

An Overview of Tourism in Norfolk County

*An Analysis of Domestic & International
Travel Surveys (2009)*

Presented To:

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I. Introduction

Tourism in Norfolk County is important to the County's economy and businesses and to the many people who come to the region annually. These visitors come to see friends and relatives, to enjoy the County's natural beauty and attractions, and to engage in business activities. Some of the events, attractions and historic sites available to visitors include the following:

- Lighthouse Festival Theatre in Port Dover;
- Port Dover Harbour Museum;
- Norfolk County Fair & Horse Show in Simcoe;
- Waterford Pumpkinfest;
- Norfolk's museums and heritage sites such as the Port Dover Harbour Museum and Eva Brook Donly Museum & Archives;
- PD13¹;
- Lynn Valley Trail;
- Erie Shores Wind Farm;
- Backus Heritage Conservation Area;
- Long Point Eco-Adventures (opened June 2009); and
- Simcoe Christmas Panorama.

Beaches and marinas are also tourism "hooks" in Port Dover, Turkey Point and Long Point, with tourists taking advantage of beach and boating opportunities along Norfolk County's Lake Erie shore line, which is promoted by the municipality as "Ontario's South Coast". Other outdoor activities that might lure tourists to the County include bird watching (Bird Studies Canada, Port Rowan), auto and motorcycle touring, hiking, cycling and golf. The golfing season in Norfolk County extends well into the winter months.

By attracting visitors to the region, Norfolk County obtains revenue across a variety of economic sectors including accommodation, restaurants and grocery stores, transportation services, attractions and events, and retail.

At the request of Norfolk County, Research Resolutions & Consulting Ltd. undertook an examination of special tabulations of Statistics Canada's domestic and international travel surveys

¹ Motorcycle enthusiast events in Port Dover each Friday the 13th

(TSRC, ITS²) made available by the Ontario Ministry of Tourism and Culture (OMTC). Tourism highlights described in the following pages reflect travel over the 2009 calendar year. Some points to keep in mind:

- “Norfolk County” is defined as Census Sub Division 052 in Census Division 28 (Haldimand-Norfolk Regional Municipality).³
- Statistics Canada’s tourism surveys are designed to provide reliable estimates at the national and provincial levels. As the unit of analysis becomes smaller, as in the case of Norfolk County, the reliability and stability of the estimates decline. The reader is, therefore, advised to use **caution** in interpreting the estimates of tourism volume and value provided in these pages.⁴
- Starting in 2009, the sample size for the domestic travel survey – *Travel Survey of Residents of Canada* (TSRC) – was reduced by half. As a consequence, most provinces elected to obtain a pooled file from Statistics Canada, incorporating records from the 2008 and 2009 surveys. The pooled file was adjusted to reflect 2009 provincial volume estimates. Use of the pooled file provides more stable information for Norfolk County and other sub-provincial locations.
- Unless specifically noted, the primary unit of analysis is a person *visit* – a same-day or overnight stay in Norfolk County.
- Same-day visits by Canadians are those that take them *out-of-town* and at least 40 kilometres from home (one-way). No distance minimum is imposed on domestic travel for *overnight* trips or travel of any duration by American or Overseas visitors.

² TSRC is the Travel Survey of Residents of Canada; ITS is the International Travel Survey. This analysis is based on Statistics Canada’s Pooled TSRC Microdata (2008/2009), which contains anonymized data collected in the TSRC. All computations on these microdata were prepared by Research Resolutions & Consulting Ltd. on behalf of Norfolk County. Responsibility for the use and interpretation of these data is entirely that of the author. [Disclaimer required by Statistics Canada’s license agreements.]

³ Because Statistics Canada provides public micro data files of the TSRC and ITS only at the census division level, information on Norfolk County is included in Haldimand-Norfolk Regional Municipality (Census Division 28). To identify tourism volume and value for the *Norfolk County* portion of the larger geographic region, special tabulations were obtained from Statistics Canada. These tabulations provide a breakdown of overnight and same-day visits within the larger census division. Tourism data for the census division were adjusted to reflect the ratios of tourists and spending accounted for by Norfolk County as a proportion of the region’s total, using ratios within main purpose categories by same-day and overnight trips. In consultation with the client, it was agreed to rely on the ratios from the 2006 TSRC/ITS in this analysis. Until such time as Statistics Canada adjusts the basis of its geo-coding, the ratio approach is the only feasible way to produce estimates for the County.

⁴ Statistics Canada surveys are the only source of information for estimates of visitor volume and spending by various flows of tourists in Norfolk County during 2009. Extreme caution is required in interpreting the estimates generated by these surveys because of the comparatively small sample sizes of visitors to Norfolk County. Basic volume and value estimates for each year could vary by as much as fifteen percent (plus or minus).

- Consumer spending can be divided into dollars spent by visitors *who spent time in Norfolk County* and touristic spending by residents of the County to *leave* it (e.g., fares for residents' trips to other destinations) and travel costs by non-domestic visitors to reach Canada (inbound domestic carrier fares).⁵ **Within the text and tables provided herein, estimates of spending and economic impact are associated with the former: dollars spent by visitors *who spent time in Norfolk County*.**

This summary provides an overview of current markets, value and characteristics of visits to the region. There is considerably more information in the tabulations provided by Research Resolutions & Consulting Ltd. (under separate cover). Tourism planners and marketers are encouraged to explore this information in detail.

⁵ Consistent with the manner in which the Ontario Ministry of Tourism and Culture (OMTC) reports *visitor spending*, domestic *carrier* fares and some other transportation spending by area residents *to leave* the region have been excluded. Domestic carrier fares reported by non-domestic visitors to the county that might have been assigned to Norfolk County are also excluded from this analysis.

II. Executive Summary

- **Over 800,000 visitors went to Norfolk County in 2009.**

These visitors came from Canada (780,000), the United States (29,000) and Overseas (8,000).

- **One third of all visitors to Norfolk County spent nights in the region.**

Like the tourism mix overall, the overnight market is dominated by Canadians (236,000) followed at a considerable distance by visitors from the United States (24,000) and Overseas (5,000).

- **In spite of a double-digit decline at the provincial level, overnight tourism from the United States remained robust in Norfolk County between 2006 and 2009. The *overnight* domestic market, however, fell noticeably over the three year period, likely as a result of weather and other external factors.**

Overnight visitors to Norfolk County from the U.S.A. remained constant between 2006 and 2009 even though they fell by about 20% across Ontario as a whole. In contrast, the market for overnight *domestic* visitors remained constant at the provincial level but fell for Norfolk County (-21%).⁶

Much of the domestic tourism decline derived from Toronto's 905 area – the same market that fuels the PD13 event. In 2009, none of the Friday the 13ths took place in traditional *peak season* periods, likely reducing turnout for these important weekends. In addition, the 2009 summer was *one of the wettest summers on record* according to Environment Canada and the 2008 economic downturn resulted in a substantive decline in Norfolk County's cooperative tourism marketing programs.⁷

⁶ Although the findings must be interpreted with caution because of relatively small base sizes, changes in the Toronto market seem to contribute noticeably to this decline. Overnight and same-day tourism from the Toronto Census Metropolitan Area fell over the three years, from about 290,000 person visits in 2006 to 131,000 in 2009.

⁷ 2009 summer weather conditions: <http://www.ec.gc.ca/meteo-weather/default.asp?lang=En&n=6B9C6658-1#r3>;
Cooperative tourism marketing program: Norfolk County representative, email, *Funding to Norfolk County cooperative tourism marketing programs dropped by 21% in 2009, as businesses battened down the hatches to weather the economic downturn.* According to Norfolk County statistics, enquiries at Visitor Centres also experienced a substantial decline between 2006 and 2009 (-36%).

- **Over three years, tourism revenue increased substantially in Norfolk County largely as a result of growth in spending on same-day excursions.**

Visitor spending in Norfolk County reached \$60.7 million in 2009, up from \$51.5 million in 2006 (+18%). This increase is attributable to the sizeable growth in spending by tourists on same-day excursions to the County. In 2006, these tourists spent about \$20 million in the region while in 2009 they spent almost \$34 million (+68%).

- **Norfolk County continues to be a same-day destination.**

Because of its close proximity to Hamilton and the Greater Toronto Area and the relatively short distance required to qualify as a same-day *tourism* trip in Ontario (40 kilometres, one way), tourism in Norfolk County remains dominated by same-day trips. In total, two thirds of all visitors to the County were on same-day excursions in 2009 (552,000). Not surprisingly, Ontario residents represent the lion's share of this same-day market: they made approximately 541,000 of the 552,000 same-day visits to the region in 2009.

- **The domestic market also dominates overnight tourism in Norfolk County.**

More than half a million **overnight** visits (265,000) were made to Norfolk County in 2009, with Ontario residents accounting for close to 9-in-10 of these visits (233,000). About 24,000 Americans spent at least one night in Norfolk County in 2009, with one third coming from New York (8,000). Overseas visitors, primarily from Europe, represent the smallest tourism flow to Norfolk County (5,000). Nonetheless, because they tend to stay in the region longer than other tourists – the average stay is about ten days – Overseas tourists spend more money in the area than their volume would suggest.

- **Convincing Ontario residents and especially those from the greater Toronto area to spend nights in Norfolk County remains a challenge.**

To grow domestic tourism activity, Norfolk County's marketing efforts might focus on the province's largest urban area, encouraging Torontonians to take same-day excursions or short overnight getaways to enjoy the beaches, boating, golfing, birding and other activities offered throughout the County. As this city becomes increasingly ethnically diverse, such efforts might target specific immigrant communities, informing them of the tourism experiences available in Norfolk – opportunities to enjoy their new country's recreational activities within relatively easy driving distance of their homes.

- **Regardless of where they come from, overnight and same-day visitors to Norfolk County are travelling for pleasure and, less commonly to visit friends and relatives.**

Close to three fifths of overnight trips to the County have a main purpose of *pleasure* (153,000) and about two fifths (103,000) are made in order to see friends and relatives. Most same-day excursions to Norfolk County – 343,000 – are made for *pleasure*.

- **Visitors spent about \$60.7 million in Norfolk County during 2009, with more dollars spent by same-day than overnight tourists.**

In spite of the brevity of their stay, same-day visitors contributed almost three fifths of all tourism spending in Norfolk County in 2009 or about \$33.8 million. The balance of the \$60.7 million spent on tourism in Norfolk County, or \$26.9 million, was spent by overnight visitors.

- **Tourism generated about 515 direct jobs in Norfolk County, an additional 107 indirect and induced jobs and \$32.9 million in Gross Domestic Product (GDP), including \$24.3 million in direct contributions to GDP for the County during 2009.**

Additional employment in the province was generated because of tourism in Norfolk County, bringing the total number of direct, indirect and induced jobs to almost 790 province-wide (including the jobs generated in Norfolk County). Thus, of all the jobs created because of tourism in Norfolk County, the County retained almost 80%. In turn, these jobs generated \$28.7 million in **labour income** province-wide, with seventy percent retained by Norfolk County (\$20.4 million direct, indirect and induced).

- **All levels of government benefited from tourism spending in Norfolk County.**

Tourism in Norfolk County generated \$23.9 million in **taxes** (direct, indirect, and induced) province-wide. These taxes included about \$605,000 at the municipal level of which about \$91,000 were retained by the County, \$8.3 million at the provincial level and \$10.2 million at the federal level. Of the \$605,000 in municipal taxes, tourism in Norfolk County generated approximately \$44,000 in *direct* taxes that were retained within the municipality.

III. An Overview of Tourism Activity

A. Tourism in 2009

Norfolk County attracted 817,000 person visits in 2009. Canadians, Americans and visitors from other countries spent approximately \$60.7 million on touristic activities in the region.

Table 1: Overview of Tourism in Norfolk County, 2009	Person Visits		Tourism Spending	
Total	817,000		\$60,700,000	
Canada	780,000	96%	\$ 55,500,000	91%
USA	29,000	4%	\$2,400,000	4%
Overseas	8,000	1%	\$2,800,000	5%
Same-Day Visit	552,000	68%	\$33,800,000	56%
Canada	544,000	99%	\$33,600,000	99%
USA	5,000	1%	\$100,000	*
Overseas	3,000	*	\$100,000	*
Overnight Visit	265,000	32%	\$26,900,000	44%
Canada	236,000	89%	\$21,900,000	82%
USA	24,000	9%	\$2,300,000	9%
Overseas	5,000	2%	\$2,700,000	10%

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Tables 1, 2. *Less than 0.5%. Note: estimates for domestic visitors include adults only (18 years of age or over). Figures rounded to nearest 1,000.

These estimates include trips made for a wide variety of purposes, including visiting friends and relatives, business, and pleasure; and trips that involve same-day and overnight stays in Norfolk County.

Two-in-three of all visits to Norfolk County were same-day excursions (552,000).⁸ The remainder were overnight visits (265,000). More than two fifths of all spending in the region (44%), or \$26.9 million, took place on overnight trips.

Consistent with other counties in Ontario, the **domestic** market is the main source of tourism volume and value for Norfolk County. Canadians account for 780,000 visits to the region and \$55.5 million in travel spending. Americans account for about 29,000 visits (4%) and the same proportion of tourism spending - \$2.4 million or 4%. While only 1-in-100 visits were made to the region by Overseas travellers in 2009 (8,000), these tourists contributed about one twentieth of tourism spending or \$2.8 million (5%).

⁸ Same-day excursions include out-of-town trips of 40 kilometres one way from home made by residents of Ontario.

Norfolk County attracts a somewhat higher proportion of same-day excursionists (68%) than does the province as a whole (58%). Within the overnight market, most trips to Norfolk County are made for pleasure purposes (58%). Approximately two fifths of overnight visitors are travelling to see friends and relatives (VFR, 39%). Overnight business trips to the County are rare (3%).

The rate of overnight *pleasure* travel is noticeably higher for Norfolk County (58%) than it is for the province as a whole (45%). Conversely, overnight *VFR* travel is about on par with Ontario as a common trip driver (39% for Norfolk County; 43% for Ontario). The rate of overnight business travel is lower in Norfolk County (3%) than it is across Ontario (7%).

Table 2: Tourism in 2009 Norfolk County versus Ontario

	Norfolk County		Ontario	
Total Person Visits	817,000		101,500,000	
Same-day	552,000	68%	59,000,000	58%
Overnight (Total)	265,000	33%	42,500,000	42%
	(100%)		(100%)	
Visit Friends/ Relatives	103,000	39%	18,300,000	43%
Pleasure	153,000	58%	19,200,000	45%
Business	8,000	3%	3,100,000	7%
Other	1,000	*	2,000,000	5%

Source: 2009TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Table 1. Note: estimates for domestic visitors include adults only (18 years of age or over). Figures rounded to nearest 1,000. *Less than 0.5%.

B. Changes over Time

Relative to 2006, total tourism activity in Norfolk County has declined marginally (-8%). While the American market seems to have held steady over the three years⁹, the region's primary source of tourists – Canada, and specifically, Ontario – fell somewhat. The decline in Canadian tourists to Norfolk County is more likely a function of the manner in which Friday the 13ths fell over 2009, weather conditions and a sagging economy across Ontario than a response to the County's tourism offerings.

Much of domestic tourism's decline derived from Toronto's 905 area (Peel and Durham Regional Municipalities). These are the same markets that contribute substantively to the PD13 event. In 2009, none of the Friday the 13ths occurred in traditional *peak season* periods, likely reducing the number of tourists for these important weekends. In addition, the 2009 summer was *one of the wettest summers on record* according to Environment Canada and the 2008 economic downturn resulted in a substantive decline in Norfolk County's cooperative tourism marketing programs.¹⁰ Norfolk County's Visitor Services enquiries corroborate the decline between 2006 and 2009. These enquiries are reported to have fallen by about 36% over the three year period.

Although the pattern of increases and decreases differs somewhat from Norfolk County's, tourism in the province as a whole also declined between 2006 and 2009 (-2%). Across the province, domestic tourism activity increased over the three-year period (5%) whereas inbound tourism from the United States fell precipitously (-37%).

Tourism volume in Norfolk County declined marginally between 2006 and 2009 but the amount tourists **spent** in the County increased by about 18%, from \$51.5 million to \$60.7 million. In contrast, tourism spending in Ontario as a whole fell by about five percent. The decline in tourism spending in the province is, no doubt, linked to the major loss of American visitors to Ontario since 2006 (-40%).

⁹ Changes over time in visitation from Americans and residents of other countries should be interpreted with extreme caution because of small sample sizes.

¹⁰ 2009 summer weather conditions: <http://www.ec.gc.ca/meteo-weather/default.asp?lang=En&n=6B9C6658-1#r3>; Cooperative tourism marketing program: Norfolk County representative, email, Funding to Norfolk County cooperative tourism marketing programs dropped by 21% in 2009, as businesses battened down the hatches to weather the economic downturn.

Table 3: Change Over Time	2006	2009	Rate of Change 2006 to 2009
<u>Norfolk County</u>			
Total Person Visits	890,000	817,000	-8%
Canada	850,000	780,000	-8%
U.S.A.	27,000	29,000	7%
Overseas	13,000	8,000	-38%
Total Visitor Spending	\$51.5 million	\$60.7 million	18%
<u>Ontario</u>			
Total Person Visits	103,300,000	101,500,000	-2%
Canada	83,700,000	88,000,000	5%
U.S.A.	19,300,000	11,600,000	-40%
Overseas	2,200,000	1,900,000	-13%
Total Visitor Spending	\$17,208.7 million	\$16,390.9 million	-5%

Source: Norfolk County, 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Tables 1, 2. Ontario, Ontario Ministry of Tourism and Culture website, Tourism Profiles, 2006, 2009. Note: estimates for domestic visitors include adults only (18 years of age or over). Figures rounded to nearest 1,000.

C. Major Markets - Overnight Visits in Norfolk County

1. The Domestic Market

Ontario is the primary source of tourism for Norfolk County in total and within the overnight tourism sector. In 2009, Ontario residents made 233,000 overnight person visits to Norfolk County, or 88% of all overnight visits. Relatively little overnight visitation to Norfolk County originates in other parts of Canada (1%).

The Hamilton Census Metropolitan Area (CMA) is the largest single market for overnight tourism in the region, paralleling travel by residents of *other* portions of Ontario's Southwest (Region #1¹¹) to Norfolk County (20% each). Other Ontario centres that make noteworthy contributions to overnight tourism in Norfolk County are the Toronto CMA (18%) and the Kitchener-Waterloo area (10%).

Table 4: Key Overnight Markets	Overnight Person Visits	
Total	265,000	100%
<i>In rank order within major origin group</i>		
Canada	236,000	89%
Ontario (Total)	233,000	88%
Toronto CMA	48,000	18%
Hamilton CMA	52,000	20%
Other Ontario's Southwest (Region #1)	54,000	20%
Kitchener CMA	26,000	10%
U.S.A.	24,000	9%
New York	8,000	3%
Pennsylvania	5,000	2%
Michigan	3,000	1%
Other Countries	5,000	2%
Europe	4,000	1%

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Table 3.

2. Key USA Feeder Markets

Americans represent about one tenth of all overnight visitors to Norfolk County, or 24,000 person visits. The County primarily draws overnight American visitors from Ontario's traditional feeder states including New York (8,000) followed at a considerable distance by Pennsylvania (5,000) and Michigan (3,000).

¹¹ Regional Tourism Organization 1 (RTO 1).

3. Overseas

About two percent of Norfolk County's overnight visitors in 2009 were from Overseas, representing about 5,000 visitors. Almost all of these foreign visitors were from European countries.

The visitor origin patterns for Norfolk County are more domestically oriented than is the case for the province as a whole:

- About 8-in-10 overnight visitors to Ontario live in Canada versus 9-in-10 of Norfolk County's;
- At the provincial level, 1-in-7 overnight visitors live in the U.S.A. versus 1-in-10 of Norfolk County's; and
- Ontario attracts 1-in-25 overnight visitors from other countries versus 1-in-50 of Norfolk County's.

**Table 5: Overnight Visitors 2009
Norfolk County versus Ontario**

	Norfolk County		Ontario	
Total Overnight Person Visits	265,000		42,500,000	
Canada	236,000	89%	35,000,000	82%
USA	24,000	9%	5,800,000	14%
Overseas	5,000	2%	1,700,000	4%

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized, Table 3. Note: estimates for domestic visitors include adults only (18 years of age or over). Figures are rounded to the nearest 1,000.

D. Major Markets – Same-Day Visits in Norfolk County

Ontario residents made almost all of the 552,000 same-day person visits to Norfolk County in 2009 (98%). One quarter of the region's same-day trips originated in the Hamilton Census Metropolitan Area (CMA, 141,000, or 26%). When combined with the 52,000 *overnight* trips residents of the Hamilton CMA made to Norfolk County in 2009 (20% of all overnight trips to the County), Hamilton emerges as the largest single feeder market for tourism in Norfolk County, by far.

The Toronto CMA is also an important feeder market for same-day excursionists to Norfolk County. At 83,000, residents of this city represent about one seventh of the County's same-day market. The *local* market – people living in Ontario's Southwest (Region #1) – is also an important source of same-day tourism activity. Over 2009, these residents made about 108,000 same-day excursions to County

Americans and visitors from other countries made few same-day excursions to Norfolk County during 2009. These visits may have been stops on an overnight trip to other Canadian destinations or a same-day trip to Norfolk County with no other stops in Canada.

Table 6: Key Same-day Markets	Same-day Person Visits	
Total	552,000	
Canada	544,000	99%
U.S.A.	5,000	1%
Other Countries	3,000	1%
Ontario (Total)	541,000	98%
Toronto CMA	83,000	15%
Hamilton CMA	141,000	26%
Other Ontario's Southwest (Region #1)	108,000	20%
St. Catherines-Niagara CMA	49,000	9%

Source: Research Resolutions, 2009, Harmonized TSRC/ITS Detailed Tables, Harmonized Table 3.

IV. Trip Characteristics of Overnight Visitors in Norfolk County

A. Purpose of Trip

1. Volume

As noted previously, of the 265,000 overnight person visits to Norfolk County in 2009, three fifths were made for pleasure purposes (153,000 or 58%) and about two fifths were made to visit friends and relatives (103,000 or 39%).

Domestic travellers, primarily from Ontario, predominate in the overnight leisure market. Canadians account for about 9-in-10 overnight *pleasure* visits (92%) and the same proportion of overnight visits to *see friends and relatives* (89%).

Table 7: Purpose Of Overnight Trips	Overnight Person Visits		
		% of Total Overnights	% Within Main Purpose
Overnight Person Visits	265,000		
Pleasure	153,000	58%	153,000
Canadians	141,000	53%	92%
Americans	10,000	4%	7%
Overseas	2,000	1%	1%
Visit Friends & Relatives	103,000	39%	103,000
Canadians	91,000	34%	89%
Americans	10,000	4%	9%
Overseas	2,000	1%	2%

Source: Research Resolutions, 2009, Harmonized TSRC/ITS Detailed Tables, Harmonized Table 3. Figures do not add to total because "Business and Other purposes" are not displayed because of small base sizes.

2. Value

Those travelling for pleasure purposes dominate spending by overnight visitors to Norfolk County. The overnight pleasure market represents approximately two thirds of all overnight spending in the region or about \$17.5 million (65%). This market's share of spending is about on par with the pleasure segment's share of overnight visitors to Norfolk County (58%, see Table 2). In contrast, those travelling in the County on overnight trips to see friends and relatives (VFR) account for two fifths of all overnight visits in the County (39%) but contribute only about one quarter of overnight trip spending, or about \$7.4 million.

Relative to their volume, the comparatively small share of spending by overnight VFR tourists is explained in part by their lodging choices: almost all nights VFR tourists spent in Norfolk County were in homes of friends and relatives or private cottages (non-commercial, 97%). Within the pleasure market, utilization of non-commercial lodging accounted for about 57% of the nights they spent in Norfolk County (see Section E).

While a small market segment, overnight *business* travellers account for twice as much overnight spending (6% or \$1.6 million) as their share of visitation would suggest (3% of all overnight visitors).

**Table 8: Spending In Norfolk County
On Overnight Visits**

Total	\$26,900,000	
Visit Friends & Relatives	\$7,400,000	28%
Pleasure	\$17,500,000	65%
Business	\$1,600,000	6%
Other	\$300,000	1%

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Table 2. All percentages are based on total spending in Norfolk County on overnight person visits. Figures and percentages may not add to total because of rounding. Values are rounded to nearest 100,000.

B. Activities on the Trip

Activities on overnight trips in Norfolk County are concentrated in the outdoors. In addition to traditional land and water-based activities, as of 2009 tourists in Norfolk County could visit Long Point Eco-Adventures for a new outdoor experience -- zip-line tree canopy tours.

Approximately half of overnight tourists participate in at least one outdoor-oriented activity. The most popular are water-based, most likely taking advantage of Norfolk County's beaches (23%) and boating opportunities (18%) along *Ontario's South Coast*.

Camping, going to nature parks, fishing and cycling are also relatively popular activities among overnight tourists.¹² While on their trips, more than 1-in-20 overnight visitors to Norfolk County go bird watching or animal viewing and/or golf. Clearly, the activity mix is fair-weather oriented, likely taking place during the spring and summer months (see next section for seasonality information).

Entertainment and cultural activities are appreciably less widespread (22%) than are outdoor experiences (53%). Visiting historic sites and attending fairs or festivals are the most prevalent cultural/entertainment activities among overnight tourists.

¹² The activity list in the domestic survey (TSRC) is considerably more extensive than is the one in the international survey questionnaire (ITS). Hence, the asterisked activities (*) represent only Canadian overnight tourists.

Table 9: Activities on the Trip	Overnight Visitors
Overnight Person Visits	265,000
Any Outdoor Activities	53%
Beach*	23%
Boating	18%
Camping*	17%
Nature Park	16%
Fishing	12%
Cycling*	11%
Wildlife viewing/bird watching*	9%
Golfing	7%
Any Entertainment/Cultural Activities	22%
Historic sites	8%
Festivals/fairs	7%
Performances (plays, concerts, etc.)	5%
Sports events as spectator	4%
Museums/art galleries	2%
Zoos, botanical gardens, planetariums	2%
Casinos	2%
Theme/amusement parks	1%

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Table 6; TSRC Table 9. Percentages may not add to 100% due to rounding. Note: activities took place on the trip and may or may not have been engaged in within Norfolk County. Respondents in the TSRC on overnight trips are asked to report all activities on their trip; those on same day trips are asked to report the one "most important" activity.¹³ *Only Canadians are included in these activities because of differences between the TSRC and ITS questionnaires.

¹³ Most important activity on same-day trips by Canadians is not reported herein because of the low level of response to this question in the TSRC. For figures, see 2009 TSRC special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files, Table 11.

C. Seasonality

As noted in the previous section, Norfolk County supports a variety of traditional outdoor and recreational *peak season* activities. In light of their activities, it is not surprising that overnight tourists tend to concentrate their visits from July to September. Half of all overnight trips to the region take place during the summer peak season and about one third occur during the spring shoulder season (April – June). Winter (8%) and late autumn tourism activity (11%) is relatively rare.

Travel patterns of Canadian and foreign visitors reflect the strong showing for the peak season and the comparatively weak showing in the winter and fall.

	All Markets	Canada	Foreign
1 st Quarter (Jan-Mar)	8%	8%	9%
2 nd Quarter (Apr-June)	31%	32%	19%
3 rd Quarter (July-Sept)	50%	49%	56%
4 th Quarter (Oct-Dec)	11%	11%	16%

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Table 7. Percentages may not add to 100% due to rounding.

Overnight *pleasure* trips to Norfolk County are even more likely to take place in the summer peak season than are overnight trips in general.¹⁴ In fact, two thirds of overnight pleasure tourists (66%) took their trips between July and September.

Overnight Pleasure Tourists	2009
1 st Quarter (Jan-Mar)	5%
2 nd Quarter (Apr-June)	22%
3 rd Quarter (July-Sept)	66%
4 th Quarter (Oct-Dec)	6%

¹⁴ Percentages do not add to 100% due to rounding.

D. Party Composition, Size and Nights Spent In Norfolk County

Most Norfolk County visitors are travelling in small groups, and almost all are in adult-only parties (no children under 18 years for Canadians; under 15 years for foreign visitors). Canadian visitors are, however, noticeably more likely to be travelling with children (18%) than are foreign tourists (7%).

Canadian overnight visitors to Norfolk County spent between two and three nights in the County during 2009. American overnight visitors spent a little over two nights and Overseas visitors spent almost 11 nights, on average. The longer Overseas visitor's stay and the shorter stay by Americans produce an average four night stay in Norfolk County for the foreign market (3.8).

Table 11: Party Composition, Size, Length of Stay - Overnight Tourists in Norfolk County

	Total	Canada	Foreign
Average Party Size	1.7	1.6	2.0
Party Composition			
Adults Only	83%	82%	93%
With Children	17%	18%	7%
Average person nights	2.5	2.4	3.8
Total person nights	671,000	560,000	111,000

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Tables 5, 8.

When the number of nights spent is combined with the number of visitors in each travel party, an estimate of "person nights" is obtained. Over the course of 2009 visitors spent about 671,000 person nights in Norfolk County. Over four fifths of these nights were spent by Canadians (560,000 or 83%). In spite of their smaller volume, Overseas visitors spent as many nights in Norfolk County (57,000) as did Americans (55,000).

E. Accommodation in Norfolk County

As noted in the previous section, overnight visitors to Norfolk County spent approximately 671,000 person nights in private and commercial accommodation facilities during 2009. Two thirds of these nights were spent in non-commercial accommodation – private homes or private cottages (457,000 or 68%). About 56,000 or one twelfth were spent in hotels, motels, bed and breakfast establishments or other forms of roofed commercial lodging (8%) and one fifth were spent in Norfolk County’s campgrounds and trailer facilities (137,000, 20%).

	All Markets	Canada	Foreign
Total Person Nights in Norfolk County	671,000	560,000	111,000
Roofed Commercial Accommodation	56,000	33,000	23,000
Hotel	9,000	9,000	1,000
Motel	15,000	2,000	13,000
Other Roofed Commercial	32,000	23,000	10,000
Camping or trailer park	137,000	131,000	7,000
Private home/private cottage*	457,000	396,000	60,000
Other	21,000	**	21,000

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Table 5. *Home of friend/relative or private cottage. **Less than 0.5%. Figures may not add to 100% due to rounding.

Because of the high proportion of Canadian overnight tourists who are visiting friends and relatives in Norfolk County, it is not surprising that so many of the nights they spent in the region were in private homes or cottages. Within the domestic market, about 7-in-10 nights spent in Norfolk County are in *unpaid* lodging. More of these nights were spent in the homes of friends and relatives (225,000) than in private cottages (119,000). It should be noted, however, that some tourists travelling with a main purpose of visiting friends and relatives stay in **commercial lodging**. For example, the communities of Turkey Point and Long Point offer seasonal accommodation that is often used by the inbound VFR market.

Compared to foreign tourists (7,000), Canadians are also particularly likely to be found in campgrounds or trailer parks in Norfolk County (131,000 person nights).

V. Travel Spending In Norfolk County

A. Spending by Category

Visitor spending in Norfolk County benefits many sectors of the local economy. The \$60.7 million spent in the area contributes to the accommodation sector (\$3.9 million, or 6%), restaurants, fast food outlets and bars (\$18.0 million, or 30%), and grocery stores (\$8.2 million, or 14%), vehicle operation and rental (\$12.4 million, or 20%), attractions and recreation (\$6.9 million, or 11%) and the retail sector (\$11.0 million, or 18%).

	Total	Same-day	Overnight
All Categories (\$)	\$60,700,000	\$33,800,000	\$26,900,000
Canadian Carrier Fares	\$123,000	\$85,000	*
Taxis, Local Buses	\$198,000	\$144,000	*
Automobile Operation/Rental	\$12,400,000	\$7,400,000	\$5,000,000
Accommodation	\$3,900,000	-	\$3,900,000
Food/Beverages (Total)	\$26,200,000	\$13,900,000	\$12,300,000
In Stores	\$8,200,000	\$4,100,000	\$4,100,000
In Restaurants	\$18,000,000	\$9,800,000	\$8,200,000
Recreation/Entertainment	\$6,900,000	\$4,300,000	\$2,600,000
Retail/Other	\$11,000,000	\$8,000,000	\$3,000,000

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files, Harmonized Table 11. All percentages are based on total spending in Norfolk County. Figures and percentages may not add to total because of rounding. Figures are rounded to nearest 100,000. *Less than 0.5% or less than \$100,000.00.

Within the overnight travel sector, spending patterns are much the same for Canadians, Americans and Overseas visitors although Canadians spend a higher proportion of their trip expenses on vehicle operation and rental (22%) than do foreign visitors (6%). In contrast, American and Overseas tourists are especially likely to spend money on retail (30%) relative to domestic tourists in Norfolk County (7%).

The **same-day** market segment contributes over half of every dollar spent in Norfolk County (56%). Relative to their overnight counterparts, these day excursionists account for a somewhat larger share of spending for each of the following categories:

Vehicle operation (gas, repairs, etc.)	60%
Recreation/entertainment	62%
Retail	73%

Table 14: Visitor Spending in Norfolk County, By Category - Proportions

	Total	Same-day	Overnight
All Categories (\$)	\$60,700,000	\$33,800,000	\$26,900,000
Canadian Carrier Fares	*	*	*
Taxis, Local Buses	*	*	*
Automobile Operation/Rental	20%	22%	19%
Accommodation	6%	-	15%
Food/Beverages (Total)	43%	41%	46%
In Stores	14%	12%	15%
In Restaurants	30%	29%	31%
Recreation/Entertainment	11%	13%	10%
Retail/Other	18%	24%	11%

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files, Harmonized Table 11. All percentages are based on total spending in Norfolk County. Figures and percentages may not add to total because of rounding. *Less than 0.5%

B. Average Spending

Every same-day visit to Norfolk County generates about \$50.00 per person in consumer spending and every overnight visit generates almost twice this amount, or about \$91.00 per person.

Foreign visitors (USA and Overseas, combined) spend considerably more on their overnight visit in Norfolk County (\$336.00 per visit) than do Canadians (\$135.00) but their *per person per night* spending is the same (Canadians, \$37.00; foreign, \$35.00). The discrepancy between *total* trip spending and *per diems* is likely a result of the longer stays in Norfolk County by Overseas versus Canadian and American overnight visitors to the County.

As noted previously, Canadians and Americans spend between two and three nights in the County on an average overnight trip, whereas Overseas visitors spend about one and one half *weeks* in Norfolk County. Because their *stays* are longer, Overseas visitors leave more money in Norfolk County for every trip they make there. Their *per diem* spending, however, is quite low both because of their lengthy stays and their propensity to stay with friends and relatives. By billeting in private homes, their spending on *room and board* is often quite low.

	All Markets	Canada	Foreign
Average Spending			
Per Person Same-day	\$50.00	\$50.00	*
Overnight per person per visit	\$91.00	\$82.00	\$169.00
Overnight per person per night	\$37.00	\$37.00	\$35.00
Overnight per visit	\$152.00	\$135.00	\$336.00

Source: 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Table 12. TSRC Table 21. *Base sizes for U.S.A and Overseas visitors are too small to warrant analysis.

C. Economic Impact Estimates for Norfolk County

Visitors to Norfolk County spent approximately \$60.7 million on tourism activities and services in the region.¹⁵ This spending ripples through the local and provincial economies, generating additional economic activity including contributions to Gross Domestic Product (GDP); jobs in tourism-related sectors such as accommodation, transportation, food services and in other sectors such as manufacturing and agriculture. It also generates tax revenue for federal, provincial and municipal governments.

Table 17: Tourism Economic Impact in Norfolk County	Impacts Retained in Norfolk County	Impacts That Accrue to Other Parts of Ontario	Total Impacts of Norfolk County's Visitor Spending in Ontario
	[A]	[B]	[A+B]
Gross Domestic Product (GDP)	\$32,900,000	\$12,700,000	\$45,600,000
Direct	\$24,300,000	\$3,000,000	\$27,300,000
Indirect	\$4,400,000	\$5,200,000	\$9,600,000
Induced	\$4,300,000	\$4,500,000	\$8,800,000
Labour Income/Wages	\$20,400,000	\$8,300,000	\$28,700,000
Direct	\$14,700,000	\$2,900,000	\$17,600,000
Indirect	\$3,000,000	\$3,600,000	\$6,600,000
Induced	\$2,600,000	\$2,700,000	\$5,300,000
Number of Jobs	621	166	787
Direct	515	48	563
Indirect	59	66	125
Induced	48	52	100
Taxes (All Levels)	\$18,600,000	\$5,300,000	\$23,900,000
Federal	\$10,200,000	\$2,700,000	\$12,900,000
Provincial	\$8,300,000	\$2,000,000	\$10,300,000
Local	\$91,000	\$514,000	\$605,000

*Preliminary and subject to change due to further revision. *Jobs = full time, part-time and seasonal employment. See Glossary for definitions. Sources: Statistics Canada, TSRC, ITS; Ontario Ministry of Tourism, Tourism Regional Economic Impact Model (TREIM) as of September 5, 2011. Estimates are rounded to the nearest 100,000.*

Some of the economic impact of tourism in Norfolk County is retained in the County and some “leaks” out, benefiting other parts of Ontario and, of course, other parts of Canada and other countries. In some parts of the province, the **amount of economic activity** *within* the region is *smaller* than **visitor spending**. Norfolk County is one of these communities. This situation occurs when a sizeable proportion of the economic activity required to create the goods and services consumed by tourists occurs outside the region. For example, even though Norfolk County’s

¹⁵ “Visitor spending” estimates of economic impacts of tourism provided by the Ontario Ministry of Tourism and Culture generally *exclude* spending on transportation for residents to leave their place of residence. The Ministry also provides a set of estimates of economic impact based on *tourism receipts*. These estimates *include* carrier fares. The estimates provided herein correspond to those provided by the Ministry for *visitor spending*.

farms contribute substantively to the food prepared in restaurants in Norfolk County, some local produce and livestock is exported, foods served in restaurants that are not available within Norfolk (e.g., tropical fruits) are imported, and foods purchased through wholesalers may or may not be local. Similarly, materials required to build hotels, motels and other lodging establishments are created *outside* Norfolk County and generate economic activity in communities where the materials are *produced*.

Thus, even though visitors actually spent \$60.7 million *in* Norfolk County, their spending generated about \$32.9 million in total economic activity (GDP) that was retained in the region and an additional \$12.7 million that benefited economies in other parts of the province. Of the \$32.9 million in GDP retained in Norfolk County, about \$24.3 million were “direct” impacts.¹⁶

Tourism spending in Norfolk County produced over 600 jobs retained in the region and a further 166 that benefited other parts of Ontario, for a total of about 787 jobs. Over eighty percent of the jobs retained in Norfolk County were “direct jobs” – those directly required to deliver goods and services to tourists (515 direct jobs). In turn, all jobs generated by visitors to Norfolk County yielded \$28.7 million in wages and salaries province-wide. Almost three quarters of these wages and salaries, or \$20.4million (direct, indirect and induced) were retained by Norfolk County.

All levels of government benefited from tourism spending in Norfolk County. Tourism generated \$23.9 million in taxes (direct, indirect, and induced) province-wide. These taxes included approximately \$605,000 at the municipal level, of which about \$91,000 were retained by the region. Tourism in the region also generated almost \$10.3 million in taxes at the provincial level and \$12.9 million at the federal level.

¹⁶ *Direct* refers to the impact generated in businesses or sectors that produce or provide products and services directly to travellers such as accommodation, restaurants, recreation, travel agents, transportation and retail enterprises. *Indirect* impact refers to the impact resulting from the expansion of demand from tourism front-line businesses or tourism-related sectors, to other businesses or sectors. *Induced* is the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travellers directly and indirectly. (See OMTC’s Glossary, appended for more definitions.)

D. Tourism Establishments in Census Division 28

According to Statistics Canada's 2009 business surveys, there were approximately 1,202 tourism establishments in the Haldimand Norfolk area (Census Division 28). Compliance with Statistics Canada's Business Register surveys is mandatory and covers all active businesses in Canada. Tourism businesses and tourism-related businesses are not *self-identified*. Instead, they are identified by Statistics Canada based on their North American Industry Classification System code (NAICS).¹⁷

The majority of these businesses can be assumed to be located within the boundaries of Norfolk County because of the manner in which tourism activity and population are distributed between the Norfolk and Haldimand portions of the census division.

As the figures displayed on the following page suggest, there are comparatively high concentrations of establishments in *tourism-related* sectors such as retail (42%) and food services (16%) and comparatively low concentrations in sectors that tend to deliver *direct tourism services* such as lodging (3%) and transportation (3%).

¹⁷ Businesses included in the Business Register include all Canadian businesses that have a corporate income tax (T2) account, are an employer or have a GST account. Tourism and tourism-related businesses are based on principles developed by the United Nations' World Tourism Organization and adopted by Canada and most other countries. In many cases, a *portion* of a particular type of business is deemed *touristic* (e.g., manufacturing whereas entire NAICS classifications such as RV Parks).

Tourism-Related Establishments in CD 28 - Statistics Canada, 2009¹⁸	
Total Tourism-Related Establishments	1,202
Accommodation	40 3%
Hotels/motor hotels/motels/resorts	19 2%
Other roofed lodging	4 0%
RV Parks and Campgrounds/Hunting/Fishing Camps	17 1%
Arts, Entertainment & Recreation	102 8%
Horse Race Tracks/Sports Stadiums/Other Spectator Sports	14 1%
Golf Courses and Country Clubs	14 1%
Marinas	17 1%
All Other Amusement and Recreation Industries	57 5%
Food & Beverage	197 16%
Full-Service Restaurants	88 7%
Limited-Service Eating Places	88 7%
Other Food & Beverage Establishments	21 2%
Transportation	33 3%
Travel Services (Travel Agencies, Tour Operators)	10 1%
Retail	500 42%
Other Services	320 27%

¹⁸ Statistics Canada, Canadian Business Patterns, *Number of Tourism-related Businesses in Ontario*, December 2009, Ontario Ministry of Tourism and Culture.

VI. Appendix

A. Change over Time – Overnight Visitors

Table A-1: Change Over Time Overnight Visitors	2006	2009	Rate of Change 2006 to 2009
Norfolk County			
Total Overnight Person Visits	332,000	265,000	-20%
Canada	299,000	236,000	-21%
U.S.A.	24,000	24,000	0%
Overseas	9,000	5,000	-44%
Total Visitor Spending	\$31.3 million	\$26.9 million	-14%
Ontario			
Total Overnight Person Visits	42,400,000	42,500,000	0%
Canada	33,700,000	35,000,000	4%
USA	7,200,000	5,800,000	-20%
OVS	2,000,000	1,700,000	-14%

Source: Norfolk County, 2009 TSRC, ITS US and ITS OVS special tabulations, prepared by Research Resolutions from Statistics Canada's public use micro data files. Harmonized Tables 1, 2. Note: estimates for domestic visitors include adults only (18 years of age or over). Figures rounded to nearest 1,000.

B. OMTC's Glossary of Economic Impact Terms

The Economic Impact of Visits in Norfolk County and other Ontario regions: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Norfolk County will spill over to other Ontario regions, such as the one you have selected as "additional". If the second column of Table 1 contains only zeros, then that means that Norfolk County does not trade with that region.

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 travelers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. 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 directly produce or provide goods and services to travelers, 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 travelers directly and indirectly.

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

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST, 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, 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 GST 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 1997 North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.