

Ontario Tourism Facts & Figures

In This Issue

Economic Outlook

- Canada and Ontario

Tourism Statistics

- International Travel Account
- International Border Crossings
- Accommodations
- Travel Price Index
- Visitor Inquiries
- Travel Information Centres

Special Topics

- Ontario's U.S. and Overseas Travel Markets in 2005

What's New in Research?

- New Research and Publications
- Upcoming Conferences and Events
- Useful Websites

International Travel Account

In the fourth quarter of 2006, Ontario's travel deficit increased by 18% to \$1.0 billion over the same quarter in 2005, while Canada's travel deficit also increased by 18% to \$2.1 billion over the period.

For the year 2006, Ontario's travel deficit increased to \$4.7 billion, a 9% increase over 2005. Canada's deficit, meanwhile, increased by 8% to \$6.3 billion.

Source: Ontario Ministry of Tourism

Economic Outlook:

Ontario to underperform the national average

Short Term Economic Indicators*

Canada & Ontario

		2006	2007	2008
Real Gross Domestic Product** % change over previous period	Can	2.6	2.7	3.3
	ON	1.4	1.9	3.3
Consumer Price Index % change over previous period	Can	1.9	1.4	2.0
	ON	1.9	1.4	2.3
Unemployment Rate (%)	Can	6.4	6.6	6.4
	ON	6.3	6.9	6.7
Personal Disposable Income % change over previous period	Can	5.1	3.3	3.3
	ON	3.6	2.8	3.4

*Forecast data, except unemployment rate 2006 **GDP at basic prices (constant\$ 1997)

Source: Conference Board of Canada

Tourism Statistics

International Border Crossings

U.S. travel market experiences a decline of almost 10% in 2006

In 2006, there were 17.4 million border crossings from the U.S. to Ontario, a 9.9% decrease over 2005.

- The decline in U.S. same-day trips to Ontario remains the driving factor behind this significant decrease. For the period January to December 2006, American day trips to Ontario decreased by 12.7% over 2005. During this period, the number of same-day travellers from the U.S. was less than 50% of what it was in 1998, the peak year for same-day travel.
- Meanwhile, U.S. overnight entries to Ontario in 2006 decreased by 5.1% over 2005. The decline is spread across both overnight auto entries (-5.4%) and overnight non-auto (plane, train, bus, boat) entries to Ontario (-4.5%).

Overseas market remains stable in 2006

In 2006, there were 1.8 million overseas entries to Ontario, an increase of 0.5% over 2005.

- Direct entries to Ontario were up by 3.4% while entries via the U.S. were down by 5.7%.
- While France (+6.0%) and Japan (+0.9%) posted increases over 2005, Ontario's two other primary overseas markets, Germany (-8.7%) and the U.K. (-8.0%), posted notable declines – with emerging source markets such as Mexico, South Korea, Brazil, India and China showing considerable growth.

International Border Crossings into Ontario, 2006*

	Q1	Q2	Q3	Q4	2006
Total International (%)	-8.3	-6.9	-10.3	-10.3	-9.0
Total U.S. (%)	-9.3	-7.7	-11.3	-11.2	-9.9
U.S. Same Day (%)	-9.3	-11.0	-14.2	-15.9	-12.7
U.S. Overnight (%)	-9.3	-2.4	-7.6	-1.4	-5.1
Total Overseas (%)	7.6	1.9	-1.4	-1.7	0.5

*Percent change over same period of previous year

Source: Statistics Canada

Accommodations

Modest gains in occupancy and strong gains in average daily rates in 2006

In 2006, occupancy rates at Ontario hotels grew by 0.8 of a percentage point over 2005, to 63.0% - finally above 2001 levels.

In 2006, the average daily room rate (ADR) at Ontario hotels increased by 3.0% to \$124.79, resulting in a 4.3% increase in Revenue per Available Room (RevPAR) for the year.

The table (right) shows occupancy and average daily rates for several different markets across Ontario for 2006:

**Ontario Hotel Occupancy and Average Daily Rates
January to December 2006**

	Occupancy Percentage (%)			Average Daily Rate (\$)		
	2006	2005	Point change*	2006	2005	% Change
Ontario	63.3%	62.2%	0.8	\$124.79	\$121.21	3.0%
Greater Toronto Area (GTA)	66.3%	66.5%	-0.2	\$134.82	\$129.90	3.8%
Downtown Toronto	69.6%	70.1%	-0.5	\$167.16	\$157.45	6.2%
Toronto Airport	68.5%	69.0%	-0.5	\$115.20	\$113.63	1.4%
GTA West	61.2%	60.7%	0.6	\$105.92	\$102.92	2.9%
GTA East/North	63.0%	62.7%	0.3	\$113.46	\$110.11	3.0%
Eastern Ontario	58.9%	58.3%	0.5	\$102.42	\$99.83	2.6%
Kingston	62.0%	61.9%	0.1	\$115.45	\$111.74	3.3%
Other Eastern Ontario	57.3%	56.4%	0.9	\$95.24	\$92.84	2.6%
Ottawa	68.6%	65.1%	3.5	\$128.37	\$125.55	2.2%
Downtown Ottawa	70.1%	67.5%	2.7	\$135.18	\$132.58	2.0%
Ottawa West	65.9%	61.0%	5.0	\$116.81	\$113.21	3.2%
Ottawa East	62.8%	56.8%	6.0	\$95.88	\$92.78	3.3%
Southern Ontario	57.4%	55.9%	1.5	\$117.63	\$115.70	1.7%
London	62.7%	61.9%	0.7	\$100.17	\$98.07	2.1%
Windsor	52.8%	52.1%	0.7	\$103.88	\$100.44	3.4%
K/W/Cambridge/Guelph	61.9%	61.5%	0.4	\$101.71	\$98.67	3.1%
Hamilton/Brantford	64.3%	60.0%	4.4	\$96.85	\$95.33	1.6%
Niagara Falls	58.8%	56.8%	2.0	\$143.50	\$141.79	1.2%
Other Niagara Falls Region	47.7%	45.1%	2.6	\$92.55	\$89.95	2.9%
Other Southern Ontario	47.7%	47.3%	0.4	\$99.23	\$97.32	2.0%
Central Ontario	51.7%	52.0%	-0.4	\$123.87	\$122.47	1.1%
North Eastern Ontario	67.0%	65.6%	1.4	\$88.65	\$84.18	5.3%
North Bay	68.8%	64.2%	4.5	\$92.68	\$89.20	3.9%
Sudbury	69.1%	66.3%	2.7	\$93.39	\$88.89	5.1%
North Central Ontario						
Sault Ste. Marie	56.7%	55.8%	0.9	\$84.64	\$85.90	-1.5%
North Western Ontario	67.1%	64.2%	2.9	\$91.69	\$87.94	4.3%

*Percentage point change

Source: Trends in the Canadian Hotel Industry, PKF Consulting.

Data based on PKF's unweighted sample, which tends to be branded properties of 30 rooms or more.

Useful Websites

Ontario Ministry of Tourism, Research Unit
www.research.tourism.gov.on.ca

Ontario Ministry of Tourism
www.tourism.gov.on.ca

Ontario Tourism Marketing
Partnership Corporation
www.tourismpartners.com

Canadian Tourism Commission
www.canadatourism.com

Statistics Canada
www.statcan.ca

Travel and Tourism Research Association
(TTRA) Canada
www.ttracanada.ca

Travel and Tourism Research Association
(TTRA) International
www.ttra.com

World Tourism Organization
www.world-tourism.org

US Department of Commerce,
Tourism Industries
www.tinet.ita.doc.gov

Ontario Tourism Education Corporation
www.otec.org

Tourism Industry Association of Canada
www.tiac-aitc.ca

What's New in Research?

New Research and Publications

- A new wave of the Travel Intentions Survey was recently completed. The final report is expected in April 2007, and will be posted under **Reports > Travel Intentions** on the Ministry of Tourism's Research website.
- A number of reports from the 2006 Travel Activities and Motivations Survey (TAMS) are now available, including:
 - An Overview of the U.S. Travel Market
 - U.S. Travel Market Profile Reports on Hunting, Golf, Cycling, Exercising, Fishing
 - A Report on U.S. Travellers who participated in Aboriginal Experiences
- An Ontario-specific report on Q4 2006 results and Q1 2007 outlook from the Business Conditions Survey on the travel accommodation sector is available under **Reports > Business Conditions**.
- The Ontario Tourism Outlook: 2006-2010 Forecast, completed in December 2006 provides an outlook for travel to and from Ontario as well as for the global travel market. Look on the website under **Tourism Outlook**.

Please visit the website under **Reports > TAMS** for the reports listed above and for a schedule of upcoming reports.

Special Topics: Ontario's U.S. and Overseas Travel Markets in 2005

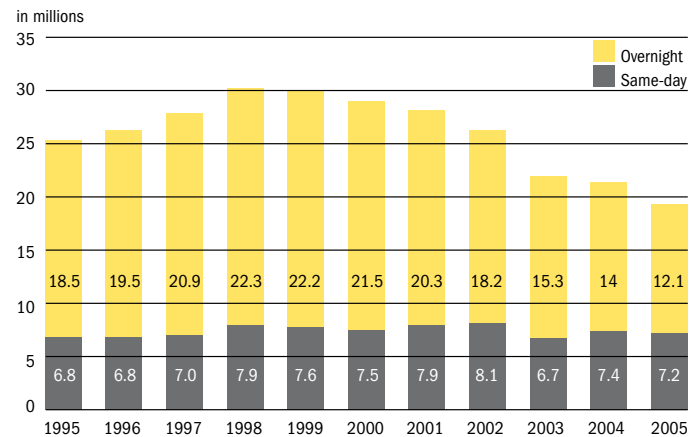
HOW MANY U.S. TRAVELLERS VISITED ONTARIO IN 2005, AND HOW MUCH DID THEY SPEND?

- In 2005, Ontario received 62% of all U.S. visitors to Canada, and 44% of their spending.
- U.S. visitors accounted for 90% of all international visits to Ontario but only 61% of their spending.

U.S. Person Visits

- Ontario welcomed 19.3 million U.S. visitors in 2005, a decrease of 9.6% over 2004.
- U.S. visitation to Ontario has been decreasing since 1998. In 2005, there were almost 36% or 10.8 million fewer visits than in 1998.
- 37% of these visitors (7.2 million) stayed for one or more nights in the province, and the remaining 63% (12.1 million) were same-day visitors.

U.S. Person Visits to Ontario, 1995-2005



- The decline is due almost exclusively to a strong continuous decline in same-day visits since 2000. Same-day travel was down 13.3% in 2005. There were 10.2 million fewer U.S. same-day visitors in 2005 than there were in 1998, a decrease of 45%.
- Overnight visits were also down in 2005, by 3.3 % over 2004.
- Visitors from Ontario's Border States made up 82% of the total U.S. person visits but only 66% of overnight visits.
- Americans from Michigan (35%) and New York State (31%) made up the bulk of U.S. visitors in 2005, followed by Ohio (5%) and Minnesota (4%).

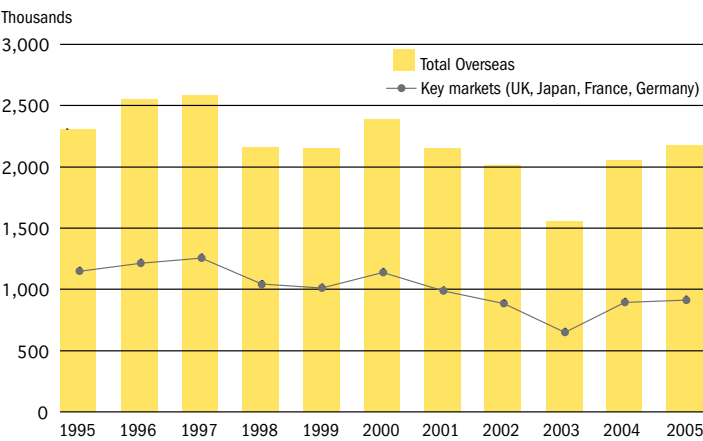
U.S. Spending

- U.S. visitors spent \$3.9 billion (U.S. visitors spent \$3.7 billion in the province and an additional \$209 million on Canadian carrier fares in order to get here.)
- Visitor spending decreased by 10.6%, from \$4.4 billion in 2004 to \$3.9 billion in 2005. 2004 had seen a 10% increase over the previous year, while 2003 had seen a dramatic 19% decline over 2002.
- Spending decreases were seen from visitors from Border States (-10.3%) and visitors from other states (-11.2%), while the drop in spending by same-day visitors (-18.0%) was more dramatic than that of overnight visitors (-8.3%).
- Overnight visitors from the U.S. accounted for 78% of U.S. spending, but only 37% of total U.S. visits.
- Total average spending per person visit was \$203, per same day person visit was \$71 and per overnight person visit was \$424.

HOW MANY OVERSEAS TRAVELLERS VISITED ONTARIO IN 2005, AND HOW MUCH DID THEY SPEND?

- In 2005, Ontario received 50% of all overseas visitors to Canada, and 33% of their spending.
- Overseas visitors accounted for 10% of all international visits to Ontario and 39% of their spending.

Overseas Visitors to Ontario, 2005



U.S. Visitors To Ontario, 2005

	Visits			Spending			
	Visits (millions)	% of visits	% change over 2004	Spending (\$B)	% of spending	Avg./ person visit	% change in over 2004
Total	19.3	—	– 9.6	3.9	—	\$203	– 10.6
Border States	15.8	82%	– 10.7	2.4	62%	\$154	– 10.3
Other States	3.5	18%	– 7.5	1.5	38%	\$424	– 11.2
Overnight	7.2	37%	– 3.3	3.0	78%	\$424	– 8.3
Same-day	12.1	63%	– 13.3	0.9	22%	\$71	– 18.0

Overseas Person Visits

- 2.2 million overseas visitors came to Ontario in 2005, an increase of 6% over 2004, following the 31% jump in visitation in 2004 as the province recovered from the 2003 SARS episode when visitation fell 23%.
- 88% of these visitors (1.9 million) stayed for one or more nights. Only 12% (262,000) were same-day visitors.
- A broader set of emerging markets is changing the composition of Ontario's international travellers. In 2005, 42% of overseas visitors to Ontario came from the UK, Japan, Germany and France – our four traditional key markets, down from 48% in 2000.

Overseas Spending

- Overseas visitors spent \$2.5 billion in 2004: \$1.6 billion in Ontario and an additional \$0.9 billion on Canadian carrier fares.
- Overseas visitors spent an average of \$1,149 per person visit in Ontario. This reflects the long average length of stay (10.7 nights).
- Total overseas visitor spending increased by 6.6% in 2005, from \$2.3 billion in 2004 to \$2.5 billion, finally reaching 2002 levels.

WHAT ABOUT DOMESTIC TRAVELLERS TO ONTARIO?

Domestic travel accounts for about 75% of all person visits to Ontario, and more than 60% of tourism receipts in the province, however, information concerning domestic travel for 2005 **is not yet available**.

In 2005, the Canadian Travel Survey (CTS) which provided information on domestic travel was replaced by the Travel Survey of Residents of Canada (TSRC). The TSRC will offer some significant benefits over its predecessor, including filtering in tourism trips while filtering out routine trips, focusing on decision makers (respondents must be 18+ yrs rather than 15+) and ensuring that all jurisdictions are using a common metric. The change to the TSRC means that 2005 will be the new baseline year, resulting in a delay in reporting on domestic travel results for 2005 as a basis comparable to previous years.

It is anticipated that domestic travel data for 2005 and 2006 will be available by the end of 2007. Statistics Canada is also developing a procedure to restate data prior to 2005, to enable historical comparisons. In the interim, only travel data for the U.S. and overseas travel markets for 2005 will be provided.

Overseas Visitors To Ontario, 2005

	Visits			Spending			
	Visits (000s)	% of visits	% change over 2004	Spending (\$B)	% of spending	Avg./ person visit	% change in over 2004
Total	2,172	–	+6.0	2.5	–	\$1149	+6.6
Key markets	914	42%	+2.2	1.0	41%	\$1127	– 2.0
U.K.	454	21%	+5.8	0.6	23%	\$1246	+6.1
Japan	195	9%	– 5.8	0.2	9%	\$1135	–11.5
Germany	143	7%	+1.4	0.1	5%	\$936	–18.4
France	123	6%	+4.2	0.1	4%	\$899	+4.9
Other Markets	1,258	58%	+8.9	1.5	59%	\$1165	+13.6

Upcoming Conferences & Events

- Canadian Tourism Human Resource Council's 6th Annual Tourism HR Forum **Can Tourism Deliver? Responding to the HR Crisis** is taking place May 1-2, 2007, in Vancouver, British Columbia. Visit www.cthrc.ca for details.
- Tourism Week, 2007 takes place June 4-10, 2007. **Tourism – Canada's Passport to Prosperity** is an annual, country-wide celebration that aims to increase the profile of Canada's tourism industry among the media, general public and governments at all levels. Coordinated by the Tourism Industry Association of Canada, it provides a focal point for activities organized by provincial and territorial tourism industry associations, provincial and territorial marketing organizations, destination marketing organizations, individual businesses and other partners.



- 2007 Travel and Tourism Research Association (TTRA) International Annual Conference **Beating the Odds with Tourism Research!**, will be held June 17-19, 2007 in Las Vegas, Nevada. Visit www.ttra.com for more information.
- The 2007 Travel and Tourism Research Association (TTRA) Canada Chapter Conference **Tourism With(out) Borders** will be held in Charlottetown, Prince Edward Island from October 18 to 20, 2007. Please visit www.ttracanada.ca for more information.

Travel Price Index

Price of travel in Ontario increased in December 2006 over 2005

- In December 2006, Ontario's Travel Price Index (TPI) was 1.5% higher than in December 2005. Declines in the cost of auto rental, clothing and footwear and recreational equipment and services continue to partially offset increases in the cost of inter-city and local transportation and in various food and beverage purchases.
- Ontario's Consumer Price Index (CPI) was up by 3.3% over December 2005.

Source: Statistics Canada; Ontario Ministry of Tourism

Visitor Inquiries

User sessions at OntarioTravel.net soar in 2006, while call volume falls at 1-800-Ontario

- In 2006, user sessions at OntarioTravel.net grew 18% over last year to almost 3 million sessions. Traffic to the seasonal site (+36%) outpaced growth on the main website (+16%). User sessions at ontariotravel.net are up by 280% since 2000.
- Calls to the 1-800-ONTARIO Call Centre totalled 191,088 in 2006, a decrease of 28% over 2005 continuing a downward trend. Call volumes have decline by more than half since 2000.

Source: Electronic Data Systems

Ontario Travel Information Centres

Visits to Ontario's TICs continue to decline in 2006

- In 2006, visits to Ontario's Travel Information Centres (TICs) totalled 1.4 million, a 6% decrease over 2005.
- Niagara Falls (13%) and Fort Erie (11%) saw notable traffic growth in 2006, while Lancaster (0.6%) and Toronto (-0.1%) remained stable over 2005. All other TICs experienced declines, ranging from 4% to 22% over the previous year.

Source: Ontario Ministry of Tourism

Visit our website

www.research.tourism.gov.on.ca

For information on the industry's current performance, historical statistics, provincial forecasts, market reports and more.

Questions? Suggestions?

Please contact Adele Labine-Romain at (416) 325-8287 or via email at adele.labine-romain@ontario.ca

If you'd like to be added to our distribution list or if you need to change your mailing address, please contact Jackie Ma at (416) 325-1848 or via email at jackie.ma@ontario.ca

© Queen's Printer for Ontario, 2006
Published by the Ministry of Tourism
Tourism Policy and Research Branch
15th Floor
700 Bay Street,
Toronto, ON M7A 2E1

ISSN 1708-2374 (print)
ISSN 1708-2382 (internet)

