

 Ontario



**The Awareness and Ratings of Ontario's Major Cultural  
Attractions  
by American Travellers**

**Ministry of Tourism  
Tourism Branch  
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## Introduction

This report is extracted from the database of the Travel Intentions study that the Ministry of Tourism has been conducting for almost 2 years now. Specifically, it is based on a number of questions that were asked during the May 2005 wave.

The total US sample of the study in May 2005 was 3,902 of which 2,889, or 74%, are defined in this report as “travellers” because they have taken at least one overnight trip over the past 2 years, or intend to take an overnight trip over the next 12 months or both. On a weighted basis, 55.8 million Americans aged 18 years and over fall into the “traveller” category of this report.

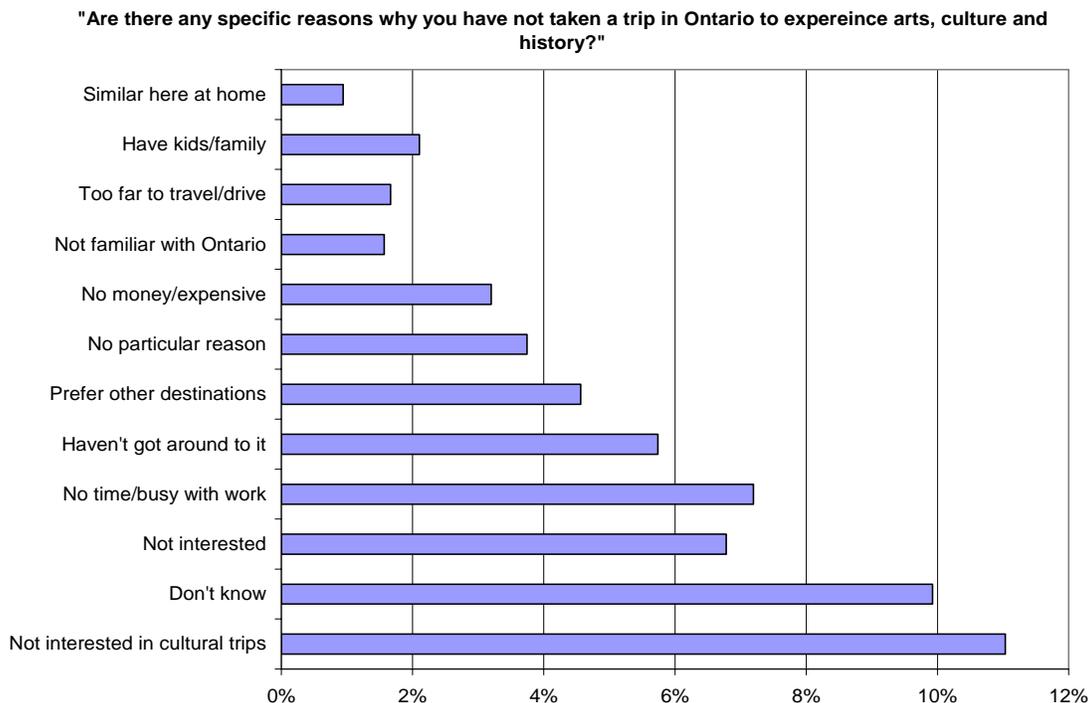
Although this reports talks about “American travellers”, the study covers only the following US states:

- New York State
- Pennsylvania
- Ohio
- Indiana
- Michigan
- Illinois
- Wisconsin
- Minnesota
- Massachusetts
- Washington DC/ Maryland

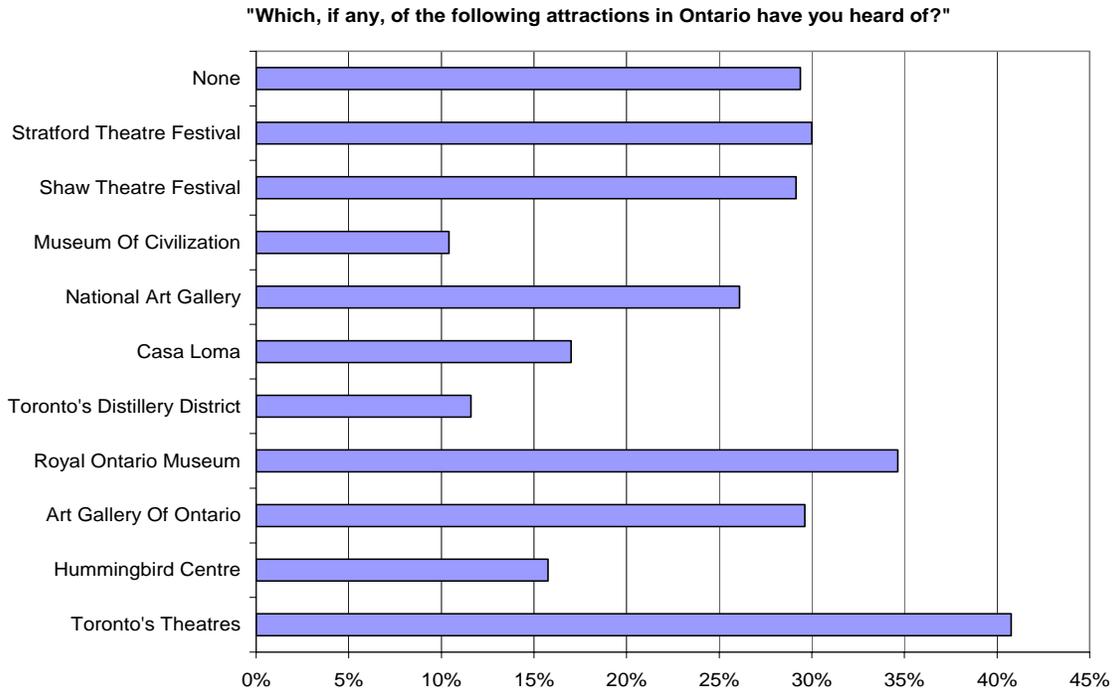
❖ **American travellers have, relatively, not a very high opinion of Ontario as a cultural destination:**

- ✚ On a 10-point scale, where 1 means very poor and 10 means excellent, the average rating of Ontario as a destination for “Arts, culture and history” was 6.7 points, while 9% of American travellers could not even rate the province on this attribute;
- ✚ Compared to other aspects of Ontario as a travel destination, its reputation as a destination for nature and the outdoors gets the highest ratings (7.5 points), followed by “a touring trip” (7.0 points), “a big city trip” (6.7) and “a resort trip” (6.4);
- ✚ 52% of American travellers gave Ontario a rating of 7 or higher as a destination for “arts, culture and history”;
- ✚ Of those who rated Ontario 7 or higher on “arts, culture and history”, 59%, or 16.9 million, had been to Ontario at some point in the past.
- ✚ And of those who rated Ontario 7 or higher on “arts, culture and history” and had visited Ontario in the past (16.9 million), 45%, or approximately 7.7 million, had been to Ontario for “a trip that was primarily to experience arts, culture and history”.

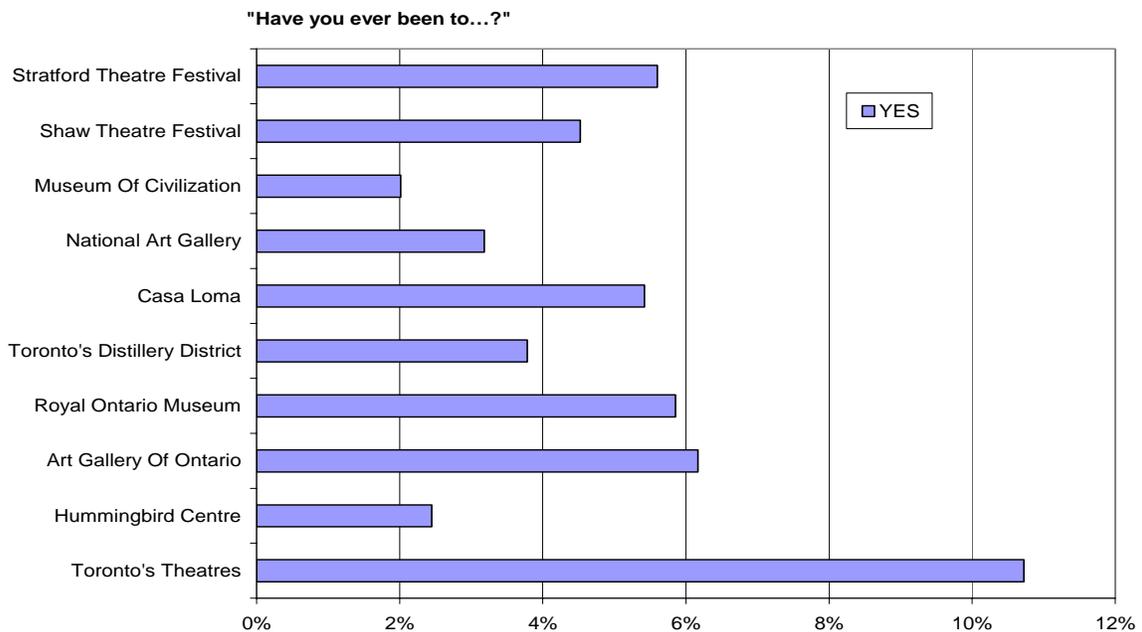
❖ **...So why did 9.2 million American travellers who had been to Ontario and rated it high as a destination for arts, culture and history not take a trip to the province for experiencing its arts and culture?**



- ❖ As far as Ontario's major cultural attractions are concerned, Toronto's theatres and the Royal Ontario Museum are the most well known among American travellers:



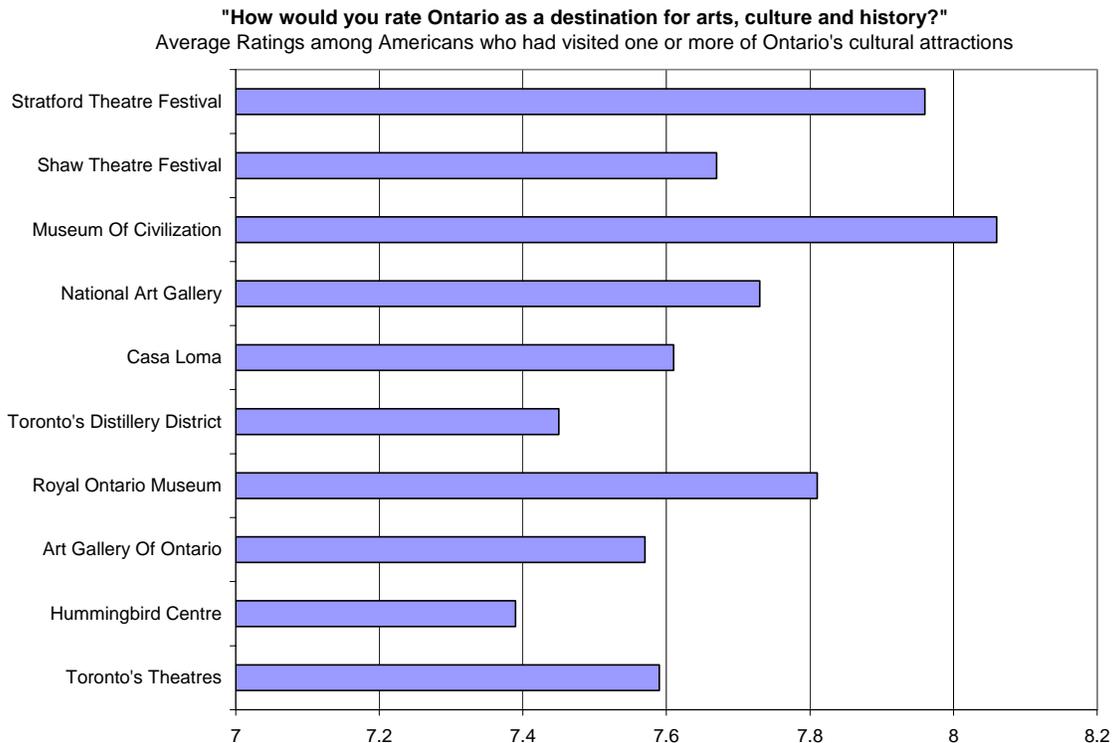
- ❖ ...But although awareness is reasonably good for many of them, visitation is not:



❖ **Ontario's rating as a destination to experience arts, culture and history improves among those who had visited one of the 10 major cultural attractions, but it is still not exceptional:**

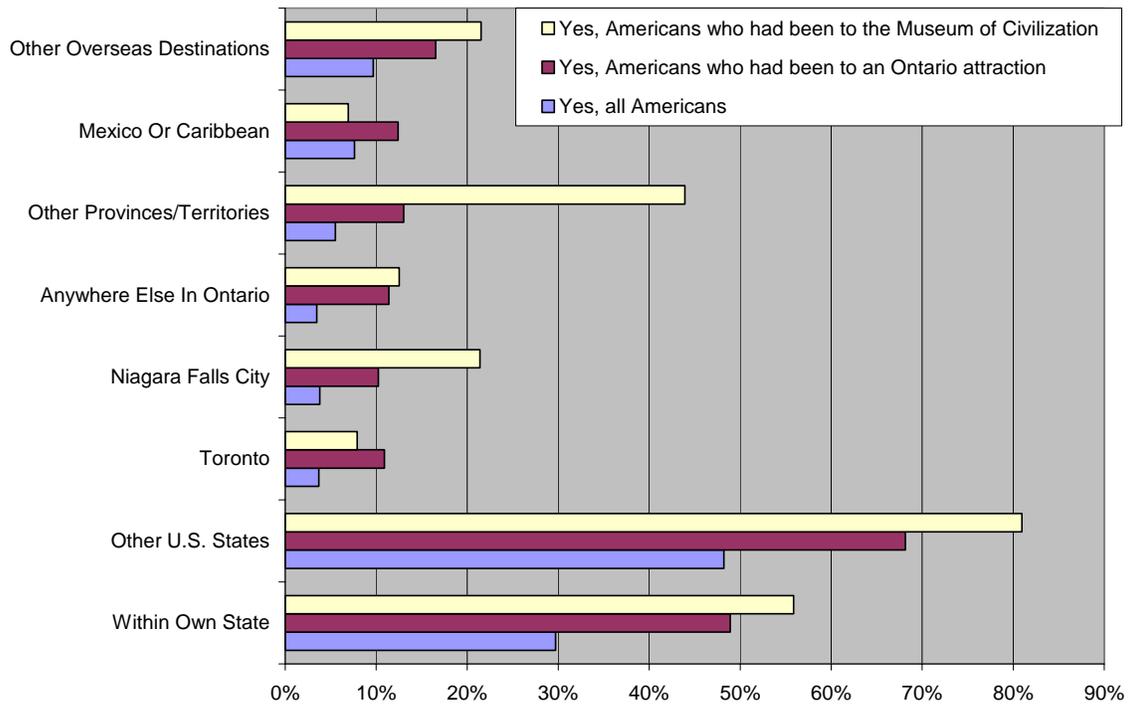
✚ It appears that once experienced, some of Ontario's cultural product delivers a reasonably good level of satisfaction. The ratings of the province as a destination to experience arts, culture and history improved from an average of 6.7 points to an average of 7.4 points;

✚ Those who had visited the Museum of Civilization in the National Capital region gave Ontario the highest ratings as a destination to experience arts, culture and history (8.1 points), followed by those who had visited the Stratford Theatre Festival (8.0 points). Given the low visitation and awareness levels associated with the Museum of Civilization, if awareness levels are to be improved then this would not only help the museum, but also Ontario as a destination for the arts.



❖ **...Although ratings of Ontario as a cultural destination may not improve significantly among Americans who had been to one or more of Ontario's major cultural attractions, their intentions to come back in the summer for a visit were significantly higher than those of other Americans:**

"Are you considering taking an out-of-town trip of one or more nights next summer to...?"



- Approximately 6% of Americans, and 9% of those who intended to travel anywhere in the world, intended to travel to Ontario in the summer of 2005.
- On the other hand, 17% of the Americans who had visited one of Ontario's major cultural attractions in the past, and 18% of those who intended to travel anywhere in the world, intended to travel to Ontario.
- Among those who had visited one or more of Ontario's major cultural attractions, those who had visited in the past the Royal Ontario Museum or the Museum of Civilization had the highest incidence of intended travel to Ontario (28% and 26% respectively).