

An aerial photograph of a shoreline. The water is a vibrant green, transitioning to a darker green near the shore. The beach is composed of numerous grey and brown rocks of various sizes. To the right, a dense forest of evergreen trees covers the land. The overall scene is natural and scenic.

# **INTERNATIONAL MARKET FOCUS CHINA**

Fall 2023

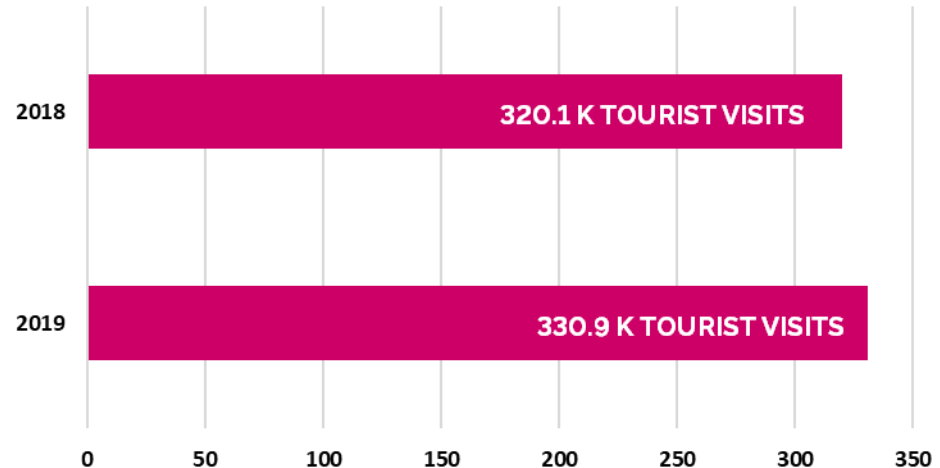
DESTINATION  
ONTARIO



# MARKET SIZE

- There were **330,900 tourist visits from China to Ontario** in 2019 (+3% over 2018). China was **Ontario's second largest source country for overseas visits**, after the United Kingdom.
- On average, tourists from China stayed in Ontario longest (**36 nights per overnight visit**) in 2019 among Ontario's overseas markets.
- China accounted for **9% of all overseas visits to Ontario** in 2019.

VISITS FROM CHINA IN ONTARIO

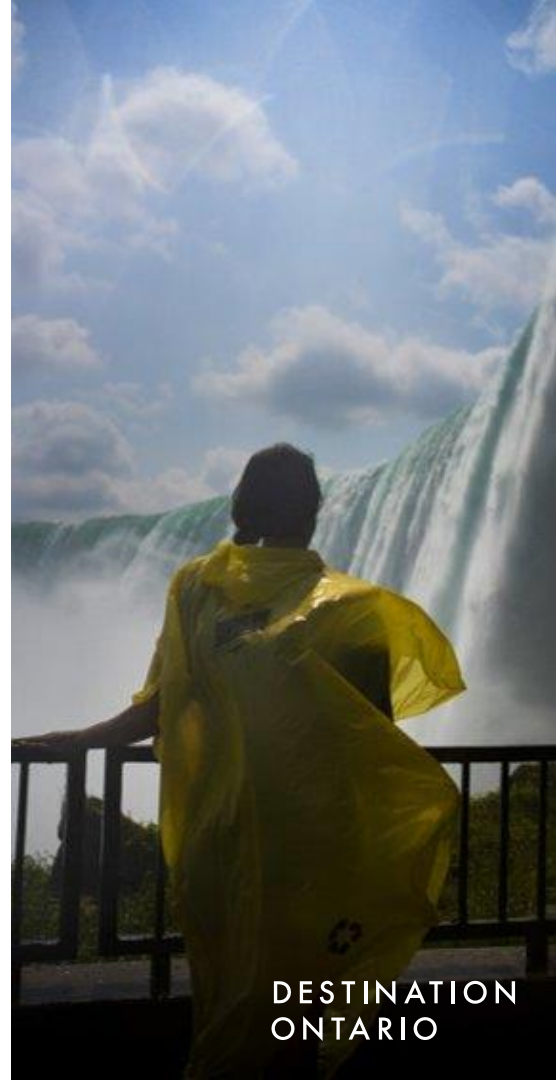
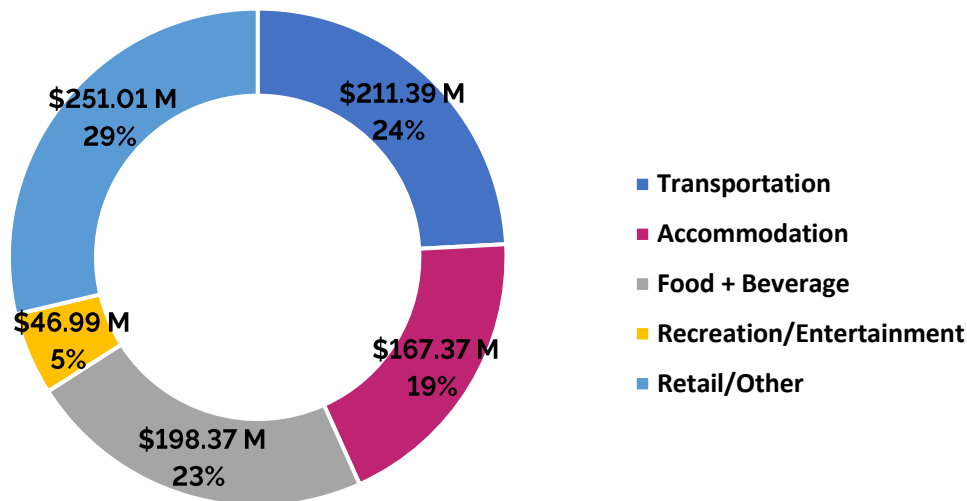


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# VISITOR SPENDING

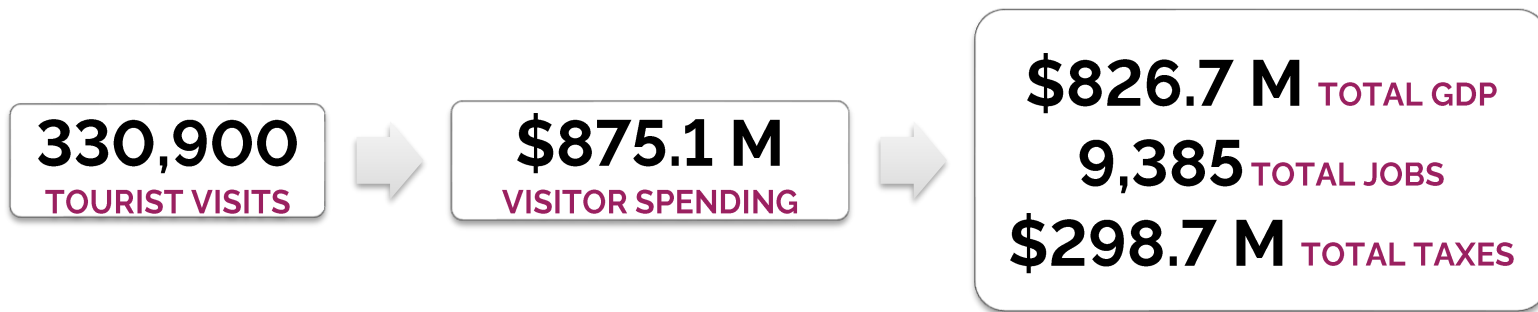
- Chinese visitor spending in Ontario totalled **\$875.1 million** in 2019 (+8% from 2018).
- China accounted for **15% of overseas spending in Ontario** in 2019.
- Tourists from China spent an average of **\$2,645 per visit in Ontario** in 2019 – nearly **12 times more** than the average spend per visit in Ontario. The largest share of visitor spending was on **retail (29%)**.
- Destination Canada has estimated that it may take until 2025 for Chinese tourism spending in Canada to recover to 2019 levels.

**CHINA SPENDING BY CATEGORY: 2019**



# THE VALUE OF THE CHINESE TRAVELLER

ECONOMIC IMPACT OF VISITOR SPENDING FROM CHINA IN ONTARIO (2019)



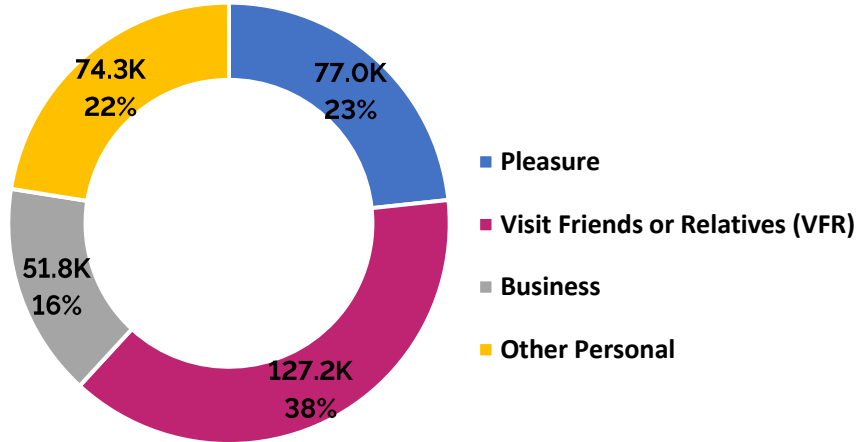
Source: Statistics Canada, Visitor Travel Survey (2019) and the Ontario Ministry of Tourism, Culture and Sport's Tourism Regional Economic Impact Model



# TRIP CHARACTERISTICS

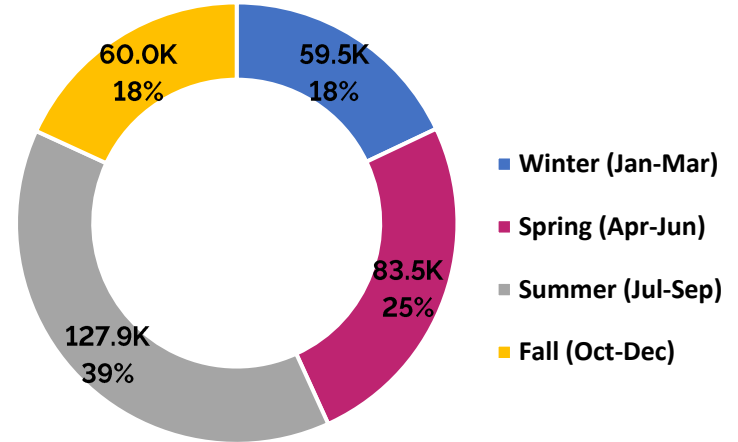
- **38%** of tourist visits from China to Ontario were taken to **visit friends or relatives**

MAIN PURPOSE OF VISIT FROM CHINA: 2019



- **39%** of tourist visits from China to Ontario occurred in the **summer**

CHINA SEASON OF VISIT: 2019



Source: Statistics Canada, Visitor Travel Survey

# TRIP CHARACTERISTICS

## TOP TRIP ACTIVITIES IN ONTARIO (2019)

TRIP ACTIVITY	% CHINA VISITS IN ONTARIO
Restaurant, bar or club	<b>79%</b>
Shopping	<b>70%</b>
Visit friends or family	<b>65%</b>
Sightseeing	<b>65%</b>
Historic site	<b>45%</b>

Source: Statistics Canada, Visitor Travel Survey

## TOP TOURISM REGIONS VISITED (2019)

TOURISM REGION	% CHINA VISITS IN ONTARIO
Region 5: Greater Toronto Area	<b>86%</b>
Region 10: Ottawa and Countryside	<b>23%</b>
Region 2: Niagara Canada	<b>21%</b>
Region 9: Southeastern Ontario	<b>10%</b>
Region 4: Huron, Perth, Waterloo, Wellington	<b>5%</b>

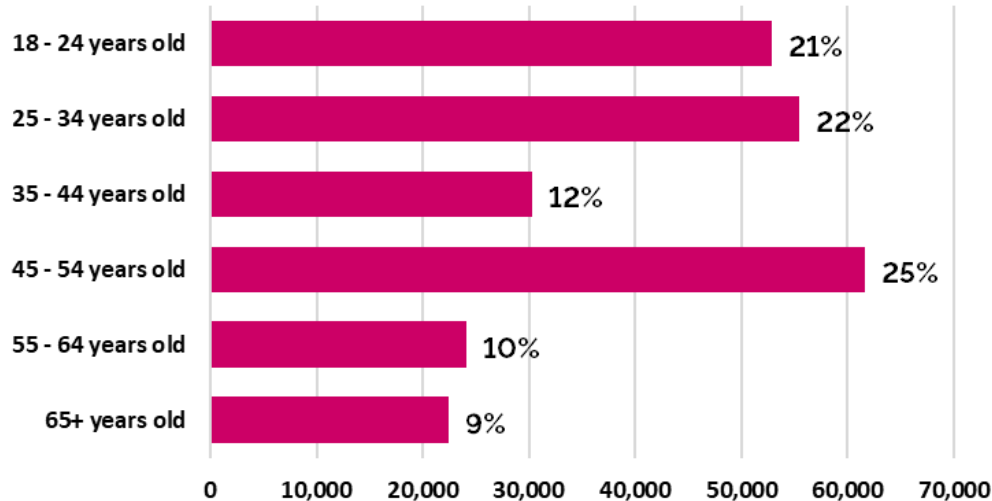


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# DEMOGRAPHICS

- The largest share of Chinese tourist visits to Ontario was from those aged 45-54 years old in 2019 (25%). **The average age of a Chinese tourist to Ontario was 40.**
- 10% of travel parties from China to Ontario had children travelling with them in 2019.
- Of those who stated their gender, slightly more than half (51%) of visits from China to Ontario were taken by men in 2019.

CHINESE VISITS TO ONTARIO BY AGE STATED (18+): 2019



Source: Statistics Canada, Visitor Travel Survey



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# POTENTIAL MARKET SIZE FOR CANADA (WITHIN 11 TARGET CITIES\*)



Total potential long-haul<sup>^</sup>  
pleasure travellers aged  
18 years or more



Target Market for Canada



Those in the dream to  
purchase stages of the path  
to purchase for Canada

Size of the target  
market



Immediate Potential  
for Canada



Will definitely/very likely visit  
Canada in the next 2 years<sup>1</sup>

Immediate potential



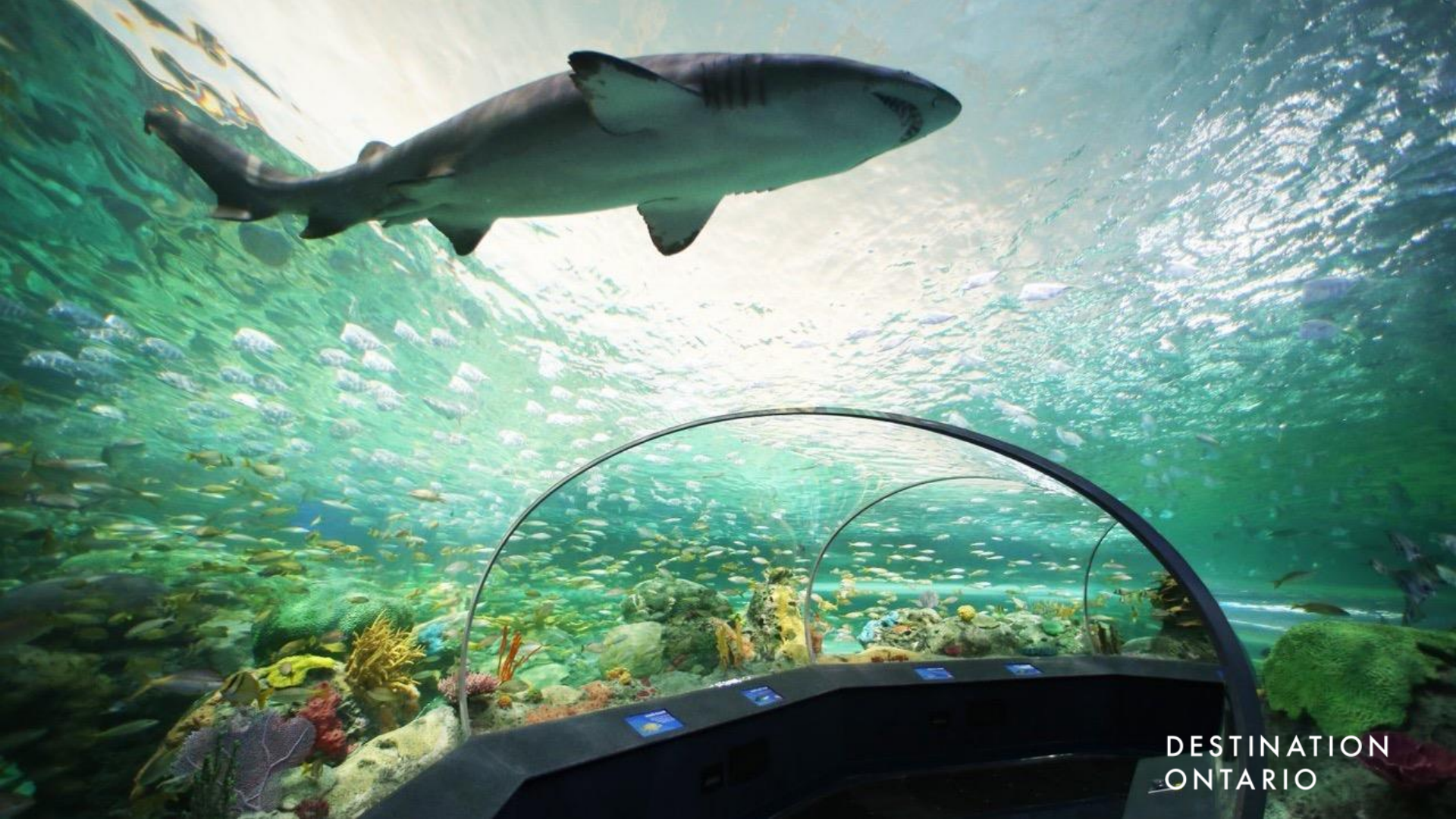
Source: Destination Canada 2022 Global Markets Traveller Incidence & Market Sizing Update

\* 11 target cities = Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Shenyang, Hangzhou, Suzhou, Xian, Qingdao, Nanjing

<sup>^</sup> Long-haul = outside of East Asia (e.g., China, Hong Kong, Macau, Japan, South Korea and Taiwan) | <sup>1</sup> Includes respondents likely to visit Canada for a trip of 1 to 3 nights, or a trip of 4 nights or more.







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