

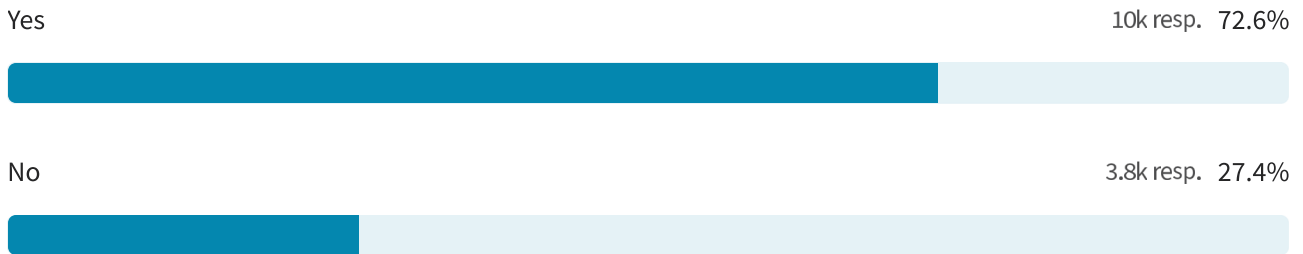
Northern Ontario Travel Survey 2024

14,004 responses



Are you familiar with the boundaries of Northern Ontario?

14.0k out of 14.0k answered

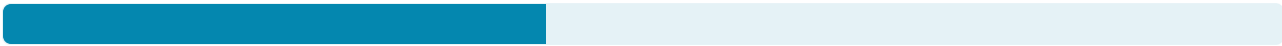


Has a story on NorthernOntario.Travel ever inspired you to take a trip, attend an event, or purchase a product?

13.6k out of 14.0k answered



No 5.8k resp. 42.4%



Have you previously travelled to Northern Ontario?

14.0k out of 14.0k answered

Yes 8.7k resp. 61.8%



I Live in Northern Ontario 2.7k resp. 19.5%



No 2.6k resp. 18.7%



What is the maximum distance you would drive for your holiday?

13.9k out of 14.0k answered

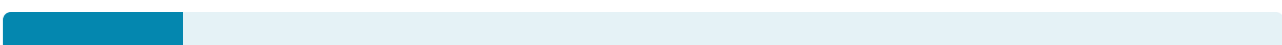
Multiple days 7.2k resp. 52%



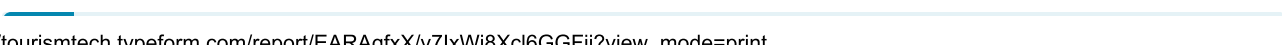
6-8 hours 3.7k resp. 26.6%



4-6 hours 1.9k resp. 14%

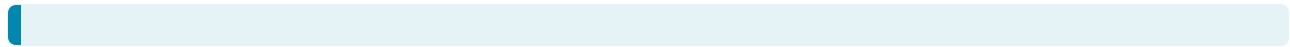


2-4 hours 762 resp. 5.5%





Not willing to drive 142 resp. 1%



1-2 hours 118 resp. 0.8%

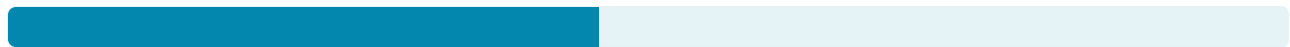
What types of transportation would you consider using to get to Northern Ontario?

13.9k out of 14.0k answered

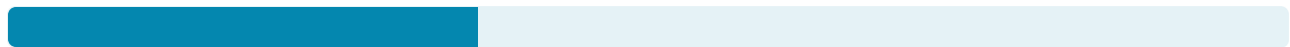
Car 13k resp. 94.8%



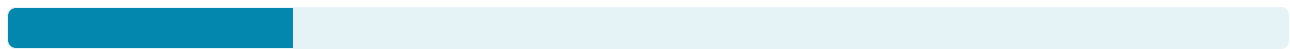
Train 6.4k resp. 46.1%



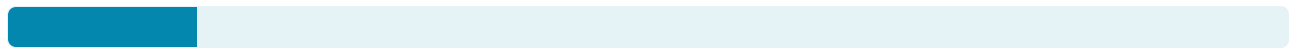
Plane 5.1k resp. 36.7%



Boat 3.1k resp. 22.2%



Bus 2k resp. 14.7%



What activities do you most associate with travel in Northern Ontario?

14.0k out of 14.0k answered

Outdoors Activities: Paddling, Cycling, Hiking

9.2k resp. 65.7%



Road, Trails and Waterways: Motorcycling, ATVing, RVing, Road Trips, Snowmobiling, and Boating

8k resp. 57.1%



Fishing and/or Hunting

7.8k resp. 56%



Spending Time with Friends and Family

7.6k resp. 53.9%



Culture and History: Indigenous Experiences, Museums, Attractions, Events, and Galleries

7.1k resp. 50.5%



Unique Food and Drink Experiences

4.6k resp. 32.6%



Are you familiar with any of the regional brands in Northern Ontario? Click all that apply.

13.8k out of 14.0k answered

Algoma Country

6.9k resp. 50%



Superior Country

5.6k resp. 40.6%



None of the Above

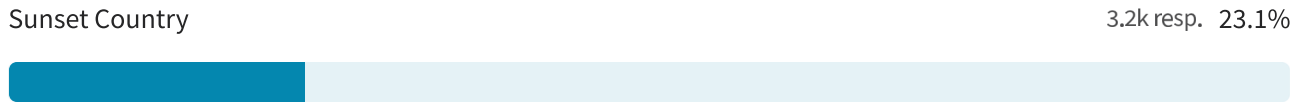
4.5k resp. 32.3%



Northeastern Ontario - The Seven

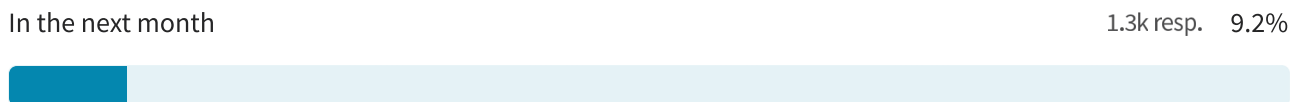
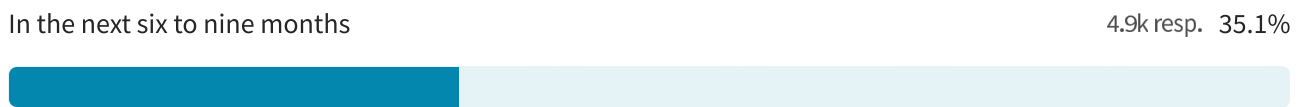
4.1k resp. 29.6%





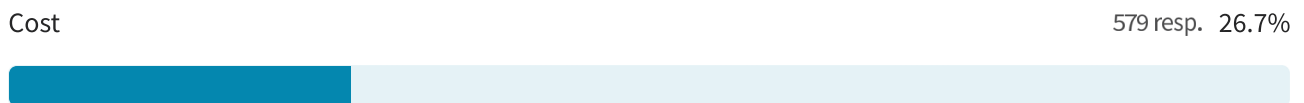
Are you planning on travelling to, or within, Northern Ontario in the next year?

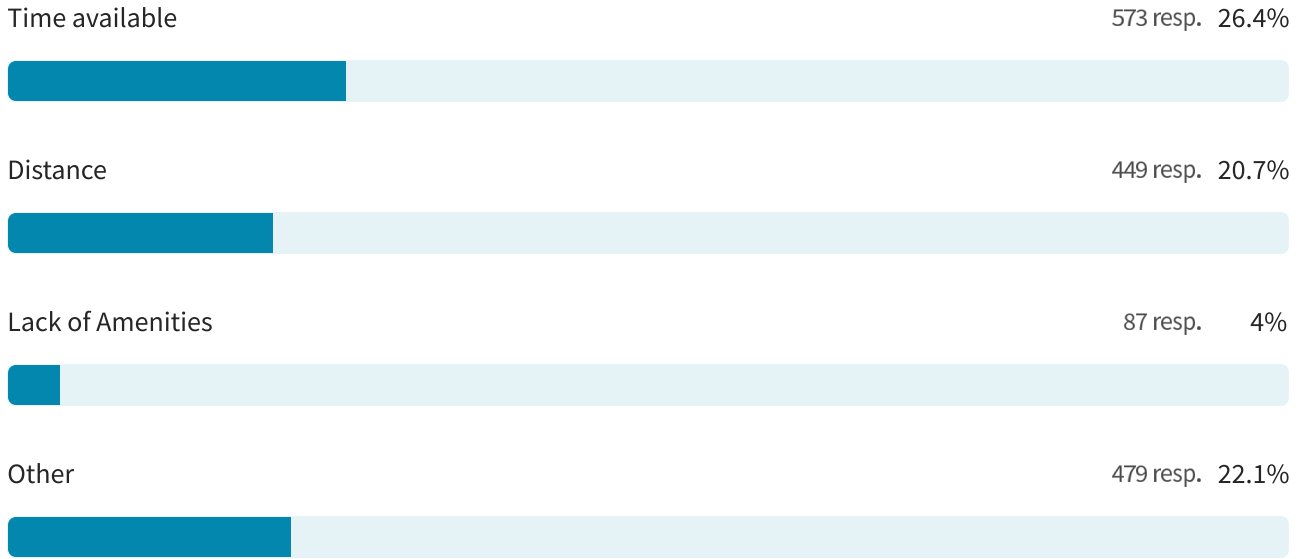
14.0k out of 14.0k answered



If you're not planning on travelling to Northern Ontario, what influenced your decision?

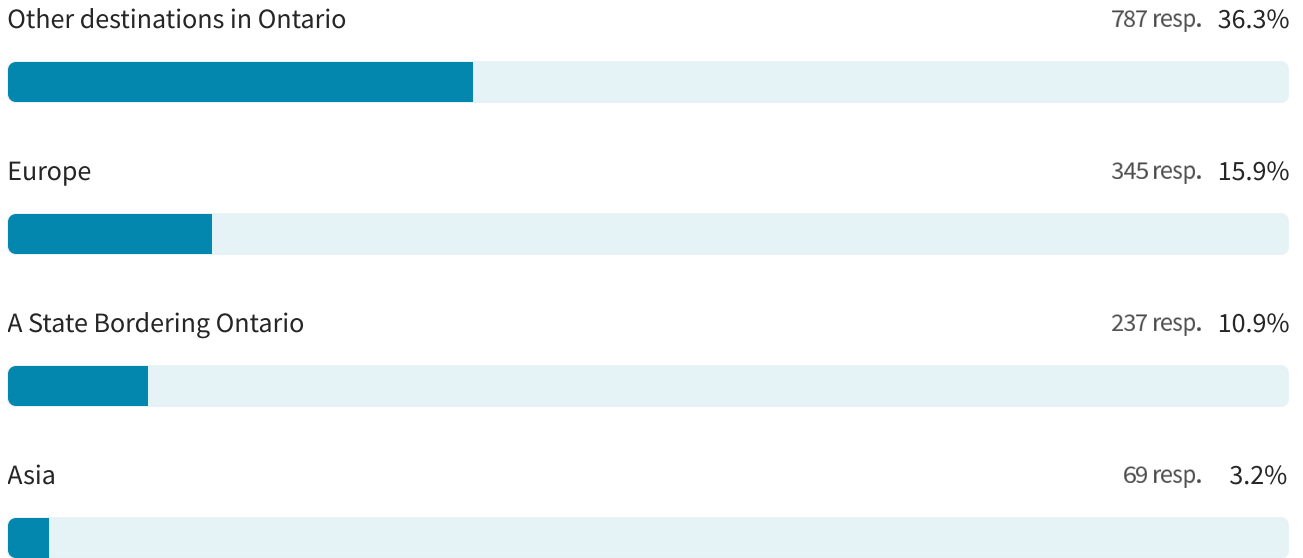
2167 out of 14.0k answered



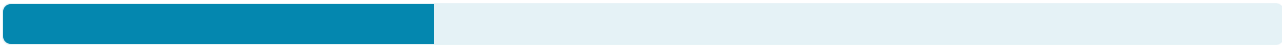


If you're not planning on travelling to Northern Ontario, what other destinations are you considering?

2167 out of 14.0k answered



Other 729 resp. 33.6%



Why are you travelling to Northern Ontario?

11.8k out of 14.0k answered

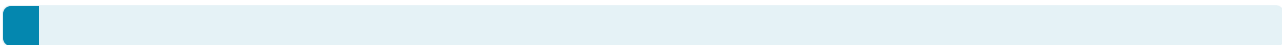
Pleasure 9.2k resp. 77.8%



To visit family and friends 2.3k resp. 19.3%



Work 336 resp. 2.8%



If you're planning on travelling in Northern Ontario in the next year, how long will your trip be?

11.8k out of 14.0k answered

A Week 4.6k resp. 38.8%



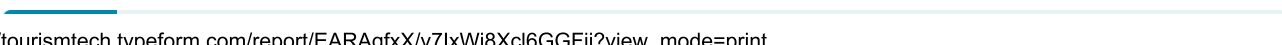
Three to Four Days 3k resp. 25.3%

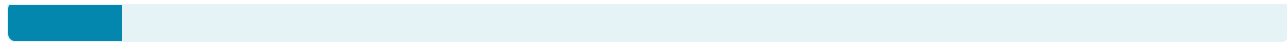


Two Weeks 2.2k resp. 18.2%



A Weekend 1.1k resp. 8.9%





Longer 1k resp. 8.8%



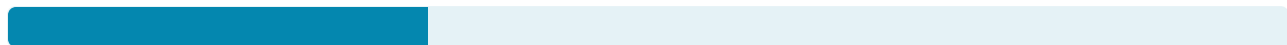
How many people are you planning on travelling with?

11.8k out of 14.0k answered

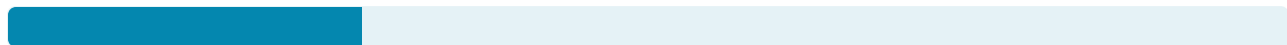
Two 4k resp. 33.6%



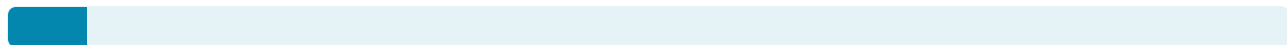
One 3.9k resp. 32.8%



Three or More 3.3k resp. 27.6%

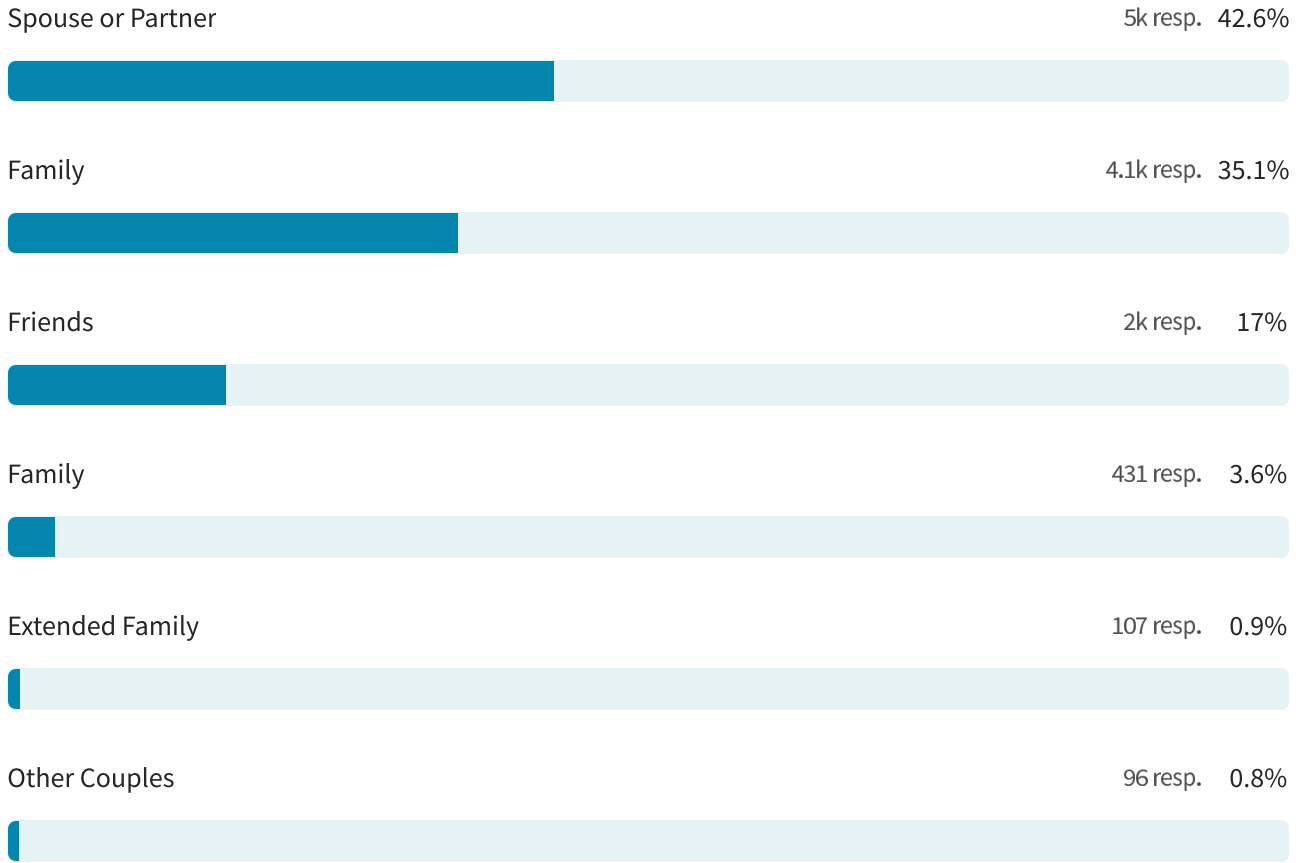


None 717 resp. 6.1%



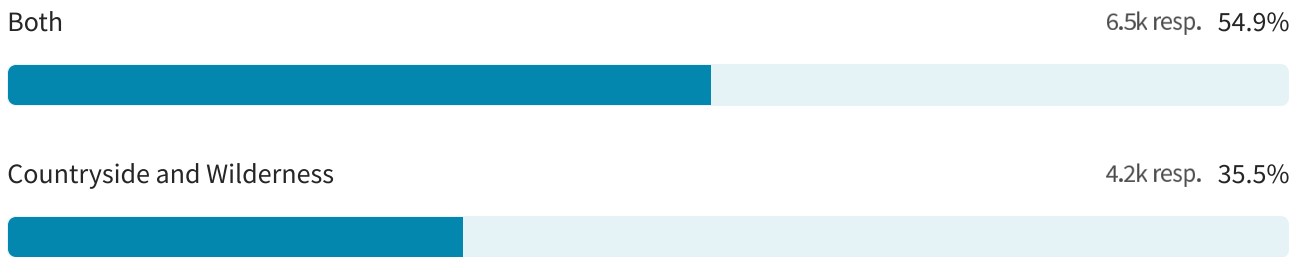
Who do you typically travel with?

11.8k out of 14.0k answered



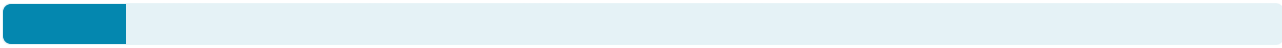
When travelling in Northern Ontario, is your interest in exploring towns and cities, or the countryside and wilderness?

11.8k out of 14.0k answered



Towns and Cities

1.1k resp. 9.6%



If travelling to a town or city, which one?

11.8k out of 14.0k answered

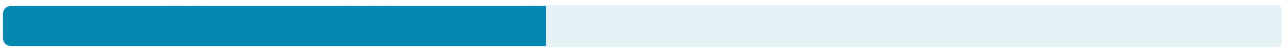
Sault Ste. Marie

5.3k resp. 44.8%



Sudbury

5k resp. 42.4%



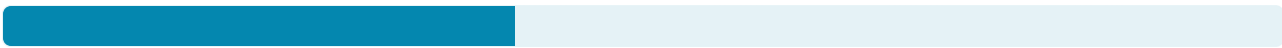
Thunder Bay

4.9k resp. 41.3%



North Bay

4.7k resp. 40%



Other

3.6k resp. 30.7%



Timmins

2.8k resp. 23.4%



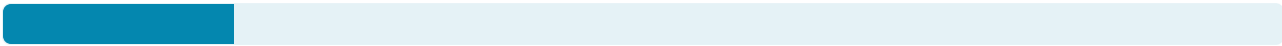
Kenora

2.5k resp. 20.8%



Cochrane

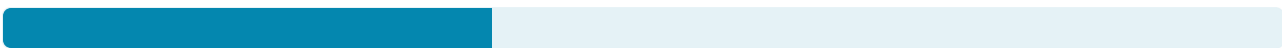
2.1k resp. 18%



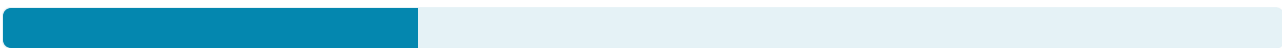
How much do you plan to spend on your trip?

11.8k out of 14.0k answered

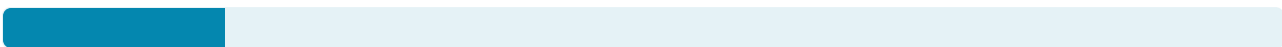
\$1000 – \$2000 4.5k resp. 38.2%



\$500 – \$1000 3.8k resp. 32.4%



\$2000 – \$5000 2k resp. 17.3%



\$0 – \$500 1.2k resp. 10.5%



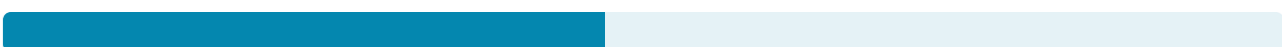
\$5000+ 202 resp. 1.7%



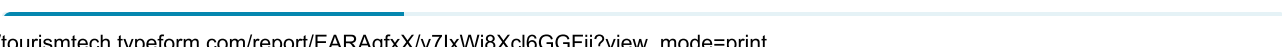
What is your household income?

12.8k out of 14.0k answered

\$40,000 – \$100,000 6k resp. 47%



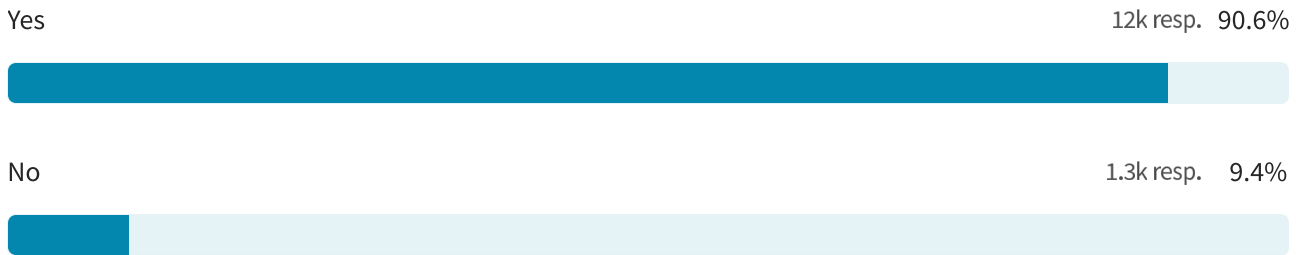
\$100,000 – \$250,000 4k resp. 31.3%





Can we follow up in one year with another survey in exchange for adding another entry into the contest?

13.7k out of 14.0k answered



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