

Ontario Fishing Tourism Statistics 2014

Tourism Research Unit
Winter 2017

This report summarizes key characteristics of visitors and visitor spending of trips in Ontario which included the activity of Fishing.

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 Fishing and total trip statistics. Since total trips equals 100, an index of 105 indicates Fishing is 5% higher than total, similarly an index of 90 signifies Fishing is 10% lower than total.

Index

less than 80

80-100

greater than 120

Interpretation

Fishing trips underdeveloped versus total trips

Fishing trips similar to total trips

Fishing trips overdeveloped versus total trips

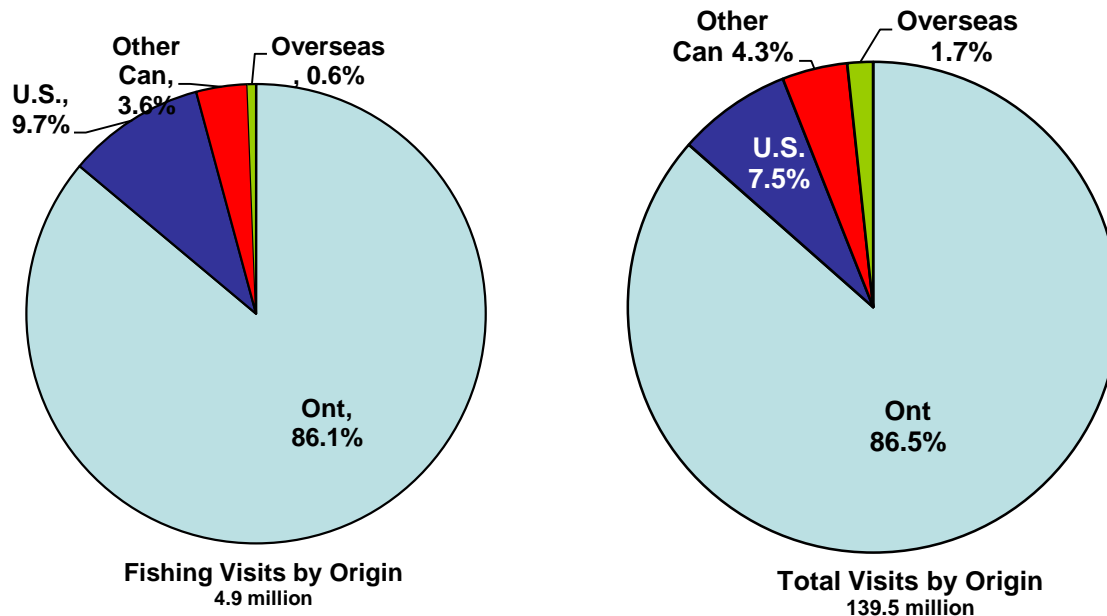
Visits and Spending

Region	Visits (millions)	Visitor Spending (\$ billions)
Ontario Total	139.5	23.9
Ontario Fishing	4.9	1.1
Ontario Fishing proportion of Ontario Total	3.5%	4.6%

- In 2014, there were 4.9 million Fishing visits in Ontario, representing 3.5% of total visits in Ontario
- Fishing visitors in spent \$1.1 billion, accounting for 4.6% 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

Fishing and Total Visits by Origin

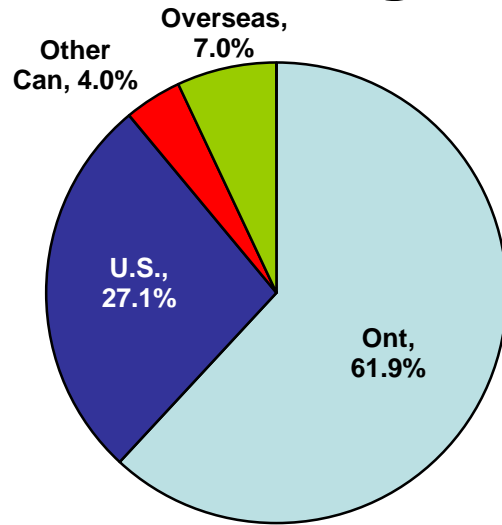


Fishing vs. Total	Visit Index
Ontario	100
U.S.	130
Other Canada	83
Overseas	35

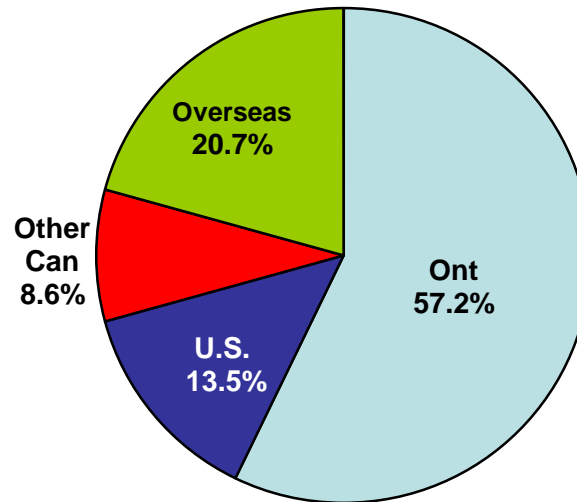
- Ontario residents accounted for the majority of Fishing (86%) and total (86%) visits
- U.S. visitors accounted for 10% of Fishing visits compared to 8% of total visits
- Visitors from Other Canada comprised 4% of Fishing visits and 4% of total visits
- Overseas visitors accounted for 1% of Fishing 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

Fishing and Total Spending by Origin



Fishing Visitor Spending by Origin
\$1.1 billion



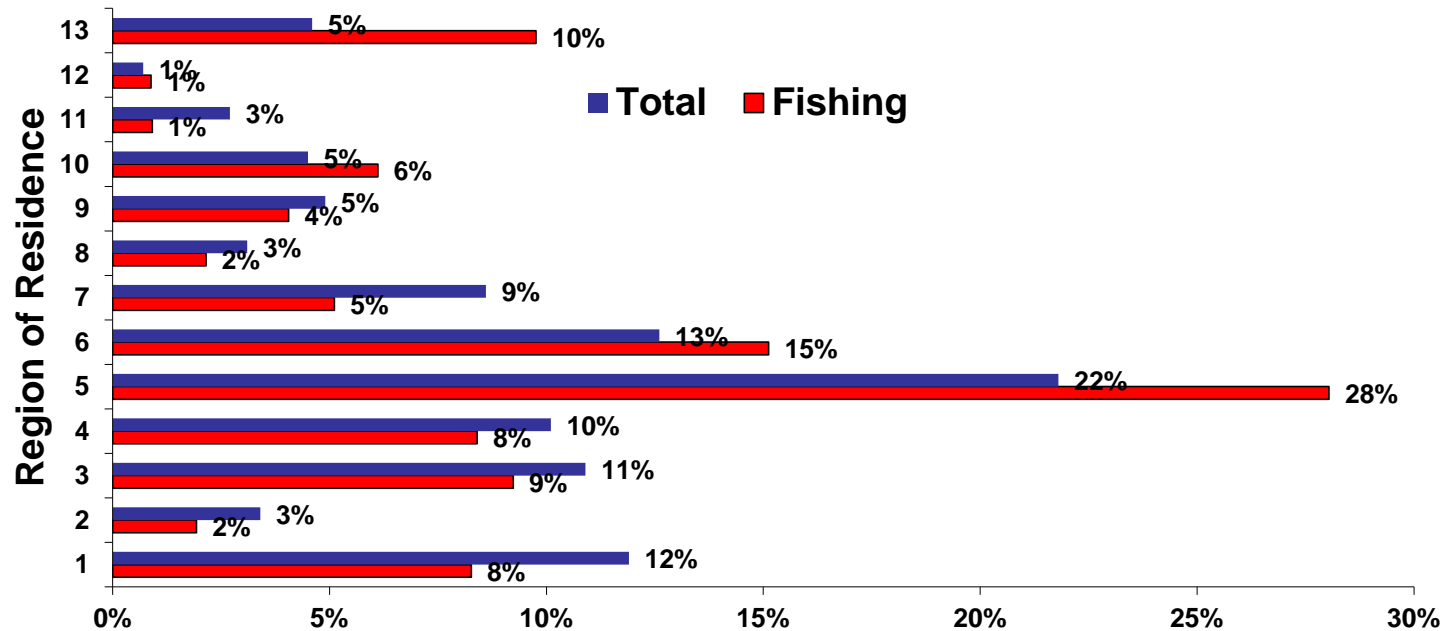
Total Visitor Spending by Origin
\$23.9 billion

Fishing vs. Total	Spending Index
Ontario	108
U.S.	200
Other Canada	47
Overseas	34

- Ontario residents accounted for the majority of Fishing (62%) and total (57%) spending
- U.S. visitors accounted for 27% of Fishing spending compared to 14% of total spending
- Visitors from Other Canada comprised 4% of Fishing spending and 9% of total spending
- Overseas visitors accounted for 7% of Fishing 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 Fishing Visitors by Region of Residence



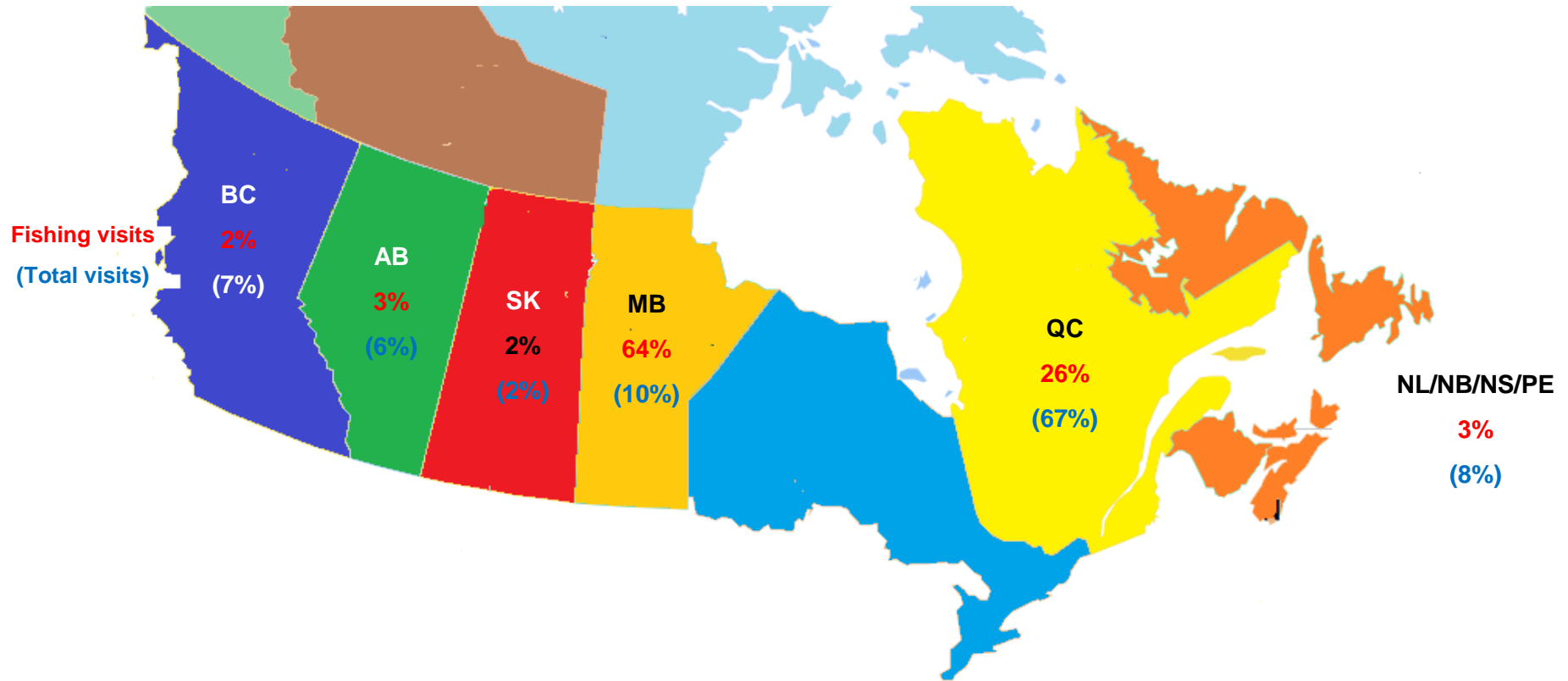
Fishing vs. Total	Visits from Ontario Index
Reg 1	69
Reg 2	57
Reg 3	85
Reg 4	83
Reg 5	129
Reg 6	120
Reg 7	59
Reg 8	69
Reg 9	83
Reg 10	136
Reg 11	34
Reg 12	127
Reg 13	212

•28% Fishing visitors from Ontario are from Region 5 compared to 22% of total visits, 15% from Region 6 (13% total visits), and 10% from Region 13 (5% total visits)

Note: Ontario origin Fishing visitors represented 86% (4.2 M) of visits and 62% (\$679 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 Fishing Visitors by Province of Residence



- 64% of Other Canada Fishing visitors came from Manitoba with 56% from Winnipeg, (total visits Manitoba 10%, Winnipeg 8%)

Note: Other Canada Fishing visitors represented 4% (177,000) of visits and 4% (\$44 M) of visitor spending

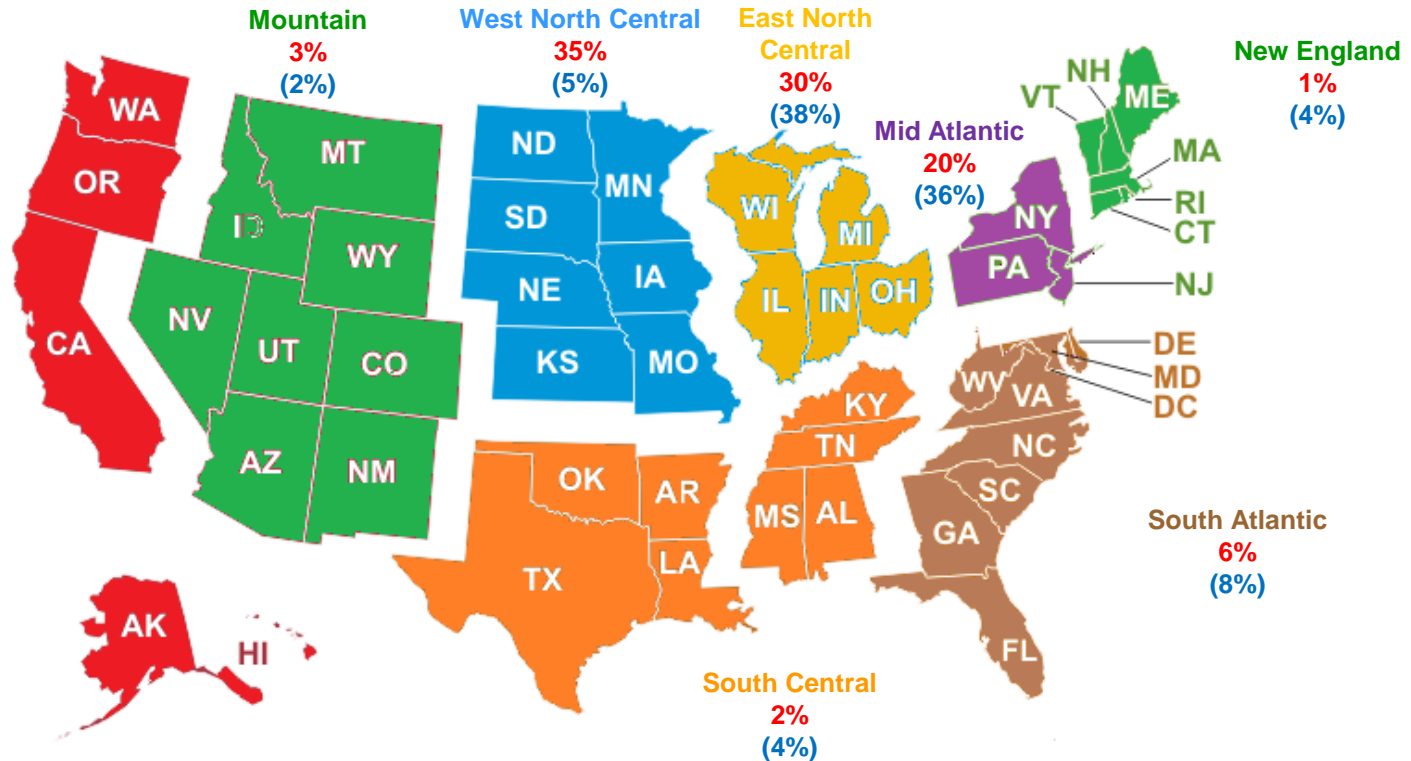
Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

U.S. Fishing Visitors by Region of Residence

Fishing visits

(Total visits)

Pacific, Alaska,
Hawaii
2%
(3%)

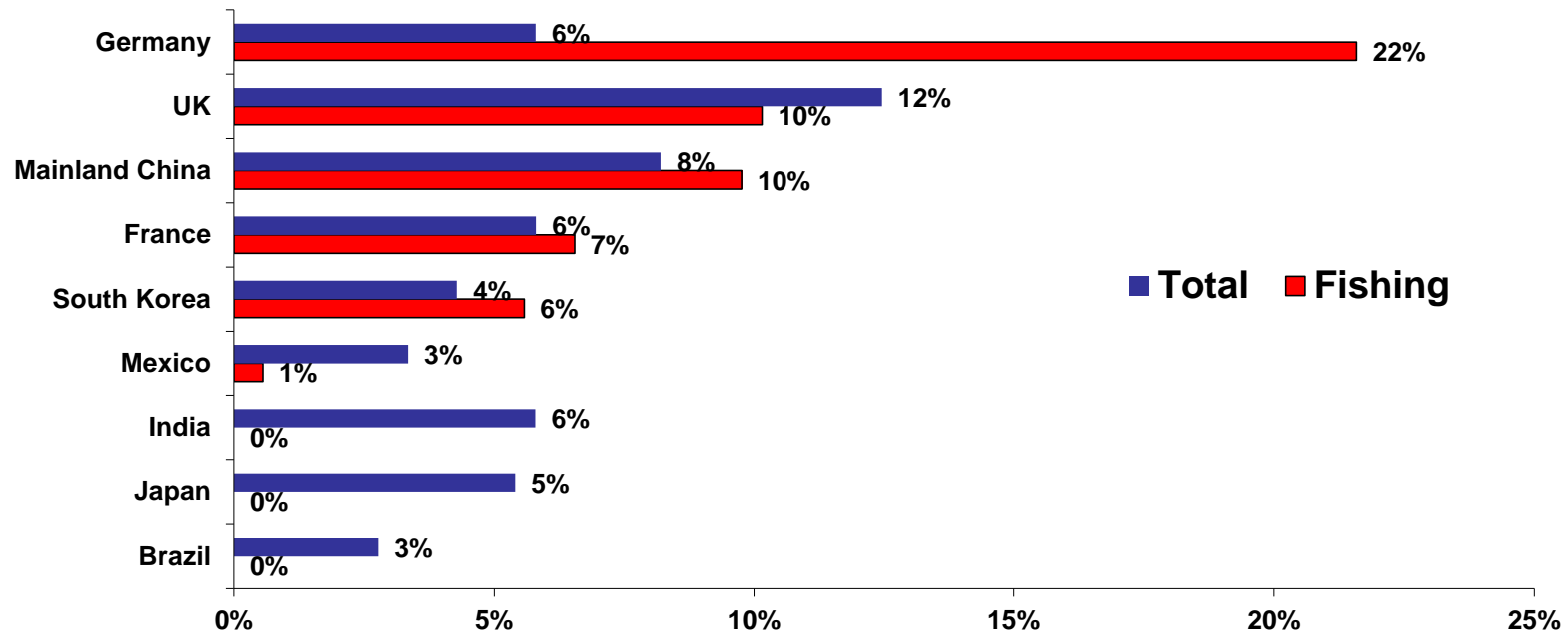


- 35% of U.S. Fishing visitors came from West North Central states and 30% from East North Central states

Note: U.S. Fishing visitors represented 10% (477,000) of visits and 27% (\$297 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 Fishing Visitors by Country of Residence

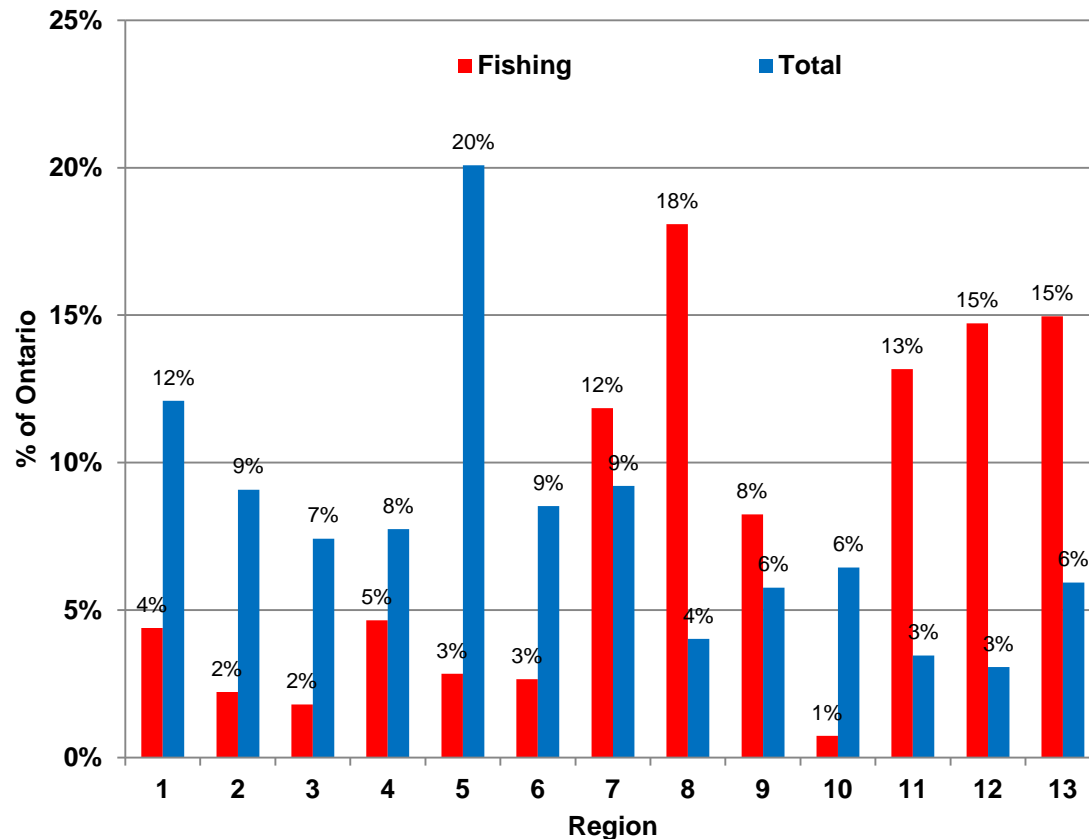


- Ontario's 9 overseas target markets represent 54% of overseas Fishing visitors and 54% of total overseas visits

Note: Overseas Fishing visitors represented 1% (29,000) of visits and 7% (\$77 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 – Fishing Visits by Region

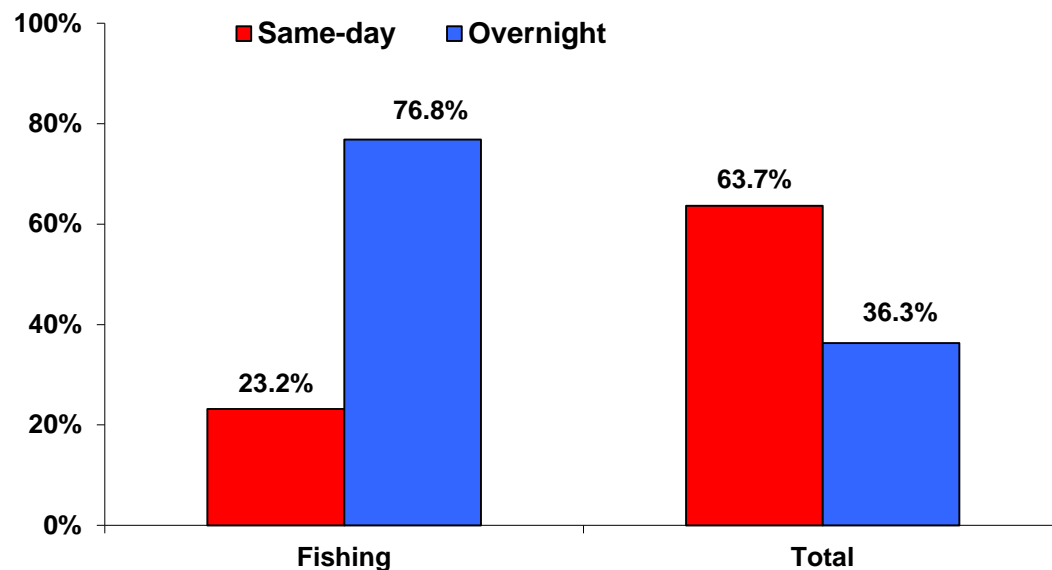


Fishing vs. Total	Destination Index
Reg 1	36
Reg 2	24
Reg 3	24
Reg 4	60
Reg 5	14
Reg 6	31
Reg 7	129
Reg 8	450
Reg 9	143
Reg 10	11
Reg 11	380
Reg 12	480
Reg 13	252

- 18% of Fishing visits took place in Region 8 compared to 4% of total visits, 15% in Region 13 (6% total), and 15% 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

Fishing Visits by Length of Stay

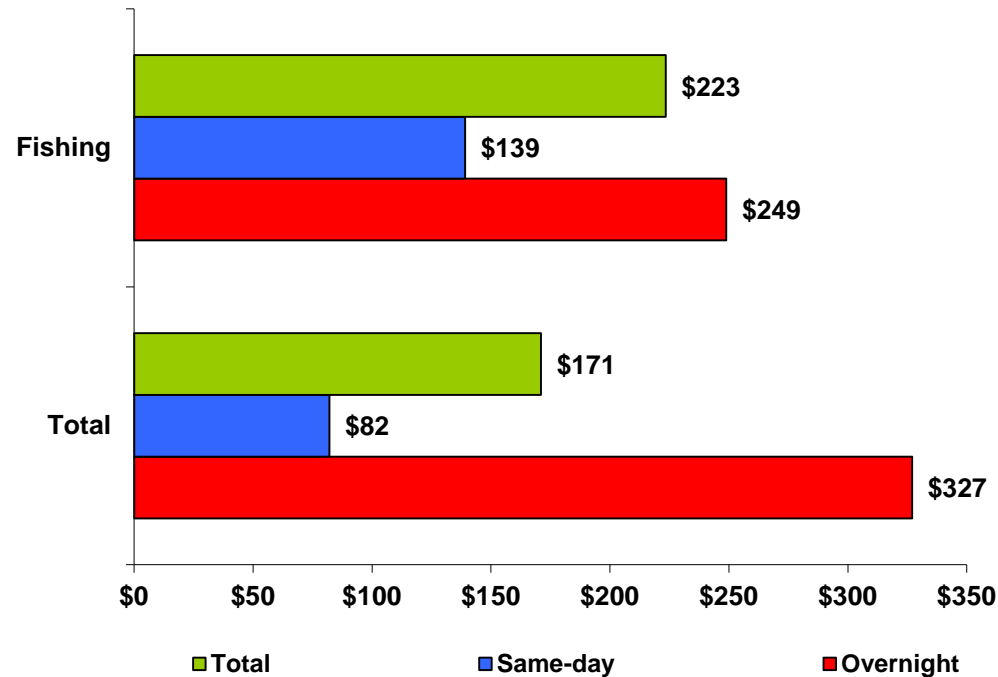


Fishing vs. Total	Length of Stay Index
Same-day	36
Overnight	211
Avg # nights	121

- The majority (77%) of Fishing visits were overnight visits. For comparison, 36% of total visits in Ontario were overnight visits
- The average number of nights spent on Fishing visits was 3.8, 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

Fishing \$/Trip by Length of Stay



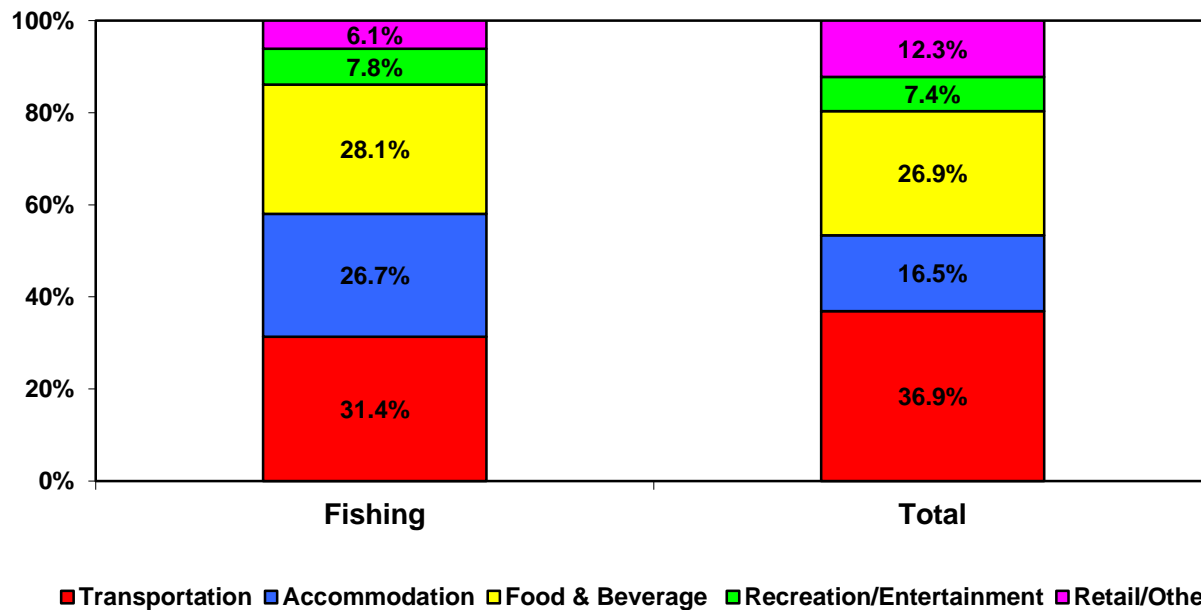
Fishing vs. Total	\$/Trip Index
Total	130
Same-day	169
Overnight	76

- Fishing visitors spent an average of \$223/trip (\$171/trip for total trips)
- On average, overnight visitors spent almost twice as much per trip as same-day visitors

Total trip spending, not just spending on Fishing

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

Fishing Spending by Category



Fishing vs. Ontario	Spending Index
Transportation	85
Accommodation	162
Food & Beverage	104
Rec./Entertain.	105
Retail/Other	50

- The largest proportions of expenditures were spent on Transportation (31% Fishing, 37% total), Food & Beverage (28% Fishing, 27% total) and Accommodations (27% Fishing, 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 Fishing Visitors

Activity	Fishing Visit Participation	Index vs Total
Any Outdoor/Sports Activity	100%	592
Fishing	100%	2841
Boating	55%	1190
Visit a beach	28%	606
Hiking	21%	530
Camping	21%	599
Wildlife/Bird watching	15%	668
National/Provincial Nature Parks	7%	239
Cycling	7%	567
Visit Friends or Relatives	5%	16

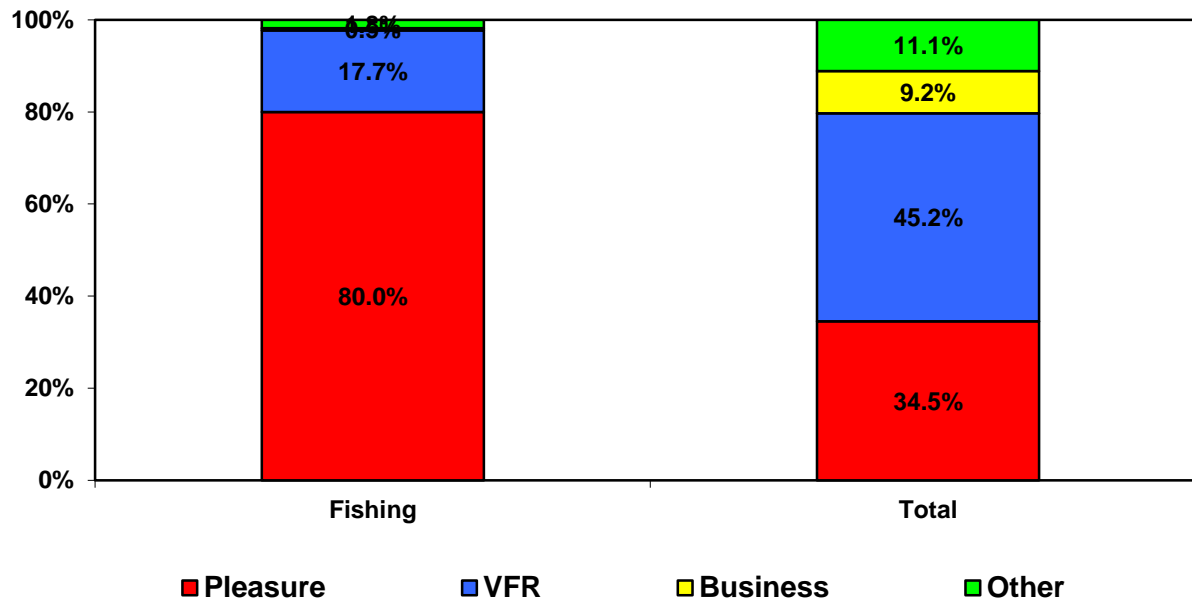
Activity	Fishing Visit Participation	Index vs Total
Restaurant or bar	5%	92
Golfing	5%	335
Shopping	4%	47
Play a sport	4%	196
Museums/Art Galleries	4%	117
Historic Sites	3%	104
Sightseeing	3%	62
Festivals/Fairs	3%	107
Hunting	2%	556
Skiing/Snowboarding	2%	132

Activity	Fishing Visit Participation	Index vs Total
Casinos	1%	51
Zoos/Aquariums/Botanical Gardens	1%	89
Snowmobiling	1%	393
Sports Events	1%	28
Cultural Performances	1%	29
Theme Parks	1%	54
ATV	1%	435
Movies	0%	53
Indigenous	0%	392
Medical/Dental appointment	0%	7

- 55% of Fishing visitors went boating, 28% visited a beach, and 21% 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 Fishing Visit

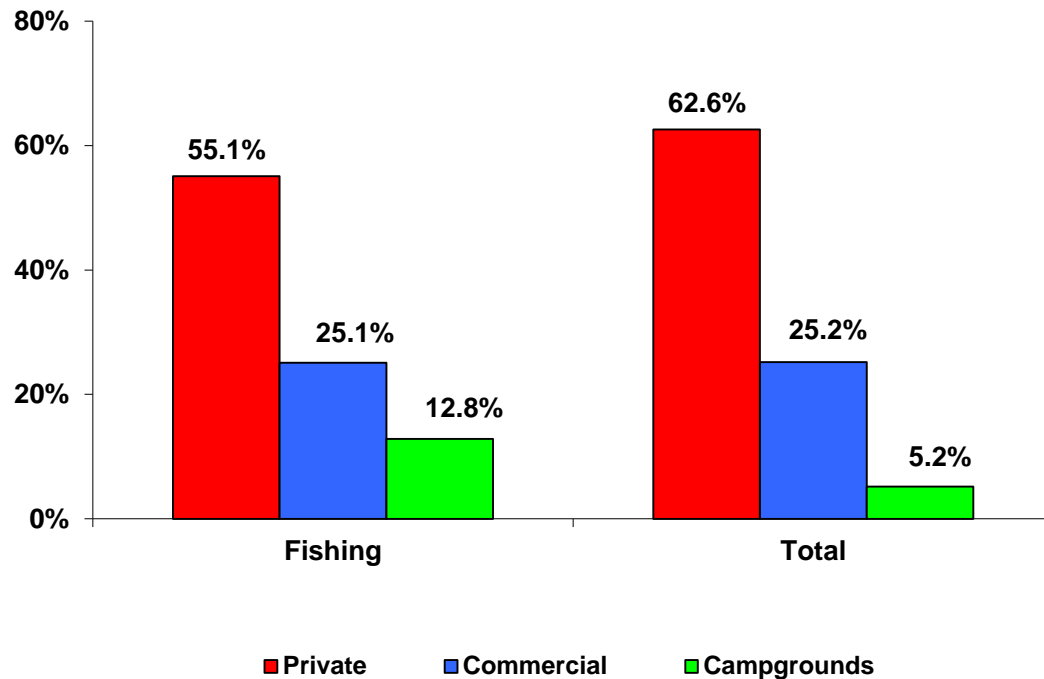


Fishing vs. Total	Purpose Index
Pleasure	232
VFR	39
Business	5
Other	16
VFR: Visiting Friends and / or Relatives	

- Most trips were pleasure trips (80% 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

Fishing Visits by Accommodation Type

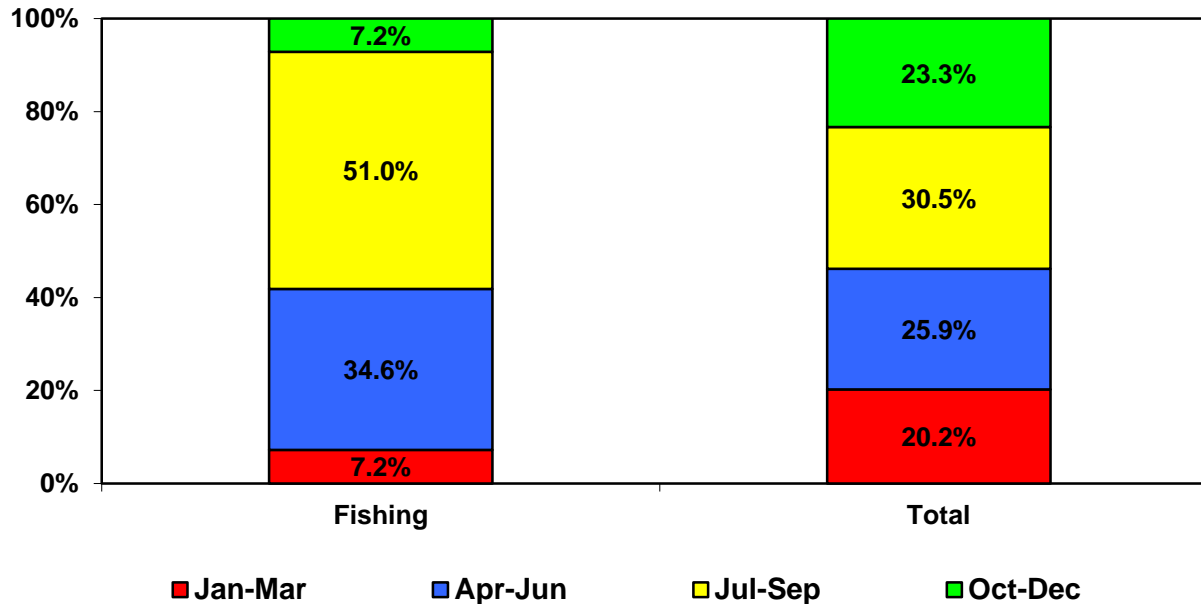


Fishing vs. Total	Type Index
Private	88
Commercial	100
Campground	247

- The majority (55%) of overnight Fishing visits were spent at unpaid accommodations such as private homes and cottages, compared to 63% of total visits
- 13% of overnight Fishing 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

Fishing Visits by Time of Year

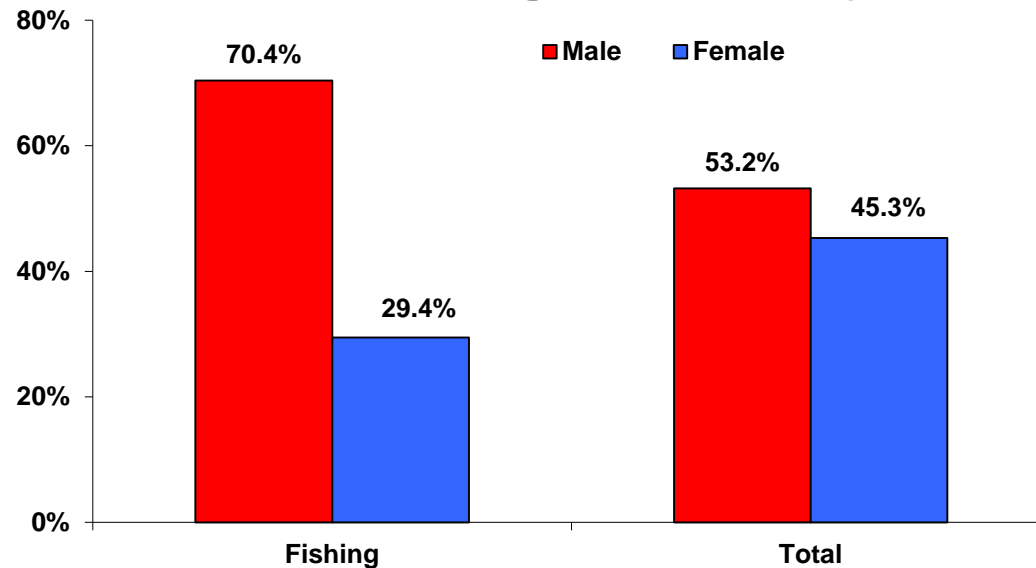


Fishing vs. Total	Quarter Index
Jan-Mar	36
Apr-Jun	134
Jul-Sept	167
Oct-Dec	31

- The largest proportion of trips occur in the summer months with 51% of Fishing trips taking place in Jul-Sep versus 30% of total trips

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

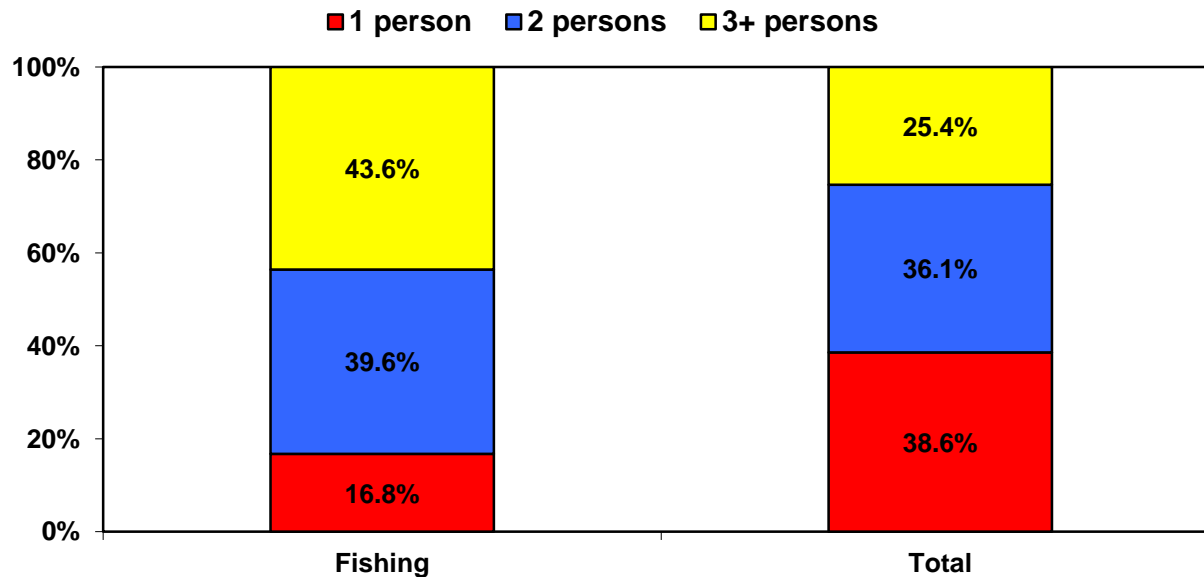
Fishing Visits by Gender



Fishing vs. Total	Gender Index
Male	132
Female	65

- Males made the majority (70%) of Fishing visits. For comparison, 53% of total visits in Ontario were among male visitors

Fishing Visits by Party Size



Fishing vs. Total	Party Size Index
1 person	44
2 persons	110
3+ persons	172
Avg party size	146
With children	178

Avg Party Size

3.6

2.4

With children

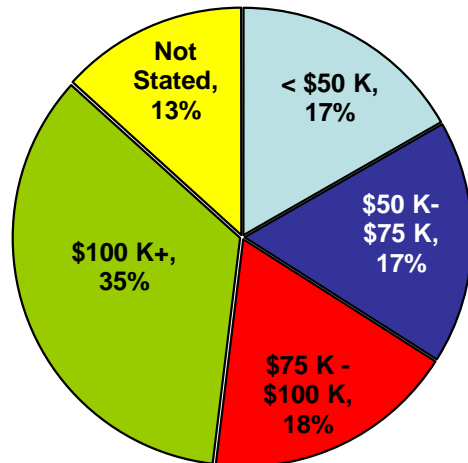
23%

13%

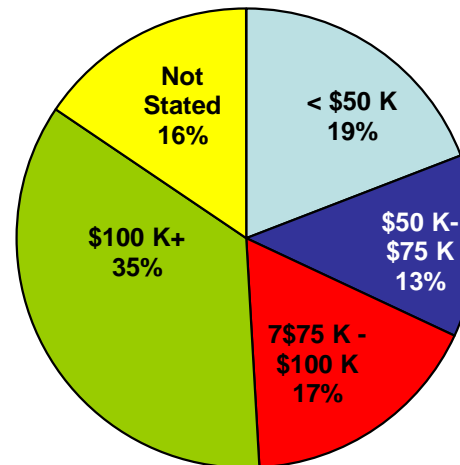
- 44% of Fishing visits were among groups of 3 or more people compared to 25% of total visits
- 23% of Fishing visits included children versus 13% of total visits

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

Domestic Fishing Visitor's Income



Fishing Visits



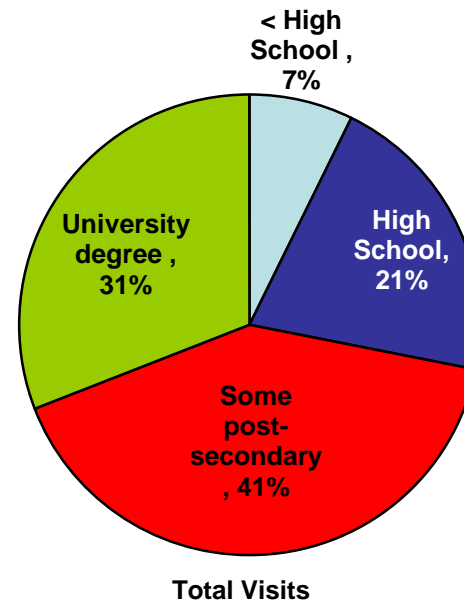
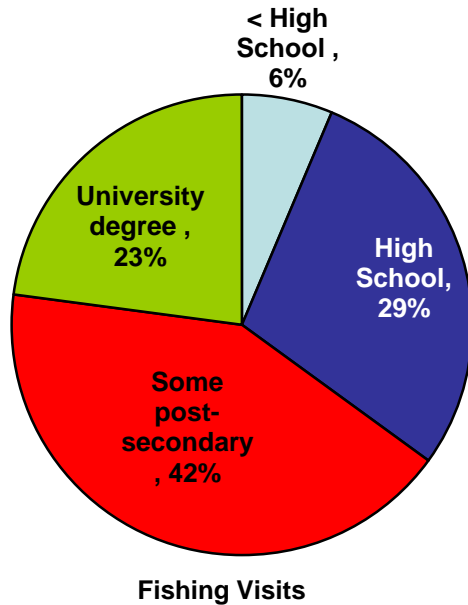
Total Visits

Fishing vs. Total	Income Index
< \$50 K	87
\$50 K - \$75 K	135
\$75 K - \$100 K	105
\$100 K+	98

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

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

Domestic Fishing Visitor's Education



Fishing vs. Ontario	Education Index
< High School	88
High School	138
Some post-secondary	103
University degree	74

- 23% of Canadian Fishing 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

Fishing Summary

- In 2014, there were 4.9 million Fishing visits, accounting for 3.5% of total visits to Ontario. Fishing visitors spent \$1.1 billion, or 4.6% of total visitor spending in Ontario.
- Ontario residents accounted for 86% of visits and 62% of spending, residents of Other Canada accounted for 4% of visits and 4% of spending, U.S. visitors represented 10% of visits and 27% of expenditures, and overseas visitors accounted for 1% of visits and 7% of spending
- 28% Fishing visitors from Ontario are from Region 5 compared to 22% of total visits, 15% from Region 6 (13% total visits), and 10% from Region 13 (5% total visits)
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Fishing Summary

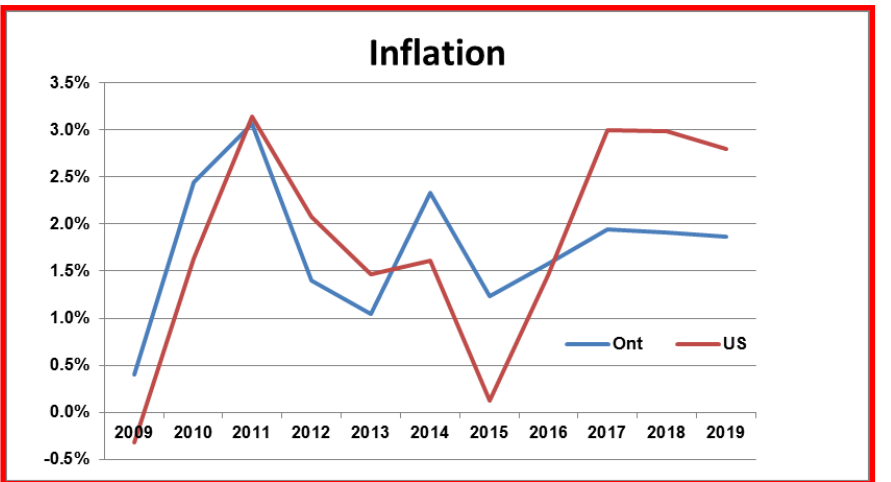
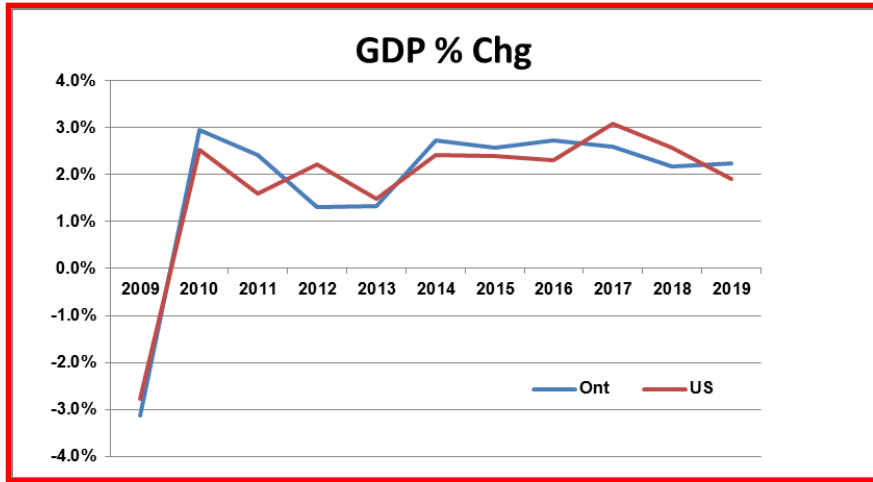
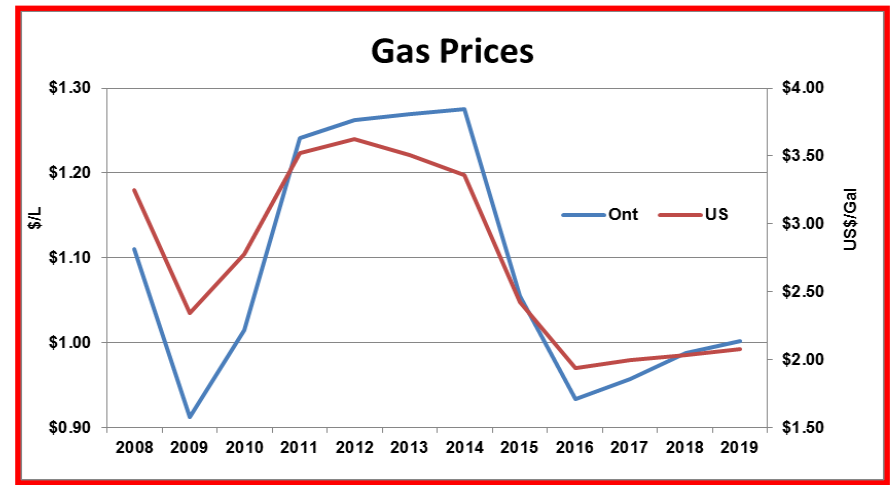
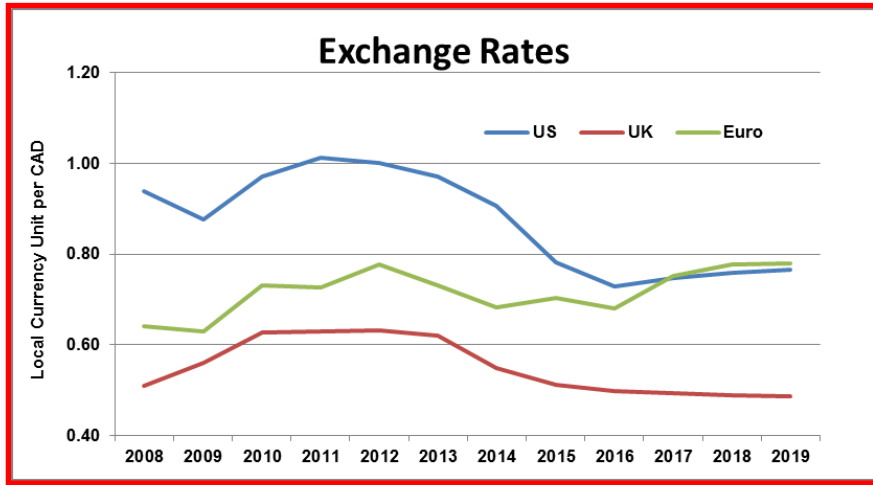
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- Fishing visitors spent an average of \$223/trip (\$171/trip for total trips). On average, overnight visitors spent almost twice as much per trip as same-day visitors
- The largest proportions of expenditures were spent on Transportation (31% Fishing, 37% total), Food & Beverage (28% Fishing, 27% total) and Accommodations (27% Fishing, 16% total)
- 55% of Fishing visitors went boating, 28% visited a beach, and 21% went hiking
- Most trips were pleasure trips (80% compared to 34% of total trips)

Fishing Summary

- The majority (55%) of overnight Fishing visits were spent at unpaid accommodations such as private homes and cottages, compared to 63% of total visits. 13% of overnight Fishing visits were spent in camping/RV facilities versus 5% of total visits
- The largest proportion of trips occur in the summer months with 51% of Fishing trips taking place in Jul-Sep versus 30% of total trips
- 44% of Fishing visits were among groups of 3 or more people compared to 25% of total visits. 23% of Fishing visits included children versus 13% of total visits
- 35% of Canadian Fishing visitors in Ontario had an household income greater than \$100,000 similar to total visitors
- 23% of Canadian Fishing 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

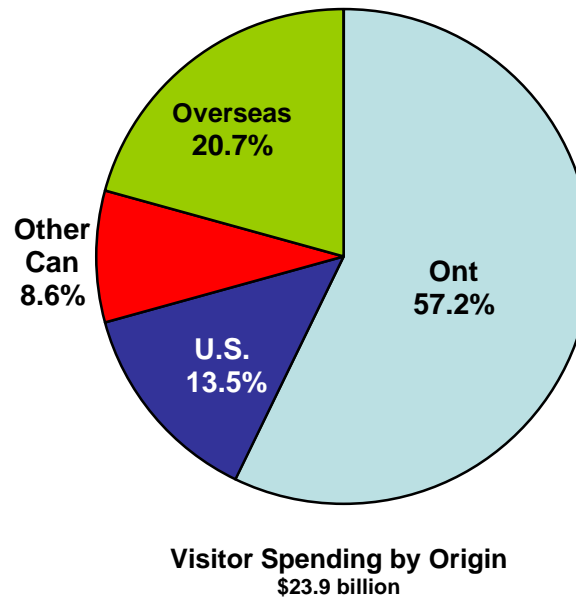
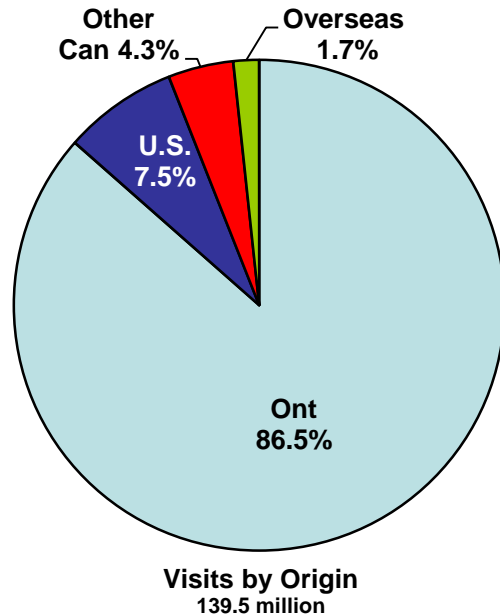
- February 7–23 – The XXII **Olympic Winter Games** are held in Sochi, Russia
- March 8 – **Malaysia Airlines Flight 370**, a Boeing 777 airliner en route to Beijing from Kuala Lumpur, disappears over the Gulf of Thailand with 239 people on board. The aircraft is presumed to have crashed into the Indian 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

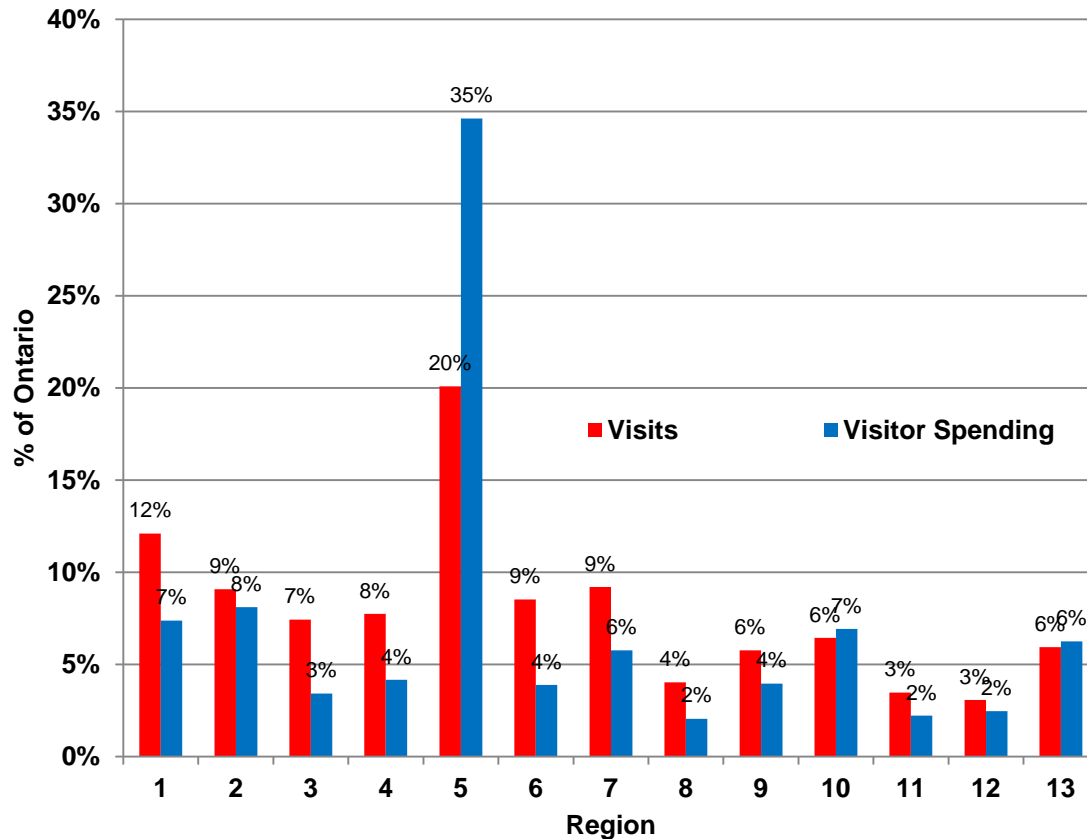


Ontario	2014	VS 2012
Visits	139.5M	-1.0%
Visitor Spending	\$23.9B	5.1%

- 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 Transportation (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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