



APPENDIX G TOURISM

Tourism is an economic driver in Eastern Ontario. The following chapter outlines the context of this sector as an industry for the region.

Source: Roland Beshiri, Statistics Canada - "A visit to Canada's countryside: rural tourism" Rural and Small Town Canada Analysis Bulletin Catalogue no. 21-006-XIE Vol.6, No. 5 (July 2005).

HIGHLIGHTS

- Canada's predominantly rural regions were visited by one-half of Canadian tourists, 39 percent of USA tourists and 33 percent of overseas tourists.
- Canadian tourists tended to be younger tourists and were more likely to visit a predominantly rural region.
- USA tourists tended to be older tourists and were more likely to visit a predominantly rural region.
- Tourists from the USA and from overseas spent more money per tourist-visit, in part because they stayed at their destination for a longer period of time.

INTRODUCTION

Rural Canada offers tourists many unique experiences that often cannot be replicated elsewhere in the world. While rural regions offer a rich assortment of natural vistas, wildlife and flora, there is also a diverse cultural heritage to discover and appreciate. Many rural communities have been successfully developing their local and regional attributes to attract tourists and thus reduce their employment dependency on more traditional primary industries. Rural regions provide opportunities for leisure, adventure or a place of solitude – whether for the foreign tourist looking for a 'Canadian' experience or for the urbanite looking to slow their hectic pace. Society, in general, and urban people in particular, can derive substantial benefits from these rural experiences, making it important to plan for rural amenity protection and development (OECD, 1994) - (page 1). See Appendix XX for the full report.

In 2001, about 36 million or 25 percent of Canada's total domestic person-trips involved participation in a sport or outdoor activity trip (Weighill, 2003). Rural regions account for much of this market.

DEFINITIONS

It is important to note the distinction between a tourist and a tourist-visit. This bulletin focuses on "tourist-visits" as the unit of tourism activity. A tourist-visit is the visit by a tourist to a specific destination. Thus, a visit by a tourist to two destinations will constitute two tourist-visits. (page 3).

Over 80% of tourists are Canadian

In 2002, there were 211 million leisure tourist visits to Canadian destinations for the definition of a leisure tourist and 'tourist visits'. The vast majority of these visits (83 percent or 173 million tourist-visits) were by Canadian travellers. Tourist-visits by USA residents represented 12 percent (22.5 million tourist-visits) and overseas tourist-visits another 5 percent (9.6 million tourist-visits). The vast majority of tourist-visits in each of predominantly urban and intermediate regions and in predominantly rural regions were by Canadian tourists. (page 5).

Rural destinations were just as popular as urban destinations for Canadian tourist-visits. One-half of Canadian tourists visited a predominantly rural region while the other half visited Predominantly Urban and Intermediate (PUI) regions — 30 percent visited predominantly urban regions while the remaining 20 percent visited intermediate regions (Figure 2). While the data does not tell us from which Canadian region these tourists came from, we expect that they were most likely urban residents visiting rural regions. About 39 percent of the 25.6 million USA tourist visits were in predominantly rural regions and only one-third of the 10.4 million overseas tourist visits were in predominantly rural region in 2002. (page 7).

Overall, Canadian travellers were younger. In 2002, 24 percent of Canadian tourist-visits were made by tourists under 20 years of age – many were children travelling with their parents (Figure 3). Of the USA tourist-visits, a relatively higher share was made by visitors 55 years of age or older (41 percent). Among overseas tourist visits, 59 percent were made by tourists 20 to 54 years of age. (page 9).

The fact that total Canadian tourists tend to be younger is of importance for predominantly rural regions. That is because younger Canadian tourists were slightly more likely to visit a predominantly rural region, compared to older Canadian tourists. In 2002, 52 percent of tourist visits made by younger Canadians were to predominantly rural region. This was marginally higher than the 49 percent of tourist-visits made by 20 to 54 year old Canadians and the 48 percent of tourist-visits made by Canadians aged 55 years of age and over. This indicates that predominantly rural regions were somewhat more attractive to younger Canadian tourists. (page 10). For every resident of predominantly rural regions, there were 11 tourist visits

Another way to understand the significance of tourism in each region is to compare the number of tourist-visits to the number of residents. For every resident of a predominantly rural region, there were about 11 tourist-visits in 2002 (Figure 7). The intensity was slightly higher for rural non-metro-adjacent regions but was less than 6 tourist-visits for every resident in rural northern regions. Predominantly urban regions have the lowest intensity with about 4 tourist-visits for each urban resident. (page 14).

More overnight visits in predominantly rural regions

Visits of a longer duration were most popular in predominantly rural regions. Length of stay is an indicator of a destination's attractiveness and variety of activities. When Canadian tourists visited a predominantly rural region, 59 percent stayed one or more nights (Table 2). Many of these overnight visits were weekend visits. When USA or overseas tourists visited a predominantly rural region, over 80 percent stayed one or more nights. A larger share of Canadian and overseas tourists stayed for one or more nights in predominantly rural regions. (page 17).

While the majority of tourist-visits were by adults only, Canadians had the highest share of tourist-visits as adults with children.

Most tourist-visits were by tourists who travelled to the each type of region as adults only. For Canadians, 31 to 38 percent of tourist-visits were as adults with children, with predominantly rural regions seeing the greatest share. Overall, only about 20 percent of USA tourist visits were made by adults with children. (page 19).

Source: Roland Beshiri, Statistics Canada - "Tourism employment in rural Canada"
Rural and Small Town Canada Analysis Bulletin Catalogue no. 21-006-XIE Vol. 5, No. 8 (January 2005)

INTRODUCTION

Two major employment challenges for communities in rural Canada are labour shedding by primary industries and the exodus of youth in search of work. Given the concentration of the Canadian population in urban regions, a potential rich, alternative source of rural employment lies in attracting this population to rural regions to enjoy tourism activities. Thus, tourism would appear to provide an alternative source of rural employment. The purpose of this bulletin is to examine the growth in tourism employment in rural Canada over the period 1996-2003.

HIGHLIGHTS

A significant finding was that predominantly rural regions were only equal to predominantly urban regions in terms of the share of their employment in tourism. Within each of the regions and rural sub-regions, employment in tourism was about three percent of total employment.

DEFINITIONS

For this bulletin and in developing this ratio, a tourist is defined as anyone who travels for business or pleasure on a trip of 80 kilometres or more in one direction from home (Statistics Canada, 2000). (page 4).

Tourism employment by region mirrors the distribution of total employment by region

The distribution across regional types, of all tourism employment, was 54 percent in predominantly urban regions, 28 percent in predominantly rural regions and 18 percent in intermediate regions. This distribution remained unchanged from 1996 to 2003 and generally reflects the distribution of total employment found in each of these regions. All regions increased in tourism employment between 1996 and 2003. Predominantly rural regions increased 15 percent or about 18,000 jobs. Within this region, rural metro-adjacent region increased the most with an increase of almost 17 percent. Thus, the tourism industry appears to be a growing opportunity (page 6).

TOURISM WEB SITES

Brockville: www.brockvilletourism.com

FESTIVALS AND EVENTS

The Township of Elizabethtown-Kitley is a hub of activity in terms of festival events, whether it is spring, summer, fall or winter. And whether your interest is in food, agriculture, boat racing, music and the arts or Christmas activities, the region is sure to offers something for the young and old alike.

Regular seasonal activities starting in spring and running into summer include Farmer's markets, a multicultural festival, annual Hydroplane Boat Race and high performance boat Poker Run, music festivals including the 1000 Islands Jazz festival, Art Colony tours in the homes of local area artisans, Canada Day celebrations with Riverfest, a 3-day festival on the water's edge. The fall and winter offer up excellent agricultural events like Cornfest and Maple Syrup Festivals in various communities in the region. Many festival also have a heritage theme and during the Christmas season, there are events abound – from concerts, to theatrical presentations, etc. For a much considered "small town", Elizabethtown-Kitley has big city appeal in terms of the many things to do and see, albeit all deliver a certain hometown charm that cannot be matched anywhere!

For more information on the line-up of seasonal events, visit the area's websites at www.brockvilletoursim.com and www.elizabethtown-kitley.on.ca

