

Ontario Skiing 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 downhill skiing or snowboarding.

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

Index

less than 80

80-100

greater than 120

Interpretation

Skiing trips underdeveloped versus total trips

Skiing trips similar to total trips

Skiing trips overdeveloped versus total trips

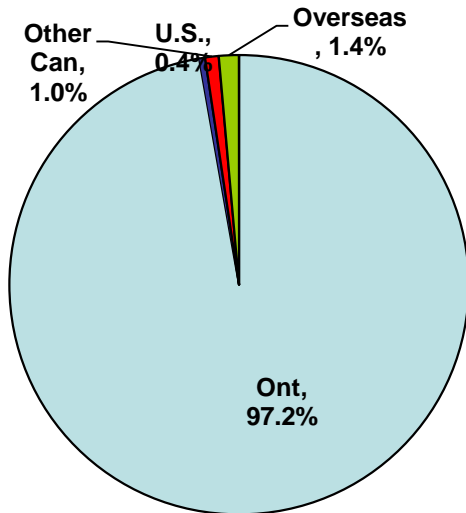
Visits and Spending

Region	Visits (millions)	Visitor Spending (\$ billions)
Ontario Total	139.5	23.9
Ontario Skiing	1.1	0.3
Ontario Skiing proportion of Ontario Total	0.8%	1.2%

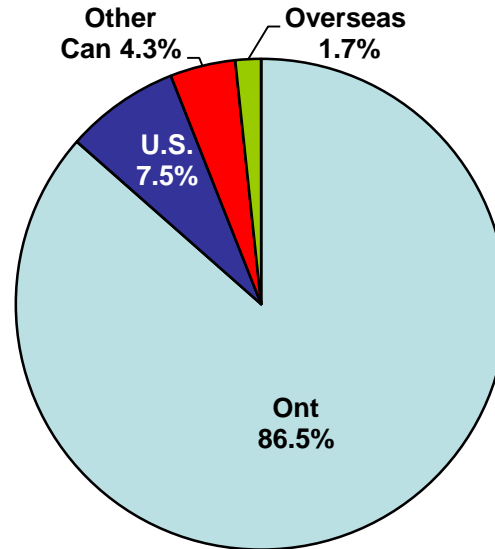
- In 2014, there were 1.1 million Skiing visits in Ontario, representing 0.8% of total visits in Ontario
- Skiing visitors in spent \$292 million, accounting for 1.2% of total visitor spending in Ontario

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

Skiing and Total Visits by Origin



Skiing Visits by Origin
1.1 million



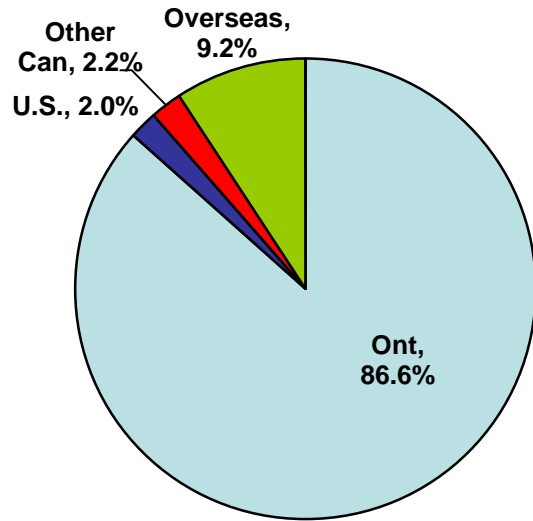
Total Visits by Origin
139.5 million

Skiing vs. Total	Visit Index
Ontario	112
U.S.	5
Other Canada	22
Overseas	84

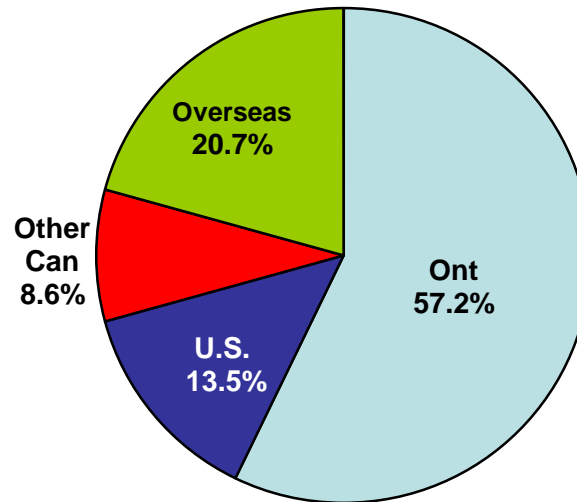
- Ontario residents accounted for the majority of Skiing (97%) and total (86%) visits
- U.S. visitors accounted for less than 1% of Skiing visits compared to 8% of total visits
- Visitors from Other Canada comprised 1% of Skiing visits and 4% of total visits
- Overseas visitors accounted for 1% of Skiing 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

Skiing and Total Spending by Origin



Skiing Visitor Spending by Origin
\$292 million



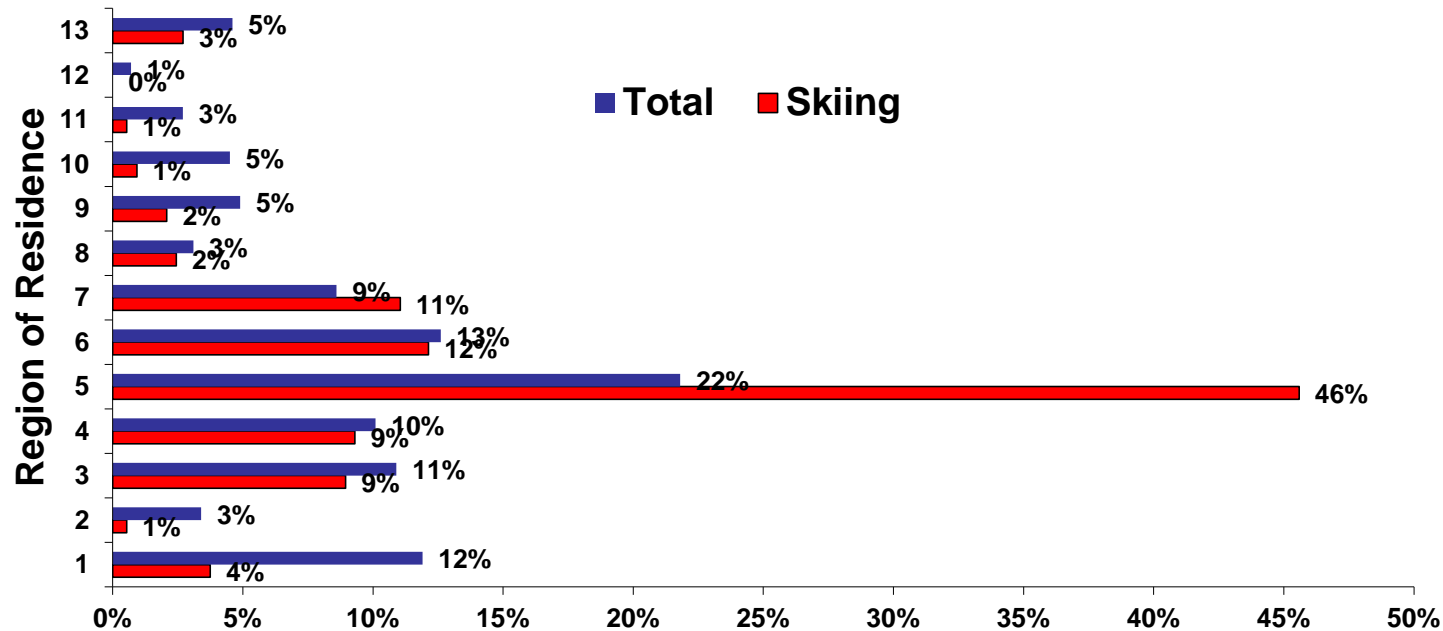
Total Visitor Spending by Origin
\$23.9 billion

Skiing vs. Total	Spending Index
Ontario	151
U.S.	15
Other Canada	26
Overseas	45

- Ontario residents accounted for the majority of Skiing (87%) and total (57%) spending
- U.S. visitors accounted for 2% of Skiing spending compared to 14% of total spending
- Visitors from Other Canada comprised 2% of Skiing spending and 9% of total spending
- Overseas visitors accounted for 9% of Skiing 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 Skiing Visitors by Region of Residence



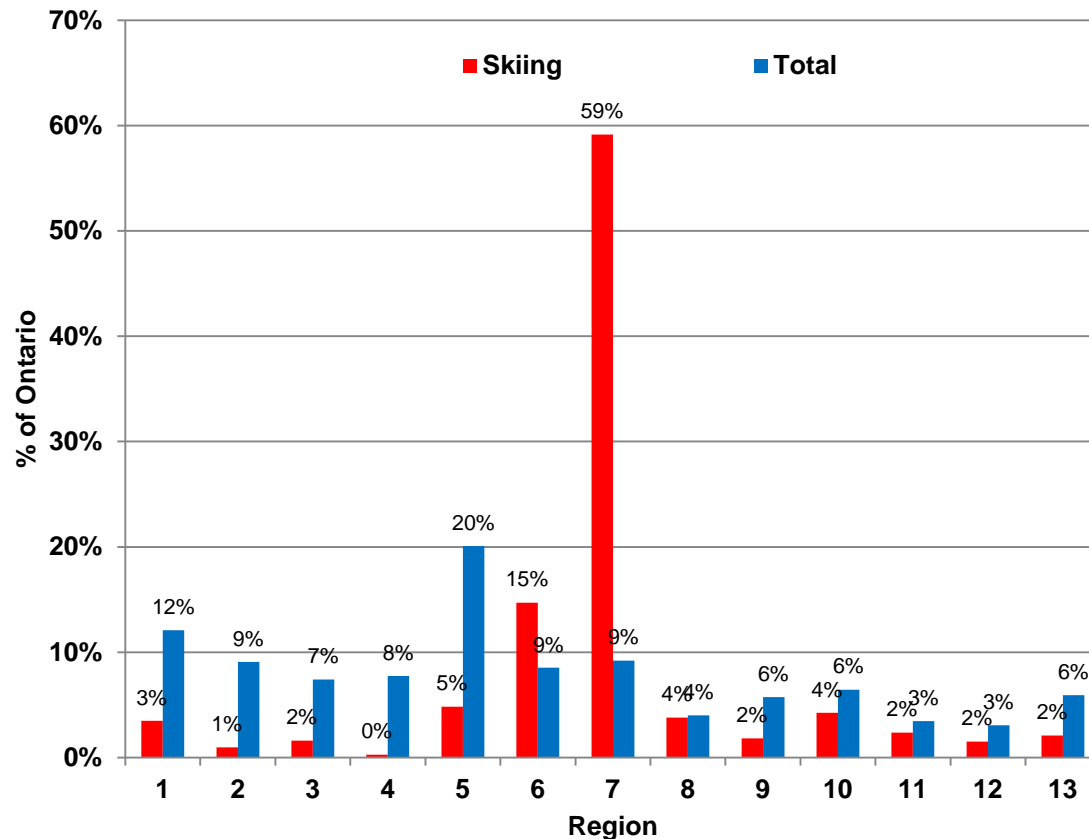
Skiing vs. Total	Visits from Ontario Index
Reg 1	31
Reg 2	16
Reg 3	82
Reg 4	92
Reg 5	209
Reg 6	96
Reg 7	128
Reg 8	79
Reg 9	42
Reg 10	21
Reg 11	20
Reg 12	0
Reg 13	59

•46% Skiing visitors from Ontario are from Region 5 compared to 22% of total visits, 12% from Region 6 (13% total visits), and 11% from Region 7 (9% total visits)

Note: Ontario origin Skiing visitors represented 97% (1.1 M) of visits and 87% (\$253 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 – Skiing Visits by Region

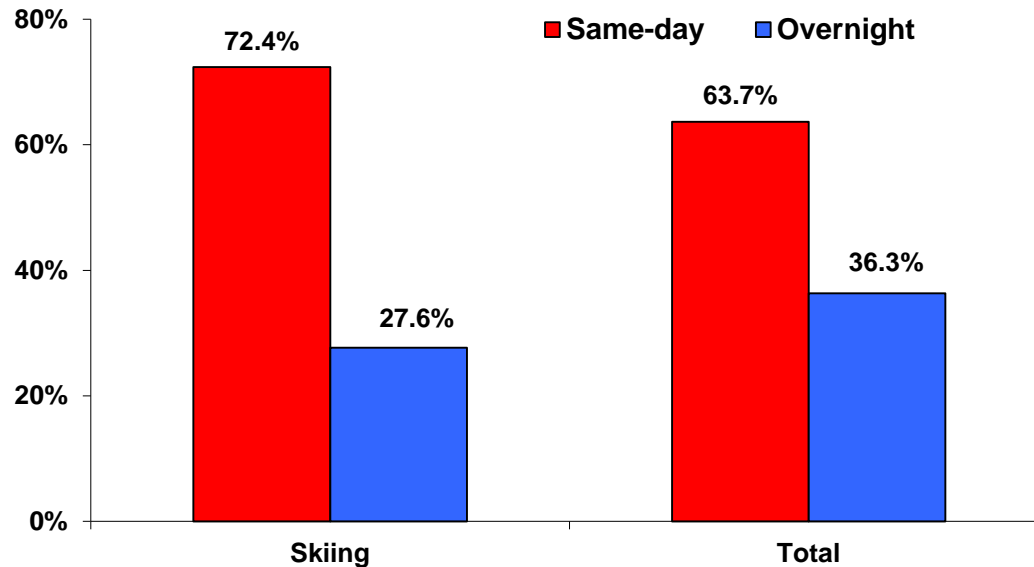


Skiing vs. Total	Destination Index
Reg 1	29
Reg 2	11
Reg 3	22
Reg 4	4
Reg 5	24
Reg 6	173
Reg 7	642
Reg 8	94
Reg 9	32
Reg 10	66
Reg 11	69
Reg 12	49
Reg 13	35

- 59% of Skiing visits took place in Region 7 compared to 9% of total visits, and 15% in Region 6 (9% total)

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

Skiing Visits by Length of Stay

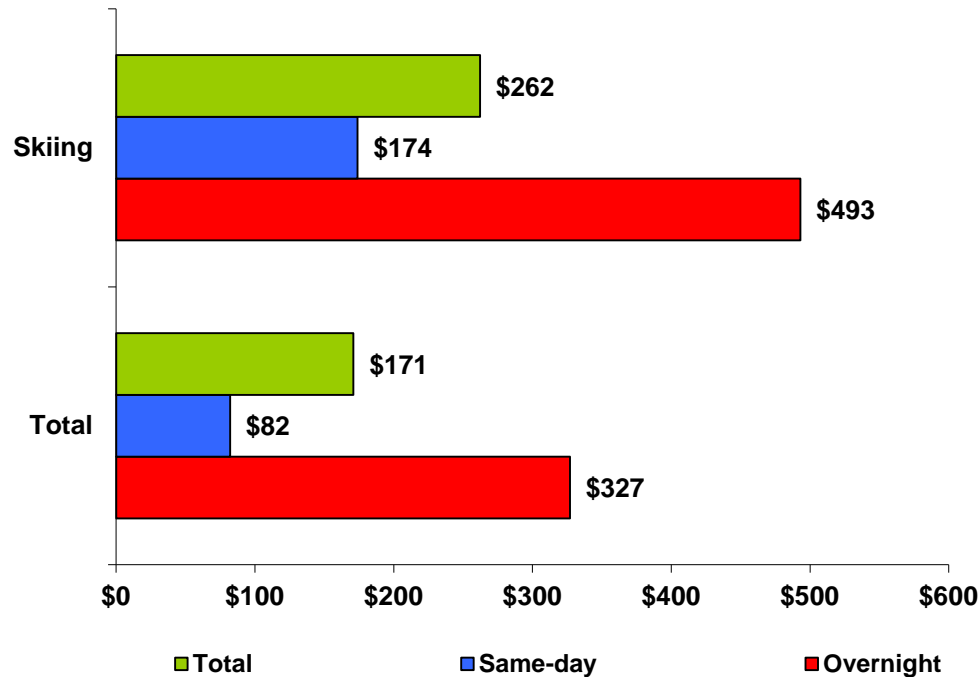


Skiing vs. Total	Length of Stay Index
Same-day	114
Overnight	76
Avg # nights	112

- The majority (72%) of Skiing visits were same-day visits. For comparison, 64% of total visits in Ontario were same-day visits
- The average number of nights spent on Skiing overnight visits was 3.5, 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

Skiing \$/Trip by Length of Stay



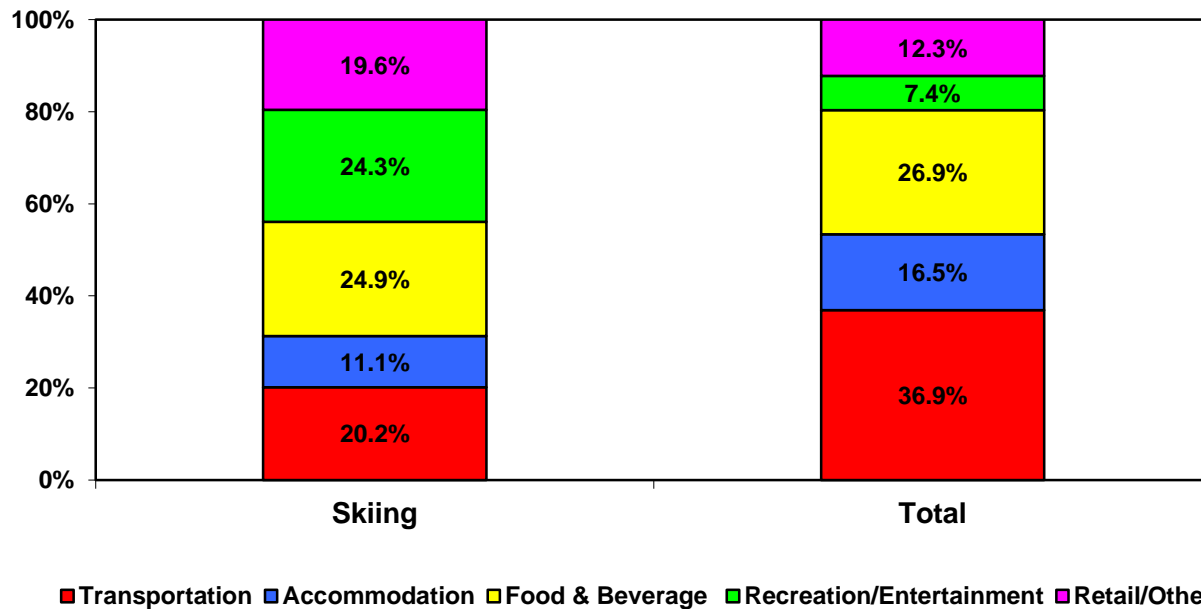
Skiing vs. Total	\$/Trip Index
Total	153
Same-day	211
Overnight	151

- Skiing visitors spent an average of \$262/trip (\$171/trip for total trips)
- On average, overnight visitors spent almost three times as much per trip as same-day visitors

Total trip spending, not just spending on Skiing

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

Skiing Spending by Category



Skiing vs. Ontario	Spending Index
Transportation	55
Accommodation	67
Food & Beverage	92
Rec./Entertain.	328
Retail/Other	160

- The largest proportions of expenditures were spent on Food & Beverage (25% Skiing, 27% total) and Recreation (24% Skiing, 7% total)
- Skiing visitors spent a larger proportion on Retail, 20%, than total visitors, 12%

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 Skiing Visitors

Activity	Skiing Visit Participation	Index vs Total
Any Outdoor/Sports Activity	100%	592
Skiing/Snowboarding	100%	8519
Play a sport	3%	170
Wildlife/Bird watching	3%	128
National/Provincial Nature Parks	3%	84
Cultural Performances	2%	56
Restaurant or bar	2%	34
Visit Family or Relatiaves	2%	6
Sightseeing	2%	33
Shopping	2%	19

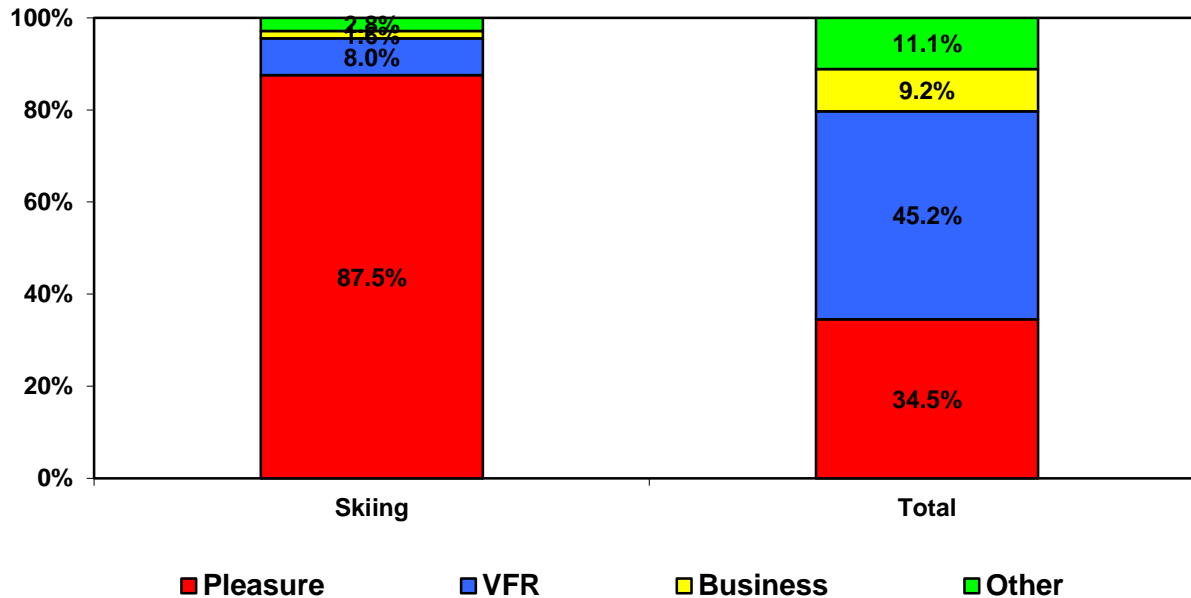
Activity	Skiing Visit Participation	Index vs Total
Casinos	2%	59
Sports Events	2%	38
Zoos/Aquariums/Botanical Gardens	1%	95
Theme Parks	1%	110
Hiking	1%	32
Museums/Art Galleries	1%	31
Snowmobiling	1%	296
Camping	1%	22
Historic Sites	1%	19
Movies	1%	62

Activity	Skiing Visit Participation	Index vs Total
Festivals/Fairs	0%	14
Hunting	0%	123
Visit a beach	0%	5
ATV	0%	89
Golfing	0%	8
Business Meeting/Conference/Seminar	0%	2
Fishing	0%	2
Cycling	0%	2
Medical/Dental appointment	0%	2
Aboriginal	0%	0

- Skiing visitors participate primarily in skiing

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 Skiing Visit

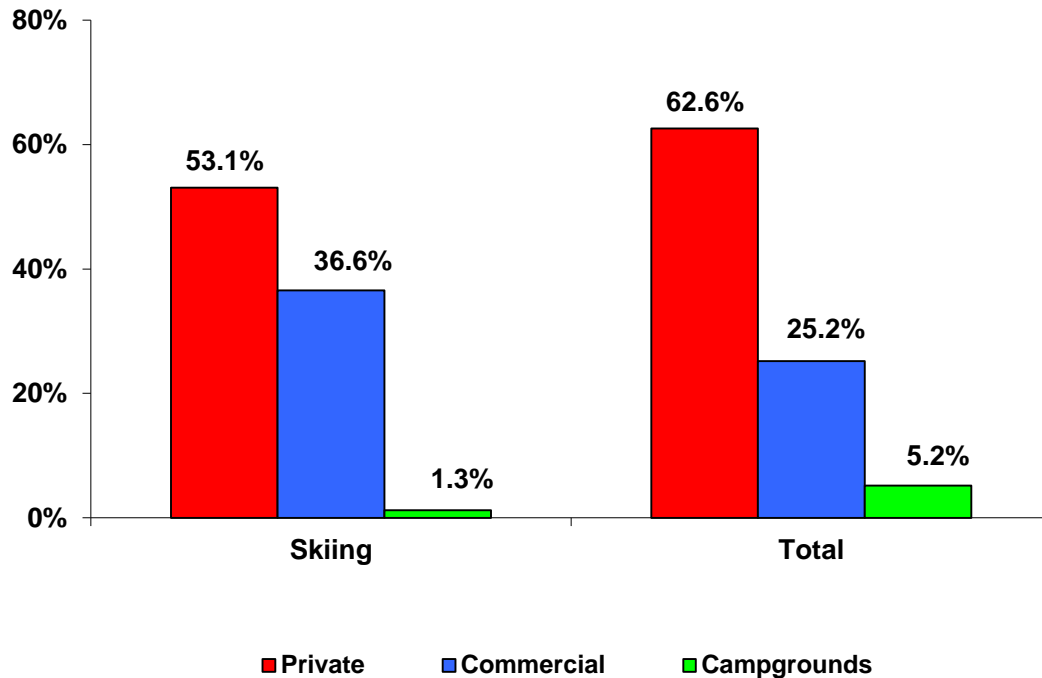


Skiing vs. Total	Purpose Index
Pleasure	254
VFR	18
Business	18
Other	25
VFR: Visiting Friends and / or Relatives	

- Most trips were pleasure trips (88% 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

Skiing Visits by Accommodation Type

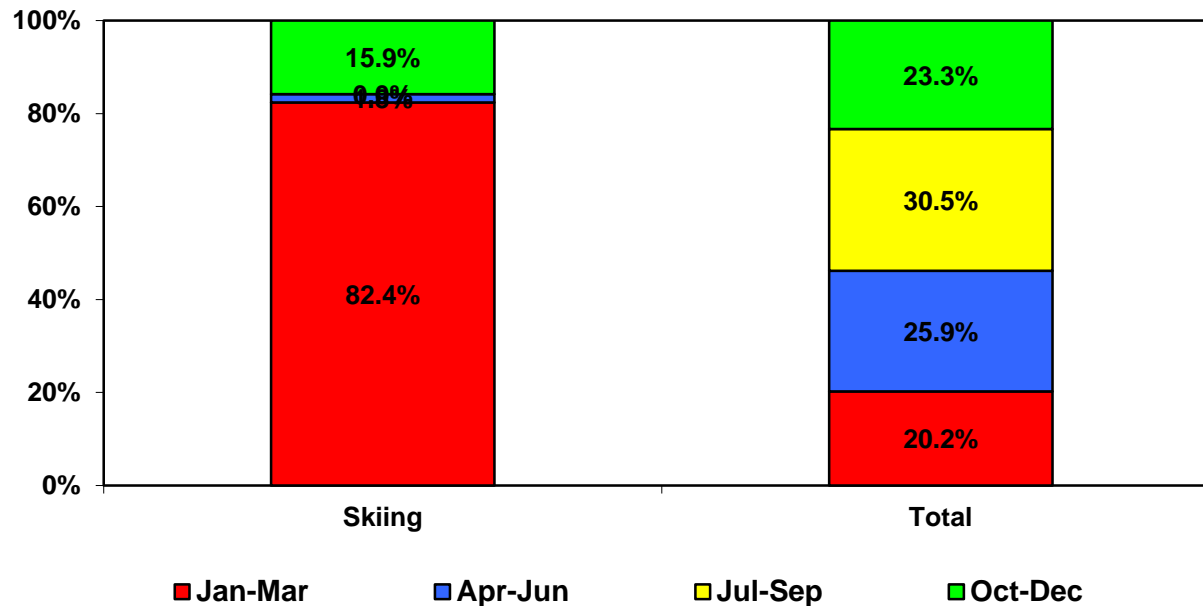


Skiing vs. Total	Type Index
Private	85
Commercial	145
Campground	24

- The majority (53%) of overnight Skiing visits were spent at unpaid accommodations such as private homes and cottages, compared to 63% of total visits
- 37% of overnight Skiing visits were spent in hotels/motels versus 25% 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

Skiing Visits by Time of Year

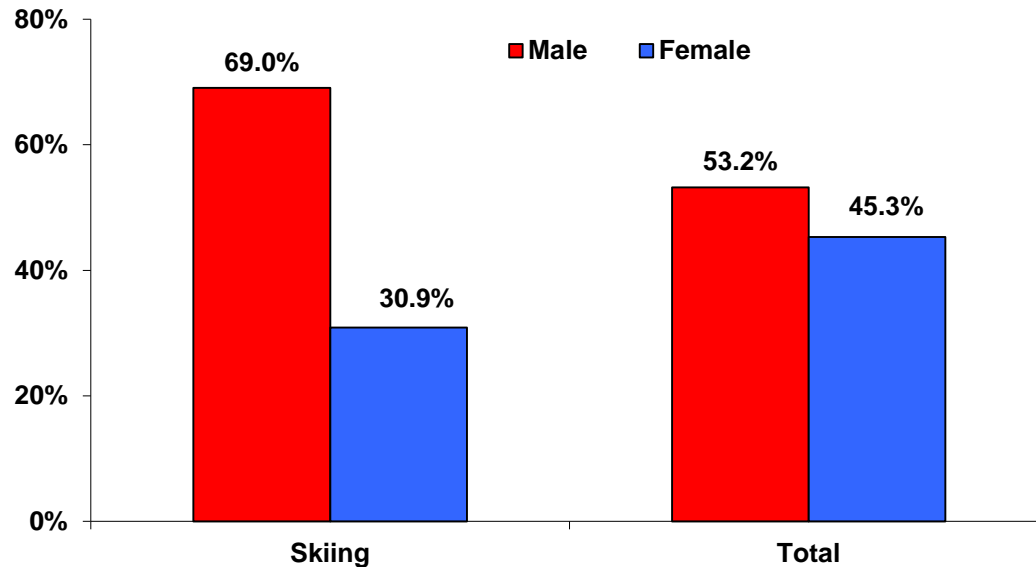


Skiing vs. Total	Quarter Index
Jan-Mar	407
Apr-Jun	7
Jul-Sept	0
Oct-Dec	68

- The largest proportion of trips occur in the winter months with 82% of Skiing trips taking place in Jan-Mar versus 20% 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

Skiing Visits by Gender

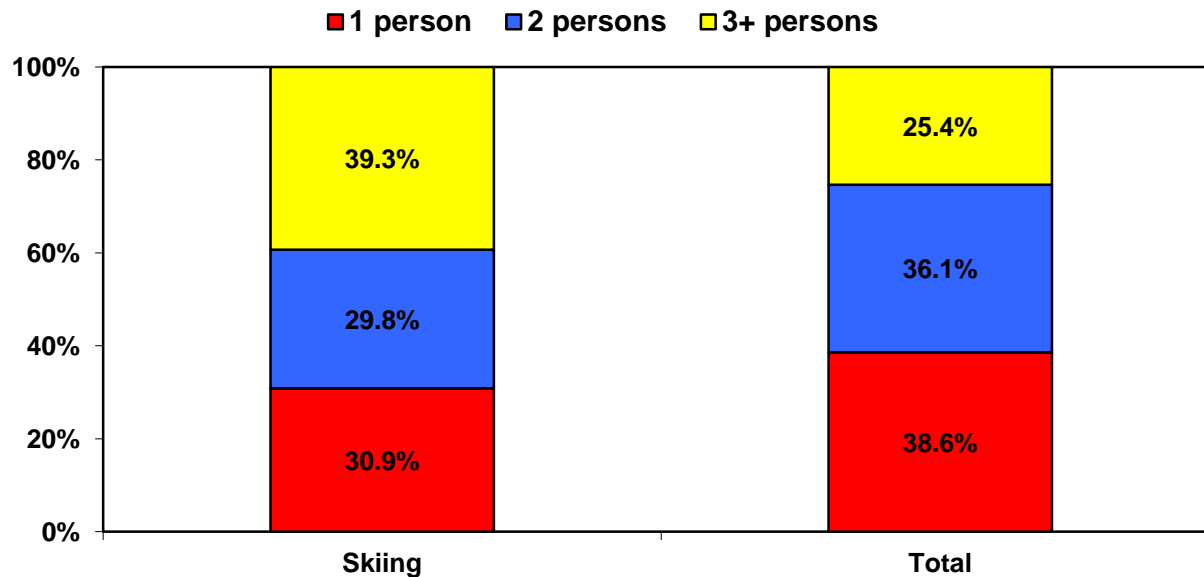


Skiing vs. Total	Gender Index
Male	130
Female	68

- Males made the majority (69%) of Skiing visits. For comparison, 53% of total visits in Ontario were among male visitors

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

Skiing Visits by Party Size



Skiing vs. Total	Party Size Index
1 person	80
2 persons	83
3+ persons	155
Avg party size	137
With children	172

Avg Party Size

3.3

2.4

With children

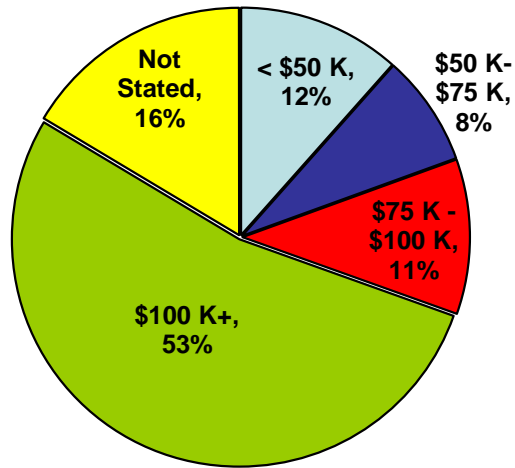
22%

13%

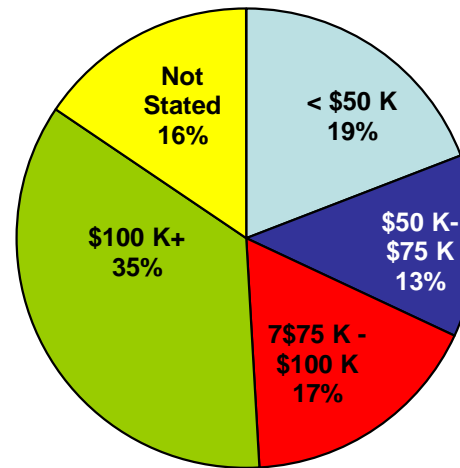
- 39% of Skiing visits were among groups of 3 or more people compared to 25% of total visits
- 22% of Skiing visits included children versus 13% of total visits

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

Domestic Skiing Visitor's Income



Skiing Visits



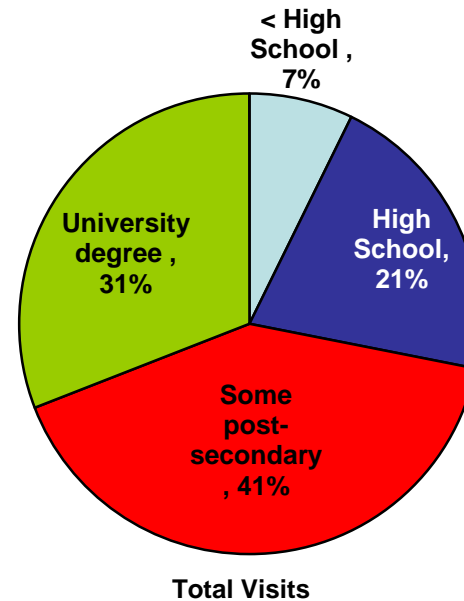
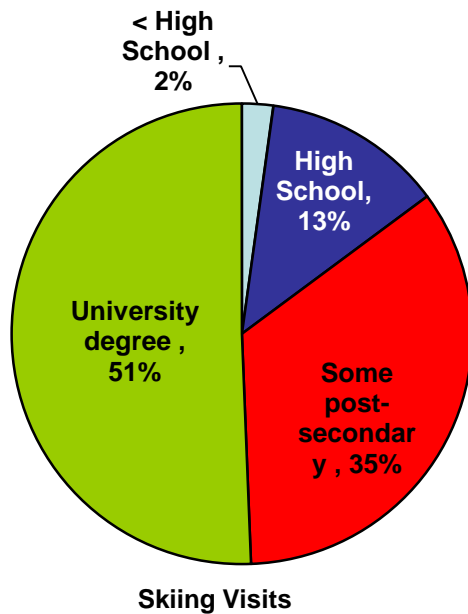
Total Visits

Skiing vs. Total	Income Index
< \$50 K	60
\$50 K- \$75 K	62
\$75 K - \$100 K	64
\$100 K+	150

- 53% of Canadian Skiing 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 Skiing Visitor's Education



Skiing vs. Ontario	Education Index
< High School	30
High School	61
Some post-secondary	84
University degree	164

- 51% of Canadian Skiing 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

Skiing Summary

- In 2014, there were 1.1 million Skiing visits, accounting for 0.8% of total visits to Ontario. Skiing visitors spent \$292 million, or 1.2% of total visitor spending in Ontario.
- Ontario residents accounted for 97% of visits and 87% of spending, residents of Other Canada accounted for 1% of visits and 2% of spending, U.S. visitors represented less than 1% of visits and 2% of expenditures, and overseas visitors accounted for 1% of visits and 9% of spending
- 46% Skiing visitors from Ontario are from Region 5 compared to 22% of total visits, 12% from Region 6 (13% total visits), and 11% from Region 7 (9% total visits)
- 59% of Skiing visits took place in Region 7 compared to 9% of total visits, and 15% in Region 6 (9% total)

Skiing Summary

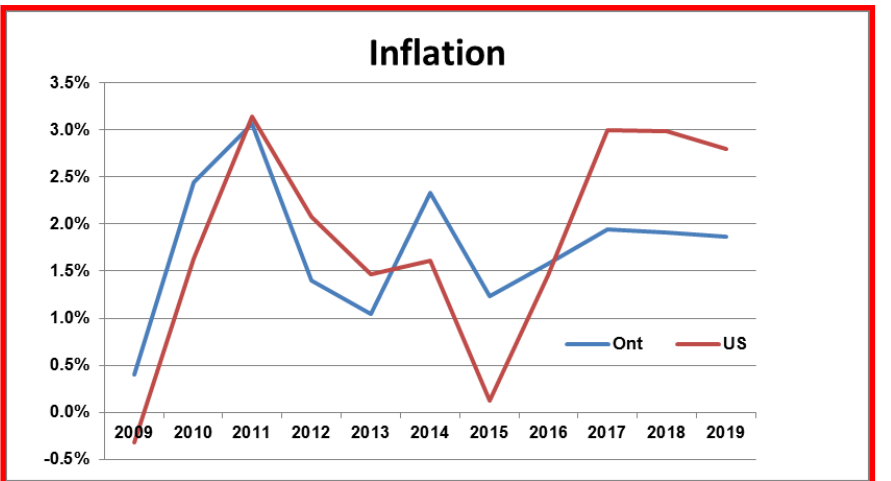
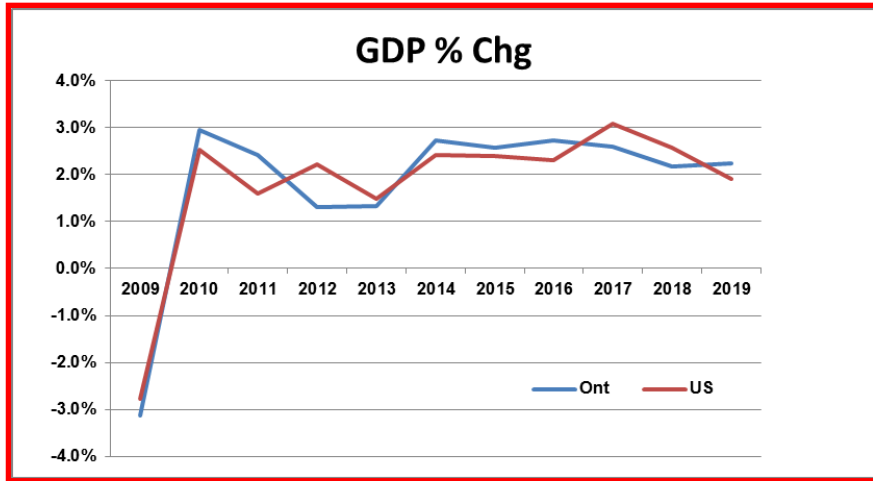
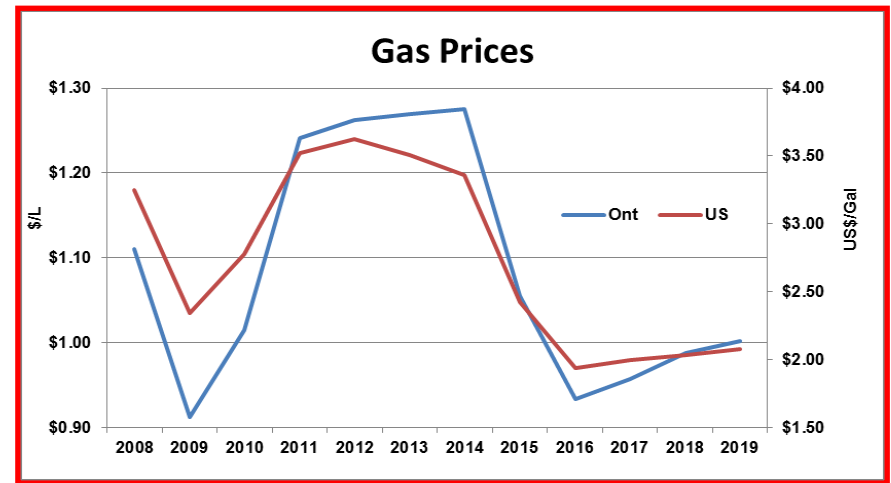
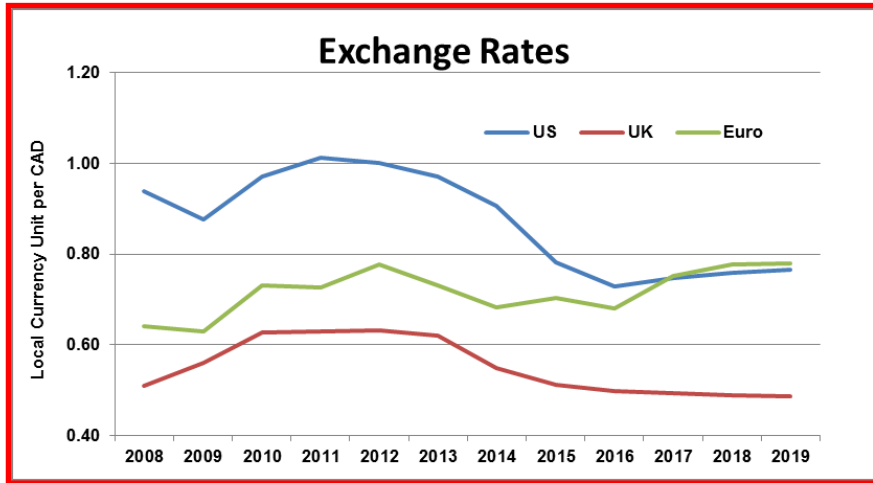
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- Skiing visitors spent an average of \$262/trip (\$171/trip for total trips). On average, overnight visitors spent almost three times as much per trip as same-day visitors
- The largest proportions of expenditures were spent on Food & Beverage (25% Skiing, 27% total) and Recreation (24% Skiing, 7% total). Skiing visitors spent a larger proportion on Retail, 20%, than total visitors, 12%
- Skiing visitors participate primarily in skiing
- Most trips were pleasure trips (88% compared to 34% of total trips)

Skiing Summary

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- The largest proportion of trips occur in the winter months with 82% of Skiing trips taking place in Jan-Mar versus 20% of total trips
- 39% of Skiing visits were among groups of 3 or more people compared to 25% of total visits. 22% of Skiing visits included children versus 13% of total visits
- 53% of Canadian Skiing visitors in Ontario had an household income greater than \$100,000 compared to 35% of total visitors
- 51% of Canadian Skiing 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

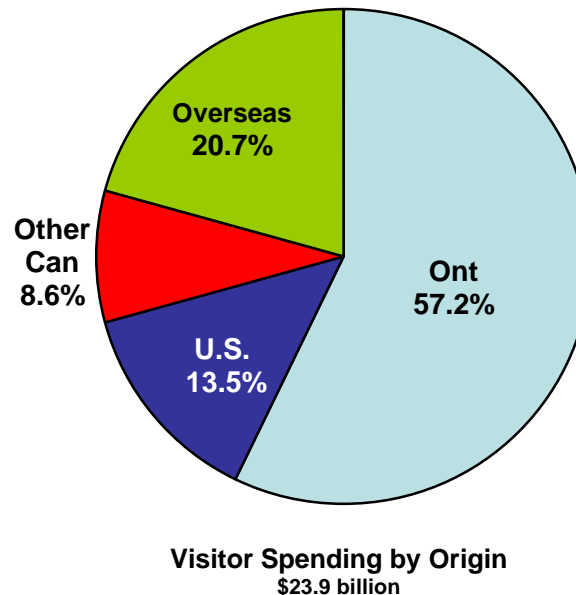
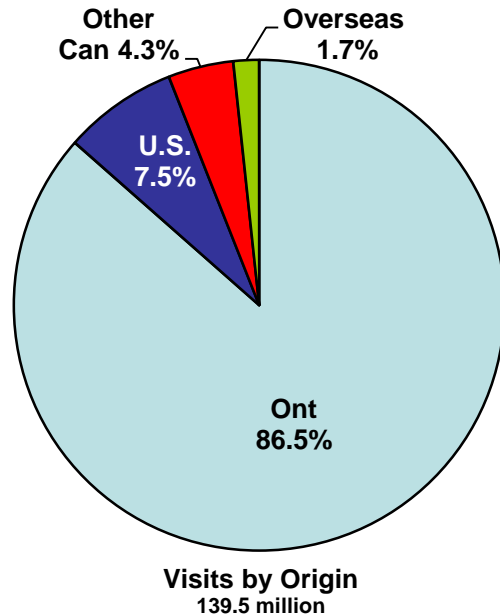
- February 7–23 – The XXII **Olympic Winter Games** are held in Sochi, Russia
- March 8 – **Malaysia Airlines Flight 370**, a Boeing 777 airliner en route to Beijing from Kuala Lumpur, disappears over the Gulf of Thailand with 239 people on board. The aircraft is presumed to have crashed into the Indian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

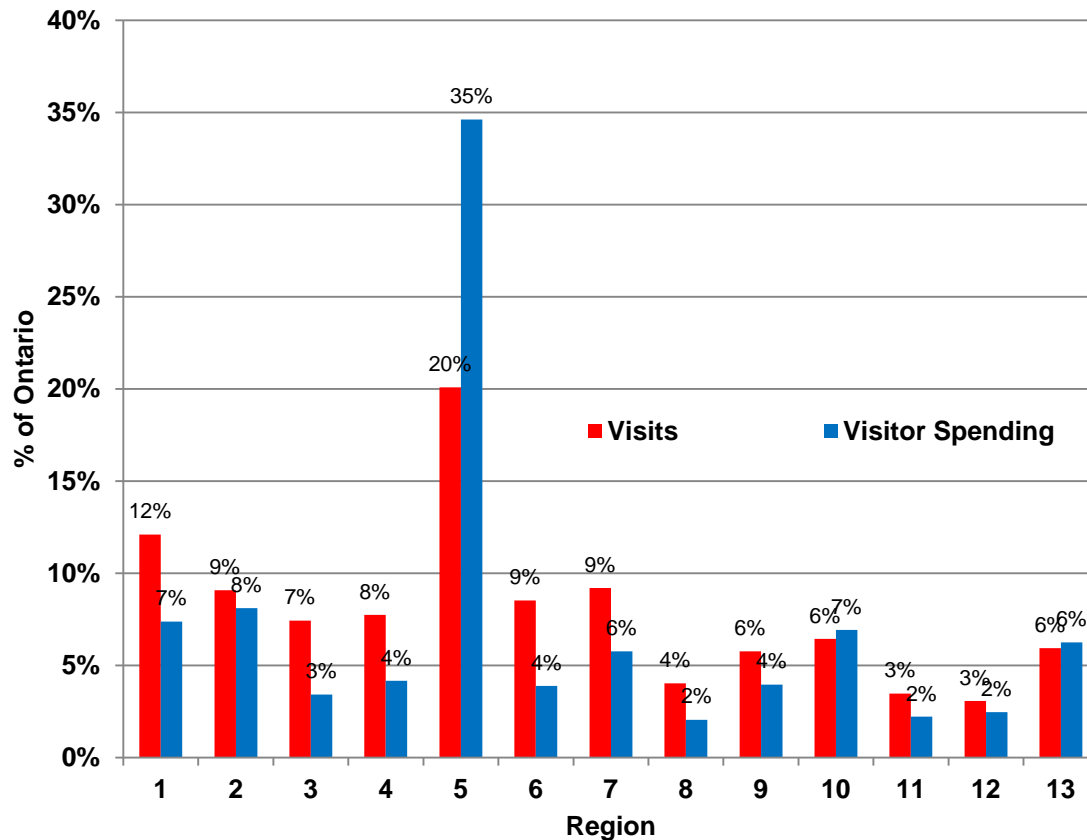


Ontario	2014	VS 2012
Visits	139.5M	-1.0%
Visitor Spending	\$23.9B	5.1%

- 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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