

Ontario Arts and Culture Tourism Profile

Executive Summary

Prepared by

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for

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ONTARIO ARTS AND CULTURE TOURISM PROFILE

EXECUTIVE SUMMARY

The Ontario Arts Council (OAC) commissioned Research Resolutions & Consulting Ltd. to provide a profile of Ontario's arts/culture tourists and their economic impact. Using two different types of existing data sources, the project covers market share, tourist spending and economic impact, demographic and motivational characteristics and information on tourist participation rates in a variety of arts and cultural activities.

Sources used in the report include Travel Survey of Residents of Canada 2010 (TSRC), International Travel Survey 2010 (ITS US & OVS), and Travel Activities and Motivations Surveys (TAMS Canada & US, 2006).¹ The domestic and international travel surveys (TSRC/ITS) and the Travel Activities and Motivations Surveys (TAMS) offer different perspectives on the scale and characteristics of arts and cultural tourism in Ontario.

KEY FINDINGS

ARTS AND CULTURE TOURISM IN ONTARIO²

VOLUME OF ARTS AND CULTURE OVERNIGHT TOURISTS

At 9.5 million, tourists who participated in arts and culture activities represent over one fifth of the 42.8 million overnight trips to Ontario in 2010 (22%).

Of these 9.5 million arts and culture tourists, 6.2 million (66%) were Canadians, 2.2 million (23%) were Americans, and 1.1 million (11%) were from overseas.

The domestic group of arts and culture tourists accounts for close to one fifth of *all* Canadians who took overnight trips in the province over the year (18%). Most of the 6.2 million Canadian arts and culture trips, or 5.4 million, were made by Ontario residents.

An even higher proportion of Ontario's foreign tourists engaged in arts and cultural activities during 2010. At 2.2 million, American arts and culture overnight tourists represent two fifths of all overnight tourists to the province from the U.S.A. (39%). Almost two thirds (63%) of Ontario's overseas market engaged in an arts or cultural activity, yielding 1.1 million overnight arts and culture visitors.

¹ Detailed information about these sources is provided in the full report. *Volume and value estimates are based on Statistics Canada's International Travel Survey (ITS) and Travel Survey of Residents of Canada (TSRC) Microdata, which contain anonymized data collected in the ITS and TSRC. All computations on these microdata were prepared by Research Resolutions & Consulting Ltd. on behalf of the Ontario Arts Council and the responsibility for the use and interpretation of these data is entirely that of the author.* [Disclaimer required by Statistics Canada's license agreements.]

² Figures are for the 2010 calendar year, based on Statistics Canada's domestic and international travel surveys (TSRC and ITS). They include trips by Canadians, Americans and residents of all other countries.

ARTS AND CULTURE ACTIVITIES

Historic sites are the most frequent arts and culture activity, representing 4.1 million overnight trips or one tenth (10%) of the 42.8 million overnight trips in the province over the year.

Museums/art galleries and arts performances were also quite popular at 3.4 million and 3.3 million visitors, respectively, or one twelfth of total overnight tourism activity (8% each). Festivals and fairs attracted 2.1 million arts and culture tourists (5% of all overnight tourists) and attractions such as zoos, aquariums and/or botanical gardens drew 1.2 million (3% of all overnight tourists).

VALUE OF ARTS AND CULTURE OVERNIGHT TOURISTS

Spending in Ontario by arts and culture tourists reached \$4.1 billion, or 36% of spending by *all* overnight tourists in the province over the year.

Arts and culture tourists outspent typical overnight tourists in Ontario at a rate of almost two-to-one. On average, they spent \$667.00 per trip in Ontario, compared to \$374.00 spent by the typical overnight tourist.

Many sectors of Ontario's economy benefited from arts and culture tourists. For example, they contributed \$1.1 billion to the lodging sector, or close to two-fifths of all spending on lodging during the year (38%). The \$1.1 billion spent by arts and culture overnight tourists on food and beverages accounted for one third of all overnight trip spending (34%). At \$0.6 billion, these arts and culture tourists also contributed over two fifths of annual retail spending (43%) and, at \$0.5 billion, one half of the entertainment/recreation spending by all overnight tourists in Ontario (51%).

LODGING

Arts and culture tourists spent approximately 41.2 million nights in Ontario during 2010, or close to one third of all nights spent in the province over the year (31%). At 4.4 nights, on average, members of the arts and culture sector spent over one night *longer* in Ontario than the typical tourist (3.1 nights).

Hotels were a more popular lodging choice among arts and culture tourists (22%) than was the case for *all* overnight tourists (16%).³ Over the year, arts and culture tourists spent 12.7 million nights in paid commercial lodging (hotels, motels, B&Bs, etc.), or approximately one third of the 34.9 million nights in these properties (36%).

ECONOMIC IMPACTS⁴

Based on their spending in the province, Ontario's arts and culture tourists contributed \$3.7 billion toward the province's gross domestic product (GDP). Approximately 67,700 jobs and \$2.4 billion in wages were generated in Ontario as a result of their spending.

At \$1.7 billion in taxes, all levels of government benefited from spending by arts and culture tourists in Ontario during 2010. Of the \$1.7 billion, approximately \$1.0 billion were federal government taxes, a further \$0.7 billion were provincial taxes and \$11.0 million were municipal taxes.

³ Person nights spent in Ontario's hotels.

⁴ Estimates of economic impact are based on MTCS's TREIM model. Figures include direct, indirect and induced impacts.

NORTH AMERICAN ARTS AND CULTURE TOURISTS⁵

The Americans and Canadians who took an overnight trip to Ontario in 2010 are likely drawn from the pool of *all* North American tourists who have been to Ontario over a two year span and were motivated to take a trip by an arts or cultural activity. Information about these North Americans tourists, available from the Travel Activities and Motivation Study (TAMS), provides a fuller understanding of trip motivations and demographic characteristics of the **people** who take trips to engage in arts or cultural pursuits than is available in the Travel Survey of Residents of Canada and International Travel Survey (TSRC/ITS).

MARKETS OF MILLIONS

Nine-in-ten or 18.5 million of the 20.8 million North Americans with Ontario travel experiences have participated in an arts or cultural activity as one of their many travel activities on trips taken over a two year period.⁶

Different types of activities attract North American pleasure tourists at different rates. For example, *Other Arts* activities such as shopping for local arts and crafts or going to exhibitions/fairs (13.2 million, 64%) and visiting historic sites or strolling in cities to see architecture (*Historic Sites, Buildings, Architecture*, 12.6 million, 61%) are very popular tourist activities among North Americans who have been to Ontario. Each group represents more than 6-in-10 of the 20.8 million people with Ontario travel experience.

Museums and *other cultural attractions* such as zoos and aquariums are also favourites among Ontario's North American visitors. Each attracts 8.9 million tourists as one-of-many trip activities, or two fifths of the Ontario-bound tourism market (43% each).

Ethnic, food/drink and other festivals (*Cultural Festivals*, 7.4 million, 36%), concerts including classical, jazz, opera, popular/rock 'n roll and country (*Music Performances*, 6.5 million, 31%), and *Other Performing Arts* such as free outdoor performances and circuses (6.4 million, 31%) each represents about one third of the North Americans who have taken overnight trips to Ontario over a two year span.

At least 5.0 million tourists include *theatre performances* and/or *art galleries* as a trip activity. *Arts festivals* such as international film festivals, music and/or literary festivals (3.8 million) and *ballet/dance* performances (1.7 million) also attract substantial numbers of North American tourists as one-of-many trip activities.

⁵ Findings presented here are based on the Travel Activities and Motivation Study (2006). The study captured activities, motivations and demographics for residents of Canada and the USA who took overnight pleasure trips to any destination over a two-year period. In this report, term *North Americans* (excluding Mexico) is used to describe these tourists. Trip activities and those identified as trip drivers (*main reason for the trip*) are not linked to a particular destination. Hence, overnight pleasure tourists with travel experience in Ontario over the two-year span may or may not have engaged in arts/culture activities in Ontario.

⁶ Sources include Travel Survey of Residents of Canada 2010 (TSRC), International Travel Survey 2010 (ITS US & OVS), and Travel Activities and Motivations Surveys (TAMS Canada & US, 2006). Note that Mexico is included in the ITS Overseas study (overseas) but is not included when the term *North American* is used in this report to describe TAMS tourists. Further, note that 2010 is the most recent year for which TSRC/ITS data are available.

	% of 20.8 Million North American Tourists	Arts/Culture⁷ Participants
Any Arts and Culture Tourist Activity as One-of-Many	89%	18.5 million
Other Arts (e.g., shop for local arts/crafts, exhibitions/fairs)	64%	13.2 million
Historic Sites, Buildings, Architecture	61%	12.6 million
Museums	43%	8.9 million
Other Cultural Attractions (e.g., zoos, aquariums, gardens)	43%	8.9 million
Cultural Festivals	36%	7.4 million
Music Performances (classical, jazz, opera, popular, country)	31%	6.5 million
Other Performing Arts (e.g., free outdoor performances, circus)	31%	6.4 million
Theatre/Dinner Theater	28%	5.8 million
Art Galleries	24%	5.0 million
Arts Festivals (e.g., film, literary, music)	18%	3.8 million
Ballet/Dance	8%	1.7 million

POPULAR ARTS AND CULTURE TRIP DRIVERS

For more than two fifths (44%) of the 20.8 million North Americans with Ontario travel experiences – 9.1 million – at least one arts and culture activity was their *main reason* for travelling (*trip driver*).

Some arts and culture activity groups are more likely to motivate trips than others. For example, seeing *historic sites* and/or strolling through cities to see architecture is the largest arts and culture trip driver, attracting 4.0 million, or one fifth of Ontario's 20.8 million North American tourists (19%). Over two million travellers in Ontario's market take overnight trips motivated by *music performances* including rock 'n roll/popular concerts (14%), *other cultural attractions* such as zoos and aquariums (12%), *other arts* such as shopping for local arts/crafts and going to exhibitions/fairs (12%), *cultural festivals* (12%), *museums* (11%) and *live theatre* (11%). Each of these groups accounts for over one tenth of the 20.8 million Americans and Canadians who have travelled to Ontario over a two year span. The number of Ontario's North American tourists who claim each activity group was a *trip driver* is displayed in the table on the following page.

Changing the focus to the 18.5 million tourists who participated in arts and culture activities on their trips, the table also shows the extent to which specific arts and culture activities are a motivation for tourists who engage in these activities. For example, over two fifths of the tourists who went to *arts festivals* (46%) and/or *music performances* (44%) while travelling claim that these activities were the main reason a trip took place. *Other arts* including shopping for local arts and crafts (19%), *art galleries* (22%), *other performing arts* (24%) and *museums* (25%) are trip drivers for between one fifth and one quarter of Ontario's North American tourists who engage in these activities as one-of-many things they see and do when travelling.

⁷ Eleven groups, each containing allied arts/culture activities that were included in the TAMS questionnaire, were generated and form the basis of this analysis. A list of the individual activities included in each group is provided in Appendix B.

	% of Activity Participants for whom Activity is Trip Driver	# of Tourists for whom the Group is a Trip Driver	% of Ontario's North American Tourists
Any Arts and Culture Activity⁸	50%	9.1 million	44%
Historic Sites, Buildings, Architecture	32%	4.0 million	19%
Music Performances (e.g., classical, jazz, rock & roll/popular concerts)	44%	2.9 million	14%
Other Cultural Attractions (e.g., zoos, aquariums, gardens)	29%	2.6 million	12%
Other Arts (e.g., shop for local arts/crafts, exhibitions/fairs)	19%	2.6 million	12%
Cultural Festivals (e.g., food or ethnic festivals, fireworks display)	33%	2.4 million	12%
Museums	25%	2.3 million	11%
Theatre	38%	2.2 million	11%
Arts Festivals (film, literary, music or theatre festivals)	46%	1.8 million	8%
Other Performing Arts (e.g., free outdoor performances, circus)	24%	1.5 million	7%
Art Galleries	22%	1.1 million	5%
Ballet/Dance	32%	0.5 million	3%

SEEKING A VARIETY OF TRAVEL EXPERIENCES

Members of each arts and culture tourist group resemble Ontario's North American tourists overall with respect to their pursuit of *other* types of activities on trips. About 9-in-10 claim to have engaged in an outdoor activity, over 8-in-10 included shopping and/or culinary activities, about half went to theme parks and two fifths attended sporting events as one of the many things they did on a trip.

Tourists motivated to take trips for arts and culture activities are also motivated to travel by *additional* trip activities. In fact, they are more likely than the typical North American tourist to include activities associated with the outdoors, food and wine and shopping as *trip drivers*. Representing the majority, outdoor experiences are more popular additional trip motivations among arts and culture tourists (69%) than within the travelling public at large (54%). Though volumes are smaller, arts and culture tourists are motivated to take trips for culinary experiences or to shop at twice the rates found within the Ontario's North American travelling public (culinary, 37% versus 19%; shopping, 23% versus 12%).

	Ontario's North American Tourists	Tourists with Arts and Culture Trip Driver
Other Trip Driver Groups	20.8 million	9.1 million
Outdoors	54%	69%
Theme Parks	21%	36%
Culinary experiences	19%	37%
Spectator sports events	18%	28%
Shopping	12%	23%

⁸ In rank order by number of tourists

DEMOGRAPHIC PROFILES

ALL ARTS AND CULTURE TOURISTS

Ontario's 20.8 million North American tourists as a whole and the 9.1 million of them motivated to take trips for arts and cultural experiences have very similar demographic profiles.

- ✓ The typical North American arts and culture tourist who visited Ontario over a two year period is as likely to be male as female.
- ✓ All age groups are represented, with somewhat fewer in the 18 to 34 year age group (29%) than in the 35 to 54 year (36%) or 55+ years age group (34%). On average, Ontario's North American arts and culture tourist is 47 years of age.
- ✓ Close to one half are university graduates (45%), one third have some post-secondary education (34%) and one fifth of arts and culture tourists have no more than a secondary school education (20%).
- ✓ About half live in family households – those with at least one child under the age of 18 at home (47%). Couples are also widely represented (38%) whereas adults living alone are a minority at about one eighth of the market (12%).
- ✓ All income levels are represented in the North American arts and culture market for Ontario.⁹ Over one third of these tourists have household incomes under \$60,000 (37%), one third fall in the \$60,000 to \$99,999 range (33%) and the remaining three in ten claim to have household incomes of \$100,000 or more (30%).

IN SUMMARY

Arts and cultural experiences make a valuable contribution to tourism in Ontario, generating 9.5 million overnight visitors or over one fifth of *all* overnight tourists in 2010 (22%). They spent \$4.1 billion or 36% of *all* overnight trip spending in the province. Compared to typical overnight tourists in Ontario, arts and culture visitors spent twice as much money per trip, spent more nights in the province and made more extensive use of Ontario's hotels.

The economic impacts of Ontario's arts and culture tourism are substantial. These overnight tourists generated \$3.7 billion in gross domestic product (GDP), 67,700 jobs, \$2.4 billion in wages, and \$1.7 billion in taxes for all levels of government.¹⁰

The market for arts and culture tourism in North America is very large: almost all of the 20.8 million North American tourists with travel experience in Ontario over a two year period seek an arts or culture activity on their trips (18.5 million). Over two fifths of these tourists, or 9.1 million (44%), identify an arts and culture activity as a *trip driver* – the main reason for the trip.

⁹ Reported household income for calendar year 2005. Percentages are based on survey respondents who volunteered an income.

¹⁰ Estimates include direct, indirect and induced impacts.

Whether as one-of-many trip activities or as a trip driver, some arts and culture pursuits are more popular than others. At the top of both lists are activities associated with *historic sites/architecture, music performances, cultural attractions* such as zoos and aquariums, *other arts activities* (e.g., local arts and crafts, exhibitions/fairs), *cultural festivals* including ethnic or food/drink festivals and *museums*.

North American arts and culture tourists also take trips motivated by outdoor adventure, culinary experiences, theme parks, spectator sporting events and shopping. Compared to the population at large, those in the arts and culture sector are twice as likely to identify culinary and shopping experiences as trip motivations.

Because the range of arts and cultural activities that motivate North Americans' trips is so broad, the sector covers all demographic groups. It includes men and women equally and spans all age, education and income groups. At the aggregate level, sector members closely resemble *all* North Americans who have travelled to Ontario. There are, however, noteworthy demographic differences from one arts and culture group to another. These variations are described in this report.

Readers are encouraged to explore the profiles of arts and culture tourists provided herein for more insights into the motivations and demographic characteristics of this large, varied and important market for tourism in Ontario.