by Activity *

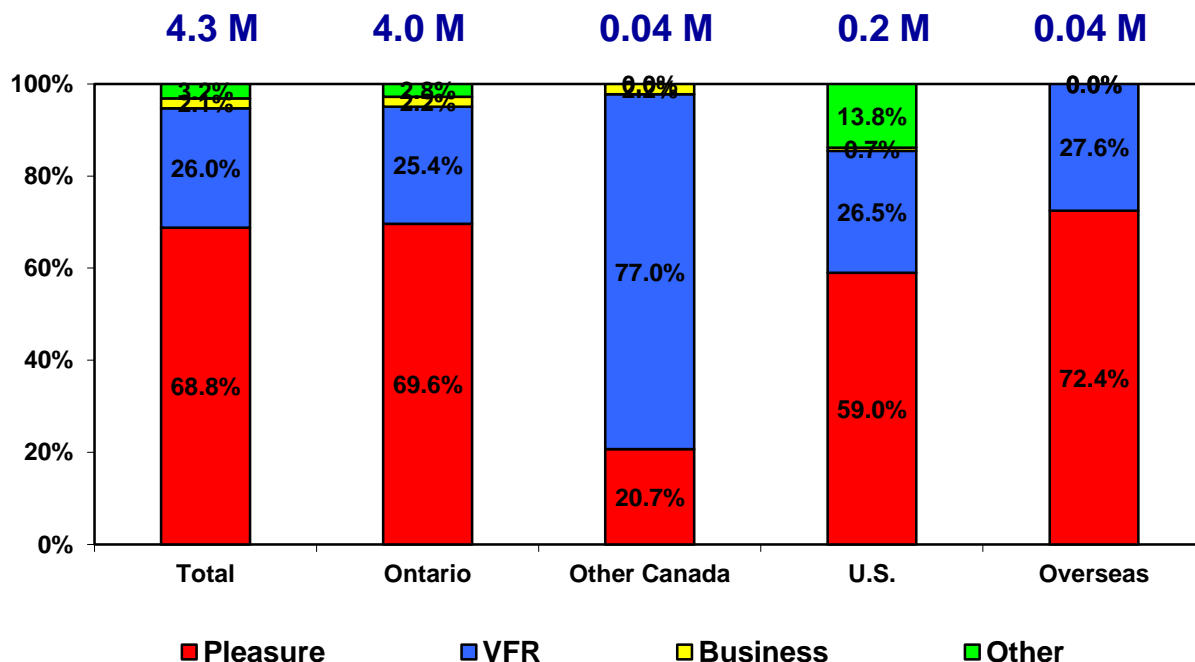


- In general, visitors to Region 12 demonstrated a higher rate of participation in activities compared to visitors to other regions
- Outdoor activities are most popular among visitors to Region 12

*activity may or may not have taken place in region

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Main Purpose of Visit

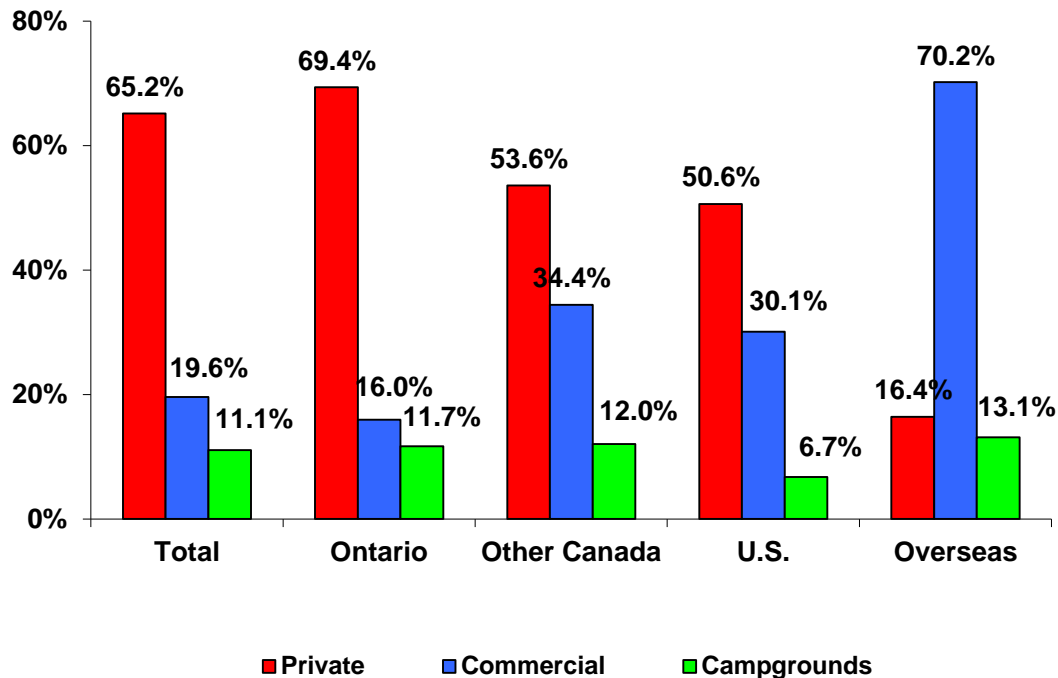


Region 12 vs. Ontario	Purpose Index
Pleasure	203
VFR	58
Business	22
Other	28
VFR: Visiting Friends and / or Relatives	

- Trips to Region 12 are mainly for pleasure
- Other includes shopping, medical, religious, hobby/trade show, etc.

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Visits by Accommodation Type

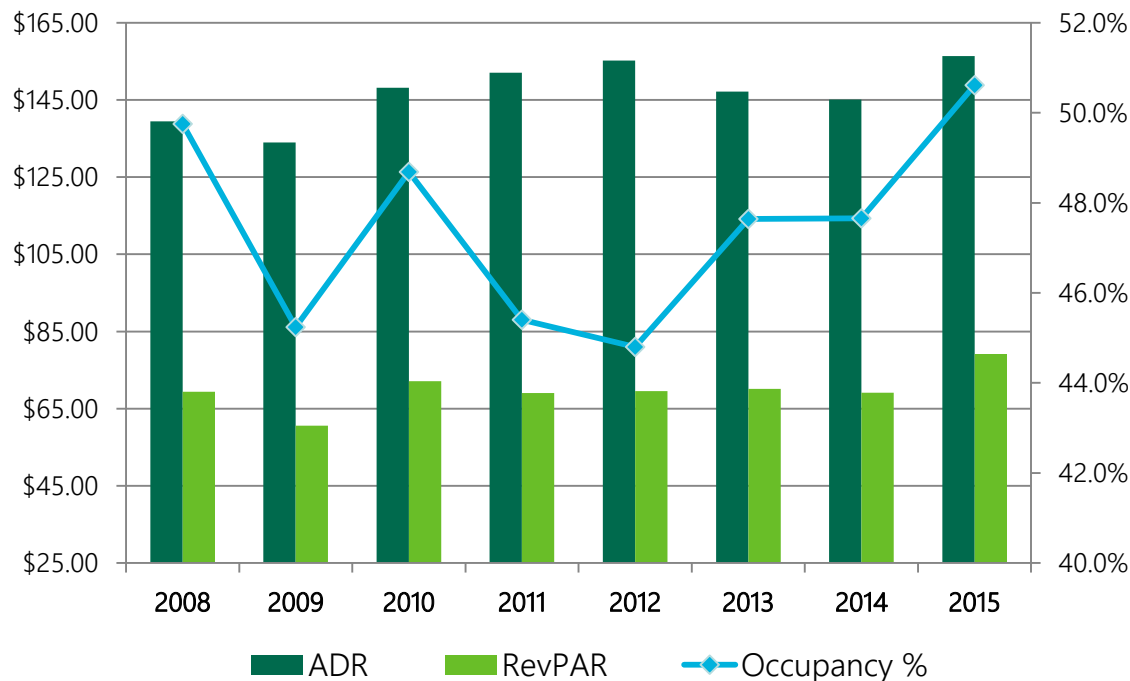


Region 12 vs. Ontario	Type Index
Private	103
Commercial	81
Campground	192

- The majority of overnight visits to Region 12 were spent at unpaid accommodations such as private homes and cottages

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Hotel Statistics



Region 12 vs. Ontario	Hotel Stats Index 2015
Occupancy	78
ADR	113
RevPar	88
ADR = Average Daily Rate RevPar = Revenue per Available Room	

- Over the last few years, occupancy, ADR and RevPar have been an upward trend
- Region 12 had lower occupancy and RevPar than total Ontario, but a higher ADR

Source: [CBRE Hotels Trends in the Hotel Industry National Market Report](#)

Tourism Related Establishments

Type of Establishment	# 2013*	% of Ontario
Accommodations	267	5%
Arts, Entertainment, Recreation	206	2%
Food & Beverage	257	1%
Transportation	38	0%
Travel Services	13	0%
Retail	707	1%
Other Services	307	1%
Total	1,795	1%

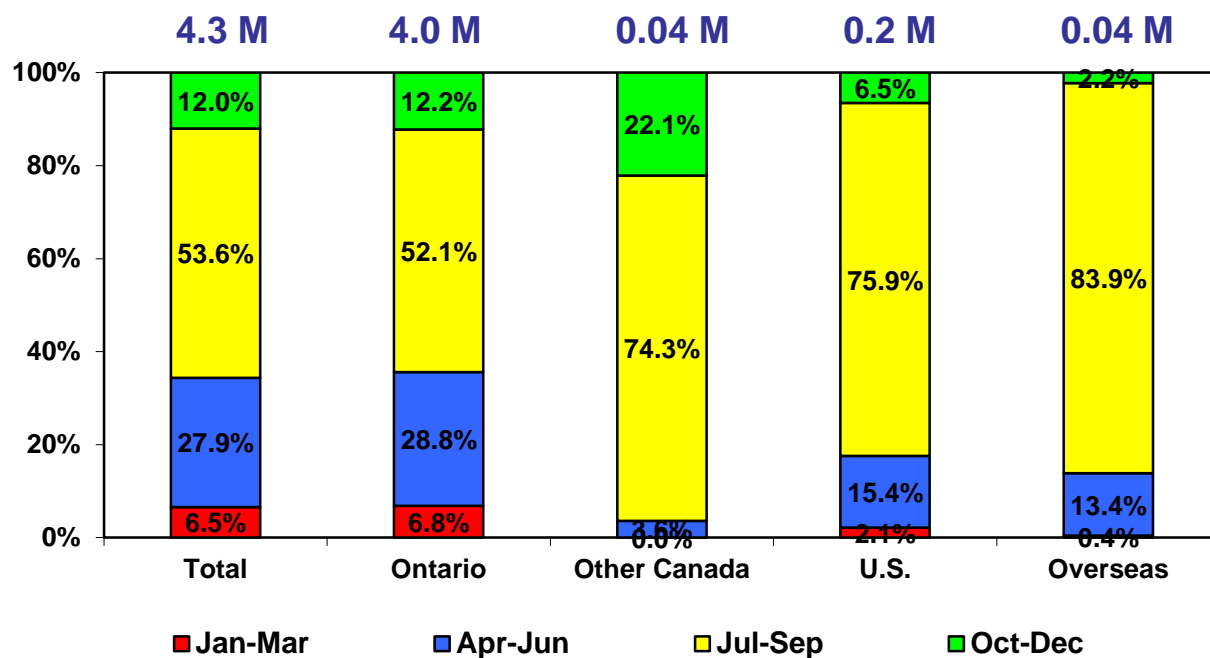
- Region 12 accounts for 1% of Ontario's tourism related establishments

Note: Region 12 represented 3% (4.3 M) of total visits and 3% (\$614 M) of visitor spending

**Represents the actual number of establishments in that category*

Source: Statistics Canada, Business Register 2013

Visits by Time of Year



Region 12 vs. Ontario	Quarter Index
Jan-Mar	32
Apr-Jun	113
Jul-Sept	168
Oct-Dec	51

- The largest proportion of trips occur in the summer months, especially among visitors from outside Ontario
- The least number of trips take place in the winter months of January to March
- The region's seasonal pattern is more skewed to summer compared to total Ontario

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2013; Ontario Ministry of Tourism, Culture and Sport

Region 12 Summary

- In 2013, there were 4.3 million visits in Region 12, accounting for 3% of total visits to Ontario. Visitors to Region 12 spent \$614 million, or 3% of total visitor spending in Ontario.
- Ontario residents accounted for the vast majority of visits and spending, residents of Other Canada accounted for 1% of visits and spending, U.S. visitors represented 4% of visits and 8% of expenditures, and Overseas visitors accounted for 1% of visits and 5% of spending
- Visitors spent an average of \$144/trip. Overnight visitors spent 2 times as much per trip as same-day visitors.
- The largest proportions of expenditures were spent on Food & Beverage, Transportation and Accommodations

Region 12 Summary

- 36% of Ontario visitors to Region 12 reside in Region 5 and 15% in Region 6
- 45% of U.S. visitors come from Mid Atlantic and 20% from East North Central
- Ontario's 9 overseas target markets accounted for 50% of overseas visitors to Region 12
- The majority of visits were overnight
- Most trips were for pleasure
- The majority of overnight visitors stayed in unpaid accommodations

We Know. Just Ask.

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