

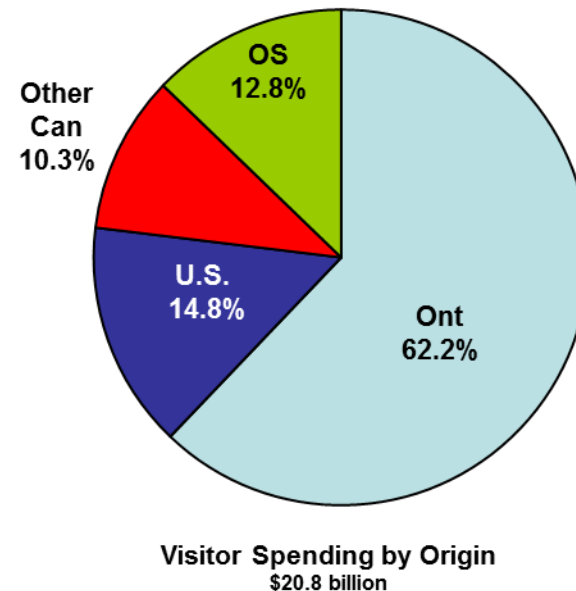
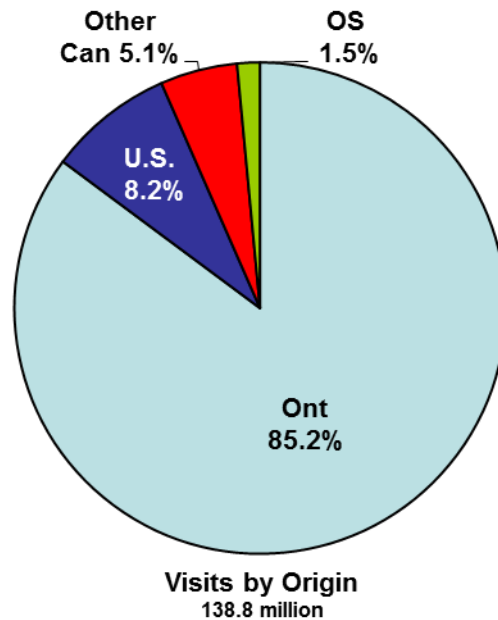
Tourism Statistics Nipissing District

Tourism Research Unit
Spring 2014

Note: due to changes in Statistics Canada's survey methodology, 2011 domestic data is not comparable to prior years

Ontario Tourism

Visits and Spending

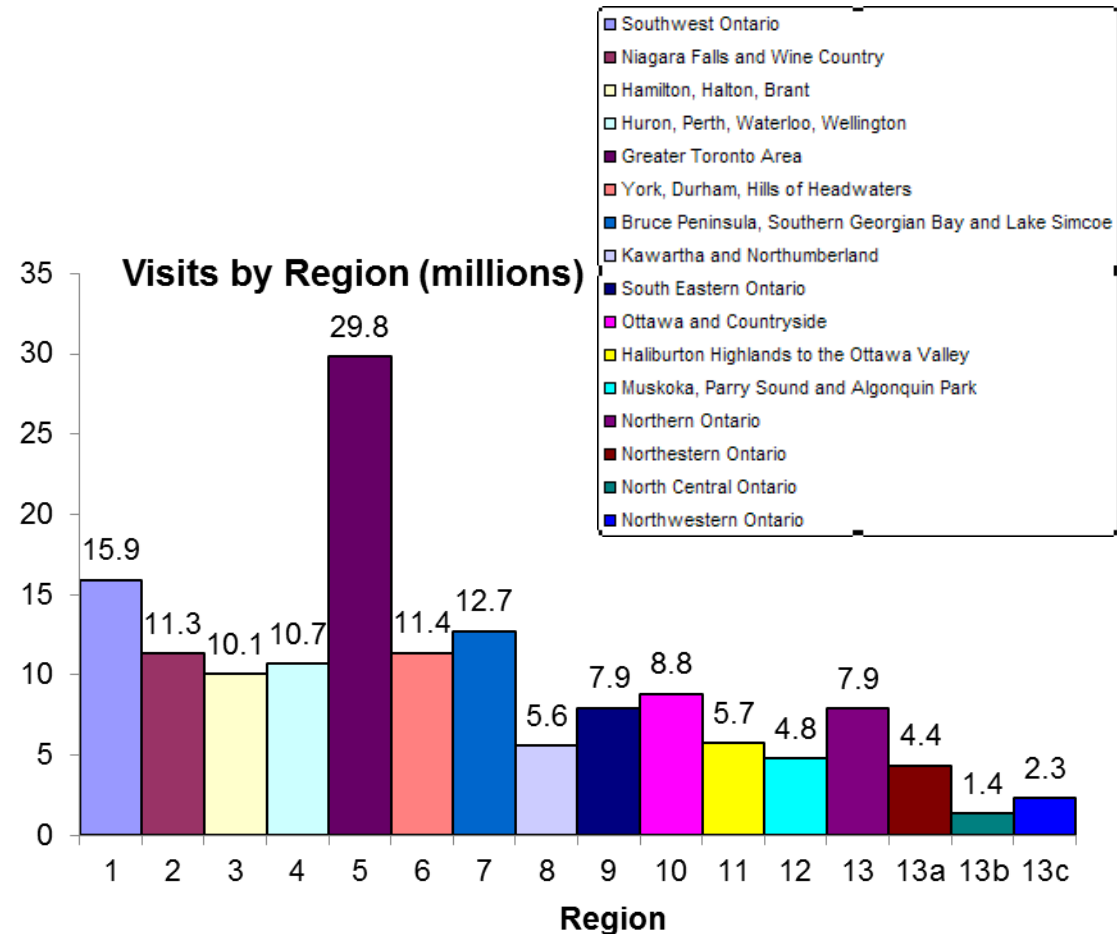


- In 2011, there were 138.8 million visits in Ontario and visitors spent \$20.8 billion
- Ontario residents account for the majority of visits and spending
- U.S. visitors represent 8% of visits and 15% of expenditures
- Overseas visitors account for 2% of visits and 13% of spending

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

Visits and Spending by Region

2011	Visits (millions)	Visitor Spending (\$ billions)
Ontario	138.8	20.8
Region 1	11.5%	7.0%
Region 2	8.2%	8.0%
Region 3	7.3%	3.7%
Region 4	7.7%	5.2%
Region 5	21.5%	32.3%
Region 6	8.2%	4.0%
Region 7	9.2%	5.9%
Region 8	4.0%	2.3%
Region 9	5.7%	3.9%
Region 10	6.4%	7.3%
Region 11	4.1%	2.1%
Region 12	3.4%	2.9%
Region 13	5.7%	6.8%



Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

Ontario Summary

- In 2011, there were 138.8 million visits in Ontario and visitors spent \$20.8 billion
- Ontario residents accounted for the majority of visits (85%) and spending (62%)
- U.S. visitors represented 8% of visits and 15% of expenditures
- Overseas visitors accounted for 2% of visits and 13% of spending
- Region 5 (GTA) is the largest Region representing 22% of visits and 32% of spending
- Visitors spent an average of \$150/trip in Ontario

Ontario Summary

- The largest proportions of expenditures were spent on Transportation (35%) and Food & Beverage (28%)
- 77% of U.S. visitors came from border states with 32% from New York and 29% from Michigan
- Ontario's 9 target overseas markets (U.K., Japan, Germany, France, Mexico, India, China, South Korea and Brazil) represented 51% of overseas visitors to Ontario. The U.K. was by far the leading overseas source market at 16% of overseas visits
- 65% of visits were same-day visits driven by Ontario residents
- Most trips were to visit friends and relatives (46%) or for pleasure (31%)
- The majority of overnight visitors stayed in private homes (65%) except U.S. visitors who are more likely to stay at a hotel/motel (46%)

Nipissing District Tourism

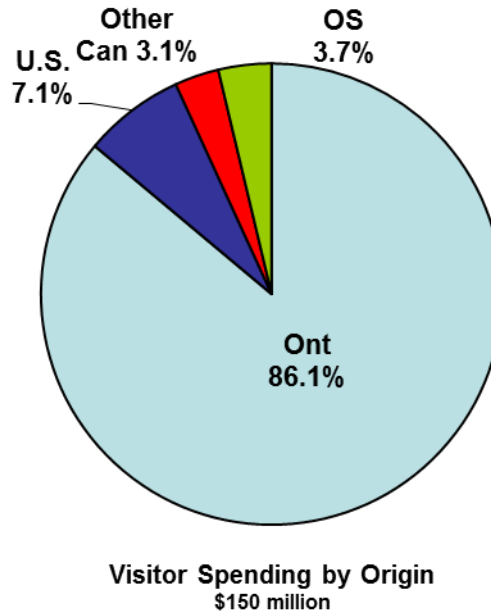
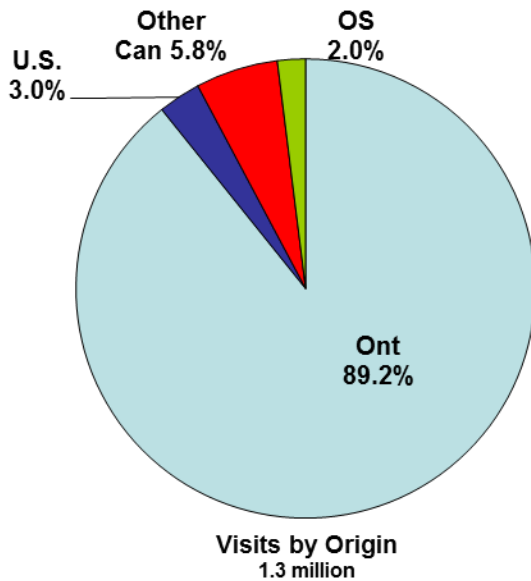
Total Visits and Spending

Region	Visits (millions)	Visitor Spending (\$ billions)
Ontario	138.8	20.8
Region 12	4.8	0.6
Region 12 proportion of Total Ontario	3.4%	2.9%
Nipissing District	1.3	0.1
ND proportion of RTO 12	27.3%	25.1%
ND proportion of Ontario	0.9%	0.7%

- In 2011, there were 1.3 million visits to ND, representing 1% of total visits to Ontario
- Visitors to ND spent \$150 million, accounting for 1% of total visitor spending in Ontario

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

Visits and Spending



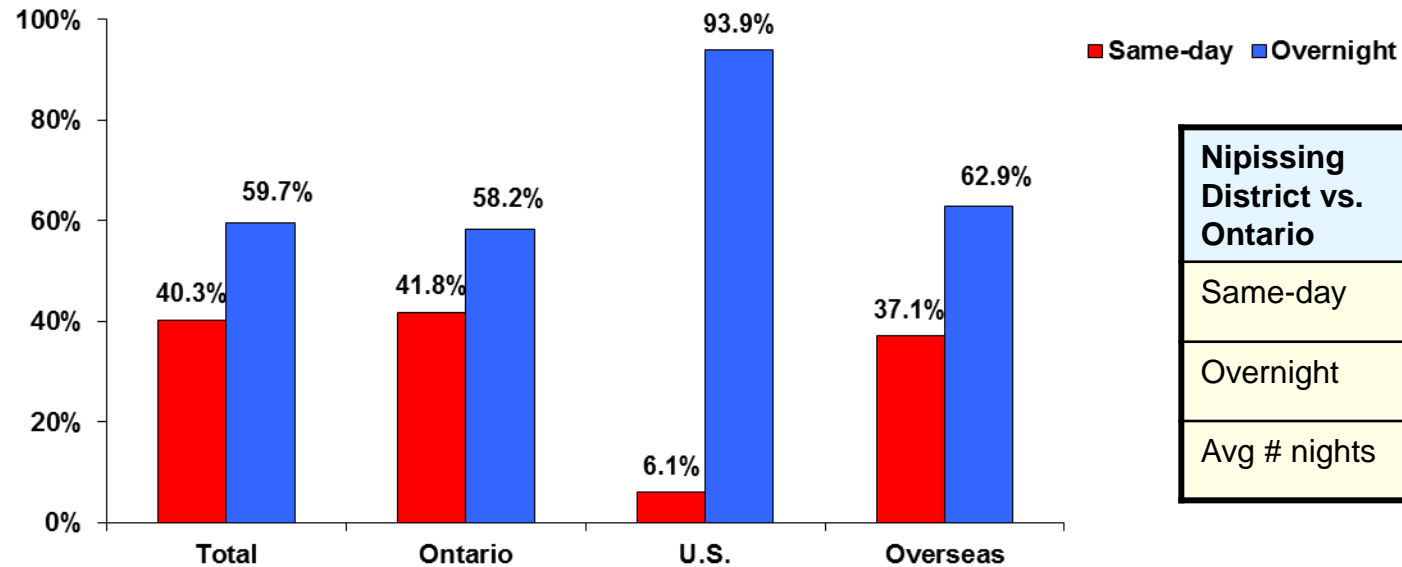
Nipissing District vs. Ontario	Visit Index	Spending Index
Ontario	105	139
U.S.	36	48
Other Canada	114	30
Overseas	132	29

- Ontario residents accounted for the vast majority of visits (89%) and spending (86%)
- U.S. visitors accounted for 3% of visits and 7% of expenditures.
- Visitors from Other Canada made up 6% of visits and 3% of spending
- Overseas visitors accounted for 2% of visits and 4% of spending

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

**Note: analysis by other Canada origin
not included due to small base sizes**

Visits by Length of Stay



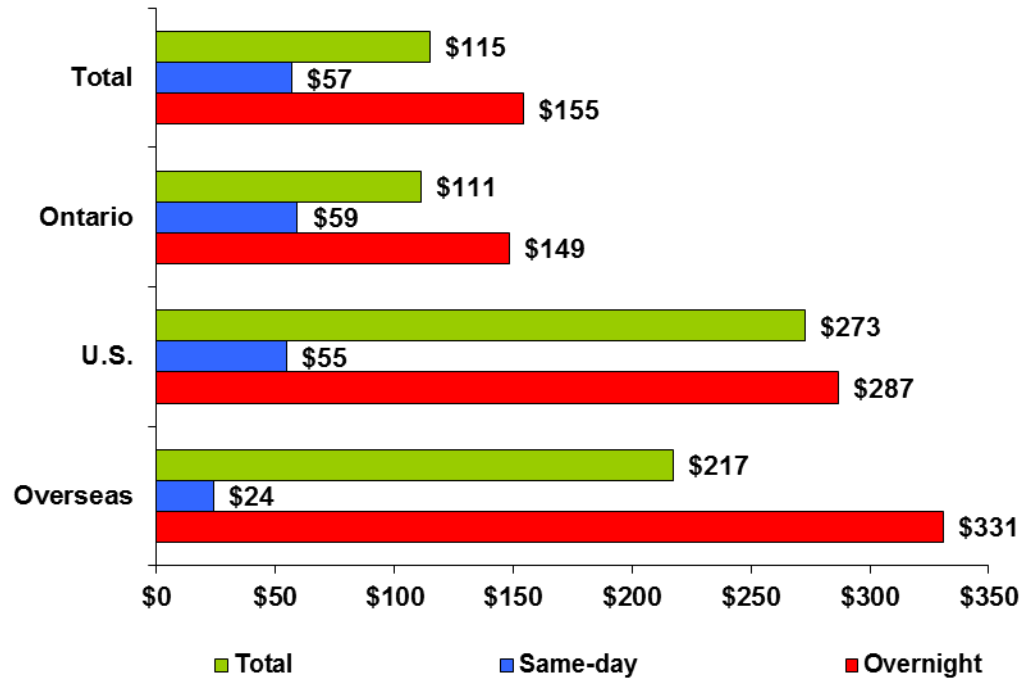
Nipissing District vs. Ontario	Length of Stay Index
Same-day	62
Overnight	171
Avg # nights	89

Average # of nights	Total	Ontario	U.S.	Overseas
	2.6	2.6	3.4	5.1

- The majority (60%) of visits to Nipissing District were overnight visits. For comparison, 35% of visits in Ontario were overnight visits
- The average number of nights spent in Nipissing District was 2.6, slightly below Ontario's average of 2.9 nights

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

\$/Trip by Length of Stay

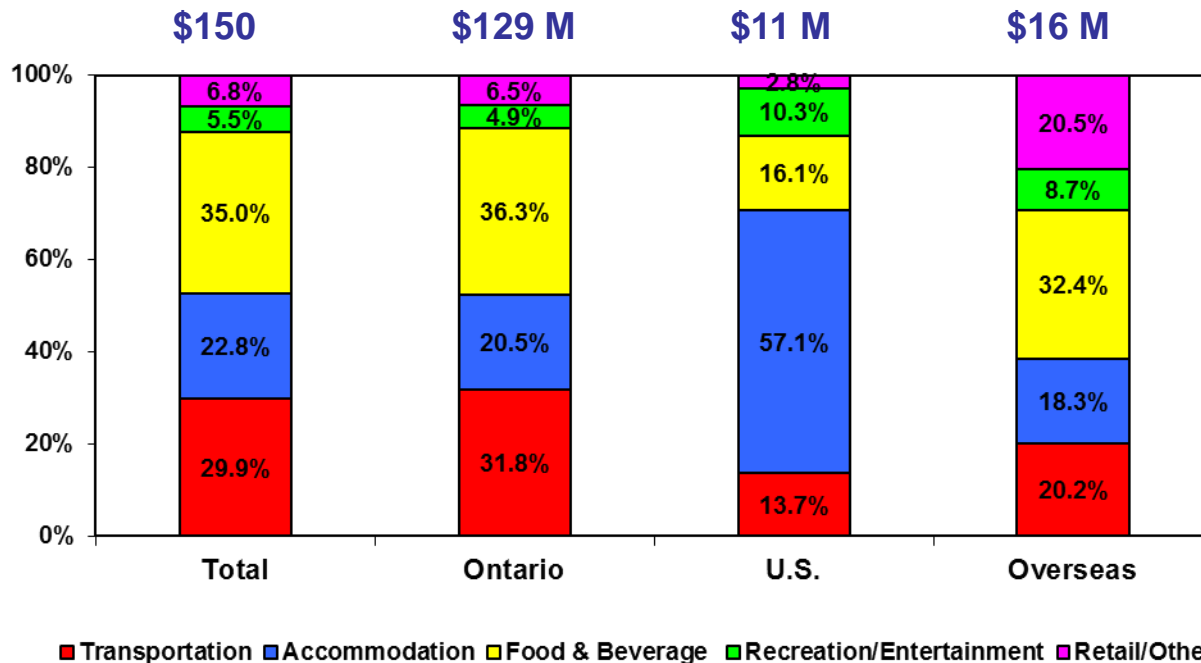


Nipissing District vs. Ontario	\$/Trip Index
Total	77
Ontario	102
U.S.	102
Overseas	17

- Visitors spent an average of \$115/trip in Nipissing District (\$150/trip for Ontario)
- On average, overnight visitors spent almost 3 times as much as same-day visitors

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

Spending by Category



Nipissing District vs. Ontario	Spending Index
Transportation	85
Accommodation	149
Food & Beverage	126
Rec./Entertain.	66
Retail/Other	51

- The largest proportions of expenditures were spent on Food & Beverage, Transportation and Accommodations
- Ontario visitors in Nipissing District spent 71% of their Food & Beverage dollars at restaurants unlike Ontario visitors to Muskoka and Parry Sound who spend the majority of their food dollars at stores

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

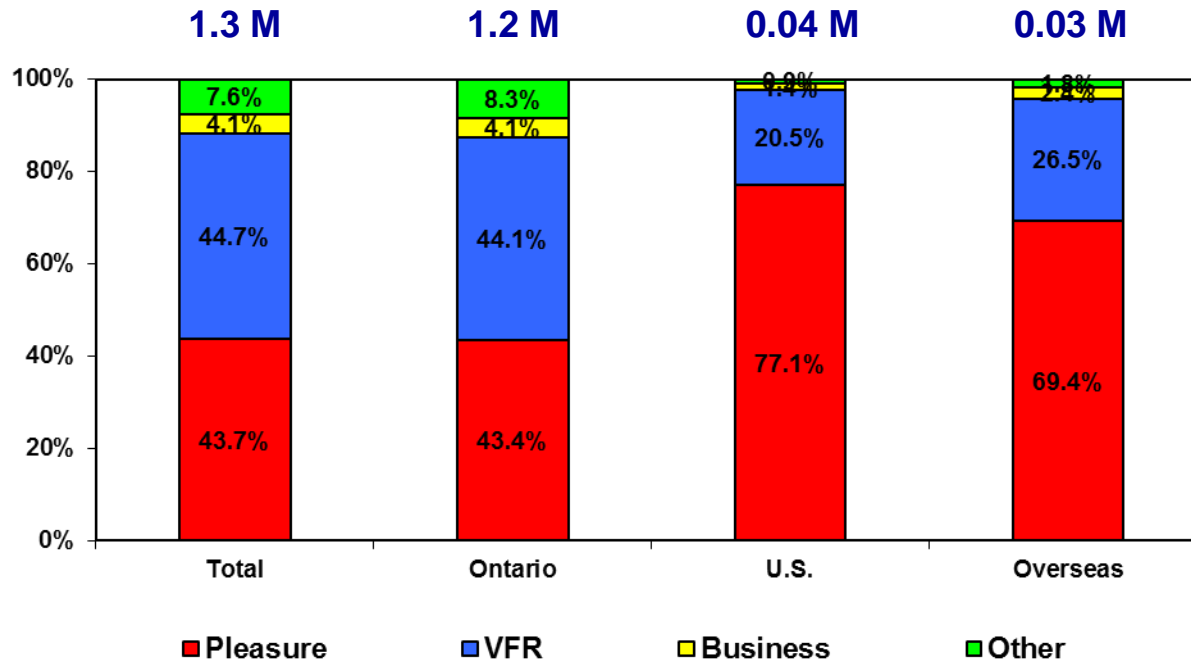
Total Visits by Activity

Activity	Visits	% of Visits	Activity Index ND vs Ontario
Any Outdoor/Sports Activity	525,681	40%	239
Boating	312,766	24%	489
Fishing	167,658	13%	383
National/Provincial Nature Parks	151,023	12%	348
Museums/Art Galleries	70,537	5%	206
Historic Sites	54,755	4%	156
Downhill Skiing/Snowboarding	30,068	2%	211

- Nipissing District visitors mainly participate in outdoor activities

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

Main Purpose of Visit

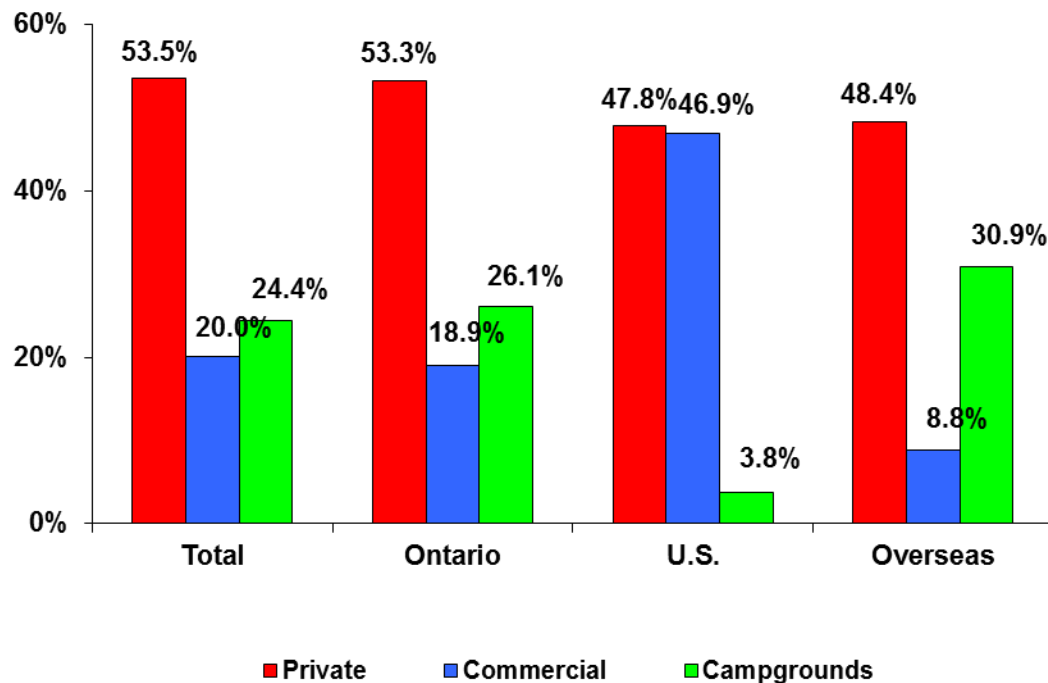


Nipissing District vs. Ontario	Purpose Index
Pleasure	139
VFR	96
Business	39
Other	65
VFR: Visiting Friends and / or Relatives	

- Trips to Nipissing District are mainly to visit friends and relatives or for pleasure
- Other includes shopping, medical, religious, hobby/trade show, etc.

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

Visits by Accommodation Type

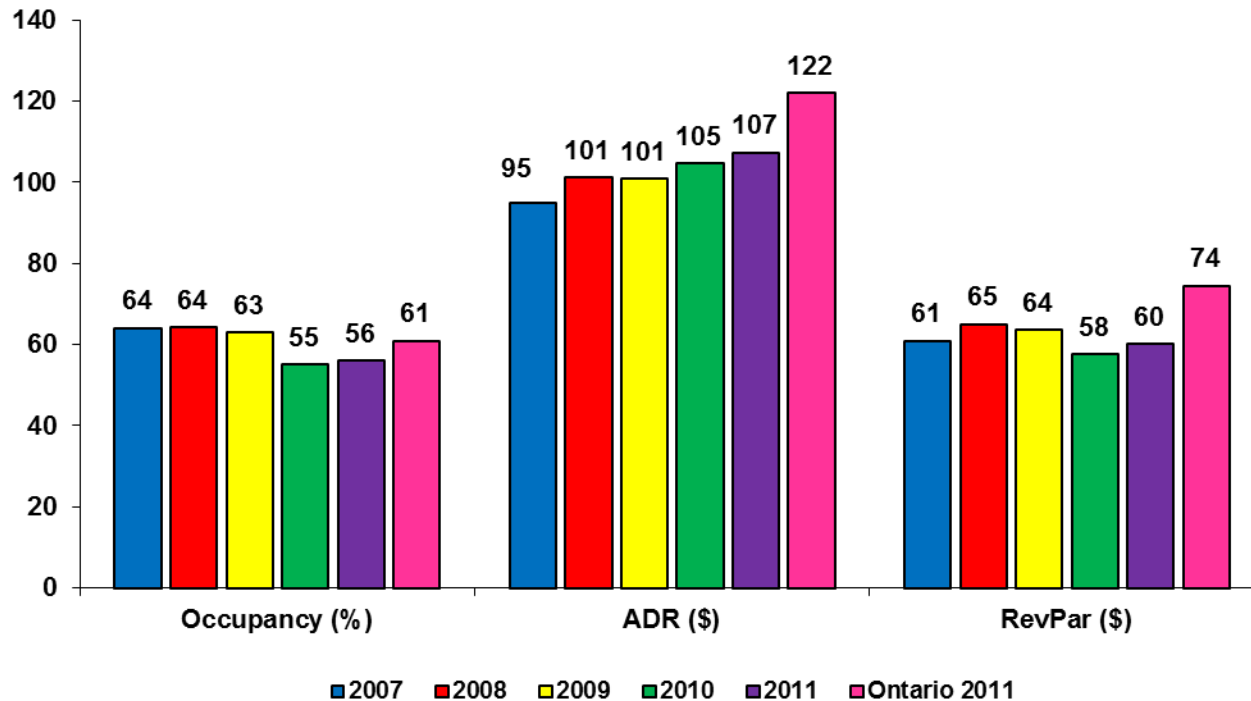


Nipissing District vs. Ontario	Type Index
Private	83
Commercial	82
Campground	424

- The majority of overnight visits to Nipissing District were spent at unpaid accommodations such as private homes and cottages
- More nights are spent at campgrounds than at hotels/motels

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

Hotel Statistics



Nipissing District vs. Ontario	Hotel Stats Index 2011
Occupancy	92
ADR	88
RevPar	81
ADR = Average Daily Rate RevPar = Revenue per Available Room	

- ADR has grown over time while 2011 occupancy and RevPar are below 2009 levels
- Nipissing District had lower occupancy, ADR and RevPar than total Ontario

Source: PKF Consulting, Ministry of Tourism and Culture

Tourism Related Establishments

Type of Establishment	# 2011*	% of Ontario
Accommodations	124	3%
Arts, Entertainment, Recreation	76	1%
Food & Beverage	184	1%
Transportation	56	1%
Travel Services	12	0%
Retail	462	1%
Other Services	229	1%
Total	1,143	1%

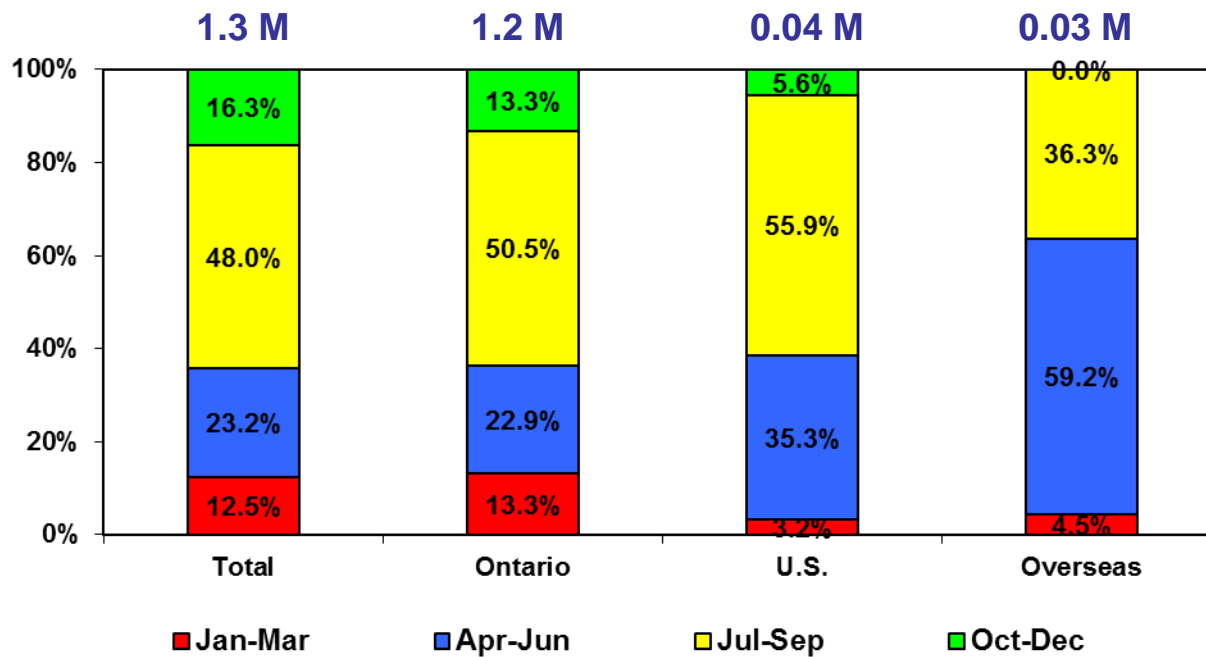
- Nipissing District accounts for 1% of Ontario's tourism related establishments

Note: Nipissing District represented 1% (1.3 M) of total visits and 1% (\$150 M) of visitor spending

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

Source: Statistics Canada, Business Register 2011

Visits by Time of Year



Nipissing District vs. Ontario	Quarter Index
Jan-Mar	63
Apr-Jun	88
Jul-Sept	158
Oct-Dec	70

- The largest proportion of trips occur in the summer months
- 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 Ontario

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

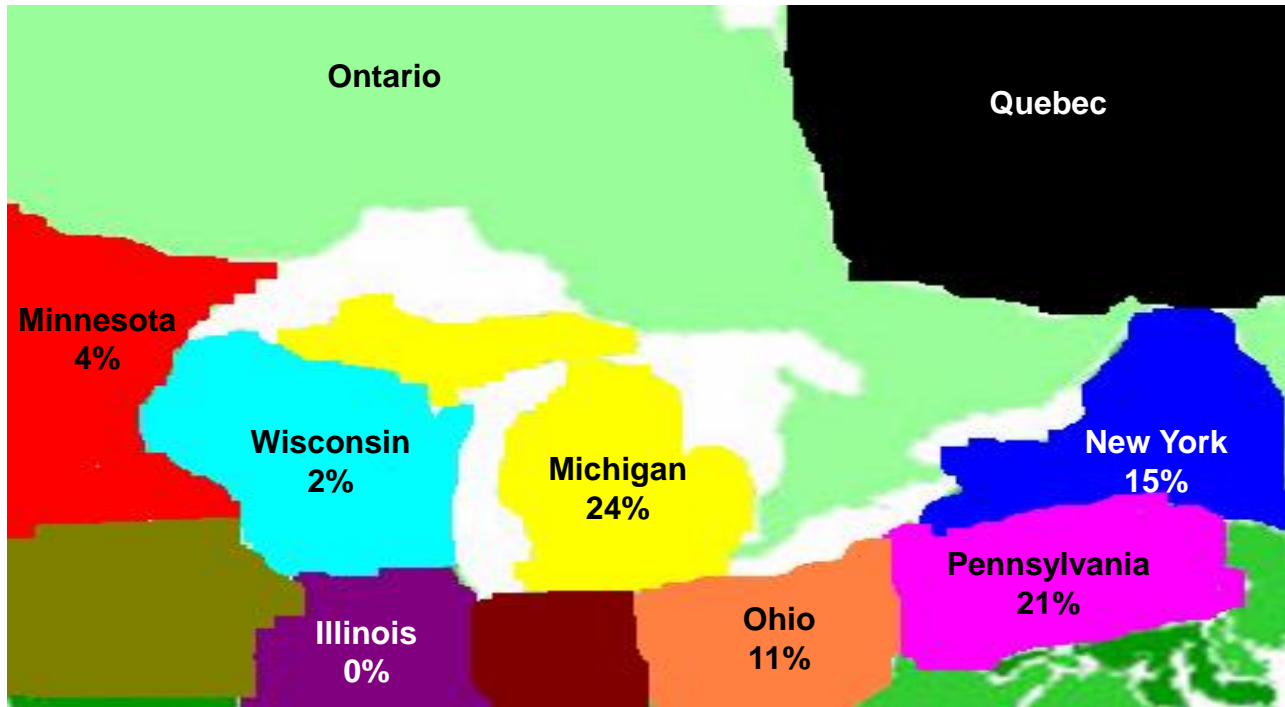
Visits by Census Division Origin

Origin	Visits	% of Visits
Sudbury Regional Municipality	207,706	17.9%
Nipissing District	143,799	12.4%
Peel Regional Municipality	86,214	7.4%
Ottawa-Carlton Regional Municipality	73,537	6.3%
Simcoe County	52,725	4.5%
Cochrane District	50,694	4.4%
Toronto Metropolitan Municipality	47,073	4.1%
Kawartha Lakes	45,095	3.9%
York Regional Municipality	39,390	3.4%
Hastings County	36,763	3.2%

- 18% of Ontario origin visits to ND originate from Sudbury Regional Municipality, 12% from Nipissing itself, and 7% from Peel

Note: Ontario visitors to Nipissing District represented 89% (1.2 M) of total visits and 86% (\$129 M) of visitor spending

U.S. Visitors by State of Residence

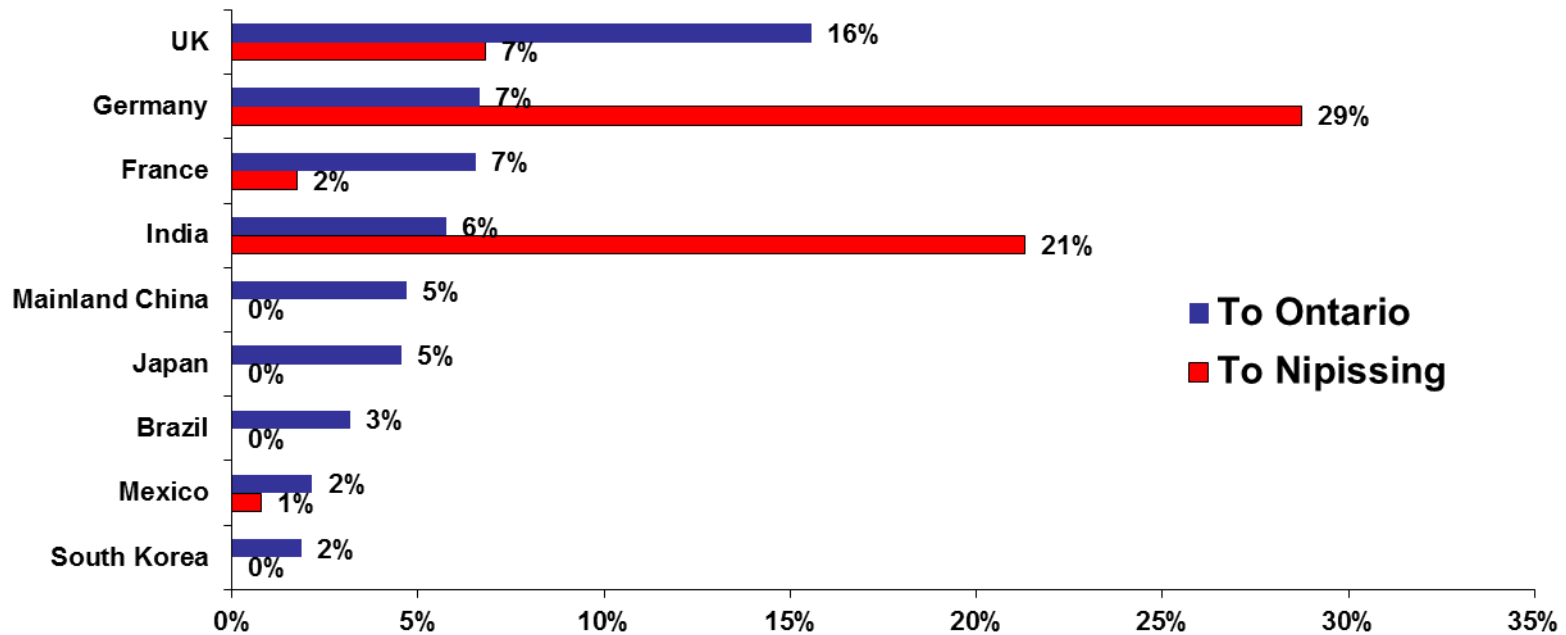


- 78% of U.S. visitors came from border states with 24% from Michigan

Note: U.S. visitors to Nipissing District represented 3% (39,000) of total visits and 7% (\$11 M) of visitor spending

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

Overseas Visitors by Country of Residence



- Ontario's 9 overseas target markets represent 59% of overseas visitors to Nipissing District

Note: Overseas visitors to Nipissing District represented 2% (26,000) of total visits and 4% (\$6 M) of visitor spending

Source: Statistics Canada, Travel Survey of the Residents of Canada 2011, International Travel Survey 2011, Ontario Ministry of Tourism, Culture and Sport

Nipissing District Summary

- In 2011, there were 1.3 million visits in Nipissing District, accounting for 1% of total visits to Ontario. Visitors to Nipissing District spent \$150 million, or 1% of total visitor spending in Ontario
- Ontario residents accounted for the vast majority of visits and spending, residents of Other Canada accounted for 6% of visits and 3% of spending, U.S. visitors represented 3% of visits and 7% of expenditures, and Overseas visitors accounted for 2% of visits and 4% of spending
- Visitors spent an average of \$115/trip. Overnight visitors spent almost 3 times as much per trip as same-day visitors.
- The largest proportions of expenditures were spent on Food & Beverage, Transportation and Accommodations

Nipissing District Summary

- 18% of Ontario origin visits to ND originate from Sudbury Regional Municipality, 12% from Nipissing itself, and 7% from Peel
- 78% of U.S. visitors came from border states with 24% from Michigan
- Ontario's 9 overseas target markets accounted for 59% of overseas visitors to Nipissing District
- The majority of visits were overnight
- Trips to Nipissing District were mainly to visit friends and relatives or for pleasure
- The majority of overnight visitors stayed in unpaid accommodations

We Know. Just Ask.

tourism.research@ontario.ca

(416) 325-8287