

Ontario Sport Tourism Statistics 2014

Tourism Research Unit
Winter 2017

This report summarizes key characteristics of visitors and visitor spending of trips in Ontario which included:

Attend a sports event as a spectator
and/or
Play individual or team sports

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

Index

less than 80

80-100

greater than 120

Interpretation

Sport trips underdeveloped versus total trips

Sport trips similar to total trips

Sport trips overdeveloped versus total trips

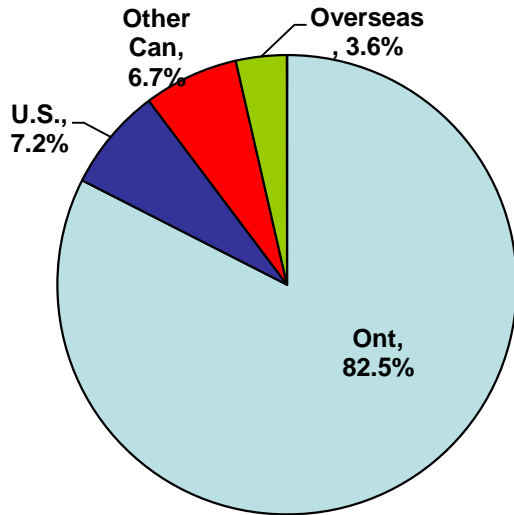
Visits and Spending

Region	Visits (millions)	Visitor Spending (\$ billions)
Ontario Total	139.5	23.9
Ontario Sport	8.1	2.3
Ontario Sport proportion of Ontario Total	5.8%	9.8%

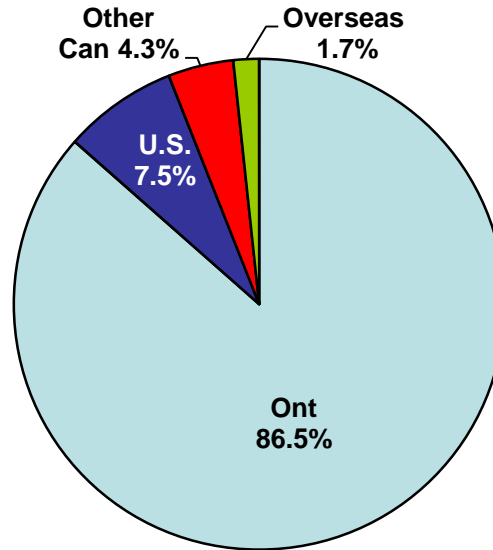
- In 2014, there were 8.1 million Sport visits in Ontario, representing 5.8% of total visits in Ontario
- Sport visitors spent \$2.3 billion, accounting for 9.8% of total visitor spending in Ontario

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

Sport and Total Visits by Origin



Sport Visits by Origin
8.1 million



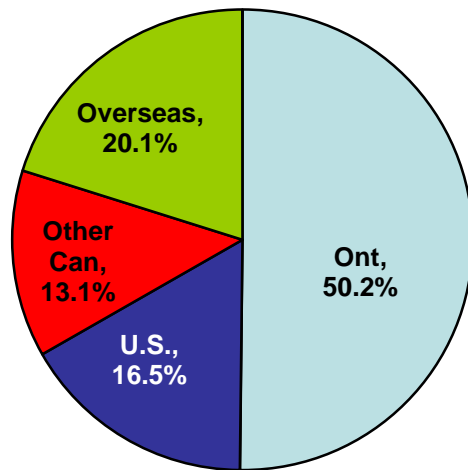
Total Visits by Origin
139.5 million

Sport vs. Total	Visit Index
Ontario	95
U.S.	97
Other Canada	154
Overseas	211

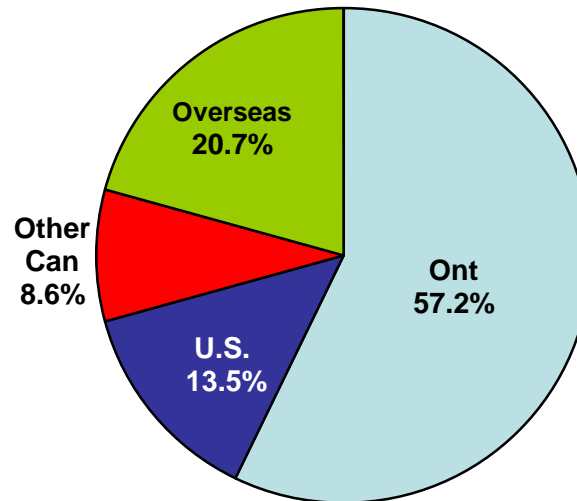
- Ontario residents accounted for the majority of Sport (82%) and total (86%) visits
- U.S. visitors accounted for 7% of Sport visits compared to 8% of total visits
- Visitors from Other Canada comprised 7% of Sport visits and 4% of total visits
- Overseas visitors accounted for 4% of Sport visits and 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

Sport and Total Spending by Origin



Sport Visitor Spending by Origin
\$2.3 billion



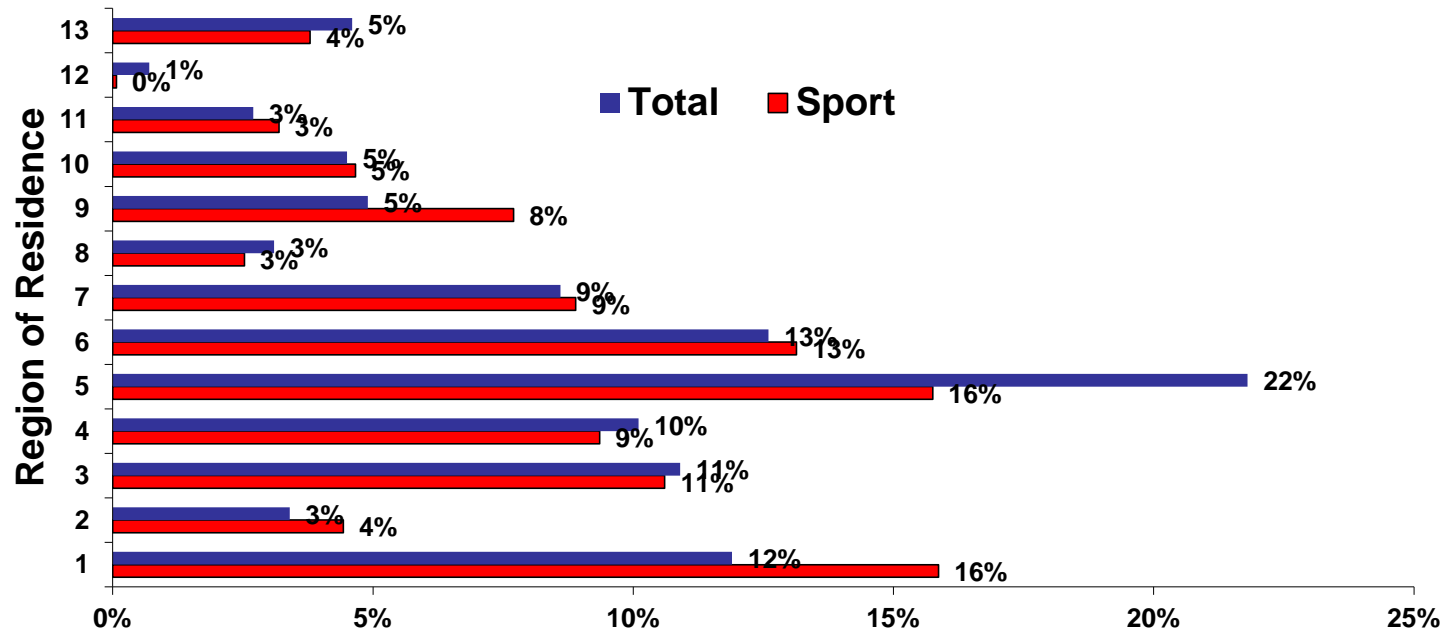
Total Visitor Spending by Origin
\$23.9 billion

Sport vs. Total	Spending Index
Ontario	88
U.S.	122
Other Canada	153
Overseas	97

- Ontario residents accounted for 50% of Sport and 57% of total spending
- U.S. visitors accounted for 16% of Sport spending compared to 14% of total spending
- Visitors from Other Canada comprised 13% of Sport spending and 9% of total spending
- Overseas visitors accounted for 20% of Sport 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 Sport Visitors by Region of Residence



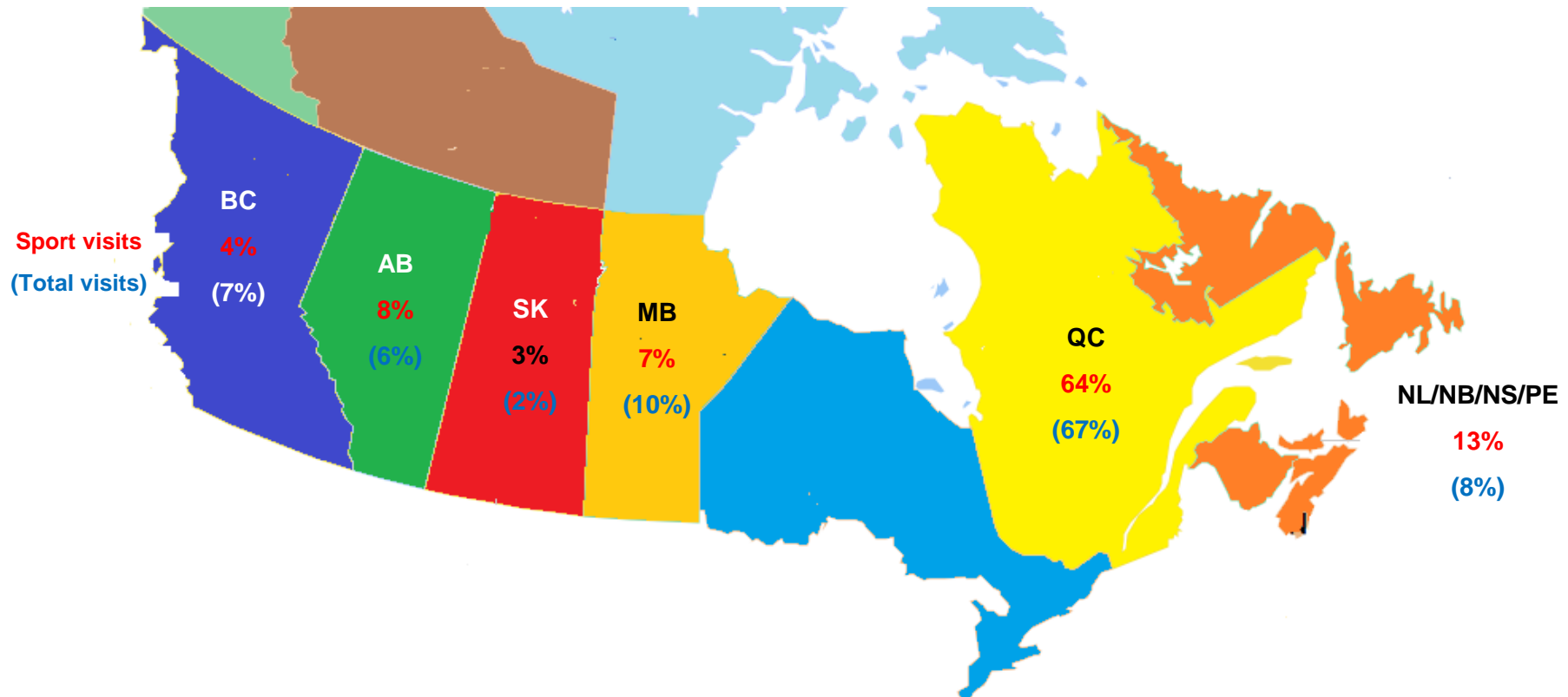
Sport vs. Total	Visits from Ontario Index
Reg 1	133
Reg 2	130
Reg 3	97
Reg 4	93
Reg 5	72
Reg 6	104
Reg 7	103
Reg 8	82
Reg 9	157
Reg 10	104
Reg 11	118
Reg 12	10
Reg 13	82

•16% Sport visitors from Ontario are from Region 1 compared to 12% of total visits, 16% from Region 5 (22% total visits), and 13% from Region 6 (13% total visits)

Note: Ontario origin Sport visitors represented 82% (6.7 million) of visits and 50% (\$1.2 B) 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 Sport Visitors by Province of Residence



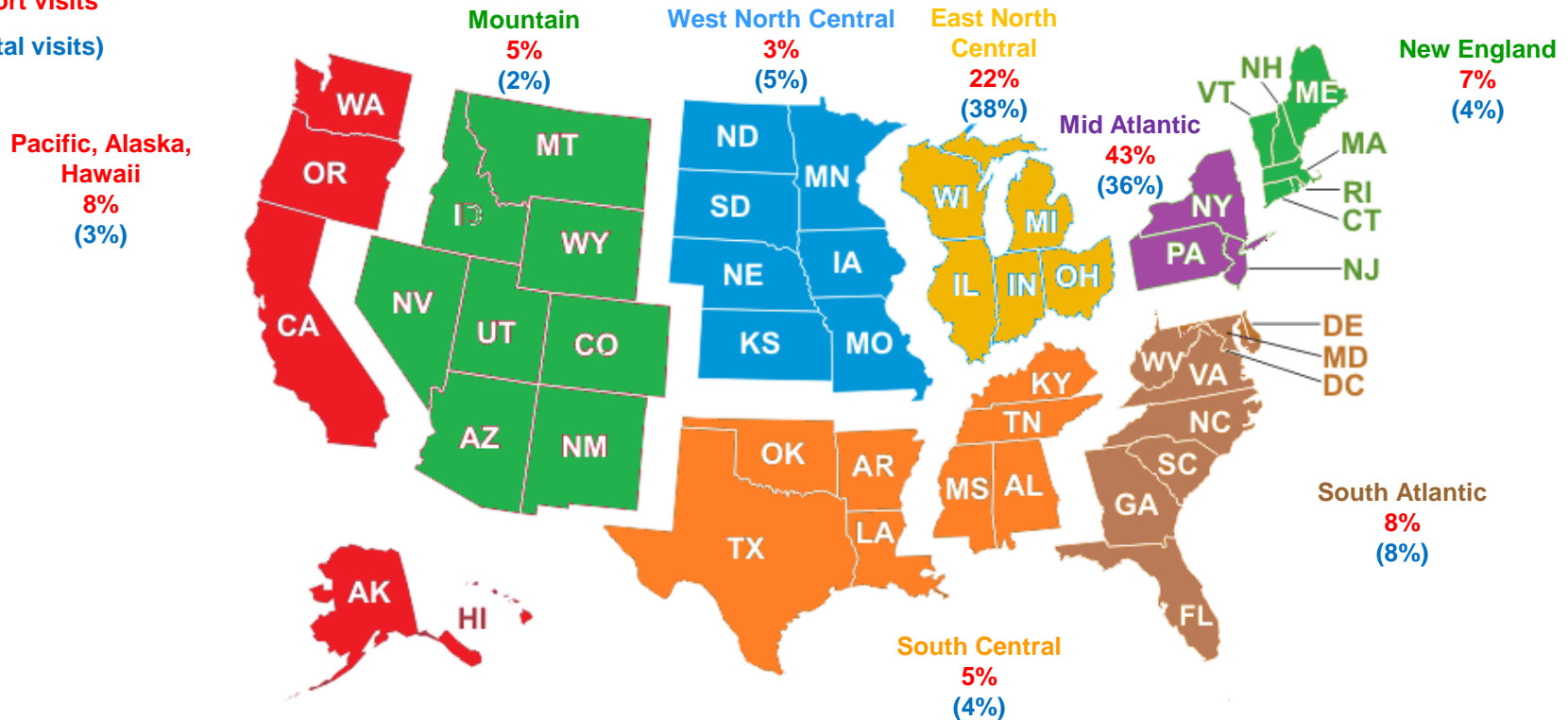
- 64% of Other Canada Sport visitors came from Quebec, compared to 67% of total visits
- Note: Other Canada Sport visitors represented 7% (541,000) of visits and 13% (\$308 M) of visitor spending

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. Sport Visitors by Region of Residence

Sport visits

(Total visits)

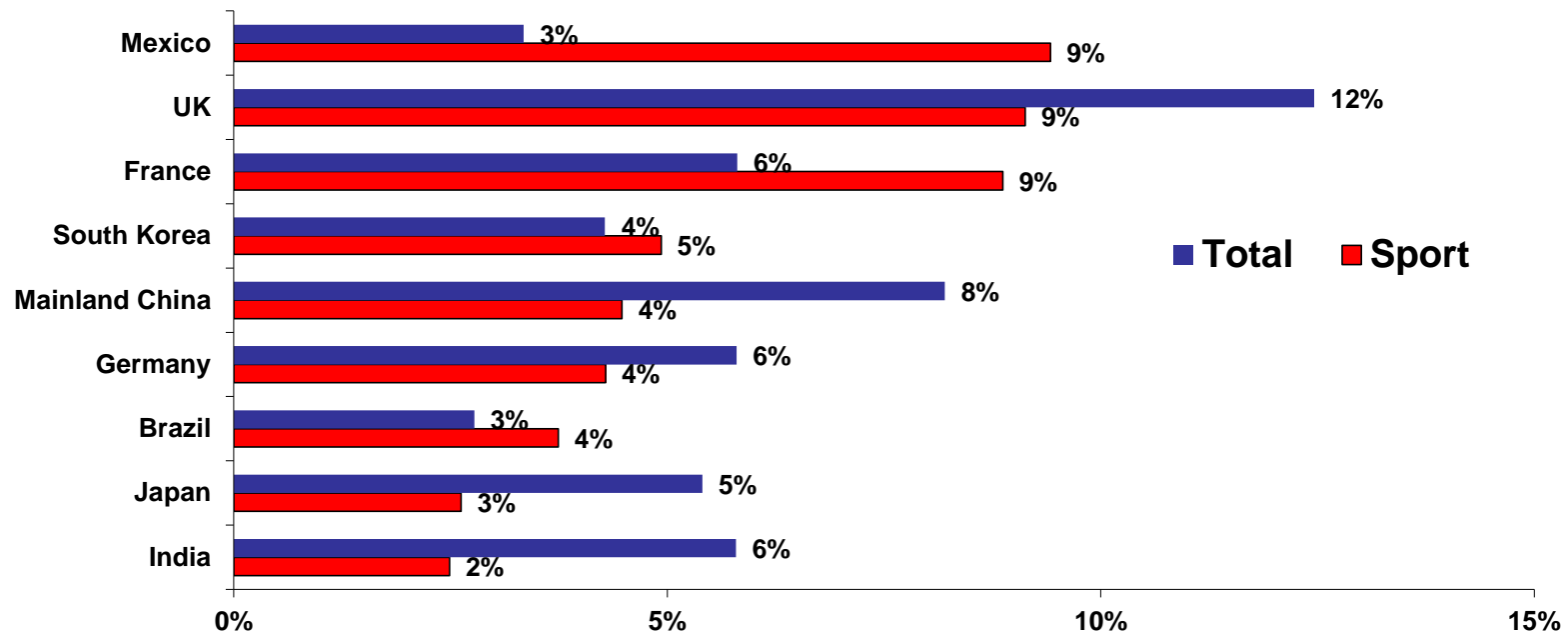


- 43% of U.S. Sport visitors came from Mid Atlantic states (New York, New Jersey, Pennsylvania) and 22% from East North Central states (Michigan, Ohio, Illinois, Indiana, and Wisconsin)

Note: U.S. Sport visitors represented 7% (587,000) of visits and 16% (\$389 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 Sport Visitors by Country of Residence

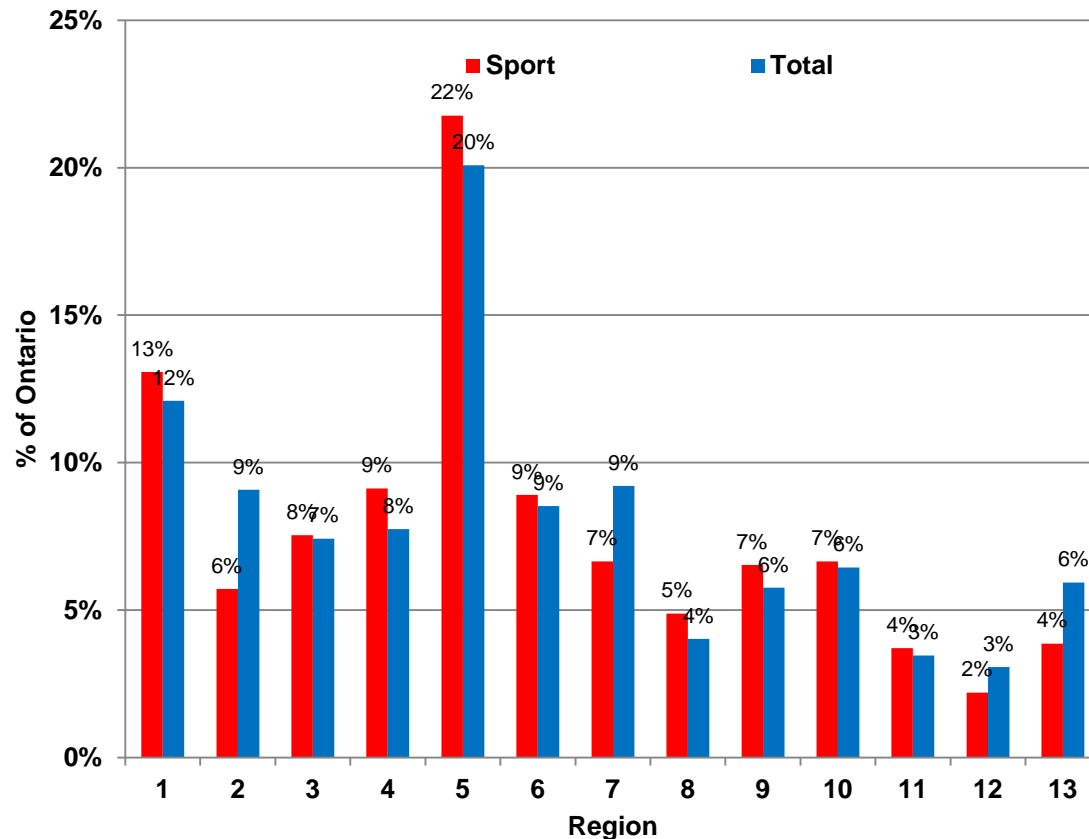


- Ontario's 9 overseas target markets represent 50% of overseas Sport visitors versus 54% of total overseas visits

Note: Overseas Sport visitors represented 4% (290,000) of visits and 20% (\$473 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 – Sport Visits by Region

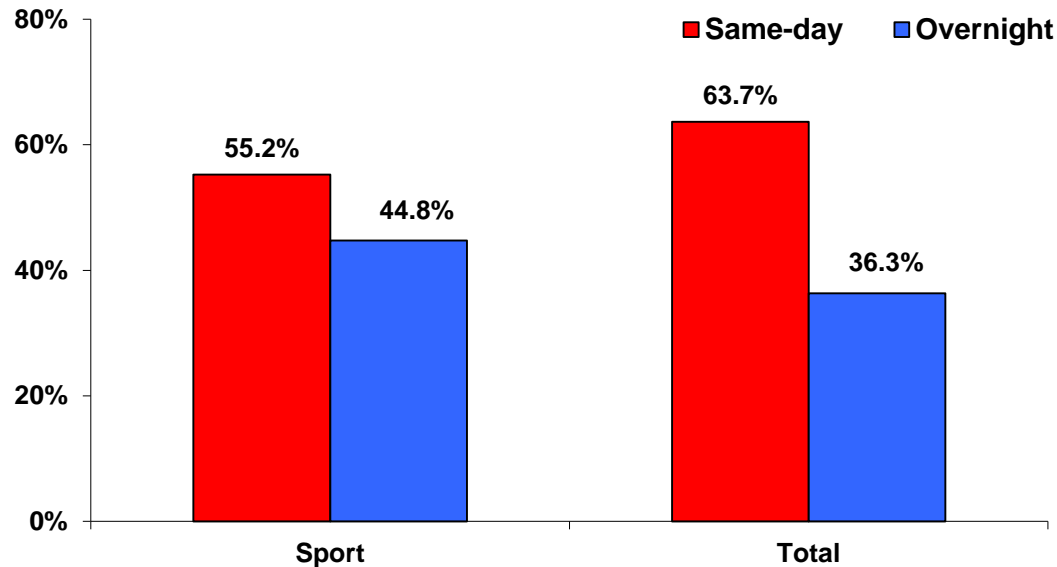


Sport vs. Total	Destination Index
Reg 1	108
Reg 2	63
Reg 3	102
Reg 4	118
Reg 5	108
Reg 6	104
Reg 7	72
Reg 8	121
Reg 9	113
Reg 10	103
Reg 11	107
Reg 12	72
Reg 13	65

- 22% of Sport visits took place in Region 5 compared to 20% of total visits, 13% in Region 1 (12% total), and 9% in Region 4 (8% total)

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

Sport Visits by Length of Stay

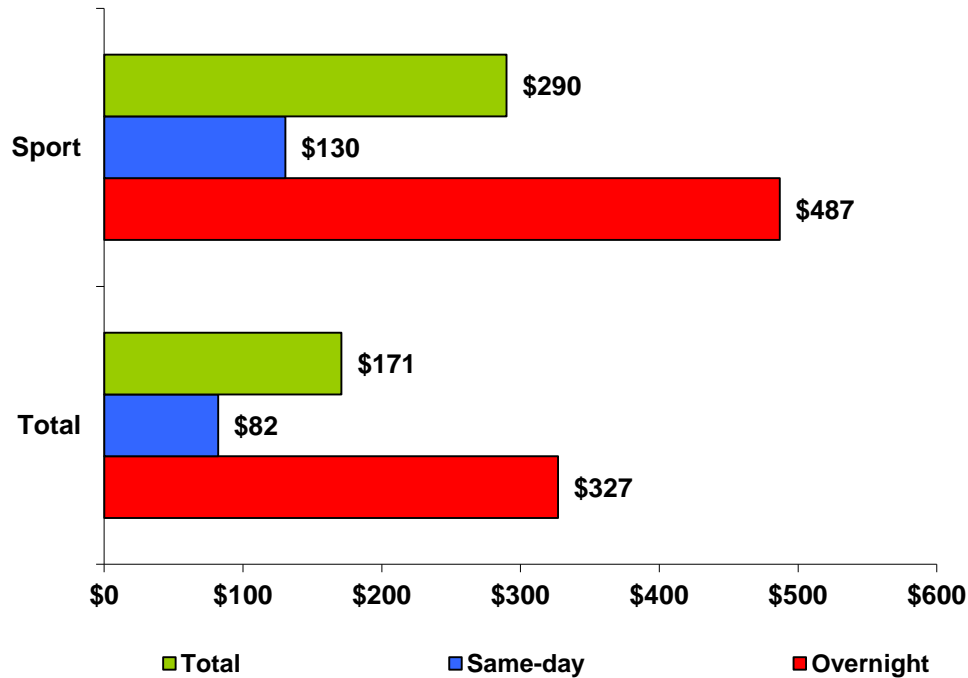


Sport vs. Total	Length of Stay Index
Same-day	87
Overnight	123
Avg # nights	122

- The majority (55%) of Sport visits were same-day visits. For comparison, 64% of total visits in Ontario were same-day visits
- The average number of nights spent on Sport 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

Sport \$/Trip by Length of Stay



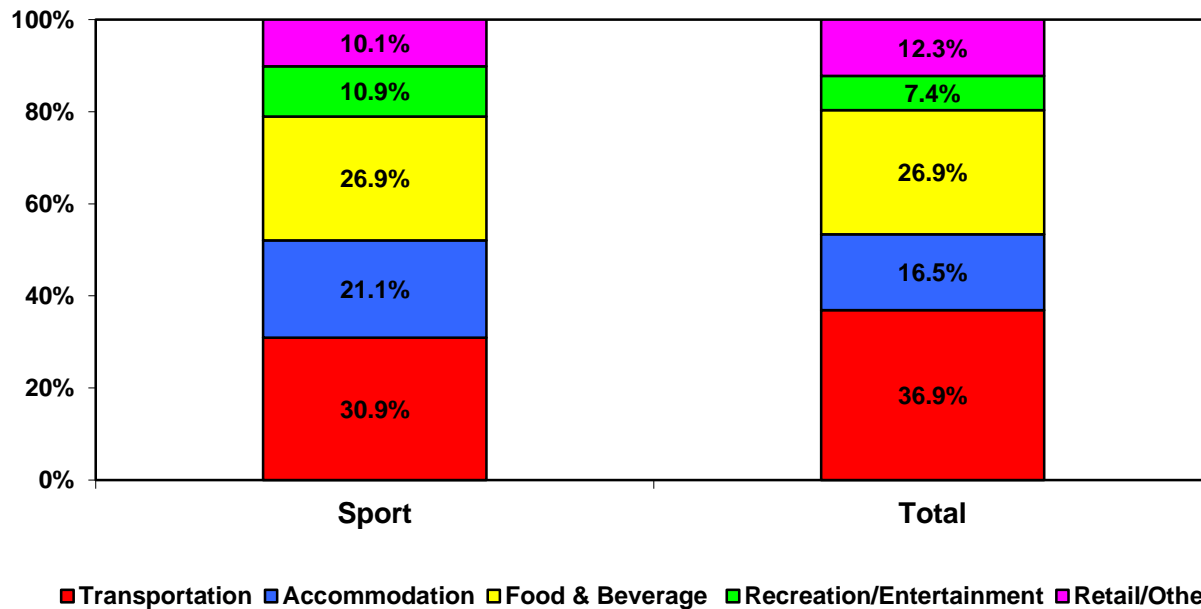
Sport vs. Total	\$/Trip Index
Total	169
Same-day	158
Overnight	149

- Sport visitors spent an average of \$290/trip (\$171/trip for total trips)

Total trip spending, not just spending on Sport

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

Sport Spending by Category



Sport vs. Ontario	Spending Index
Transportation	84
Accommodation	128
Food & Beverage	100
Rec./Entertain.	147
Retail/Other	83

- The largest proportions of expenditures were spent on Transportation (31% Sport, 37% total), Food & Beverage (27% Sport, 27% total) and Accommodations (21% Sport, 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 Sport Visitors

Activity	Sport Visit Participation	Index vs Total
Sports Events	69%	1722
Any Outdoor/Sports Activity	38%	226
Play a sport	33%	1722
Museums/Art Galleries	9%	310
Visit Friends or Relatives	9%	29
Historic Sites	9%	279
Shopping	9%	97
Sightseeing	8%	156
Festivals/Fairs	8%	277
Performance such as a play or concert	7%	185

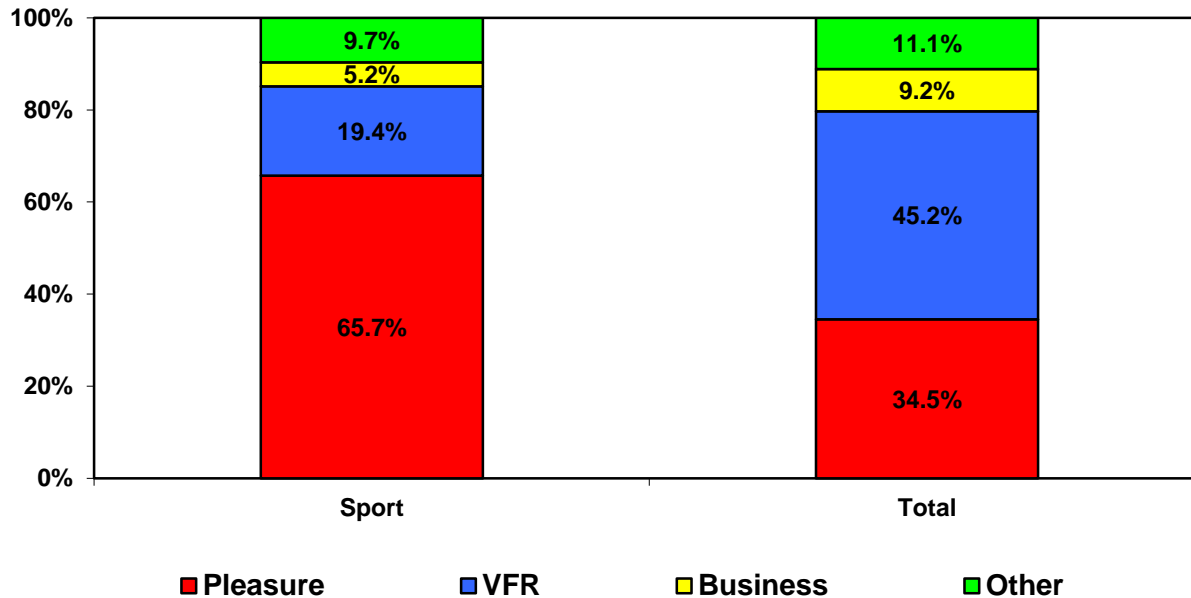
Activity	Sport Visit Participation	Index vs Total
Visit a beach	7%	148
Zoos/Aquariums/Botanical Gardens	6%	425
Casinos	6%	234
Hiking	6%	148
Boating	6%	123
Wildlife/Bird watching	5%	247
National/Provincial Nature Parks	5%	168
Restaurant or bar	5%	90
Camping	5%	143
Fishing	3%	84

Activity	Sport Visit Participation	Index vs Total
Cycling	3%	242
Golfing	2%	150
Theme Parks	2%	133
Movies	1%	125
Skiing/Snowboarding	1%	90
Business Meeting/Conference/Seminar	1%	17
Snowmobiling	0%	128
Indigenous	0%	239
Hunting	0%	67
Medical/Dental appointment	0%	9
ATV	0%	35

- Sport visitors mainly attended a sports event as a spectator or played individual or team sports

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 Sport Visit

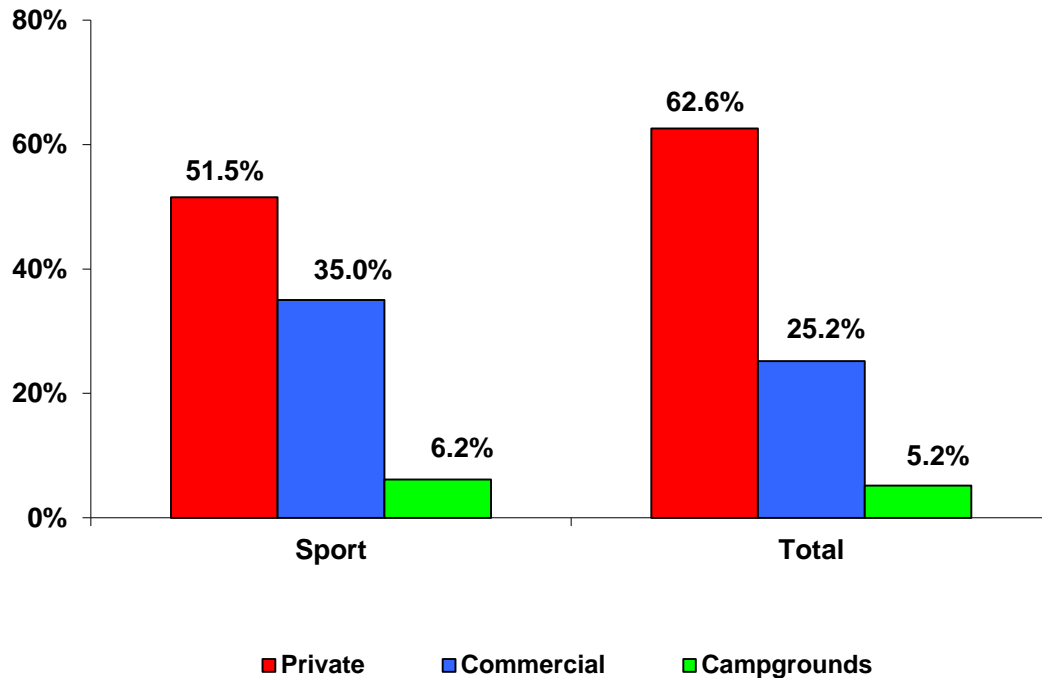


Sport vs. Total	Purpose Index
Pleasure	190
VFR	43
Business	57
Other	87
VFR: Visiting Friends and / or Relatives	

- Most trips were pleasure trips (66% 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

Sport Visits by Accommodation Type

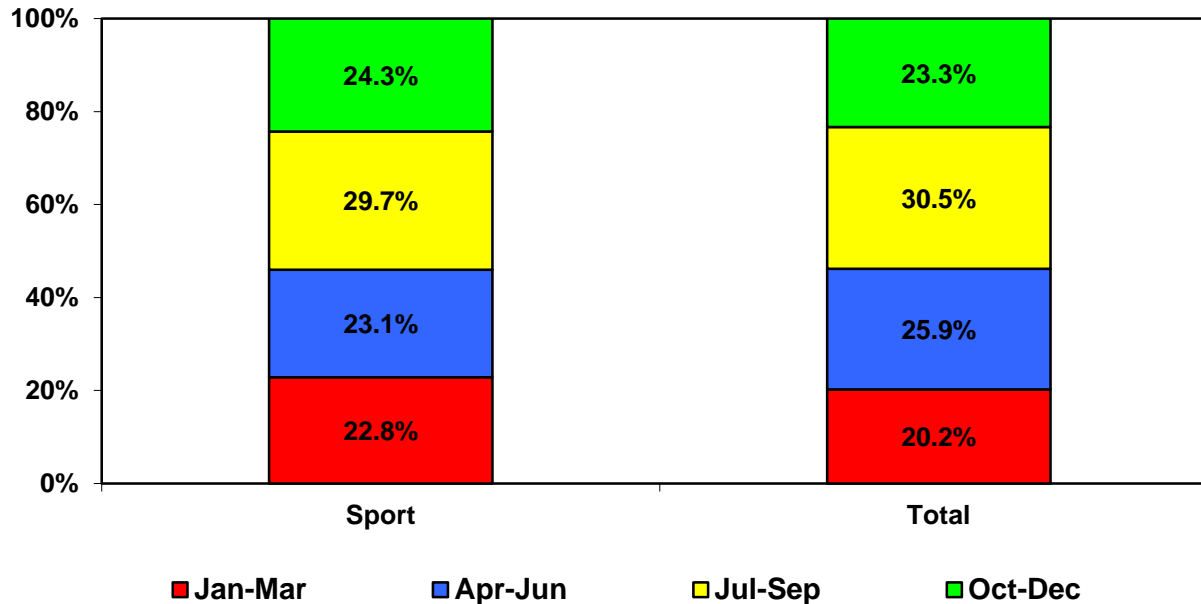


Sport vs. Total	Type Index
Private	82
Commercial	139
Campground	119

- 35% of overnight Sport visits were spent at commercial accommodations compared to 25% of total visits
- 6% of overnight Sport 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

Sport Visits by Time of Year

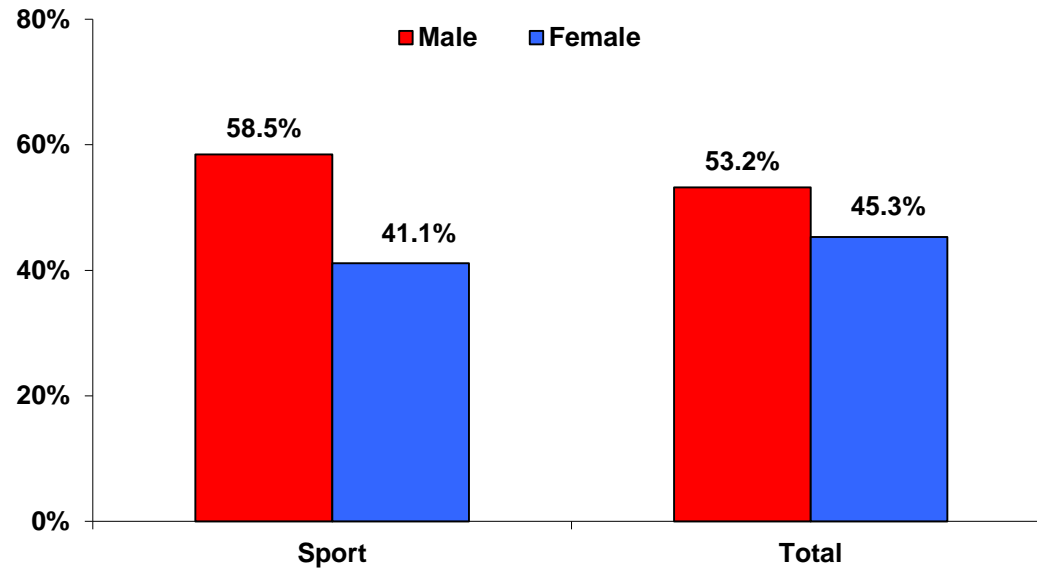


Sport vs. Total	Quarter Index
Jan-Mar	113
Apr-Jun	89
Jul-Sept	97
Oct-Dec	104

- The largest proportion of trips occur in Jul-Sep (30% Sport vs 30% total) however trips are spread out throughout the year

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

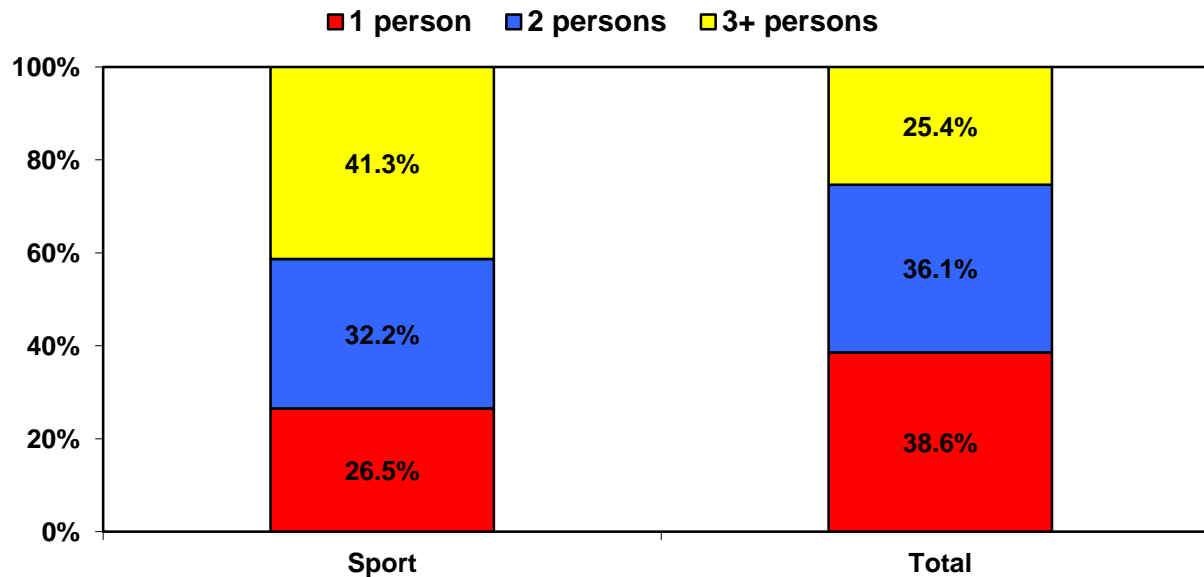
Sport Visits by Gender



Sport vs. Total	Gender Index
Male	110
Female	91

- Males made the majority (58%) of Sport visits. For comparison, 53% of total visits in Ontario were among male visitors

Sport Visits by Party Size



Sport vs. Total	Party Size Index
1 person	69
2 persons	89
3+ persons	163
Avg party size	139
With children	226

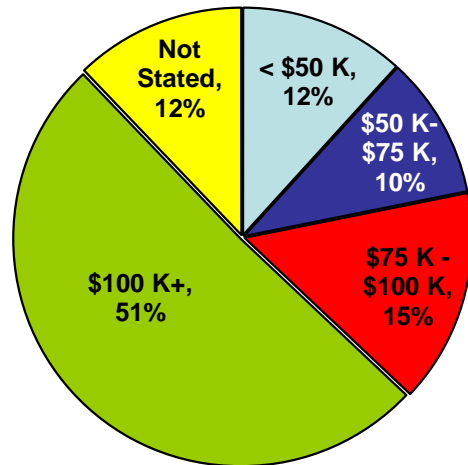
Avg Party Size	3.4	2.4
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With children	29%	13%
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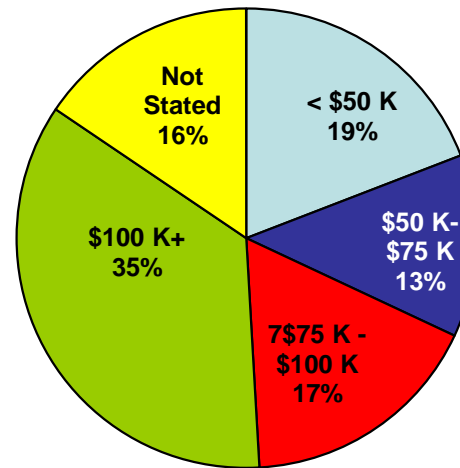
- 41% of Sport visits were among groups of 3 or more people compared to 25% of total visits
- 29% of Sport visits included children versus 13% of total visits

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

Domestic Sport Visitor's Income



Sport Visits



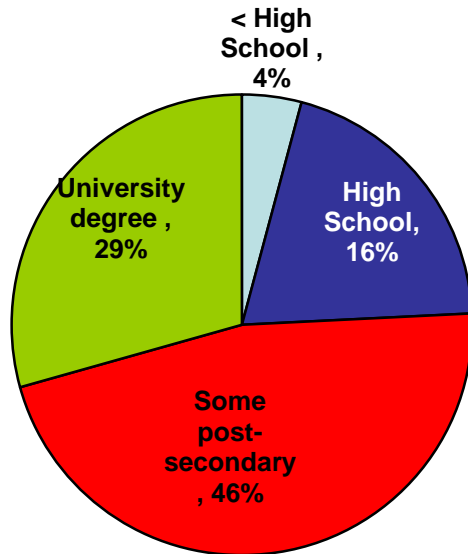
Total Visits

Sport vs. Total	Income Index
< \$50 K	61
\$50 K - \$75 K	79
\$75 K - \$100 K	89
\$100 K+	144

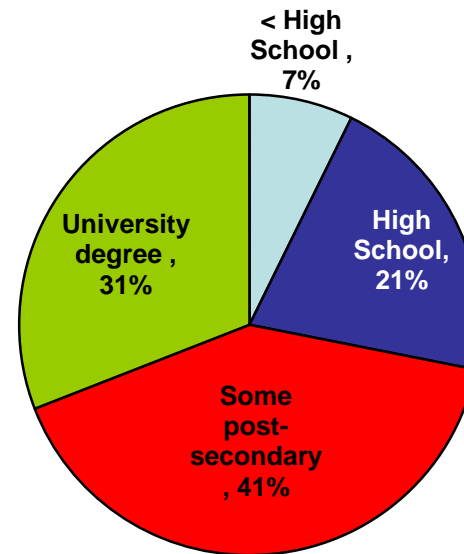
- 51% of Canadian Sport visitors in Ontario had an household income greater than \$100,000 compared to 35% of total visitors

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

Domestic Sport Visitor's Education



Sport Visits



Total Visits

Sport vs. Ontario	Education Index
< High School	57
High School	96
Some post-secondary	113
University degree	95

- 29% of Canadian Sport 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

Sport Summary

- In 2014, there were 8.1 million Sport visits in Ontario, representing 5.8% of total visits to Ontario. Sport visitors spent \$2.3 billion, or 9.8% of total visitor spending in Ontario.
- Ontario residents accounted for 82% of visits and 50% of spending, residents of Other Canada accounted for 7% of visits and 13% of spending, U.S. visitors represented 7% of visits and 16% of expenditures, and overseas visitors accounted for 4% of visits and 20% of spending
- 16% Sport visitors from Ontario are from Region 1 compared to 12% of total visits, 16% from Region 5 (22% total visits), and 13% from Region 6 (13% total visits)
- 22% of Sport visits took place in Region 5 compared to 20% of total visits, 13% in Region 1 (12% total), and 9% in Region 4 (8% total)

Sport Summary

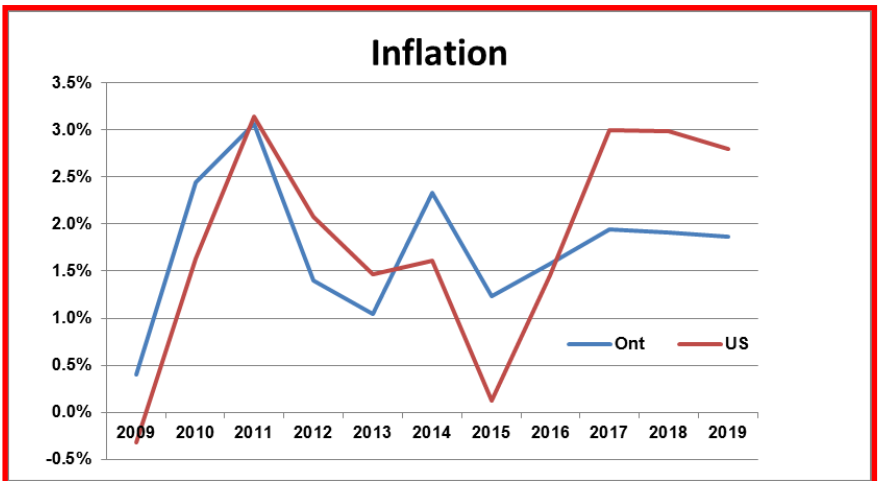
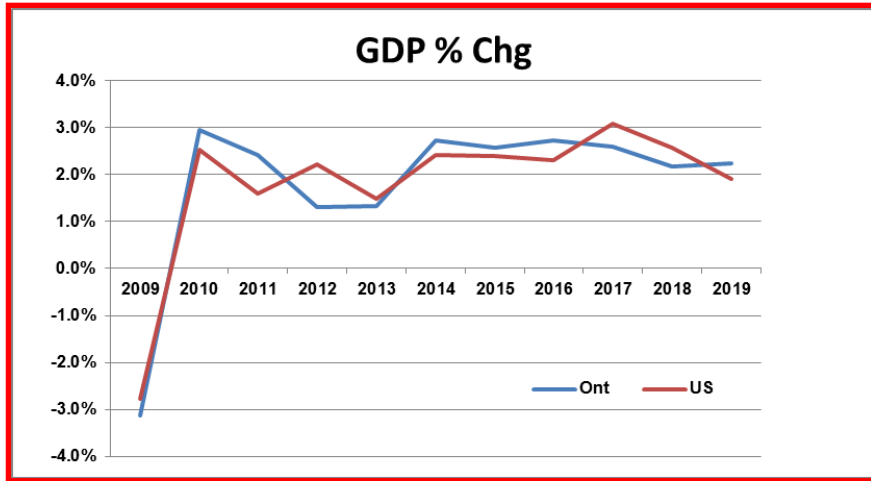
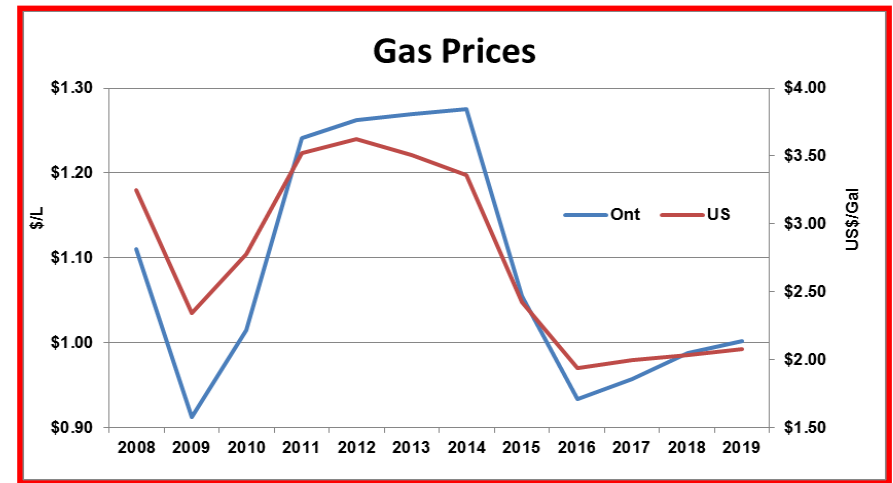
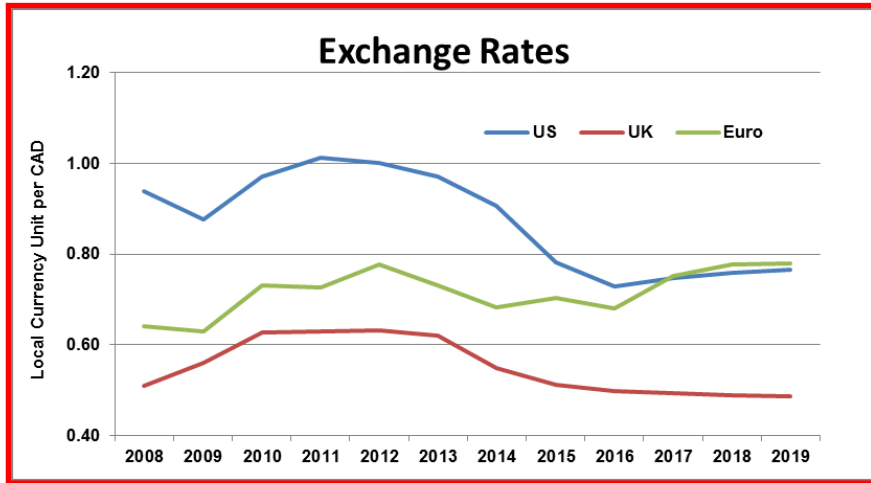
- The majority (55%) of Sport visits were same-day visits. For comparison, 64% of total visits in Ontario were same-day visits. The average number of nights spent on Sport visits was 3.8, above Ontario's average of 3.1 nights
- Sport visitors spent an average of \$290/trip (\$171/trip for total trips)
- The largest proportions of expenditures were spent on Transportation (31% Sport, 37% total), Food & Beverage (27% Sport, 27% total) and Accommodations (21% Sport, 16% total)
- Sport visitors mainly attended a sports event as a spectator or played individual or team sports
- Most trips were pleasure trips (66% compared to 34% of total trips)

Sport Summary

- 35% of overnight Sport visits were spent at commercial accommodations compared to 25% of total visits. 6% of overnight Sport visits were spent in camping/RV facilities versus 5% of total visits
- The largest proportion of trips occur in Jul-Sep (30% Sport vs 30% total) however trips are spread out throughout the year
- 41% of Sport visits were among groups of 3 or more people compared to 25% of total visits. 29% of Sport visits included children versus 13% of total visits
- 51% of Canadian Sport visitors in Ontario had an household income greater than \$100,000 compared to 35% of total visitors
- 29% of Canadian Sport 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

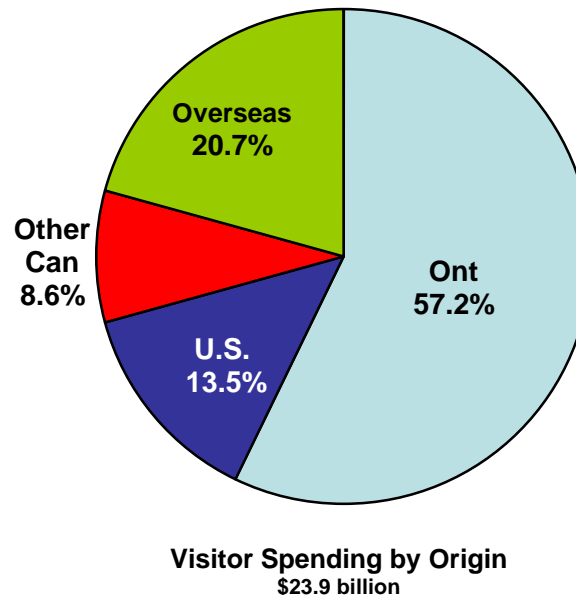
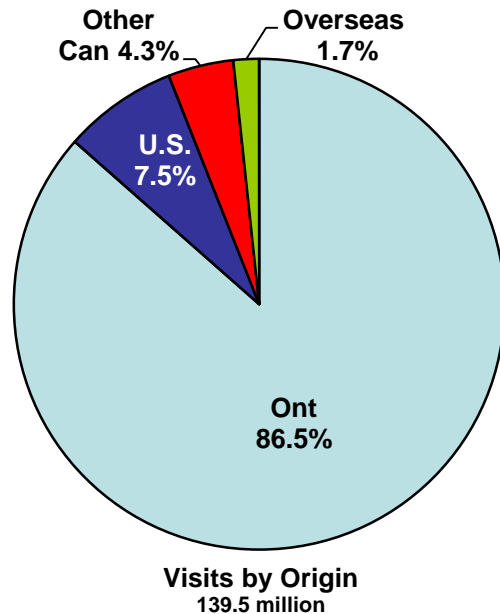
- February 7–23 – The XXII **Olympic Winter Games** are held in Sochi, Russia
- March 8 – **Malaysia Airlines Flight 370**, a Boeing 777 airliner en route to Beijing from Kuala Lumpur, disappears over the Gulf of Thailand with 239 people on board. The aircraft is presumed to have crashed into the Indian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

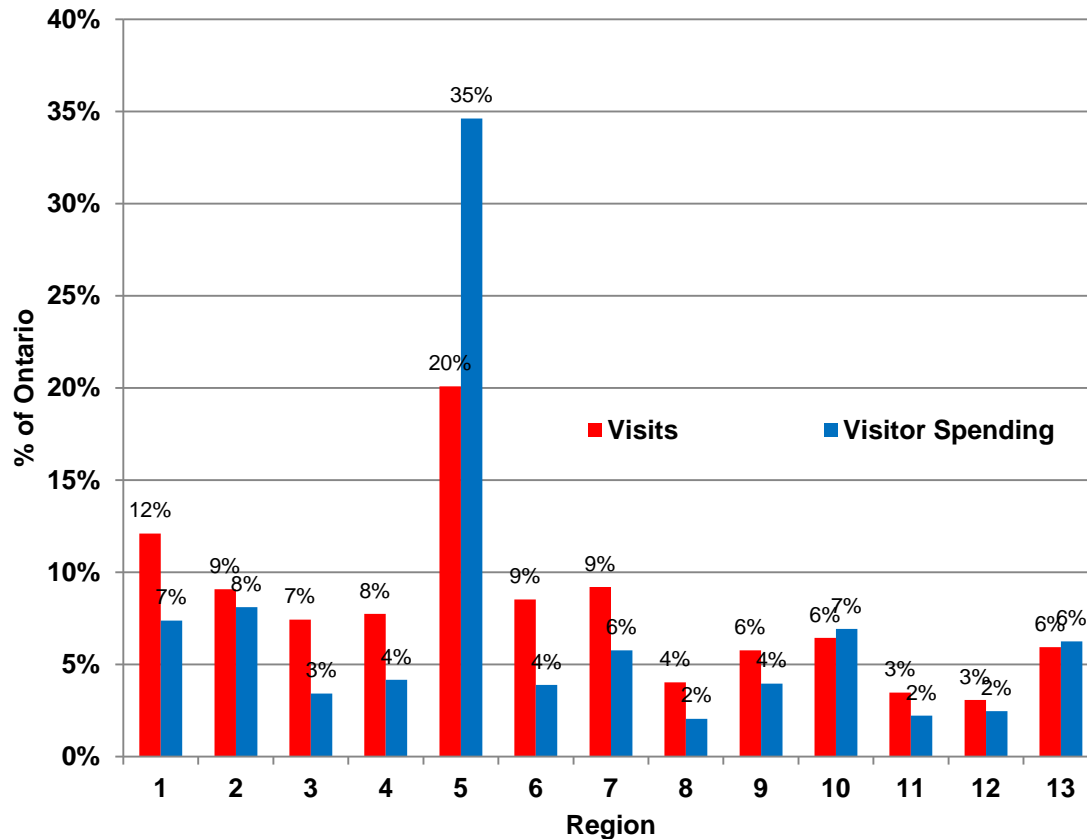


Ontario	2014	VS 2012
Visits	139.5M	-1.0%
Visitor Spending	\$23.9B	5.1%

- 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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