



The People:

- ◆ Population: 12, 541, 400
- ◆ 49.4% male, 50.6% female
- ◆ 49.2% married, 41.8% single
- ◆ Families of married couples: 75.4% **Highest Canadian market of interest to TAVI*; lone-parent families: 15.2%; Families of common-law couples: 9.4%
- ◆ Education of population 15 yrs and over: university education (27.4%), college education (25.3%), elementary/secondary education only (44.1%)
- ◆ Median total household income \$62,500
- ◆ Total household expenditures on recreation: \$3, 883 (6%)
- ◆ Toronto accounts for 41% of Ontario's adult population

Travel:

- ◆ Three-quarters of a million Ontario residents have taken leisure trips to BC over a two year period (2002-2004)
- ◆ Trips by Ontarians in 2004 (Destination): 37.3% of Canada **Highest Canadian market of interest to TAVI*
- ◆ Trips by Ontarians in 2004 (Nights): 33.5% of Canada **Highest Canadian market of interest to TAVI*
- ◆ Trips by Ontarians in 2004 (Expenditures): \$10, 154, 235, 000 **Highest Canadian market of interest to TAVI*
- ◆ Trips by top 3 metropolitan areas in 2004: Toronto 13, 738; St. Catharines-Niagara 4,157; London 3,341
- ◆ All segments of the Ontario population mentioned below primarily travel to 1) visit friends/family and 2) for rest/recuperation.
- ◆ The Ontario seniors segment has the highest incidence of travel *to BC*, but the lowest incidence of overnight travel *in Canada*. This segment is also on the lower end of total household incomes within Ontario. Travelling to visit historical sites/places sets this group apart.
- ◆ The following segments have the highest incidence of overnight travel in Canada:
- ◆ Ontarian mature couples without children (31-60 yrs) have the highest household income among the Ontario segments and travel the most. Travelling for intimacy/romance sets this group apart.
- ◆ Ontarian mature couples with children (31-60 yrs) have 2nd highest incidence of overnight travel in Canada. Travelling to see natural wonders/sites sets this group apart.
- ◆ Ontarian young without children (18-30 yrs) have the 3rd highest incidence of overnight travel in Canada. Travelling to experience adventure/excitement sets this group apart.
- ◆ Ontarians visiting Vancouver Island usually have longer stays: 8-14 nights (39.5%) and 15 + nights (31.1%)
- ◆ 55.6% stated Vancouver Island was their main destination, and 44.4% were just passing through.

Interests:

◆ 2/3 of Toronto Outdoor Adventurers are interested in **Kayaking/Canoeing**

◆ Toronto outdoor adventurers number almost three-quarter of a million individuals.

◆ Common threads throughout research & TAVI visitor inquiry data in terms of activities/interests: **Hiking/Walking Tours**, **Wildlife Viewing (mostly whale watching)**, **Museums/Historical Sites**, Shopping (local & artisans), **Kayaking/Canoeing**, B&B & Self Contained Accommodations, Hotels/Motels (mostly standard & deluxe)



THE FUTURE:

Research indicates that as Ontarians age, in the next two decades they will place less demand on tourism experiences that involve the outdoors and strenuous physical activity and, in turn, will place greater demands on tourism activities that are either indoors or require less physical exertion. The following is a list of activities that are expected to grow in interest by 2026:

Horticulture (+72%), **Wine/Culinary (+42%)**, Cultural Performances (+40%), **Art Galleries/Museums (+25%)**, Shopping (+16%)

