

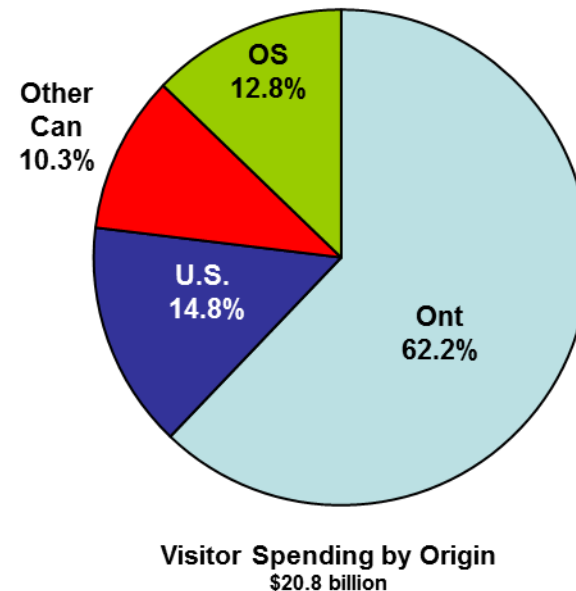
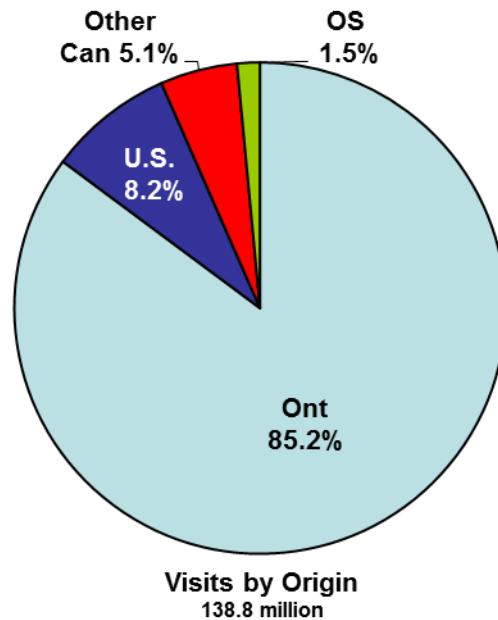
# Tourism Statistics Parry Sound District

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

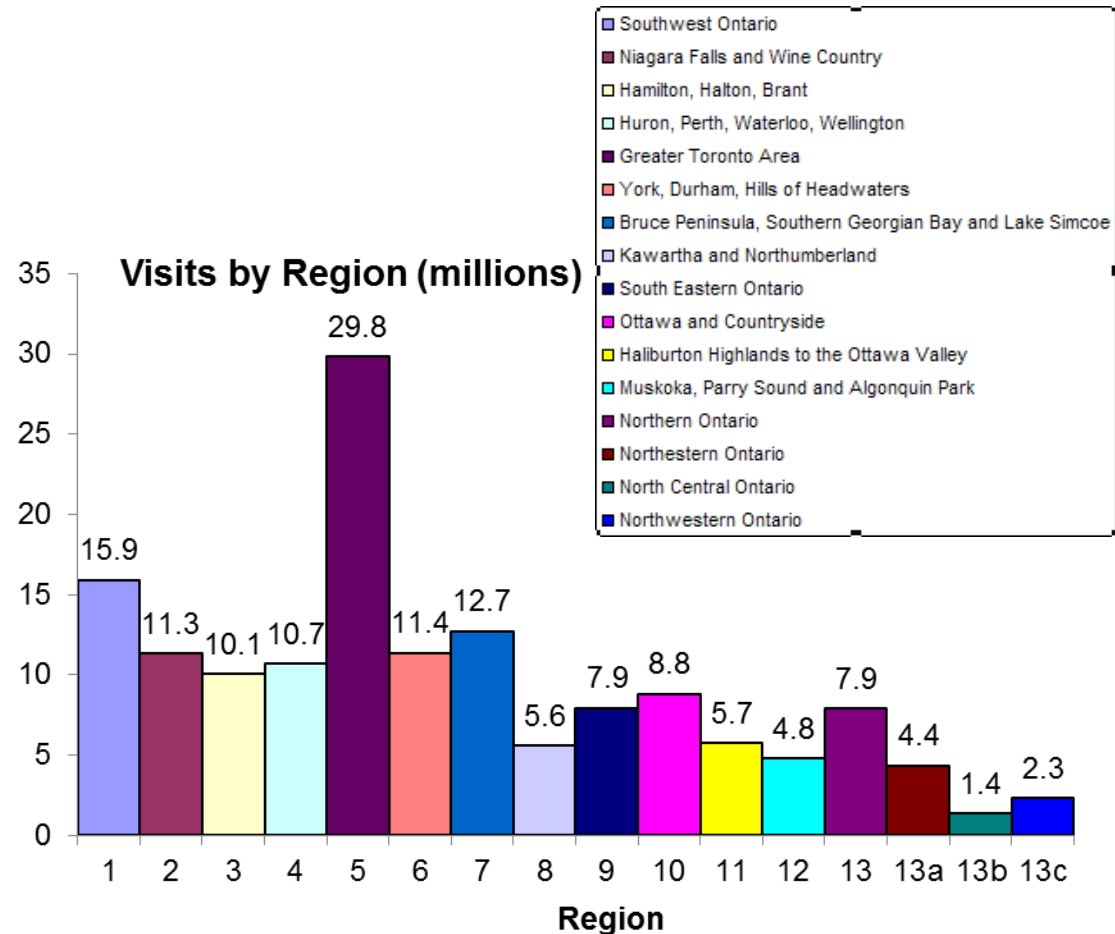


- In 2011, there were 138.8 million visits in Ontario and visitors spent \$20.8 billion
- Ontario residents account for the majority of visits and spending
- U.S. visitors represent 8% of visits and 15% of expenditures
- Overseas visitors account for 2% of visits and 13% of spending

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%)

# Parry Sound District Tourism



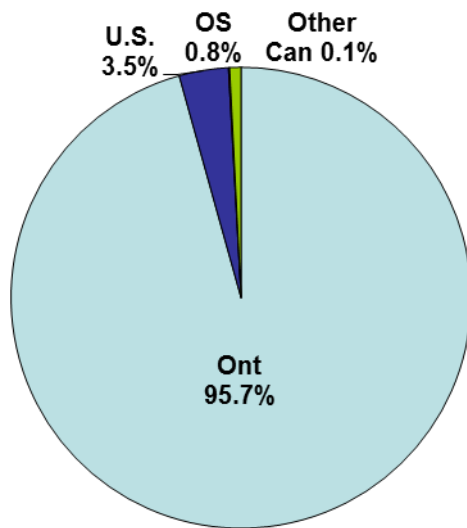
# Total Visits and Spending

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%
Parry Sound District	1.5	0.2
PSD proportion of RTO 12	31.4%	29.6%
PSD proportion of Ontario	1.1%	0.9%

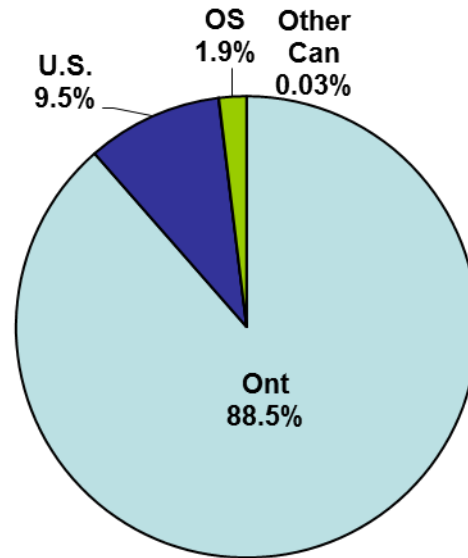
- In 2011, there were 1.5 million visits to PSD, representing 1% of total visits to Ontario
- Visitors to PSD spent \$177 million, accounting for 1% of total visitor spending in Ontario

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



Visits by Origin  
1.5 million



Visitor Spending by Origin  
\$177 million

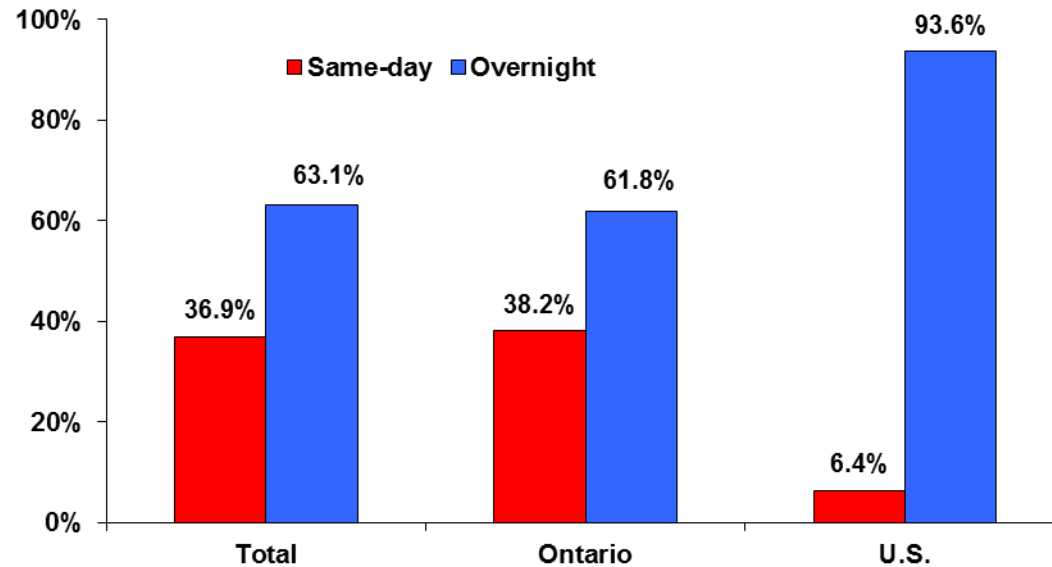
Parry Sound District vs. Ontario	Visit Index	Spending Index
Ontario	112	142
U.S.	42	64
Other Canada	1	1
Overseas	53	15

- Ontario residents accounted for the vast majority of visits (96%) and spending (88%)
- U.S. visitors accounted for 4% of visits and 10% of expenditures.
- Visitors from Other Canada made up less than 1% of visits and spending
- Overseas visitors accounted for less than 1% of visits and 2% 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 overseas and other  
Canada origin not included due to  
small base sizes**

# Visits by Length of Stay



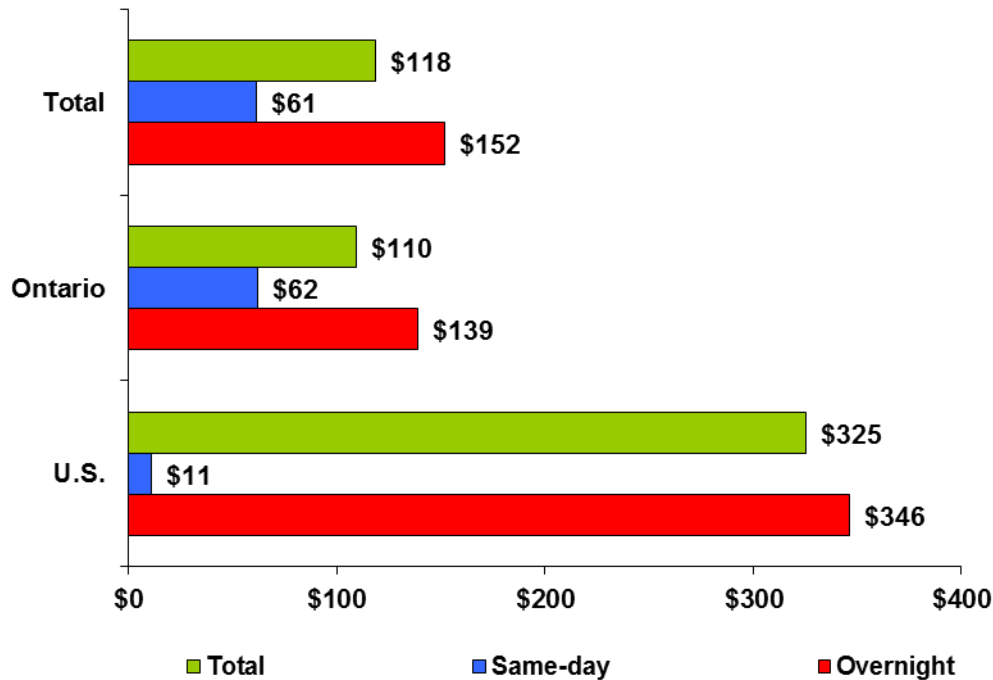
Parry Sound District vs. Ontario	Length of Stay Index
Same-day	57
Overnight	180
Avg # nights	109

Average # of nights	Total	Ontario	U.S.
	3.2	3.1	4.4

- The majority (63%) of visits to Parry Sound District were overnight visits. For comparison, 35% of visits in Ontario were overnight visits
- The average number of nights spent in Parry Sound District was 3.2, slightly above 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

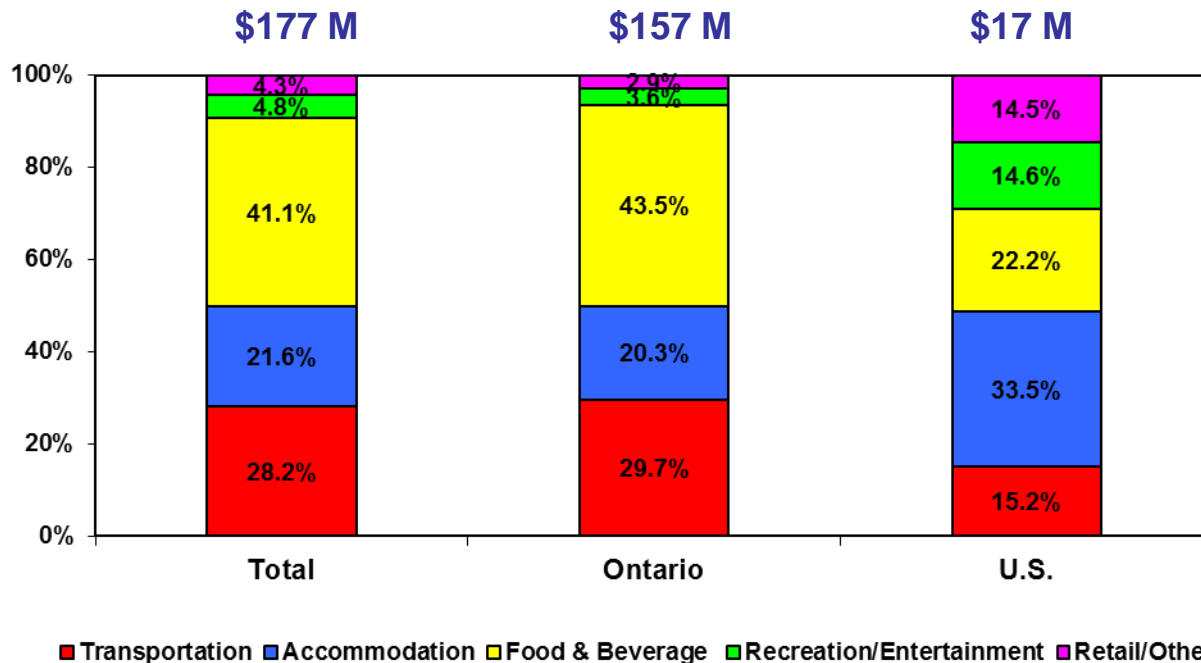


Parry Sound District vs. Ontario	\$/Trip Index
Total	79
Ontario	100
Other Canada	15
U.S.	121
Overseas	22

- Visitors spent an average of \$118/trip in Parry Sound District (\$150/trip for Ontario)
- On average, overnight visitors spent 2.5 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



Parry Sound District vs. Ontario	Spending Index
Transportation	80
Accommodation	141
Food & Beverage	148
Rec./Entertain.	58
Retail/Other	32

- The largest proportions of expenditures were spent on Food & Beverage, Transportation and Accommodations
- Ontario visitors in Parry Sound District spent 64% of their Food & Beverage dollars at stores and 36% at restaurants. This compares to 26% at stores and 74% at restaurants for Ontario visitors travelling anywhere in Ontario

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

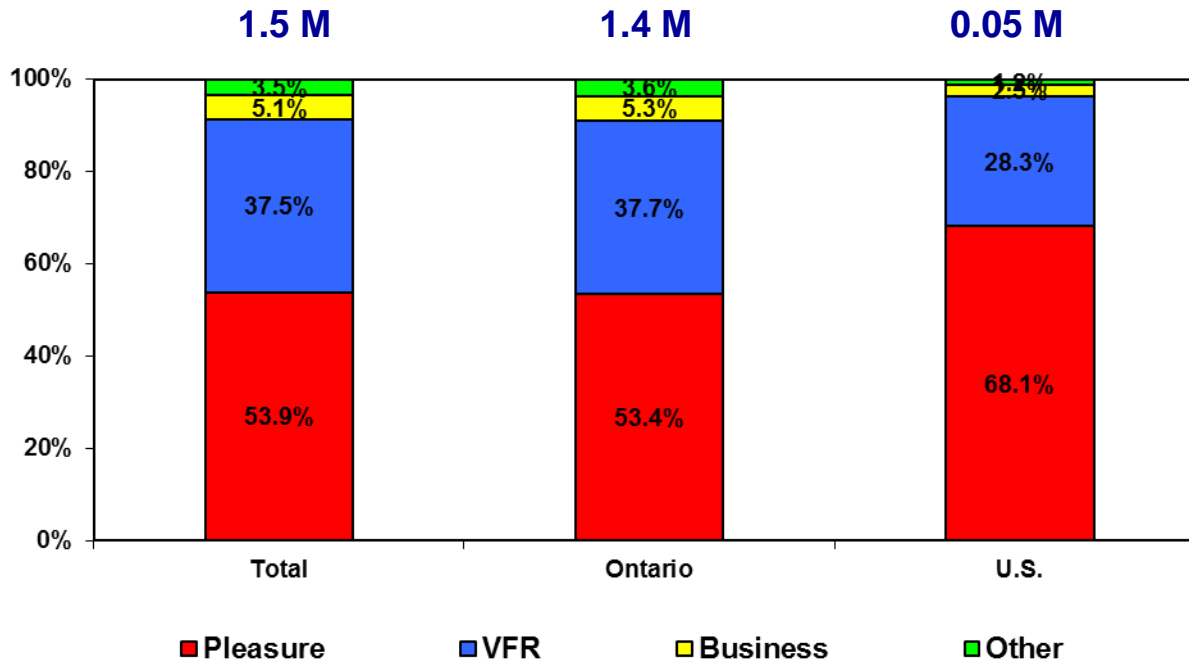
## Total Visits by Activity

Activity	Visits	% of Visits	Activity Index PSD vs Ontario
Any Outdoor/Sports Activity	734,307	49.1%	290
Boating	478,641	32.0%	650
Fishing	256,194	17.1%	509
National/Provincial Nature Parks	129,633	8.7%	259
Golfing	95,969	6.4%	298
Festivals/Fairs	61,098	4.1%	232
Cultural Performances	46,454	3.1%	91

- PSD visitors mainly participate in outdoor activities
- In general, visitors to PSD demonstrated a higher rate of participation in activities compared to visitors to other regions

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



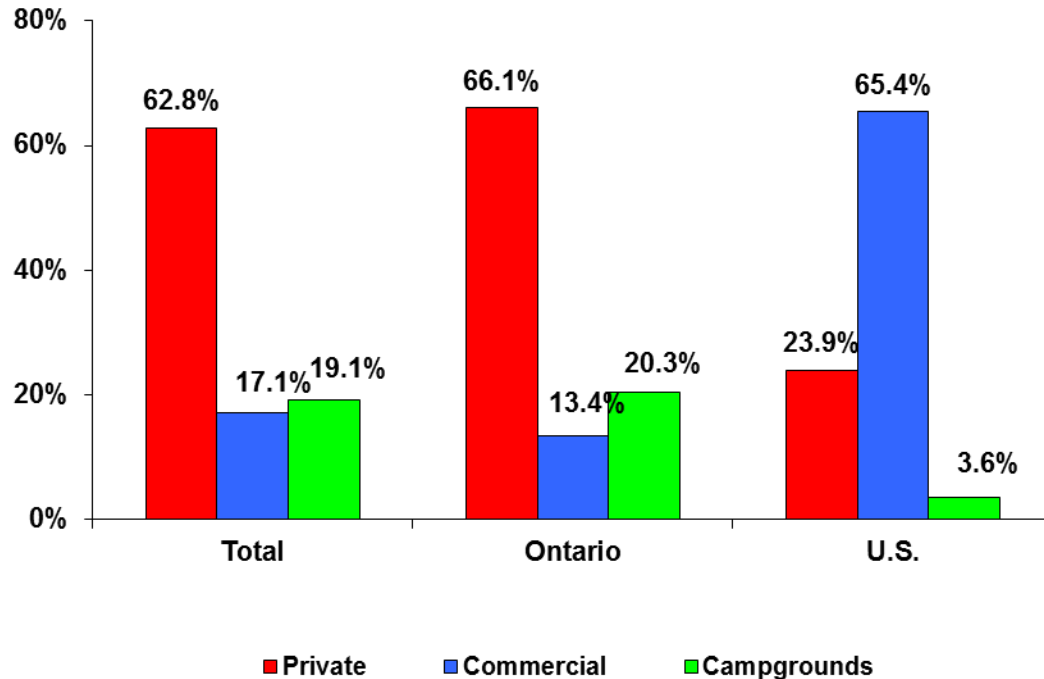
Parry Sound District vs. Ontario	Purpose Index
Pleasure	172
VFR	81
Business	49
Other	30
VFR: Visiting Friends and / or Relatives	

- Trips to Parry Sound District are mainly 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



Parry Sound District vs. Ontario	Type Index
Private	97
Commercial	70
Campground	332

- The majority of overnight visits to Parry Sound District were spent at unpaid accommodations such as private homes and cottages
- US visitors are more likely to stay in paid accommodations such as hotels and motels

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

# Park Statistics

Park	# Developed Campsites	Interior Camper-Nights	Visitors	Day Use	Bus Permits	Camper-Nights	Campers	July/Aug % Occupancy
Killbear	880		355,964	17,364	38	335,397	49,323	88%
Grundy Lake	485	702	115,594	1,848		110,111	23,937	73%
Restoule	286		58,846	5,090		50,387	9,161	48%
The Massassauga		40,451						
Oastler	148		37,760	1,808		35,952	9,717	71%
Mikisew	248		34,674	1,245		32,365	8,091	43%
Sturgeon Bay	80		16,015	232		15,783	4,932	65%
<b>Total</b>	<b>2,127</b>	<b>41,153</b>	<b>618,853</b>	<b>27,587</b>	<b>38</b>	<b>579,995</b>	<b>105,161</b>	
<b>% of Ontario</b>	<b>11%</b>	<b>9%</b>	<b>7%</b>	<b>1%</b>	<b>3%</b>	<b>12%</b>	<b>8%</b>	

- PSD is home to 11% of Ontario Park's campsites
- Killbear had 88% occupancy in its almost 900 campsites in Jul-Aug 2011

Source: Ontario Parks 2011

## Tourism Related Establishments

Type of Establishment	# 2011*	% of Ontario
Accommodations	102	2.2%
Arts, Entertainment, Recreation	58	0.6%
Food & Beverage	88	0.3%
Transportation	26	0.3%
Travel Services	4	0.2%
Retail	215	0.4%
Other Services	97	0.3%
<b>Total</b>	<b>590</b>	<b>0.4%</b>

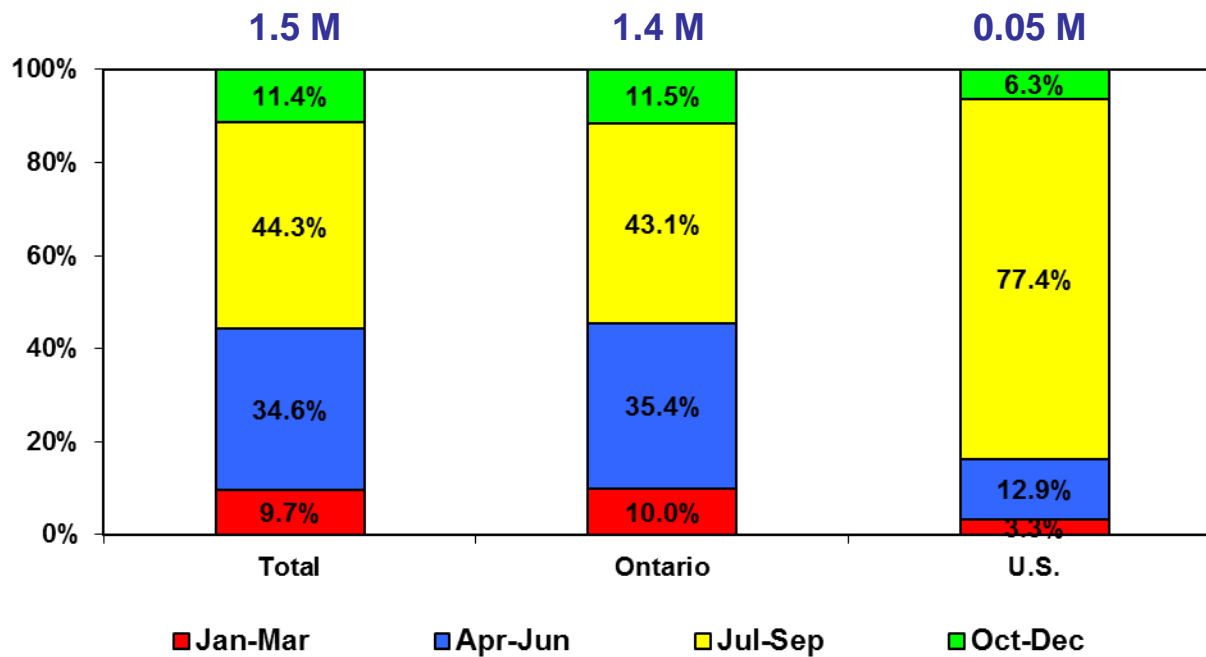
- Parry Sound District accounts for less than 1% of Ontario's tourism related establishments

Note: Parry Sound District represented 1% (1.5 M) of total visits and 1% (\$177 M) of visitor spending

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

Source: Statistics Canada, Business Register 2011

# Visits by Time of Year



Parry Sound District vs. Ontario	Quarter Index
Jan-Mar	49
Apr-Jun	130
Jul-Sept	146
Oct-Dec	49

- The largest proportion of trips occur in the summer months, especially among international visitors
- 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

# Ontario Visits by Census Division Origin

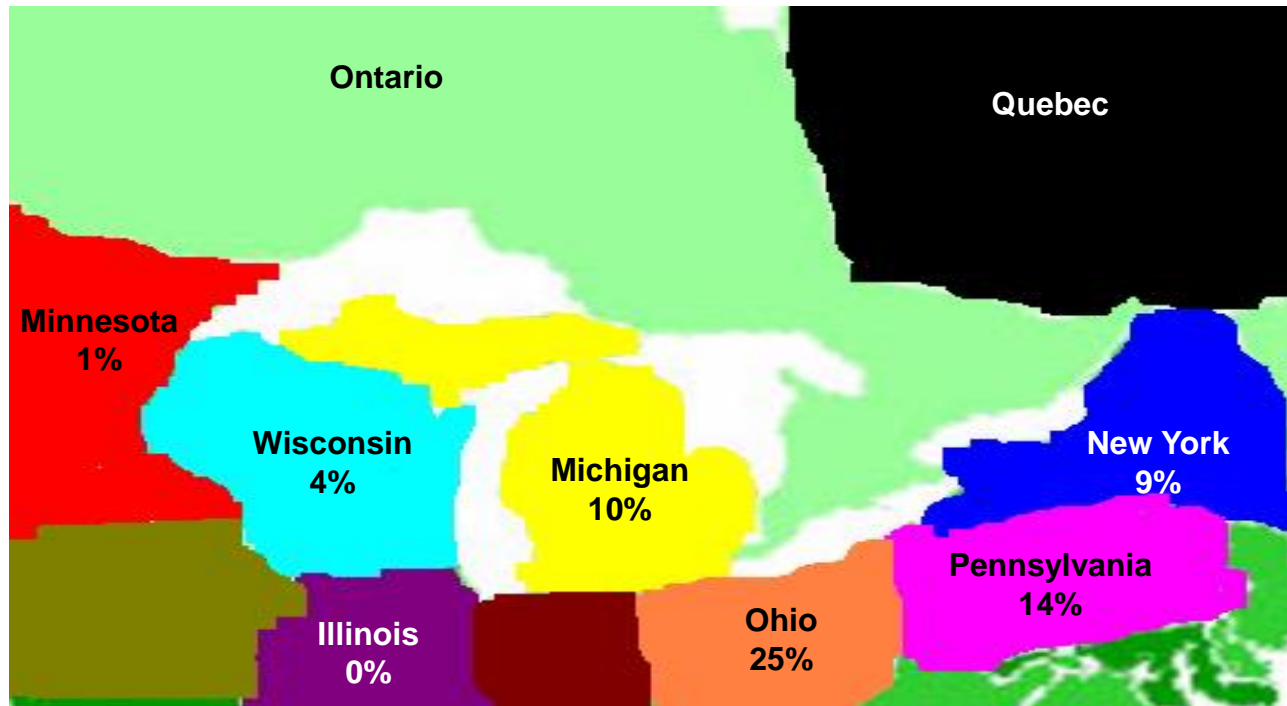
Origin	Visits	% of Visits
York Regional Municipality	445,027	31%
Simcoe County	128,411	9%
Peel Regional Municipality	124,766	9%
Toronto Metropolitan Municipality	108,221	8%
Wellington County	60,806	4%
Nipissing District	59,355	4%
Hamilton-Wentworth Regional Municipality	59,272	4%
Waterloo Regional Municipality	55,018	4%
Halton Regional Municipality	49,894	3%
Durham Regional Municipality	38,269	3%

- 31% of Ontario origin visits to PSD originate from York Regional Municipality, 9% from Simcoe County, and 9% from Peel Regional Municipality

Note: Ontario visitors to Parry Sound District represented 96% (1.4 M) of total visits and 88% (\$157 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

# U.S. Visitors by State of Residence



- 63% of U.S. visitors came from border states with 25% from Ohio

Note: U.S. visitors to Parry Sound District represented 4% (52,000) of total visits and 10% (\$17 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

## Parry Sound District Summary

- In 2011, there were 1.5 million visits in Parry Sound District, accounting for 1% of total visits to Ontario. Visitors to Parry Sound District spent \$177 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 less than 1% of visits and spending, U.S. visitors represented 4% of visits and 10% of expenditures, and Overseas visitors accounted for 1% of visits and 2% of spending
- Visitors spent an average of \$118/trip. Overnight visitors spent 2.5 times as much per trip as same-day visitors.
- The largest proportions of expenditures were spent on Food & Beverage, Transportation and Accommodations

## Parry Sound District Summary

- 31% of Ontario origin visits to PSD originate from York Regional Municipality, 9% from Simcoe County, and 9% from Peel Regional Municipality
- 63% of U.S. visitors came from border states with 25% from Ohio
- Ontario's 9 overseas target markets accounted for 59% of overseas visitors to Parry Sound District
- The majority of visits were overnight
- Most trips were for pleasure trips
- The majority of overnight visitors stayed in unpaid accommodations



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