

LANARK COUNTY

Tourism Statistics Report 2018 - 2019



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The 2016 Travel Statistics report for Region 11, made available in May 2018, provides detailed information regarding visitation to Ontario's Highlands, which includes the geographic area of in Lanark County. Provided by the Ontario Ministry of Tourism, these statistics include information on the reasons people visit, visitor demographics, and the types of accommodations, activities and expenditures incurred.

Observations

- Tourism visits have increased over time
- Total visits to the region in 2016 equal 5,817,200
- Total spending was \$564,992,000
- In 2016, a 9-year high was reached in hotel occupancy levels (53.3%)
- Pleasure travel is the most common reason for visiting, and consistently exceeds Visiting Friends and Relatives which demonstrates that this region continues to be a true tourism destination
- Party Size was most often 2 people, secondly 3 people or more
- Age was most often 65 years or over, however, there is strong visitation from all age groups
- Overnight visitors spent more than double the amount of day trippers to the region
- Most spending occurs in the summer months (July to September)
- The average spend per person was calculated at \$97 per day, which shows an increase but still lower than the provincial average of \$150 per person per day
- Expenditures were mostly food and beverage retail, followed by vehicle operations (gas)
- More boaters stayed overnight than those participating in any other activity, followed by fishing, canoeing, , hiking, beaches, and visiting friends and relatives
- A typical visitor could be described as a couple over the age of 65, travelling for fun, who will stay for an average of 1.5 nights and enjoy boating, hiking, fishing and going to the beach while spending \$141 per person per day mostly on food and beverage
- The largest tourism employer in the region is the retail sector, providing 1,311 jobs

Top 5 Reasons People Visit

1. Pleasure
2. Visiting friends and relatives
3. Business
4. Shopping
5. Other

Top 5 Things to Do in the Region

1. Visiting friends and relatives
2. Visiting a beach
3. Fishing
4. Boating
5. Hiking

Preferred Season

1. Summer (July to September)
2. Fall (October to December)
3. Spring (April to June)
4. Winter (January to March)

Length of Stay

1. Day Trip (0 nights)
2. 2 nights
3. 1 night
4. 3 nights
5. 4 nights

The overall average length of stay is 1.44 nights. Longest stays are in a private cottage, secondly a private home, thirdly a rented cottage, or a hotel.

Top 5 Places to Stay

1. Private Cottage
2. Private Home
3. Camp Site
4. Rental Cottage/Cabin
5. Hotel

Top 5 areas of Visitor Spending

1. Food and Beverage at Restaurants and Bars
2. Vehicle Operations
3. Food & Beverage at Stores
4. Accommodation
5. Other retail

Top 5 Tourism Employers

1. Retail
2. Other Services
3. Food and Beverage
4. Accommodation
5. Arts, Entertainment and Recreation

Top 5 Accommodation Employers

1. RV (Recreational Vehicle) Parks and Campgrounds
2. Housekeeping Cottages and Cabins
3. Motels
4. Resorts
5. Recreational (except Hunting and Fishing) and Vacation Camps

Top 5 Employers in Transportation

1. Taxi Service
2. Nonscheduled specialty Flying Services
3. Other Transit and Ground Passenger Transportation / Truck, Utility Trailer and RV Rental and Leasing
4. Truck, Utility Trailer and RV (Recreational Vehicle) Rental and Leasing
5. Non Scheduled Charter Air Transportation

Note: The above observations are the interpretation of the Tourism Manager, Marie White, based on the reference document, linked below. May 2018.

For details, please refer to the data: <http://www.mtc.gov.on.ca/en/research/rtp/rtp.shtml>

Source: This analysis is based on Statistics Canada microdata which contain anonymized 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.



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