

NIAGARA TOURISM PROFILE

NIAGARA
CANADA

Niagara  Region

NIAGARA TOURISM

FIRST RESEARCH OF ITS KIND THAT LOOKS AT NIAGARA TOURISM JOBS, BUSINESSES, VISITORS, AND EXPENDITURES.

TOTAL VISITORS (2017) **12.95 MILLION!**

ONTARIO IS THE LARGEST MARKET FOR TOURISTS TO NIAGARA (8.4 MILLION VISITORS ANNUALLY), FOLLOWED BY THE UNITED STATES (3.2 MILLION), OVERSEAS (1.1 MILLION), AND THEN THE REST OF CANADA (292 THOUSAND).

TOTAL OVERNIGHT VISITORS (2017)
4.9M



TOTAL SAME DAY VISITORS (2017)
8.0M



TOTAL TOURISM EXPENDITURES OF SAME DAY VISITORS (2017)

\$686.4 MILLION

- vs -

TOTAL TOURISM EXPENDITURES OF OVERNIGHT VISITORS (2017)

\$1.7 BILLION



TOTAL TOURISM EXPENDITURES (2017)

\$2.4 BILLION

VISITORS FROM THE UNITED STATES SPEND THE MOST ON AVERAGE THAN OTHER GEOGRAPHIC MARKETS.



TOTAL TOURISM BUSINESSES (2018)

2,824

TOTAL TOURISM JOBS (2018)

39,995

NIAGARA HAS **1.8 TIMES** THE CONCENTRATION OF TOURISM JOBS THAN ONTARIO.



TOURISM JOB GROWTH (2011 -2018)

6,059 OR **17.9%**

TOURISM JOBS ARE INCREASING AT A FASTER RATE THAN TOTAL JOBS IN NIAGARA. FROM 2011 TO 2018, TOURISM JOBS INCREASED BY 17.9% WHILE TOTAL JOBS INCREASE BY 14.1%. **IT'S A GROWING SECTOR.**

NIAGARA
CANADA

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Introduction

The Niagara region has long been among the prominent tourism regions in Canada given the large variety of attractions in the area including natural heritage, cultural heritage, and modern entertainment. Given these characteristics, tourism has historically been a major economic contributor in Niagara generating a significant amount of business activity, jobs, and other economic benefits.

When assessing the economic contribution of tourism, it is important to recognize that tourism does not conform to the way sectors and industries are typically classified under the North American Industry Classification System (NAICS). Tourism is comprised of many sectors and industries that provide a large variety of products and services to visitors. So, unlike sectors such as manufacturing or agriculture that have dedicated NAICS categories to capture data, the codes that pertain to tourism span a large variety of sectors and industries.

This report uses the framework from Statistics Canada's Canadian Tourism Satellite Account (CTSA), which follows the Tourism Satellite Account (TSA), an internationally accepted framework used to measure tourism activity in an economy. The sectors and industries included in this report are those that are identified within the CTSA. These include transportation; travel arrangement and reservation services; accommodation and hospitality; and, arts, entertainment, and recreation. Beverage manufacturing is not included in the CTSA but was included in this report given the importance of wineries, breweries, and distilleries to tourism in Niagara.

As mentioned, tourism is vitally important to the Niagara region economy. In regards to tourism jobs, Niagara has a provincial location quotient of 1.8 and a national location quotient of 1.7. This means that the concentration of tourism jobs relative to total jobs in Niagara is 1.8 times that of Ontario and 1.7 times that of Canada. As of 2018, tourism supported a total of 39,995 direct jobs in Niagara. From 2011 to 2018, there was substantial job growth in tourism at a rate of 17.9% or 6,059 jobs. This outpaced the rate of total job growth in Niagara, which was 14.1% for that period.

Tourism is also comprised of many businesses. In 2018, the tourism sector in Niagara consisted of 2,824 total businesses. 1,546 of these businesses had employees on payroll and 1,278 did not have employees. Of the businesses with employees, 67.8% had fewer than 20 employees, 28.8% had 20 to 99 employees, and 3.4% of businesses had more than 100 employees. This indicates that the sector is largely comprised of small businesses.

Niagara benefits from a high number of jobs and businesses given the level of visitor traffic that comes to the area. 12.9 million people visited Niagara in 2017. Of total visitors to Niagara, 67.1% came from within Canada, 24.5% came from the United States, and 8.4% came from overseas.

Of the nearly 13 million visitors to Niagara in 2017, total tourism-expenditures reached \$2.4 billion. 65.0% of total expenditures were from Canadian visitors, 27.3% were from United States visitors, and 7.7% were from overseas visitors.

The remainder of the report will look at detailed tourism-related statistics including the sectors and industries that comprise the larger tourism sector in Niagara. These statistics include job numbers, business counts, visitor characteristics, and tourism expenditures.

Niagara Tourism Job Statistics

Total Tourism Jobs by Sector and Provincial Location Quotients, Niagara Region, 2011 and 2018

Sector	2011	2018	Change	% Change	LQ
Total	33,936	39,995	6,059	17.9	1.8
Accommodation and hospitality	22,603	27,270	4,667	20.6	1.91
Arts, entertainment, and recreation	8,335	8,974	639	7.7	1.76
Beverage manufacturing	1,702	2,519	817	48.0	4.87
Transportation	751	828	77	10.3	0.57
Travel arrangement and reservation services	547	404	-143	-26.1	0.81

In 2018, total jobs in the tourism sector were 39,995. This was an increase of 6,059 of 17.9% of total tourism jobs over 2011. The provincial location quotient was 1.8, which means that Niagara had 1.8 times the concentration of tourism jobs relative to total jobs than Ontario. A location quotient of greater than 1.5 indicates a level of specialization in an industry or sector.

Accommodation and Hospitality Jobs and Provincial Location Quotients, Niagara Region, 2011 and 2018

Industry (NAICS)	2011	2018	Change	% Change	LQ
Total	22,603	27,270	4,667	20.6	1.91
7225 Full-service restaurants and limited-service eating places	13,735	17,492	3,757	27.4	1.44
7211 Traveller accommodation	7,662	8,673	1,011	13.2	4.83
7223 Special food service	585	719	134	22.9	0.62
7224 Drinking places (alcoholic beverages)	515	347	-168	-32.6	1.38
7212 RV (recreational vehicle) parks and campgrounds	105	38	-67	-63.8	0.19

In 2017, the accommodation and hospitality sector employed the largest number of people within the larger tourism sector in 2018 with 27,270 jobs. From 2011 to 2018, this sector grew by 4,667 jobs or 20.6%, and had a provincial location quotient of 1.91, which indicates a level of specialization in Niagara.

Note: Drinking places (alcoholic beverages) establishments pertains to bars, taverns or drinking places, primarily engaged in preparing and serving alcoholic beverages for immediate consumption and provide limited food service.

Arts, Entertainment, and Recreation Jobs and Provincial Location Quotients, Niagara Region, 2011 and 2018

Industry (NAICS)	2011	2018	Change	% Change	LQ
Total	8,335	8,974	639	7.7	1.76
7139 Other amusement and recreation industries	1,878	2,651	773	41.2	1.21
7132 Gambling industries	3,177	2,011	-1,166	-36.7	5.71
7121 Heritage institutions	714	1,012	298	41.7	4.04
7115 Independent artists, writers, and performers	575	949	374	65.0	1.12
7111 Performing arts companies	856	896	40	4.7	2.45
7131 Amusement parks and arcades	331	605	274	82.8	4.01
7112 Spectator sports	593	546	-47	-7.9	2.5
7113 Promoters of performing arts, sports, and similar events	209	305	96	45.9	0.97

In 2018, the arts, entertainment, and recreation sector employed 8,974 people in Niagara with growth of 640 jobs (7.7%) over 2011. The sector also had a strong location quotient of 1.76, which indicates a level of specialization in Niagara.

Beverage Manufacturing Jobs and Provincial Location Quotient, Niagara Region, 2011 and 2018

Industry (NAICS)	2011	2018	Change	% Change	LQ
3121 Beverage manufacturing	1,702	2,519	817	48.0%	4.87

In 2018, the beverage manufacturing industry in Niagara employed 2,519 people with growth of 817 jobs (48.0%) over 2011. The industry had a very strong provincial location quotient of 4.87. Most of the jobs and job activity occurred within wineries, but Niagara has been experiencing increased activity among breweries and distilleries.

Transportation Jobs and Provincial Location Quotients, Niagara Region, 2011 and 2018

Industry (NAICS)	2011	2018	Change	% Change	LQ
Total	751	828	77	10.2	0.57
4853 Taxi and limousine service	418	486	68	16.3	0.67
4872 Scenic and sightseeing, water	118	216	98	83.3	8.21
4812 Non-scheduled air transport	93	80	-13	-13.8	0.90
4855 Charter bus	55	41	-14	-24.9	0.66
4871 Scenic and sightseeing, land	68	5	-63	-92.7	11.35
4811 Scheduled air transport	0	0	0	0.0	0.00

In 2018, the tourism transportation sector employed 828 people in Niagara with growth of 76 jobs (10.2%) over 2011. The sector had a weak location quotient of 0.67, but had very high location quotient in scenic and sightseeing, land (11.35) and scenic and sightseeing, water (8.21).

Travel Arrangement and Reservation Services Jobs and Provincial Location Quotient, Niagara Region, 2011 and 2018

Industry (NAICS)	2011	2018	Change	% Change	LQ
5615 Travel arrangement and reservation services	547	404	-143	-26.1	0.81

In 2018, the travel arrangement and reservation services industry employed 404 in Niagara with a decrease of 143 jobs (-26.1%) over 2011. This industry had a weak provincial location quotient of 0.81. However, this industry has been in decline province-wide.

Niagara Tourism Business Counts

Tourism Total Business Counts, Employers and Non-Employers, Niagara Region, 2018

Sector	Business Counts			Employment Range		
	Total	Non-Employers	Employers	1 to 19	20 to 99	100+
Total	2,824	1,278	1,546	1048	446	52
Accommodation and hospitality	1,793	631	1,162	762	360	40
Arts, entertainment, and recreation	588	357	231	178	45	8
Transportation	196	169	27	20	6	1
Travel arrangement and reservation services	127	79	48	43	5	0
Beverage manufacturing	120	42	78	45	30	3

In 2018, total tourism business counts were 2,824 with 1,546 employer businesses and 1,278 non-employer businesses. Accommodation and hospitality had the most number of businesses with 1,793, followed by arts, entertainment, and recreation with 588; transportation with 196; travel arrangement and recreation services with 127; and, beverage manufacturing with 120. 67.8% of employer businesses have fewer than 20 employees, and 96.6% of employer businesses have fewer than 100 employees.

Accommodation and Hospitality Business Counts, Employers and Non-Employers, Niagara Region, 2018

Industry (NAICS)	Business Counts			Employment Range		
	Total	Non-Employers	Employers	1 to 19	20 to 99	100+
Total	1,793	631	1,162	762	360	40
7225 Restaurants and limited-service eating places	1,231	305	926	596	312	18
7211 Traveller accommodation	351	221	130	74	34	22
7223 Special food service	124	66	58	51	7	0
7224 Drinking places (alcoholic beverages)	55	23	32	30	2	0
7212 RV (recreational vehicle) parks and campgrounds	32	16	16	11	5	0

In 2018, there were 1,793 total accommodation and hospitality businesses in Niagara with 1,162 being employer businesses and 631 being non-employer businesses. This sector has a relatively high concentration of employer businesses.

Arts, Entertainment, and Recreation Business Counts, Employers and Non-Employers, Niagara Region, 2018

Industry (NAICS)	Business Counts			Employment Range		
	Total	Non-Employers	Employers	1 to 19	20 to 99	100+
Total	588	357	231	178	45	8
7139 Other amusement and recreation industries	299	147	152	115	35	2
7111 Performing arts companies	109	94	15	12	2	1
7112 Spectator sports	54	43	11	8	2	1
7113 Promoters of performing arts, sports and events	49	38	11	11	0	0
7121 Heritage institutions	32	13	19	15	1	3
7131 Amusement parks and arcades	23	8	15	10	4	1
7132 Gambling industries	22	14	8	7	1	0

In 2018, there were 588 businesses in arts, entertainment, and recreation in Niagara with 231 employer businesses and 357 non-employer businesses. This sector has a relatively high concentration of non-employer businesses.

Transportation Business Counts, Employers and Non-Employers, Niagara Region, 2018

Industry (NAICS)	Business Counts			Employment Range		
	Total	Non-Employers	Employers	1 to 19	20 to 99	100+
Total	196	169	27	20	6	1
4853 Taxi and limousine service	165	151	14	13	1	0
4812 Non-scheduled air transport	14	12	2	2	0	0
4871 Scenic and sightseeing, land	7	2	5	2	3	0
4855 Charter bus	5	1	4	3	1	0
4872 Scenic and sightseeing, water	4	2	2	0	1	1
4811 Scheduled air transport	1	1	0	0	0	0

In 2018, there were 196 businesses in tourism-related transportation sector with 27 employer businesses and 169 non-employer businesses. This sector also has a relatively high number of non-employer businesses.

Travel Arrangement and Reservation Services Business Counts, Employers and Non-Employers, Niagara Region, 2018

Industry (NAICS)	Business Counts			Employment Range		
	Total	Non-Employers	Employers	1 to 19	20 to 99	100+
5615 Travel arrangement and reservation	127	79	48	43	5	0

In 2018, there were 127 businesses in travel arrangement and reservation services industry with 48 employer businesses and 79 non-employer businesses. This industry also has a relatively high concentration of non-employer businesses.

Beverage Manufacturing Business Counts, Employers and Non-Employers, Niagara Region, 2018

Industry (NAICS)	Business Counts			Employment Range		
	Total	Non-Employers	Employers	1 to 19	20 to 99	100+
3121 Beverage manufacturing	120	42	78	45	30	3

In 2018, there were 120 businesses in the beverage manufacturing industry with 78 employer businesses and 42 non-employer businesses. This industry has a relatively high concentration of employer businesses.

Niagara Visitor Statistics

Visitor Volume Summary, Values in Thousands (x 1,000) from Ontario, Canada, Overseas, and USA, 2017

Visit Characteristics	Visitor Origin				Total
	Ontario	Canada	Overseas	USA	
Total person visits	8,397	8,689	1,092	3,166	12,947
Total household visits	5,296	5,483	718	1,570	7,771
Visit duration	8,397	8,689	1,092	3,166	12,947
Overnight	2,981	3,266	415	1,248	4,929
Same day	5,416	5,423	677	1,918	8,018
Total, main trip purpose	8,397	8,689	1,092	3,166	12,947
Pleasure	5,282	5,444	401	1,926	7,771
Visiting friends or relatives	2,478	2,580	518	416	3,514
Shopping	256	256	2	58	316
Personal conference	16	16	1	114	131
Other personal reasons	115	117	86	538	741
Business	250	277	84	114	475

In 2017, total person visits to Niagara were 12.9 million. 8.4 million (64.9%) were from Ontario, 8.7 million (67.1%) were from Canada (including Ontario), 1.1 million (8.4%) were from overseas (all non-USA origins), and 3.2 million (24.5%) were from the United States.

In 2017, total household visits to Niagara were 7.8 million. 5.3 million (68.2%) were from Ontario, 5.5 million (70.6%) were from Canada (including Ontario), 718 thousand (9.2%) were from overseas, and 1.6 million (20.2%) were from the United States.

In regards to trip purpose, 7.8 million (60.0%) of visits were for pleasure, 3.5 million (27.1%) were to visit friends or relatives, 316 thousand (2.4%) were for shopping, 131 thousand (1.0%) were for personal conferences, 741 thousand (5.7%) were for other personal reasons, and 475 thousand (3.7%) were for business purposes.

Visit Duration and Purpose by Total Visits, Values in Thousands (x 1,000) from Canada, Overseas, and USA, 2017

Visit Reason	Canada		Overseas		USA		Total	
	Overnight	Same Day	Overnight	Same Day	Overnight	Same Day	Overnight	Same Day
Total, main trip purpose	3,266	5,423	415	677	1,248	1,918	4,929	8,018
Pleasure	2,100	3,344	217	184	885	1,041	3,202	4,569
Friends or relatives	921	1,659	136	382	127	289	1,184	2,330
Shopping	19	237	1	1	..	58	20	296
Personal conference	13	3	..	1	93	22	106	26
Other personal reasons	85	31	28	57	105	433	218	521
Business	128	149	33	51	39	74	200	274

In 2017, there were a total of 8.2 million same day visits and 4.9 million overnight visits. In regards to main reason for same day visits, 4.6 million (57.0%) were for pleasure, 2.3 million (29.1%) were to visit friends or relatives, 296 thousand (3.7%) were for shopping, 26 thousand (0.3%) were for personal conference, 521 thousand (6.5%) were for other personal reasons, and 274 thousand (3.4%) were for business purposes.

In regards to over night visits, 3.2 million (65%) were for pleasure, 1.2 million (24.0%) were to visit friends or relatives, 20 thousand (0.4%) were for shopping, 106 thousand (2.2%) were for personal conferences, 218 thousand (4.4%) were for other personal reasons, and 200 thousand (4.1%) were for business purposes.

Accommodation Type by Total Nights, Values in Thousands (x 1,000) from Ontario, Canada, Overseas, and USA, 2017

	Ontario	Canada	Overseas	USA	Total
Total, Accommodation types	2,997	3,289	415	1,248	4,952
Hotel	1,816	1,973	266	806	3,045
Motel	63	86	7	78	171
Commercial cottage	11	14	1	18	33
Other roofed commercial	76	80	80
Campground	78	106	3	14	123
Home of friends or relatives	719	794	103	223	1,120
Private cottage	46	46	46
Other accommodation type	188	191	35	109	335

In 2017, 4.9 million people stayed in accommodations of some type in Niagara. 3.0 million (60.5%) were from Ontario, 3.3 million (66.4%) were Canada (including Ontario), 415 thousand (8.4%) were from overseas, and 1.2 million (25.2%) were from the United States.

In regards to accommodation type, 3.0 million nights (61.5%) were in hotels, 171 thousand nights (3.5%) were in motels, 33 thousand nights (0.7%) were in commercial cottages, 80 thousand nights (1.6%) were in other roofed commercial, 123 thousand nights (2.5%) were in campgrounds, 1.1 million nights (22.6%) were in homes of friends or relatives, 46 thousand nights (0.9%) were in private cottages, and 335 thousand nights (6.8%) were in other accommodation types.

Visit Duration by Total Visits, Values in Thousands (x 1,000) from Ontario, Canada, Overseas, and USA, 2017

	Ontario	Canada	Overseas	USA	Total
Total, Visit Duration	8,397	8,689	1,092	3,166	12,947
0 nights	5,416	5,423	677	1,918	8,018
1 night	1,658	1,728	184	524	2,436
2 nights	991	1,040	118	465	1,623
3 nights	227	265	33	151	449
4 nights	46	86	20	58	164
5 nights	2	21	9	26	56
6-9 nights	31	96	32	12	140
10 nights or more	25	30	19	12	61

In 2017, of 12.9 million visitors to Niagara, 8.0 million (61.9%) stayed for 0 nights, 2.4 million (18.8%) stayed for 1 night, 1.6 million (12.5%) stayed for 2 nights, 449 thousand (3.5%) stayed for 3 nights, 164 thousand (1.3%) stayed for 4 nights, 56 thousand (0.4%) stayed for 5 nights, 140 thousand (1.1%) stayed for 6-9 nights, and 61 thousand (0.5%) stayed for 10 nights or more.

Nights by Accommodation Type, Values in Thousands (x 1,000) from Ontario, Canada Overseas, and USA, 2017

	Ontario	Canada	Overseas	USA	Total
Total, Nights by Accommodation Type	5,249	6,307	1,303	2,725	10,335
Total nights in roofed commercial	3,098	3,594	559	1,711	5,864
Nights in hotel	2,870	3,318	539	1,443	5,300
Nights in motel	81	111	17	113	241
Nights in commercial cottage	11	22	3	155	180
Nights in other roofed commercial	136	143	143
Nights in campground	148	259	6	51	316
Total nights in homes/private cottages	1,759	2,202	536	662	3,400
Nights in home of friends or relatives	1,692	2,134	536	662	3,332
Nights in private cottage	68	68	68
Nights in other accommodation type	243	252	203	302	757

In 2017, total nights by accommodation type were 10.3 million. Ontario accounted for 5.2 million (50.8%), Canada accounted for 6.3 million (61.0%), overseas accounted for 1.3 million (12.6%), and the United States accounted for 2.7 million (26.4%).

In regards to nights by accommodation type, there were 5.9 million nights (56.7%) in roofed commercial, 180 thousand nights (1.7%) in commercial cottages, 143 thousand nights (1.4%) in other roofed commercial, 316 thousand nights (3.1%) in campgrounds, 3.4 million nights (32.9%) in homes and private cottages, 68 thousand nights (0.7%) in private cottages, and 757 thousand (7.3%) in other accommodation types.

Total Visits by Age Group, Values in Thousands (x 1,000) from Ontario, Canada, Overseas, and USA, 2017

	Ontario	Canada	Overseas	USA	Total
Total	8,397	8,689	1,092	3,166	12,947
18-24 years	597	613	220	156	989
25-34 years	1,789	1,835	250	228	2,313
35-44 years	1,966	2,061	180	263	2,504
45-54 years	1,611	1,657	184	408	2,249
55-64 years	1,184	1,253	143	568	1,964
65 years and over	1,250	1,271	100	643	2,014
Not stated	15	899	914

In 2017, of the 12.9 million visitors to Niagara 989 thousand (7.6%) visitors were 18-24 years of age, 2.3 million (17.9%) of visitors were 25-34 years of age, 2.5 million (19.3%) were 35-44 years of age, 2.2 million (17.4%) were 45-54 years of age, 2.0 million (15.2%) were 55-64 years of age, 2.0 million (15.6%) were 65 years of age and older, and 914 thousand (7.1%) were unstated.

Visit Duration by Age Group, Values in Thousands (x 1,000) from Ontario, Canada, Overseas, and USA, 2017

Age Group	Canada		Overseas		USA		Total	
	Overnight	Same Day	Overnight	Same Day	Overnight	Same Day	Overnight	Same Day
Total	3,266	5,423	415	677	1,248	1,918	4,929	8,018
18-24 years	317	296	65	155	61	96	443	547
25-34 years	998	837	88	162	116	112	1,202	1,111
35-44 years	821	1,240	59	120	154	110	1,034	1,470
45-54 years	431	1,227	70	114	253	155	754	1,496
55-64 years	507	745	70	73	320	249	897	1,067
65 years and over	192	1,079	51	48	314	328	557	1,455
Not stated	12	3	31	868	43	871

As mentioned, in 2017, 4.9 million visitors stayed overnight and 8.0 million were same day visitors. When considering visit duration by age, visitors 18-24 years of age accounted for 443 thousand (9.0%) of overnight visitors and 547 thousand (6.8%) of same day visitors. The 25-34 years of age cohort accounted for 1.2 million (24.4%) of overnight visitors and 1.1 million (13.9%) of same day visitors. The 35-44 years of age cohort accounted for 1.0 million (21.0%) of overnight visitors and 1.5 million (18.7%) of same day visitors. The 45-54 years of age cohort accounted for 754 thousand (15.3%) of overnight visitors and 1.5 million (18.7%) of same day visitors. The 55-64 years of age cohort accounted for 897 thousand (18.2%) of overnight visitors and 1.1 million (13.3%) same day visitors. The 65 years of age and older accounted for 557 thousand (11.3%) of overnight visitors and 1.5 million (18.2%) of same day visitors. The not stated category accounted for 43 thousand (0.9%) of overnight visitors and 871 thousand (10.9%) of same day visitors.

Visit Purpose by Age Group, Value in Thousands (x 1,000) from Canada, 2017

	Pleasure	Friends or Relatives	Shopping	Personal Conventions	Other Personal Reasons	Business	Total
Total	5,444	2,580	256	16	117	277	8,690
18-24 years	310	249	29	24	612
25-34 years	1,260	439	36	..	15	85	1,835
35-44 years	1,247	607	49	4	45	109	2,061
45-54 years	1,051	532	19	7	22	26	1,657
55-64 years	716	382	109	..	14	31	1,252
65 years and over	859	371	12	5	22	1	1,270
Not stated	0

In 2017, of the 8.7 million visitors from Canada, 5.4 million (62.7%) visited for pleasure, 2.6 million (30.0%) visited for friends or relatives, 256 thousand (3.0%) visited for shopping, 16 thousand (0.2%) visited for personal conventions, 117 thousand (1.4%) visited for other personal reasons, and 277 thousand (3.2%) visited for business purposes.

Visit Purpose by Age Group, Value in Thousands (x 1,000) from Overseas, 2017

	Pleasure	Friends or Relatives	Shopping	Personal Conventions	Other Personal Reasons	Business	Total
Total	401	518	2	1	86	84	1,092
18-24 years	85	82	0	0	47	7	221
25-34 years	97	113	1	0	17	23	251
35-44 years	53	87	0	..	8	31	179
45-54 years	68	96	6	14	184
55-64 years	55	75	5	8	143
65 years and over	37	57	1	1	4	0	100
Not stated	8	7	0	..	15

In 2017, of the 1.1 million visitors from overseas, 401 thousand (36.7%) visited for pleasure, 518 thousand (47.4%) visited for friends or relatives, 2 thousand (0.2%) visited for shopping, 1 thousand (0.1%) visited for personal conventions, 86 thousand (7.9%) visited for other personal reasons, and 84 thousand (7.7%) visited for business purposes.

Visit Purpose by Age Group, Value in Thousands (x 1,000) from USA, 2017

	Pleasure	Friends or Relatives	Shopping	Personal Conventions	Other Personal Reasons	Business	Total
Total	1,926	416	58	114	538	114	3,166
18-24 years	95	26		10	25	1	157
25-34 years	149	40	3	8	16	13	229
35-44 years	160	46	1	18	27	11	263
45-54 years	261	47	12	22	51	15	408
55-64 years	342	71	18	24	83	30	568
65 years and over	355	79	24	32	141	13	644
Not stated	564	106	..	1	195	32	898

In 2017, of the 3.2 million visitors from the United States, 1.9 million (60.8%) visited for pleasure, 416 thousand (13.1%) visited for friends or relatives, 58 thousand (1.8%) visited for shopping, 114 thousand (3.6%) visited for personal conventions, 538 thousand (17.0%) visited for other personal reasons, and 114 thousand (3.6%) visited for business.

Number of Visits by Primary Visitor Activity, Value in Thousands (x 1,000) from Ontario and Canada, 2017

	Ontario	Canada	% of Total
Total	6,561	7,342	100.0
Go to a casino	827	868	11.8
Sightsee	607	657	8.9
Did not do any activities	523	552	7.5
Dine out/go to restaurant/bar/club	511	548	7.5
Visit a historic site	456	525	7.2
Visit a theme or amusement park	475	506	6.9
Shop	434	473	6.4
Visit a national/provincial or nature park	363	428	5.8
Visit friends or family	367	414	5.6
Attend a performance	276	288	3.9
Other activity	191	214	2.9
Visit a zoo or aquarium	158	200	2.7
Go to a beach	139	183	2.5
Attend a sports event as a spectator	143	170	2.3
Go hiking or backpacking	130	165	2.2
Visit a museum or art gallery	121	162	2.2
Go boating	135	146	2.0
Go cycling	104	132	1.8
Go wildlife viewing or bird watching	95	125	1.7
Go camping	59	90	1.2
Play individual or team sports	75	89	1.2
Attend a festival or fair	69	83	1.1
Go to the movies	65	69	0.9
Go downhill skiing or snowboarding	40	40	0.5
Attend an aboriginal event	35	35	0.5
Attend a business meeting/conference/seminar	27	29	0.4
Go canoeing or kayaking	20	26	0.4
Go fishing	20	26	0.4
Go golfing	20	22	0.3
ATV (quad, 4X4)	17	17	0.2
Go snowmobiling	15	16	0.2
Go to a medical/dental appointment	15	15	0.2
Go hunting	15	15	0.2
Go cross country skiing or snowshoeing	15	15	0.2

In 2017, the top 10 primary activities by visitors from Canada included going to a casino with 868 thousand (11.8%), 657 thousand (8.9%) to sightsee, 552 thousand (7.5%) did not report any primary activities, 548 thousand (7.5%) for dining/restaurant/bar/club, 525 thousand (7.2%) to visit a historic site, 506 thousand (6.9%) to visit a theme or amusement park, 473 thousand (6.4%) for shopping, 428 thousand (5.8%) to visit a national/provincial/nature park, 414 thousand (5.6%) to visit friends or family, and 288 thousand (3.9%) to attend a performance.

Niagara Visitor Expenditures

Total Expenditures, Value in Thousands of Dollars (x \$1,000), Overnight and Same Day from Ontario, Canada, Overseas, and USA, 2017

	Ontario	Canada	Overseas	USA	Total
Total	1,408,941	1,534,737	182,212	645,215	2,362,164
Overnight	821,882	947,124	182,036	546,562	1,675,722
Same day	587,058	587,613	176	98,653	686,442

In 2017, total tourism expenditures in Niagara were \$2.4 billion. Of total expenditures, Ontario accounted for \$1.4 billion (60.0%), Canada (including Ontario) accounted for \$1.5 billion (65.0%), overseas accounted for \$182 million (7.7%), and United States accounted for \$645 million (27.3%).

Of total expenditures, overnight visits accounted for \$1.7 billion (70.9%) and same day visits accounted for \$686.4 million (29.1%).

Overnight visitors from Canada (including Ontario) accounted for the most overnight visit expenditures at \$947.1 million (56.5%), followed by Ontario at \$821.8 million (49.1%), United States at \$546.5 million (32.6%), and overseas at \$182.0 million (10.9%).

Same day visits from Canada (including Ontario) accounted for the most same day visit expenditures at \$587.6 million (85.6%), followed by Ontario at \$587.1 million (85.5%), United States at \$98.7 million (14.4%), and overseas at 176 thousand (0.03%).

Trip Purpose by Total Expenditures, Value in Thousands of Dollars (x \$1,000s) from Ontario, Canada, Overseas, and USA, 2017

	Ontario	Canada	Overseas	USA	Total
Total	1,408,941	1,534,737	182,212	645,215	2,362,164
Pleasure	1,015,961	1,099,304	111,247	486,102	1,696,653
Friends or relatives	275,595	304,199	43,514	32,389	380,102
Shopping	42,250	42,250	211	4,474	46,935
Personal conference	6,913	6,913	..	45,062	51,975
Other personal reasons	20,980	22,263	16,521	57,905	96,689
Business	47,242	59,808	10,719	19,283	89,810

In 2017, of total tourism expenditures by trip purpose \$1.7 billion (71.8%) was for pleasure, \$380.1 million (16.1%) was for visiting friends or relatives, \$46.9 million (2.0%) was for shopping, \$52.0 million (2.2%) was for personal conference, \$96.7 million (4.1%) was for other personal reasons, and \$89.8 million (3.8%) was for business purposes.

Average Visitor Expenditure Summary in Dollars (\$) from Ontario, Canada, Overseas, and USA, 2017

	Ontario	Canada	Overseas	USA	Total
Average per person	167.79	176.63	166.89	203.81	178.78
Average per person per overnight visit	472.68	469.88	139.71	200.54	320.70
Average per person per same day visit	260.12	283.02	0.26	51.45	148.71
Average per household visit	266.06	279.92	253.78	411.02	302.70

In 2017, United States had the highest average expenditure by visitor at \$203.81, followed by Canada (including Ontario) at \$176.63, Ontario at \$167.79, and overseas at \$166.89.

For average per person per overnight visit expenditures, Ontario was the highest at \$472.68, followed by Canada (including Ontario) at \$469.88, United States at \$200.54, and overseas at \$139.71.

For average per person same day visit expenditures, Canada (including Ontario) was the highest at \$283.02, followed by Ontario at \$260.12, United States at \$51.45, and overseas at \$0.26.

For average per household visit expenditures, United States was the highest at \$411.02, followed by Canada (including Ontario) at \$279.92, Ontario at \$266.06, and overseas at \$253.78.

Total Expenditures by Type, Value in Thousands (x \$1,000) from Ontario and Canada, 2017

	Ontario	Canada	% of Total
Total	1,408,941	1,534,737	100.0
Food and beverage	554,452	596,005	38.8
Accommodation	325,732	367,762	24.0
Transportation	192,865	215,113	14.0
Recreation and entertainment	171,701	183,902	12.0
Clothing and other	164,191	171,955	11.2

Expenditure type by visitor origin was only available for Ontario and Canada. The distribution of expenditures are relatively consistent between Ontario and Canada.

Of total expenditures by type for Canadian visitors, food and beverage expenditures were highest at \$596.0 million (38.8%), followed by accommodation at \$367.8 billion (24.0%), transportation at \$215.1 million (14.0%), recreation and entertainment at \$183.9 million (12.0%), and clothing and other at \$172.0 million (11.2%).

Glossary

North American Industry Classification System (NAICS): The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. Created against the background of the North American Free Trade Agreement, it is designed to provide common definitions of the industrial structure of the three countries and a common statistical framework to facilitate the analysis of the three economies.

Location Quotient (LQ): Location quotient (LQ) is a ratio that compares a region to a larger reference region according to some characteristic or asset. A location quotient of 1.0 means that the concentration of jobs is the same as the larger reference area (i.e. province or nation). A location quotient above 1.5 indicates some level of industrial specialization because the concentration of jobs would be 1.5 times that of the reference region (i.e. province or nation).

Person Visit: Visit taken by a traveller either single or traveling as a group. If four persons go on a visit together, it counts as four person-visits.

Household Visit: Visit taken by a household.

Expenditures: Reported expenditures are the expenditures made by the traveller and other household members who went on the trip plus expenditures covered by others who did not go on the trip. Expenditures made by members of other households who went on the trip are excluded. Expenditures are reported in Canadian dollars and include all taxes and tips. They are associated with a trip as a whole.

Duration: A trip starts when the traveller leaves his/her usual residence and ends when he/she comes back to it. The trip duration is measured by the number of nights a traveller spends away from his/her usual residence.

Business Counts: Businesses captured under the business counts section must meet the following criteria: have an employee workforce for which they submit payroll remittances; have a minimum of \$30,000 in annual revenue; and/or, are incorporated under a federal or provincial act and have filed a federal corporate income tax form within the past three years.

Data Sources

Statistics Canada, Canadian Tourism Satellite Account, 2012

Statistics Canada, Travel Survey of the Residents of Canada, Custom Tabulation, 2017

Statistics Canada, International Travel Survey, Custom Tabulation, 2017

Statistics Canada, Canadian Business Counts, June 2018

Emsi Analyst, 2018.1

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