



# Destination Insights for Ontario



## A Message from Mastercard Canada

Mastercard Canada is pleased to partner with the **Tourism Industry Association of Ontario (TIAO)** on its first annual travel snapshot. This report provides TIAO's members, partners and stakeholders keen insights into the Ontario's international tourism landscape.

At Mastercard, we understand the critical role data plays in helping tourism organizations make smarter decisions on where to invest scarce marketing dollars. As the global travel industry becomes increasingly competitive and travelers demand more personalized experiences, travel organizations need a 360-degree view of the traveler journey in order to reach and connect with their stakeholders. Mastercard Advisors, Mastercard's professional services consultancy, is proud to work with TIAO this year to identify shifting patterns in Ontario's tourists and actionable insights for how to target the most valuable visitors.

As a technology company in the global payments industry, the Mastercard network processes billions of transactions daily in more than 210 countries and territories. Backed by powerful data, Mastercard is uniquely qualified to identify consumer and retail travel trends at the local, regional and global level.



**Jeremy Bornstein**  
Senior Vice President, Mastercard Advisors Market Lead  
**Mastercard Canada**

## A Message from the Tourism Industry Association of Ontario

The Tourism Industry Association of Ontario (TIAO) is proud to release this report in partnership with Mastercard Canada, detailing inbound visitor spending in Ontario. Mastercard's expansive database and robust reporting skills offer a depth of insight into tourism spending not typically seen broken down at the provincial level, and we're excited to share current information regarding spending habits of travellers to Ontario.

Tourism matters in Ontario. Our industry generates **CAD\$32.3 billion** in annual tourism receipts, contributes **CAD\$30.9 billion** to Ontario's GDP, and provides **CAD\$4.9 billion** in provincial tax revenue. Every \$1 million spent by visitors to Ontario generates 13 new jobs and \$553,400 in wages and salaries. As more than 141 million visitors come to Ontario each year, that adds up to a lot of new jobs! Additionally, the ability to see where some of those visitors spend their vacation dollars is extremely valuable to tourism businesses as they strive to market their experiences effectively.

Our members tell us regularly that accessible and accurate statistical information is imperative to our industry in order to make sound, evidence-based decisions. The visitor spending information compiled by Mastercard can help tourism businesses do just that. By paying close attention to the trends and factors influencing spending habits, we can, collectively, determine the best way to welcome the world to Ontario.



**Beth Potter**  
President and CEO  
**Tourism Industry Association of Ontario**

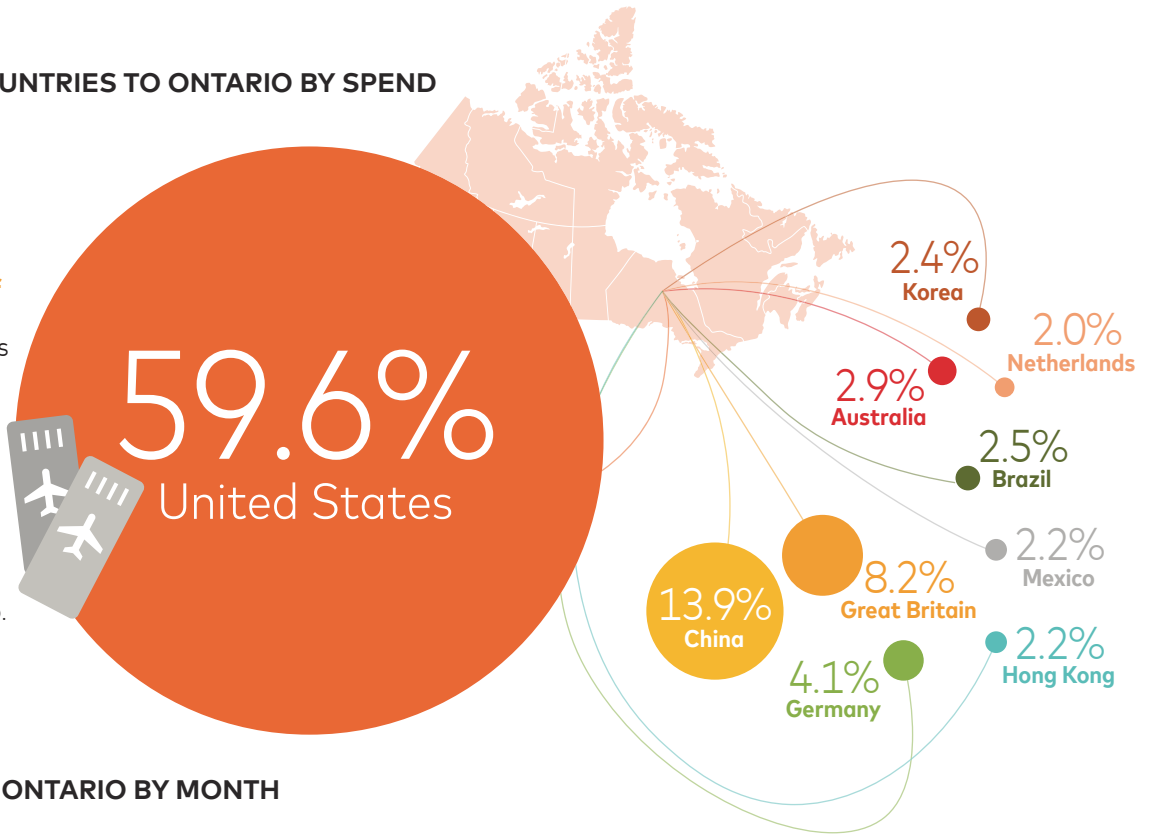
# Destination Insights for Ontario

While over half of the total international inbound spend in Ontario was spent by a United States visitor, Ontario continued to attract visitors from all over the world. Summer was the busiest season for Ontario, with more than **30%** of the inbound spend occurring during the summer months (June – August). There is a slight jump in December, but overall Ontario during the winter months was less active in comparison to summer.

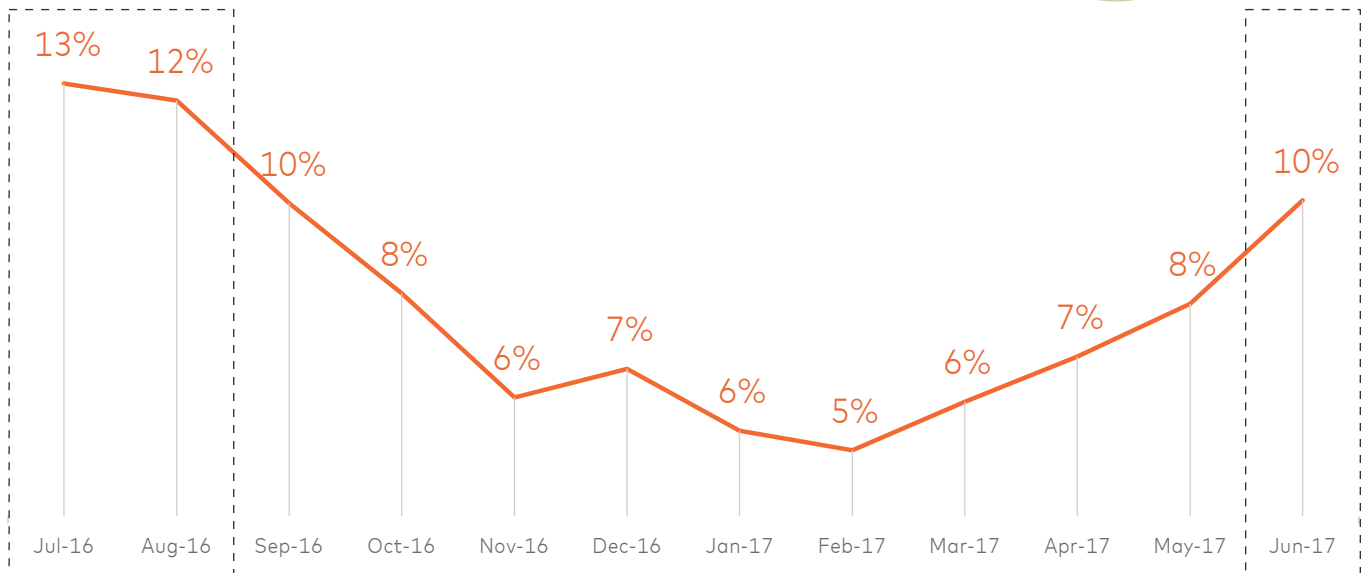
## TOP 10 INBOUND COUNTRIES TO ONTARIO BY SPEND

United States' visitors contributed the most to the total international spend in Ontario, making up approximately **60% of total inbound spend**. Compared to the previous year\*, there was a 6% growth in total spend by US visitors.

Overall, there was an average of **11% increase in international inbound** spend in Ontario.



## INBOUND SPEND TO ONTARIO BY MONTH



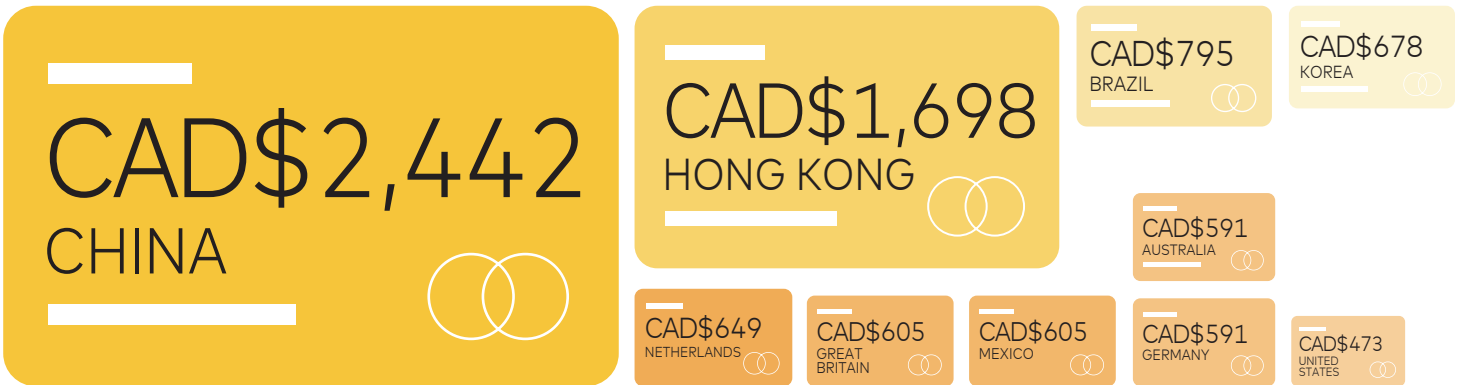
\*Current period measured: Jul 2016 – Jun 2017; "Previous period": Jul 2015 – Jun 2016

# Destination Insights for Ontario

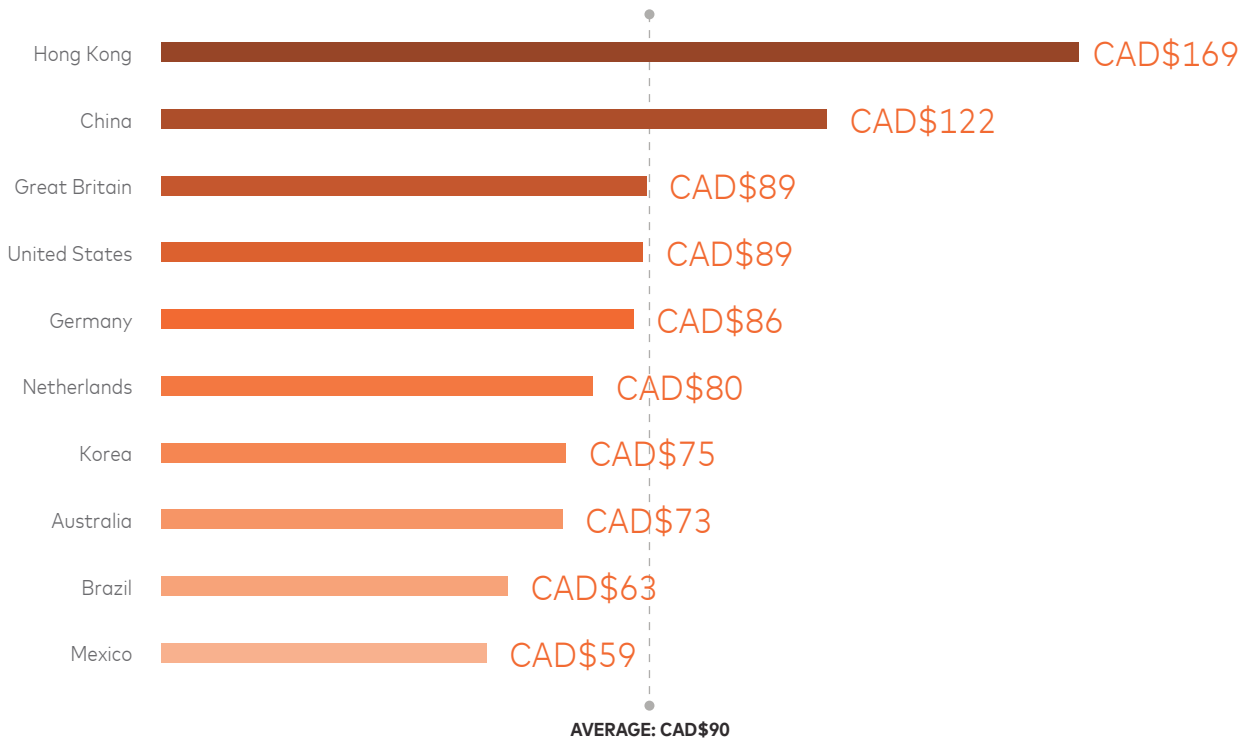
## VISITOR SPEND OVERVIEW

Chinese visitors spent the most per person\* during their stay in Ontario, with an average of more than **CAD\$2,400 total spend per person**. Meanwhile, US visitors, who contributed the most to the total spend, had the lowest spend per person, indicating that the spend volume came from the sheer number of US visitors to Ontario, not high individual spend. High spend by nationals from farther countries is also attributable to their longer period of stay. Visitors from Hong Kong had the highest average **ticket size of CAD\$169**, followed by Chinese visitors.

## TOP 10 COUNTRIES AVERAGE SPEND PER ACCOUNT



## TOP 10 INBOUND AVERAGE TICKET SIZE

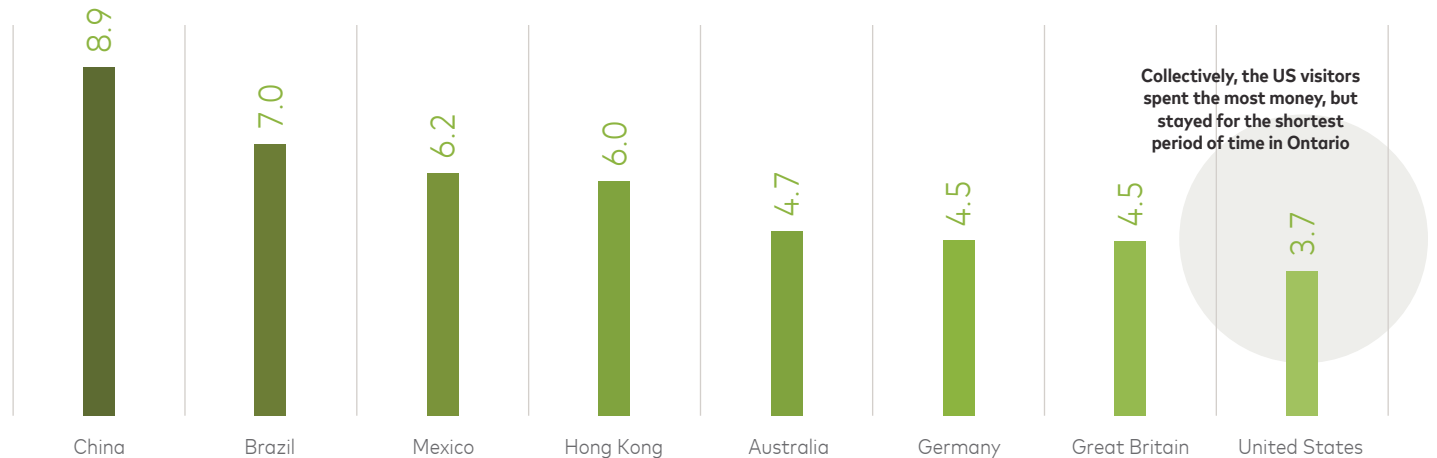


# Destination Insights for Ontario

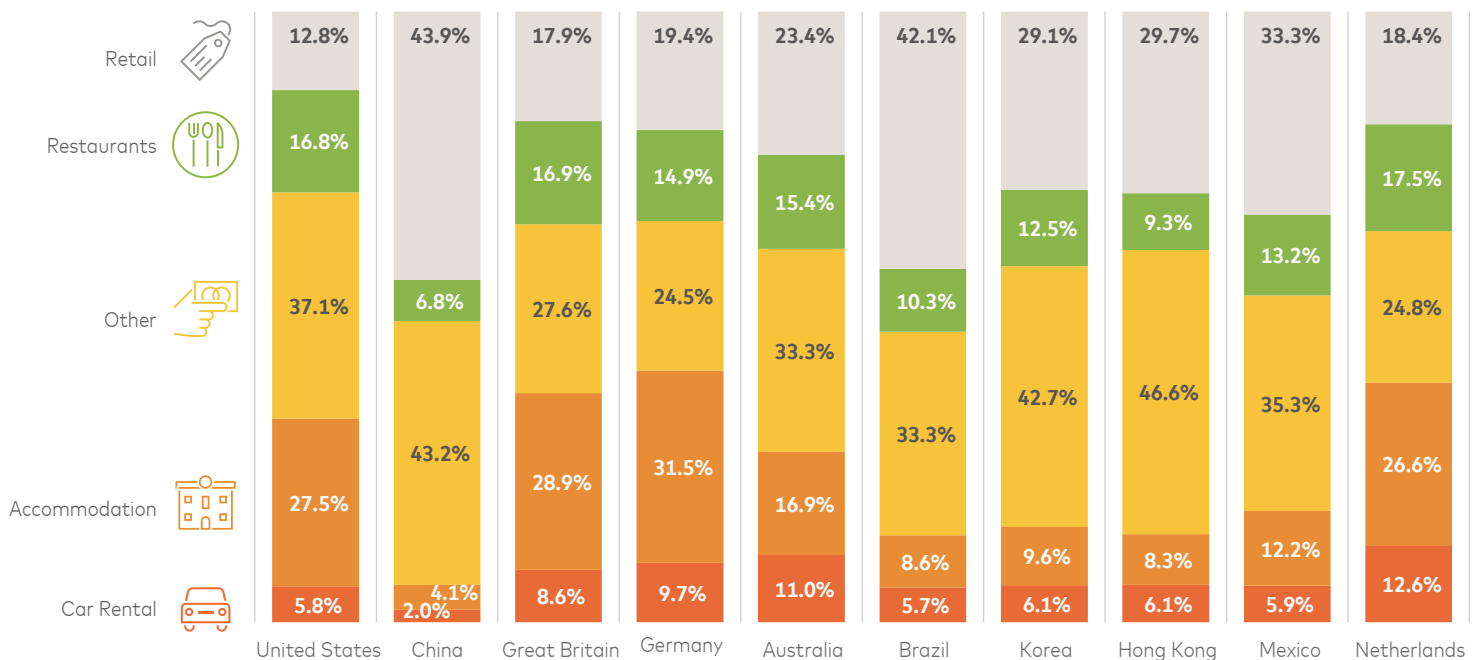
## TOP 10 INBOUND COUNTRIES OVERVIEW

While United States visitors recorded the highest spend while visiting Ontario, visitors from farther away countries such as China, Brazil, Mexico and Hong Kong stayed the longest in Ontario. These visitors also had higher spend in Retail compared to visitors from other countries.

## TOP 8 INBOUND COUNTRIES AVG. LENGTH OF STAY (DAYS)



## TOP 10 INBOUND COUNTRIES SPENDING PATTERNS



For more information, please contact your Mastercard representative or visit us at [go.mastercardadvisors.com/Destination-Ontario](http://go.mastercardadvisors.com/Destination-Ontario)

