FESTIVAL & EVENT TOURISTS IN NORTHERN ONTARIO (RTO13)

A SITUATION ANALYSIS

PREPARED FOR

TOURISM NORTHERN ONTARIO

BY

Research Resolutions & Consulting Ltd.

Ontario

JUNE 2014

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EXECUTIVE SUMMARY

OVERVIEW OF FESTIVAL & EVENT TRIPS IN NORTHERN ONTARIO

Over 15 million overnight tourists across Canada go to festivals and events on their trips.

Of the 124.7 million overnight tourists in Canada from all markets, 15.4 million or 12% claim to have gone to a festival and/or event on their trip in 2012.[1]

Similar to *all* overnight tourism, Canadians dominate the Festival & Event sector. They account for almost 8-in-10 of overnight tourists in the market segment (78%). Americans represent about one-tenth of Canada's overnight tourists (9%) but a somewhat higher proportion of the country's Festival & Event tourists (16%). The overseas market, while much smaller, is also somewhat over-represented among Festival & Event tourists (6%) relative to its share of *all* overnight tourists in Canada (3%).

Ontario attracts more Festival & Event tourists than does any other province.

During 2012, 6.2 million overnight tourists in Ontario went to a festival or event on their trip, or about 4-in-10 of *all* Festival & Event tourists in Canada. Ontario's success in attracting these tourists is, at least in part, a function of the fact that the province supports a larger population than does any other and many of its festival and event attendees are residents of the province.

Similarly, the large population in Quebec combined with propensity of Quebec residents to travel within their own province yield a large overnight festival/event market (3.8 million) or one quarter of the country's Festival & Event tourists (24%).

Overnight Festival & Event Tourists to . . . Province

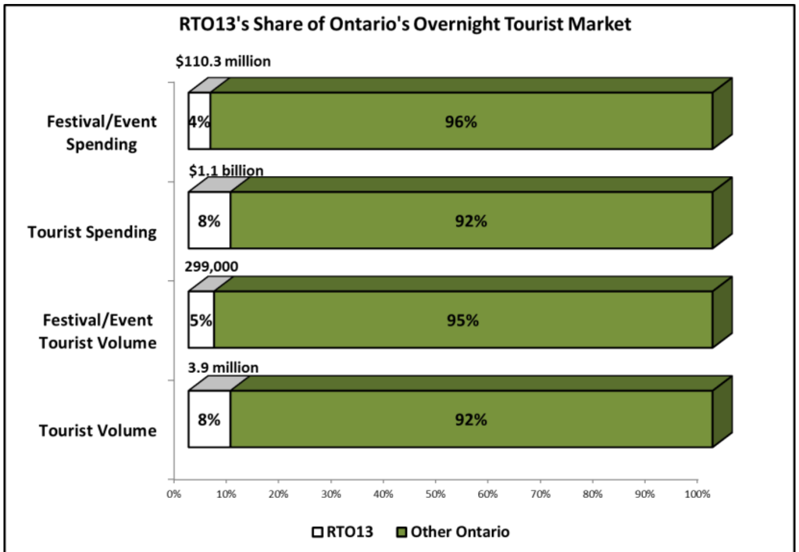
	Festival & Event Tourists in Canada	
Overnight Visitors	15,400,000	% of Festival & Event Tourists
Location(s) in Which Nights Spent		
Ontario	6,200,000	40%
RTO13	**299,000**	**2%**
Southern Ontario	5,889,000	38%
Quebec	3,763,000	24%
Manitoba	423,000	3%
Saskatchewan	530,000	3%
Alberta	1,631,000	11%
B.C.	2,263,000	15%
Atlantic	1,298,000	8%

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions. Numbers/percentages add to more than total/100% because of duplication.

[1] All markets include Canada, U.S.A. and overseas origins.

FESTIVAL & EVENT TOURISTS IN RTO13

During 2012 about 300,000 Festival & Event tourists were on overnight trips in RTO13 and spent $110.3 million in the region.

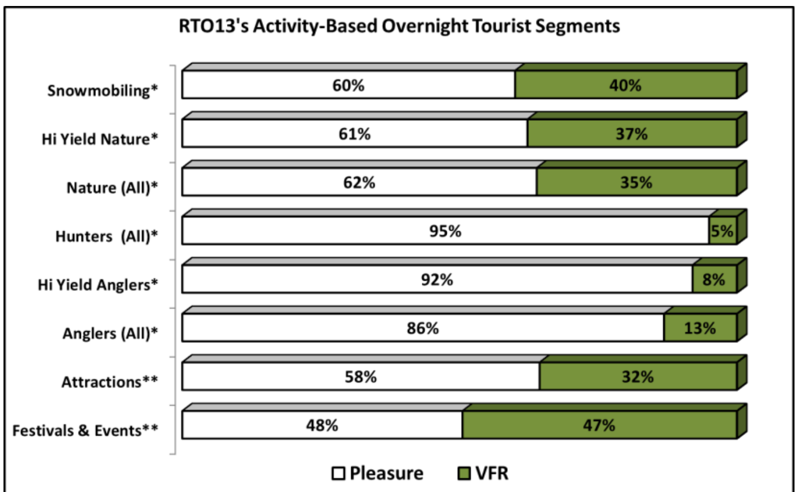


Source: TSRC 2011/2012 pooled, ITS 2012 Special Tabulations provided by Research Resolutions.

These tourists accounted for 1-in-20 Festival & Event tourists in Ontario (5%) whereas the region's share of *all* overnight tourism in the province was somewhat higher (8%). Similarly, *all* overnight tourists in RTO13 represented a larger contribution to spending in the province (8%) than did the festival and event sector (4%).

Festival & Event tourists are more likely to be travelling to see friends and relatives (VFR) than are tourists in other market segments of special interest to Northern Ontario.

About half of RTO13's Festival & Event tourists were on overnight pleasure trips (48%) and the same proportion were travelling to see friends and relatives (47%). As displayed in the accompanying chart, appreciably higher proportions of RTO13's anglers, hunters, snow-mobilers, and nature-based[2] tourists are travelling for *pleasure* than is the case among Festival & Event tourists (48%).[3]



Source: *TSRC 2010, ITS 2011; **TSRC 2011/2012 pooled, ITS 2011, 2012 Special Tabulations provided by Research Resolutions. Major methodological changes in the Travel Survey of Residents of Canada (TSRC) between 2010 and 2011 (onward). These changes preclude direct comparisons of tourism volume and may have an impact on trip characteristics but the size of the differences in VFR versus pleasure within various market segments suggests that these are not simply methodological artefacts but reflect different consumer behaviour. Note: Nature-based

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[2] Excludes hunting and fishing.

[3] Note that there were major methodological changes in the Travel Survey of Residents of Canada (TSRC) between 2010 and 2011 (onward). These changes preclude direct comparisons of tourism volume and may have an impact on trip characteristics such as the main reason a trip took place. Nonetheless, the size of the differences in VFR versus pleasure within various market segments suggests that these are not simply methodological artefacts but reflect different consumer behaviour.

Festival & Event tourists support tourism infrastructure for *other* market segments and benefit local residents.

Many festivals and events are designed for the benefit of local communities: they are sources of social cohesion, contribute to community pride and offer entertainment to *local* residents. To be sustainable, many rely on the local community for volunteers and attendance.

Unless they are mega-events, festivals and events might not be sufficient to draw a tourist to a Northern Ontario destination, but once in the destination, local festivals and events provide the tourist with a critical element in destination choice: *something to see and do*. They add colour and vitality to the visit.

The two-for-one benefit of festivals and events: hosting.

When local residents accompany their visiting friends and relatives to festivals and events, tourism in Northern Ontario benefits in three interrelated ways:

- Attendance at events increases because both guest and host attend;
- The increased attendance contributes to the sustainability of the event;
- The festival or event can continue to be a vibrant component of the destination's tourism infrastructure, thereby adding to the attractiveness of the destination for potential tourists.

Most Festival & Event tourists in RTO13 are Ontario residents.

One third of the region's Festival & Event tourists live in Northern Ontario (101,000) and the same proportion live in other parts of Ontario (105,000). RTO13 also draws about 50,000 of the festival and event market from other Canadian provinces, including 13,000 from Manitoba and 11,000 from Quebec. Comparatively few Americans take in festivals or events on trips to the region (33,000) and even fewer tourists from overseas do so (10,000).

Festival & Event tourists in RTO13 are a near-microcosm of *all* overnight visitors to the region with respect to gender and age.

The relatively even gender split among Northern Ontario's Festival & Event tourists is equally characteristic of the segment's tourists in Southern Ontario.

Tourists of all ages are in RTO13's market for festivals and events. On average, they are in their mid-forties but close to one third are under 35 years, two fifths are between 35 and 54 years and over one quarter are at least 55 years of age.

Northern Ontario's Festival & Event tourists spend about four nights in the region.

Their stay in the North is almost one night *longer* than the region's *typical* overnight tourist and market segment members with a destination in Southern Ontario (3.5 nights, on average each).

In 2012 Festival & Event tourists spent almost 1.3 million nights in Northern Ontario (1,266,000).

About three quarters of the nights in RTO 13 were spent by Canadian Festival & Event tourists (970,000), 233,000 were spent by Americans and a further 63,000 were spent by overseas tourists in the region.

Most nights spent by segment members in RTO13 were in unpaid lodging. [4]

The high level of VFR trips explains a comparatively low utilization of paid roofed lodging in RTO13. The most popular accommodations among Festival & Event tourists are private homes or cottages (73%).

Roofed commercial lodging accounts for almost one fifth of the nights spent by Festival & Event tourists in RTO13 (232,000 or 18%). Most of these nights were spent in Northern Ontario's hotels and motels (168,000). Festival & Event tourists also spent about 79,000 of their nights in the region's campgrounds (6%).

Of the activities that define the market segment, spectator sporting events are the most popular among RTO13's Festival & Event tourists.

While on their overnight trip, about half of Northern Ontario's Festival & Event tourists went to a spectator sporting event (47%), somewhat fewer went to a performance including concerts (38%) and fewer still attended a festival or fair (30%).

In addition to the activities that define the market segment, about one fifth of the region's Festival & Event tourists went to an historic site (21%) and a similar proportion went boating (18%). In fact, two fifths of the market engaged in some form of outdoor activity such as boating, fishing, camping, and/or going to a nature park.

ECONOMICS OF FESTIVAL & EVENT TOURIST'S TRIPS IN NORTHERN ONTARIO

Festival & Event tourists contribute to tourism revenues in Northern Ontario.

Festival & Event tourists on trips in RTO13 spend about ten per cent or $110.3 million of the $1.1 billion spent by *all* overnight tourists in RTO13. This segment contributes at an appreciably higher rate in Southern Ontario (20%) than it does in the North, largely as a result of the South's attractiveness to American and overseas Festival & Event tourists and their propensity to utilize paid roofed lodging.

[4] The questionnaires for Statistics Canada's US and Canadian travel surveys provide different lodging choices for survey respondents. Furthermore, respondents self-identify their lodging type from an available list that does not provide descriptions to aid in differentiating a "lodge" from a "resort" or "commercial cottage/cabin". This analysis can only provide information *as reported*, recognizing that consumer responses may not match industry definitions of lodging types.

RTO13's Festival & Event tourists spend about $570.00 per *trip* in the region.

Each Festival & Event travel party in Northern Ontario spends approximately $570.00 for the trip and $141.00 per night. These averages are somewhat lower than those of the corresponding tourists Southern Ontario but increase substantively in the subset of Festival & Event tourists who rely on Northern Ontario's paid roofed lodging. A travel party that uses a hotel, motel, B&B or other type of paid roofed lodging in Northern Ontario spends almost $200.00 *more* per stay than does a typical segment member ($769.00 versus $570.00).

Festival & Event Tourists – Spending on the Trip

	RTO13	Southern Ontario
Total Spending in Region	$110,300,000	$2,520,900,000
Average Per Trip	$570.00	$607.00
Average Per Party Per Night	$141.00	$176.00

Festival & Event tourists contribute to the economic wellbeing of Northern Ontario.[5]

These tourists contributed $91.0 million toward Ontario's gross domestic product (GDP). Approximately 1,512 jobs and $58.8 million in wages were generated throughout Ontario as a result of their spending.

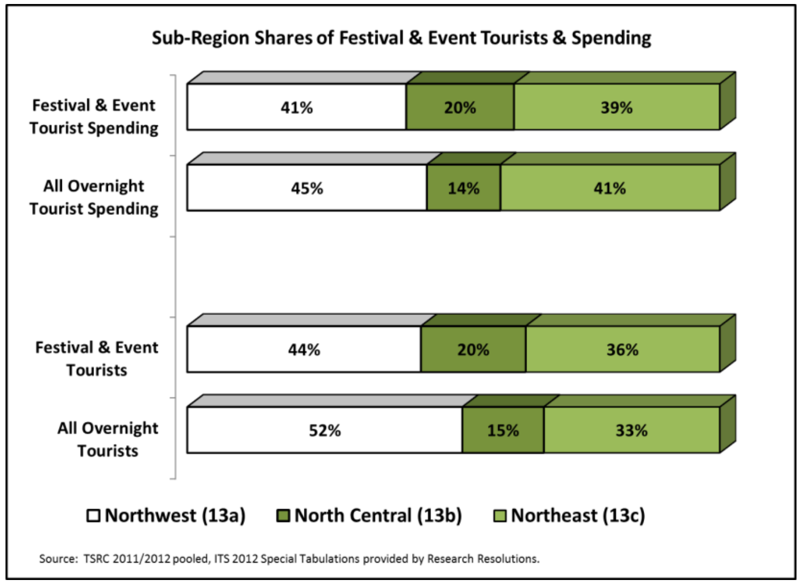
At $43.0 million in taxes, all levels of government benefited from spending by these Festival & Event tourists in RTO13. Of the $43.0 million, approximately $23.6 million were federal government taxes, a further $19.4 million were provincial taxes and $252,000 were municipal taxes.

More than 90% of the economic benefits generated in Ontario by Northern Ontario's Festival & Event tourists were retained *within* the region.

[5] Estimates of economic impact are based on MTCS's TREIM model. Figures include direct, indirect and induced impacts. Note that the spending estimate used in the TREIM model is based on the 2012 TSRC (*not* pooled) in order to achieve greater comparability with the MTCS's estimates. See appendix for further discussion.

RTO13's sub-regions all benefit from Festival & Event tourists.

Northwest Ontario (13a) attracted about 130,000 or over two fifths of Northern Ontario's Festival & Event tourists during 2012. These tourists spent over $45.0 million in the sub-region, accounting for two fifths of the segments spending in RTO13 over the year. These proportions are marginally lower than the sub-region's share of all overnight tourist volume and spending.



North Central (13b) attracted 60,000 overnight visitors who attended festivals or events. These tourists spent about $22.0 million in North Central, representing one fifth of the segment's 2012 volume and spending in RTO13. North Central is somewhat more successful in attracting Festival & Event tourists and their revenues than the area's share of *all* overnight tourists would suggest.

The Northeast (13c) sub-region hosted approximately 110,000 Festival & Event tourists (38%) who spent more than $42.0 million or close to two fifths of the amount spent throughout Northern Ontario (39%). The sub-region's share of Festival & Event tourists and associated spending is commensurate with its share of *all* Northern Ontario overnight tourists.

THE POTENTIAL FESTIVAL & EVENT MARKET FOR NORTHERN ONTARIO

MARKET SIZE

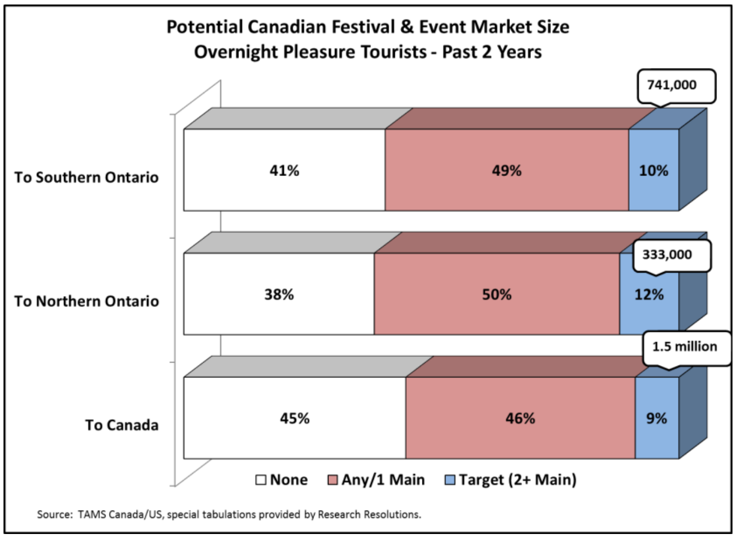
By providing visitors with *things to see and do*, festivals and events are important components of tourism infrastructure even if they are not necessarily the reason people take pleasure trips.

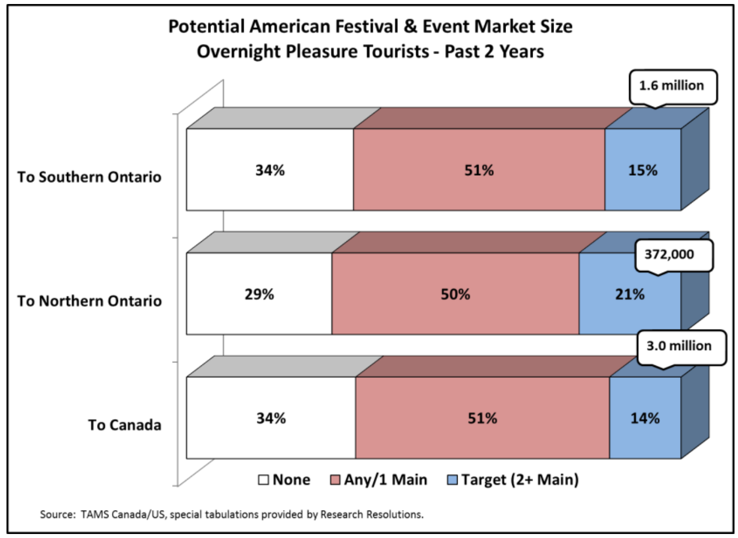
Going to festivals and events is a common trip activity among Canadian and American pleasure travellers. At the national level and among Canadians who have taken overnight pleasure trips to Northern Ontario, at least half go these events either as one of the many things they do on their trips or as a motivation to take a trip (*trip driver*). Thus, of the 2.8 million Canadian pleasure travellers who have visited Northern Ontario over a two-year period, 1.7 million have taken in a festival or event on one of their trips.[6]

Of these, about one third of a million (333,000) **take trips in order to** attend a festival or event. This is the North's target market for the festival and event segment, representing about 1-in-8 of the region's Canadian market (12%, see chart).

Festivals and events are even more popular among American pleasure travellers who have been to Canada over a two-year period. Two thirds of them include a festival or event among their trip activities.

Close to two million Americans claim to have taken overnight pleasure trips to Northern Ontario





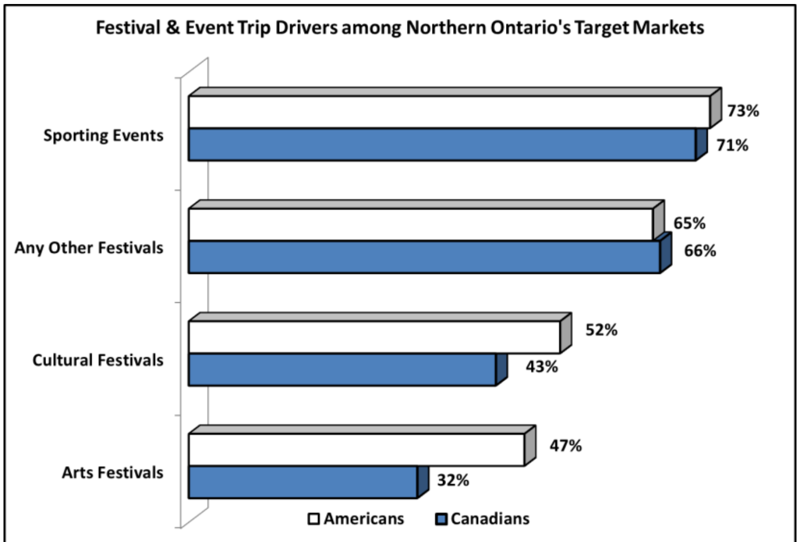
over a two year period and of these, 70% or 1.2 million have included festivals or events among their trip activities. The subset of these tourists who are highly motivated to take trips in order to attend festivals or events represents a target market for Northern Ontario of over one third of a million (372,000) Americans.

[6] Recall that TAMS findings provide information on *where* tourists travelled and *what they did* on trips (activities) but do not provide information on which activities took place in specific destinations.

LEADING ACTIVITIES

Northern Ontario's highly motivated Festival and Event tourists engage in arts, cultural, other types of festivals and sporting events, as displayed in the accompanying chart.[7]

Canadians: Of the various types of festivals and events covered in the study, *sporting events* are most likely to be trip drivers among Northern Ontario's domestic target market (71%). **Other festivals** such as fireworks displays, fairs and/or outdoor concerts motivated two-thirds of Canadians in RTO13's potential market for festivals and events. Less popular as trip drivers among these Canadians are ethnic, religious, culinary, Aboriginal or other **cultural festivals** and **arts festivals** (e.g., film, music, literary).



Source: TAMS Canada/US Special Tabulations provided by Research Resolutions. Figures add to more than 100% because of duplication.

Americans: Northern Ontario's American Festival & Event target market, like the Canadian counterpart, is especially apt to take trips in order to attend amateur or professional **sporting events** and **other festivals** such as free outdoor performances or fireworks displays. They are somewhat more likely to identify **cultural** (52%) and **arts festivals/events** (47%) as trip drivers than are their Canadian counterparts (43% and 32%, respectively).

The types of festivals and events most likely to drive trips by Canadian and American Festival & Event tourists are very similar.

As just discussed, **sporting events** led by *amateur sports tournaments* and *professional games* are especially popular trip drivers. Professional hockey games are most apt to draw Canadians while Americans favour professional football, baseball and basketball games. Among **other festivals**, *free outdoor performances* such as concerts or plays, *fireworks displays* and *exhibitions or fairs* are among strong trip drivers among Canadians and Americans in Northern Ontario's Festival & Event market segment. About half of the Americans and two fifths of the Canadians in the target market go to **cultural festivals** led by those with a *culinary* or *ethnic* focus. Of the

[7] Percentages add to more than 100% because of duplication.

array of **arts festivals** covered in the study, *music festivals* are the most popular, by far. The highlighted activities in each column below are those that appear in **both** lists (rank ordered from highest to lowest among Canadians and Americans, respectively).

Top Festival & Event Trip Drivers among Northern Ontario's Potential Market

Canadians	Americans
Free outdoor performances	Fireworks displays
Amateur sports tournaments	Exhibitions or fairs
Fireworks displays	Food/drink festivals
Exhibitions or fairs	Amateur sports tournaments
Professional hockey games	Music festivals
Music festivals	Hot air balloon festivals
Food/drink festivals	Free outdoor performances
Ethnic festivals	Ethnic festivals
Auto races	Auto races
Religious festivals	Horse races
Aboriginal festivals	International film festivals

North American tourists who take trips motivated by festivals and events are multi-dimensional – they also take trips driven by other activities including attractions, the outdoors and shopping.

Attractions such as theme parks, museums, casinos and historic sites are trip drivers for 3-in-4 Canadians and 4-in-5 Americans in this target market. **Outdoor pursuits**, led by visiting nature parks, hiking, wildlife viewing and fresh water fishing motivate overnight trips by more than 4-in-5 Canadian and American Festival & Event tourists with Northern Ontario travel experience.

Canadians and Americans in Northern Ontario's target market share similar interest in various activities although there are some differences in amplitude. Apart from those associated with festivals and events, the leading trip drivers suggest a mix of entertainment (theme parks, casinos, shopping), culture (galleries, museums, historic sites) and the outdoors (camping, wildlife viewing, nature parks, and fishing).

Other Top Trip Drivers among Festival & Event Tourists with Northern Ontario Experience

Canadians		**Americans**	
Theme parks	50%	Theme parks	60%
Camping	45%	Shopping	46%
Rock & roll/popular concerts	38%	Casinos	42%
Shopping	37%	Wildlife viewing	36%
Nature park	36%	Art galleries	35%
Museum - history or heritage	35%	Nature park	35%
Fishing - fresh water	30%	Live Theatre	35%
Live Theatre	29%	Historic sites/buildings	34%
Wildlife viewing	29%	Zoos	33%
Casinos	26%	Museum - history or heritage	32%
Historic sites/buildings	25%	Museum – science and technology	30%
Hiking	24%	Camping	29%
Zoos	22%	Fishing - fresh water	28%
		Hiking	26%

The varied interests of Festival & Event tourists suggest packaging opportunities for Northern Ontario.

Packaging Northern Ontario's festivals and special events with attractions such as Northern Ontario's heritage sites, Science North and other museums along with the region's rich array of outdoor experiences is likely to enhance the region's appeal for these multi-dimensional tourists.

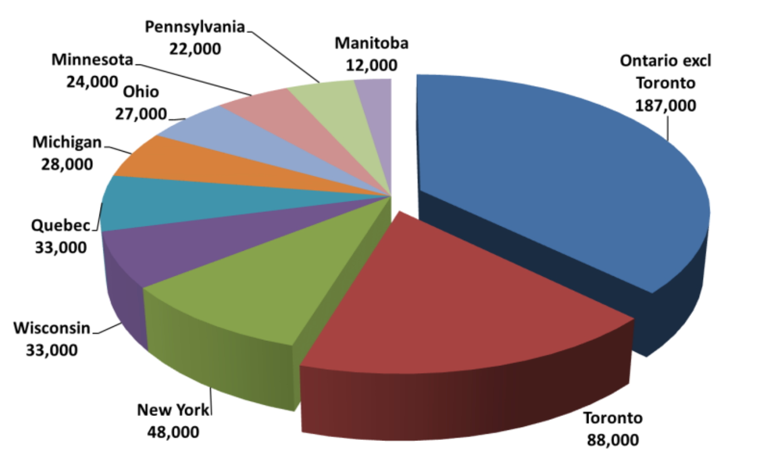
PROFILE OF NORTH AMERICAN POTENTIAL MARKET

Because most go to festivals and events near home, RTO13's potential target market is concentrated in Ontario, neighbouring provinces and, for the most part, nearby states.

Of the 705,000 North Americans in Northern Ontario's Festival & Event target market, three-fourths live in Ontario, bordering provinces or bordering states (see chart).

Most Canadians who have travelled in the region are Ontario residents (275,000), including the sizeable Toronto market (88,000). RTO13 also attracts about 33,000 Quebeckers and 12,000 Manitoban tourists who go to festivals and events on trips.

Key Provincial and State Markets for Festival & Event Tourists



Source: TAMS Canada/US special tabulations provided by Research Resolutions. Festival & Event Tourists who have taken overnight pleasure trips to Northern Ontario over a two-year period.

Although there are about 13.6 million Americans who take overnight pleasure trips in order to go to festivals or events, only about 3.0 million or one fifth of them have been to Canada. Of these Americans, about 372,000 have travel experience in RTO13 over a two-year period. The potential U.S. market for Northern Ontario is concentrated in a few near-border states, led by New York, Wisconsin, Michigan, Minnesota and Pennsylvania.

The potential Canadian and U.S. markets have a similar gender split but Americans are somewhat older.

On both sides of the border, the North attracts slightly more men than women in the target market (Canada, 57% men; US, 56% men). These Festival & Event tourists span the age continuum but Canadians tend to be younger whereas Americans tend to be older. In fact, almost one third of the Americans are at least 55 years of age while only one fifth of the Canadians are in this age group. These differences are reflected in the average age of Northern Ontario's Festival & Event tourists: Canadians are about 42 years of age and their American counterparts are about 46 years of age.

Americans in the market segment have more formal education than the corresponding Canadians but income levels are similar.

A university education is more characteristic of American Festival & Event tourists (46%) than Canadians (33%). Conversely, one third of the Canadians has a secondary school diploma or less (32%) compared to about one tenth of the Americans (11%).

In spite of age and education differences between the two markets, Northern Ontario's Canadian and American Festival & Event tourists have a very similar income profile. Each market is divided almost equally among those with household incomes of less than $60,000, between $60,000 and $99,999 and at least $100,000.

The primary factors in a destination choice for Canadian and American Festival & Event tourists include its overall safety and its accessibility by car.

Mid-range lodging is also a salient factor for these visitors. Americans put more emphasis on the range of activities for adults, availability of accommodation at the two ends of the budget-luxury spectrum and on direct air access than do their Canadian counterparts. They are more concerned about a destination's facilities for disabled people and the availability of rail or bus service than are corresponding Canadians, possibly reflecting the fact that the American market is older than the domestic one.

Learning and enrichment are important to Festival & Event tourists.

A learning component figures prominently in this tourism segment. At least one third of the Canadians and almost one half of the Americans want pleasure travel to provide knowledge of others' history and culture, to enrich their perspectives on life and to stimulate their minds.

OBSERVATIONS

Northern Ontario's Festival & Event tourists seek the same experiences as the region's *typical* overnight tourists.

Like all tourists in the region, Festival & Event tourists want things to see and do on their trip. In addition to going to fairs or festivals, sporting events or performances, they go boating, camping and visit nature parks *at about the same rate* as the market overall. In many respects, RTO13's Festival & Event tourists are indistinguishable from the region's travelling public.

It may prove challenging to promote a festival/event tourism strategy for Northern Ontario.

Since many festivals and events visitors are similar to *typical* tourists in their demographic, geographic and attitudinal characteristics, identifying a target market within the travelling public could prove to be difficult.

There is stiff *closer-to-home* competition for festivals and events.

There are many opportunities for potential tourists to find festivals similar to those offered in Northern Ontario **closer to home.** For example, film festivals, fall festivals and dragon boat races are available in locations that are easier to reach than is Northern Ontario for residents of Southern Ontario and markets such as New York, Pennsylvania Ohio and southern Michigan. Hence, the prospects of attracting Festival & Event tourists **solely** for these types of festivals may be limited.

Festivals and events are at least as important for Northern Ontario's residents as they are for tourists.

Festivals and events differ from other tourism experiences because they are primarily driven by the interests and needs of a local community and only secondarily as an experience for tourists.[8]

Festivals and events benefit communities in many ways

Traditional economic development objectives such as contribution to GDP, new jobs in the province/community, ongoing tax revenues;

Non-traditional economic values driven by knowledge, sustainable creativity, innovation and openness to new ideas;

Educational objectives such as capacity building, training in areas not currently provided by the location, youth employment programs;

Transportation infrastructure improvements and/or new roads and transportation systems;

Entertainment/sports infrastructure improvements and/or construction of new venues;

Acceleration of community infrastructure needs;

Civic pride and sense of well-being;

Generation/maintenance of a volunteer network; and

Celebration of diversity and enhanced social cohesion.

Source: Ontario Major Festivals and Events Attraction Research Study on behalf of Ontario Ministry of Tourism, PKF Consulting Inc., 2008

[8] Mega events such as the Olympics or Edinburgh Festival are exceptions.

The role of the local community is, in fact, critical to creating good tourism experiences for visitors. For example, literature on festivals and events suggests that keeping *local input* in local festivals and events supports authenticity.[9] Furthermore, communities that exhibit a sense of pride and ownership in their festivals and events evoke "good feelings". Such communities tend to welcome outsiders and provide positive experiences for them.[10]

Additionally, local hosts of the many tourists in Northern Ontario who are visiting friends and relatives have activities to offer their guests during their stay.

Communities that are welcoming & provide authentic experiences

Festivals promote community pride by celebrating things that make a town special and evoke good feelings.

Small festivals developed by townspeople and scaled to their tastes seem to be successful. It is important to listen to the local people and to pay attention to the real spirit of the place.

See footnotes for sources.

Festivals and events add colour and texture to a Northern Ontario travel experience that often includes other activities.

Northern Ontario's festivals and events are likely to be **among** the experiences tourists seek on a multi-dimensional trip that, as these findings suggest, commonly includes visiting with friends and relatives, engaging in outdoor pursuits, and going to attractions such as museums. They are less likely to be the main reason for a trip to Northern Ontario than are activities such as fishing or hunting.

Even if they are not the *draw*, festivals and events are critical components of Northern Ontario's tourism infrastructure.

Whatever their reasons for coming to Northern Ontario, tourists who attend festivals and events have fun, learn more about their destination and the people who live there, and spend money in the community and at the event. In turn, these tourists provide free marketing as word-of-mouth ambassadors for Northern Ontario.

Consider festival and event themes such as sports or music that have identifiable affinity groups.

Northern Ontario might focus on amateur hockey or soccer tournaments and blues or country music festivals because these have readily defined markets (affinity groups). In turn, they can be reached with standard communication tools and encouraged to come to Northern Ontario.

[9] *Strengthening Community Relationships: Key to Successful Festival and Special Events*, Steven W. Burr. http://extension.usu.edu/files/publications/publication/pub__3319551.pdf
[10] *Community Festivals—Big Benefits, But Risks, Too*, Eliza Grames & Mary Vitcenda, University of Minnesota Extension Division, Winter 2012

Feature festivals and events that highlight Northern Ontario's *unique* experiences.

There are many competing festivals and events in Ontario and neighbouring provinces. To cut through this clutter, Northern Ontario might be well served to focus on themes that are not readily found elsewhere such as Northern Lights, sport fishing derbies or autumn leaves**.**

Capitalize on the lure of Northern Ontario's *outdoors*.

Over four fifths of RTO13's festival and event tourists were also motivated to travel for outdoor experiences such as camping, hiking, boating, fishing and viewing wildlife. Two fifths of the market segment that went to festivals or events in Northern Ontario on their 2012 overnight trip also engaged in outdoor activities. In light of these interests, marketing festivals or events as **complements** to Northern Ontario's signature outdoor experiences might be considered.

Experts see festivals as "complements" to other tourism sectors

*Festival and special events are one of the fastest growing types of tourism attractions. Even in small towns of less than one thousand people, it is not uncommon to see two to three major festivals held per year . . . festival and special events can **complement** the other two major categories of ambient attractions, such as climate, scenery, culture, hospitality, and wildlife, and permanent attractions, such as theme parks, historical sites, sports facilities, convention centers, and sacred sites.*

Source*: Strengthening Community Relationships: Key to Successful Festival and Special Events,* Steven W. Burr. http://extension.usu.edu/files/publications/publication/pub__3319551.pdf

DETAILED FINDINGS

INTRODUCTION

Festivals and events take place across Northern Ontario annually. They occur during every season and span a wide variety of interests – tourists and residents alike can enjoy everything from film and music festivals to berries and dragon boat races.

Though many of these festivals and events primarily attract residents of the region, they are also magnets for tourists to Northern Ontario.

Festivals and events are identified as "best bet" products in *Northern Ontario Tourism Marketing Strategy 2012-2017.*[11] Because of their potential contribution to tourism in RTO13, Tourism Northern Ontario commissioned Research Resolutions & Consulting Ltd. to undertake a situation analysis of this market segment.[12]

The primary sources of touristic information used in this analysis are the Canadian and American Travel Activities and Motivation Surveys (TAMS), Statistics Canada's Travel Survey of Residents of Canada (TSRC – 2011/2012 pooled[13]) and International Travel Survey (ITS US/OVS 2012).

The studies capture different information and, as a consequence, the manner in which Festival & Event tourists are operationalized for analysis purposes differs from study to study (see appendix for details).

Ontario Major Festivals and Events Attraction Research Study was conducted on behalf of the Ontario Ministry of Tourism, Culture and Sport (MTCS) by PKF Consulting Inc. This report provides considerable information on opportunities and challenges for a festival and event tourism strategy and is recommended as background reading.[14]

Examples of Northern Ontario Festivals & Events

Films & Music
Bay Street Film Festival (Thunder Bay)
Cinéfest Sudbury International Film Festival
Rocking On The River in Blind River
Manitoulin Country Fest (Little Current)
Porquis Blues Festival (Porquis Junction)

Winter, Summer & Fall
Bon Soo Winter Carnival (Sault Ste Marie)
La Nuit sur l'étang (Sudbury)
Northern Lights Festival Boréal (Sudbury)
Sudbury Summerfest (Sudbury)
Algoma Fall Festival (Sault Ste Marie)

Berries & Boats
Blueberry Festivals (Sudbury, Sioux Lookout)
Dragon Boat Festivals (Blind River, Sudbury, Sault Ste Marie)
Red Rock Annual Trout Derby

Kites, Bikes, Planes & Muscles
Strongman Challenge (Dubreuilville)
New Liskeard Bikers Reunion
Thunder Bay Kite Festival
Norseman Floatplane Festival (Red Lake)

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[11] *Rediscovering Northern Ontario: Partnerships for a Strong Tourism Industry, Northern Ontario Tourism Marketing Strategy 2012-2017*, page 82

[12] Judy Rogers, President of Research Resolutions & Consulting Ltd. prepared the report. She can be reached at Research Resolutions & Consulting Ltd., 16 Hepbourne Street, Toronto ON, M6H 1J9; 416 531-9973; rogers.judy@sympatico.ca.

[13] See Appendix for a description of the pooling process and comparisons between pooled and unpooled estimates.

[14] A pdf copy of the final report can be found at the following website: http://www.mtc.gov.on.ca/en/publications/Ontario_Major_Festivals_and_Events_Attraction.pdf

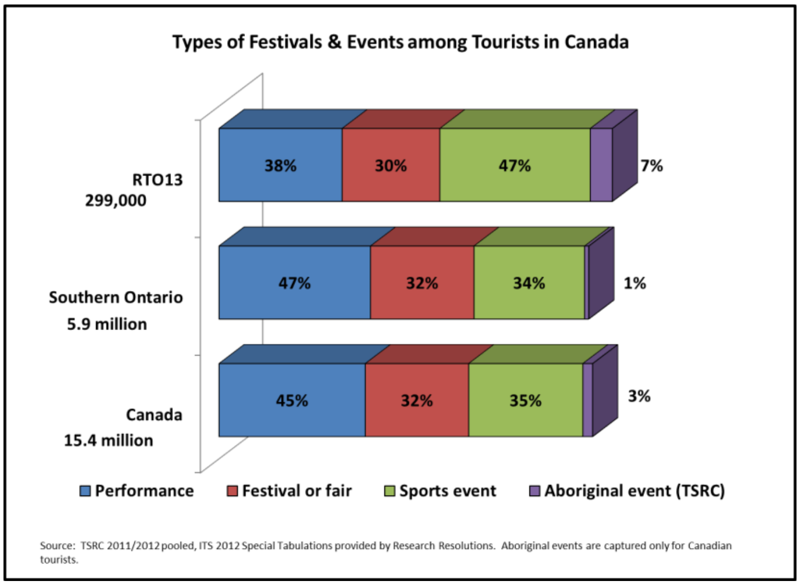
FESTIVAL & EVENT TRIPS IN CANADA

WHO IS A FESTIVAL & EVENT TOURIST?

In the Statistics Canada studies that provide estimates of tourism volume and value, Festival & Event tourists include Canadians, Americans and overseas visitors who took an overnight trip to locations in Canada for any purpose and went to one or more of the following while on their trip in 2012:

- Performance such as a play or concert
- Aboriginal event
- Festival or fair
- Sports event as a spectator

As displayed in the accompanying chart, Canada's overnight Festival & Event tourists engage in each of the four types of events available for analysis.[15] Whether they are visiting locations in Southern Ontario or RTO13, about one third include a **festival or fair** on their trip. No doubt because of the number of large urban centres with major cultural infrastructure in Southern Ontario, **performances** such as concerts and plays attract a higher share of Southern Ontario's 15.4 million Festival & Event tourists (47%) than they do among the 299,000 who visit Northern Ontario (38%). Conversely, **spectator sporting events** are more prominent among Northern Ontario's Festival & Event tourists (47%) than among those going to locations in Southern Ontario (34%).



While only captured in the study of Canadian tourists, **Aboriginal events** are more widely attended in Northern Ontario (7%) than in the southern portion of the province (1%) or in Canada as a whole (3%).

MARKET SIZE AT THE CANADA LEVEL

Of the 124.7 million overnight tourists in Canada in 2012, about 15.4 million (12%) claim to have gone to a festival and/or event on their trip (see Table 1).

Most tourism in Canada is driven by Canadians. The domestic market accounts for almost 9-in-10 of all overnight tourists in the country over the year (87%). Similarly, Canadians account for most of the overnight tourists who attend festivals and events on their trips (78%) but these activities also attract a

[15] Percentages add to more than 100% because of duplication.

sizeable foreign market. One sixth of Canada's overnight Festival & Event tourists are Americans (16%) and a further six per cent are residents of other countries.

Table 1: Canada's Festival & Event Tourists by Place of Residence

	All Tourists	Festival & Event Tourists
Overnight Visitors	124.7 million	15.4 million
Place of Residence		
Canada	87%	78%
U.S.A.	9%	16%
Overseas	3%	6%

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions.

PROVINCIAL MARKET SHARES

Overnight tourists in virtually every region of Canada go festivals and events. Their large populations and the propensity of provincial residents to go to festivals and events in their *own* province contribute to the dominance of Ontario and Quebec as destinations for Festival & Event tourists. Ontario captures two fifths of this market and Quebec attracts one quarter (see Table 2).

Again, because of the concentration of Ontario's population in the Southern Ontario, this area attracts a major share of the market (38%).[16] At the national level, RTO13 attracts almost 300,000 or 1-in-50 overnight Festival & Event tourists – about on par with Manitoba and Saskatchewan (3% each).

Table 2: Overnight Festival & Event Tourists to . . . Province

	Festival & Event Tourists in Canada	
Overnight Visitors	15,400,000	% of Canada's Festival & Event Tourists
Location(s) in Which Nights Spent		
Ontario	6,200,000	40%
RTO13	**299,000**	**2%**
Southern Ontario	5,889,000	38%
Quebec	3,763,000	24%
Manitoba	423,000	3%
Saskatchewan	530,000	3%
Alberta	1,631,000	11%
B.C.	2,263,000	15%
Atlantic	1,298,000	8%

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions. Numbers/percentages add to more than total/100% because of duplication.

British Columbia at 2.3 million and Alberta at 1.6 million Festival & Event tourists are also noteworthy destinations for this market segment.

[16] Northern Ontario trips are those with overnight visits to the region during 2012. "Other" (Southern) Ontario trips are those with overnight visits in Ontario but *not* in Northern Ontario (i.e., the residual of all overnight trips to Ontario).

ONTARIO'S FESTIVAL & EVENT TOURISTS

Three quarters of Ontario's Festival & Event tourists are Canadians and two thirds of them live in the province (see Table 3). The United States is also a significant market for the province, bringing 1.2 million overnight Festival & Event tourists over the year (20%). In fact, American and Overseas (352,000) tourists combined (26%) contribute three times as many festival and event visitors as do residents of all *other* Canadian provinces (520,000 or 8%).

Table 3: Ontario's Festival & Event Tourists by Place of Residence

	Number	Per cent
Ontario's Festival & Event Tourists (Total)	6,153,000	100%
Canada	4,585,000	75%
Ontario residents	4,065,000	66%
Other Canadians	520,000	8%
U.S.A.	1,216,000	20%
Overseas	352,000	6%

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions.

RTO13'S FESTIVAL & EVENT TOURISTS

VOLUME OF FESTIVAL & EVENT TOURISTS IN RTO13

RTO13 accounts for 1-in-20 Festival & Event tourists in Ontario (5%) – a slightly smaller share of this market than the region's share of *all* overnight tourism in the province (8%) (see accompanying chart). It attracts about one third of its Festival & Event tourists from within the region (101,000) and about the same number from other parts of Ontario (105,000). RTO13 also draws about 50,000 of the festival and event market from other Canadian provinces, including 13,000 from Manitoba and 11,000 from Quebec. Approximately 33,000 of these tourists came from the U.S.A. and 10,000 are from overseas countries (see Table 4).

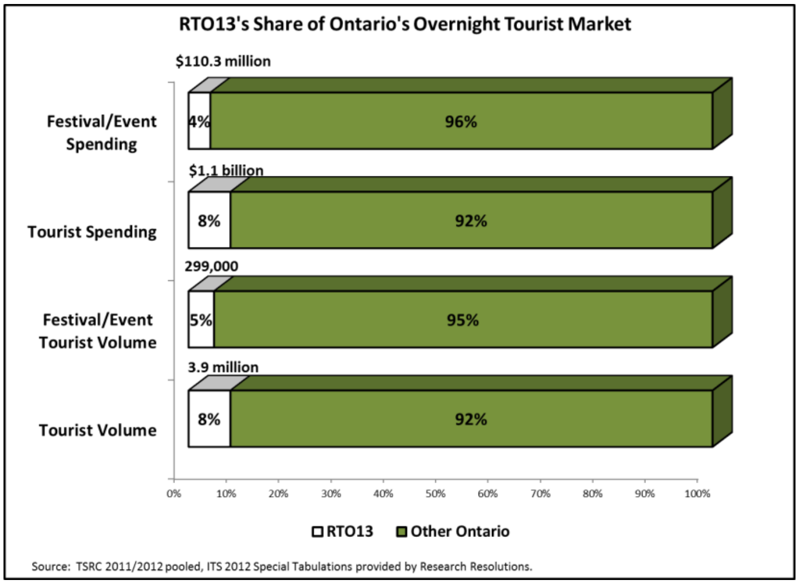
Table 4: RTO13's Festival & Event Tourists by Place of Residence

	Number	Per cent
RTO13's Festival & Event Tourists	299,000	100%
Canada	256,000	86%
RTO13 Residents	101,000	34%
Southern Ontario Residents	105,000	35%
Other Canadians	50,000	17%
Manitoba	13,000	4%
Quebec	11,000	4%
U.S.A.	33,000	11%
Overseas	10,000	3%

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions.

SPENDING BY FESTIVAL & EVENT TOURISTS IN RTO13

In 2012, RTO13 captured $1.1 billion of overnight tourist spending in Ontario (8%). In that same year, the region's Festival & Event tourists spent about $110.3 million, or four per cent of the money members of this market segment spent in Ontario (see chart).



The $110.3 million spent by Festival & Event tourists in RTO13 represent one tenth of all overnight visitor spending in the region. Most of the segment's spending is done by Canadians ($94.7 million or 86%). Consistent with their market share, Americans account for about one tenth of Festival & Event spending in the region ($11.6 million or 11%) and overseas Festival & Event tourists contribute a further $4.0 million in spending for RTO13 (see Table 5).

Table 5: Festival & Event Tourists Spending in RTO13 by Place of Residence

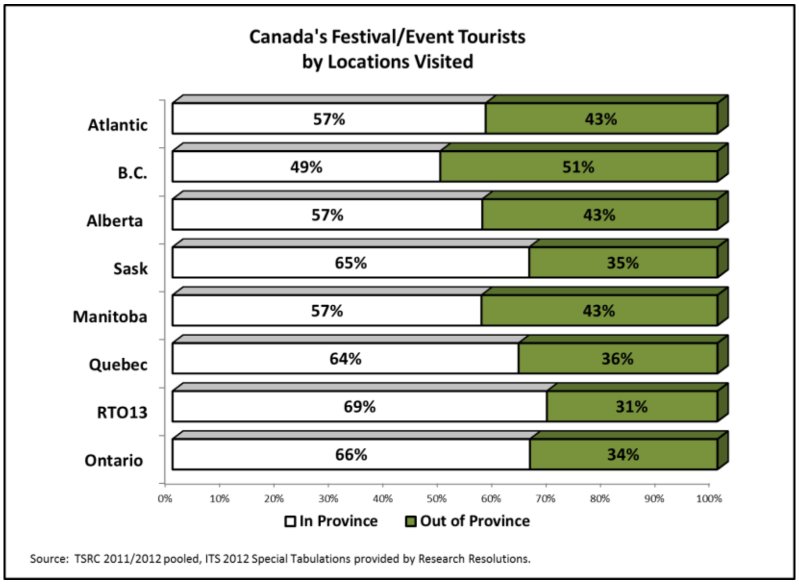
	Dollars	Per cent
Overnight Tourist Spending in RTO13	$1,123,700,000	100%
Festival & Event Tourists	$110,300,000	10%
Place of Residence	$	100%
Canada	$94,700,000	86%
U.S.A.	$11,600,000	11%
Overseas	$4,000,000	4%

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions. Figures may not add to total due to rounding.

FESTIVAL & EVENT TOURISTS' TRIP CHARACTERISTICS

SOURCE OF FESTIVAL & EVENT TOURISTS

The vast majority of tourists who go to festivals and events on overnight trips live within the same province or region in which they engage in the activity. As is evident from the accompanying chart, two thirds of Ontario's festival and event market are residents of the province. The same is true for Northern Ontario, Quebec and Saskatchewan. In contrast, only about half of British Columbia's Festival & Event tourists are provincial residents, attesting to the special strength this province has in attracting Canadians from other provinces, Americans and visitors from overseas.



TRIP PURPOSE

In this section, key trip characteristics of the target market for RTO13 and other parts of Ontario are provided.

Trip Purpose: About half of RTO13's total overnight market and those in the festival and event segment are on pleasure trips but are equally likely to be travelling to see friends and relatives (VFR, 47%) (see Table 6). In fact, a noticeably higher share of Festival & Event tourists are in Northern Ontario to visit friends and relatives than is typical of *all* overnight tourists to the region (39%) or of Festival & Event tourists going to destinations in Southern Ontario (37%).

A DIGRESSION ON THE IMPORTANCE OF VFR TOURISTS

The VFR segment is often ignored or considered the *pleasure* segment's poor cousin. While this characterization has merit with respect to the utilization of paid roofed lodging, it masks the important contribution VFR tourists make to the sustainability of a destination's event and attraction infrastructure.

On the one hand, many festivals and events are designed for the benefit of local communities: they are sources of social cohesion, contribute to community pride and offer entertainment to *local* residents. Many are also dependent on the patronage of the local community for attendance. Without the support of local residents, many would be unsustainable.

On the other hand, festivals and events commonly provide tourists with a critical element in destination choice: *something to see and do*. As such, events are a critical part of a destination's tourism infrastructure and potential lure.

When local residents accompany their visiting friends and relatives to festivals and events, even if these activities were *not* the hook that brought them to Northern Ontario, *tourism* benefits in three interrelated ways:

- Attendance at events increases because both guest and host attend;
- The increased attendance contributes to the sustainability of the event;
- By virtue of its enhanced sustainability, the festival or event can continue to be a vibrant component of the destination's tourism infrastructure, thereby adding to the attractiveness of the destination for potential tourists.

Table 6: Festival & Event Tourists' Trip Purpose & Duration

	All Overnight Tourists	**Festival & Event Tourists**	
Location(s) in Which Nights Spent	**RTO13**	**RTO13**	**Southern Ontario**
	3,931,000	299,000	5,889,000
	%	%	%
Trip Purpose			
Pleasure	48%	48%	51%
Visit Friends/Relatives	39%	47%	37%
Length of Stay in Location			
Average Length of Stay	3.5 nights	4.2 nights	3.5 nights

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions.

Length of Stay in Location: On average, RTO13's Festival & Event tourist spends over four nights in the region (4.2 nights) – almost one night longer that his or her counterpart in Southern Ontario (3.5 nights) or than a typical Northern Ontario overnight tourist – one who may or may not have gone to a festival or event (3.5 nights).

AGE & GENDER

Festival & Event tourists in RTO13 are a near-microcosm of *all* overnight visitors to the region with respect to gender and age, although those who attend festivals or events are slightly more likely to be women (53%) than is the region's overnight travelling public as a whole (45%) (see Table 7). The relatively even gender split among Northern Ontario's Festival & Event tourists is equally characteristic of the segment's tourists in Southern Ontario.

Tourists of all ages are in RTO13's market for festivals and events. On average, they are in their mid-forties but close to one third are under 35 years, two fifths are between 35 and 54 years and over one quarter are at least 55 years of age. This age distribution is almost identical to Northern Ontario's total overnight visitor mix but differs somewhat from the festival/event market in Southern Ontario. Southern Ontario seems to attract a higher proportion of younger Festival & Event tourists – over two fifths are under 25 years of age (22%) – than does Northern Ontario (12%).

Table 7: Festival & Event Tourists' Gender & Age

Location(s) in Which Nights Spent	**All Overnight Tourists**	**Festival & Event Tourists**	
	RTO13	**RTO13**	**Southern Ontario**
	3,931,000	299,000	5,889,000
	%	%	%
Gender of respondent			
Male	55%	47%	50%
Female	45%	53%	50%
Age of respondent			
Under 25	14%	12%	22%
25-34	17%	18%	17%
35-44	19%	19%	16%
45-54	21%	22%	16%
55-64	17%	13%	15%
65+	13%	15%	13%
Average Age (years)	44.8	45.1	42.6

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions.

LODGING NIGHTS

Nights on festival/event trips: Over the course of a year, Festival & Event tourists spent 1.3 million nights in Northern Ontario (1,266,000) (see Table 8). About three quarters of these nights (970,000) were spent by Canadians and almost one fifth (233,000 or 18%) were spent by American Festival & Event tourists in RTO13. Segment members from overseas spent about 63,000 in Northern Ontario (5%).

Table 8: Festival & Event Tourists' Nights in RTO13

Location(s) in Which Nights Spent	**All Overnight Tourists**	**Festival & Event Tourists**	
	RTO13	**RTO13**	**Southern Ontario**
Total Person Nights	13,825,000	1,266,000	20,582,000
	#	#	#
Canadians	10,276,000	970,000	11,050,000
Americans	3,337,000	233,000	4,493,000
Overseas	220,000	63,000	5,039,000
	%	%	%
Canadians	74%	77%	54%
Americans	24%	18%	22%
Overseas	2%	5%	25%

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions.

Lodging Nights: Most of the nights spent by Festival & Event tourists in RTO13 were in unpaid lodging (73%) (see Table 9).[17] Reflecting the sizeable number of segment members on trips to see friends and

[17] The questionnaires for Statistics Canada's US and Canadian travel surveys provide different lodging choices for survey respondents. Furthermore, respondents self-identify their lodging type from an available list that does not provide descriptions to aid in differentiating a "lodge" from a "resort" or "commercial cottage/cabin". This

relatives, it is not surprising that most of the nights in unpaid lodging were in private homes followed by private cottages in Northern Ontario.

Roofed commercial lodging accounts for almost one fifth of the festival/event nights spent in RTO13 (232,000). Most of these nights were spent in Northern Ontario's hotels and motels (168,000).

Again, reflecting the fact that about half of Northern Ontario's Festival & Event tourists were taking the trip to see friends and relatives, the use of commercial roofed lodging is particularly low (18%) especially when compared to *all* visitors to the region (31%) and Festival & Event tourists in Southern Ontario (32%).

Table 9: Festival & Event Tourists' Lodging Nights

Location(s) in Which Nights Spent	**All Overnight Tourists**	**Festival & Event Tourists**	
	RTO13	**RTO13**	**Southern Ontario**
Total Person Nights	13,825,000	1,266,000	20,582,000
	#	#	#
Paid, Roofed Lodging (All Types)	**4,317,000**	**232,000**	**6,567,000**
Hotel/Motel	1,949,000	168,000	5,648,000
Other Roofed Commercial[1]	2,367,000	64,000	919,000
Other Lodging			
Campground	**1,254,000**	**79,000**	**1,077,000**
Unpaid Lodging (All Types)	**7,843,000**	**918,000**	**11,735,000**
Paid, Roofed Lodging (All Types)	**31%**	**18%**	**32%**
Hotel/Motel	14%	13%	27%
Other Roofed Commercial[1]	17%	5%	4%
Other Lodging			
Campground	**9%**	**6%**	**5%**
Unpaid Lodging (All Types)	**57%**	**73%**	**57%**

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions. [1]*Includes B&Bs, lodges, camps, outposts.*

analysis can only provide information *as reported*, recognizing that consumer responses may not match industry definitions of lodging types.

OTHER ACTIVITIES ON THE TRIP

While on their trip, Festival & Event tourists in Northern Ontario do much more than go to sporting events (47%), performances such as concerts (38%) and fairs (30%). One third of them go to one or more attractions, most commonly historic sites (21%). They also engage in one or more of the many outdoor activities offered throughout the region including boating, fishing, nature parks and camping.

As noted previously, sporting events are appreciably more popular among Festival & Event tourists in Northern Ontario (47%) than among their counterparts in Southern Ontario (34%). In contrast, performances are more widely attended by Southern Ontario tourists (47%) than Northern ones (38%). At the same time, the relative lure of attractions such as historic sites, museums and casinos is quite similar among Festival & Event tourists in Northern and Southern Ontario.

In light of the abundance of outdoor experiences in the North, it is not surprising that Northern Ontario's Festival & Event tourists are more likely go boating, fishing and camping than are event-goers in Southern Ontario. At the same time, the festival-oriented market is somewhat less apt to participate in outdoor activities (40% net) than is the case among *all* overnight tourists in Northern Ontario (49%).

Table 10: Festival & Event Tourists' Activities on Trip

Location(s) in Which Nights Spent	**All Overnight Tourists**	**Festival & Event Tourists**	
	RTO13	**RTO13**	**Southern Ontario**
Overnight Person Visits	3,931,000	299,000	5,889,000
	#	#	#
Any Festival/Event	**8%**	**100%**	**100%**
Festival or fair	2%	30%	32%
Sporting event	4%	47%	34%
Performance/concert	3%	38%	47%
Any Attraction	**11%**	**35%**	**34%**
Historic site	6%	21%	16%
Museum or art gallery	4%	14%	17%
Theme park	1%	5%	5%
Zoo or aquarium	1%	6%	5%
Casino	3%	8%	10%
Any Outdoor/Nature	**49%**	**40%**	**30%**
Fishing	24%	15%	5%
Boating/canoeing/kayaking	20%	18%	10%
Camping	15%	13%	7%
National, provincial or nature park	11%	15%	14%
Golfing	2%	4%	4%
Hunting	3%	*	*

*Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions.*Less than 0.5%.*

SPENDING ON THE FESTIVAL & EVENT TRIP

Festival & Event tourists contributed $1.00 out of every $10.00 spent by all overnight tourists in RTO13. In other words, of the $1.1 billion spent by overnight tourists in the region, those who went to festivals and/or events spent $110.3 million or ten per cent.

The contribution made by Festival & Event tourists and average yields differ between the northern and southern portions of the province. These differences no doubt reflect the fact that many more of the nights Festival & Event tourists spent in Southern Ontario were in hotels, motels and other paid roofed lodging (32%) than is the case in Northern Ontario (18%).

- At 10%, Festival & Event tourists' contribution to all overnight spending in RTO13 is half the level spent by the segment's corresponding contribution in Southern Ontario (20%).

- In RTO13, each Festival & Event tourist's trip brings $570.00 on average, to the region for a trip of about 4.2 nights. This amount is somewhat lower than the $607.00 spent on the corresponding trip in Southern Ontario even though the trip to Northern Ontario is close to one night longer.

- Similarly, on a per night basis, a Festival & Event tourist in Northern Ontario spends somewhat less ($141.00) than a similar tourist in Southern Ontario ($176.00).

While the yield for Festival & Event tourists is somewhat higher for Southern Ontario than it is for the North, this segment brings considerably more money to RTO13 than does the region's *typical* overnight tourist. When trip spending is adjusted for the number of nights spent in RTO13, the average overnight spending is $125.00 for each overnight visitor but reaches $141.00 for RTO13's Festival & Event tourists.

Not surprisingly, if Northern Ontario's Festival & Event tourists could be convinced to utilize the region's hotels, motels and other paid lodging, their yields would increase substantially. Instead of $570.00, each Festival & Event trip would yield almost $770.00 if paid roofed lodging were used.

Table 11: Festival & Event Tourists' Spending

Location(s) in Which Nights Spent	**All Overnight Tourists**		**Festival & Event Tourists**	
	RTO13	**Southern Ontario**	**RTO13**	**Southern Ontario**
All Overnight Tourists	$1,123,700,000	$12,762,000,000		
Festival & Event Tourists' Spending	$110,300,000	$2,520,900,000	$110,300,000	$2,520,900,000
Festival & Event Tourists' Share	10%	20%		
Average Per Trip	$423.00	$389.00	$570.00	$607.00
Average Per Party Per Night	$125.00	$137.00	$141.00	$176.00
Average # of Nights in Region	3.5 nights	2.9 nights	4.2 nights	3.5 nights
Using Paid, Roofed Lodging in RTO13				
Average Per Trip	$787.00	N/A	$769.00	N/A
Average Per Party Per Night	$254.00	N/A	$285.00	N/A

Special Tabulations, TSRC 2011/2012 Pooled/ITS US/OVS 2012 prepared by Research Resolutions.

ECONOMIC IMPACT OF FESTIVAL & EVENT TOURISTS IN RTO13

INTRODUCTION

The money spent by Festival & Event tourists in Northern Ontario ripples throughout the local and provincial economies.[18] These expenditures generate economic activity including contributions to gross domestic product (GDP); jobs in tourism-related sectors such as accommodation, transportation and food services; jobs in other sectors such as manufacturing and agriculture; and taxes.[19]

GROSS DOMESTIC PRODUCT

Gross domestic product is the value of goods and services produced by labour and capital located within a region. This definition helps explain why GDP retained in RTO13 is smaller than the total amount of spending done by visitors to the area in the target market: many of the goods and services provided to serve tourists in RTO13 are produced outside the region.[20]

During 2012 Festival & Event tourists spent about $132.3 million on tourism goods and services in Northern Ontario.[21] Once the imports from other locations in Ontario, other parts of Canada, and other countries are taken into account, tourism spending by Festival & Event tourists in RTO13 generated about $55.2 million in direct economic activity (i.e. GDP), and an additional $29.6 million in indirect and induced GDP for Northern Ontario's economy.

There was, therefore, about $84.8 million in GDP retained in Northern Ontario. Other parts of Ontario benefited from about $6.2 million in GDP (direct, indirect, and induced) from target market visitor spending in the region. When combined, the province-wide GDP contribution of Festival & Event tourism in Northern Ontario reached $91.0 million.

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[18] Note that the total spending estimate used in MTCS,s TREIM model estimating Festival & Event tourists' economic impact in RTO13 is based on the unpooled TSRC 2012 and the 2012 ITS US and overseas files for greater consistency with estimates that may be forthcoming from MTCS or other sources. The difference between total tourism spending by Festival & Event tourists in RTO13 had the pooled TSRC been used ($110.3 million) and the unpooled ($132.3 million) is about $20.0 million.

[19] The economic impact estimates provided in this section reflect visitor spending only, that is, spending by visitors in the Festival & Event target market in Northern Ontario. The estimates provided here are the most appropriate ones to use when assessing the results of marketing and promotional efforts, and the appeal of tourism products and experiences in Northern Ontario. MTCS's glossary of terms to be used in conjunction with outputs from TREIM is appended.

[20] In some geographical areas, the amount of economic activity is on par with, or less than visitor spending. Northern Ontario is one of these regions. This situation occurs when a sizeable proportion of the economic activity required to create the goods and services consumed by tourists occurs outside the community. For example, a high proportion of the food prepared in restaurants in RTO13 is grown outside the region. Consequently, much of the economic activity associated with restaurant meals purchased by tourists takes place outside Northern Ontario. Similarly, materials required for building hotels, motels and other lodging establishments are created outside RTO13 and generate economic activity in communities where the materials are produced.

[21] Spending estimates are based on the 2012 reference year for all markets (see Note 12, above).

Table 12: Festival & Event Tourist Contributions to GDP and Funds Retained in RO13

	Amount Retained in RTO13 (A)	Amount Retained in Other Ontario (B)	Total Contribution to Ontario's GDP (A + B)
Direct	$55,200,000	0	$55,200,000
Indirect	$15,600,000	$3,700,000	$19,300,000
Induced	$14,000,000	$2,500,000	$16,500,000
Total GDP	**$84,800,000**	**$6,200,000**	**$91,000,000**

Source: TSRC 2012, ITS US/OVS 2012 Special Tabulations prepared by Research Resolutions and special calculations of TREIM for RTO13 (MTCS). Figures are rounded to nearest 100,000.

JOBS, WAGES, AND SALARIES

Approximately 1,090 direct jobs and an additional 343 indirect and induced jobs in Northern Ontario were generated as a result of Festival & Event tourists' spending. These jobs include part- and full-time positions, on both annual and seasonal bases.[22] Additional employment in the province was generated because of tourists in Northern Ontario who go to festivals and events, bringing the total number of direct, indirect and induced jobs to about 1,512 across Northern Ontario and the entire province.

Over a year, RTO13 retained 95% of the 1,433 jobs created by Festival & Event tourists in Northern Ontario.[23] These jobs generated $58.8 million in wages and salaries province-wide, with 93% of this amount ($54.6 million direct, indirect, and induced) retained in Northern Ontario.

TAXES

All levels of government benefited from North American Festival & Event tourism spending in Northern Ontario. This spending generated $22.3 million in federal government taxes, a further $18.5 million in provincial taxes and $233,000 in municipal taxes based on incremental tourism revenue (direct, indirect, and induced) province-wide. RTO13 retained the following amounts from these taxes:

- $13.4 million in direct federal taxes; and
- $13.5 million in direct provincial taxes.

[22] Note that estimates for tourism economic impact in Northern Ontario published in MTCS's products may differ from those provided herein because the inputs used for the TREIM model are somewhat different and the online TREIM model is based on different assumptions and/or data than the one used internally by MTCS.

[23] Estimates of jobs produced by the economic impact model use the same definition as is used in Statistics Canada's Labour Force Survey. Thus, jobs generated by the model include part-time, full-time and seasonal jobs. They also include paid employees and unpaid family employees.

Table 13. Economic Impact of Festival & Event Tourists in RTO13

	Economic Benefits Retained in RTO13	Total Benefits Across Ontario	Proportion of Total Ontario Benefits Retained in RTO13
Gross Domestic Product	**$84,800,000**	**$91,000,000**	**93%**
Direct	$55,200,000	$55,200,000	100%
Indirect/Induced	$29,600,000	$35,800,000	83%
Wages	**$54,600,000**	**$58,800,000**	**93%**
Direct	$35,800,000	$35,800,000	100%
Indirect/Induced	$8,500,000	$22,900,000	37%
Employment (Jobs)	**1,433**	**1,512**	**95%**
Direct	1,090	1,090	100%
Indirect/Induced	343	422	81%
Federal Taxes	**$22,300,000**	**$23,600,000**	**95%**
Direct	$13,400,000	$13,400,000	100%
Indirect/Induced	$9,000,000	$10,200,000	88%
Provincial Taxes	**$18,500,000**	**$19,400,000**	**95%**
Direct	$13,500,000	$13,500,000	100%
Indirect/Induced	$4,900,000	$5,900,000	83%
Municipal Taxes	**$233,000**	**$252,000**	**92%**
Direct	$83,000	$83,000	100%
Indirect/Induced	$149,000	$168,000	89%

Source: TSRC 2012, ITS US/OVS 2012 Special Tabulations prepared by Research Resolutions and special calculations of TREIM for RTO13 (MTCS). Figures are rounded to nearest 100,000.

NORTHERN ONTARIO'S POTENTIAL MARKET FOR FESTIVAL & EVENT TOURISTS

TAMS Festival & Event Tourists

Information in this section derives from the TAMS study. The Canadians and Americans described here meet the following criteria:

- Adults (18+ years)
- Have taken an overnight leisure trip to Northern Ontario over a two-year period;
- Have identified two or more festivals or events as a trip driver for an overnight leisure trip to any destination over a two-year period.

In the following pages, the North American tourist market for festivals and events is explored. Information is based on findings of the Travel Activities and Motivation Surveys (TAMS) conducted in Canada and the United States. The study explores a wide range of activities that are engaged in and/or motivate trips by overnight pleasure travellers in each country. It also provides information on these tourists' destinations worldwide but does not link trip motivations or activities to specific destinations. Consequently, a North American tourist in the target market may have travelled to Northern Ontario over a two-year period but may or may not have gone to a festival or fair in the region.

WHO IS A TAMS FESTIVAL & EVENT TOURIST

In the TAMS studies, North Americans who have taken overnight pleasure trips over a two-year period are asked which of about 160 different activities they participated in during their travels. For each one they claim to have participated in, they are asked if it was a *trip driver* – that is, it was the main reason the trip took place. Within the large array of possible activities covered by the study, fourteen have been designated as *festivals* or *events*:

Festivals & Events

Arts Festivals
- International film festivals
- Literary festivals or events
- Music festivals
- Theatre festivals
- Comedy festivals

Cultural Festivals
- Religious festivals
- Food/drink festivals
- Ethnic festivals
- Gay Pride parades
- Aboriginal festivals and events

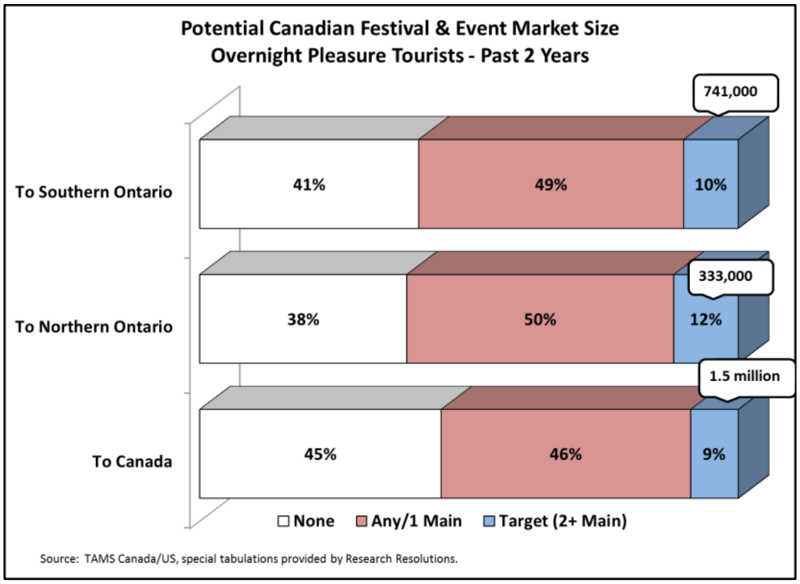
Other Festivals
- Free outdoor performances (theatre/concerts)
- Fireworks displays
- Hot air balloon festivals
- Exhibitions or fairs

Sporting Events
- Amateur sports tournaments
- Auto races
- Professional games/tournaments
- Horse races
- National/international sports events

Many travellers attend festivals or events as *one-of-many* activities on their pleasure trips but for analytical purposes, this report focuses on those who are *motivated* to travel in order to attend festivals or events. Hence, Festival & Event tourists are defined to be past two year pleasure travellers who name **at least two of these festivals or events as a *trip driver***.

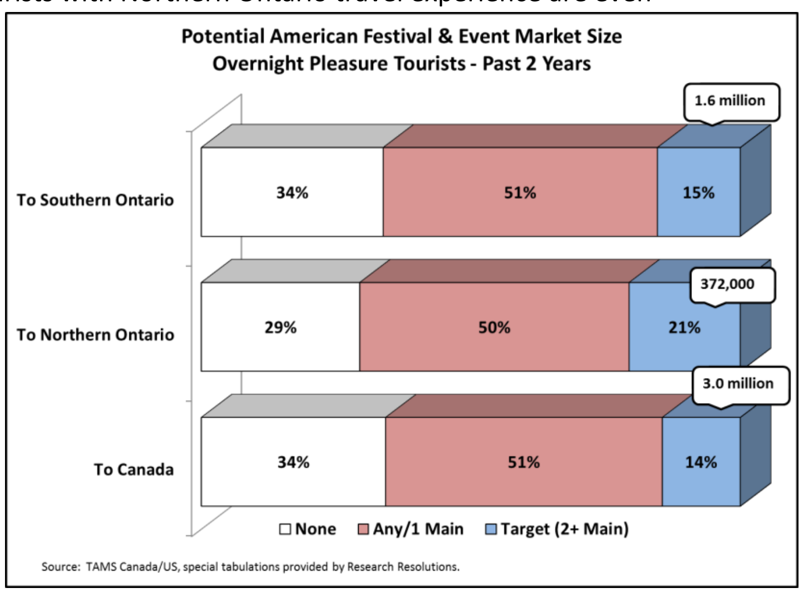
POTENTIAL MARKET SIZE IN CANADA & U.S.A.

Going to festivals and events is a common trip activity among Canadian and American pleasure travellers. At the national level and among Canadians who have taken overnight pleasure trips to Northern Ontario, at least half go to these events either as one of the many things they do on their trips or as a motivation to take a trip (*trip driver*). Thus, of the 2.8 million Canadian pleasure travellers who have visited Northern Ontario over a two-year period, 1.7 million have taken in a festival or event on at least one of their trips.[24]



Of these, about one third of a million (333,000) take **trips in order to** attend a festival or event. This is the North's target market for festivals and events, representing about 1-in-8 of the region's Canadian market (12%, see chart).

Festivals and events are even more popular trip activities among American pleasure travellers who have been to Canada over a two-year period. Two thirds of them include a festival or event among their trip activities. Proportionally, American pleasure tourists with Northern Ontario travel experience are even more likely to go to festivals and events on their trips than is the market in total or those with travel experience in Southern Ontario.[25] Close to two million Americans claim to have taken overnight pleasure trips to Northern Ontario over a two year period and of these, 70% or 1.3 million have included festivals or events among their trip activities. The subset of these tourists who are highly motivated to take trips in order to attend festivals or events represents a target market of over one third of a million (372,000) Americans for Northern Ontario (see chart).

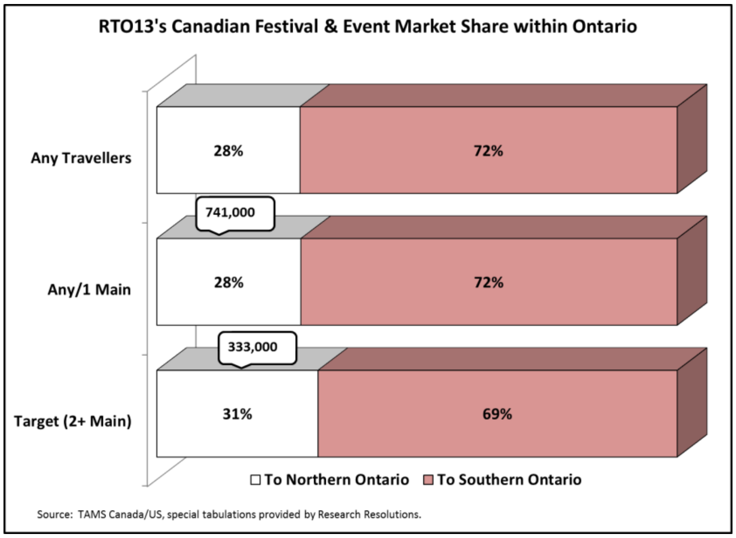


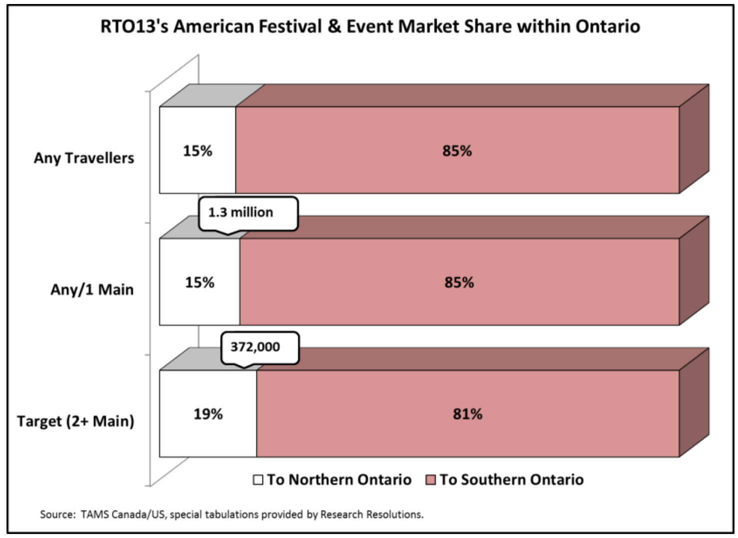
[24] Recall that TAMS findings provide information on *where* tourists travelled and *what they did* on trips (activities) but do not provide information on which activities took place in specific destinations.

[25] Northern Ontario travellers are those claiming to have taken an overnight pleasure trip to the region over a two-year period. "Other" (Southern) Ontario travellers are those who have been to the province over this time period and have *not* visited Northern Ontario on their trips (i.e., the residual of all visitors to Ontario).

TARGET MARKET SHARE WITHIN ONTARIO

Canadians: Northern Ontario attracts about 3-in-10 of the Canadians who have taken overnight pleasure trips to Ontario over a two-year period (*all travellers,* 28%). As displayed in the accompanying chart, the region captures tourists in the Festival & Event target market in Ontario at about the same rate: 31% of the province's Festival & Event tourists have been to Northern Ontario over a two-year span.

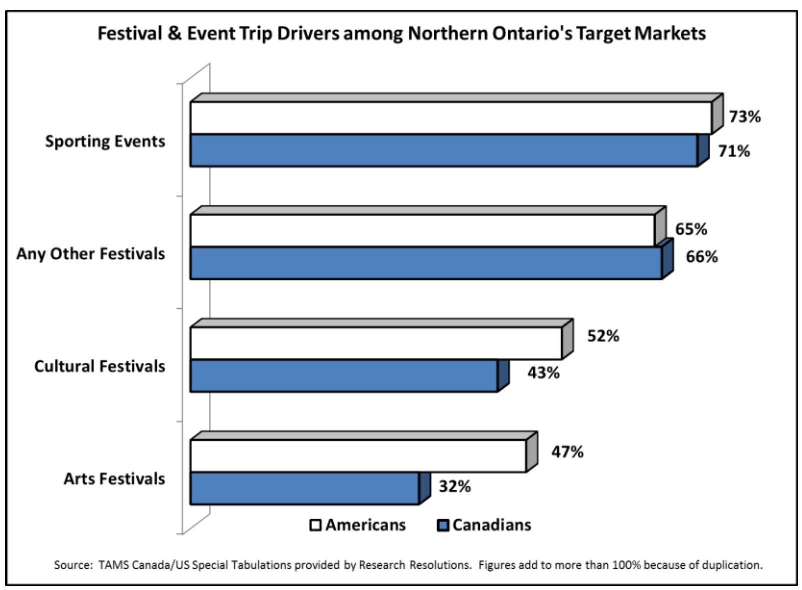




Americans: About 1-in-7 Americans who have travelled in Ontario visited destinations in the North over a two-year period (15%). A similar proportion of the Festival & Event target market went to Northern Ontario for an overnight pleasure trip (19%).

Northern Ontario's highly motivated Festival and Event tourists engage in arts, cultural, other types of festivals and sporting events, as displayed in the accompanying chart.[26]

Canadians: Of the various types of festivals and events covered in the study, *sporting events* are most likely to be trip drivers among Northern Ontario's domestic target market (71%). **Other festivals** such as fireworks displays, fairs and/or outdoor concerts motivated two-thirds of Canadians in RTO13's potential market for festivals and events. Less popular as trip drivers among these Canadians are ethnic, religious, culinary, Aboriginal or other **cultural festivals** and **arts festivals**



[26] Percentages add to more than 100% because of duplication.

(e.g., film, music, literary).

Americans: Northern Ontario's American Festival & Event target market, like the Canadian counterpart, is especially apt to take trips in order to attend amateur or professional **sporting events** and **other festivals** such as free outdoor performances or fireworks displays. They are somewhat more likely to identify **cultural** (52%) and **arts festivals/events** (47%) as trip drivers than are the corresponding Canadians (43% and 32%, respectively).

PROFILE OF POTENTIAL CANADIAN FESTIVAL & EVENT TOURIST MARKET

WHERE CANADIANS LIVE

Canadians who are motivated to take overnight pleasure trips in order to attend festivals or events are distributed across the country in the same proportions as is the travelling public as a whole. Hence, about two fifths of them live in Ontario, one quarter reside in Quebec, and one eighth of them live in each of Alberta and British Columbia.

Northern Ontario's market for festivals and events is highly concentrated in Ontario. Four fifths of the 333,000 highly motivated Festival & Event market who have recent Northern Ontario travel experience live within the province (83%). A further one tenth is Quebeckers (10%).

Likely because it hosts more mega events and is on many highway, air and rail corridors, Southern Ontario attracts avid Festival & Event tourists from a broader geographic area than does the North. Ontario residents represent more than three fifths of the South's market but almost two fifths are Quebeckers and about 1-in-25 live in Atlantic Canada (7%), Alberta (5%) or British Columbia (4%).

Table 14: Canada's Potential Festival & Event Tourist Market by Place of Residence

Place of Residence		Festival & Event Tourists		
	All Pleasure Tourists	**To Canada**	**To Northern Ontario**	**To Southern Ontario**
Canada	24.8 million	1.5 million	333,000	741,000
Atlantic Canada	7%	6%	1%	7%
Quebec	24%	23%	10%	17%
Ontario	39%	40%	83%	64%
Manitoba	3%	3%	4%	1%
Saskatchewan	3%	4%	1%	1%
Alberta	10%	12%	1%	5%
British Columbia	13%	12%	1%	5%

Special Tabulations, TAMS Canada prepared by Research Resolutions.

RTO13'S SHARE OF THE CANADIAN MARKET – BY PROVINCE

Because so many tourists go to festivals and events near where they live, it is not surprising that RTO13 attracts overnight leisure trips by Ontario's avid market at a high rate (see Table 15). The region enjoys visits by 275,000 or close to half of Ontario's 617,000 Festival & Event tourists. The North is also a destination for about 88,000 or two fifths of Toronto's 219,000 avid festival or event attendees. One quarter of Manitoba's 50,000 Festival & Event tourists also have made overnight pleasure trips to Northern Ontario over a two-year period (12,000).

Table 15: Northern Ontario's Canadian Potential Festival & Event Market by Place of Residence

Place of Residence	Festival & Event Tourists		
	Trips in Canada	**Trips in Northern Ontario**	**Northern Ontario's Share** (Horizontal %)
Canada	1,539,000	333,000	22%
Atlantic Canada	93,000	4,000	5%
Quebec	352,000	33,000	9%
Ontario	617,000	275,000	45%
Toronto CMA	219,000	88,000	40%
Manitoba	50,000	12,000	24%
Saskatchewan	62,000	2,000	3%
Alberta	183,000	5,000	3%
British Columbia	182,000	3,000	1%

Special Tabulations, TAMS Canada prepared by Research Resolutions.

PROFILE OF POTENTIAL AMERICAN FESTIVAL & EVENT TOURIST MARKET

WHERE AMERICANS LIVE

American pleasure travellers who take trips in order to attend festivals or events are distributed across all regions of the country but those who have Canadian travel experience tend to be concentrated in border states and especially those in the Mid-Atlantic and East North Central regions. Similarly, those who have travelled to Northern Ontario over a two-year period are most apt to live near the Canadian border. About one quarter of the North's Festival & Event tourists are residents of East North Central states, most notably, Wisconsin and Michigan and the same proportion are residents of the Mid-Atlantic region, with 1-in-8 residing in New York (13%). California's Festival & Event tourists also seem to be drawn to Northern Ontario, generating one tenth of the North's avid potential market.

The geographic distribution of Festival & Event tourists who have been to Southern Ontario on a pleasure trip over a two-year period is very similar to Northern Ontario's.

Table 16: Potential Festival & Event Tourist Market in the U.S.A. by Place of Residence

	Festival & Event Tourists			
	Total	**To Canada**	**To Northern Ontario**	**To Southern Ontario**
Pleasure Travellers 18+	13.6 million	3.0 million	372,000	1.9 million
Place of Residence				
New England	5%	7%	7%	6%
Middle Atlantic	13%	20%	25%	24%
New York State	6%	12%	13%	15%
Pennsylvania	4%	5%	6%	7%
South Atlantic	19%	13%	8%	13%
East North Central	17%	23%	27%	32%
Wisconsin	2%	2%	9%	2%
Michigan	4%	8%	8%	13%
Ohio	4%	7%	7%	11%
West North Central	7%	6%	7%	6%
Minnesota	2%	3%	6%	3%
East South Central	7%	5%	7%	3%
West South Central	10%	5%	8%	5%
Mountain	6%	5%	1%	3%
Pacific	16%	17%	10%	9%
California	13%	10%	9%	7%

Source: TAMS US, special tabulations provided by Research Resolutions.

RTO13'S SHARE OF THE AMERICAN MARKET – BY REGION/STATE

Northern Ontario has attracted one eighth of the avid American Festival & Event tourist market (12%). The region is especially successful in drawing overnight pleasure visitors in this segment from neighbouring states: Wisconsin and Minnesota. While residents of these states who have been to Canada relatively recently do not represent large markets, Northern Ontario attracted almost half of the 69,000 Wisconsin residents in the Festival & Event market (47% or 33,000) and about one third of the corresponding 80,000 Minnesotans (30% or 28,000 visitors).

Although at a lower rate than Wisconsin or Minnesota, New York emerges as Northern Ontario's largest single market for Festival & Event tourists. Of its 348,000 Festival & Event tourists with Canadian travel experience, Northern Ontario attracted 48,000 (14%).

Table 17: Northern Ontario's U.S.A. Potential Festival & Event Market by Place of Residence

Place of Residence	**Festival & Event Tourists**		
	Trips in Canada	**Trips in Northern Ontario**	**Northern Ontario's Share** (Horizontal %)
USA Total	3,007,000	372,000	12%
New England	216,000	25,000	12%
Middle Atlantic	594,000	94,000	16%
New York State	348,000	48,000	14%
Pennsylvania	157,000	22,000	14%
South Atlantic	378,000	29,000	8%
East North Central	686,000	101,000	15%
Wisconsin	69,000	33,000	47%
Michigan	229,000	28,000	12%
Ohio	216,000	27,000	12%
West North Central	181,000	28,000	15%
Minnesota	80,000	24,000	30%
East South Central	137,000	24,000	18%
West South Central	158,000	30,000	19%
Mountain	148,000	4,000	3%
Pacific	499,000	36,000	7%
California	314,000	32,000	10%

Special Tabulations, TAMS USA, prepared by Research Resolutions.

TYPES OF FESTIVALS & EVENTS AS TRIP DRIVERS

Canadian and American Festival & Event tourists who have taken overnight pleasure trips to locations in Northern Ontario over a two-year period are very similar in the types of festival or event activities they consider to be trip drivers. As a broad sub-group, **sporting events** led by *amateur sports tournaments* and *professional games* are especially popular trip drivers. Professional hockey games most apt to draw Canadians while Americans favour professional football, baseball and basketball games.

Among **other festivals**, *free outdoor performances* such as concerts or plays, *fireworks displays* and *exhibitions or fairs* are among strong trip drivers among Canadians and Americans in Northern Ontario's Festival & Event market segment.

About half of the Americans and two fifths of the Canadians in the target market go to **cultural festivals** led by those with a *culinary* or *ethnic* focus. Of the array of **arts festivals** covered in the study, *music festivals* are the most popular, by far.

On an individual activity basis, Canadians and Americans exhibit some variation in the rate at which various events motivate trips but there is considerable consistency across the two markets. The highlighted activities in each column below are those that appear in **both** lists (rank ordered from highest to lowest among Canadians and Americans, respectively).

Top Festival & Event Trip Drivers among Northern Ontario's Potential Market

Canadians	Americans
1. Free outdoor performances	1. Fireworks displays
2. Amateur sports tournaments	2. Exhibitions or fairs
3. Fireworks displays	3. Food/drink festivals
4. Exhibitions or fairs	4. Amateur sports tournaments
5. Professional hockey games	5. Music festivals
6. Music festivals	6. Hot air balloon festivals
7. Food/drink festivals	7. Free outdoor performances
8. Ethnic festivals	8. Ethnic festivals
9. Auto races	9. Auto races
10. Religious festivals	10. Horse races
11. Aboriginal festivals	11. International film festivals

Table 18: Specific Festivals & Events as Main Reason for Overnight Pleasure Trip

	Festival & Event Tourists					
	Canadians with Trips to . . .			Americans with Trips to . . .		
	Canada	Northern Ontario	Southern Ontario	Canada	Northern Ontario	Southern Ontario
Pleasure Travellers 18+	1.5 million	333,000	741,000	3.0 million	372,000	1.9 million
Activities as Main Reason for Trip						
Arts Festivals	**33%**	**32%**	**37%**	**34%**	**47%**	**37%**
International film festivals	4%	4%	6%	8%	17%	7%
Literary festivals or events	4%	7%	5%	5%	5%	5%
Music festivals	22%	23%	24%	22%	26%	26%
Theatre festivals	6%	6%	9%	8%	7%	9%
Comedy festivals	6%	2%	6%	4%	11%	5%
Cultural Festivals	**33%**	**43%**	**36%**	**49%**	**52%**	**50%**
Religious festivals	11%	12%	12%	10%	14%	9%
Food/drink festivals	12%	19%	14%	27%	28%	29%
Ethnic festivals	12%	16%	14%	18%	23%	19%
Gay Pride parades	2%	5%	4%	5%	6%	4%
Aboriginal festivals	7%	12%	8%	9%	8%	9%
Other Festivals	**60%**	**66%**	**58%**	**59%**	**65%**	**55%**
Free outdoor performances	30%	36%	33%	25%	23%	23%
Fireworks displays	28%	31%	26%	31%	39%	29%
Hot air balloon festivals	5%	4%	4%	11%	24%	11%
Exhibitions or fairs	27%	30%	25%	24%	30%	22%
Spectator Sports	**68%**	**71%**	**64%**	**69%**	**73%**	**70%**
Amateur sports tournaments	34%	35%	33%	21%	27%	19%
Auto races	15%	16%	12%	21%	22%	24%
Professional games/tournaments	43%	48%	44%	49%	49%	48%
Professional hockey games	26%	28%	23%	9%	10%	9%
Horse races	7%	9%	7%	14%	18%	16%
Curling bonspiel	6%	4%	5%	1%	1%	2%
National/international sporting events	5%	5%	6%	6%	6%	6%

Special Tabulations, TAMS Canada/USA prepared by Research Resolutions.

OTHER TRIP DRIVERS AMONG NORTH AMERICAN FESTIVAL & EVENT TOURISTS

Over a two-year period, North American tourists likely take multiple trips with differing motivations. Hence, those who identify festivals or events as *trip drivers* also take trips driven by other types of activities, including various types of **attractions**, **outdoor** pursuits, **shopping** and the like. This is clearly the case among Canadian and American Festival & Event tourists with travel experience in Northern Ontario:

- **Attractions** such as theme parks, museums, casinos and historic sites are trip drivers for 3-in-4 Canadians and 4-in-5 Americans in this target market.

- **Outdoor pursuits**, led by visiting nature parks, hiking, wildlife viewing and fresh water fishing motivate overnight trips by more than 4-in-5 Canadian and American Festival & Event tourists with Northern Ontario travel experience.

Canadians and Americans in Northern Ontario's target market share similar interest in various activities although there are some differences in amplitude. Apart from those associated with festivals and events, the leading trip drivers (listed below) suggest a mix of entertainment (theme parks, casinos, shopping), culture (galleries, museums, historic sites) and the outdoors (camping, wildlife viewing, nature parks, and fishing).

Other Top Trip Drivers among Festival & Event Tourists with Northern Ontario Experience

Canadians		**Americans**	
Theme parks	50%	Theme parks	60%
Camping	45%	Shopping	46%
Rock & roll/popular concerts	38%	Casinos	42%
Shopping	37%	Wildlife viewing	36%
Nature park	36%	Art galleries	35%
Museum - history or heritage	35%	Nature park	35%
Fishing - fresh water	30%	Live Theatre	35%
Live Theatre	29%	Historic sites/buildings	34%
Wildlife viewing	29%	Zoos	33%
Casinos	26%	Museum - history or heritage	32%
Historic sites/buildings	25%	Museum – science and technology	30%
Hiking	24%	Camping	29%
Zoos	22%	Fishing - fresh water	28%
		Hiking	26%

The varied interests of Festival & Event tourists suggest packaging opportunities for Northern Ontario. Packaging Northern Ontario's festivals and special events with attractions such as Northern Ontario's heritage sites, popular music concerts, Science North, and other museums along with the region's rich array of outdoor experiences is likely to enhance the region's appeal for these multi-dimensional tourists.

Table 19: Other Activities as Trip Drivers

	Festival & Event Tourists					
	Canadians with Trips to . . .			Americans with Trips to . . .		
	Canada	Northern Ontario	Southern Ontario	Canada	Northern Ontario	Southern Ontario
Pleasure Travellers 18+	1.5 million	333,000	741,000	3.0 million	372,000	1.9 million
Activities as Main Reason for Trip						
Any Attractions	**68%**	**75%**	**71%**	**83%**	**81%**	**82%**
History-Oriented Attractions	25%	33%	28%	41%	40%	40%
Historic sites/buildings	17%	25%	20%	31%	34%	30%
Museums/Galleries	29%	35%	32%	44%	60%	41%
Art galleries	14%	19%	16%	22%	35%	20%
Aboriginal heritage attractions	6%	11%	6%	9%	10%	9%
Museum - Science or technology	9%	16%	11%	20%	30%	22%
Museum - History or heritage	15%	21%	16%	21%	32%	18%
Museum - Military/war	7%	12%	8%	14%	15%	14%
Botanical gardens	11%	14%	10%	20%	24%	20%
Zoos	19%	22%	17%	27%	33%	26%
Theme parks	42%	50%	44%	59%	60%	58%
Casinos	18%	26%	21%	39%	42%	39%
Outdoor Activities	**81%**	**84%**	**76%**	**83%**	**86%**	**83%**
Fishing - fresh water	22%	30%	18%	17%	28%	21%
Kayaking/canoeing	9%	15%	10%	8%	13%	7%
Motor/sail boating	16%	21%	16%	14%	15%	15%
Snowmobiling	8%	10%	7%	6%	14%	7%
Cycling	12%	16%	11%	10%	9%	9%
Golf	16%	20%	16%	15%	19%	14%
Hiking	17%	24%	14%	19%	26%	19%
Hunting	6%	8%	4%	10%	14%	11%
Motorcycling	3%	4%	3%	5%	6%	6%
Nature park	27%	36%	29%	35%	35%	36%
Flora/fauna viewing	18%	29%	20%	26%	36%	25%
Camping	39%	45%	34%	29%	29%	30%
Shopping	**32%**	**37%**	**33%**	**34%**	**46%**	**32%**
Wilderness lodge - drive in	8%	10%	8%	8%	13%	10%
Photography	7%	13%	8%	12%	13%	13%
Rock & roll/popular concerts	27%	38%	32%	22%	17%	21%
Country/western music concerts	9%	10%	9%	16%	18%	16%
Live Theatre	22%	29%	27%	24%	35%	22%

Special Tabulations, TAMS Canada/USA prepared by Research Resolutions.

WHERE ELSE FESTIVAL & EVENT TOURISTS TRAVEL

Over a two-year period, the North American Festival & Event tourists described in this report have taken overnight pleasure trips to Northern Ontario . . . but they have also travelled to many other places.[27]

Since so many of the Canadian Festival & Event tourists with recent travel experience in Northern Ontario are residents of the province (see Table 14), it is not surprising that two thirds of them have also been on overnight pleasure trips to other parts of the province (67%). The same proportion has travelled in the United States (66%), two fifths have taken trips to Quebec (40%) and one third has gone to destinations outside North America over the two year period (32%).

All American Festival & Event tourists who have gone to Northern Ontario have also travelled in their own country. Popular Canadian destinations include Southern Ontario (55%), Quebec (39%) and, to a lesser extent, British Columbia (17%). These destinations represent the RTO13's domestic competitors for American Festival & Event tourists.

At over half, American Festival & Event tourists (54%) are more likely than their Canadian counterparts to travel abroad (32%). Most of these Americans are travelling to sun/sea destinations such as Mexico and the Caribbean. Hence, their travel outside North America is unlikely to pose a serious threat for attracting them for festival or event trips in Northern Ontario.

Table 20: Northern Ontario's Festival & Event Tourist Market – Other Destinations

	Festival & Event Tourists with Trips to Northern Ontario in Past 2 Years	
	Canadians	**Americans**
Locations Visited in Past 2 Years		
Newfoundland and Labrador	3%	7%
Prince Edward Island	15%	6%
New Brunswick	19%	8%
Nova Scotia	16%	9%
Quebec	40%	39%
Ontario	100%	100%
Northern Ontario	100%	100%
Southern Ontario	67%	55%
Manitoba	9%	9%
Saskatchewan	8%	8%
Alberta	14%	7%
British Columbia	15%	17%
USA (any)	66%	100%
Other Countries	32%	54%

Source: TAMS Canada/US, special tabulations provided by Research Resolutions. Note: percentages add to more than 100% because of trips to more than one province/region.

[27] Recall that TAMS findings provide information on *where* tourists travelled and *what they did* on trips (activities) but do not provide information on which activities took place in specific destinations.

IMPRESSIONS OF CANADIAN PROVINCES

North American Festival & Event tourists who have been to Northern Ontario have a favourable impression of the province, giving it a rating of over eight on a ten-point scale for being an appealing tourism destination. Among Canadians, British Columbia is the only other province to approach this score and no other province does so among Americans. It is, however, important to note that at least one third of Northern Ontario's American festival and event market are *unable* to rate most Canadian provinces, likely because they do have direct experience with them.

Table 21: Ratings of Canada's Destinations among Northern Ontario's Festival & Event Tourist Market

	Festival & Event Tourists with Trips to Northern Ontario in Past 2 Years	
	Canadians	**Americans**
Average Rating		
Newfoundland and Labrador	7.3	6.8
Prince Edward Island	7.7	6.7
New Brunswick	7.2	6.3
Nova Scotia	7.8	6.9
Quebec	7.2	6.9
Ontario	**8.5**	**8.3**
Manitoba	5.6	6.5
Saskatchewan	5.2	6.3
Alberta	7.9	6.8
British Columbia	9.1	7.2

Source: TAMS Canada/US, special tabulations provided by Research Resolutions. Averages are based on a ten-point scale ranging from very appealing as a destination (10) to not at all appealing (1). Averages are based on total providing a rating.

KEY ATTRIBUTES OF A DESTINATION

The primary factors in a destination choice for Canadian and American Festival & Event tourists include its overall safety and its accessibility by car. Mid-range lodging and/or direct air access are also salient factors for these visitors.

Americans put more emphasis on the range of activities for adults, availability of accommodation at the two ends of the budget-luxury spectrum and on direct air access than do their Canadian counterparts. They are also more concerned about a destination's facilities for disabled people (20%) and the availability of rail or bus service than are corresponding Canadians, possibly reflecting the fact that the American market is appreciably older than the domestic one.

Table 22: Important Attributes in Destination Choice among Northern Ontario's Festival & Event Tourist Market

% stating each attribute is *highly important*	Festival & Event Tourists with Trips to Northern Ontario in Past 2 Years	
	Canadians	**Americans**
Feeling safe	68%	74%
No health concerns	50%	48%
Convenient access by car	46%	61%
Lots of adults to do	45%	61%
Availability of mid-range accommodation	36%	40%
Direct access by air	27%	40%
Availability of budget accommodation	22%	31%
Low cost package deals	19%	26%
Availability of camping	18%	17%
Lots for children to do	17%	27%
Being familiar with the culture/language	16%	27%
Convenient access by train/bus	14%	23%
Place very different, culturally, than yours	12%	15%
Offers great shopping	11%	31%
Disabled-person friendly	8%	20%
Having friends or relatives living there	7%	12%
Availability of luxury accommodation	4%	27%

Source: TAMS Canada/US, special tabulations provided by Research Resolutions. Proportions stating that an attribute is "highly important" in selecting a destination.

BENEFITS OF PLEASURE TRAVEL

Like tourists in general, Canadians and Americans in the festival and event segment put getting a break from the *day-to-day, stress reduction* and creating *lasting memories* at the top of their lists of the benefits of pleasure travel. At least half of them also see pleasure travel as a way to enrich their relationships with immediate family members and to have experienced new and different things. Having no fixed schedule and, to a lesser extent, keeping family ties alive are also key benefits, particularly among American Festival & Event tourists who have travelled in Northern Ontario.

A learning component also figures prominently in this tourism segment. At least one third of the Canadians and almost one half of the Americans want pleasure travel to provide knowledge of others' history and culture, to enrich their perspectives on life and to stimulate their minds.

Table 23: Benefits of Pleasure Travel among Northern Ontario's Festival & Event Tourist Market

% stating each benefit is *highly important*	**Festival & Event Tourists with Trips to Northern Ontario in Past 2 Years**	
	Canadians	**Americans**
To get a break from your day-to-day environment	72%	68%
To relax and relieve stress	68%	63%
To create lasting memories	63%	72%
To enrich relationship with immediate family	59%	57%
To see or do something new and different	54%	74%
To have a life with no fixed schedule	43%	62%
To keep family ties alive	38%	45%
To gain knowledge of history/cultures/places	38%	47%
To enrich your perspective on life	36%	45%
To stimulate your mind	33%	36%
To renew personal connections with people	26%	26%
To be challenged physically	25%	27%
To have stories to share back at home	16%	28%
To be pampered	14%	27%
To seek solitude and isolation	13%	17%

Source: TAMS Canada/US, special tabulations provided by Research Resolutions. Proportions stating that an attribute is a "highly important" benefit of pleasure travel.

DEMOGRAPHICS

The potential Canadian and U.S. markets have a similar gender split but Americans are somewhat older. On both sides of the border, the North attracts slightly more men than women in the target market (Canada, 57% men; US, 56% men).

These Festival & Event tourists span the age continuum but Canadians tend to be younger whereas Americans tend to be older. In fact, almost one third of the Americans are at least 55 years of age while only one fifth of the Canadians are in this age group. These differences are reflected in the average age of Northern Ontario's Festival & Event tourists: Canadians are about 42 years of age and their American counterparts are about 46 years of age.

Americans in the market segment have more formal education than the corresponding Canadians but income levels are similar. A university education is more characteristic of American Festival & Event tourists (46%) than Canadians (33%). Conversely, one third of the Canadians has a secondary school diploma or less (32%) compared to about one tenth of the Americans (11%).

In spite of age and education differences between the two markets, Northern Ontario's Canadian and American Festival & Event tourists have a very similar income profile. Each market is divided almost equally among those with household incomes of less than $60,000, between $60,000 and $99,999 and at least $100,000.

Table 24: Demographics of the Potential North American Market

	Festival & Event Tourists					
	Canadians with Trips to . . .			Americans with Trips to . . .		
	Canada	Northern Ontario	Southern Ontario	Canada	Northern Ontario	Southern Ontario
Pleasure Travellers 18+	1.5 million	333,000	741,000	3.0 million	372,000	1.9 million
Gender						
Male	55%	57%	48%	60%	56%	61%
Female	45%	43%	52%	40%	44%	39%
Age						
18-24 years	16%	13%	15%	8%	6%	10%
25-34 years	20%	22%	22%	18%	23%	20%
35-44 years	23%	27%	22%	13%	17%	11%
45-54 years	19%	17%	18%	22%	23%	23%
55 – 64 years	14%	14%	14%	21%	19%	19%
65 + years	9%	7%	9%	18%	12%	17%
Average age (18+) (years)	42.2	41.8	42.0	48.7	45.5	47.5
Education						
Less than high school	8%	9%	6%	2%	3%	1%
High school diploma	29%	23%	25%	11%	8%	12%
Some post-secondary	11%	13%	12%	25%	22%	26%
Post-secondary diploma/certificate	22%	22%	20%	10%	15%	13%
University degree	29%	33%	37%	50%	46%	45%
Household Income*						
Under $40,000	22%	15%	18%	18%	14%	17%
$40,000 to $59,999	17%	18%	15%	16%	22%	17%
$60,000 to $99,999	30%	32%	32%	32%	32%	37%
$100,000 or more	31%	35%	35%	33%	33%	29%

*Special Tabulations, TAMS Canada/USA prepared by Research Resolutions. *Household income (2006) based on total stating, reported in Canadian currency.*

APPENDICES

PRIMARY INFORMATION SOURCES

The primary sources of information used in this report include the following:

- Statistics Canada, 2011/12 (pooled) Travel Survey of Residents of Canada (TSRC);
- Statistics Canada, 2012 International Travel Survey – U.S. (ITS US);
- Travel Activities & Motivation Study (2006), Canada, U.S.A.;
- Summaries of TNS Travel Intentions Survey, Ontario Regional Profiles contained in The Strategic Plan;
- TNS Regional Reports— RTO13a, 13b, 13c, RTO13 (2012);
- *Rediscovering Northern Ontario: Partnerships for a Strong Tourism Industry, Northern Ontario Tourism Marketing Strategy*, 2012-2017. Government of Ontario, 2012;
- *Ontario Major Festivals and Events Attraction Research Study* on behalf of Ontario Ministry of Tourism, PKF Consulting Inc., 2008

DEFINITIONS OF FESTIVAL & EVENT TOURISTS

STATISTICS CANADA SURVEYS

For purposes of this report, all overnight tourists who attend a festival or event (from those captured in the Statistics Canada tourism surveys) are included in the analysis. As noted above, we would rely on the most current surveys available: the pooled 2011/2012 TSRC and the 2012 International Travel Survey (ITS US, OVS).

Tourists who engage in one or more of the following activities captured in the Statistics Canada surveys are deemed festival/event tourists.

- Performance such as a play or concert
- Aboriginal event (TSRC only)
- Festival or fair
- Sports event as a spectator

TAMS

To amplify profile information on the Canadian and American markets for festivals and events, we would also rely on information from the Travel Activities and Motivation Surveys (Canada and US). Overnight tourists who name two or more of the following festivals or events as the main reason for a recent overnight pleasure trip (to any destination) and particularly those who have taken an overnight trip to RTO13 would be deemed festival/event tourists for purposes of this analysis.

Festivals/Events (NET) (2+ as main reason for trip)
- Arts Festivals
  - International film festivals
  - Literary festivals or events
  - Music festivals
  - Theatre festivals
  - Comedy festivals
- Cultural Festivals
  - Religious festivals
  - Food/drink festivals
  - Ethnic festivals
  - Gay Pride parades
  - Aboriginal festivals and events (e.g., Pow Wows)

Other Festivals
- Free outdoor performances (theatre/concerts, etc.)
- Fireworks displays
- Hot air balloon festivals
- Exhibitions or fairs
- Western theme events, such as rodeos
- Carnivals

Spectator Sports
- Amateur sports tournaments and competitions
- Auto races
- Professional games/tournaments
- Horse races
- Equine (horse) competitions

POOLED 2011/2012 VS. UNPOOLED 2012 TSRC

In order to increase data stability for estimates of domestic tourism activity in RTO13, Research Resolutions combined the 2011 and 2012 Travel Survey of Residents of Canada (TSRC).[28] As displayed in the accompanying table, the pooling of the two data sets had minimal impacts on overnight visitor and spending estimates for RTO13 but increased the number of trip records (unweighted) by about fifty per cent, from 1,197 to 2,364.

In the interests of consistency with other estimates of tourism economic impact, Research Resolutions has used the *unpooled* 2012 data for use in Ontario's TREIM model.

	Overnight Person Visits			**Overnight Visitor Spending in Region**		
	Pooled 2011/2012	Unpooled 2012		Pooled 011/2012	Unpooled 2012	
Weighted, 000s						
Canada	109,038	110,099	-1%	$28,619,918	$29,279,614	-2%
Ontario Total	41,688	42,141	-1%	$8,779,276	$9,289,767	-6%
Ontario excl. RTO13	38,512	38,951	-1%	$7,895,105	$8,379,283	-6%
RTO13	**3,281**	**3,261**	**1%**	**$756,244**	**$788,593**	**-4%**
Unweighted						
Canada	68,970	33,996	51%			
Ontario Total	18,668	9,173	51%			
Ontario excl. RTO13	16,408	8,026	51%			
RTO13	**2,364**	**1,197**	**49%**			

[28] The two public use micro data files were combined and averaged to generate the pooled data. Note that as of May 2014, Statistics Canada is considering a more sophisticated approach to pooling. If it is approved, an "official" pooled 2011/2012 TSRC would likely be available in early autumn, 2014.

MTCS GLOSSARY: ECONOMIC IMPACT TERMS[29]

Gross domestic product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. This GDP is measured at market prices. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travellers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travellers, e.g. accommodations, restaurants, recreation providers, travel agents, transportation, and retail enterprises. Direct impact on GDP, employment, and tax revenues is also called tourism GDP, tourism employment, and tourism tax revenues.

Indirect impact: refers to the impact resulting from the expansion of demand from businesses or sectors that directly produce or provide goods and services to travellers, to other businesses or sectors.

Induced impact: refers to the impact associated with the re-spending of labour income and/or profits earned in the industries that serve travellers directly and indirectly.

Employment: refers to number of jobs, including full-time, part-time, and seasonal employment, as well as both employed and self-employed.

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that collected by the federal government.

Provincial tax revenues: include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that collected by Ontario provincial government.

Municipal tax revenues: include business and personal property taxes that collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

Industry: The industry follows Statistics Canada's 2007 North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.

[29]MCTS glossary, from website (http://www.mtr-treim.com/webtreim/data_out/NP1/EconomicImpact.pdf), July 2012.