

Ontario Snowmobiling 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 Snowmobiling.

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

Index

less than 80

80-100

greater than 120

Interpretation

Snowmobiling trips underdeveloped versus total trips

Snowmobiling trips similar to total trips

Snowmobiling trips overdeveloped versus total trips

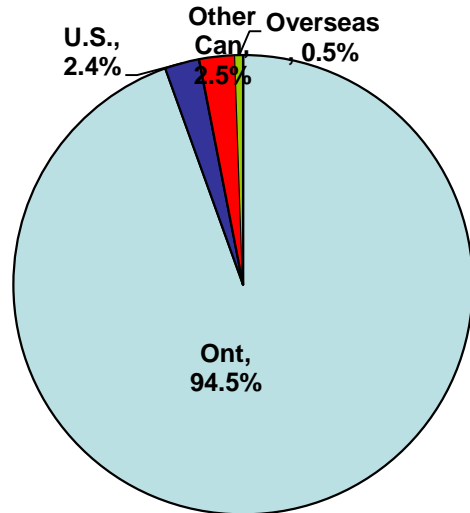
Visits and Spending

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

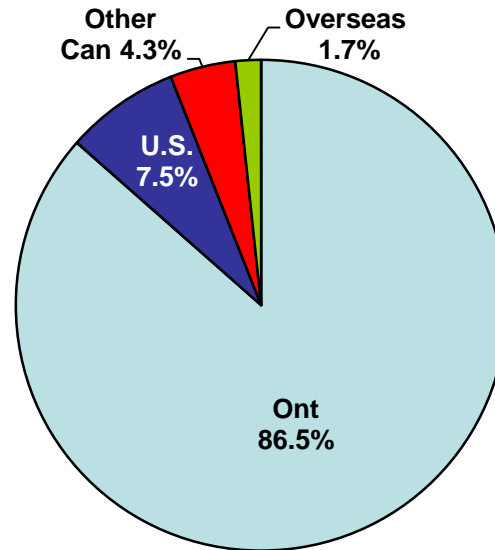
- In 2014, there were 445,000 Snowmobiling visits in Ontario, representing 0.3% of total visits in Ontario
- Snowmobiling visitors in spent \$78 million, accounting for 0.3% of total visitor spending in Ontario

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

Snowmobiling and Total Visits by Origin



Snowmobiling Visits by Origin
445,000



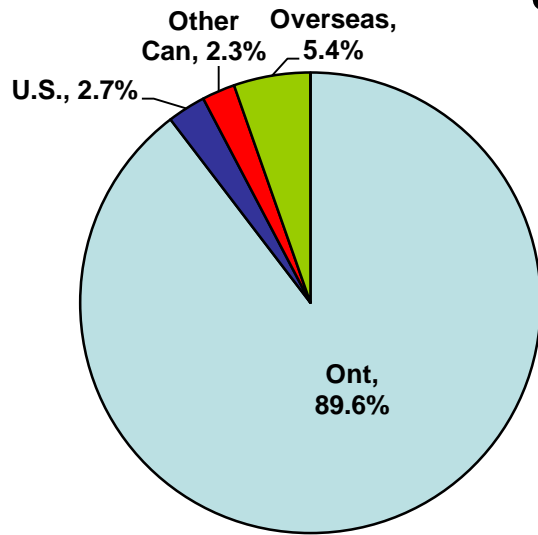
Total Visits by Origin
139.5 million

Snowmobiling vs. Total	Visit Index
Ontario	109
U.S.	32
Other Canada	58
Overseas	32

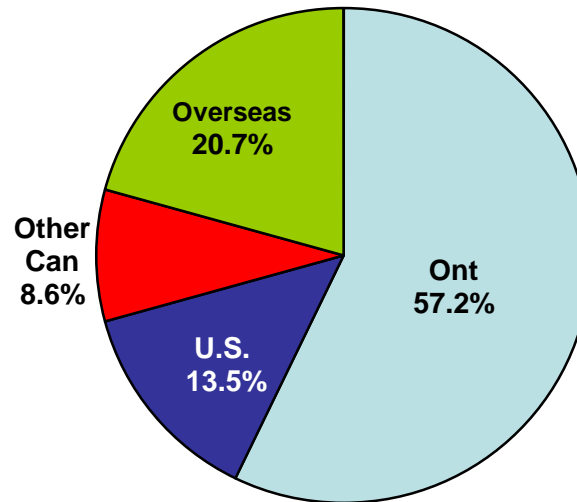
- Ontario residents accounted for the majority of Snowmobiling (94%) and total (86%) visits
- U.S. visitors accounted for 2% of Snowmobiling visits compared to 8% of total visits
- Visitors from Other Canada comprised 2% of Snowmobiling visits and 4% of total visits
- Overseas visitors accounted for less than 1% of Snowmobiling 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

Snowmobiling and Total Spending by Origin



Snowmobiling Visitor Spending by Origin
\$78 million



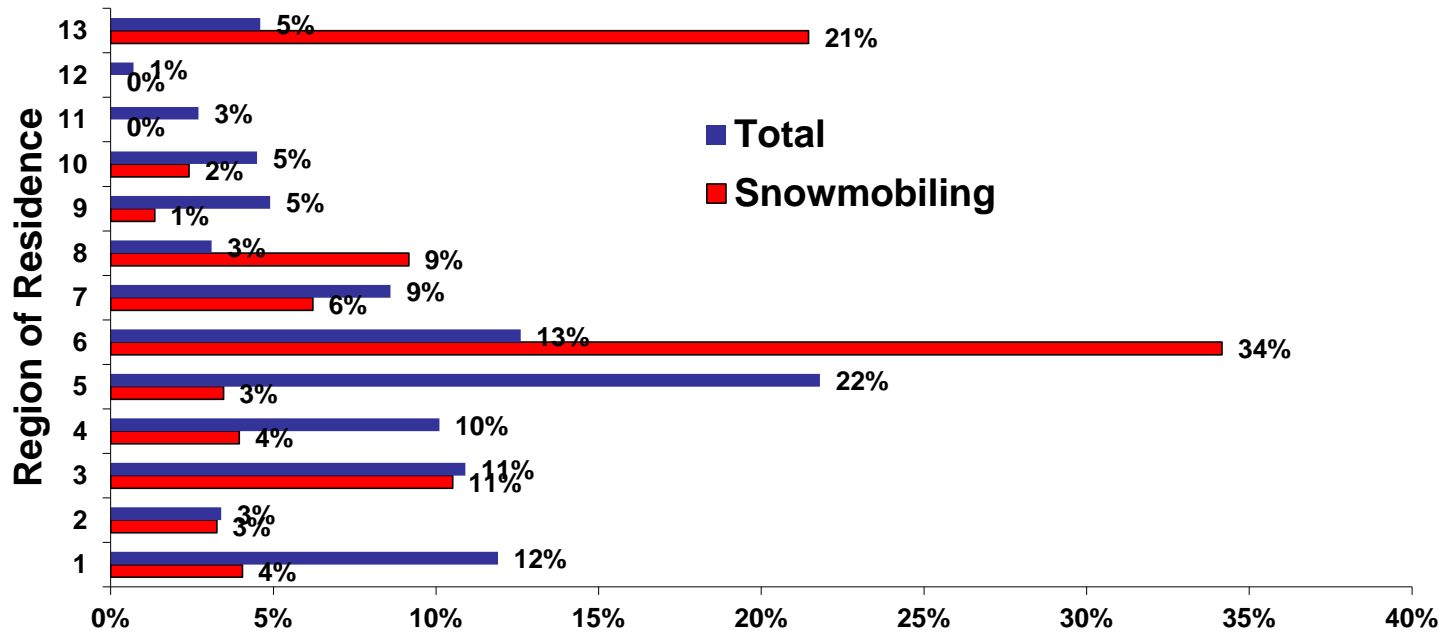
Total Visitor Spending by Origin
\$23.9 billion

Snowmobiling vs. Total	Spending Index
Ontario	157
U.S.	20
Other Canada	27
Overseas	26

- Ontario residents accounted for the majority of Snowmobiling (90%) and total (57%) spending
- U.S. visitors accounted for 3% of Snowmobiling spending compared to 14% of total spending
- Visitors from Other Canada comprised 2% of Snowmobiling spending and 9% of total spending
- Overseas visitors accounted for 5% of Snowmobiling 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 Snowmobiling Visitors by Region of Residence



Snowmobiling vs. Total	Visits from Ontario Index
Reg 1	34
Reg 2	96
Reg 3	96
Reg 4	39
Reg 5	16
Reg 6	271
Reg 7	72
Reg 8	296
Reg 9	28
Reg 10	54
Reg 11	0
Reg 12	0
Reg 13	466

•34% of Snowmobiling visitors from Ontario are from Region 6 compared to 13% of total visits and 21% from Region 13 (5% total visits)

Note: Ontario origin Snowmobiling visitors represented 95% (421,000) of visits and 90% (\$70 M) of visitor spending

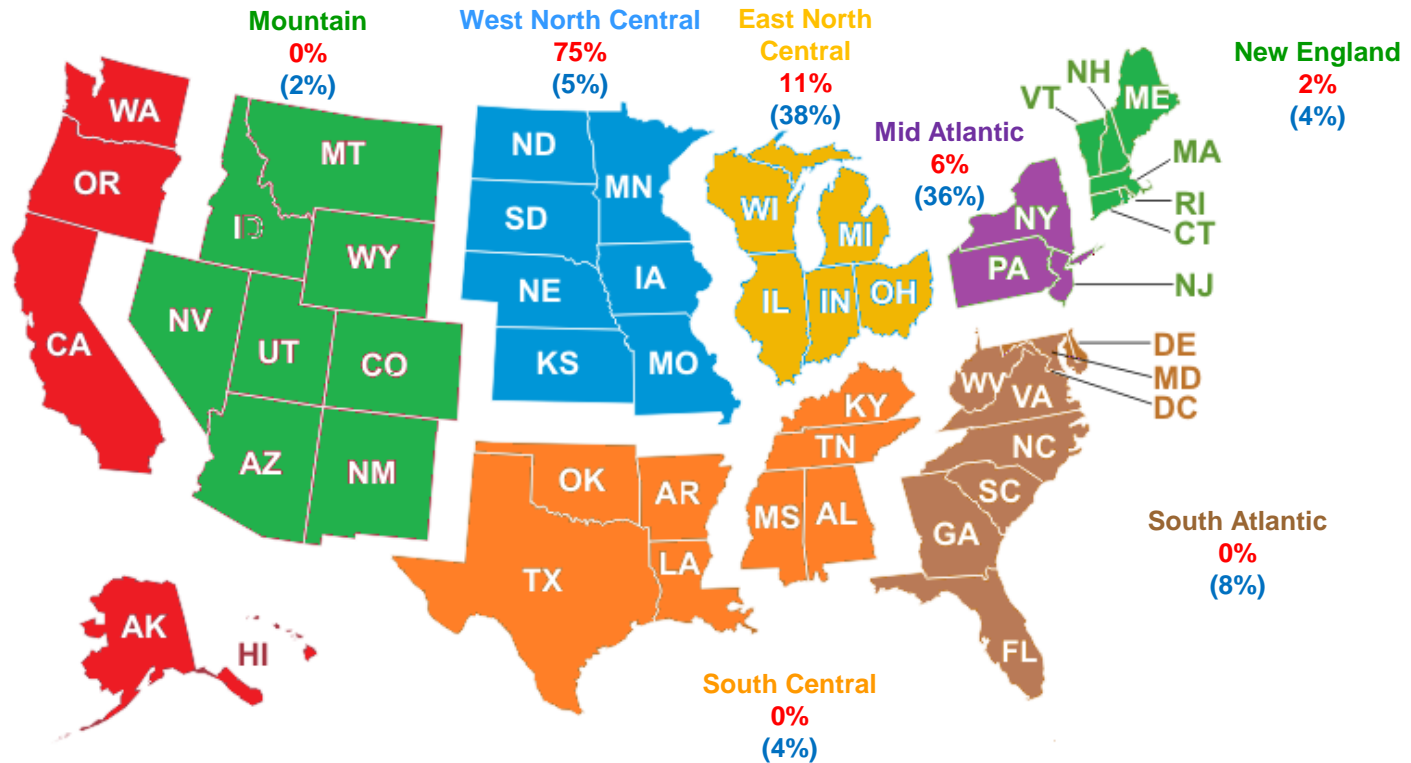
Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey 2014; Ontario Ministry of Tourism, Culture and Sport

U.S. Snowmobiling Visitors by Region of Residence

Snowmobiling visits

(Total visits)

Pacific, Alaska, Hawaii
6% (3%)

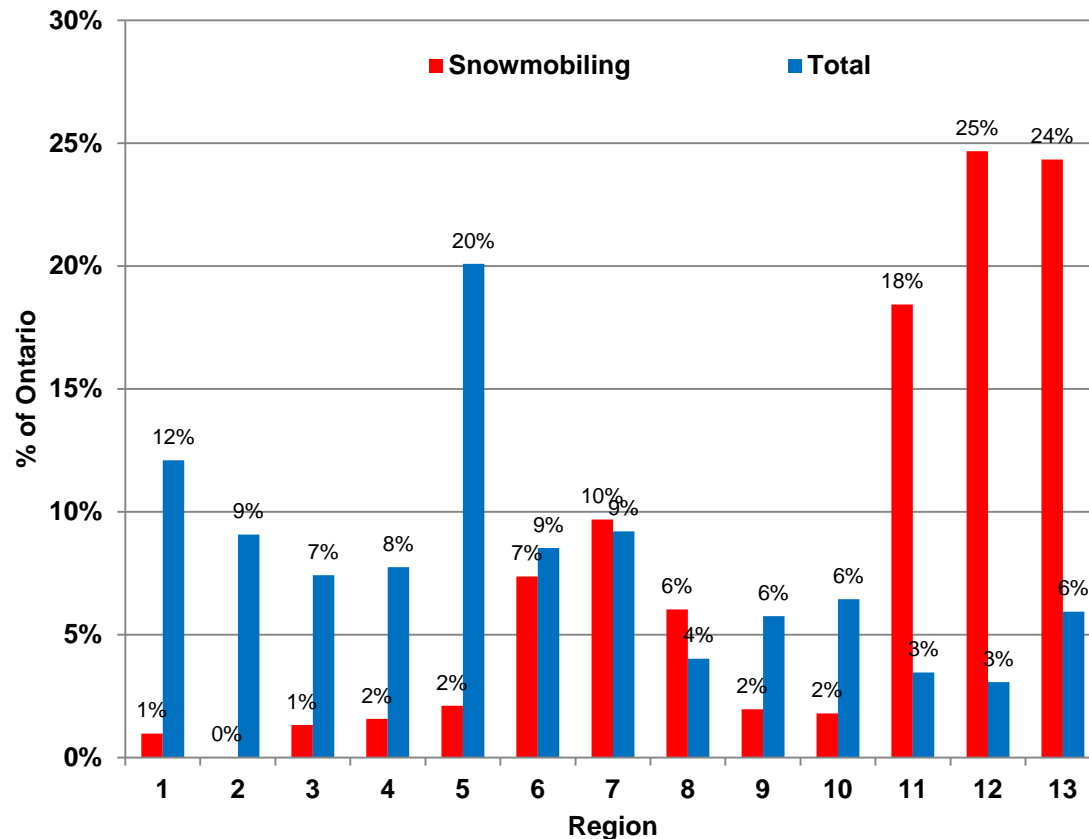


- 75% of U.S. Snowmobiling visitors came from West North Central states

Note: U.S. Snowmobiling visitors represented 2% (11,000) of visits and 3% (\$2 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 – Snowmobiling Visits by Region

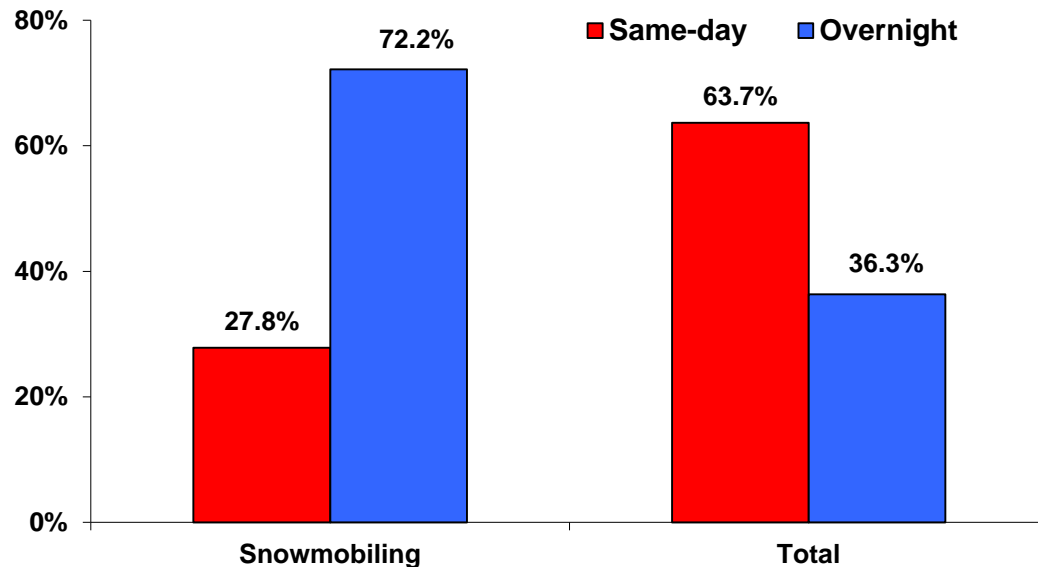


Snowmobiling vs. Total	Destination Index
Reg 1	8
Reg 2	0
Reg 3	18
Reg 4	20
Reg 5	10
Reg 6	87
Reg 7	105
Reg 8	150
Reg 9	34
Reg 10	28
Reg 11	532
Reg 12	804
Reg 13	410

- 25% of Snowmobiling visits took place in Region 12 compared to 3% of total visits, 24% in Region 13 (6% total), and 18% in Region 11 (4% total)

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

Snowmobiling Visits by Length of Stay

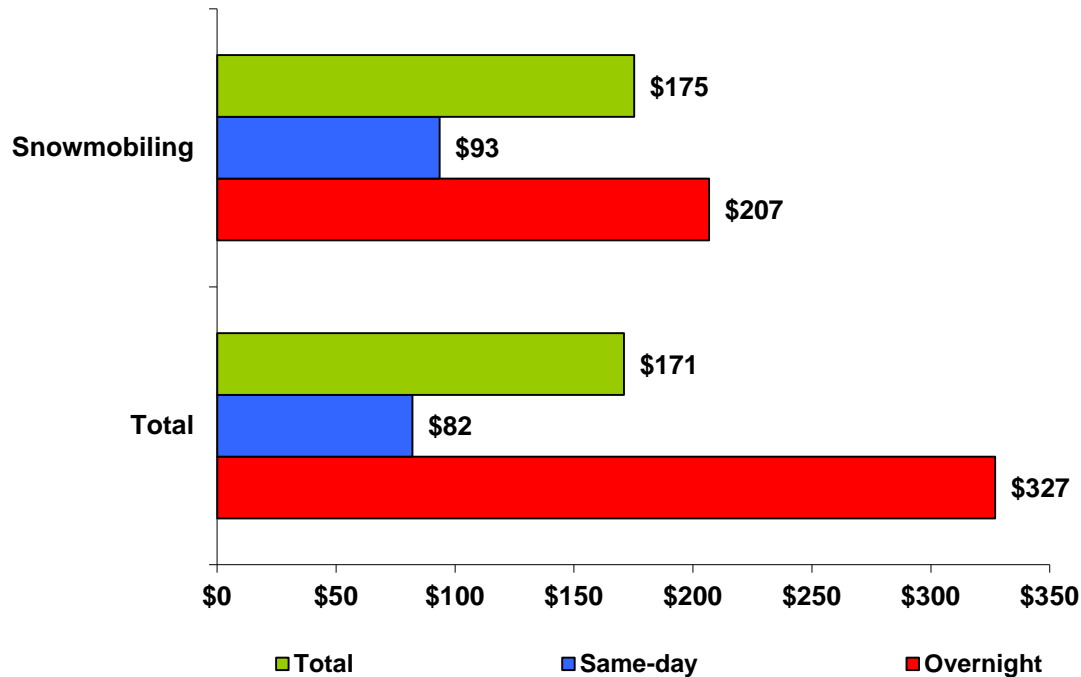


Snowmobiling vs. Total	Length of Stay Index
Same-day	44
Overnight	199
Avg # nights	102

- The majority (72%) of Snowmobiling visits were overnight visits. For comparison, 36% of total visits in Ontario were overnight visits
- The average number of nights spent on Snowmobiling visits was 3.1, similar to 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

Snowmobiling \$/Trip by Length of Stay



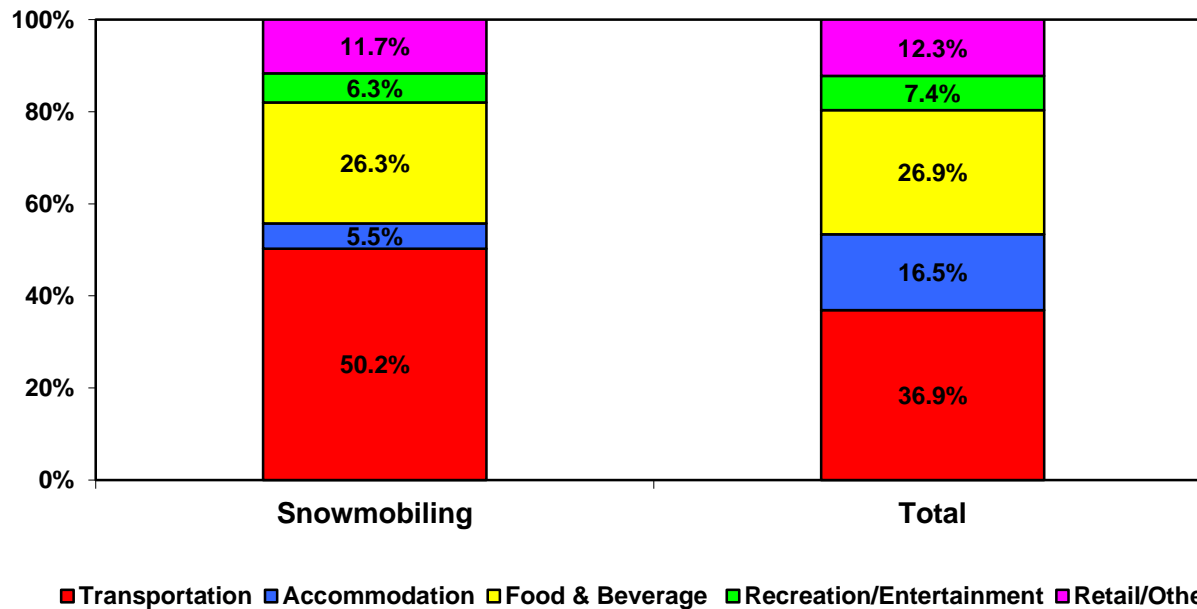
Snowmobiling vs. Total	\$/Trip Index
Total	102
Same-day	113
Overnight	63

- Snowmobiling visitors spent an average of \$175/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 Snowmobiling

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

Snowmobiling Spending by Category



Snowmobiling vs. Ontario	Spending Index
Transportation	136
Accommodation	33
Food & Beverage	98
Rec./Entertain.	85
Retail/Other	95

- The largest proportions of expenditures were spent on Transportation (50% Snowmobiling, 37% total) and Food & Beverage (26% Snowmobiling, 27% total)
- Snowmobiling visitors spent a smaller proportion on accommodations, 6%, than total visitors, 16%

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 Snowmobiling Visitors

Activity	Snowmobiling Visit Participation	Index vs Total
Any Outdoor/Sports Activity	100%	592
Snowmobiling	100%	31323
Fishing	14%	393
Hiking	9%	220
Skiing/Snowboarding	9%	726
Wildlife/Bird watching	7%	338
Visit Friends or Relatives	5%	17
Sports Events	5%	117
Play a sport	4%	203
Hunting	3%	843

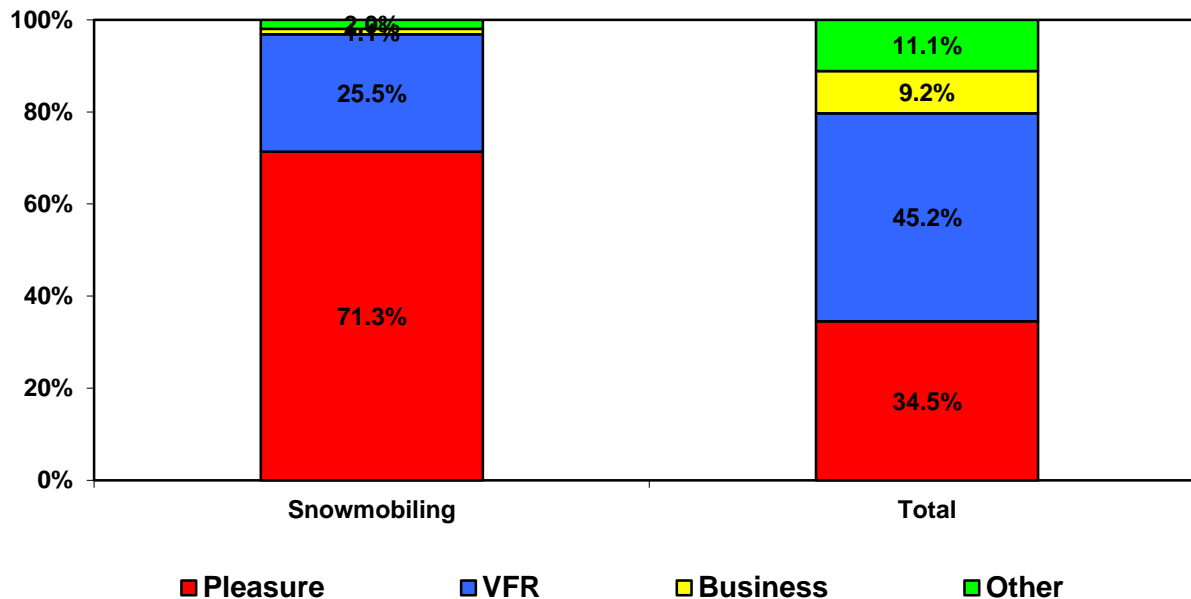
Activity	Snowmobiling Visit Participation	Index vs Total
Restaurant or bar	1%	27
Sightseeing	1%	21
Camping	1%	30
National/Provincial Nature Parks	1%	24
Museums/Art Galleries	1%	22
Boating	1%	14
Shopping	1%	7
Visit a beach	0%	7
Performance such as a play or concert	0%	8
Historic Sites	0%	9

Activity	Snowmobiling Visit Participation	Index vs Total
Festivals/Fairs	0%	9
ATV	0%	85
Movies	0%	12
Cycling	0%	8
Zoos/Aquariums/Botanical Gardens	0%	4
Casinos	0%	2
Theme Parks	0%	0
Aboriginal	0%	0
Medical/Dental appointment	0%	0
Business Meeting/Conference/Seminar	0%	0

- Snowmobiling visitors do not participate in many other activities with 14% fishing, 9% hiking, and 9% skiing/snowboarding

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 Snowmobiling Visit

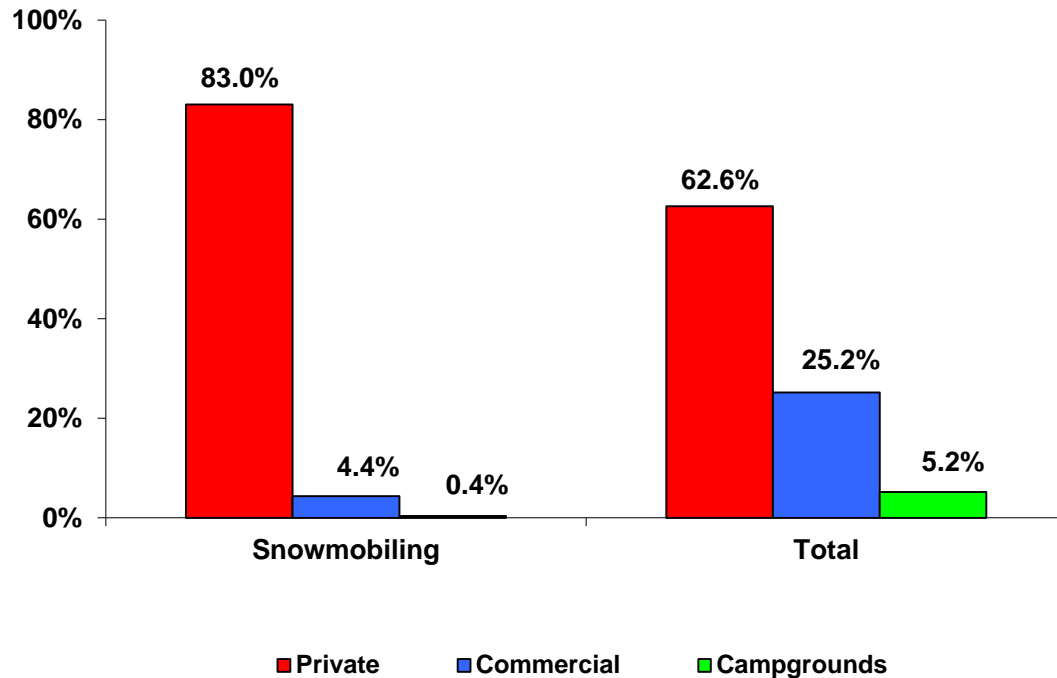


Snowmobiling vs. Total	Purpose Index
Pleasure	207
VFR	57
Business	12
Other	18
VFR: Visiting Friends and / or Relatives	

- Most trips were pleasure trips (71% 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

Snowmobiling Visits by Accommodation Type

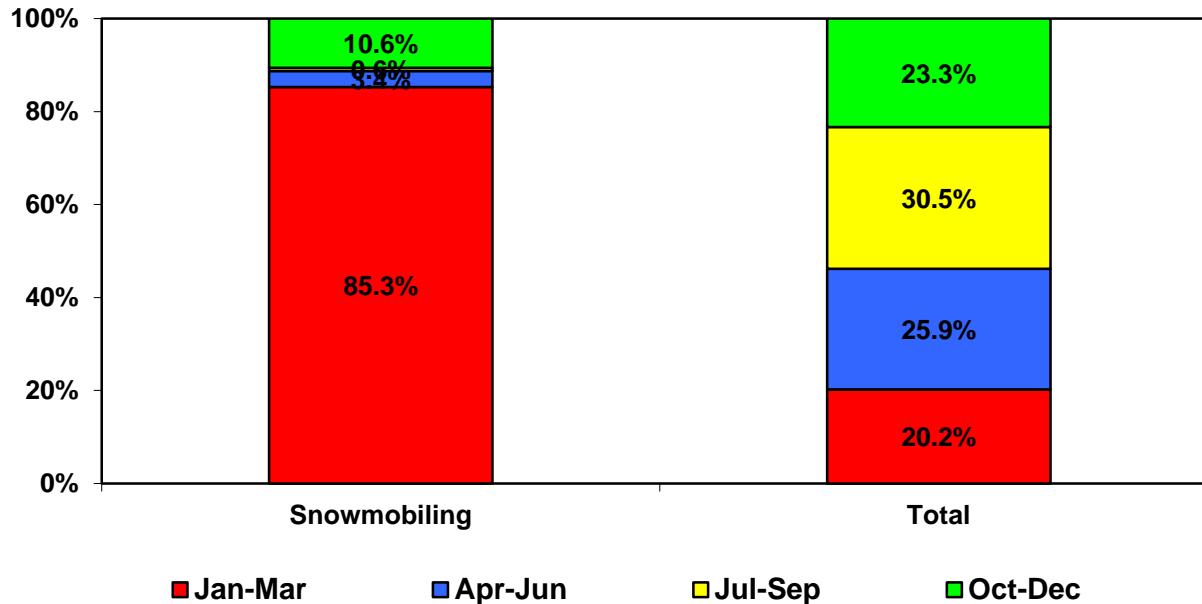


Snowmobiling vs. Total	Type Index
Private	133
Commercial	17
Campground	8

- The majority (83%) of overnight Snowmobiling visits were spent at unpaid accommodations such as private homes and cottages, compared to 63% 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

Snowmobiling Visits by Time of Year

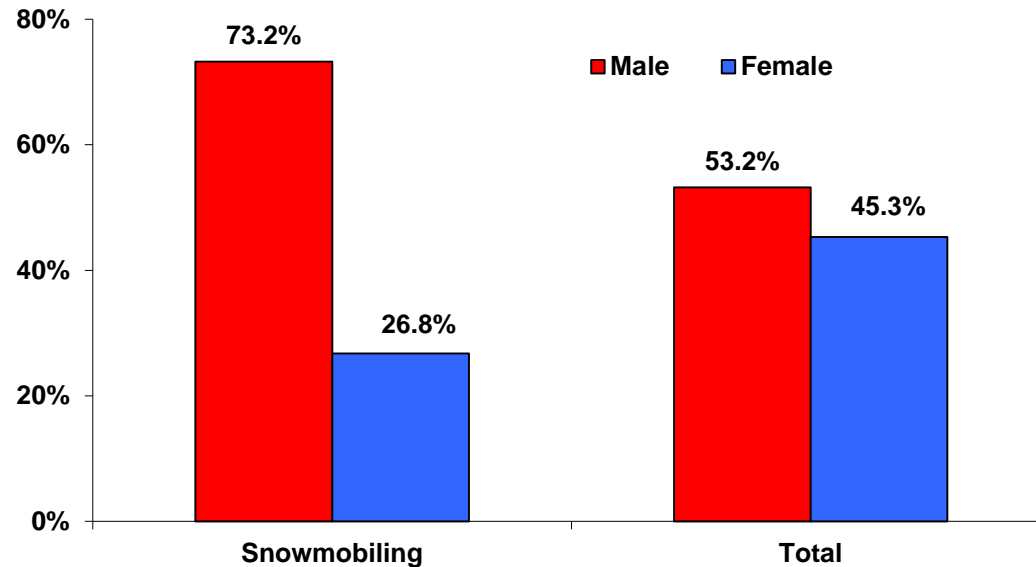


Snowmobiling vs. Total	Quarter Index
Jan-Mar	421
Apr-Jun	13
Jul-Sept	2
Oct-Dec	46

- The majority of trips occur in the winter months with 85% of Snowmobiling 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

Snowmobiling Visits by Gender

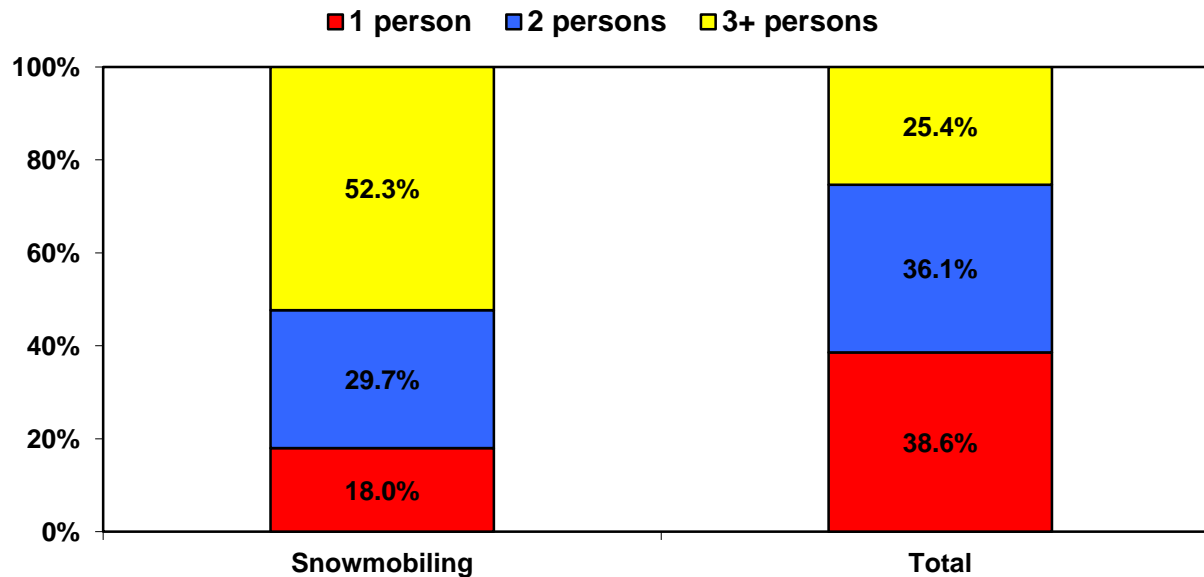


Snowmobiling vs. Total	Gender Index
Male	138
Female	59

- Males made the majority (73%) of Snowmobiling 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

Snowmobiling Visits by Party Size



Snowmobiling vs. Total	Party Size Index
1 person	47
2 persons	82
3+ persons	206
Avg party size	125
With children	99

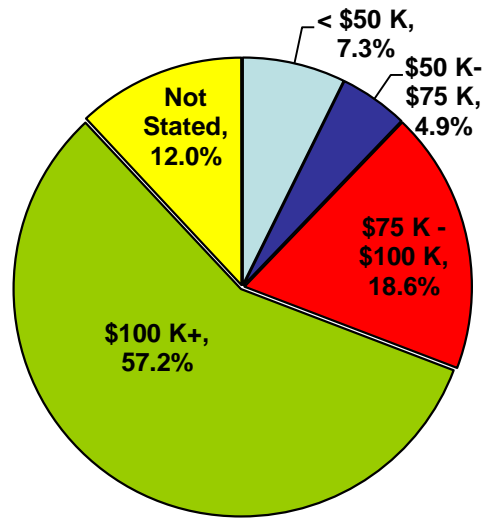
Avg Party Size	3.1	2.4
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With children	13%	13%
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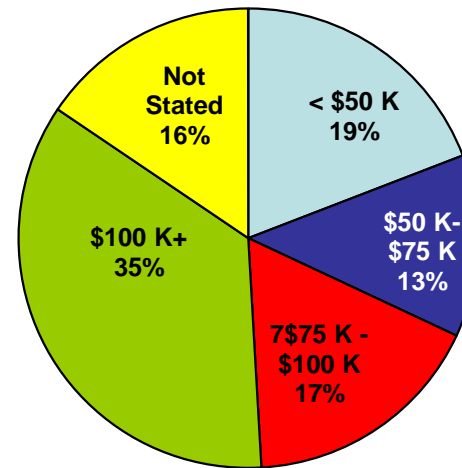
- 52% of Snowmobiling visits were among groups of 3 or more people compared to 25% of total visits
- 13% of Snowmobiling visits included children similar to total visits

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

Domestic Snowmobiling Visitor's Income



Snowmobiling Visits



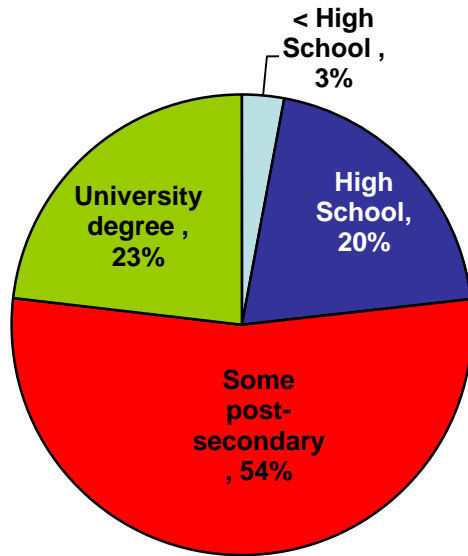
Total Visits

Snowmobiling vs. Total	Income Index
< \$50 K	38
\$50 K - \$75 K	38
\$75 K - \$100 K	109
\$100 K+	162

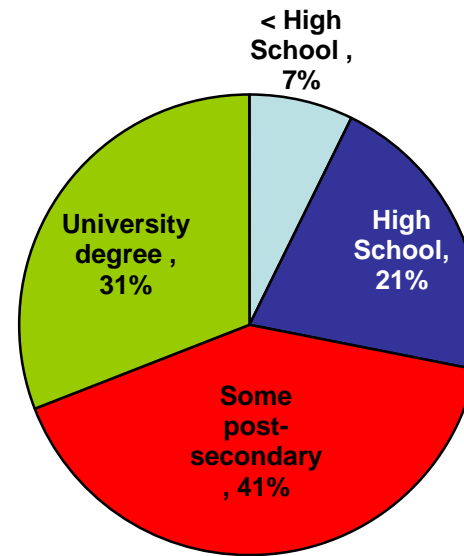
- 57% of Canadian Snowmobiling visitors in Ontario had an household income greater than \$100,000 compared to 35% of total visitors

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

Domestic Snowmobiling Visitor's Education



Snowmobiling Visits



Total Visits

Snowmobiling vs. Ontario	Education Index
< High School	40
High School	97
Some post-secondary	131
University degree	75

- 23% of Canadian Snowmobiling 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

Snowmobiling Summary

- In 2014, there were 445,000 Snowmobiling visits, accounting for 0.3% of total visits to Ontario. Snowmobiling visitors spent \$78 million, or 0.3% of total visitor spending in Ontario.
- Ontario residents accounted for 94% of visits and 90% of spending, residents of Other Canada accounted for 2% of visits and 2% of spending, U.S. visitors represented 2% of visits and 3% of expenditures, and overseas visitors accounted for less than 1% of visits and 5% of spending
- 34% of Snowmobiling visitors from Ontario are from Region 6 compared to 13% of total visits and 21% from Region 13 (5% total visits)
- 25% of Snowmobiling visits took place in Region 12 compared to 3% of total visits, 24% in Region 13 (6% total), and 18% in Region 11 (4% total)

Snowmobiling Summary

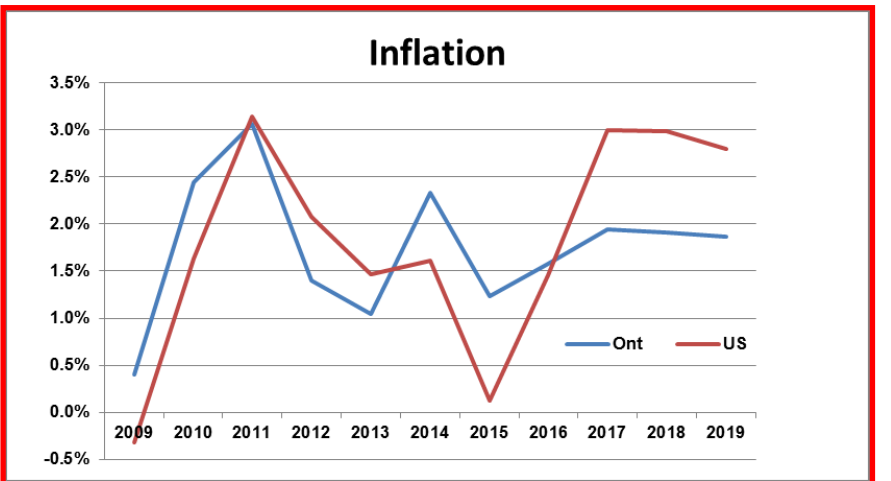
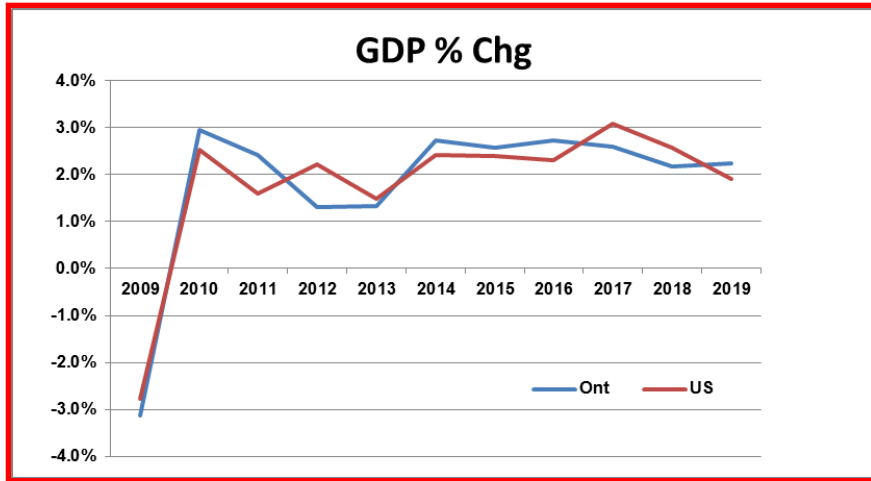
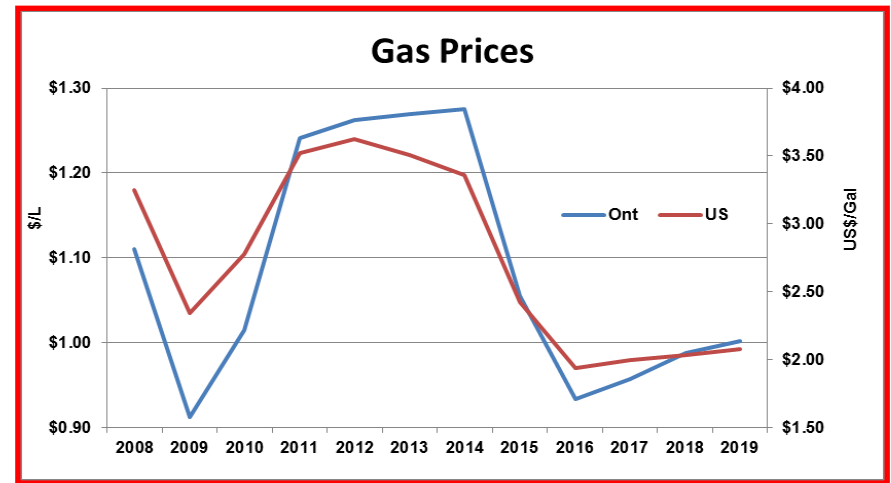
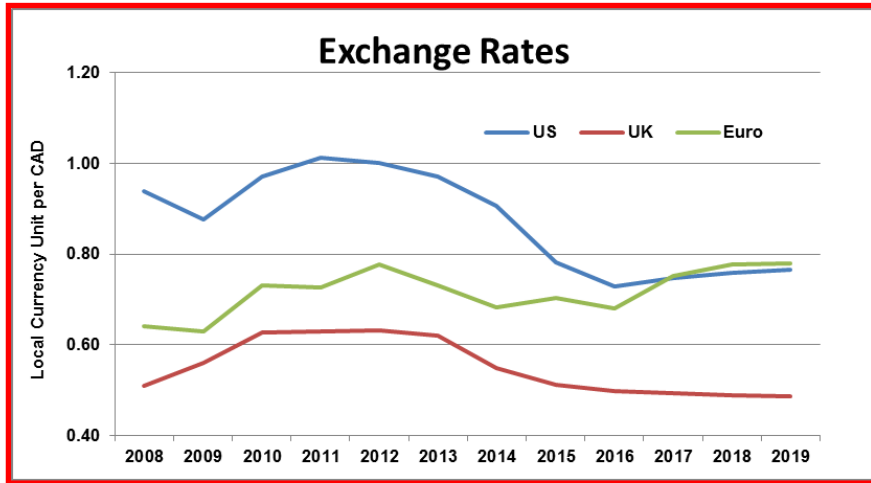
- The majority (72%) of Snowmobiling visits were overnight visits. For comparison, 36% of total visits in Ontario were overnight visits. The average number of nights spent on Snowmobiling visits was 3.1, similar to Ontario's average of 3.1 nights
- Snowmobiling visitors spent an average of \$175/trip (\$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 (50% Snowmobiling, 37% total) and Food & Beverage (26% Snowmobiling, 27% total). Snowmobiling visitors spent a smaller proportion on accommodations, 6%, than total visitors, 16%
- Snowmobiling visitors do not participate in many other activities with 14% fishing, 9% hiking, and 9% skiing/snowboarding
- Most trips were pleasure trips (71% compared to 34% of total trips)

Snowmobiling Summary

- The majority (83%) of overnight Snowmobiling visits were spent at unpaid accommodations such as private homes and cottages, compared to 63% of total visits
- The majority of trips occur in the winter months with 85% of Snowmobiling trips taking place in Jan-Mar versus 20% of total trips
- 52% of Snowmobiling visits were among groups of 3 or more people compared to 25% of total visits. 13% of Snowmobiling visits included children similar to total visits
- 57% of Canadian Snowmobiling visitors in Ontario had an household income greater than \$100,000 compared to 35% of total visitors
- 23% of Canadian Snowmobiling 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

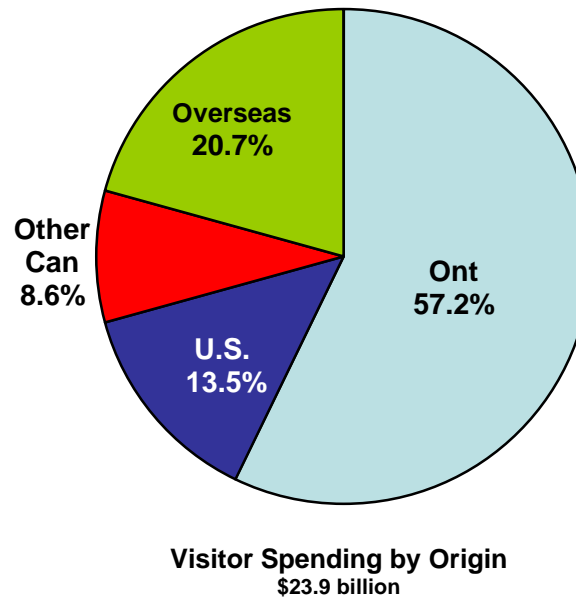
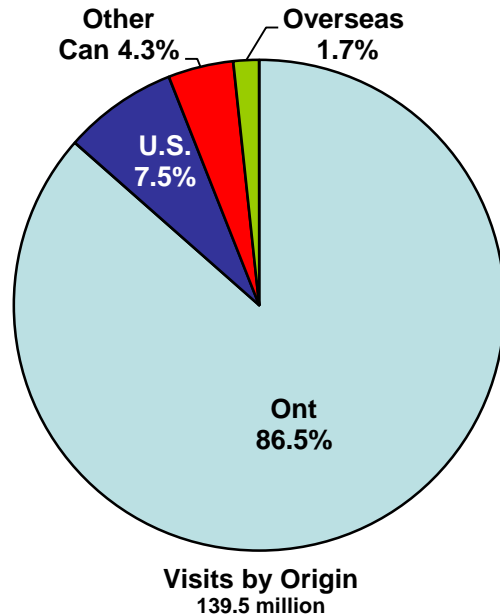
- February 7–23 – The XXII **Olympic Winter Games** are held in Sochi, Russia
- March 8 – **Malaysia Airlines Flight 370**, a Boeing 777 airliner en route to Beijing from Kuala Lumpur, disappears over the Gulf of Thailand with 239 people on board. The aircraft is presumed to have crashed into the Indian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

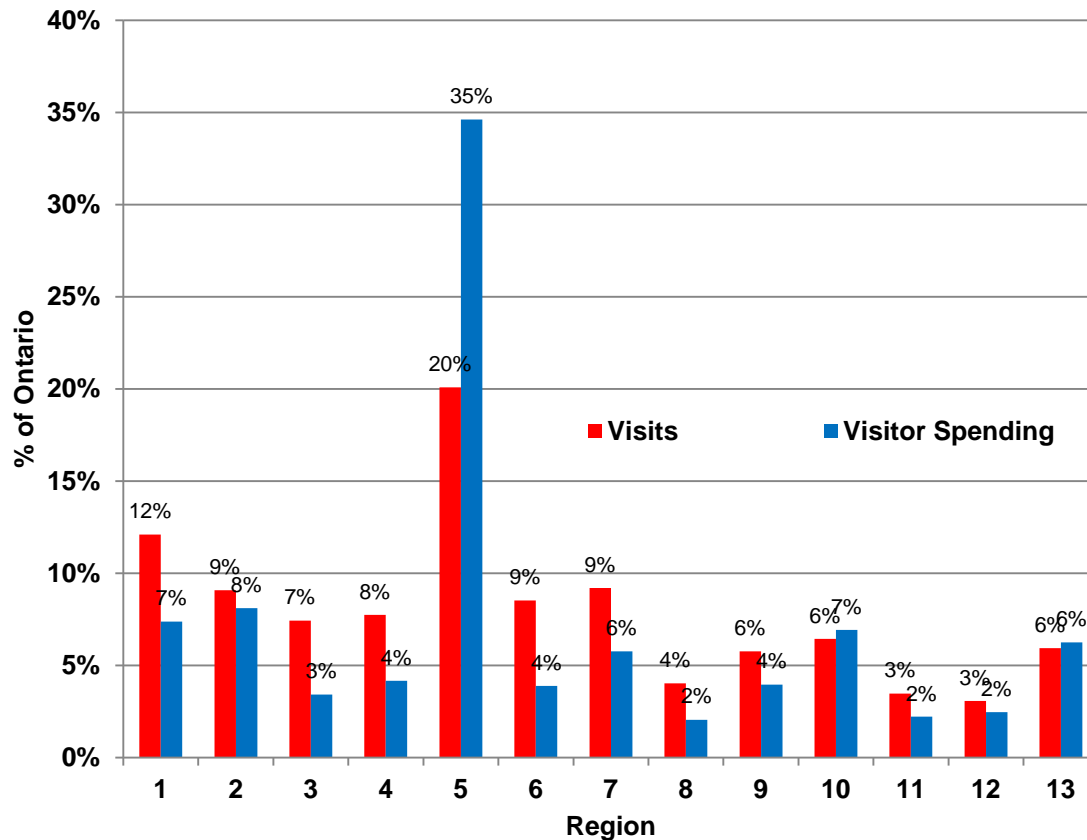


Ontario	2014	VS 2012
Visits	139.5M	-1.0%
Visitor Spending	\$23.9B	5.1%

- 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.

tourism.research@ontario.ca

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