

Ontario Hunting 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 Hunting.

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

Index

less than 80

80-100

greater than 120

Interpretation

Hunting trips underdeveloped versus total trips

Hunting trips similar to total trips

Hunting trips overdeveloped versus total trips

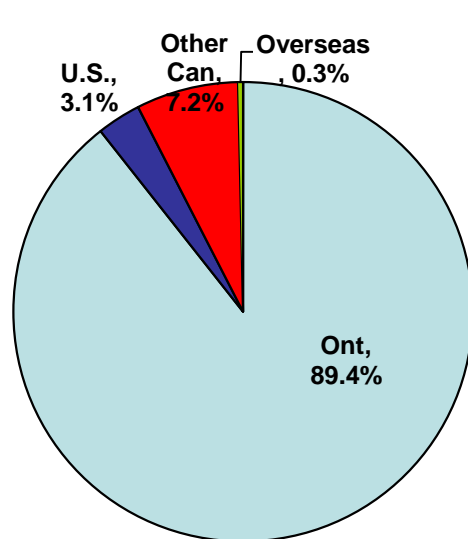
Visits and Spending

Region	Visits (millions)	Visitor Spending (\$ billions)
Ontario Total	139.5	23.9
Ontario Hunting	0.4	0.1
Ontario Hunting proportion of Ontario Total	0.3%	0.6%

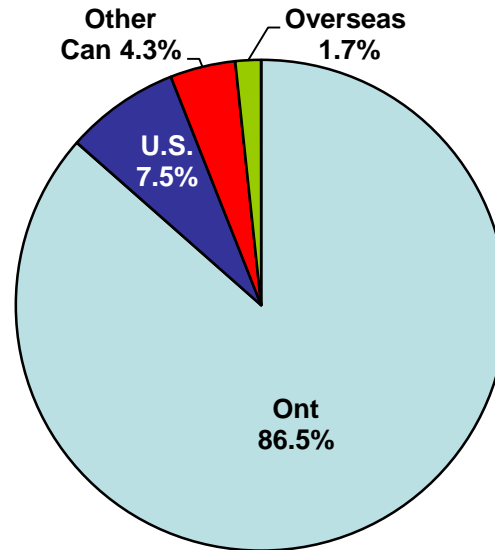
- In 2014, there were 442,000 Hunting visits in Ontario, representing 0.3% of total visits in Ontario
- Hunting visitors in spent \$138 million, accounting for 0.6% of total visitor spending in Ontario

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

Hunting and Total Visits by Origin



Hunting Visits by Origin
442,000



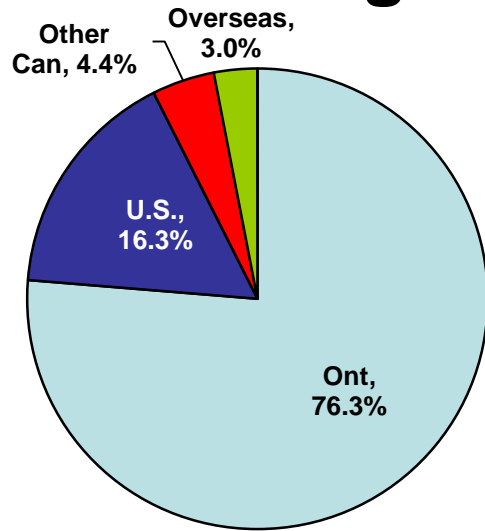
Total Visits by Origin
139.5 million

Hunting vs. Total	Visit Index
Ontario	103
U.S.	41
Other Canada	166
Overseas	20

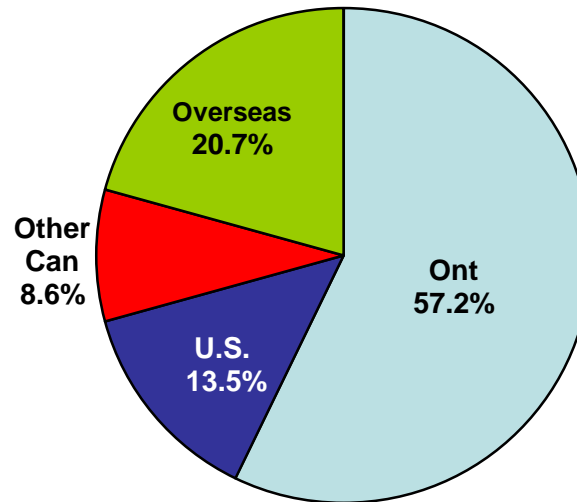
- Ontario residents accounted for the majority of Hunting (89%) and total (86%) visits
- U.S. visitors accounted for 3% of Hunting visits compared to 8% of total visits
- Visitors from Other Canada comprised 7% of Hunting visits and 4% of total visits
- Overseas visitors accounted for less than 1% of Hunting 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

Hunting and Total Spending by Origin



Hunting Visitor Spending by Origin
\$138 million



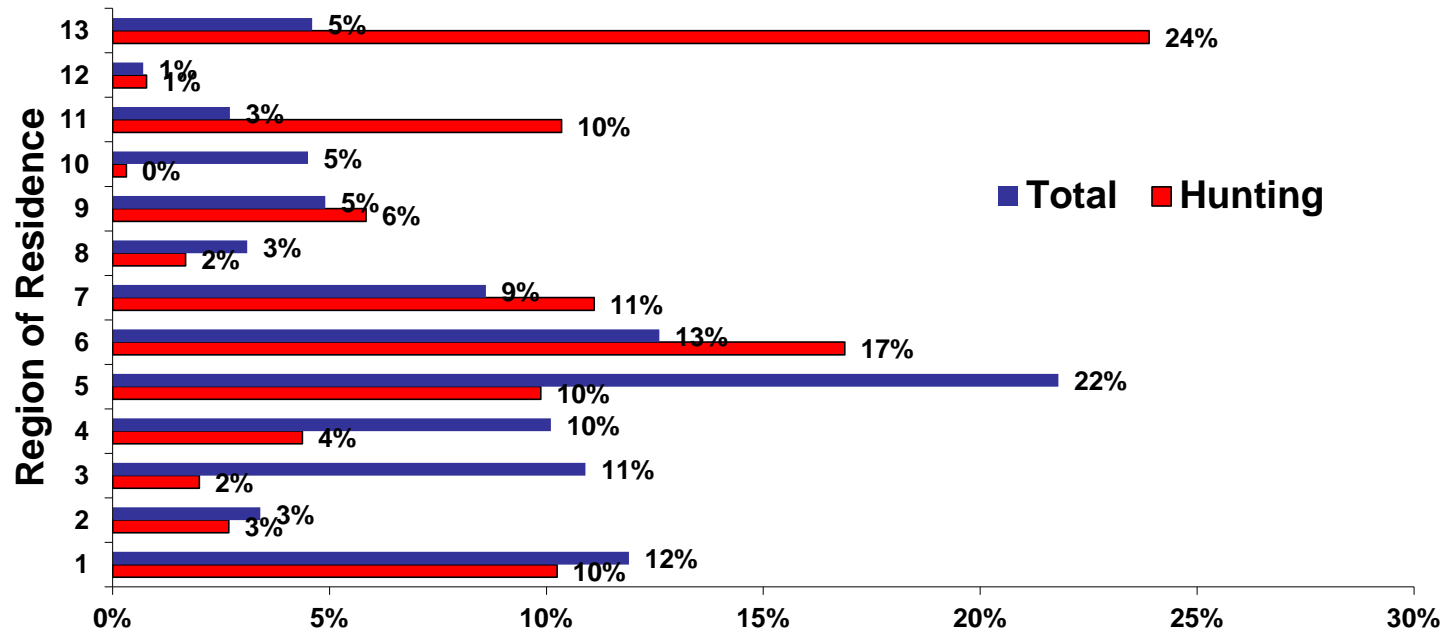
Total Visitor Spending by Origin
\$23.9 billion

Hunting vs. Total	Spending Index
Ontario	133
U.S.	120
Other Canada	51
Overseas	15

- Ontario residents accounted for the majority of Hunting (76%) and total (57%) spending
- U.S. visitors accounted for 16% of Hunting spending compared to 14% of total spending
- Visitors from Other Canada comprised 4% of Hunting spending and 9% of total spending
- Overseas visitors accounted for 3% of Hunting 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 Hunting Visitors by Region of Residence



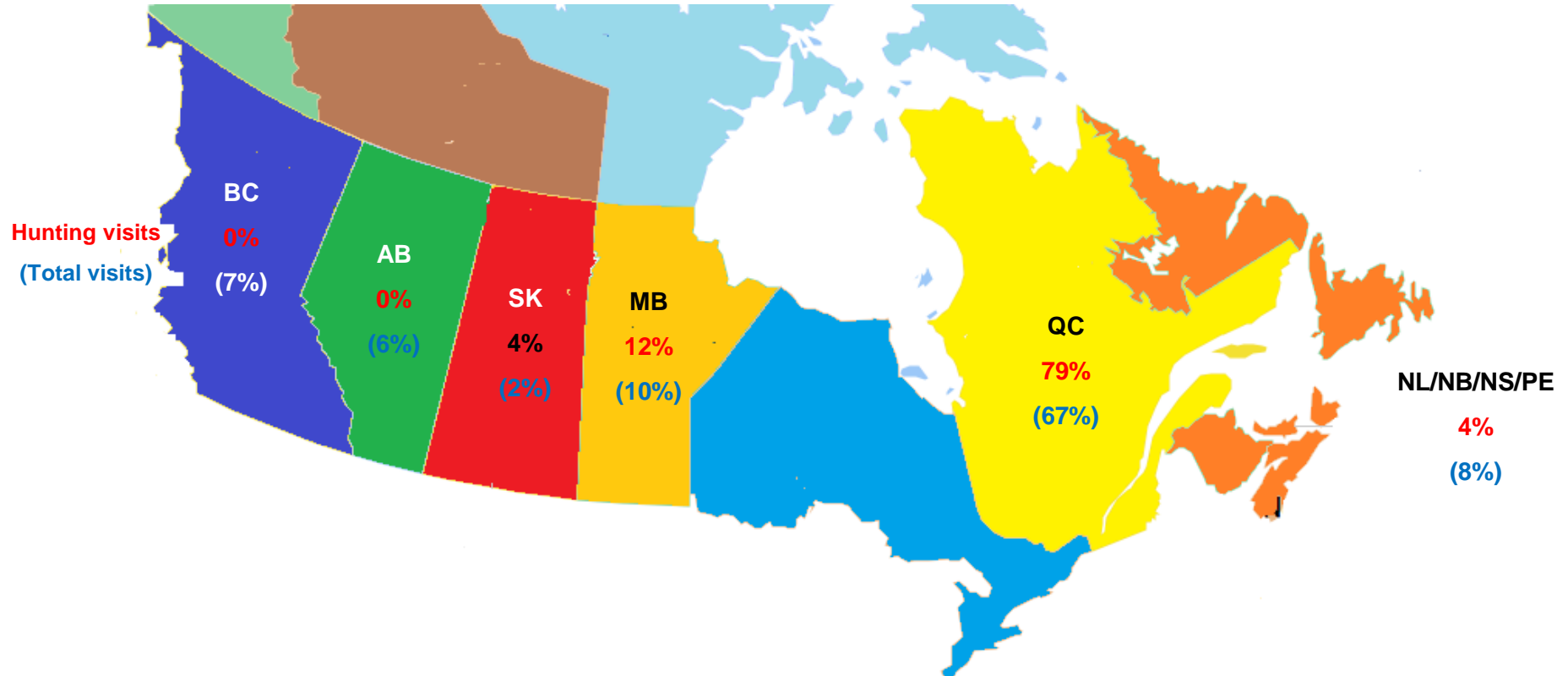
Hunting vs. Total	Visits from Ontario Index
Reg 1	86
Reg 2	79
Reg 3	18
Reg 4	43
Reg 5	45
Reg 6	134
Reg 7	129
Reg 8	54
Reg 9	119
Reg 10	7
Reg 11	383
Reg 12	112
Reg 13	519

•24% Hunting visitors from Ontario are from Region 13 compared to 5% of total visits, 17% from Region 6 (13% total visits), and 11% from Region 7 (9% total visits)

Note: Ontario origin Hunting visitors represented 89% (395,000) of visits and 76% (\$105 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 Hunting Visitors by Province of Residence



- 79% of Other Canada Hunting visitors came from Quebec with 61% from Montreal, (total visits Quebec 67%, Montreal 44%)

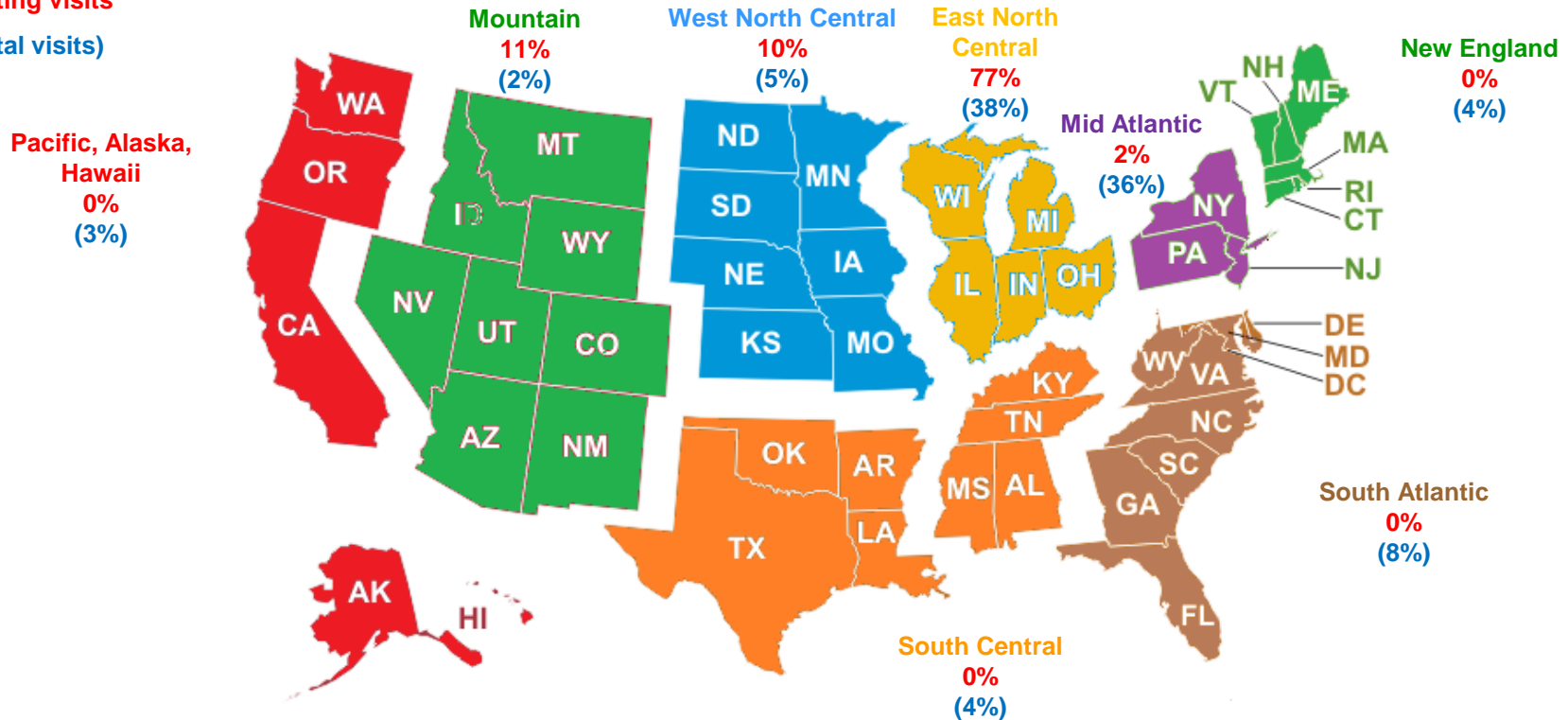
Note: Other Canada Hunting visitors represented 7% (32,000) of visits and 4% (\$6 M) of visitor spending

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. Hunting Visitors by Region of Residence

Hunting visits

(Total visits)

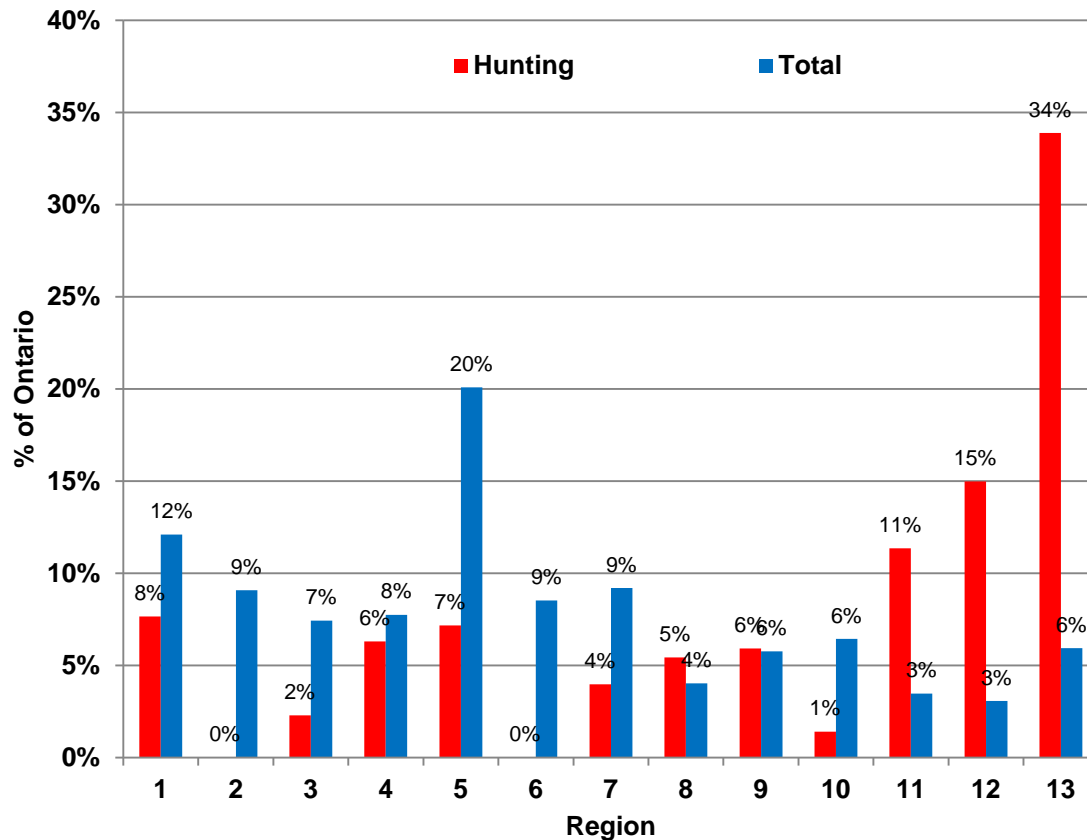


- 77% of U.S. Hunting visitors came from East North Central states (Michigan, Ohio, Illinois, Indiana, and Wisconsin)

Note: U.S. Hunting visitors represented 3% (14,000) of visits and 16% (\$22 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 – Hunting Visits by Region

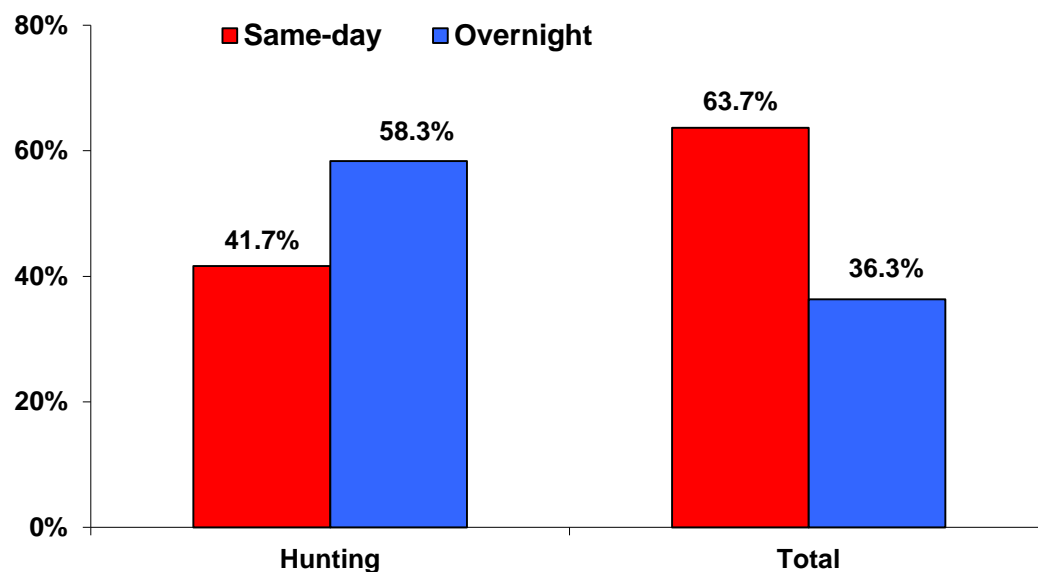


Hunting vs. Total	Destination Index
Reg 1	63
Reg 2	0
Reg 3	31
Reg 4	81
Reg 5	36
Reg 6	0
Reg 7	43
Reg 8	135
Reg 9	103
Reg 10	22
Reg 11	328
Reg 12	489
Reg 13	571

- 34% of Hunting visits took place in Region 13 compared to 6% of total visits, 15% in Region 12 (3% total), and 11% in Region 11 (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

Hunting Visits by Length of Stay

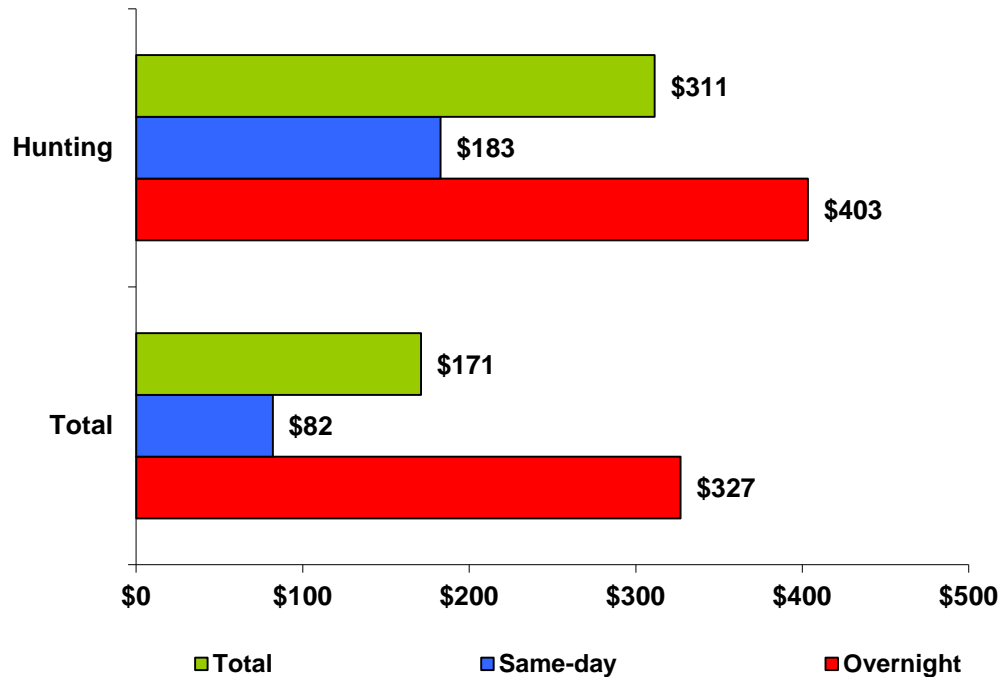


Hunting vs. Total	Length of Stay Index
Same-day	65
Overnight	161
Avg # nights	148

- The majority (58%) of Hunting visits were overnight visits. For comparison, 36% of total visits in Ontario were overnight visits
- The average number of nights spent on Hunting visits was 4.6, 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

Hunting \$/Trip by Length of Stay



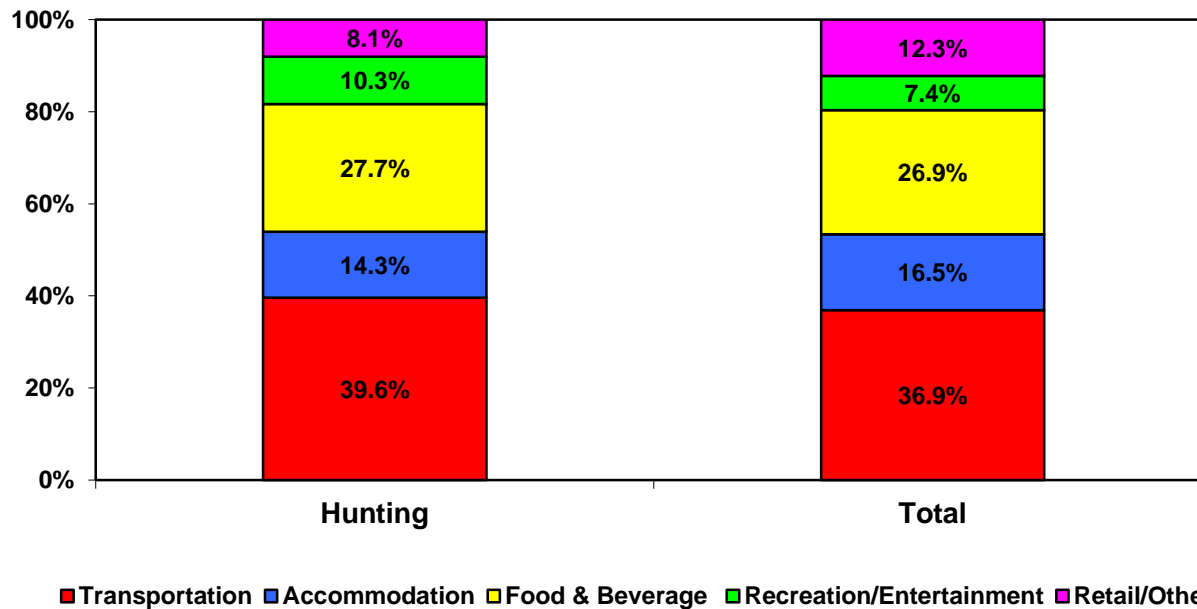
Hunting vs. Total	\$/Trip Index
Total	182
Same-day	222
Overnight	123

- Hunting visitors spent an average of \$311/trip (\$171/trip for total trips)
- On average, overnight visitors spent over twice as much per trip as same-day visitors

Total trip spending, not just spending on Hunting

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

Hunting Spending by Category



Hunting vs. Ontario	Spending Index
Transportation	107
Accommodation	87
Food & Beverage	103
Rec./Entertain.	139
Retail/Other	66

- The largest proportions of expenditures were spent on Transportation (40% Hunting, 37% total), and Food & Beverage (28% Hunting, 27% 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 Hunting Visitors

Activity	Hunting Visit Participation	Index vs Total
Any Outdoor/Sports Activity	100%	592
Hunting	100%	31563
Fishing	20%	556
Camping	16%	471
Boating	15%	322
Hiking	13%	325
Wildlife/Bird watching	13%	584
Visit a beach	4%	92
ATV	3%	2398
National/Provincial Nature Parks	3%	109

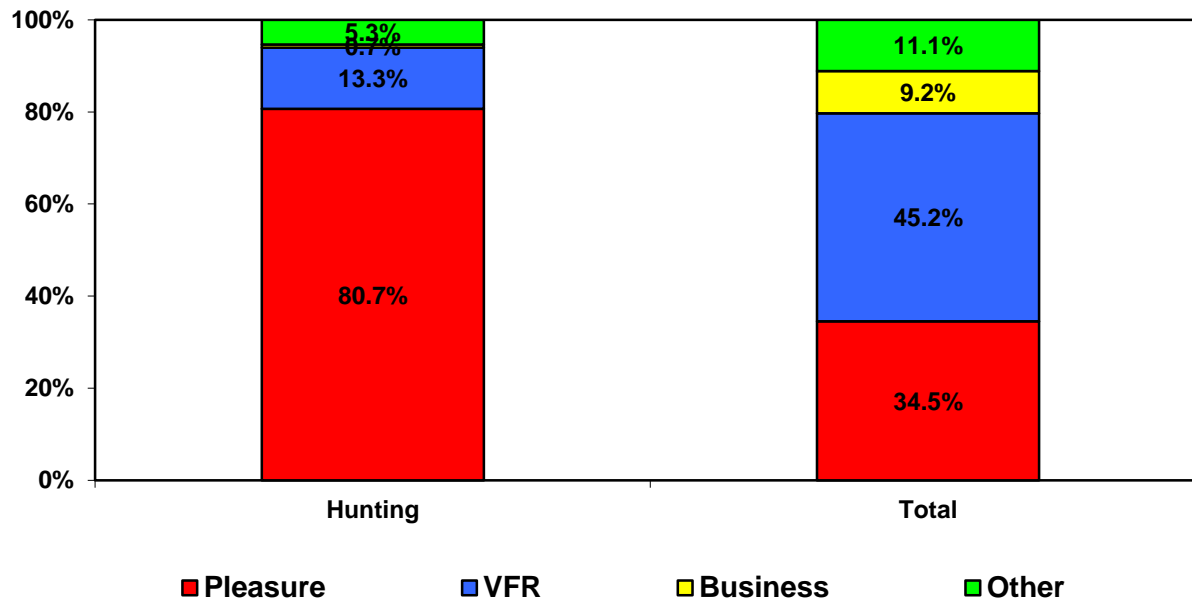
Activity	Hunting Visit Participation	Index vs Total
Golfing	3%	219
Cycling	3%	246
Snowmobiling	3%	843
Visit Friends or Relatives	3%	8
Skiing/Snowboarding	3%	222
Play a sport	3%	131
Restaurant or bar	2%	40
Historic Sites	2%	67
Shopping	2%	23
Festivals/Fairs	2%	58

Activity	Hunting Visit Participation	Index vs Total
Sports Events	2%	38
Indigenous	1%	1137
Museums/Art Galleries	1%	26
Zoos/Aquariums/Botanical Gardens	1%	53
Sightseeing	1%	14
Cultural Performances	1%	16
Movies	1%	71
Casinos	1%	20
Theme Parks	0%	38
Business Meeting/Conference/Seminar	0%	6

- 20% of Hunting visitors went fishing, 16% camping, 15% boating, and 13% 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 Hunting Visit

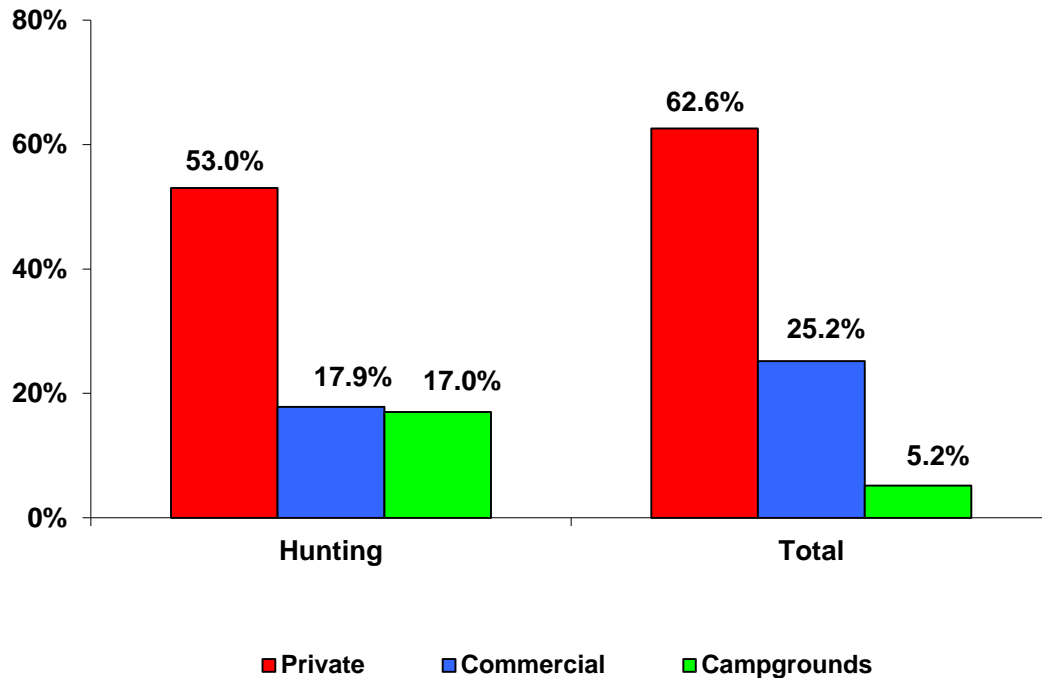


Hunting vs. Total	Purpose Index
Pleasure	234
VFR	29
Business	8
Other	48
VFR: Visiting Friends and / or Relatives	

- Most trips were pleasure trips (81% 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

Hunting Visits by Accommodation Type

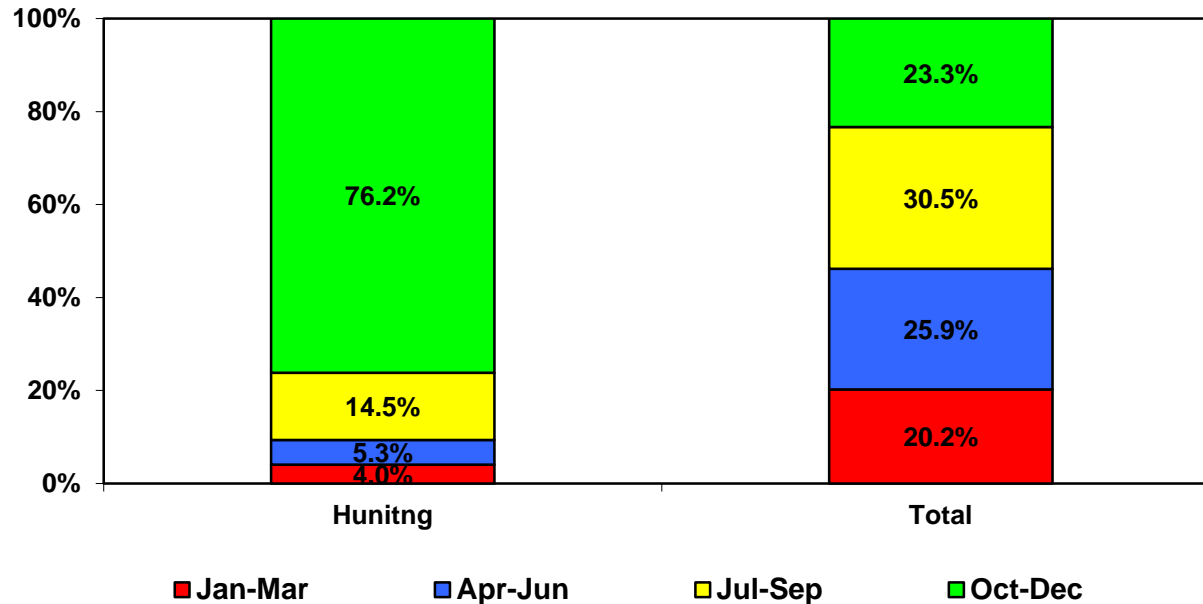


Hunting vs. Total	Type Index
Private	85
Commercial	71
Campground	328

- The majority (53%) of overnight Hunting visits were spent at unpaid accommodations such as private homes and cottages, compared to 63% of total visits
- 17% of overnight Hunting 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

Hunting Visits by Time of Year

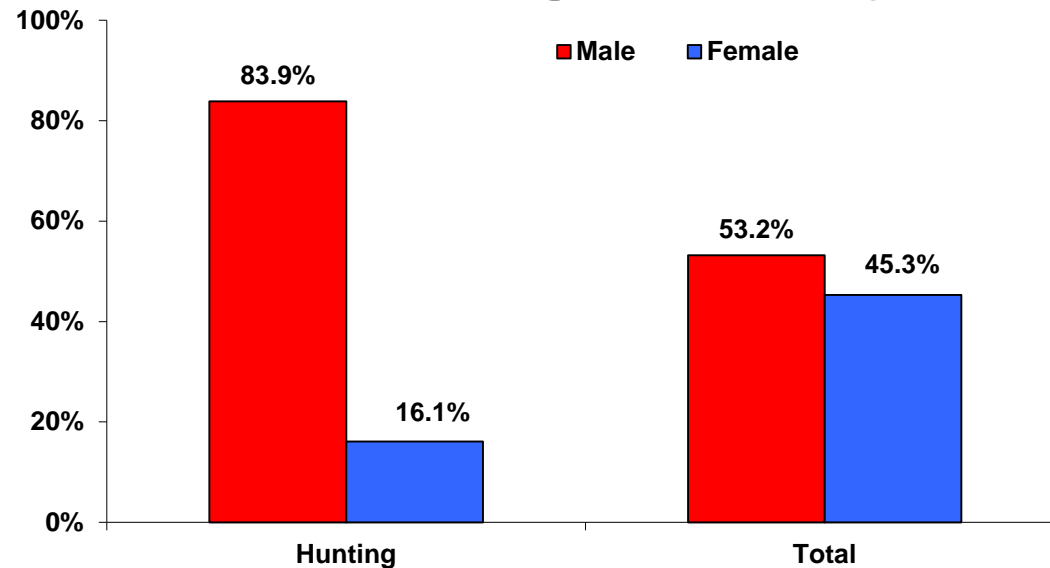


Hunting vs. Total	Quarter Index
Jan-Mar	20
Apr-Jun	21
Jul-Sept	47
Oct-Dec	327

- The largest proportion of trips occur in the fall with 76% of Hunting trips taking place in Oct-Dec versus 23% 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

Hunting Visits by Gender



Hunting vs. Total	Gender Index
Male	158
Female	36

- Males made the majority (84%) of Hunting visits. For comparison, 53% of total visits in Ontario were among male visitors

Hunting Visits by Party Size



Hunting vs. Total	Party Size Index
1 person	89
2 persons	66
3+ persons	166
Avg party size	119
With children	49

Avg Party Size

2.9

2.4

With children

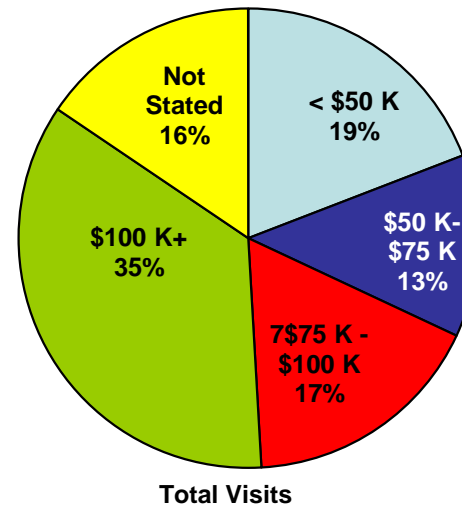
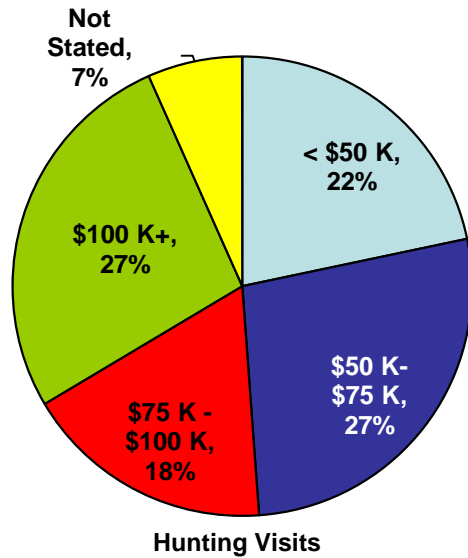
6%

13%

- 42% of Hunting visits were among groups of 3 or more people compared to 25% of total visits
- 6% of Hunting 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 Hunting Visitor's Income

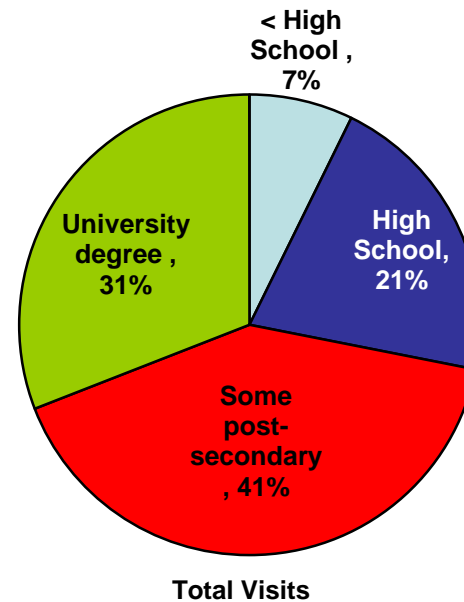
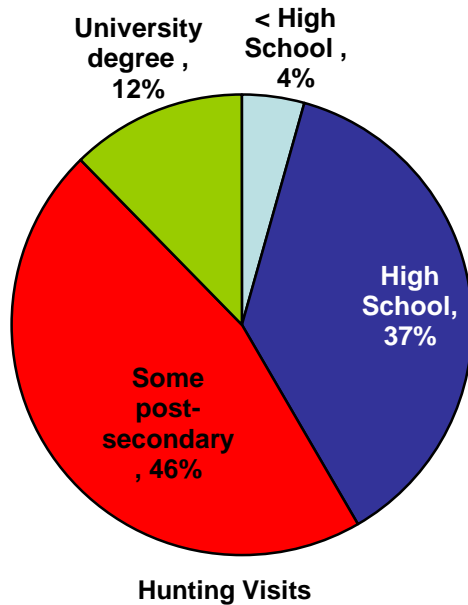


Hunting vs. Total	Income Index
< \$50 K	113
\$50 K - \$75 K	211
\$75 K - \$100 K	103
\$100 K+	76

- 27% of Canadian Hunting 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 Hunting Visitor's Education



Hunting vs. Ontario	Education Index
< High School	60
High School	179
Some post-secondary	112
University degree	40

- 12% of Canadian Hunting 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

Hunting Summary

- In 2014, there were 442,000 Hunting visits, accounting for 0.3% of total visits to Ontario. Hunting visitors spent \$138 million, or 0.6% of total visitor spending in Ontario.
- Ontario residents accounted for 89% of visits and 76% of spending, residents of Other Canada accounted for 7% of visits and 4% of spending, U.S. visitors represented 3% of visits and 16% of expenditures, and overseas visitors accounted for less than 1% of visits and 3% of spending
- 24% Hunting visitors from Ontario are from Region 13 compared to 5% of total visits, 17% from Region 6 (13% total visits), and 11% from Region 7 (9% total visits)
- 34% of Hunting visits took place in Region 13 compared to 6% of total visits, 15% in Region 12 (3% total), and 11% in Region 11 (3% total)

Hunting Summary

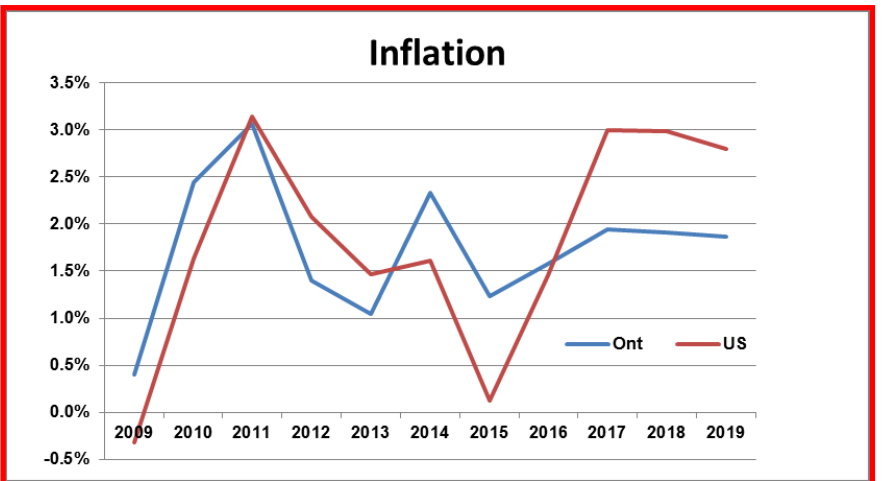
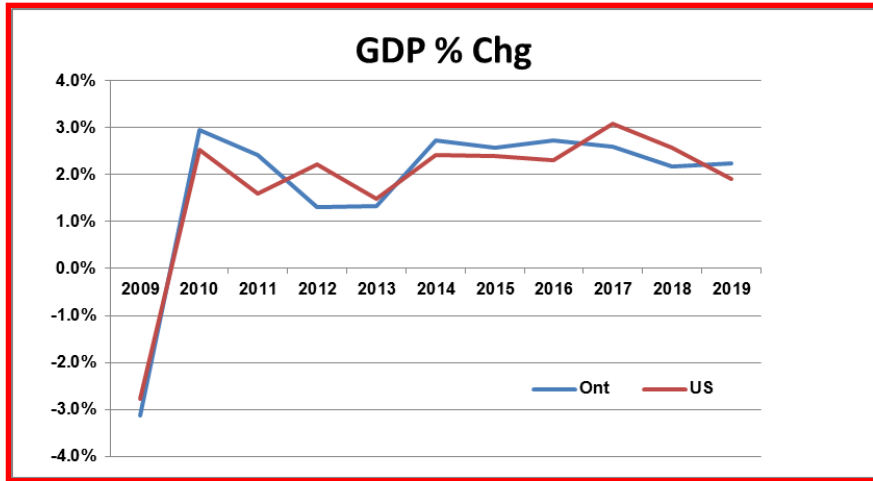
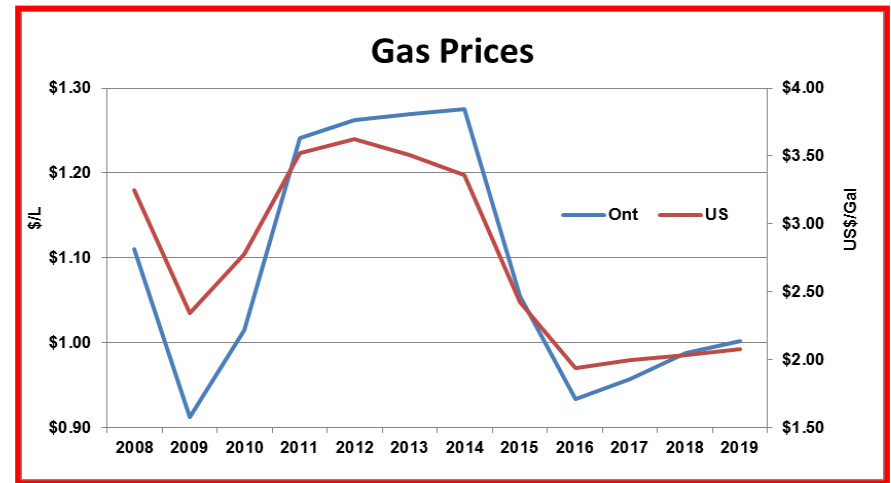
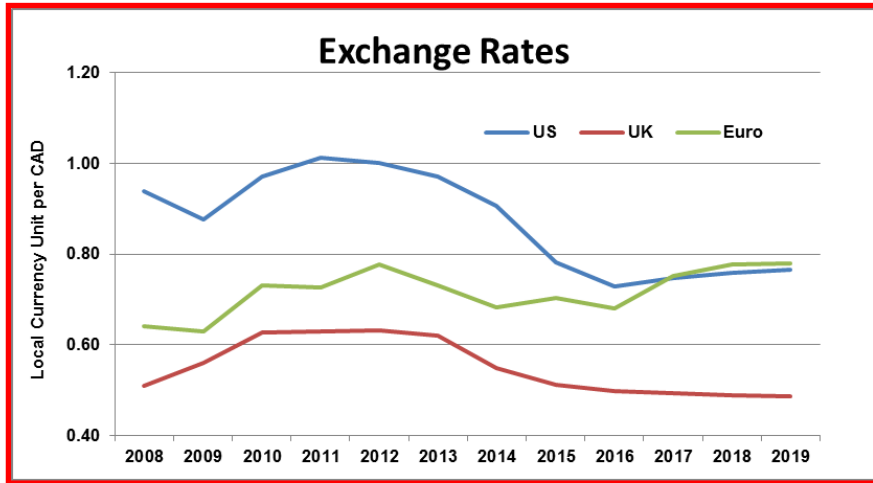
- The majority (58%) of Hunting visits were overnight visits. For comparison, 36% of total visits in Ontario were overnight visits. The average number of nights spent on Hunting visits was 4.6, above Ontario's average of 3.1 nights
- Hunting visitors spent an average of \$311/trip (\$171/trip for total trips). On average, overnight visitors spent over twice as much per trip as same-day visitors
- The largest proportions of expenditures were spent on Transportation (40% Hunting, 37% total), and Food & Beverage (28% Hunting, 27% total)
- 20% of Hunting visitors went fishing, 16% camping, 15% boating, and 13% hiking
- Most trips were pleasure trips (81% compared to 34% of total trips)

Hunting Summary

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- The largest proportion of trips occur in the fall with 76% of Hunting trips taking place in Oct-Dec versus 23% of total trips
- 42% of Hunting visits were among groups of 3 or more people compared to 25% of total visits. 6% of Hunting visits included children versus 13% of total visits
- 27% of Canadian Hunting visitors in Ontario had an household income greater than \$100,000 compared to 35% of total visitors
- 12% of Canadian Hunting 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

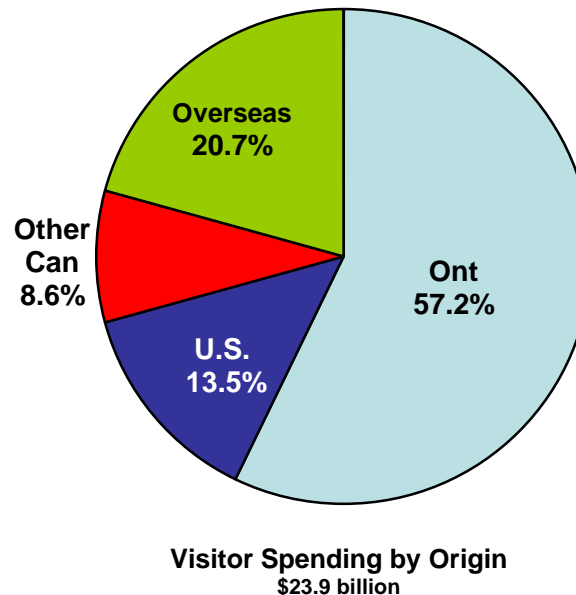
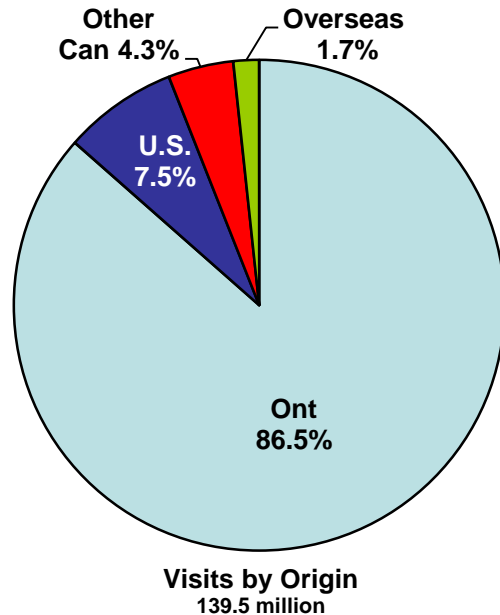
- February 7–23 – The XXII **Olympic Winter Games** are held in Sochi, Russia
- March 8 – **Malaysia Airlines Flight 370**, a Boeing 777 airliner en route to Beijing from Kuala Lumpur, disappears over the Gulf of Thailand with 239 people on board. The aircraft is presumed to have crashed into the Indian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

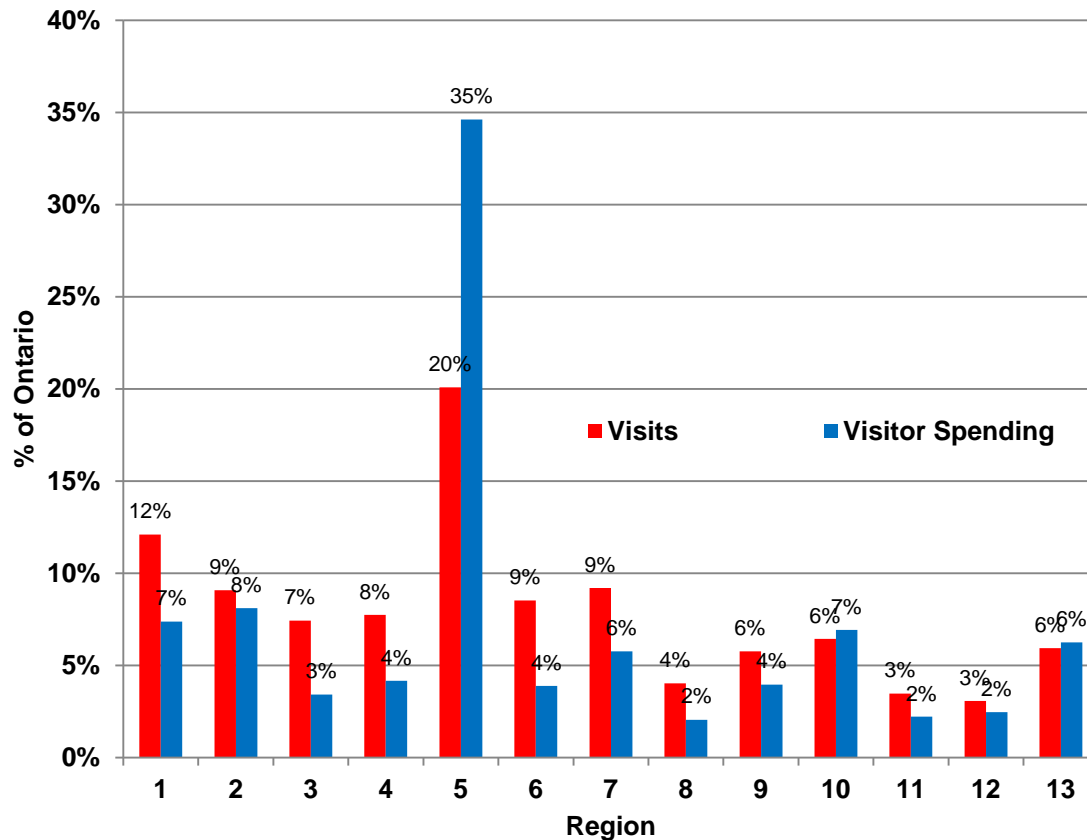


Ontario	2014	VS 2012
Visits	139.5M	-1.0%
Visitor Spending	\$23.9B	5.1%

- 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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