

Note: due to changes in 2013 survey methodology domestic data is not comparable to prior years

| Destination: CMA 580<br>Year: 2014          | Origin    |           |           |              |        |  |                    |          |               |                |
|---|-----------|-----------|-----------|--------------|--------|--|--------------------|----------|---------------|----------------|
|   | Total     | Canada    | Ontario   | Other Canada | US     | Mid Atlantic<br>and East North<br>Central States | Other US<br>States | Overseas | Target Market | Other Overseas |
| <b>Total Visits</b>                         |           |           |           |              |        |  |                    |          |               |                |
| Total Unweighted                            | 431       | 397       | 361       | 36           | 24     | 13   | 11                 | 10       | 8             | 2              |
| Total Household/Party Visits (Weighted)     | 880,559   | 861,051   | 831,526   | 29,526       | 15,514 | 9,194  | 6,320              | 3,994    | 2,614         | 1,379          |
| Total Person Visits (Weighted)              | 1,186,951 | 1,155,944 | 1,109,529 | 46,415       | 25,695 | 15,946   | 9,749              | 5,312    | 3,454         | 1,858          |
| <b>Length of Stay (Person Visits)</b>       |           |           |           |              |        |  |                    |          |               |                |
| Overnight                                   | 545,748   | 516,156   | 471,005   | 45,151       | 24,602 | 14,853   | 9,749              | 4,990    | 3,132         | 1,858          |
| Same-Day                                    | 641,203   | 639,788   | 638,524   | 1,264        | 1,093  | 1,093  | -                  | 322      | 322           | -              |
| <b>Main Purpose of Trip (Person Visits)</b> |           |           |           |              |        |  |                    |          |               |                |
| Pleasure                                    | 253,752   | 239,059   | 222,146   | 16,913       | 11,816 | 5,945  | 5,871              | 2,877    | 1,921         | 956            |
| VFR   | 555,201   | 548,113   | 528,038   | 20,075       | 4,654  | 4,654  | -                  | 2,434    | 1,533         | 901            |
| Shopping                                    | 93,817    | 93,817    | 91,535    | 2,282        | N/A    | N/A  | N/A                | N/A      | N/A           | N/A            |
| Conventions (Personal)                      | 1,445     | 1,445     | 1,445     | -            | N/A    | N/A  | N/A                | N/A      | N/A           | N/A            |
| Business                                    | 103,003   | 100,822   | 96,158    | 4,665        | 2,181  | 564  | 1,617              | -        | -             | -              |
| Conventions (Business) & Conferences        | 21,082    | 21,082    | 21,082    | -            | -      | -  | -                  | -        | -             | -              |
| Other Business                              | 79,741    | 79,741    | 75,076    | 4,665        | -      | -  | -                  | -        | -             | -              |
| Business Tourist (activity)                 | 2,181     | N/A       | N/A       | N/A          | 2,181  | 564  | 1,617              | -        | -             | -              |
| Other Personal                              | 179,732   | 172,687   | 170,207   | 2,480        | 7,045  | 4,784  | 2,261              | -        | -             | -              |
| <b>Quarter Trip Started (Person Visits)</b> |           |           |           |              |        |  |                    |          |               |                |
| Q1 (Jan - Mar)                              | 235,192   | 233,434   | 228,009   | 5,425        | 1,568  | 1,568  | -                  | 190      | 190           | -              |
| Q2 (Apr - Jun)                              | 344,078   | 336,639   | 332,062   | 4,577        | 5,015  | 2,203  | 2,812              | 2,424    | 2,424         | -              |
| Q3 (Jul - Sep)                              | 355,866   | 334,055   | 315,263   | 18,793       | 19,113 | 12,176   | 6,937              | 2,697    | 840           | 1,858          |
| Q4 (Oct - Dec)                              | 251,816   | 251,816   | 234,195   | 17,620       | -      | -  | -                  | -        | -             | -              |
| <b>Origin of Trip (Person Visits)</b>       |           |           |           |              |        |  |                    |          |               |                |
| Total Canada                                | 1,155,944 | 1,155,944 | 1,109,529 | 46,415       | -      | -  | -                  | -        | -             | -              |
| Maritimes                                   | 4,614     | 4,614     | -         | 4,614        | -      | -  | -                  | -        | -             | -              |
| Quebec                                      | 30,749    | 30,749    | -         | 30,749       | -      | -  | -                  | -        | -             | -              |
| Montreal                                    | 3,596     | 3,596     | -         | 3,596        | -      | -  | -                  | -        | -             | -              |
| Quebec City                                 | -         | -         | -         | -            | -      | -  | -                  | -        | -             | -              |
| Ontario                                     | 1,109,529 | 1,109,529 | 1,109,529 | -            | -      | -  | -                  | -        | -             | -              |
| Manitoba                                    | 1,220     | 1,220     | -         | 1,220        | -      | -  | -                  | -        | -             | -              |
| Winnipeg                                    | 271       | 271       | -         | 271          | -      | -  | -                  | -        | -             | -              |
| Saskatchewan                                | 965       | 965       | -         | 965          | -      | -  | -                  | -        | -             | -              |
| Alberta                                     | 8,868     | 8,868     | -         | 8,868        | -      | -  | -                  | -        | -             | -              |
| British Columbia                            | -         | -         | -         | -            | -      | -  | -                  | -        | -             | -              |
| Total USA                                   | 25,695    | -         | -         | -            | 25,695 | 15,946   | 9,749              | -        | -             | -              |
| New England                                 | 2,250     | -         | -         | -            | 2,250  | -  | 2,250              | -        | -             | -              |
| Mid Atlantic                                | 5,217     | -         | -         | -            | 5,217  | 5,217  | -                  | -        | -             | -              |
| South Atlantic                              | 3,974     | -         | -         | -            | 3,974  | -  | 3,974              | -        | -             | -              |

|   |         |         |         |        |        |        |       |       |       |       |
|---|---------|---------|---------|--------|--------|--------|-------|-------|-------|-------|
| East North Central  | 10,729  | -       | -       | -      | 10,729 | 10,729 | -     | -     | -     | -     |
| West North Central  | 721     | -       | -       | -      | 721    | -      | 721   | -     | -     | -     |
| South Central   | 1,406   | -       | -       | -      | 1,406  | -      | 1,406 | -     | -     | -     |
| Mountain  | 551     | -       | -       | -      | 551    | -      | 551   | -     | -     | -     |
| Pacific, Alaska, Hawaii   | 847     | -       | -       | -      | 847    | -      | 847   | -     | -     | -     |
| Total Overseas  | 5,312   | -       | -       | -      | -      | -      | -     | 5,312 | 3,454 | 1,858 |
| Belgium   | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| France  | 335     | -       | -       | -      | -      | -      | -     | 335   | 335   | -     |
| Germany   | 2,323   | -       | -       | -      | -      | -      | -     | 2,323 | 2,323 | -     |
| Italy   | 956     | -       | -       | -      | -      | -      | -     | 956   | -     | 956   |
| Netherlands   | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Scandinavia   | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Switzerland   | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| UK  | 365     | -       | -       | -      | -      | -      | -     | 365   | 365   | -     |
| Other Europe  | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Hong Kong   | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| India   | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Israel  | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Japan   | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Mainland China  | 190     | -       | -       | -      | -      | -      | -     | 190   | 190   | -     |
| South Korea   | 242     | -       | -       | -      | -      | -      | -     | 242   | 242   | -     |
| Other Asia  | 901     | -       | -       | -      | -      | -      | -     | 901   | -     | 901   |
| Australia   | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Brazil  | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Mexico  | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Other Americas (excl. USA & Canada)                             | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| Africa  | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| <b>Origin of Trip, Ontario Regions (Person Visits)</b>          |         |         |         |        |        |        |       |       |       |       |
| Region 1: Southwest Ontario                                     | 25,358  | 25,358  | 25,358  | -      | -      | -      | -     | -     | -     | -     |
| Region 2: Niagara Falls Canada                                  | 4,356   | 4,356   | 4,356   | -      | -      | -      | -     | -     | -     | -     |
| Region 3: Hamilton, Halton, Brant                               | 70,399  | 70,399  | 70,399  | -      | -      | -      | -     | -     | -     | -     |
| Region 4: Huron, Perth, Waterloo, Wellington                    | 26,206  | 26,206  | 26,206  | -      | -      | -      | -     | -     | -     | -     |
| Region 5: Greater Toronto Area                                  | 47,340  | 47,340  | 47,340  | -      | -      | -      | -     | -     | -     | -     |
| Region 6: York, Durham, Hills of Headwaters                     | 47,048  | 47,048  | 47,048  | -      | -      | -      | -     | -     | -     | -     |
| Region 7: Bruce Peninsula, Southern Georgian Bay and Lake Huron | 81,551  | 81,551  | 81,551  | -      | -      | -      | -     | -     | -     | -     |
| Region 8: Kawartha and Northumberland                           | 24,211  | 24,211  | 24,211  | -      | -      | -      | -     | -     | -     | -     |
| Region 9: South Eastern Ontario                                 | 3,219   | 3,219   | 3,219   | -      | -      | -      | -     | -     | -     | -     |
| Region 10: Ottawa and Countryside                               | 34,928  | 34,928  | 34,928  | -      | -      | -      | -     | -     | -     | -     |
| Region 11: Haliburton Highlands to the Ottawa Valley            | 23,900  | 23,900  | 23,900  | -      | -      | -      | -     | -     | -     | -     |
| Region 12: Muskoka, Parry Sound and Algonquin Park              | 6,049   | 6,049   | 6,049   | -      | -      | -      | -     | -     | -     | -     |
| Region 13: Northern Ontario                                     | 714,965 | 714,965 | 714,965 | -      | -      | -      | -     | -     | -     | -     |
| Region 13a: North East Ontario                                  | 618,374 | 618,374 | 618,374 | -      | -      | -      | -     | -     | -     | -     |
| Region 13b: North Central Ontario                               | 89,697  | 89,697  | 89,697  | -      | -      | -      | -     | -     | -     | -     |
| Region 13c: North West Ontario                                  | 6,894   | 6,894   | 6,894   | -      | -      | -      | -     | -     | -     | -     |
| Region Unknown  | -       | -       | -       | -      | -      | -      | -     | -     | -     | -     |
| CMA505: Ottawa-Hull   | 42,701  | 42,701  | 29,727  | 12,974 | -      | -      | -     | -     | -     | -     |



|   |           |           |           |         |        |        |        |        |        |        |
|---|-----------|-----------|-----------|---------|--------|--------|--------|--------|--------|--------|
| CD43: Simcoe County                           | 67,496    | 67,496    | 67,496    | -       | -      | -      | -      | -      | -      | -      |
| CD44: Muskoka District Municipality           | -         | -         | -         | -       | -      | -      | -      | -      | -      | -      |
| CD46: Haliburton County                       | -         | -         | -         | -       | -      | -      | -      | -      | -      | -      |
| CD47: Renfrew County                          | 5,488     | 5,488     | 5,488     | -       | -      | -      | -      | -      | -      | -      |
| CD48: Nipissing District                      | 107,588   | 107,588   | 107,588   | -       | -      | -      | -      | -      | -      | -      |
| CD49: Parry Sound District                    | 6,049     | 6,049     | 6,049     | -       | -      | -      | -      | -      | -      | -      |
| CD51: Manitoulin District                     | 2,999     | 2,999     | 2,999     | -       | -      | -      | -      | -      | -      | -      |
| CD52: Sudbury District                        | 215,421   | 215,421   | 215,421   | -       | -      | -      | -      | -      | -      | -      |
| CD53: Sudbury Regional Municipality           | 216,587   | 216,587   | 216,587   | -       | -      | -      | -      | -      | -      | -      |
| CD54: Timiskaming District                    | -         | -         | -         | -       | -      | -      | -      | -      | -      | -      |
| CD56: Cochrane District                       | 75,779    | 75,779    | 75,779    | -       | -      | -      | -      | -      | -      | -      |
| CD57: Algoma District                         | 89,697    | 89,697    | 89,697    | -       | -      | -      | -      | -      | -      | -      |
| CD58: Thunder Bay District                    | 6,894     | 6,894     | 6,894     | -       | -      | -      | -      | -      | -      | -      |
| CD59: Rainy River District                    | -         | -         | -         | -       | -      | -      | -      | -      | -      | -      |
| CD60: Kenora District                         | -         | -         | -         | -       | -      | -      | -      | -      | -      | -      |
| Census Division Unknown                       | -         | -         | -         | -       | -      | -      | -      | -      | -      | -      |
| <b>Accommodation Type (Person Visits)</b>     |           |           |           |         |        |        |        |        |        |        |
| Roofed commercial                             | 178,112   | 154,914   | 133,860   | 21,054  | 20,733 | 13,640 | 7,093  | 2,465  | 1,509  | 956    |
| Hotels  | 136,881   | 124,544   | 104,233   | 20,312  | 10,828 | 6,361  | 4,467  | 1,509  | 1,509  | -      |
| Motels  | 32,076    | 21,215    | 20,473    | 742     | 9,905  | 7,279  | 2,626  | 956    | -      | 956    |
| Commercial cottage/cabins                     | 7,882     | 7,882     | 7,882     | -       | -      | -      | -      | -      | -      | -      |
| Other roofed commercial                       | 1,273     | 1,273     | 1,273     | -       | N/A    | N/A    | N/A    | N/A    | N/A    | N/A    |
| Camping/RV facilities                         | 8,816     | 7,968     | 7,494     | 475     | 343    | -      | 343    | 505    | 505    | -      |
| Private homes/cottages                        | 337,825   | 333,180   | 306,959   | 26,220  | 3,527  | 1,213  | 2,314  | 1,118  | 1,118  | -      |
| Private homes                                 | 278,597   | 273,952   | 247,732   | 26,220  | 3,527  | 1,213  | 2,314  | 1,118  | 1,118  | -      |
| Private cottages                              | 59,227    | 59,227    | 59,227    | -       | -      | -      | -      | -      | -      | -      |
| Other accommodation type                      | 25,749    | 24,848    | 24,151    | 697     | -      | -      | -      | 901    | -      | 901    |
| <b>Number of Nights</b>                       |           |           |           |         |        |        |        |        |        |        |
| Total Nights                                  | 1,637,446 | 1,543,970 | 1,311,883 | 232,087 | 49,633 | 26,686 | 22,947 | 43,844 | 14,944 | 28,900 |
| 0 nights (Person Visits)                      | 641,203   | 639,788   | 638,524   | 1,264   | 1,093  | 1,093  | -      | 322    | 322    | -      |
| 1 night (Person Visits)                       | 199,296   | 186,092   | 176,259   | 9,833   | 12,248 | 6,935  | 5,313  | 956    | -      | 956    |
| 2 nights (Person Visits)                      | 145,010   | 137,502   | 134,438   | 3,064   | 6,681  | 4,003  | 2,679  | 827    | 827    | -      |
| 3 nights (Person Visits)                      | 70,448    | 66,176    | 56,402    | 9,774   | 4,272  | 3,915  | 357    | -      | -      | -      |
| 4 nights (Person Visits)                      | 35,413    | 34,239    | 27,418    | 6,821   | -      | -      | -      | 1,174  | 1,174  | -      |
| 5 nights (Person Visits)                      | 23,659    | 23,417    | 21,974    | 1,443   | -      | -      | -      | 242    | 242    | -      |
| 6 - 9 nights (Person Visits)                  | 42,933    | 40,833    | 37,448    | 3,385   | 1,401  | -      | 1,401  | 699    | 699    | -      |
| 10+ nights (Person Visits)                    | 28,989    | 27,898    | 17,067    | 10,831  | -      | -      | -      | 1,092  | 190    | 901    |
| Average nights of total visits                | 1.4       | 1.3       | 1.2       | 5.0     | 1.9    | 1.7    | 2.4    | 8.3    | 4.3    | 15.6   |
| Average nights of overnight visits            | 3.0       | 3.0       | 2.8       | 5.1     | 2.0    | 1.8    | 2.4    | 8.8    | 4.8    | 15.6   |
| <b>Number of Nights by Accommodation Type</b> |           |           |           |         |        |        |        |        |        |        |
| Nights in roofed commercial                   | 419,626   | 369,750   | 308,559   | 61,191  | 41,880 | 24,260 | 17,620 | 7,996  | 7,040  | 956    |
| Nights in hotels                              | 296,033   | 275,030   | 217,551   | 57,479  | 13,963 | 9,497  | 4,467  | 7,040  | 7,040  | -      |
| Nights in motels                              | 69,885    | 41,011    | 37,299    | 3,712   | 27,917 | 14,764 | 13,153 | 956    | -      | 956    |

|   |           |           |           |         |        |        |       |        |       |        |
|---|-----------|-----------|-----------|---------|--------|--------|-------|--------|-------|--------|
| Nights in commercial cottage/cabins                             | 46,453    | 46,453    | 46,453    | -       | -      | -      | -     | -      | -     | -      |
| Nights in other roofed commercial                               | 7,256     | 7,256     | 7,256     | -       | N/A    | N/A    | N/A   | N/A    | N/A   | N/A    |
| Nights in camping/RV facilities                                 | 25,531    | 24,179    | 23,704    | 475     | 343    | -      | 343   | 1,010  | 1,010 | -      |
| Nights in private homes/cottages                                | 1,119,732 | 1,105,429 | 937,097   | 168,332 | 7,410  | 2,426  | 4,984 | 6,894  | 6,894 | -      |
| Nights in private homes   | 855,650   | 841,346   | 673,015   | 168,332 | 7,410  | 2,426  | 4,984 | 6,894  | 6,894 | -      |
| Nights in private cottages                                      | 264,082   | 264,082   | 264,082   | -       | -      | -      | -     | -      | -     | -      |
| Nights in other   | 72,556    | 44,612    | 42,522    | 2,090   | -      | -      | -     | 27,943 | -     | 27,943 |
| <b>Place Visited in Ontario (Person Visits)</b>                 |           |           |           |         |        |        |       |        |       |        |
| Region 1: Southwest Ontario                                     | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 2: Niagara Falls Canada                                  | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 3: Hamilton, Halton, Brant                               | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 4: Huron, Perth, Waterloo, Wellington                    | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 5: Greater Toronto Area                                  | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 6: York, Durham, Hills of Headwaters                     | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 7: Bruce Peninsula, Southern Georgian Bay and Lake Huron | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 8: Kawartha and Northumberland                           | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 9: South Eastern Ontario                                 | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 10: Ottawa and Countryside                               | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 11: Haliburton Highlands to the Ottawa Valley            | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 12: Muskoka, Parry Sound and Algonquin Park              | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 13: Northern Ontario                                     | 1,186,951 | 1,155,944 | 1,109,529 | 46,415  | 25,695 | 15,946 | 9,749 | 5,312  | 3,454 | 1,858  |
| Region 13a: North East Ontario                                  | 1,186,951 | 1,155,944 | 1,109,529 | 46,415  | 25,695 | 15,946 | 9,749 | 5,312  | 3,454 | 1,858  |
| Region 13b: North Central Ontario                               | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region 13c: North West Ontario                                  | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| Region Unknown  | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA505: Ottawa-Hull   | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA532: Oshawa  | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA535: Toronto   | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA537: Hamilton  | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA539: St.Catharines-Niagara                                   | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA541: Kitchener   | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA555: London  | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA559: Windsor   | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA580: Sudbury   | -         | 1,155,944 | 1,109,529 | 46,415  | 25,695 | 15,946 | 9,749 | 5,312  | 3,454 | 1,858  |
| CMA595: Thunder Bay   | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CMA599: Unknown   | -         | -         | -         | -       | -      | -      | -     | -      | -     | -      |
| CD01: Stormont, Dundas & Glengarry United Counties              | -         | -         | -         | -       | N/A    | N/A    | N/A   | N/A    | N/A   | N/A    |
| CD02: Prescott & Russell United Counties                        | -         | -         | -         | -       | N/A    | N/A    | N/A   | N/A    | N/A   | N/A    |
| CD06: Ottawa-Carlton Regional Municipality                      | -         | -         | -         | -       | N/A    | N/A    | N/A   | N/A    | N/A   | N/A    |
| CD07: Leeds & Grenville United Counties                         | -         | -         | -         | -       | N/A    | N/A    | N/A   | N/A    | N/A   | N/A    |
| CD09: Lanark County   | -         | -         | -         | -       | N/A    | N/A    | N/A   | N/A    | N/A   | N/A    |
| CD10: Frontenac County  | -         | -         | -         | -       | N/A    | N/A    | N/A   | N/A    | N/A   | N/A    |
| CD11: Lennox & Addington County                                 | -         | -         | -         | -       | N/A    | N/A    | N/A   | N/A    | N/A   | N/A    |

|  |           |           |           |        |     |     |     |     |     |     |
|--|-----------|-----------|-----------|--------|-----|-----|-----|-----|-----|-----|
| CD12: Hastings County                          | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD13: Prince Edward County                     | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD14: Northumberland County                    | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD15: Peterborough County                      | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD16: Kawartha Lakes                           | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD18: Durham Regional Municipality             | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD19: York Regional Municipality               | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD20: Toronto Metropolitan Municipality        | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD21: Peel Regional Municipality               | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD22: Dufferin County                          | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD23: Wellington County                        | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD24: Halton Regional Municipality             | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD25: Hamilton-Wentworth Regional Municipality | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD26: Niagara Regional Municipality            | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD28: Haldimand-Norfolk Regional Municipality  | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD29: Brant County                             | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD30: Waterloo Regional Municipality           | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD31: Perth County                             | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD32: Oxford County                            | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD34: Elgin County                             | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD36: Kent County                              | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD37: Essex County                             | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD38: Lambton County                           | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD39: Middlesex County                         | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD40: Huron County                             | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD41: Bruce County                             | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD42: Grey County                              | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD43: Simcoe County                            | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD44: Muskoka District Municipality            | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD46: Haliburton County                        | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD47: Renfrew County                           | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD48: Nipissing District                       | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD49: Parry Sound District                     | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD51: Manitoulin District                      | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD52: Sudbury District                         | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD53: Sudbury Regional Municipality            | 1,155,944 | 1,155,944 | 1,109,529 | 46,415 | N/A | N/A | N/A | N/A | N/A | N/A |
| CD54: Timiskaming District                     | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD56: Cochrane District                        | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD57: Algoma District                          | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD58: Thunder Bay District                     | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD59: Rainy River District                     | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| CD60: Kenora District                          | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |
| Census Division Unknown                        | -         | -         | -         | -      | N/A | N/A | N/A | N/A | N/A | N/A |

|  |         |         |         |        |        |       |       |       |       |       |
|--|---------|---------|---------|--------|--------|-------|-------|-------|-------|-------|
| <b>Activities Participated (Person Visits)</b> |         |         |         |        |        |       |       |       |       |       |
| Festivals/Fairs                                | 7,300   | 1,728   | 1,728   | -      | 4,375  | 1,568 | 2,807 | 1,198 | 242   | 956   |
| Cultural Performances                          | 15,547  | 12,402  | 12,402  | -      | 3,145  | 3,145 | -     | -     | -     | -     |
| Museums/Art Galleries                          | 22,348  | 12,549  | 12,422  | 127    | 7,347  | 3,925 | 3,422 | 2,452 | 1,496 | 956   |
| Zoos/Aquariums/Botanical Gardens               | 9,277   | 7,782   | 3,874   | 3,908  | -      | -     | -     | 1,496 | 1,496 | -     |
| Sports Events                                  | 32,953  | 30,759  | 17,313  | 13,446 | 1,952  | -     | 1,952 | 242   | 242   | -     |
| Casinos  | 12,217  | 10,816  | 2,397   | 8,419  | 1,401  | -     | 1,401 | -     | -     | -     |
| Theme Parks                                    | 14,652  | 13,251  | 5,066   | 8,185  | 1,401  | -     | 1,401 | -     | -     | -     |
| National/Provincial Nature Parks               | 36,317  | 25,269  | 24,958  | 311    | 6,583  | 4,794 | 1,789 | 4,465 | 2,607 | 1,858 |
| Historic Sites                                 | 33,521  | 18,735  | 14,217  | 4,518  | 11,397 | 7,080 | 4,317 | 3,389 | 2,433 | 956   |
| Sightseeing                                    | 17,316  | 3,160   | 3,160   | -      | 9,746  | 7,142 | 2,604 | 4,410 | 3,454 | 956   |
| Aboriginal                                     | 10,742  | 10,742  | 2,323   | 8,419  | -      | -     | -     | -     | -     | -     |
| Visit Family or Relatives                      | 348,402 | 331,354 | 322,620 | 8,734  | 13,416 | 7,809 | 5,608 | 3,632 | 1,774 | 1,858 |
| Shopping                                       | 133,863 | 122,815 | 121,330 | 1,485  | 7,533  | 3,987 | 3,546 | 3,516 | 2,614 | 901   |
| Movies   | 13,214  | 10,348  | 10,348  | -      | 1,401  | -     | 1,401 | 1,465 | 563   | 901   |
| Restaurant or bar                              | 33,410  | 16,986  | 16,986  | -      | 12,477 | 7,705 | 4,772 | 3,947 | 2,089 | 1,858 |
| Medical/Dental appointment                     | 112,869 | 111,469 | 111,469 | -      | 1,401  | -     | 1,401 | -     | -     | -     |
| Business Meeting/Conference/Seminar            | 27,506  | 25,326  | 22,000  | 3,325  | 2,181  | 564   | 1,617 | -     | -     | -     |
| Any Outdoor/Sports Activity                    | 188,586 | 182,106 | 169,674 | 12,432 | 3,190  | -     | 3,190 | 3,291 | 1,433 | 1,858 |
| Play a sport                                   | 23,330  | 22,428  | 22,428  | -      | -      | -     | -     | 901   | -     | 901   |
| Boating  | 59,587  | 55,246  | 53,042  | 2,204  | 1,952  | -     | 1,952 | 2,389 | 1,433 | 956   |
| Golfing  | 16,533  | 14,767  | 5,690   | 9,078  | 1,401  | -     | 1,401 | 365   | 365   | -     |
| Fishing  | 59,966  | 57,772  | 57,551  | 221    | 1,952  | -     | 1,952 | 242   | 242   | -     |
| Hunting  | 3,215   | 3,215   | 3,215   | -      | -      | -     | -     | -     | -     | -     |
| Skiing/Snowboarding                            | 10,547  | 10,547  | 10,547  | -      | -      | -     | -     | -     | -     | -     |
| Snowmobiling                                   | 3,559   | 3,559   | 3,559   | -      | -      | -     | -     | -     | -     | -     |
| ATV  | 6,660   | 6,109   | 6,109   | -      | 551    | -     | 551   | -     | -     | -     |
| Cycling  | 885     | 885     | 885     | -      | -      | -     | -     | -     | -     | -     |
| Hiking   | 47,591  | 47,591  | 45,608  | 1,983  | -      | -     | -     | -     | -     | -     |
| Camping  | 55,940  | 54,541  | 54,066  | 475    | 894    | -     | 894   | 505   | 505   | -     |
| Visit a beach                                  | 58,168  | 55,205  | 55,205  | -      | 1,401  | -     | 1,401 | 1,563 | 606   | 956   |
| Wildlife/Bird watching                         | 28,792  | 26,047  | 25,372  | 675    | 1,789  | -     | 1,789 | 956   | -     | 956   |
| <b>Household/Party Size and Composition</b>    |         |         |         |        |        |       |       |       |       |       |
| Total household/party visits                   | 880,559 | 861,051 | 831,526 | 29,526 | 15,514 | 9,194 | 6,320 | 3,994 | 2,614 | 1,379 |
| 1 person (Party Visits)                        | 179,345 | 169,923 | 168,247 | 1,676  | 6,746  | 3,224 | 3,522 | 2,676 | 1,774 | 901   |
| 2 persons (Party Visits)                       | 166,069 | 157,397 | 152,720 | 4,677  | 7,354  | 5,187 | 2,167 | 1,318 | 840   | 478   |
| 3 or more persons (Party Visits)               | 535,145 | 533,732 | 510,558 | 23,173 | 1,414  | 783   | 631   | -     | -     | -     |
| Average party size                             | 5.8     | 2.8     | 2.9     | 2.6    | 1.7    | 1.7   | 1.6   | 1.3   | 1.3   | 1.5   |
| Party with adult(s) only (%)                   | 88%     | 88%     | 88%     | 81%    | 95%    | 100%  | 90%   | 100%  | 100%  | 100%  |
| Party with children (%)                        | 12%     | 12%     | 12%     | 19%    | 5%     | 0%    | 10%   | 0%    | 0%    | 0%    |
| <b>Age of Respondents (Person Visits)</b>      |         |         |         |        |        |       |       |       |       |       |
| Under 18 years                                 | 631     | -       | -       | -      | 631    | -     | 631   | -     | -     | -     |
| 18 - 24 years old                              | 128,616 | 127,688 | 121,606 | 6,082  | -      | -     | -     | 928   | 928   | -     |

|  |             |             |             |            |           |           |           |           |           |           |
|--|-------------|-------------|-------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| 25 - 34 years old                                      | 135,894     | 134,036     | 132,689     | 1,347      | -         | -         | -         | 1,858     | -         | 1,858     |
| 35 - 44 years old                                      | 229,557     | 227,285     | 220,303     | 6,982      | 2,082     | 819       | 1,262     | 190       | 190       | -         |
| 45 - 54 years old                                      | 184,574     | 182,928     | 165,488     | 17,440     | 819       | 819       | -         | 827       | 827       | -         |
| 55 - 64 years old                                      | 235,765     | 229,979     | 223,052     | 6,927      | 5,451     | 3,937     | 1,514     | 335       | 335       | -         |
| 65+ years old  | 268,816     | 254,028     | 246,390     | 7,638      | 14,788    | 8,802     | 5,986     | -         | -         | -         |
| Age not stated   | 3,098       | -           | -           | -          | 1,924     | 1,568     | 357       | 1,174     | 1,174     | -         |
| Average age  | 48.8        | 48.3        | 48.3        | 48.3       | 76.5      | 80.8      | 70.0      | 39.5      | 47.7      | 29.5      |
| <b>Gender of Respondents (Person Visits)</b>           |             |             |             |            |           |           |           |           |           |           |
| Male   | 678,959     | 663,686     | 631,769     | 31,918     | 13,306    | 6,533     | 6,773     | 1,967     | 587       | 1,379     |
| Female   | 505,250     | 492,257     | 477,760     | 14,497     | 10,822    | 7,845     | 2,976     | 2,170     | 1,692     | 478       |
| <b>Education Level of Respondents (Person Visits)</b>  |             |             |             |            |           |           |           |           |           |           |
| Less than high school graduation certificate           | 71,547      | 71,547      | 65,610      | 5,936      | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| High school graduation certificate only                | 289,287     | 289,287     | 272,267     | 17,020     | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| Some post-secondary certificate or diploma             | 561,083     | 561,083     | 544,266     | 16,817     | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| University degree (Bachelor's, Master's or PhD)        | 234,028     | 234,028     | 227,386     | 6,642      | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| Not Stated   | -           | -           | -           | -          | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| <b>Household Income of Respondents (Person Visits)</b> |             |             |             |            |           |           |           |           |           |           |
| Less than \$50,000                                     | 280,198     | 280,198     | 266,681     | 13,517     | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| \$50,000 to less than \$75,000                         | 114,465     | 114,465     | 109,646     | 4,819      | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| \$75,000 to less than \$100,000                        | 192,009     | 192,009     | 189,965     | 2,044      | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| \$100,000 and over                                     | 400,086     | 400,086     | 380,874     | 19,212     | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| Not Stated   | 169,185     | 169,185     | 162,362     | 6,823      | N/A       | N/A       | N/A       | N/A       | N/A       | N/A       |
| <b>Visitor Spending in Region</b>                      |             |             |             |            |           |           |           |           |           |           |
| Total Visitor Spending                                 | 179,878,933 | 170,029,473 | 144,970,671 | 25,058,802 | 7,183,265 | 3,941,666 | 3,241,598 | 2,666,195 | 1,656,486 | 1,009,709 |
| Overnight Visitor Spending                             | 125,860,579 | 116,031,021 | 90,972,218  | 25,058,802 | 7,163,705 | 3,922,107 | 3,241,598 | 2,665,854 | 1,656,145 | 1,009,709 |
| Same-Day Visitor Spending                              | 54,018,353  | 53,998,452  | 53,998,452  | -          | 19,560    | 19,560    | -         | 341       | 341       | -         |
| <b>Average Visitor Spending in Region</b>              |             |             |             |            |           |           |           |           |           |           |
| Average per person                                     | 152         | 147         | 131         | 540        | 280       | 247       | 332       | 502       | 480       | 544       |
| Average per person per overnight visit                 | 231         | 225         | 193         | 555        | 291       | 264       | 332       | 534       | 529       | 544       |
| Average per person per night                           | 77          | 75          | 69          | 108        | 144       | 147       | 141       | 61        | 111       | 35        |
| Average per person per same-day visit                  | 84          | 84          | 85          | -          | 18        | 18        | -         | 1         | 1         | -         |
| <b>Itemized Visitor Spending in Region</b>             |             |             |             |            |           |           |           |           |           |           |
| <b>Total Visitor Spending</b>                          | 179,878,933 | 170,029,473 | 144,970,671 | 25,058,802 | 7,183,265 | 3,941,666 | 3,241,598 | 2,666,195 | 1,656,486 | 1,009,709 |
| <b>Transport (Total)</b>                               | 49,146,223  | 46,396,262  | 37,731,393  | 8,664,869  | 1,952,239 | 649,391   | 1,302,848 | 797,723   | 656,109   | 141,614   |
| Public Transport                                       | 4,241,848   | 3,981,155   | 1,989,712   | 1,991,443  | 176,140   | 94,556    | 81,584    | 84,553    | 76,101    | 8,452     |
| Canadian Fares   | 81,584      | N/A         | N/A         | N/A        | 81,584    | -         | 81,584    | -         | -         | -         |
| Other Public Transport                                 | 4,160,263   | 3,981,155   | 1,989,712   | 1,991,443  | 94,556    | 94,556    | -         | 84,553    | 76,101    | 8,452     |
| Vehicle Rental   | 1,990,306   | 1,053,672   | -           | 1,053,672  | 323,388   | -         | 323,388   | 613,246   | 576,478   | 36,768    |
| Vehicle Operations                                     | 40,202,530  | 38,805,844  | 33,319,094  | 5,486,749  | 1,320,694 | 474,525   | 846,169   | 75,992    | 2,276     | 73,717    |
| Local Transport  | 2,711,539   | 2,555,591   | 2,422,586   | 133,005    | 132,017   | 80,310    | 51,707    | 23,931    | 1,254     | 22,677    |
| <b>Accommodation</b>                                   | 33,102,016  | 30,157,525  | 24,548,681  | 5,608,844  | 2,536,906 | 1,898,324 | 638,582   | 407,585   | 350,757   | 56,828    |
| <b>Food &amp; Beverage (Total)</b>                     | 55,542,784  | 53,063,839  | 45,978,471  | 7,085,368  | 1,541,926 | 832,657   | 709,269   | 937,019   | 393,956   | 543,063   |
| Food & Beverage at Stores                              | 18,995,714  | 18,178,820  | 16,707,388  | 1,471,433  | 346,911   | 193,232   | 153,679   | 469,983   | 161,553   | 308,430   |



|   |                   |                   |                   |                  |                |                |                |                |                |                |
|---|-------------------|-------------------|-------------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Food & Beverage at Restaurants/Bars     | 36,547,070        | 34,885,019        | 29,271,084        | 5,613,935        | 1,195,015      | 639,425        | 555,590        | 467,036        | 232,402        | 234,633        |
| <b>Recreation/Entertainment (Total)</b> | <b>10,546,338</b> | <b>10,023,833</b> | <b>7,085,271</b>  | <b>2,938,562</b> | <b>474,096</b> | <b>284,378</b> | <b>189,718</b> | <b>48,409</b>  | <b>42,992</b>  | <b>5,417</b>   |
| Recreation                              | 4,281,692         | 4,161,648         | 3,121,372         | 1,040,276        | 107,017        | 55,669         | 51,349         | 13,027         | 11,220         | 1,807          |
| Culture                                 | 6,264,645         | 5,862,184         | 3,963,899         | 1,898,286        | 367,079        | 228,709        | 138,370        | 35,382         | 31,773         | 3,609          |
| <b>Retail/Other (Total)</b>             | <b>31,541,572</b> | <b>30,388,014</b> | <b>29,626,854</b> | <b>761,160</b>   | <b>678,098</b> | <b>276,917</b> | <b>401,181</b> | <b>475,459</b> | <b>212,672</b> | <b>262,787</b> |
| Clothing                                | 20,539,964        | 19,638,263        | 18,916,116        | 722,148          | 426,241        | 268,751        | 157,491        | 475,459        | 212,672        | 262,787        |
| Other Retail                            | 11,001,608        | 10,749,751        | 10,710,739        | 39,012           | 251,857        | 8,166          | 243,691        | -              | -              | -              |

Source:

This analysis is based on Statistics Canada microdata which contain anonymised data collected in the Travel Survey of Residents of Canada and the International Travel Survey. All computations on these microdata were prepared by the Ontario Ministry of Tourism, Culture and Sport and the responsibility for the use and interpretation of these data is entirely that of the authors.

Date Updated: 1-Nov-16