

# Ontario Beach Tourism Statistics 2014

Tourism Research Unit  
Winter 2017

This report summarizes key characteristics of visitors and visitor spending of trips in Ontario which included going to a Beach

Data was sourced from Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey, 2014

Some slides include an index table which simplifies the comparison of Beach and total trip statistics. Since total trips equals 100, an index of 105 indicates Beach is 5% higher than total, similarly an index of 90 signifies Beach is 10% lower than total.

**Index**

less than 80

80-100

greater than 120

**Interpretation**

Beach trips underdeveloped versus total trips

Beach trips similar to total trips

Beach trips overdeveloped versus total trips

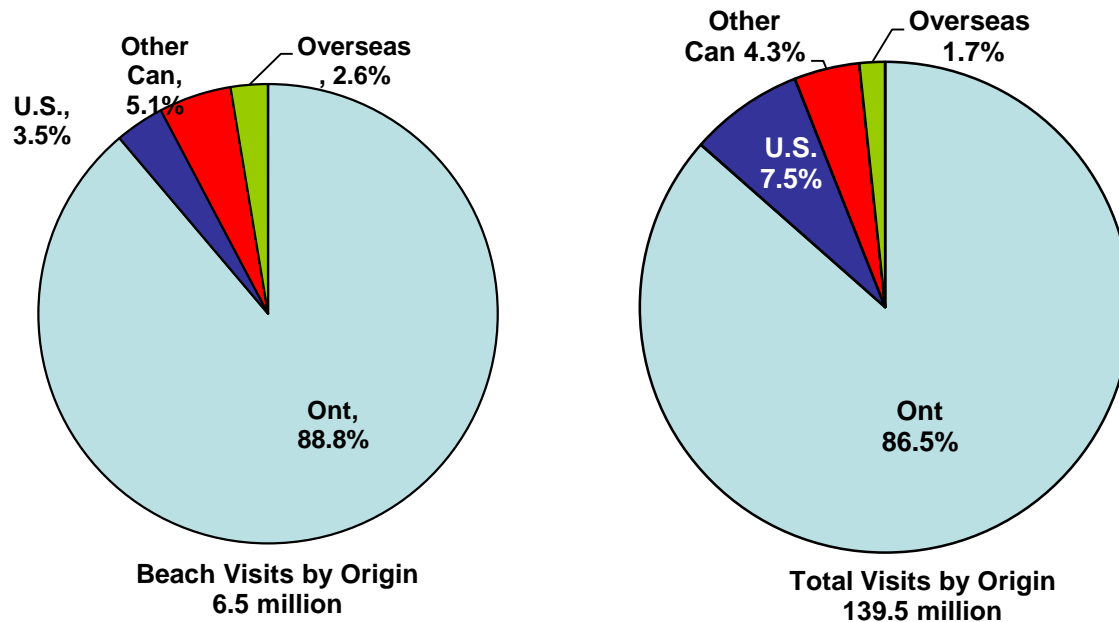
# Visits and Spending

Region	Visits (millions)	Visitor Spending (\$ billions)
<b>Ontario Total</b>	<b>139.5</b>	<b>23.9</b>
<b>Ontario Beach</b>	<b>6.5</b>	<b>1.6</b>
<b>Ontario Beach proportion of Ontario Total</b>	<b>4.7%</b>	<b>6.6%</b>

- In 2014, there were 6.5 million Beach visits in Ontario, representing 4.7% of total visits in Ontario
- Beach visitors spent \$1.6 billion, accounting for 6.6% of total visitor spending in Ontario

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Beach and Total Visits by Origin

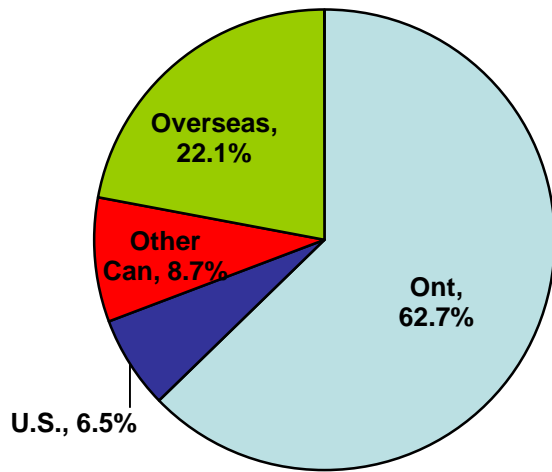


Beach vs. Total	Visit Index
Ontario	103
U.S.	46
Other Canada	118
Overseas	154

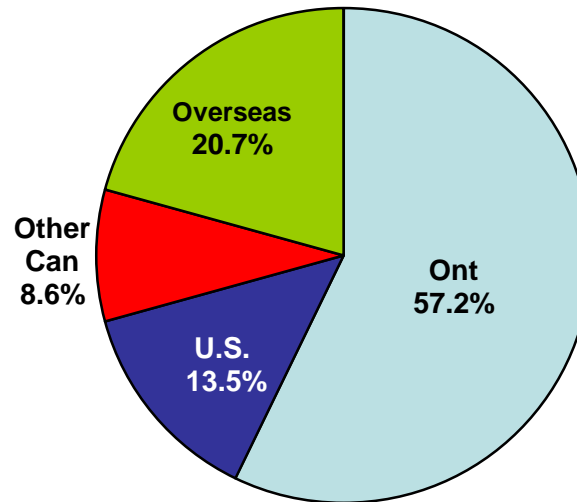
- Ontario residents accounted for the majority of Beach (89%) and total (86%) visits
- U.S. visitors accounted for 4% of Beach visits compared to 8% of total visits
- Visitors from Other Canada comprised 5% of Beach visits and 4% of total visits
- Overseas visitors accounted for 3% of Beach visits and 2% of total visits

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Beach and Total Spending by Origin



Beach Visitor Spending by Origin  
\$1.6 billion



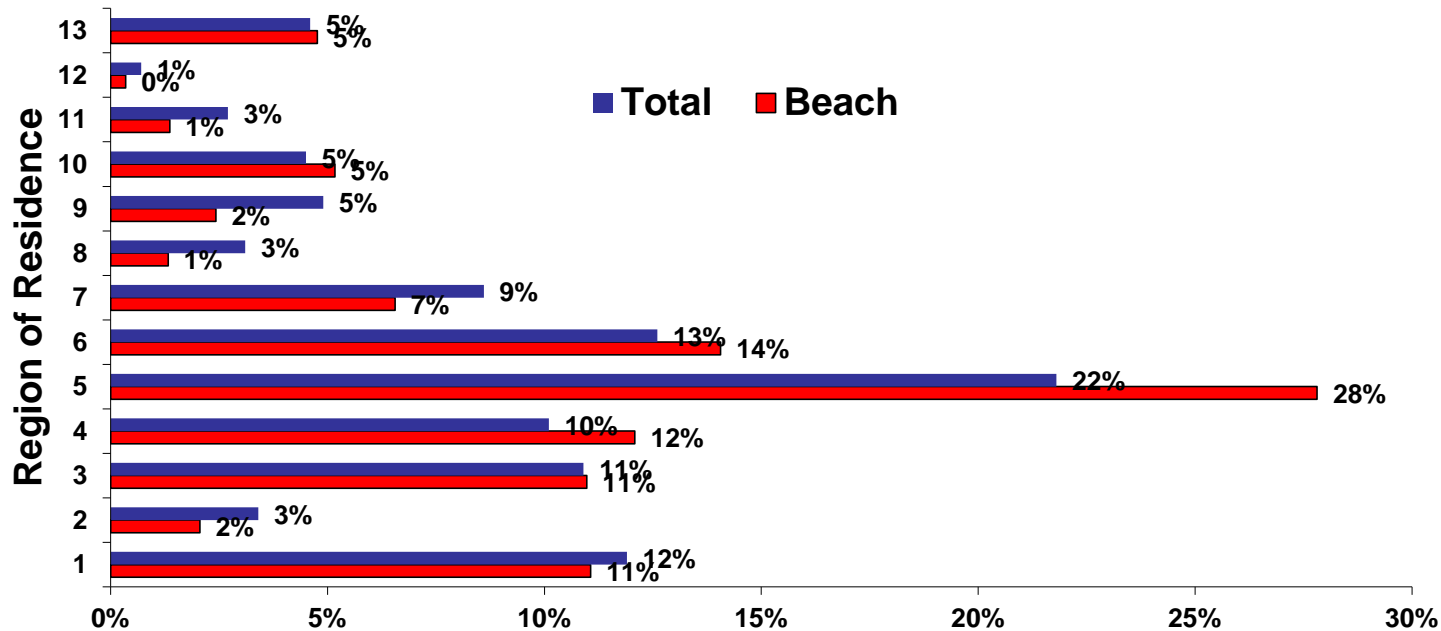
Total Visitor Spending by Origin  
\$23.9 billion

Beach vs. Total	Spending Index
Ontario	110
U.S.	48
Other Canada	101
Overseas	107

- Ontario residents accounted for 63% of Beach and 57% of total spending
- U.S. visitors accounted for 6% of Beach spending compared to 14% of total spending
- Visitors from Other Canada comprised 9% of Beach spending and 9% of total spending
- Overseas visitors accounted for 22% of Beach spending and 21% of total spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Ontario Beach Visitors by Region of Residence



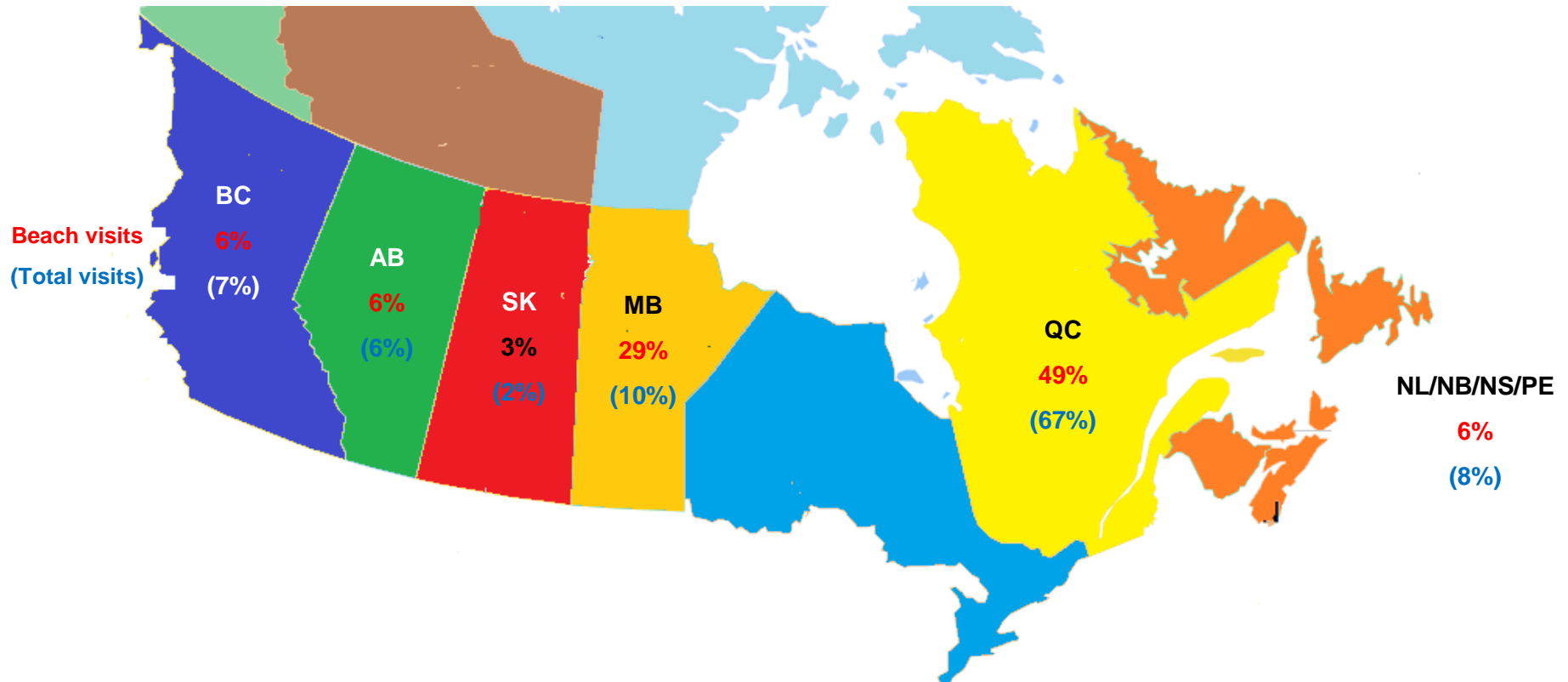
Beach vs. Total	Visits from Ontario Index
Reg 1	93
Reg 2	61
Reg 3	101
Reg 4	120
Reg 5	128
Reg 6	112
Reg 7	76
Reg 8	43
Reg 9	50
Reg 10	115
Reg 11	50
Reg 12	49
Reg 13	104

•28% of Beach visitors from Ontario are from Region 5 compared to 22% of total visits, 14% from Region 6 (13% total visits), and 12% from Region 4 (10% total visits)

Note: Ontario origin Beach visitors represented 89% (5.8 million) of visits and 63% (\$986 M) of visitor spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

## Other Canada Beach Visitors by Province of Residence



- 49% of Other Canada Beach visitors came from Quebec, compared to 67% of total visits and 29% from Manitoba (vs 10% total)

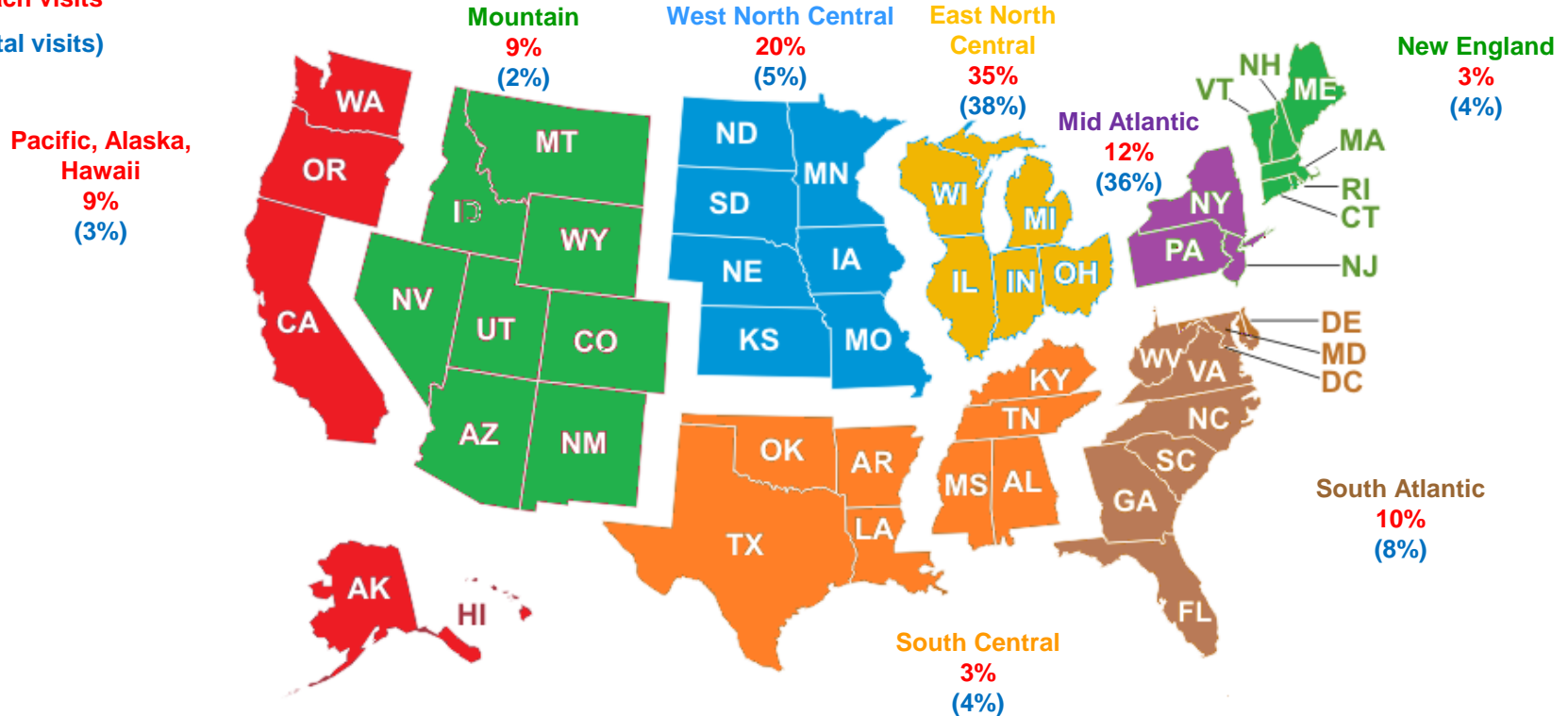
Note: Other Canada Beach visitors represented 5% (333,000) of visits and 9% (\$137 M) of visitor spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# U.S. Beach Visitors by Region of Residence

## Beach visits

(Total visits)



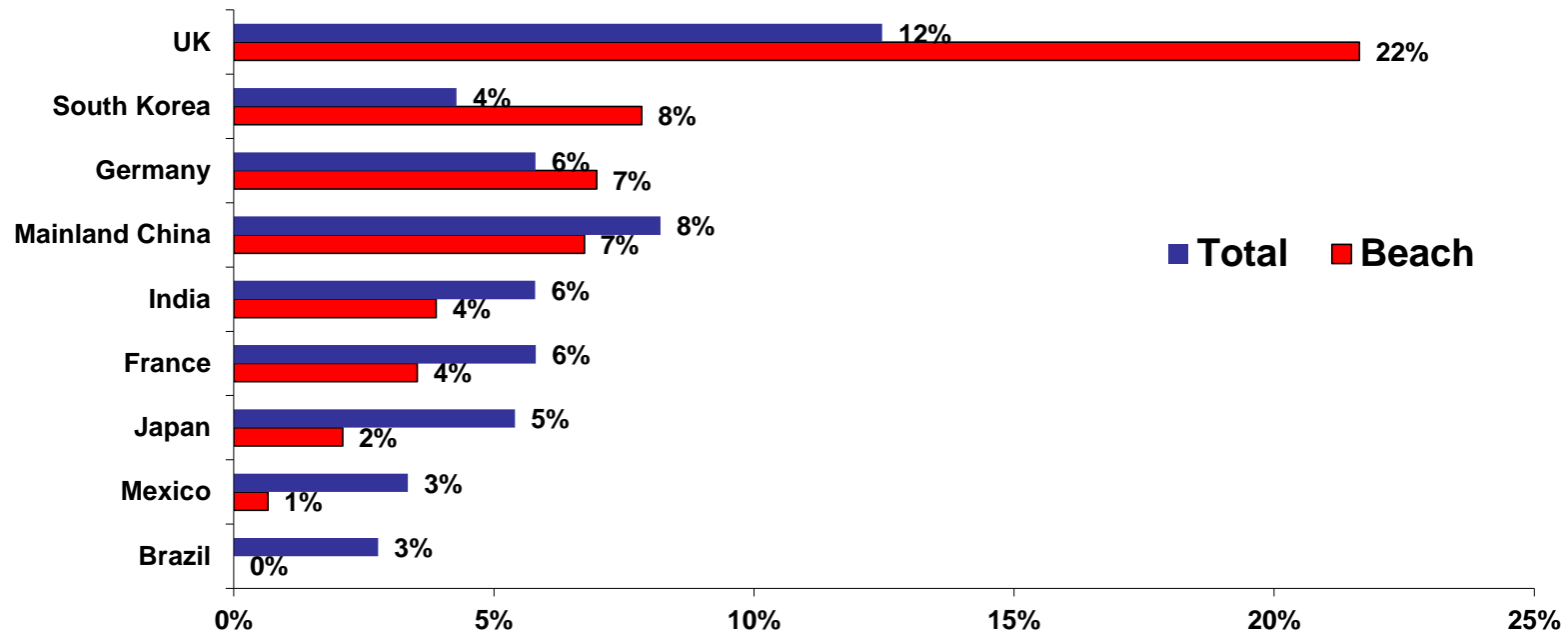
- 35% of U.S. Beach visitors came from East North Central states (Michigan, Ohio, Illinois, Indiana, and Wisconsin) and 20% from West North Central states

Note: U.S. Beach visitors represented 3% (226,000) of visits and 7% (\$102 M) of visitor spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport



## Overseas Beach Visitors by Country of Residence

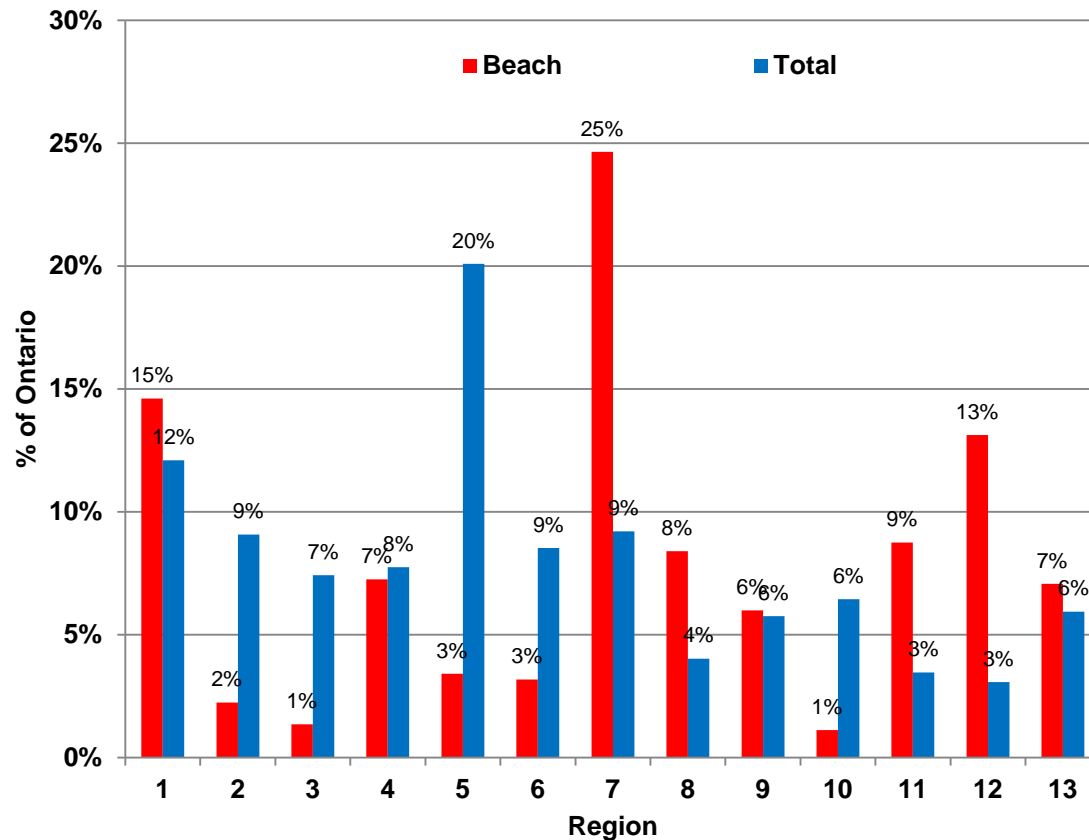


- Ontario's 9 overseas target markets represent 53% of overseas Beach visitors versus 54% of total overseas visits

Note: Overseas Beach visitors represented 3% (171,000) of visits and 22% (\$347 M) of visitor spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Destination – Beach Visits by Region

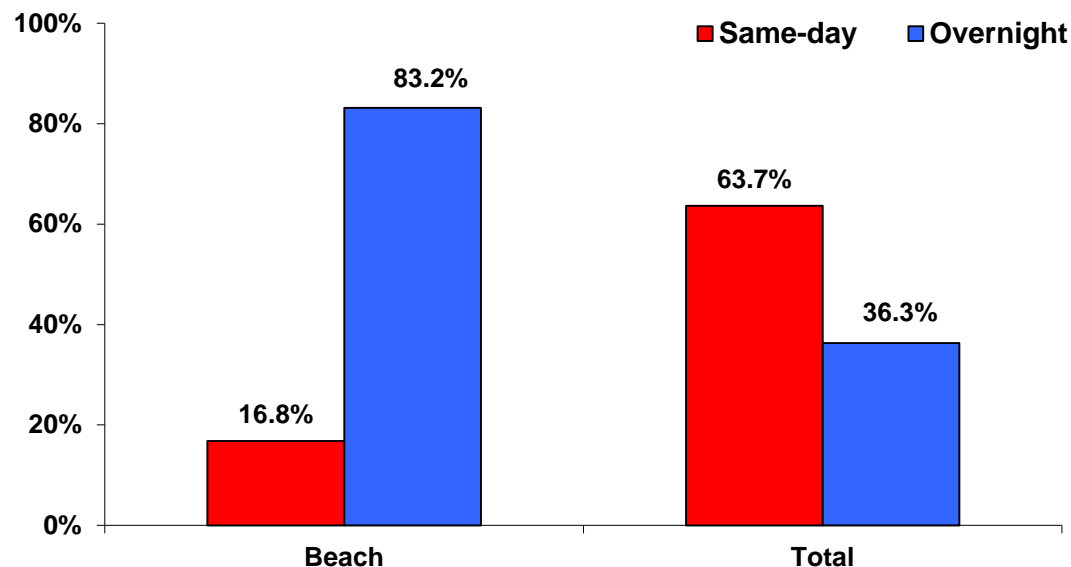


Beach vs. Total	Destination Index
Reg 1	121
Reg 2	25
Reg 3	18
Reg 4	94
Reg 5	17
Reg 6	37
Reg 7	268
Reg 8	209
Reg 9	104
Reg 10	17
Reg 11	252
Reg 12	428
Reg 13	119

- 25% of Beach visits took place in Region 7 compared to 9% of total visits, 15% in Region 1 (12% total), and 13% in Region 12 (3% total)

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

## Beach Visits by Length of Stay

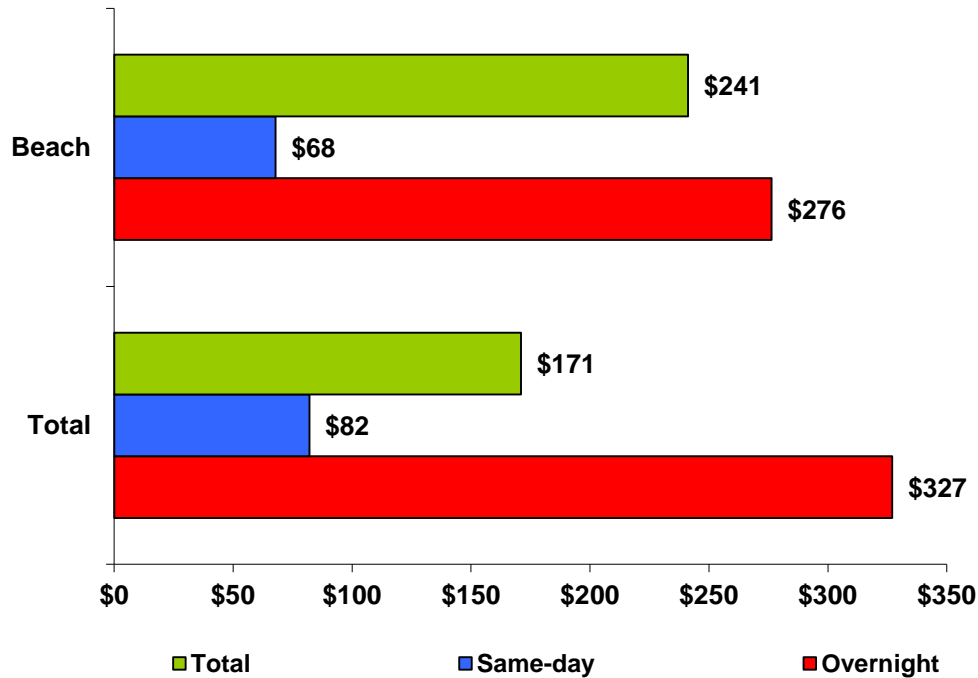


Beach vs. Total	Length of Stay Index
Same-day	26
Overnight	229
Avg # nights	117

- The majority (83%) of Beach visits were overnight visits. For comparison, 36% of total visits in Ontario were overnight visits
- The average number of nights spent on Beach visits was 3.6, above Ontario's average of 3.1 nights

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Beach \$/Trip by Length of Stay



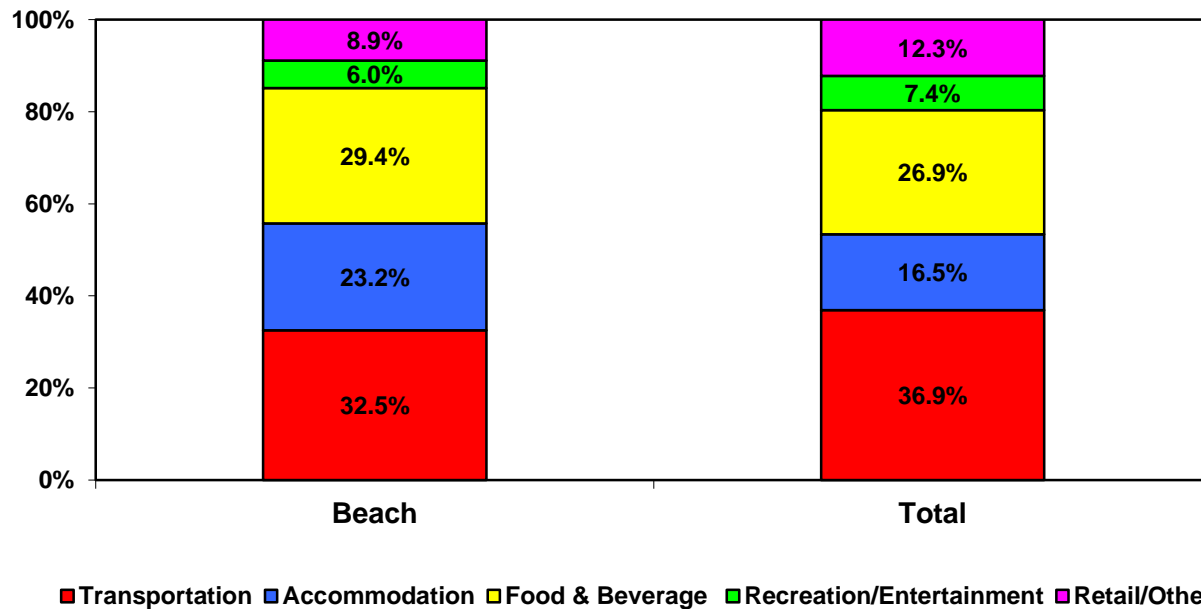
Beach vs. Total	\$/Trip Index
Total	141
Same-day	82
Overnight	84

- Beach visitors spent an average of \$241/trip (\$171/trip for total trips)

*Total trip spending, not just spending on Beach*

*Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport*

# Beach Spending by Category



Beach vs. Ontario	Spending Index
Transportation	88
Accommodation	141
Food & Beverage	109
Rec./Entertain.	81
Retail/Other	72

- The largest proportions of expenditures were spent on Transportation (32% Beach, 37% total), Food & Beverage (29% Beach, 27% total) and Accommodations (23% Beach, 16% total)

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Other Activities done by Beach Visitors

Activity	Beach Visit Participation	Index vs Total
Any Outdoor/Sports Activity	100%	592
Visit a beach	100%	2141
Boating	37%	795
Camping	30%	865
Hiking	29%	713
Fishing	21%	606
Wildlife/Bird watching	20%	912
National/Provincial Nature Parks	19%	626
Cycling	13%	1049
Visit Friends or Relatives	9%	27

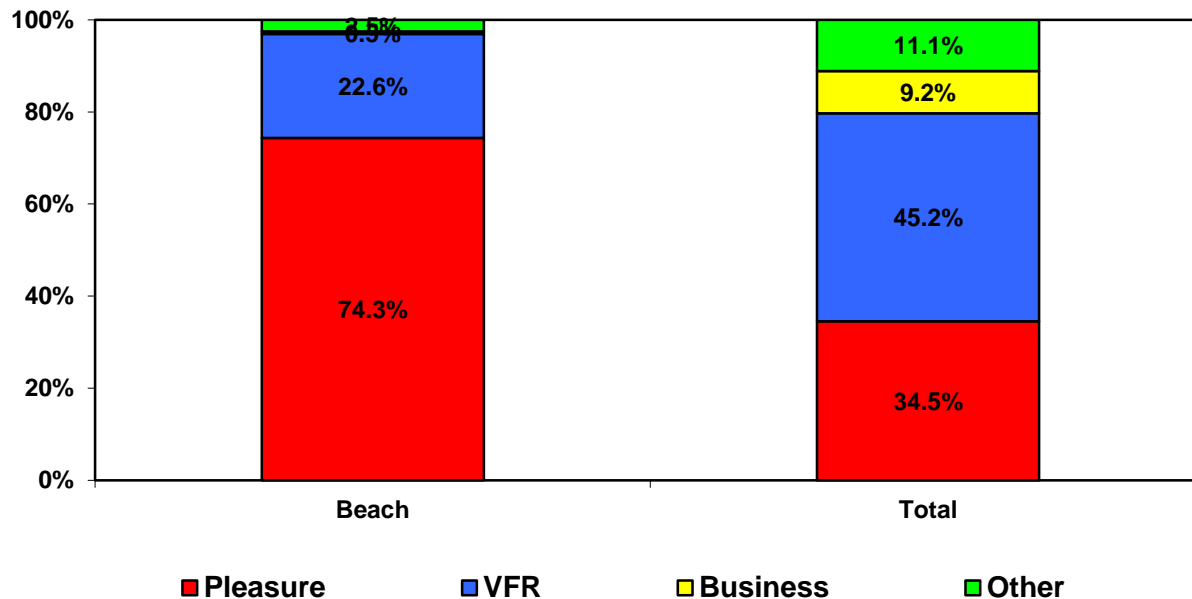
Activity	Beach Visit Participation	Index vs Total
Museums/Art Galleries	8%	261
Historic Sites	8%	238
Play a sport	6%	319
Shopping	6%	66
Festivals/Fairs	6%	203
Restaurant or bar	6%	101
Golfing	5%	372
Sightseeing	5%	93
Performance such as a play or concert	4%	108
Sports Events	3%	73

Activity	Beach Visit Participation	Index vs Total
Zoos/Aquariums/Botanical Gardens	2%	161
Theme Parks	2%	178
Casinos	2%	81
Movies	1%	100
Skiing/Snowboarding	1%	70
Aboriginal	1%	594
Hunting	0%	92
ATV	0%	162
Business Meeting/Conference/Seminar	0%	4
Medical/Dental appointment	0%	3
Snowmobiling	0%	7

- 37% of Beach visitors went boating, 30% went camping, 29% went hiking

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Main Purpose of Beach Visit

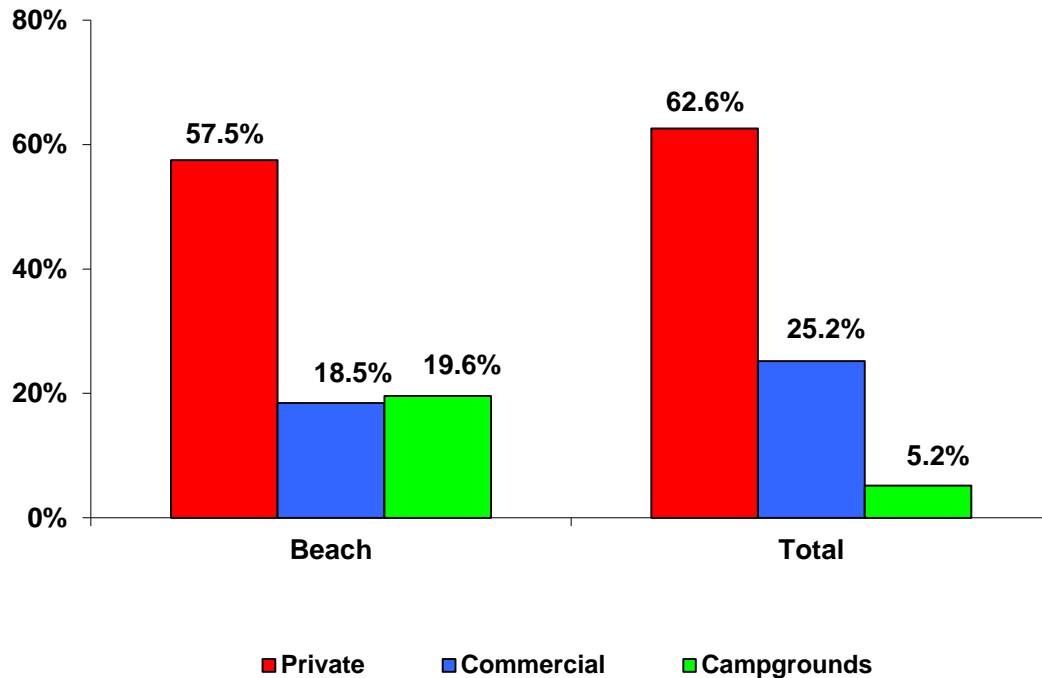


Beach vs. Total	Purpose Index
Pleasure	215
VFR	50
Business	6
Other	23
VFR: Visiting Friends and / or Relatives	

- Most trips were pleasure trips (74% compared to 34% of total trips)
- Other includes shopping, medical, religious, hobby/trade show, etc.

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Beach Visits by Accommodation Type



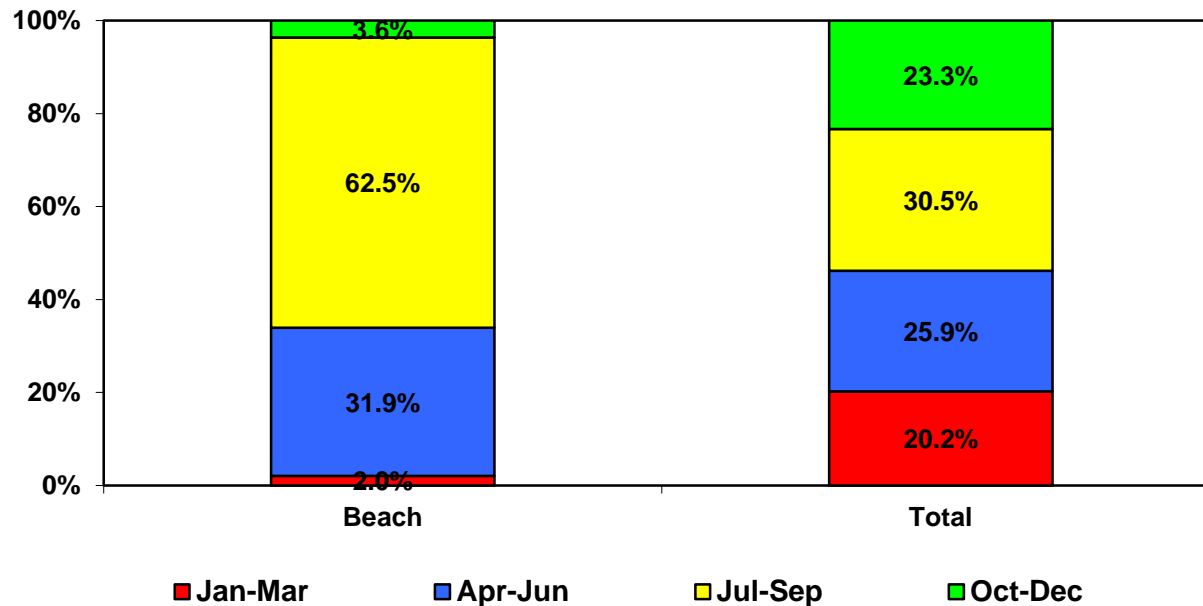
Beach vs. Total	Type Index
Private	92
Commercial	73
Campground	378

- 18% of overnight Beach visits were spent at commercial accommodations compared to 25% of total visits
- 20% of overnight Beach visits were spent in camping/RV facilities versus 5% of total visits

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport



# Beach Visits by Time of Year

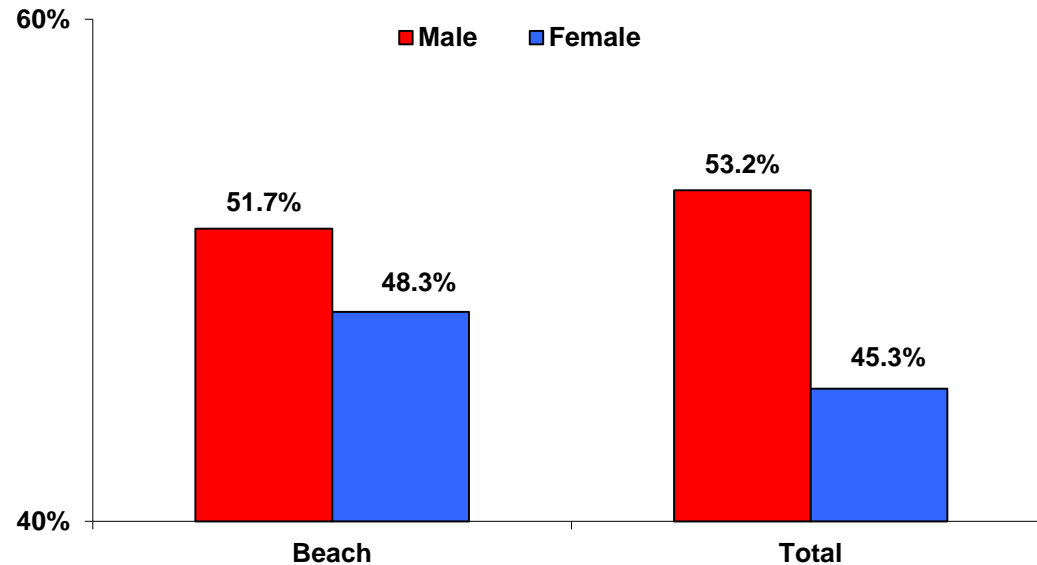


Beach vs. Total	Quarter Index
Jan-Mar	10
Apr-Jun	123
Jul-Sept	205
Oct-Dec	16

- The largest proportions of trips occur in Jul-Sep (62% Beach vs 30% total) and Apr-Jun (32% Beach, 26% total)

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

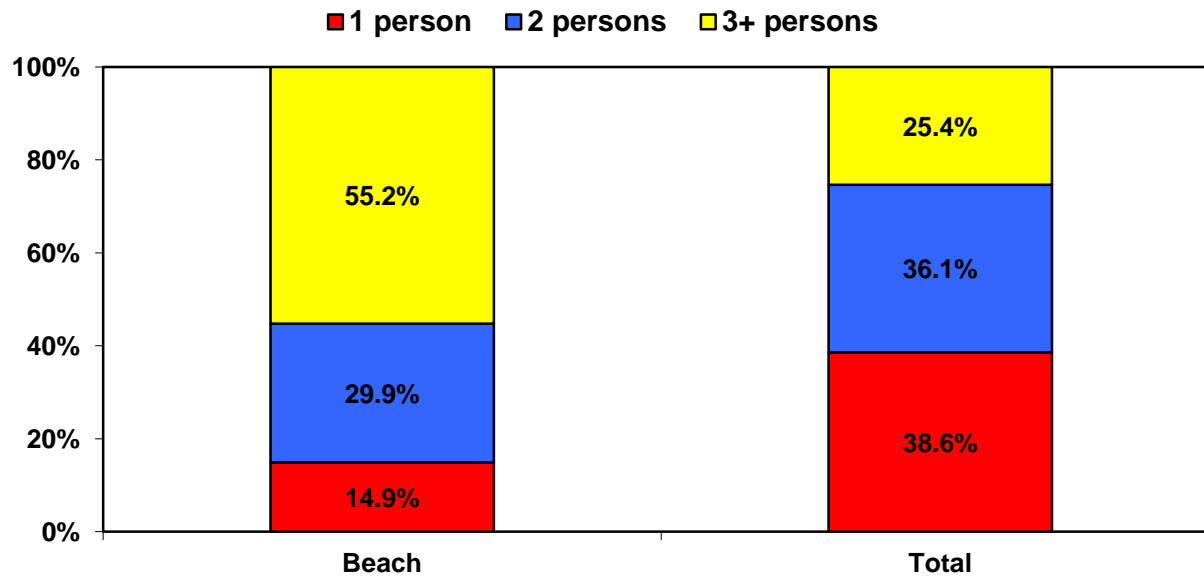
# Beach Visits by Gender



Beach vs. Total	Gender Index
Male	97
Female	107

- Males made the majority (52%) of Beach visits. For comparison, 53% of total visits in Ontario were among male visitors

# Beach Visits by Party Size



Beach vs. Total	Party Size Index
1 person	39
2 persons	83
3+ persons	218
Avg party size	147
With children	211

**Avg Party Size**

**3.6**

**2.4**

**With children**

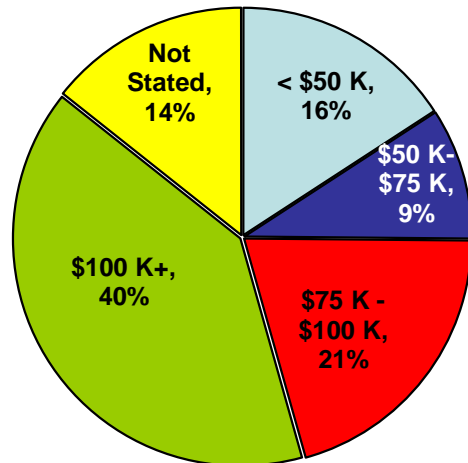
**27%**

**13%**

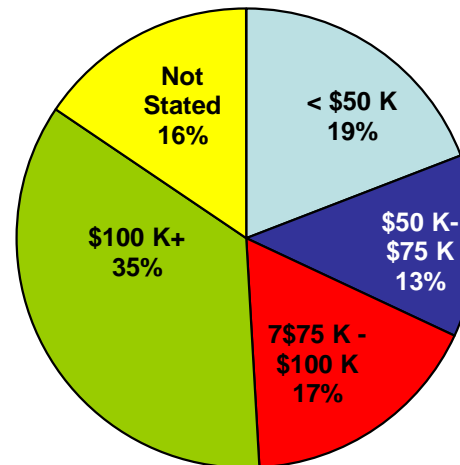
- 55% of Beach visits were among groups of 3 or more people compared to 25% of total visits
- 27% of Beach visits included children versus 13% of total visits

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Domestic Beach Visitor's Income



Beach Visits



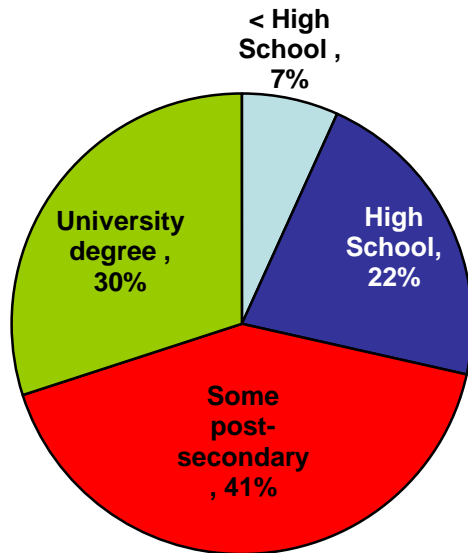
Total Visits

Beach vs. Total	Income Index
< \$50 K	83
\$50 K - \$75 K	72
\$75 K - \$100 K	120
\$100 K+	113

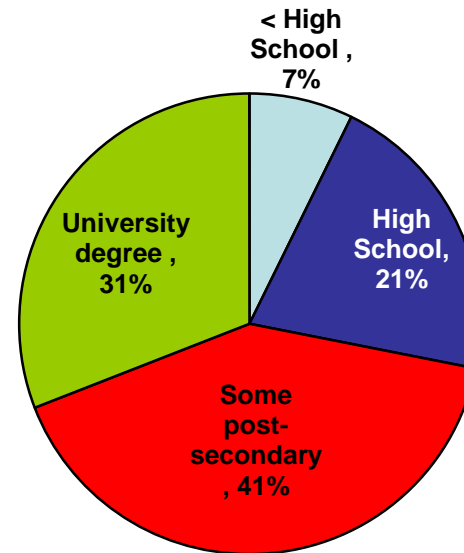
- 40% of Canadian Beach visitors in Ontario had an household income greater than \$100,000 compared to 35% of total visitors

Source: Statistics Canada's Travel Survey of the Residents of Canada 2014; Ontario Ministry of Tourism, Culture and Sport

# Domestic Beach Visitor's Education



Beach Visits



Total Visits

Beach vs. Ontario	Education Index
< High School	93
High School	104
Some post-secondary	101
University degree	97

- 30% of Canadian Beach visitors in Ontario had a university degree compared with 31% of total visits

Source: Statistics Canada's Travel Survey of the Residents of Canada 2014; Ontario Ministry of Tourism, Culture and Sport

## Beach Summary

- In 2014, there were 6.5 million Beach visits in Ontario, representing 4.7% of total visits to Ontario. Beach visitors spent \$1.6 billion, or 6.6% of total visitor spending in Ontario.
- Ontario residents accounted for 89% of visits and 63% of spending, residents of Other Canada accounted for 5% of visits and 9% of spending, U.S. visitors represented 4% of visits and 6% of expenditures, and overseas visitors accounted for 3% of visits and 22% of spending
- 28% of Beach visitors from Ontario are from Region 5 compared to 22% of total visits, 14% from Region 6 (13% total visits), and 12% from Region 4 (10% total visits)
- 25% of Beach visits took place in Region 7 compared to 9% of total visits, 15% in Region 1 (12% total), and 13% in Region 12 (3% total)

## Beach Summary

- The majority (83%) of Beach visits were overnight visits. For comparison, 36% of total visits in Ontario were overnight visits. The average number of nights spent on Beach visits was 3.6, above Ontario's average of 3.1 nights
- Beach visitors spent an average of \$241/trip (\$171/trip for total trips)
- The largest proportions of expenditures were spent on Transportation (32% Beach, 37% total), Food & Beverage (29% Beach, 27% total) and Accommodations (23% Beach, 16% total)
- 37% of Beach visitors went boating, 30% went camping, 29% went hiking
- Most trips were pleasure trips (74% compared to 34% of total trips)

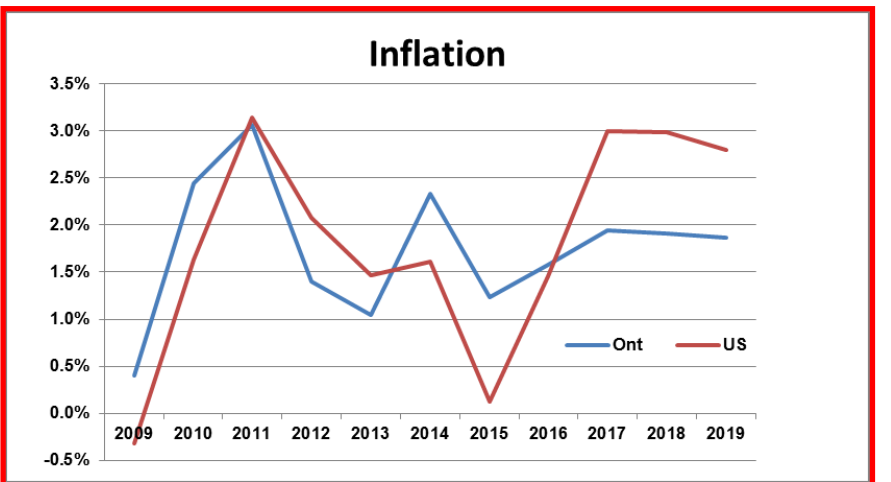
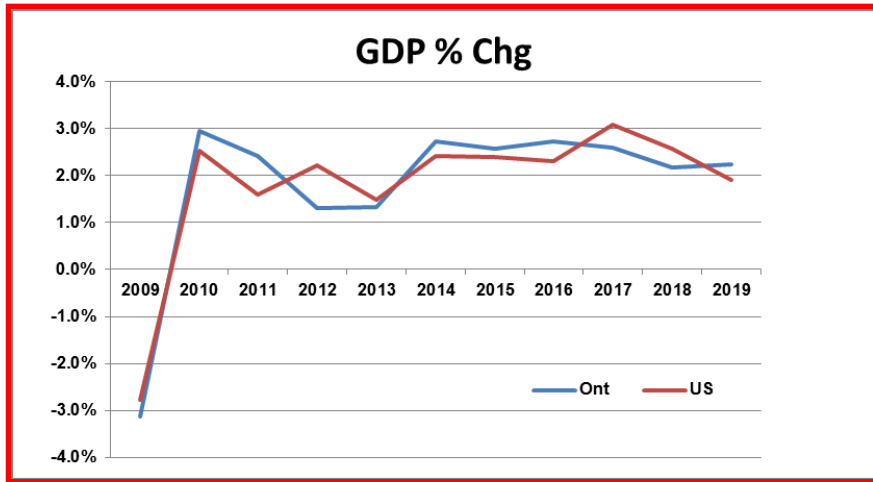
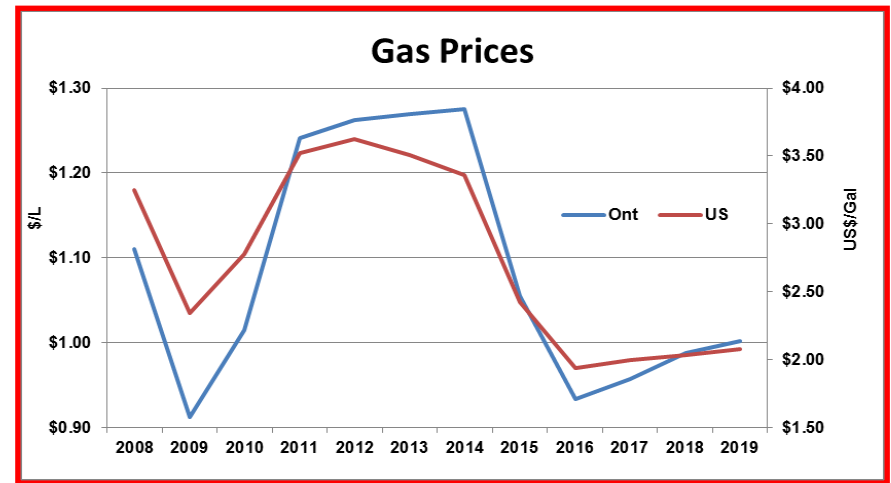
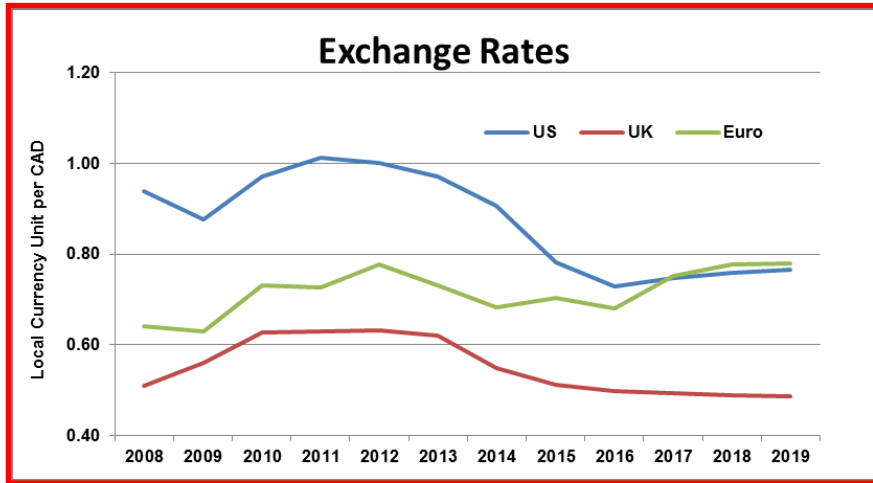
## Beach Summary

- 18% of overnight Beach visits were spent at commercial accommodations compared to 25% of total visits. 20% of overnight Beach visits were spent in camping/RV facilities versus 5% of total visits
- The largest proportions of trips occur in Jul-Sep (62% Beach vs 30% total) and Apr-Jun (32% Beach, 26% total)
- 55% of Beach visits were among groups of 3 or more people compared to 25% of total visits. 27% of Beach visits included children versus 13% of total visits
- 40% of Canadian Beach visitors in Ontario had an household income greater than \$100,000 compared to 35% of total visitors
- 30% of Canadian Beach visitors in Ontario had a university degree compared with 31% of total visits



# Appendix

# Economic Indicators



Source: Oxford Economics; Ontario Ministry of Tourism, Culture and Sport

## 2014 Notable Events

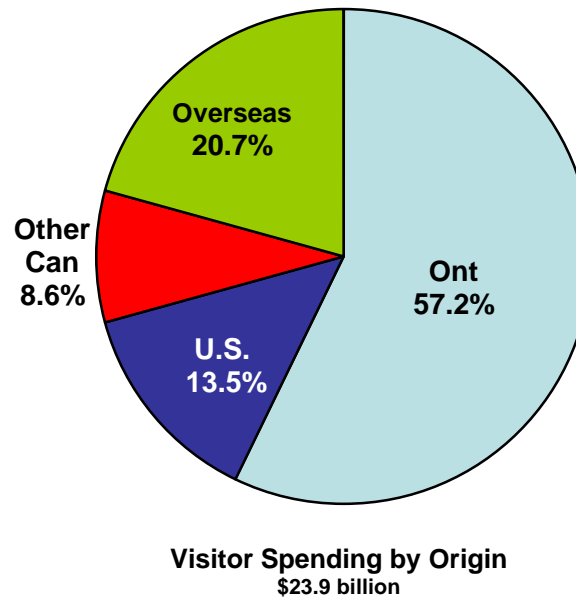
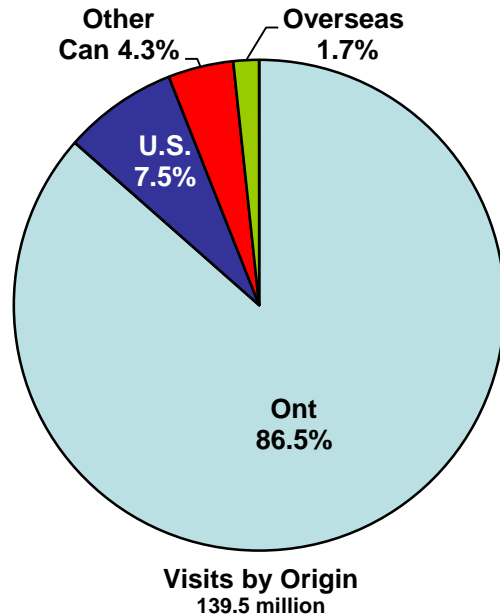
- February 7–23 – The XXII **Olympic Winter Games** are held in Sochi, Russia
- March 8 – **Malaysia Airlines Flight 370**, a Boeing 777 airliner en route to Beijing from Kuala Lumpur, disappears over the Gulf of Thailand with 239 people on board. The aircraft is presumed to have crashed into the Indian Ocean
- **Ebola Epidemic** becomes Global Health Crisis
- June 12 – July 13 – The 2014 **FIFA World Cup** are held in Brazil
- July 23 - August 3 - **XX Commonwealth Games** are held in Glasgow, Scotland
- **World oil prices** plunge to historic low
- October 22 - In the **shootings at Parliament Hill**, a gunman fatally shot a Canadian Forces soldier at the National War Memorial in Ottawa, then entered the Parliament buildings where he was killed by security forces

# Ontario Tourism

## Economic Impact of Tourism in Ontario 2014

- Tourism receipts totalled **\$29.8 billion**
- Total GDP (direct, indirect and induced) generated by tourism related spending amounted to **\$26.6 billion**, 3.7% of Ontario's GDP
- The total tourism employment impact (direct, indirect and induced) of tourism receipts reached **371,968 jobs**, accounting for 5.3% of Ontario's total employment
- Total tax revenues (direct, indirect and induced) from tourism for all levels of government amounted to **\$12.8 billion**. \$6.4 billion were federal tax revenues, \$5.1 billion were provincial and \$1.3 billion were municipal
- Tourism is an important export industry, contributing **\$8.5 billion** to Ontario's foreign earnings

# Ontario Visits and Spending by Origin

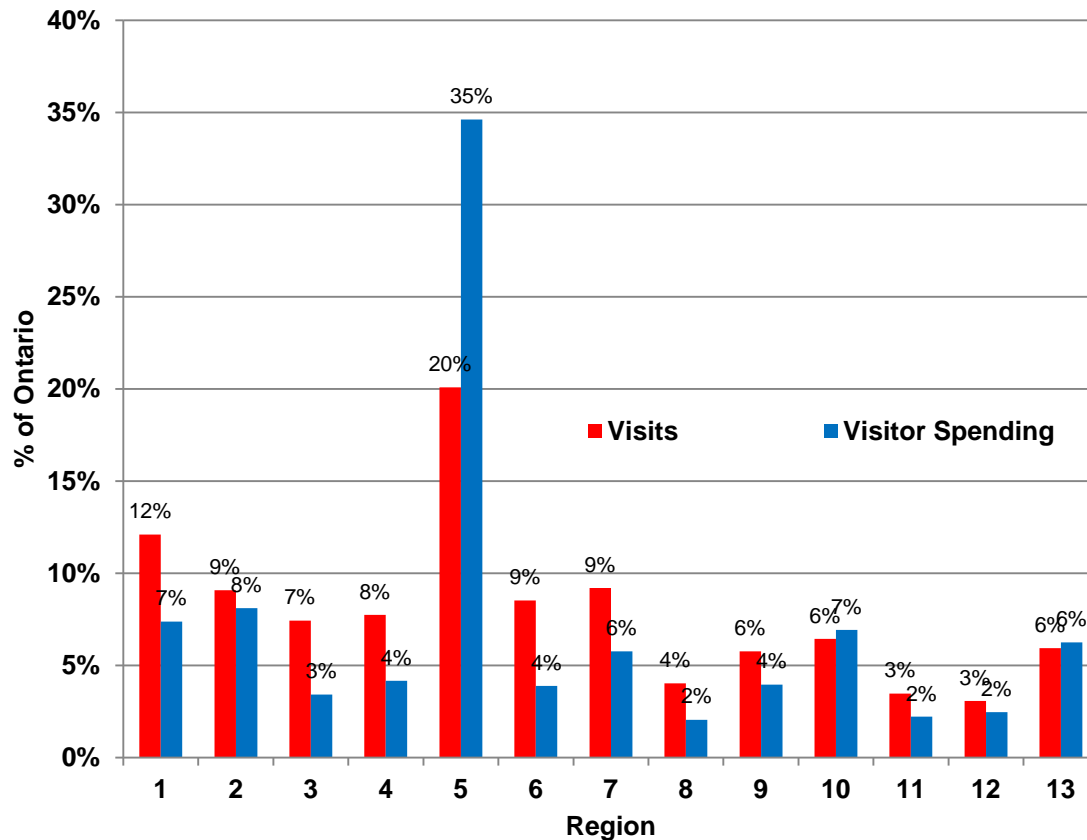


Ontario	2014	VS 2012
Visits	139.5M	-1.0%
Visitor Spending	\$23.9B	5.1%

- In 2014, there were 139.5 million visits in Ontario and visitors spent \$23.9 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 2% of visits and 21% of spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

# Destination - Visits and Spending by Region



### Tourism Regions

- 1 Southwest Ontario
- 2 Niagara Region
- 3 Hamilton, Halton, Brant
- 4 Huron, Perth, Waterloo, Wellington
- 5 Greater Toronto Area
- 6 York, Durham, Hills of Headwaters
- 7 Bruce Peninsula, Southern Georgian Bay and Lake Simcoe
- 8 Kawartha and Northumberland
- 9 South Eastern Ontario
- 10 Ottawa and Countryside
- 11 Haliburton Highlands to the Ottawa Valley
- 12 Muskoka, Parry Sound and Algonquin Park
- 13 Northern Ontario

- Region 5 is the largest region representing 20% of visits and 35% of spending

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

## Ontario Summary

- In 2014, there were 139.5 million visits in Ontario and visitors spent \$23.9 billion. Visits were down 1.0%, while spending grew 5.1% compared to 2013
- Ontario residents accounted for the majority of visits (86%) and spending (57%)
- U.S. visitors represented 8% of visits and 14% of expenditures
- Overseas visitors accounted for 2% of visits and 21% of spending
- Region 5 (GTA) is the largest Region representing 20% of visits and 35% of spending
- Visitors spent an average of \$171/trip in Ontario
- The largest proportions of expenditures were spent on TranBeachation (37%) and Food & Beverage (27%)



## Ontario Summary

- 67% of Other Canada visitors came from Quebec with 44% from Montreal
- 38% of U.S. visitors come from East North Central (Michigan, Ohio, Illinois, Indiana, and Wisconsin) and 36% 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 54% of overseas visitors to Ontario. The U.K. was the leading overseas source market at 12% 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 (63%) except U.S. visitors who are more likely to stay at a hotel/motel (46%)

# We Know. Just Ask.

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