

ONTARIO ARTS AND CULTURE TOURISM PROFILE

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FORUM
RESEARCH



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
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EXECUTIVE SUMMARY

KEY FINDINGS

The Average Arts and Culture Trip has nearly Triple the Economic Impact of Non-Arts and Culture Trips

Roughly \$11.4 billion dollars were spent on arts and culture tourism in Ontario, resulting in \$5.7 billion in direct value-added to the province. This value-added supported more than 77,000 full-time jobs in Ontario and \$3 billion in labour income. Industries directly serving arts and culture tourists, such as food and beverage, retail, accommodation, and arts/recreation experienced notable increases in value-added. Indirect effects resulting from spending by businesses catering to arts and culture tourists contributed to over \$2.3 billion in provincial GDP. Additionally, government revenues benefited, with the arts and culture tourism sector contributing over \$4 billion in tax revenue. Collectively, direct, indirect, and induced impacts totalled over \$10 billion in provincial GDP, generating more than \$5.7 billion in labour income and creating more than 100,000 jobs. While 13% of unique tourist trips included arts and culture activities, those trips accounted for 30% of tourist spending in the province, meaning the average arts and culture visit represents over \$618 in economic impact while the average non-arts and culture visit represents approximately \$213 in economic impact. Therefore, the average arts and cultural tourist trip has approximately triple the economic impact as tourists trips that do not include arts and culture.

Arts and Culture Tourists Not Only Spend More, they Stay Longer and are more Likely to be from Overseas

40% of Canadian arts and culture visitors made trips of three days or more, while only 13% of non-arts and culture visitors did the same. Arts and culture visitors made up the majority (55%) of all overseas visitors.

Canadian out-of-province arts and culture visitors made longer trips, with 67% reporting the duration of their trip as three or more nights, compared to 36% of arts and culture visitors from Ontario. In contrast, arts and culture visitors from within Ontario typically made shorter trips, with 42% making day visits.

Arts and culture visitors from outside of Canada tended to take longer trips, with 72% of reported trips lasting three or more nights. In contrast, only 33% of non-arts and culture trips by international visitors had a similar duration. When specifically considering trips by visitors from the USA, the most common duration was three to seven nights, accounting for 44%, followed by one to two nights, accounting for 33% of trips.

Arts and Culture Activities Featured on One Eighth of all Tourist Trips

Over 18.4 million unique tourist trips to Ontario included arts and culture activities, accounting for 13% or just over 1 in 8 of the 141.8 million total trips. Nearly 1 in 3 (31%) international visitors participated in

arts and culture tourism. The majority of arts and culture tourists were Ontario residents (73%) or visited from other Canadian provinces (11%), particularly Quebec, Alberta and British Columbia.

Attending Performances and Visiting Galleries are Key Activities

Canadian arts and culture tourists to Ontario showed a strong preference for attending performances like plays or concerts and visiting museums or art galleries, each attracting 31% of visitors, with only visits to historic sites being a more popular activity, attracting 39% of visitors. Dining out (55%), sightseeing (54%) and shopping were the most common non-arts and culture activities reported by Canadian arts and culture tourists to Ontario.

Attending performances like plays or concerts and visiting museums or art galleries were also among the top attractions for international visitors; combined these activities were reported on 30% of international visits.



Arts and Culture Tourists Have a Diverse Demographic Profile

The representation of gender among arts and culture tourists is a relatively balanced distribution between males and females. Among Canadian visitors, those from Ontario show a slightly higher percentage of females (53%) compared to visitors from other provinces (48%). Similarly, both Canadian and non-Canadian arts and cultures visitors have a higher representation of females compared to males relative to the overall gender distribution (Canadian: 53% vs 50%; non-Canadian: 51% vs 44%).

Among Canadian arts and culture tourists, the most commonly reported age group was 25 to 34 years old (22%), but the majority of travellers were aged 35 and over (69%). The majority of international arts and culture tourists (62%) were over the age of 35.

About half (50%) of arts and culture tourists from Canada reported incomes over \$100,000. Arts and culture tourists visiting from other provinces tended to have higher incomes, with only 14% reporting household incomes under \$50,000 compared to 19% of those travelling within Ontario.

Arts and Culture Tourists Are Much More Likely to be Motivated to Spend

63% of Canadian arts and culture tourists listed the spending visit types of Holiday, Leisure, Recreation, and Shopping as their main motivation for visiting, while only 38% of non arts and culture tourists did the same.



Carrefour Francophone de Sudbury

INTRODUCTION

The Ontario Arts Council (OAC) commissioned Forum Research to provide a profile of arts and culture tourism in Ontario. Drawing on survey results collected by Statistics Canada from tourists to Ontario, including both Canadian residents and visitors from outside of Canada, this report analyzes the data to determine the size and value of Ontario's arts and culture tourism. This report also uses expenditure data to derive the economic impact of arts and culture tourism, and concludes by providing demographic information about Ontario's arts and culture tourists.

METHODOLOGY

Data Sources

The core data driving the analysis comes from Statistics Canada's **National Travel Survey (NTS)** and **Visitor Travel Survey (VTS)**. This report examines data from the 2019 datasets as the impacts of the COVID-19 pandemic on tourism are still unfolding and remain uncertain. All computations on Statistics Canada microdata were prepared by Forum Research on behalf of OAC, which does not constitute an endorsement by Statistics Canada of this report.

The NTS gauges the activity and spending of Canadian residents. The VTS provides information about international tourists, including those from the USA. Visitors from all other countries fall under the category of Overseas tourists. By analyzing the data from the NTS and VTS surveys, we gain valuable information about tourist trip characteristics, spending behaviours and demographics.

To provide a focused exploration of arts and culture tourism in Ontario, the analysis is limited to the relevant variables within the NTS and VTS. The NTS and VTS datasets have some similarities but differ in a number of ways. As such, each dataset was parsed separately to identify the data most relevant to the analysis of Ontario arts and culture tourism.

In assessing the economic significance of arts and culture tourism, we used spending data and the Tourism Regional Economic Impact Model (TREIM) provided by the Ministry of Tourism, Culture and Sport. Tourism expenditures come from Canadian residents (NTS) and international arrivals (VTS).

Defining the Arts and Culture Tourism Population for Ontario

The initial filtering process began by only considering the respondents in the NTS who traveled a minimum distance of 40 kilometers from their place of residence, categorizing them as tourists. This approach is similar to the methodology used by Ontario's Ministry of Tourism, Culture and Sport. However, it varies from the OAC's

2012 economic impact study¹, which focused solely on overnight tourists. For this reason, results described in this report are not directly comparable to the 2012 study.

The NTS is organized around the concept of “trips” which includes origin of the trip, locations visited during the trip, and main destination of the trip. The analysis only included responses where the main destination of the trip was Ontario. The VTS is based on data collected by the Canada Border Services Agency at ports of entry. The analysis is limited to trips with Ontario as the port of entry and excludes those who indicated that they were in transit through Ontario to another destination.

This initial parsing provided us with a sample of visitors to Ontario. To focus only on visitors that partake in arts and culture, we further narrowed the selection. Trip activities were used as a filter to identify tourists who participated in at least one of the following six arts and culture activities:

- Attend a performance.
- Attend an Indigenous event.
- Attend a festival or fair.
- Visit a historic site.
- Visit a museum or art gallery.
- Visit a zoo or aquarium.



¹ Available at: https://www.arts.on.ca/oac/media/oac/Publications/Research%20Reports%20EN-FR/Economic%20Contribution%20of%20the%20Arts/OAC-Tourism-Final_ExecSum.pdf

Moving from the Population to the Economic Impact

Tourism expenditure is the key driver of the economic impacts, which materialize in the form of provincial gross domestic product (provincial value added), employment and tax revenue. Responses from the NTS and VTS were used to gauge tourism spending, including spending by arts and culture tourists specifically. To align NTS and VTS concepts of expenditure with the TREIM, the following data concurrences were established:

Table 1 | Concurrence Between TREIM, NTS, and VTS Expenditure Categories

TREIM	NTS		VTS	
	<i>Direct Concurrence</i>	<i>Additional Categories Included</i>	<i>Direct Concurrence</i>	<i>Additional Categories Included</i>
Travel service	Commercial transportation	N/A		Fares on Canadian carriers
Public transportation	N/A	N/A	Transportation	N/A
Private rental transportation	Rental and vehicle insurance	N/A		N/A
Local transportation	Local transportation	Gas and repairs		N/A
Accommodation	Accommodation	N/A	Accommodation	N/A
Food & Beverage (stores)	Food and beverages in stores	N/A	Food and beverages	N/A
Food & Beverage (restaurants and bars)	Food and beverages in restaurants	N/A		N/A
Recreation and entertainment	Cultural, entertainment and attractions	Sports and recreational activities	Recreation and entertainment	N/A
Retail - clothing	Clothing, footwear and accessories	N/A	Clothing and gifts	N/A
Retail - other	Other purchases and expenses	N/A	Other spending	N/A

FINDINGS

VOLUME OF ARTS AND CULTURE TOURISM IN ONTARIO

Arts and Culture Activities Feature in More than 1 in 8 Trips to Ontario

In 2019, 18.4 million unique tourist trips to Ontario included arts and culture activities, representing more than 1 in 8 (13%) of all trips to Ontario. A cumulative total of 27.8 million trips reported specific arts and culture activities, often involving multiple activities within a single trip. While the majority of arts and culture tourists were Ontario residents, arts and culture tourism represented a greater share of the total number of trips from other jurisdictions. Arts and culture trips were included in nearly 1 in 4 out-of-province (23%) and American (23%) origin trips and more than half of overseas origin trips (55%). Including both American and overseas origin trips, 31% of international origin trips to Ontario incorporated arts and culture activities.

Table 2 | Location of Trip Origin, Millions

	<i>% of AC Trips</i>	<i>AC Trips</i>	<i>All Trips</i>	<i>AC Trips as % of All Trips from Location</i>
		18.4 million	141.8 million	13%
Ontario	73%	13.4 million	123.4 million	11%
Out-of-Province	11%	2.0 million	8.4 million	23%
USA	10%	1.8 million	7.6 million	23%
Overseas	7%	1.3 million	2.4 million	55%
Canada, Total	83%	15.3 million	131.7 million	12%
International, Total	17%	3.1 million	10.0 million	31%

Source: NTS & VTS, 2019; Figures rounded to nearest 0.1 million

Table 3 | Trips Reporting Specific Arts and Culture Activities by Trip Origin, Millions

	<i>Total</i>	<i>Out-of-Province</i>	<i>Ontario</i>	<i>Overseas</i>	<i>USA</i>
	27.7 million	2.9 million	18.3 million	2.8 million	3.7 million
Museum/Art Gallery	6.2 million	0.8 million	3.9 million	0.8 million	0.7 million
Historic Site	7.8 million	0.9 million	5.1 million	0.9 million	0.9 million
Zoo/Aquarium	2.7 million	0.4 million	1.5 million	0.5 million	0.4 million
Festival/Fair	4.9 million	0.3 million	3.3 million	0.4 million	0.9 million
Performance	5.8 million	0.5 million	4.2 million	0.3 million	0.8 million
Indigenous Event	0.2 million	0.03 million	0.16 million	0.02 million	0.02 million

Source: NTS & VTS, 2019; Figures rounded to nearest 0.1 million

ARTS AND CULTURE TRIP CHARACTERISTICS

PLACE OF ORIGIN

Table 4 | Arts and Culture Trip Origin, Breakdown by Location

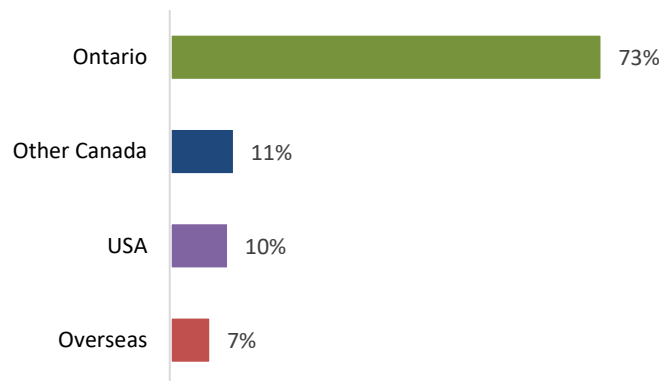
Ontario	Out-of-Province	US	Overseas	Total
13.4 million	2.0 million	1.8 million	1.3 million	18.4 million
73%	11%	10%	7%	100%

Source: NTS & VTS, 2019; Figures rounded to nearest 0.1 million

Ontarians are the Largest Segment of Arts and Culture Tourists

Ontario's arts and culture travel market is largely driven by residents of Ontario (73%), followed by visitors from other Canadian provinces, the United States, and overseas. The volume of tourists from each province varies, with Quebec standing out as a significant contributor to arts and culture trips as 45% of Canadian origin, non-Ontario origin trips originated in Quebec.

Origin of Arts and Culture Trips to Ontario



Source: NTS & VTS, 2019

Table 5 | Province of Trip Origin: Canadian Origin Trips Excluding Ontario Origin, Thousands

	% of AC Trips	AC Trips	All Trips	AC Trips as % of All Trips
Total	100%	1,950	8,352	23%
Newfoundland and Labrador	4%	83	177	47%
Prince Edward Island	1%	17	51	33%
Nova Scotia	6%	110	348	32%
New Brunswick	5%	89	202	44%
Quebec	45%	879	4,890	18%
Manitoba	7%	133	676	20%
Saskatchewan	5%	101	227	45%
Alberta	15%	292	931	31%
British Columbia	13%	246	849	29%

Source: NTS, 2019; Figures rounded to nearest thousand

TRIP DURATION

Table 6 | Trip Duration: Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Out-of-Province Origin AC Trips</i>	<i>Ontario Origin AC Trips</i>
	<i>131.7 million</i>	<i>116.4 million</i>	<i>15.3 million</i>	<i>2.0 million</i>	<i>13.4 million</i>
Day Trip	65%	68%	39%	14%	42%
1 Night	10%	10%	11%	6%	11%
2 Nights	10%	10%	10%	12%	10%
3+ Nights	16%	13%	40%	67%	36%

Source: NTS, 2019; Figures rounded to nearest 0.1 million

Short-Term Stays are Popular with Ontarians

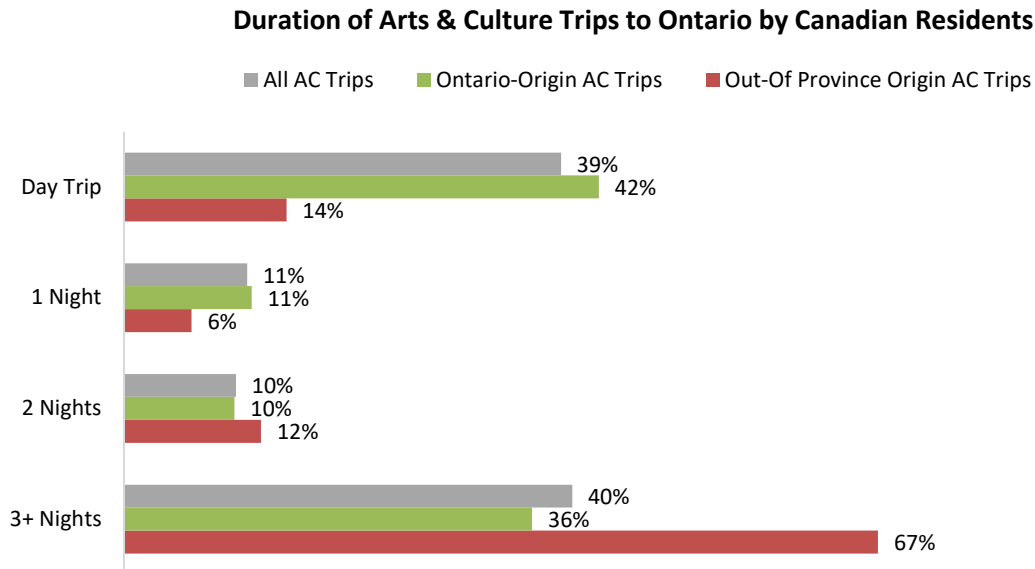
Approximately 42% of all trips by arts and culture tourists from within Ontario were day trips, while an additional 21% were one or two-night stays. A considerable number of arts and culture tourists travelling within Ontario take short-term trips, such as weekend stays or quick getaways. However, just over 1 in 3 (36%) trips had durations of three or more nights, indicating that a significant portion of arts and culture tourists within Ontario prefer longer stays.



The Festival of Literary Diversity, Brampton

Two-Thirds of Out-of-Province Visitors Stay for 3+ Nights

In contrast, Canadian visitors from outside of Ontario made longer trips, with two-thirds (67%) reporting trip durations of three or more nights. Overall, arts and culture trips by all Canadian visitors (including Ontario residents) were more likely to span 3+ nights (40%) compared to non-arts and culture trips by Canadians (13%). Similarly, 61% of arts and culture trips by Canadians extended to 1+ nights, compared to 36% of all trips by Canadians.



Source: NTS, 2019

Table 7 | Trip Duration: Non-Canadian Origin Trips, Millions

	All Trips	Non-AC Trips	AC Trips	Overseas Origin AC Trips	USA Origin AC Trips
	10.0 million	6.9 million	3.1 million	1.3 million	1.8 million
0 Nights	35%	48%	7%	1%	11%
1 – 2 Nights	20%	20%	21%	6%	33%
3 – 7 Nights	25%	21%	35%	24%	44%
8 + Nights	19%	12%	37%	69%	12%

Source: VTS, 2019; Figures rounded to nearest 0.1 million

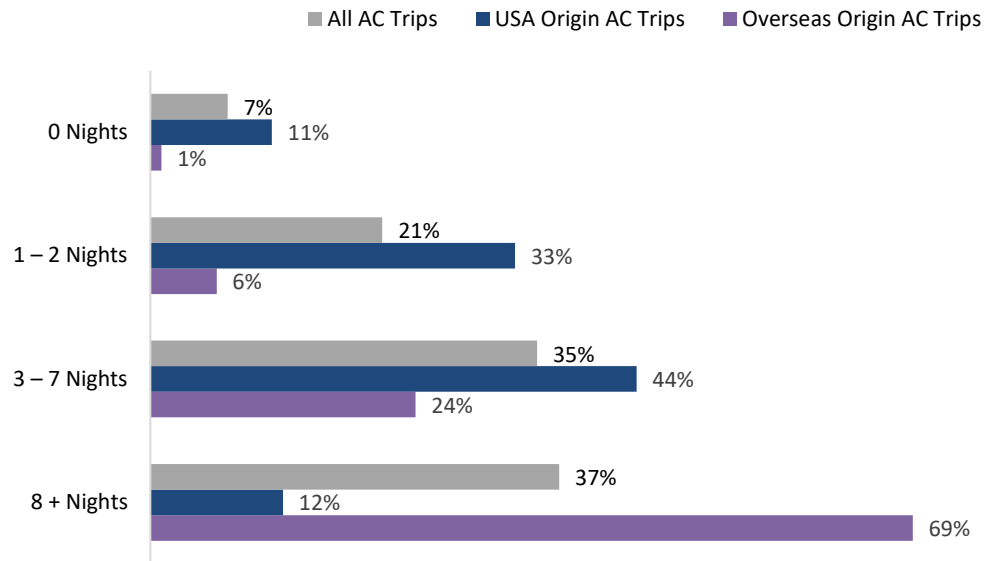
Arts and Culture Tourists from Outside of Canada Take Longer Trips

Day trips (duration of 0 nights) account for nearly half (48%) of trips to Ontario for non-arts and culture activities by non-Canadian residents, compared to only 7% of arts and culture trips by non-Canadian residents. Approximately 72% of arts and culture trips by visitors from outside of Canada last for 3+ nights, with 8+ nights being the most common trip duration at 37%. About 1 in 5 (21%) arts and culture trips by non-Canadian residents extend to 1-2 nights, which may include weekend escapes and short breaks.

USA Visitors Prefer Medium-Length Stays

The most common arts and culture trip duration among visitors from the USA was 3-7 nights (44%), followed by 1-2 nights (33%). Trip durations of under a day (11%) or over a week (12%) were less common. In contrast, a large majority (69%) of arts and culture trips by overseas visitors had durations of 8+ nights. Nearly 1 in 4 (24%) overseas arts and culture visitors took trips of 3-7 nights, while trip durations of 2 nights and under were relatively uncommon (7%).

Duration of Arts & Culture Trips to Ontario by Non-Canadian Residents



Source: VTS, 2019

TRAVELLING PARTY COMPOSITION

Table 8 | Travelling Party Composition: Adults Accompanying on the Trip, Canadian Origin Trips, Millions

	All Trips	Non-AC Trips	AC Trips	Out-of-Province Origin AC Trips	Ontario Origin AC Trips
0	131.7 million	116.4 million	15.3 million	2.0 million	13.4 million
1+	43%	43%	37%	37%	37%
8+	57%	57%	63%	63%	63%

Source: NTS, 2019; Figures rounded to nearest 0.1 million

Canadian Arts and Culture Tourists Tend Not to Travel Solo

While the majority of all trips (57%) by Canadian residents to Ontario included more than one adult, arts and culture trips were even more likely (63%) to feature party sizes of 2 or more adults. Proportions were the same whether the arts and culture trips originated from within Ontario or from other provinces.

Table 9 | Travel Party Composition: Children Accompanying on the Trip, Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Out-of-Province Origin AC Trips</i>	<i>Ontario Origin AC Trips</i>
	<i>131.7 million</i>	<i>116.4 million</i>	<i>15.3 million</i>	<i>2.0 million</i>	<i>13.4 million</i>
0	80%	79%	80%	75%	81%
1	10%	10%	9%	10%	8%
2+	11%	11%	11%	14%	11%

Source: NTS, 2019; Figures rounded to nearest 0.1 million

About 1 in 5 Arts and Culture Trips by Canadians Include Children in the Travelling Party

Overall, about one in five (20%) arts and culture trips by Canadian residents included children in the travelling party, which was slightly lower than non-arts and culture trips (21%). It was more common for arts and culture trips to include 2 or more children (11%) than only one accompanying child (9%). Trips by out of province residents were more likely (14%) to include 2 or more children than trips originating in Ontario (11%).

Table 10 | Travelling Party Composition: Non-Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Overseas Origin AC Trips</i>	<i>USA Origin AC Trips</i>
	<i>10.0 million</i>	<i>6.9 million</i>	<i>3.1 million</i>	<i>1.3 million</i>	<i>1.8 million</i>
1	59%	61%	52%	67%	42%
2	29%	27%	33%	23%	40%
3 +	12%	11%	15%	10%	18%

Source: VTS, 2019; Figures rounded to nearest 0.1 million

Overseas Arts and Culture Tourists Often Travel Alone

Just over half (52%) of arts and culture trips to Ontario by non-Canadian residents consisted of a travel party size of one, compared to about 3 in 5 non-arts and culture trips (61%) and overall trips (59%). Overseas residents taking arts and culture trips were particularly likely to travel alone (67%), with only about 1 in 3 trips composed of travelling party sizes greater than one. In contrast, USA origin travellers on arts and culture trips were about as likely to travel alone (42%) as in pairs or couples (40%), with nearly 1 in 5 (18%) trips featuring party sizes of three or more individuals.

TRIP ACTIVITIES

Table 11 | Trip Activities: Arts and Culture Activities, Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Out-of-Province Origin AC Trips</i>	<i>Ontario Origin AC Trips</i>
	<i>130.6 million</i>	<i>115.3 million</i>	<i>15.3 million</i>	<i>2.0 million</i>	<i>13.4 million</i>
Historic site	5%	0%	39%	45%	38%
Performance such as a play or concert	4%	0%	31%	26%	31%
Museum or art gallery	4%	0%	31%	41%	29%
Festival or fair	3%	0%	24%	17%	25%
Zoo or aquarium	1%	0%	12%	18%	11%
Indigenous event	<1%	0%	1%	2%	1%

Source: NTS, 2019; Figures rounded to nearest 0.1 million;

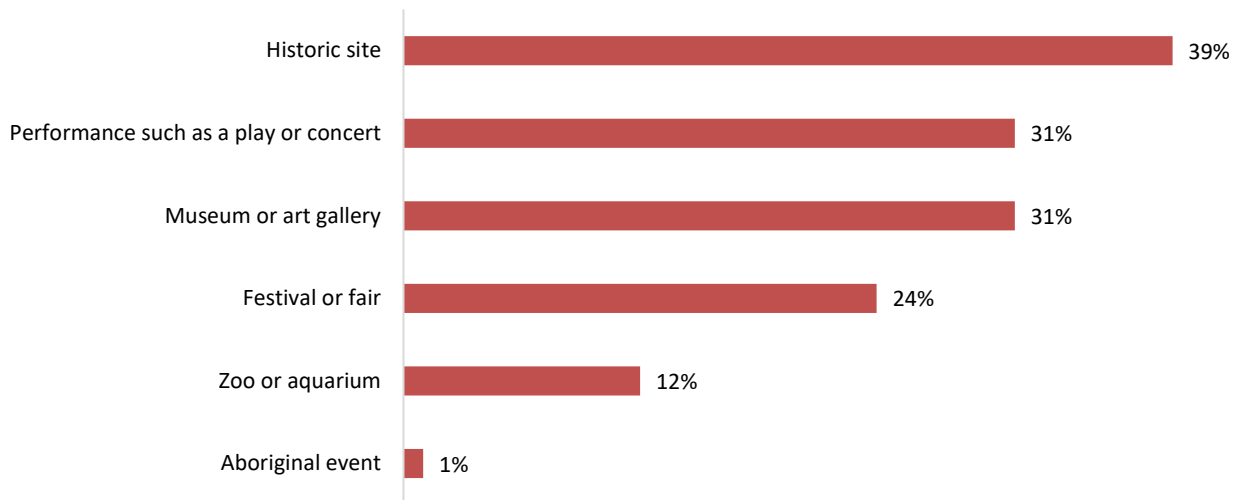
Note: All trips & Non-AC trips total populations differ from other tables due to fewer records available for the trip activities variable



Performances, Museums and Galleries Among the Most Popular Arts and Culture Attractions for Canadian Tourists

Among Canadian arts and culture tourists to Ontario, attending performances such as a play or concert (31%) and visiting museums or art galleries (31%) were among the top activities, following only visits to historic sites (39%). Canadian residents visiting from outside of Ontario were slightly less likely to attend plays or concerts (26%) or festivals and fairs (17%) compared to those travelling within Ontario (31% attended plays or concerts, 25% attended festivals or fairs).

Arts & Culture Trip Activities, Canadian Origin Arts & Culture Trips



Source: NTS, 2019



Shaw Festival, Niagara-on-the-Lake

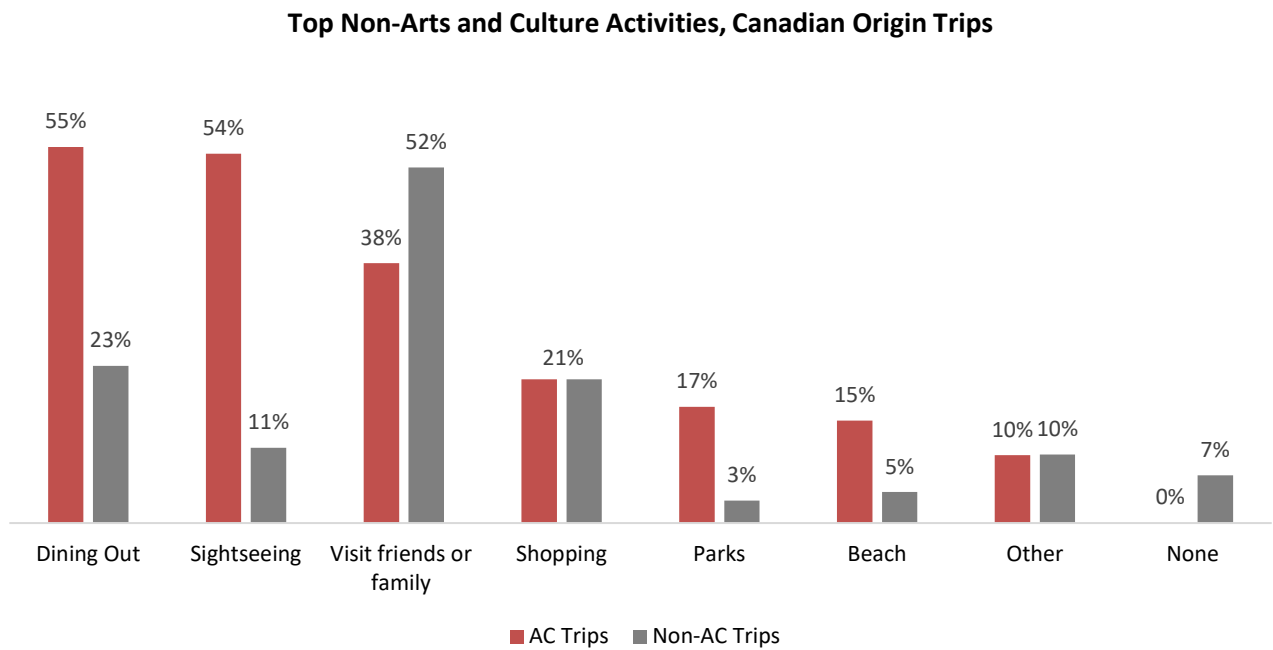
Table 12 | Trip Activities: Top 6 Non-Arts and Culture Activities, Canadian Origin Trips, Millions

AC Trips 15.3 million		Non-AC Trips 115.3 million	
Dine out/go to restaurant, bar or club	55%	Visit friends or family	52%
Sightseeing	54%	Dine out/go to restaurant, bar or club	23%
Shopping	40%	Shopping	21%
Visit friends or family	38%	Sightseeing	11%
National, provincial, or nature park	17%	Other activity*	10%
Beach	15%	Did not do any activities	7%

Source: NTS, 2019; Figures rounded to nearest 0.1 million;
 Note: All other activities were reported on fewer than 10% of arts and culture trips
 *Other activity refers to any activity not specified in the dataset, see table 13

Dining Out and Sightseeing Are the Most Popular Non-Arts and Culture Activities for Canadian Arts and Culture Tourists to Ontario

Among Canadian arts and culture visitors to Ontario, dining out or going to restaurants, bars or clubs was the most popular (55%) non-arts and culture activity, followed by sightseeing (54%) and shopping (40%). In contrast, non-arts and culture Canadian visitors were most likely to visit friends or family (52%), with dining out (23%) and shopping (21%) being the next most popular activities.



Source: NTS, 2019

Table 13 | Trip Activities: All Activities, Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Out-of-Province Origin AC Trips</i>	<i>Ontario Origin AC Trips</i>
	<i>130.6 million</i>	<i>115.3 million</i>	<i>15.3 million</i>	<i>2.0 million</i>	<i>13.4 million</i>
Visit friends or family	51%	52%	38%	46%	37%
Dine out/go to restaurant, bar or club	27%	23%	55%	68%	53%
Shopping	24%	21%	40%	51%	39%
Sightseeing	16%	11%	54%	68%	52%
Other activity*	9%	10%	6%	5%	6%
Beach	6%	5%	15%	15%	15%
Did not do any activities	6%	7%	0%	0%	0%
National, provincial, or nature park	5%	3%	17%	20%	16%
Sports event as a spectator	4%	4%	4%	7%	4%
Business meeting/conference/seminar	4%	4%	3%	5%	3%
Hiking or backpacking	3%	3%	9%	12%	8%
Go wildlife viewing or bird watching	3%	2%	8%	9%	8%
Casino	3%	2%	6%	4%	6%
Boating	3%	3%	5%	9%	5%
Canoeing or kayaking	3%	3%	3%	4%	3%
Theme or amusement park	2%	1%	4%	8%	4%
Go to the movies	2%	2%	4%	8%	3%
Camping	2%	2%	3%	3%	3%
Fishing	2%	2%	3%	1%	3%
Play individual or team sports	2%	2%	1%	3%	1%
Go for a medical or other health treatment	2%	2%	1%	2%	1%
Cycling	1%	1%	4%	4%	4%
Golfing	1%	1%	2%	2%	2%
All-terrain vehicle	1%	1%	1%	1%	1%
Downhill skiing or snowboarding	1%	1%	<1%	<1%	<1%
Hunting	<1%	<1%	<1%	0%	<1%
Snowmobiling	<1%	<1%	<1%	<1%	<1%
Cross-country skiing or snowshoeing	<1%	<1%	<1%	1%	<1%

Source: NTS, 2019; Figures rounded to nearest 0.1 million;

Note: All trips & Non-AC trips total populations differ from other tables due to fewer records available for the trip activities variable;

*Other activity refers to any activity not listed in the table

Table 14 | Trip Activities: Arts and Culture Activities, Non-Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Overseas Origin AC Trips</i>	<i>USA Origin AC Trips</i>
	<i>7.0 million</i>	<i>3.9 million</i>	<i>3.1 million</i>	<i>1.3 million</i>	<i>1.8 million</i>
Historic site	25%	0%	57%	68%	49%
Museum or art gallery	21%	0%	48%	58%	40%
Festival or fair	17%	0%	40%	29%	49%
Attend a performance	15%	0%	36%	20%	47%
Zoo or aquarium	11%	0%	26%	34%	20%
Indigenous event	<1%	0%	1%	1%	1%

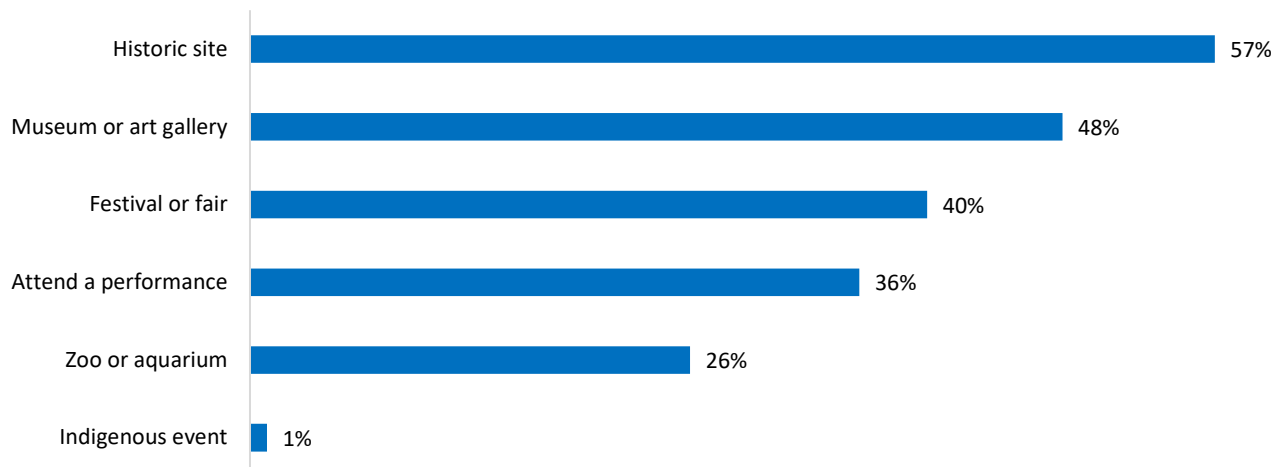
Source: VTS, 2019; Figures rounded to nearest 0.1 million

Note: All trips & Non-AC trips total populations differ from other tables due to fewer records available for the trip activities variable

Overseas Tourists Prefer Museums and Galleries; American Tourists Attend Performances

As with Canadian tourists, attending performances and visiting museums and galleries were among the most popular arts and culture activities for visitors to Ontario from outside of Canada, with 30% of all international origin trips and 69% of international origin arts and culture trips including these activities². Overseas tourists were more likely (58%) to visit museums or art galleries than American tourists (40%), while Americans were more likely to attend performances (47%) than overseas visitors (20%).

Arts & Culture Trip Activities, Non-Canadian Origin Arts & Culture Trips



Source: VTS, 2019

² Net percentages include all trips that reported one or both activities (visiting museum/art gallery & attending a performance), after accounting for overlap.

Table 15 | Trip Activities: Top 7 Non-Arts and Culture Activities, Non-Canadian Origin Trips, Millions

	AC Trips 3.1 million		Non-AC Trips 3.9 million	
Sightsee	66%	Go to a restaurant, bar or club	70%	
Go to a restaurant, bar or club	62%	Visit friends or family	42%	
Shop	61%	Business meeting, conference or seminar	37%	
Visit friends or family	57%	Shop	28%	
National or provincial nature park	23%	Sightsee	25%	
Go to a casino	16%	National or provincial nature park	5%	
Sports event - spectator	14%	Fishing	5%	

Source: VTS, 2019; Figures rounded to nearest 0.1 million;

Note: All other activities were reported on fewer than 10% of arts and culture trips

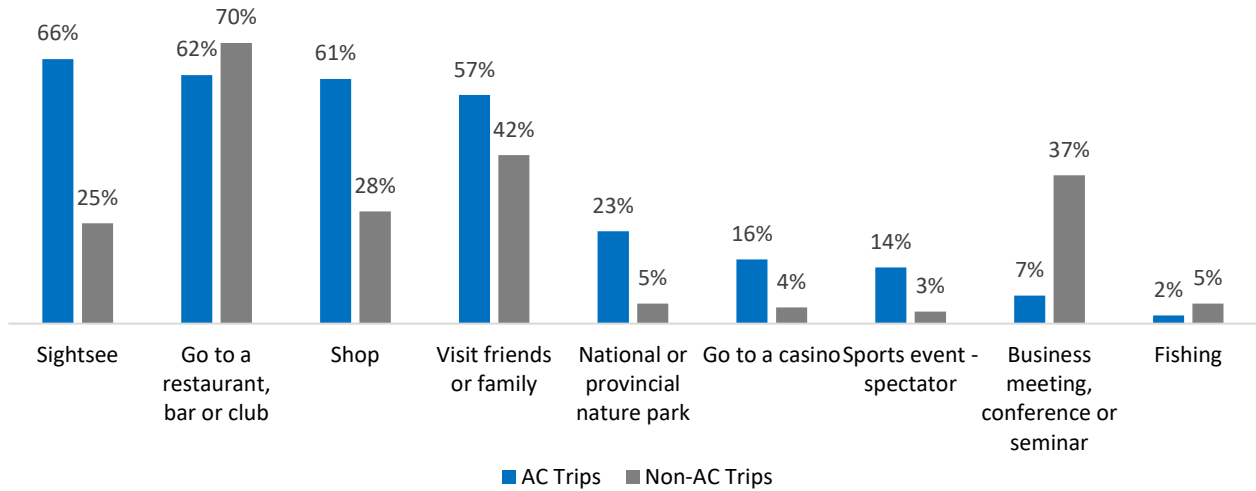


Eden Mills Writers' Festival, Eden Mills

Arts and Culture Visitors from Outside of Canada Are Less Likely to Dine Out, More Likely to Shop than Non-Arts and Culture Visitors

Sightseeing was the most common (66%) non-arts and culture activity for arts and culture visitors to Ontario from outside of Canada and was also popular (25%) among non-Canadian resident visitors on non-arts and culture trips. Non-arts and culture visitors were slightly more likely (70%) to go to a restaurant, bar or club than arts and culture visitors (62%). Meanwhile, arts and culture visitors were more likely to go shopping (61%) than those who visited on non-arts and culture trips (28%)

Top Non-Arts and Culture Activities, Non-Canadian Origin Trips



Source: VTS, 2019

Table 16 | Trip Activities: All Activities, Non-Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Overseas Origin AC Trips</i>	<i>USA Origin AC Trips</i>
	<i>7.0 million</i>	<i>3.9 million</i>	<i>3.1 million</i>	<i>1.3 million</i>	<i>1.8 million</i>
Go to a restaurant, bar or club	67%	70%	62%	85%	45%
Visit friends or family	48%	42%	57%	68%	48%
Sightsee	43%	25%	66%	80%	57%
Shop	42%	28%	61%	78%	48%
Visit a historic site	25%	0%	57%	68%	49%
Business meeting, conference or seminar	24%	37%	7%	8%	6%
Visit a museum or art gallery	21%	0%	48%	58%	40%
Attend a festival or fair	17%	0%	40%	29%	49%
Attend a performance	15%	0%	36%	20%	47%
National or provincial nature park	13%	5%	23%	36%	14%
Visit a zoo or aquarium	11%	0%	26%	34%	20%
Go to a casino	9%	4%	16%	9%	22%
Sports event - spectator	8%	3%	14%	14%	14%
Go to the movies	5%	3%	7%	12%	4%
Go to a beach	5%	3%	8%	11%	5%
Go wildlife viewing or bird	5%	3%	8%	10%	6%
Boating	5%	4%	5%	6%	5%
Hiking or backpacking	4%	2%	6%	9%	4%
Fishing	4%	5%	2%	1%	2%
Other*	4%	4%	3%	3%	2%
Visit a theme or amusement park	3%	1%	7%	13%	3%
Canoeing or kayaking	2%	2%	3%	4%	2%
Play individual or team sports	2%	2%	2%	4%	1%
Cycling	1%	1%	3%	4%	2%
Camping	1%	1%	2%	2%	1%
Medical or other health treatment	1%	1%	1%	2%	1%
Golfing	1%	1%	1%	1%	1%
Downhill skiing or snowboarding	1%	<1%	1%	2%	1%
Use all-terrain vehicle	1%	<1%	1%	2%	<1%
Attend an indigenous event	<1%	0%	1%	1%	1%
Hunting	<1%	<1%	<1%	<1%	<1%
Cross-country skiing or snowshoeing	<1%	<1%	<1%	<1%	<1%
Snowmobiling	<1%	<1%	<1%	<1%	<1%

Source: VTS, 2019; Figures rounded to nearest 0.1 million

Note: All trips & Non-AC trips total populations differ from other tables due to fewer records available for the trip activities variable

*Other refers to any activity not included on the table

SPENDING ON ARTS AND CULTURE TRIPS IN ONTARIO

Arts and Culture Tourists Spend Nearly Three Times as Much as Other Tourists

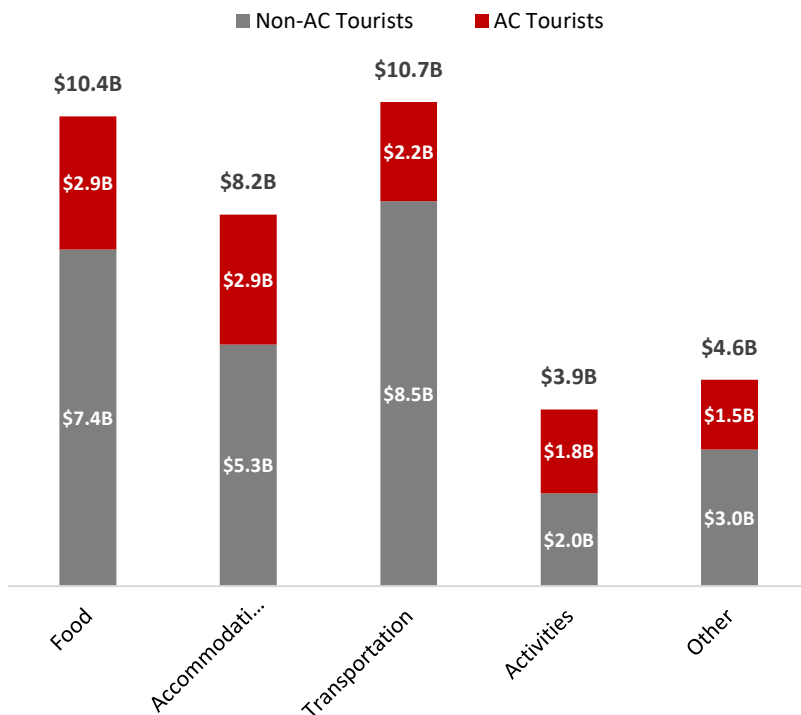
Arts and culture tourism represented approximately 30% of the \$37.7 billion spent by tourists in Ontario in 2019, for a total of \$11.4 billion. The average of spending across the 18.4 million arts and culture trips was \$617.66, nearly triple the average of \$213.31 on non-arts and culture trips.

Table 17 | Arts and Culture Trip Spending by Category

	<i>Total Tourism Spending</i>	<i>AC Trip Spending as % of Total Spending in Category</i>	<i>Arts and Culture Trip Spending</i>	<i>Spending in Category as % of All AC Trip Spending</i>
Total	\$37.7 billion	30%	\$11.4 billion	100%
Food	\$10.4 billion	28%	\$2.9 billion	26%
Accommodation	\$8.2 billion	35%	\$2.9 billion	25%
Transportation	\$10.7 billion	21%	\$2.2 billion	19%
Activities	\$3.9 billion	47%	\$1.8 billion	16%
Other	\$4.6 billion	34%	\$1.5 billion	13%

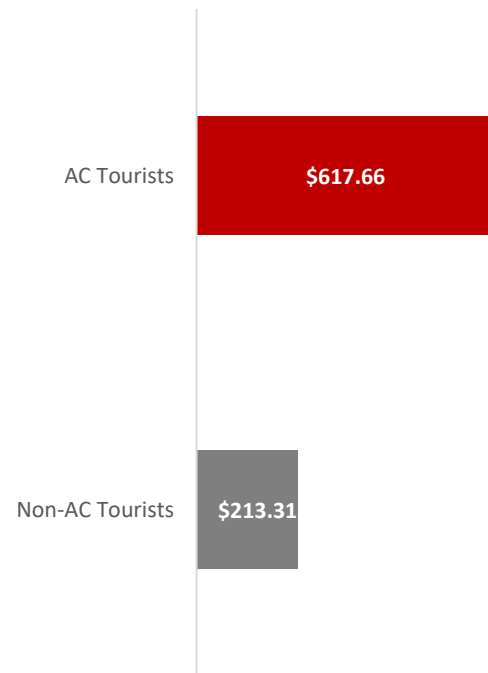
Source: NTS & VTS, 2019; Figures rounded to nearest 0.1 billion

Ontario Tourist Expenditure, 2019, Current Dollars, Billions



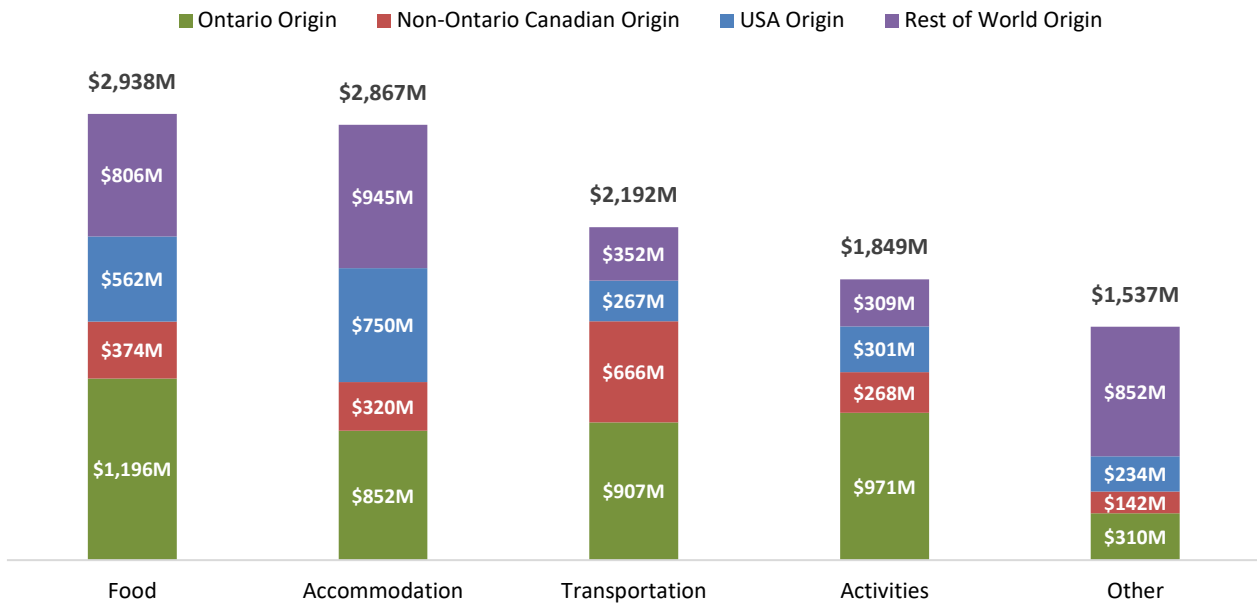
Source: NTS & VTS, 2019

Average Spending Per Trip, Ontario Tourists, 2019



Source: NTS & VTS, 2019

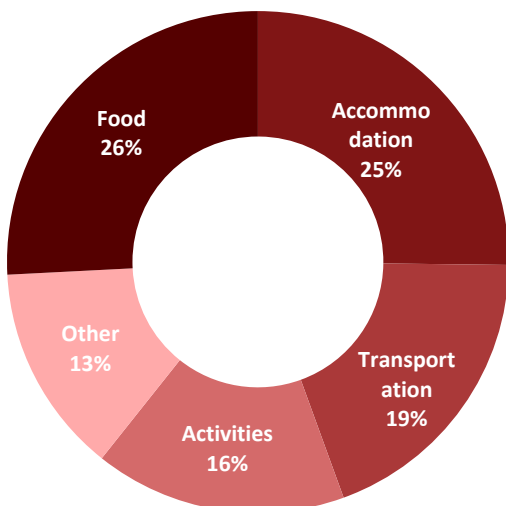
Ontario Arts and Culture Tourist Expenditure, 2019 By Tourism Source and Spending Category, Current Dollars, Millions



Source: NTS & VTS, 2019

Note: The VTS survey and NTS survey differ slightly in ways of categorizing spending. A concurrence methodology was used to align the categories.

Ontario Arts and Culture Tourist Trip Spending By Category, 2019



Source: NTS & VTS, 2019

Food and Accommodation Expenditures by Ontario Arts and Culture Tourists Exceed \$5B

Food was the top spending category for arts and culture tourists to Ontario, with expenditures totalling **\$2.9 billion** and accounting for 26% of trip spending. Expenditures by arts and culture tourists represented 28% of all food spending by tourists to Ontario. Food expenses included food and beverages from both restaurants and stores.

Arts and culture tourists made substantial contributions to the **accommodation** sector, spending a total of **\$2.8 billion**. Expenditures for accommodations accounted for 25% of total arts and culture trip expenses. Furthermore, these expenditures represented a notable 35% of the total tourist expenditures on accommodations, indicating the substantial impact of arts and culture tourists in shaping the accommodation sector's economic landscape.

Ontario Arts and Culture Tourists Spend \$4B on Transportation and Activities

While transportation was the highest spending category for tourists overall, it was the third-highest category for arts and culture tourists representing 19% of trip spending. Arts and culture tourists spent **\$2.2 billion on transportation**, representing 21% of overall tourist spending on transportation and including expenses such as commercial transportation, local transportation, vehicle rental and insurance, and gas and repairs.

Expenditures by arts and culture tourists on **activities** including sports, recreation, cultural activities, entertainment and attractions amounted to **\$1.8 billion**. While representing only 16% of trip spending by arts and culture tourists, these expenditures account for 47% of total tourist spending on such activities in Ontario.

Overseas Arts and Culture Tourists to Ontario Generate \$765M+ in Retail Spending

Purchases of retail items such as clothing, footwear and accessories, and miscellaneous **other expenditures**, represented 13% of arts and culture trip expenses for a total of **\$1.5 billion**. These expenditures accounted for 34% of all tourist expenditures in the same category. Notably, arts and culture tourists from outside of Canada and the United States contributed to half of all arts and culture tourist expenditures on retail and other items, including over \$765 million on purchases of clothing, footwear and accessories.

Table 18 | Ontario Arts and Culture Tourist Spending by Category, Current Dollars, Millions

	<i>Ontario Origin</i>	<i>Non- Ontario Origin</i>	<i>USA Origin</i>	<i>Rest of World Origin</i>	<i>Total</i>
Food	\$1,195.9	\$374.1	\$561.8	\$806.2	\$2,937.9
Food and beverage from restaurants	\$918.3	\$280.6	\$561.8	\$806.2	
Food and beverages from stores	\$277.6	\$93.5			
Accommodation	\$852.1	\$320.3	\$750.0	\$944.9	\$2,867.3
Transportation	\$906.5	\$666.4	\$267.3	\$351.7	\$2,192.0
Commercial transportation	\$228.4	\$464.6	\$267.3	\$351.7	
Local transportation	\$89.7	\$29.0			
Vehicle rental and insurance	\$82.1	\$56.2			
Gas and repairs	\$506.3	\$116.7			
Activities	\$971.0	\$267.5	\$301.0	\$309.3	\$1,848.8
Sports and recreational activities	\$188.5	\$95.6	\$301.0	\$309.3	
Cultural, entertainment and attractions	\$782.5	\$171.9			
Other expenditures	\$309.5	\$141.6	\$233.5	\$851.9	\$1,536.6
Clothing, footwear and accessories	\$143.8	\$89.1	\$172.2	\$765.2	
Other expenditures	\$165.7	\$52.5	\$61.3	\$86.7	
Total	\$4,235.1	\$1,769.9	\$2,113.6	\$3,263.9	\$11,382.6

Source: NTS & VTS, 2019; Figures rounded to nearest 0.1 million

Note: The VTS survey and NTS survey differ slightly in ways of categorizing spending.

A concurrence methodology was used to align the categories.

ECONOMIC IMPACT OF ARTS AND CULTURE TOURISM IN ONTARIO

Arts and Culture Tourism Contributes \$10B+ to Ontario's Gross Domestic Product

Analysis of the \$11.4 billion in spending by Ontario's arts and culture tourists through the Ministry of Tourism, Culture and Sports' Tourism Regional Economic Impact Model (TREIM)³ indicates that this expenditure generated a total of \$10.1 billion in GDP. This includes \$5.7 billion in direct impact created at the point of purchase, with the greatest benefit to the food and beverage, retail trade, accommodation and arts and recreation industries. Suppliers to businesses that serve arts and culture tourists benefitted from a further \$2 billion in indirect impact. Additionally, induced impacts totalled over \$2.4 billion, capturing the effects of businesses spending the profits or income earned from serving arts and culture tourists.

Table 19 | Economic Impact of Arts and Culture Trips in Ontario

Total AC Trip Spending	\$11.4 billion
Gross Domestic Product (GDP)	
Direct	\$5.7 billion
Indirect	\$2.0 billion
Induced	\$2.4 billion
Total GDP	\$10.1 billion
Labour Income	
Direct	\$3.0 billion
Indirect	\$1.3 billion
Induced	\$1.5 billion
Total Labour Income	\$5.8 billion
Employment (Jobs)	
Direct	72,777
Indirect	16,598
Induced	16,726
Total Employment	106,101
Direct Taxes	
Federal	\$1.0 billion
Provincial	\$1.4 billion
Municipal	\$0.2 billion
Total Direct Taxes	\$2.6 billion
Total Taxes	
Federal	\$1.8 billion
Provincial	\$1.9 billion
Municipal	\$0.4 billion
Total Taxes	\$4.1 billion

³ Interpretation note: The number one source of arts and culture tourists are Ontario residents. The net effect of Ontario residents spending on arts and culture is offset by less spending on other goods and services in Ontario. The extent of this offset is not possible to determine in the TREIM framework.

Arts and Culture Tourism Generates Over 100,000 Jobs in Ontario

Spending by arts and culture tourists resulted in 106,101 jobs and \$5.8 billion in labour income. The direct impact of arts and culture tourism included the creation of 72,777 jobs and \$3 billion in labour income. Indirect and induced impacts resulted in 33,324 jobs and \$2.8 billion in labour income.

Tax Revenues from Arts and Culture Tourism in Ontario Exceed \$4B

Governments at the federal, provincial and municipal levels benefit from arts and culture tourism, with \$4.1 billion in tax revenue generated by the expenditures of arts and culture tourists to Ontario. Total federal tax revenue amounted to \$1.8 billion, including \$1 billion in direct taxes. Provincial tax revenue was even higher at \$1.9 billion, with \$1.4 billion in direct taxes. Municipal governments gained \$0.4 billion in tax revenue, including \$0.2 billion in direct taxes.

Table 20 | Economic Impact of Arts and Culture Tourism, Ontario, 2019

Direct Impact on Industry Output

Food and beverage services	\$ 943,055,871.00
Retail trade	\$ 838,156,623.00
Accommodation services	\$ 771,967,808.00
Arts, entertainment, and recreation	\$ 331,549,003.00
Manufacturing	\$ 231,328,734.00
Other services	\$ 213,104,043.00
Wholesale trade	\$ 197,914,379.00
Transportation and warehousing	\$ 188,278,186.00
Net indirect taxes on production	\$1,668,454,043.00
Car renting	\$ 78,798,338.00
Non-profit institutions	\$ 54,144,606.00
Ground passenger transportation	\$ 51,462,414.00
Government	\$ 37,798,198.00
Education services	\$ 31,424,365.00
Crop and animal production	\$ 15,955,647.00
Information and cultural industries	\$ 15,560,704.00
Health care and social assistance	\$ 5,899,777.00
Forestry, fishing, and hunting	\$ 456,884.00
Other finance, insurance, and real estate	\$ 14,167.00
Total:	\$ 5,675,323,790.00

TRAVEL MOTIVATIONS OF ARTS AND CULTURE TOURISTS

Three in Five Canadian Arts and Culture Tourists Travel in Ontario for Leisure or Recreation, or Shopping

Among Canadian arts and culture tourists to Ontario, more than three in five (63%) indicated that the main purpose of their trip was holiday, leisure or recreation or shopping, compared to less than two in five (38%) of all Canadian tourists to Ontario. Those travelling within Ontario were more likely to cite holiday, leisure or recreation (62%) than those visiting from other provinces (54%). Visiting friends or relatives was the most common reason for all tourists (42%) and the second-most common (24%) for arts and culture tourists.

Table 21 | Main Reason for Trip, Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Out-of-Province Origin AC Trips</i>	<i>Ontario Origin AC Trips</i>
	<i>131.7 million</i>	<i>116.4 million</i>	<i>15.3 million</i>	<i>2.0 million</i>	<i>13.4 million</i>
Holiday, leisure, or recreation	36%	32%	61%	54%	62%
Visit friends or relatives	42%	44%	24%	34%	23%
Non-business conference, convention, or trade show	2%	2%	5%	2%	5%
Business meeting, conference, convention, trade show	3%	3%	3%	5%	3%
Other personal, non-routine	3%	3%	2%	2%	2%
Other business, non-routine	6%	7%	2%	2%	2%
Shopping, non-routine	6%	6%	2%	<1%	2%
To go to school or study, non-routine	1%	1%	1%	<1%	1%
Religious reasons, non-routine	1%	1%	<1%	<1%	<1%
Medical, non-routine	2%	3%	<1%	<1%	<1%

Source: NTS, 2019; Figures rounded to nearest 0.1 million

International Arts and Culture Tourists Also List Holiday, Leisure, or Recreation as Main Motivators

Among arts and culture visitors from outside of Canada, visiting friends and relatives (36%) and holidays, leisure, or recreation (35%) were each reported as the main purpose of just over one in three trips. Arts and culture visitors from the USA were most likely to come for the purpose of holidays, leisure, or recreation (41%) while just over half of all arts and culture visitors from the rest of the world (51%) reported visiting friends or relatives as their main purpose. In contrast, 51% of non-arts and culture trips were taken for a variety of other reasons, including attending meetings, sales, or service calls (21%, vs 6% of arts and culture trips) and other personal reasons (15%, vs 5% of arts and culture trips).

Table 22 | Main Reason for Trip, Non-Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Overseas Origin AC Trips</i>	<i>USA Origin AC Trips</i>
	<i>10.0 million</i>	<i>6.9 million</i>	<i>3.1 million</i>	<i>1.3 million</i>	<i>1.8 million</i>
To visit friends or relatives	30%	27%	36%	51%	25%
Holidays, leisure, or recreation	26%	22%	35%	27%	41%
For a meeting, sales, or service call	16%	21%	6%	3%	8%
To go to school or to study	2%	1%	5%	11%	<1%
Other personal reason	12%	15%	5%	1%	8%
Attend a non-business conference, convention, or trade show	4%	3%	4%	1%	7%
Other business reason	4%	4%	4%	3%	5%
Attend a conference, convention, or trade show	4%	4%	3%	2%	3%
For medical or health reasons	1%	1%	1%	1%	2%
In Transit	1%	1%	<1%	<1%	0%

Source: VTS, 2019; Figures rounded to nearest 0.1 million

SEASONALITY OF ARTS AND CULTURE TRAVEL

Canadian Arts and Culture Tourists Visit Ontario Year-Round

Among Canadian visitors, summer was the most common season for visits to Ontario, with 32% of all trips and 39% of arts and culture trips occurring from July through September. However, the majority of arts and culture trips fall across the remaining seasons, with about 3 in 5 trips taking place in spring (23%), autumn (20%), or winter (18%). Seasonal travel patterns were similar between in-province and out-of-province arts and culture tourists.

Table 23 | Seasonality of Arts and Culture Trips, Canadian Origin, Millions

	<i>All Trips</i>	<i>AC Trips as % of all Trips in Quarter</i>	<i>AC Trips</i>	<i>Quarterly AC Trips as % of all AC Trips</i>
	<i>131.7 million</i>	<i>12%</i>	<i>15.3 million</i>	<i>100%</i>
Jan/Feb/Mar	27.1 million	10%	2.8 million	18%
Apr/May/Jun	32.2 million	11%	3.6 million	23%
Jul/Aug/Sep	41.7 million	14%	6.0 million	39%
Oct/Nov/Dec	30.7 million	10%	3.0 million	20%

Source: NTS, 2019; Figures rounded to nearest 0.1 million

Table 24 | Quarter of Visit, Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Out-of-Province Origin AC Trips</i>	<i>Ontario Origin AC Trips</i>
	<i>131.7 million</i>	<i>116.4 million</i>	<i>15.3 million</i>	<i>2.0 million</i>	<i>13.4 million</i>
Jan/Feb/Mar	21%	21%	18%	16%	18%
Apr/May/Jun	24%	25%	23%	25%	23%
Jul/Aug/Sep	32%	31%	39%	40%	39%
Oct/Nov/Dec	23%	24%	20%	18%	20%

Source: NTS, 2019; Figures rounded to nearest 0.1 million

Summer is the High Season for International Arts and Culture Tourists

Summer was also the most popular season among visitors from outside of Canada, with 34% of all trips and 42% of arts and culture trips occurring between July and September. During these months, arts and culture trips accounted for 38% of all trips to Ontario in the same quarter by visitors from outside of Canada, compared to 22% to 30% in other seasons. Spring (25%) and autumn⁴ (22%) see a notable share of international arts and culture visitors, while winter (11%) is a less popular time of year.

Overseas arts and culture tourists visited at similar rates as their American counterparts in the spring (27% of overseas origin trips, 24% of USA origin trips) and summer (overseas 40%, USA 42%). However, overseas arts and culture tourists were slightly more likely to visit in the winter (14%, vs US 10%) than American arts and culture tourists. The reverse is true in the fall, when a greater proportion of USA origin trips (24%) occurred than overseas origin trips (19%).

Table 25 | Seasonality of Arts and Culture Trips, Non-Canadian Origin, Millions

	<i>All Trips</i>	<i>AC Trips as % of all Trips in Quarter</i>	<i>AC Trips</i>	<i>Quarterly AC Trips as % of all AC Trips</i>
	10.0 million	31%	3.1 million	100%
Jan/Feb/Mar	1.6 million	22%	0.4 million	11%
Apr/May/Jun	2.7 million	29%	0.8 million	25%
Jul/Aug/Sep	3.4 million	38%	1.3 million	42%
Oct/Nov/Dec	2.2 million	30%	0.7 million	22%

Source: VTS, 2019; Figures rounded to nearest 0.1 million

Table 26 | Quarter of Visit, Non-Canadian Origin Trips, Millions

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Overseas Origin AC Trips</i>	<i>USA Origin AC Trips</i>
	10.0 million	6.9 million	3.1 million	1.3 million	1.8 million
Jan/Feb/Mar	16%	18%	11%	14%	10%
Apr/May/Jun	27%	28%	25%	27%	24%
Jul/Aug/Sep	34%	31%	42%	40%	42%
Oct/Nov/Dec	22%	23%	22%	19%	24%

Source: VTS, 2019; Figures rounded to nearest 0.1 million

⁴ Data note: For the Visitor Travel Survey, data for the fourth quarter (October to December) is usually collected by Statistics Canada from travellers who end their trip between October to May of the following year. For the fourth quarter of 2019, the latter part of this period was affected by border closures and lockdown restrictions due to Covid-19. Data from March through May 2020 for the fourth quarter of 2019 were imputed from the previous year's records and adjusted using 2020 frontier count benchmark data to account for trips curtailed due to the pandemic.

DEMOGRAPHIC PROFILE OF ARTS AND CULTURE TOURISTS

GENDER

Canadian Arts and Culture Tourists Slightly More Likely to Be Female, Especially Within Ontario

On Canadian origin trips to Ontario, visitors overall were as likely to be male (50%) as female (50%). However, female visitors were slightly more likely to take arts and culture trips (53%) than male visitors (47%), particularly those travelling within Ontario. Those visiting from out of province were slightly more likely to be male (52%) than female (48%).

Table 27 | Gender of Respondent, Canadian Origin Trips

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Out-of-Province Origin AC Trips</i>	<i>Ontario Origin AC Trips</i>
	<i>131.7 million</i>	<i>116.4 million</i>	<i>15.3 million</i>	<i>2.0 million</i>	<i>13.4 million</i>
Male	50%	50%	47%	52%	47%
Female	50%	50%	53%	48%	53%

Source: NTS, 2019; Figures rounded to nearest 0.1 million



International Arts and Culture Tourists Equally Likely to be Male as Female

Of trips originating outside of Canada overall, 51% included at least one male in the traveling party while 44% included at least one female. In contrast, on arts and culture trips originating outside of Canada, travelling parties were as likely to include male tourists as female tourists (51%). Notably, arts and culture trips were more likely to include female visitors than overall trips originating outside of Canada. Arts and culture tourists from the USA were slightly more likely to be male (52%) than female (51%).

Table 28 | Gender of Persons in Travel Party, Non-Canadian Origin Trips

	All Trips	Non-AC Trips	AC Trips	Overseas Origin AC Trips	USA Origin AC Trips
	10.0 million	6.9 million	3.1 million	1.3 million	1.8 million
Males	51%	51%	51%	51%	52%
Females	44%	41%	51%	51%	51%

Source: VTS, 2019; Figures rounded to nearest 0.1 million; Percentage totals may exceed 100% as multiple answers were permitted

AGE

Arts and Culture Tourists Tend to be Age 35+

Among Canadian visitors to Ontario, while 25-34 was the most common age range of arts and culture tourists (22%), more than 2 in 3 (69%⁵) were aged 35 and over. Similarly, more than 3 in 5 (62%) of arts and culture trips originating outside of Canada included persons aged 35 and over. However, overseas arts and culture tourists skewed younger, with the most common age range being 25-34 (21%). In contrast, arts and culture visitors from the USA were most likely to be 55-65 years old (21%).

Table 29 | Age of Respondent, Canadian Origin Trips

	All Trips	Non-AC Trips	AC Trips	Out-of-Province Origin AC Trips	Ontario Origin AC Trips
Age	131.7 million	116.4 million	15.3 million	2.0 million	13.4 million
19 - 24	9%	9%	10%	6%	10%
25 - 34	22%	22%	22%	22%	22%
35 - 44	16%	16%	17%	21%	16%
45 - 54	16%	16%	16%	15%	16%
55 - 64	19%	19%	17%	20%	16%
65 +	18%	18%	18%	16%	18%

Source: NTS, 2019; Figures rounded to nearest 0.1 million

⁵ Percentage based on unrounded figures. Supporting table displays rounded figures, sums may vary slightly.

Table 30 | Age of Persons in Travel Party, Non-Canadian Origin Trips

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Overseas Origin AC Trips</i>	<i>USA Origin AC Trips</i>
Age	<i>7.4 million</i>	<i>5.1 million</i>	<i>2.3 million</i>	<i>1.1 million</i>	<i>1.2 million</i>
0 - 17	5%	4%	8%	8%	7%
18 – 24	7%	5%	10%	16%	5%
25 – 34	13%	11%	15%	21%	11%
35 – 44	13%	13%	14%	15%	12%
45 – 54	16%	16%	17%	15%	19%
55 – 64	19%	19%	17%	12%	21%
65+	17%	19%	14%	9%	18%

Source: VTS, 2019; Figures rounded to nearest 0.1 million;
Population totals omit those who did not provide information regarding age of persons in travel party

INCOME

Arts and Culture Tourists Tend to Have High Household Incomes

Canadian⁶ arts and culture visitors to Ontario were slightly more likely (50%) to have incomes over \$100,000 than non-arts and culture visitors (46%). Arts and culture tourists visiting from other provinces tended to have higher incomes, with only 14% reporting household incomes under \$50,000 compared to 19% of those travelling within Ontario.

Table 31 | Household Income of Respondent, Canadian Origin Trips

	<i>All Trips</i>	<i>Non-AC Trips</i>	<i>AC Trips</i>	<i>Out-of-Province Origin AC Trips</i>	<i>Ontario Origin AC Trips</i>
	<i>129.2 million</i>	<i>114.3 million</i>	<i>15.0 million</i>	<i>1.9 million</i>	<i>13.1 million</i>
Less than \$50,000	19%	19%	18%	14%	19%
\$50,000 to less than \$70,000	18%	18%	18%	21%	17%
\$70,000 to less than \$100,000	17%	17%	14%	16%	14%
\$100,000 and over	47%	46%	50%	49%	50%

Source: NTS, 2019; Figures rounded to nearest 0.1 million

⁶ Income information for visitors from outside of Canada was not available for analysis from the Visitor Travel Survey.