Ontario

If the future were now…

Impacts of Aging the Canadian Market on Tourism in Ontario

A Special Analysis of the
Travel Activities and Motivation Survey (TAMS)

July 2002

TAMS
Travel Activities &
Motivation Survey

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I. Introduction

If the future were "now", would the market for tourism in Ontario be the same as it currently is? If not, how will the future differ from the current tourism market for the province? These were the questions posed by the Ontario Ministry of Tourism and Recreation (MTR) when it commissioned a special analysis and review of the Travel Activities and Motivation Survey (TAMS).[1] Using population projections for Canada and the USA obtained by MTR from Statistics Canada and the U.S. Census Bureau, TAMS data were "aged" twenty-five years into the future.[2]

Comparisons of the market size, composition, and travel behaviour of Canadians in 2000 with estimates of the market profile in 2026 provide tourism policy makers and planners with critical information about the products and services that may be required in the future. Similarly, as the USA's population changes in composition over the next twenty-five years, the size and composition of Ontario's largest source of foreign tourism may also change.

Those familiar with the TAMS survey are aware that it captures destinations visited in the past couple of years and considerable information on the types of specific outdoor, cultural and other experiences travellers have sought on trips in the recent past. These current behaviour patterns are projected into the future, assuming that all other factors apart from age, gender, education and place of birth and immigration flows remain the same. The estimates provided herein do *not* take into account changes in the economy or social factors such as the potential for an increasingly "physically fit" senior citizen population that might impact travel behaviour, major shifts in immigration policy or major political or economic changes in North America.[3] Consequently, the reader should use the findings as general guideposts.

The purpose of this summary report is to provide a broad-strokes guide to the future. Which types of tourism activities are likely to grow? Which are likely to shrink as the population ages? What are the possible implications for tourism development in Ontario?

These questions are best answered within the context of Ontario's major North American markets – Ontario and residents of the Great Lakes states. In 2001, Ontario residents accounted for 26.1 million of the 29.6 million overnight domestic person visits in the province (88%).[4] Approximately two-thirds of all overnight tourism activity from the United States to Ontario originated in the eight states that border the Great Lakes ("Great Lakes States").[5]

This report focuses on the Ontario resident market for tourism in the province. It is supported by detailed computer tabulations under separate cover and is divided into two major sections:

- Executive Summary
- Ontario Resident Travel Behaviour in 2026

A second report, featuring impacts of the changing population in the Great Lakes states in 2025 will be issued in the summer of 2002.

Toronto
July, 2002

An Aid to the Reader

The accompanying table and text are provided to aid the reader in interpreting the columns shown in the summary tables included in this report.

Sample Table

Table 2: Ontario's Adult Population – Age & Gender				
	% of Adult Population In . . .		Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
	2000	2026		
Adult Population	*8.9 Million*	*12.2 Million*		
Men	49%	49%	37%	+1%
Women	49%	49%	36%	-1%
18 - 34 years	32%	26%	11%	-70%
35 - 44 years	23%	17%	3%	-92%
45 - 54 years	18%	16%	23%	-38%
55 - 64 years	12%	16%	91%	149%
65+ years	16%	25%	114%	210%
Source: Special TAMS Canada Tabulations, Table 1.				

% of Adult Population In . . . 2000 Proportion of Ontario adults in 2000 who fit the demographic characteristic (e.g., age, gender, place of birth) or participate in a particular activity (e.g., travel to a particular destination; golf, ski , camp or go to a museum while on trips) now. ***Example:*** *18 – 34 year olds represent 32% of all adults living in Ontario, or 2.8 million of the province's 8.9 million adults (2000).*

% of Adult Population In . . . 2026 Proportion of Ontario adults in 2026 who are projected to fit the demographic characteristic (e.g., age, gender, place of birth) or participate in a particular activity (e.g., travel to a particular destination; golf, ski , camp or go to a museum while on trips). ***Example:*** *18 – 34 year olds are expected to represent 26% of all adults living in Ontario in 2026 or 3.1 million of the province's 12.2 million adults (2026).*

Growth Rate from 2000 to 2026 Anticipated rate of change in the number of Ontario adults who will fit the demographic or behavioural characteristic by 2026. ***Example:*** *the 3.1 million 18 – 34 year olds in 2026 is 11% higher than the 2.8 million 18 – 34 year olds in 2000.*

Impact of 2026 Population Structure on Growth Rate How much the structure of the population projected for 2026 will influence the growth rate of a demographic or behavioural characteristic. Negative numbers suggest a downward pressure on growth rates and positive numbers represent an upward pressure. ***Example:*** *the growth rate for 18 – 34 year olds (11%) will be 70% lower than it would have been if the structure of the population had remained as it is was in 2000. Thus, if the population structure of 2000 were sustained to 2026, there would have been 3.8 million young adults in Ontario, or 36% more than there were in 2000, but changes in the population structure bring this number down to 3.1 million or 11% more than there were in 2000 for a difference in the growth rates (11% over 36%) of –70%.*

II. Executive Summary

A. Impacts of Population Changes for Ontario

Three fundamental changes in Ontario's population structure will influence tourism planning and product development over the next two decades:

1. As the primary market for tourism in the province, Ontario's population will grow at an appreciably higher rate than will the population of Canada as a whole. At an estimated 37% increase in Ontario's adult population by 2026 compared to a 27% increase for Canada, the pool from which Ontario has to draw for the all-important resident market will increase. By 2026, this population is estimated to be over 12 million adults (18+).

2. Older people – those who are at least 55 years of age – will represent an increasingly sizeable proportion of the province's population. They currently account for approximately one-quarter of the adult population (26%) but will represent about two-fifths by 2026 (41%).

3. As the population ages, the proportion of Ontario residents living in households with children will decline. At this time, close to 4-in-10 adult residents live in households with teenagers or children (37%), but this proportion will decline to less than 3-in-10 by 2026 (29%).

4. A higher proportion of Ontario residents will be foreign-born in 2026 (37%) than is the case now (31%) with particular increases in Eastern European and Asian immigrants predicted, assuming pre-September 11, 2001 immigration policies.

B. Implications for Tourism Product Development in Ontario

- Increases in the absolute number of Ontario residents between 2000 and 2026 will boost customers and audiences in almost all tourism activities and for all sectors of tourism in Ontario, simply because of the 37% increase in the province's adult population over this time period. Nonetheless, the **rates** at which various tourism activities are likely to be adopted by the Ontario public in 2026 relative to current rates will increase or decrease because of changes in the structure of the province's population. These ***rates of change*** in participation by the travelling public and the opportunity costs that demographic shifts will impose on Ontario's tourism industry are the subjects of this analysis.

- Changes to the population mix in Ontario over the next two decades could result in a decline in the rate at which Ontarians travel and the number of leisure trips they take in their own province. If the current population structure were projected to 2026, Ontario residents would be expected to take approximately 49.1 million leisure trips in their own province over a two year period. With the expected population structure in 2026, this number would be closer to 46.9 million adult person trips, or a 17% reduction in the growth rate.[6] Specifically, a 37% increase in leisure trips by Ontario residents would be expected if the current population structure were in place in 2026. With the new population structure, the volume of leisure travel by Ontario residents in their own province is anticipated to increase by about 30%.

- If the new generation of Ontario residents displays similar tourism activity preferences to their 2000 counterparts, the impact of an aging population will result in a shift away from strenuous outdoor activities and a corresponding shift toward non-strenuous *warm weather* outdoor activities and indoor cultural events and attractions.

- The comparative reluctance of foreign-born residents to participate in strenuous outdoor experiences will contribute to the move away from traditional outdoor tourism experiences by Ontario residents.[7]

- Predicted declines in Ontario residents' interest in traditional outdoor activities such as fishing, canoeing, hunting and camping could have substantive implications for product development and marketing of tourism in the province over the coming years.

- Will demand for lakeside or ski resorts or for hunting or fishing outposts keep pace with population growth? These findings suggest that changes may be required to sustain market share for traditional outdoor product:

  - current product may have to be enhanced to meet the needs of an aging population, with more comforts and amenities and with programming that permits visitors to enjoy Ontario's natural settings in a less strenuous manner;

  - more highly targeted and effective marketing may be required to attract a higher proportion of the shrinking young-adult and family markets;

  - greater efforts may have to be made within new immigrant communities to increase awareness and appreciation of the outdoor experiences Ontario can offer and to provide special language and cultural amenities.

- As the population ages, there is also likely to be a decline in Ontario residents' interest in *family-oriented* products. Utilization rates for products such as children's museums, zoos and theme or amusement parks are predicted to be lower by 2026 than they are now. From a product development perspective, investment in mega theme parks on the scale of Disney's should be viewed with caution, particularly if the primary target market is expected to be the shrinking "family" and/or "youth" markets.

- With an increasing immigrant, urban-based and aging population, Ontario's resident demand for cultural attractions and performances is expected to grow. For example, art galleries and general history museums can expect increases in the proportions of Ontario travellers who will seek these experiences while on trips. While still relatively small *niche* markets, wineries, dance and classical music or opera performances are also likely to benefit from the aging of the travelling public. In contrast, the participation rate for casinos is predicted to remain static over the next two decades.

- Even though cultural attractions may benefit from the changing population structure among Ontario travellers, these institutions may need to review their physical plant and programming plans to ensure that they provide the types of amenities and services that an increasingly older and ethnically diverse audience may require. Demand for these amenities and services will be driven not only by tourists but also by the aging and increasingly immigrant urban *local* population that is central to the financial viability of many museums, galleries, theatres and other performance venues.

- As the largest population centre in the province, Toronto is a major market for all other parts of Ontario. By 2026, this city will represent a full fifty percent of Ontario's adult population . . . and the structure of the population will be quite different than it is now. In fact, of the projected 6.1 million adult residents of the Toronto Census Metropolitan Area in 2026, approximately 3.3 million, or over half, will be new Canadians. If attractions and particularly outdoor products in non-urban areas of the province are going to continue to rely on Toronto for much of their market, they may need to customize their product offering to the particular needs of some of the city's major immigrant groups.

- At present, immigrants travel *within* the province at appreciably lower rates than do Canadian-born Ontario residents. To transform these new Canadians into "tourists" for Ontario's outdoors, more study is required to determine the product, language and cultural characteristics that are most apt to lure them to outdoor destinations.

III. Ontario Resident Travel Behaviour in 2026

1. A Canadian Overview

Prior to focussing on the Ontario resident population, changes at the Canada level are presented to provide a national context for possible changes in travel activities and interests over the next two decades.

In 2000, there were approximately 23.3 million Canadians 18 years of age or older. Statistics Canada projects that this number will increase to 29.6 million by the year 2026, for an increase of 27%. Ontario's adult population is expected to grow at an appreciably higher rate, from 8.9 million in 2000 to 12.2 million in 2026, or a 37% increase.

Table 1: The Adult Population 2000 & 2026

	2000	2026	Percentage Increase
Canada	23,262,000	29,585,000	+27%
Ontario	8,901,000	12,167,000	+37%

Source: Special TAMS Canada Tabulations, page 1-1.

Based on these rates of change, the market for a variety of tourism experiences might be expected to increase by about one-quarter across Canada and by about one-third in Ontario over the next two decades. As will be seen in the following pages, this potential will not necessarily materialize equally for all tourism products and sectors within Ontario.

2. Demographic Changes Among Ontario Residents

Ontario residents are the primary source of domestic tourism activity in the province now, representing approximately 88% of all overnight person visits by Canadians in the province.[8] Hence, changes to the demographic profile of provincial residents over time are apt to have an especially dramatic impact on Ontario's tourism volume and value, and the types of activities Ontario residents will seek on their travels.

a) Gender & Age

Specifically, there will be a noticeable decline in the proportion of the population that is young or middle-aged, and a substantive increase in the proportion that is older.

- The 18 to 34 year old age group will decline from about 1-in-3 adult Ontarians to only 1-in-4 by 2026;
- Ontarians in the "family" years (35 – 44) will fall from just under 1-in-4 members of the adult population to about 1-in-7;
- Middle-aged Ontarians (45 – 54) will remain relatively stable as a proportion of the total adult resident population, declining slightly from 18% to 16% in 2026;

- Starting at about age 55, the pattern shifts with older Ontarians representing *higher* proportions of the adult population in 2026 than they do now. The increase is most prominent among Ontarians 65 years of age or older. This cohort currently represents about one-sixth of the adult population but by 2026 it is expected to represent one-quarter.

In actual terms, the young adult population (18 – 34 years) will increase by about 11% between 2000 and 2026. This young cohort is, however, growing at a rate that is about 70% lower than would have been expected if the structure of the population had remained constant between 2000 and 2026. Thus, the impact of changes in the population mix in Ontario will reduce the growth of the younger age segment by a substantive margin. A similar finding is evident for other younger and middle-aged cohorts, but as noted above, the trend reverses in the older age groups.

Table 2: Ontario's Adult Population – Age & Gender

	% of Adult Population In . . .		Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
	2000	**2026**		
Adult Population	*8.9 Million*	*12.2 Million*		
Men	49%	49%	37%	+1%
Women	49%	49%	36%	-1%
18 - 34 years	32%	26%	11%	-70%
35 - 44 years	23%	17%	3%	-92%
45 - 54 years	18%	16%	23%	-38%
55 - 64 years	12%	16%	91%	149%
65+ years	16%	25%	114%	210%

Source: Special TAMS Canada Tabulations, Table 1.

b) Household Income & Education

Although household income values were not adjusted to reflect 2026 dollars, the aging of the population is likely to result in a substantive increase in lower income Ontarians (expressed in 2000 dollars) and more modest decreases in higher income groups as a proportion of the total provincial population. These changes should be interpreted with caution since household income, particularly among retirees, is not necessarily a good indicator of the wealth available to finance activities such as travel (see Table 3).

Table 3: Ontario's Adult Population – Household Income

	% of Adult Population In . . .		Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
	2000	**2026**		
Adult Population	*8.9 Million*	*12.2 Million*		
Low Income	40%	45%	51%	46%
Low - Middle	23%	22%	26%	-25%
Middle – High	24%	22%	22%	-38%
High Income	12%	11%	25%	-28%

Source: Special TAMS Canada Tabulations, Table 3. Repercentaged on total stating income.

Changes in the educational composition of the Ontario market, with an anticipated increase in the proportion of residents who have at least a secondary school education may also have an impact on tourism choices in the future (see Detailed Tabulations for figures).

c) Household Composition

The 2026 age mix of Ontario residents will have a substantive impact on the types of activities they are interested in pursuing on their travels. For example, as the population ages, more and more of the potential tourism market will be concentrated in adult-only households.

The family market – households in which there are children twelve years of age or younger – will decline from about 28% to just over one-fifth (22%) of Ontarians. Conversely, those who live in adult-only households (no children or teenagers) will increase from 63% to 71% (see Table 4). There will be very modest growth in the number of households with teens and children over the next couple of decades (6%) but substantive growth in adult-only households (54% growth). This growth rate in adult-only households is about fifty percent higher than it would have been if changes in the population mix of Ontario did not occur between 2000 and 2026 (48%).

Table 4: Ontario's Adult Population – Household Composition

	% of Adult Population In . . .		Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
	2000	**2026**		
Adult Population	*8.9 Million*	*12.2 Million*		
Adult Only	63%	71%	54%	48%
Any Teens/Children	37%	29%	6%	-83%
Any Children under 12	28%	22%	7%	-80%

Source: Special TAMS Canada Tabulations, Table 4.

d) Place of Birth

Assuming pre-September 11, 2001 immigration policies, the proportion of Ontario residents born in and outside Canada will change: from 68% born in the country now to 62% in 2026 (see Table 5).

New immigration will be concentrated in Asia, Eastern Europe, Western Europe apart from the United Kingdom and Central/South America. At the same time, the proportion of new immigrants from the United Kingdom is expected to fall as a proportion of the provincial population.

Table 5: Ontario's Adult Population – Place of Birth

	% of Adult Population In . . .		Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
	2000	**2026**		
Adult Population	*8.9 Million*	*12.2 Million*		
Canada	68%	62%	23%	-36%
All Other Countries	31%	37%	65%	76%
United Kingdom	4%	3%	-4%	-112%
Other Western Europe	7%	9%	60%	62%
Eastern Europe	3%	6%	183%	399%
Central/South America	4%	5%	71%	93%
Asia	7%	9%	56%	54%

Source: Special TAMS Canada Tabulations, Table 6.

These population shifts are likely to manifest themselves in the propensity to travel and the destination choices of the Ontario resident population overall and in the types of tourism products sought within the province since under current conditions, Ontario residents who were born outside Canada travel in Ontario at a lower rate than do those born within the country (see Section 5 for a discussion of immigrant impacts).[9]

3. Destination Choices

In light of the substantive changes in the basic fabric of Ontario's resident population, it is reasonable to anticipate changes in travel patterns and activities sought while on trips away from home. This expectation is borne out in projections of destinations visited in the recent past. There will likely be a modest decline in the proportion of Ontario residents who will travel *within* the province and a modest decline in the growth rate of the average number of leisure trips by Ontario residents (-5%, or 4.1 trips, on average, over two years now versus 3.9 trips on average in 2026).

Table 6: Ontario's Adult Population – Destinations Visited on Leisure Trips in Past Couple of Years

	% of Adult Population In . . .		Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
	2000	**2026**		
Adult Population	*8.9 Million*	*12.2 Million*		
Any Destination	71%	71%	36%	-1%
Canada	55%	53%	31%	-15%
Ontario	**47%**	**44%**	**28%**	**-24%**
Average # of Leisure Trips in Ontario in Past 2 Years	**4.1**	**3.9**	**-5%**	**-5%**
USA	33%	35%	44%	20%
Sun/Sea Destination	22%	24%	51%	38%
Overseas	16%	19%	67%	82%
Overseas excluding education adjustment	16%	18%	51%	40%

Source: Special TAMS Canada Tabulations, Tables 24 - 31.

The net effect of the declines in incidence of leisure travel in the province and the slightly lower frequency of intra-provincial leisure travel will be a decline in the total volume of adult leisure person trips in Ontario. Specifically, the number of adult person visits in Ontario with the current population structure projected to 2026 would result in approximately 49.1 million leisure trips in Ontario by provincial residents over a two year period. With the expected population structure in 2026, this number would be closer to 46.9 million adult person visits, or a reduction in the growth rate of past two year leisure trips by about 17%. Specifically, a 37% increase in leisure trips by Ontario residents would be expected if the current population structure were in place in 2026. With the new population structure, the volume of leisure travel by Ontario residents is anticipated to increase by about 30% by 2026.

Increases in the proportion of Ontarians who will travel to sun/sea destinations and particularly to overseas destinations are predicted by 2026. Growth in sun/sea and USA destinations is likely attributable to the anticipated increase in an older population seeking the warmth these destinations can offer during Ontario's winter. Consistent with their *warm* destination choices, Ontarians in 2026 will be seeking an "escape from winter" tourism experience at a higher rate than they do now (see Appendix Table, A-1).

In contrast, the increase in overseas-bound leisure travel is likely associated with the increase in the proportion of Ontario's population born outside Canada. In order to retain links to friends and relatives in their home countries, these immigrants are more likely to go abroad than is the Canadian-born population. New immigrants in 2026 can be expected to travel abroad at about three times the rate (33%) as will Ontario residents who were born in Canada (12%).[10]

Whether as a result of their diminished income vis à vis Canadian-born Ontario residents or their cultural and/or language preferences, new immigrants living in Ontario in 2026 will be less likely to take a leisure trip to *any destination* (63%) than will their Canadian-born counterparts (77%). Projecting current immigrant behaviour into the future, new-comers to Ontario in 2026 will also travel less within the province (incidence, 28%; average number of leisure trips over two years, 2.2) than will adult residents born in Canada (incidence, 54%; average number of leisure trips over two years, 4.9).[11]

The more educated adults in Ontario become, the more likely they may be to seek overseas destinations when they travel. This suggestion is based on the fact that if no adjustment is made for increased educational achievement as the population grows between 2000 and 2026, there would be a 40% increase in overseas travel by Ontario residents over what would have been expected had the population structure of Ontario remained as it is today. With a further adjustment for the educational achievement of Ontario's adult population, the increase over expectations rises to 82% (see Table 6 and special calculations).

4. Product-based Tourist Groups

As part of an earlier analysis of TAMS data, product-based tourist groups were built that are more rigorously defined than simple participation in one of over 150 activities covered in the TAMS survey while on a trip in the past couple of years. Thus, the *avid angler*, the *avid golfer* or the *avid horticulture tourist* represents a crystallized subset of North Americans who went fishing, golfing or to botanical gardens while on their recent travels.[12] These *high intensity* activity groups are applied to the aging Ontario population to gain insights into how participation rates in various types of tourism activities may change over time.

Table 7: Ontario's Adult Population – High Intensity Activity Groups

	% of Adult Population In . . . 2000	2026	Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
Adult Population	*8.9 Million*	*12.2 Million*		
Soft Outdoor Adventure	5%	4%	13%	-65%
Hard Outdoor Adventure	4%	3%	23%	-38%
Fishing	11%	9%	14%	-63%
Golfing	11%	10%	31%	-17%
Spectator Sports	8%	9%	40%	8%
Art Galleries/Museums	20%	21%	46%	25%
Cultural Performances	11%	12%	51%	40%
Aboriginal Cultural Activities	5%	5%	37%	0%
Horticulture	5%	6%	63%	72%
Wine/Culinary	9%	10%	52%	42%
Zoos/Aquariums	10%	9%	31%	-14%
Casino Gambling	13%	12%	34%	-7%
Shopping	20%	21%	42%	16%

Source: Special TAMS Canada Tabulations, Table 15.

Generally, the findings indicate that as Ontarians age, they will place less demand on tourism experiences that involve the outdoors and strenuous physical activity and, in turn, will place greater demands on tourism activities that are either indoors or require less physical exertion (See Table 7).

Assuming that older Ontarians in 2026 act in a manner similar to their counterparts in 2000, some of Ontario's core tourism product – outdoor adventure, angling and, to a lesser extent golfing – are likely to attract avid participants at lower rates than they currently do.[13] While in absolute terms, there will be more avid outdoor adventurers, anglers and golfers in 2026 than there are now, growth rates for these types of activities are predicted to be appreciably lower than what would have been expected had the population structure of Ontario remained as it is today.

In contrast, the rate of demand for cultural performances, art galleries and museums, wine or culinary experiences and horticultural tourism activities – low energy activities that are consistent with an aging population – is expected to increase at noticeably higher levels than would have been expected if the province's population structure remained as it is today.

Travel experiences that will be sought by Ontario travellers in 2026 are consistent with these findings. By 2026, there will be a decline in the proportion of Ontarians seeking *adventure and excitement* and *unspoiled nature* experiences and increases in the proportion that wish to experience *different cultures and ways of life, historic sites,* and, in keeping with the aging population, *safe and familiar* environments. For figures, please see Appendix Table A-1.

The implications of the shift from outdoor to indoor activities for product development in Ontario are substantive. When individual outdoor, winter and accommodation-based activity participation rates are compared now and in the future, it is clear that they fall. Thus, utilization of Ontario's lakes, rivers, snowmobile trails and ski hills could diminish relative to other tourism activities unless the products associated with these activities and sites become more "aged-friendly".

Options to enhance utilization in the future might include building on the *Arts in the Wild* theme currently being marketed in Ontario. By placing more emphasis on comfort and culture of one form or another (galleries, performances, museums, gardens, wine/culinary), Ontario's outdoor-oriented tourism businesses might sustain their rate of attraction to the province's increasingly aging population in warm weather months.

Table 8: Ontario's Adult Population – Individual Outdoor Activities

	% of Adult Population In . . . 2000	2026	Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
Adult Population	*8.9 Million*	*12.2 Million*		
Active Outdoors				
Cycling	15%	14%	24%	-33%
Kayaking/Canoeing	15%	13%	19%	-47%
White Water Rafting	3%	3%	13%	-66%
Scuba Diving	4%	4%	31%	-16%
Fishing (fresh water)	19%	17%	21%	-44%
Hunting	4%	3%	11%	-69%
Wilderness Hiking/ Backpacking	17%	15%	20%	-45%
Wilderness Lodge/ Outpost	7%	6%	18%	-52%
Horseback Riding	5%	4%	15%	-59%
Passive Outdoors				
Bird Watching	10%	10%	39%	8%
Golfing	19%	19%	35%	-5%
Winter Outdoors				
Alpine Skiing	10%	8%	21%	-44%
Cross Country Skiing	6%	6%	30%	-19%
Snowmobiling	4%	3%	6%	-84%
Ski Resort - Winter	6%	5%	24%	-35%

Source: Special TAMS Canada Tabulations, Tables 16/17.

The winter outdoor product is likely to face an even more substantive challenge. As is evident from the proportions shown in Table 8, strenuous and/or winter outdoor experiences are expected to face a more dramatic decline in participation rates over the next two decades than are gentle or passive outdoor *warm weather* activities.

For example, the percentage of Ontarians engaging in bird watching will increase marginally between 2000 and 2026 while that of kayaking or canoeing will decline over this time period at a level that is almost twice as high as would be expected if the population structure were to remain as it is today (-47%). The rate of growth in white water rafting – an activity that can be even more strenuous than kayaking or canoeing – will increase but at a much lower rate than would be expected given the current population structure (-66%).

Virtually all winter sports activities including alpine and cross country skiing and snowmobiling as tourism experiences will attract Ontario's travellers at lower rates than they do now because of the high proportion of older people in the market for travel by 2026 and because of immigration (see Section 5 for information on immigrant groups' activity preferences).

Declines in the public's relative interest in skiing and in traditional consumptive outdoor activities such as hunting and fresh water fishing will have impacts on associated accommodation infrastructure requirements in Ontario. For example, ski lodges and wilderness lodges or outposts are apt to be noticeably less popular among Ontario's travelling public in 2026 than they are now . . . unless steps are taken to create greater interest in these facilities within the younger segments of the market or to make them more older-Ontarian and/or immigrant "friendly".

As noted in the demographic profile section of this report, the "family" or "children-oriented" segment of the market will decline over the next two decades. This trend will likely exert downward pressure on the Ontario market's participation rate for attractions devoted to the family market – mega theme parks represented by attractions such as Disneyworld, movie theme parks such as MGM and children's museums. At the same time, the aging and increasingly "adult-only" household segment of Ontario's population will likely create upward pressure on the public's rate of interest in tourism attractions dedicated to the "adult-only" market.

Table 9: Ontario's Adult Population – Individual Culture & Entertainment Activities

	% of Adult Population In . . .		Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
	2000	**2026**		
Adult Population	*8.9 Million*	*12.2 Million*		
Family/Child-Oriented Products				
Children's Museums	7%	5%	10%	-71%
Zoos	22%	20%	28%	-23%
Aquariums	14%	13%	31%	-16%
Movie Theme Parks	10%	9%	29%	-20%
Mega Amusement Parks	13%	13%	29%	-21%
Rock 'n Roll/ Popular Concerts	14%	12%	18%	-52%
Adult/Older Adult-Oriented Products				
Art Galleries	19%	21%	52%	42%
General History Museums	23%	24%	43%	17%
Science & Tech Museums	18%	18%	34%	-7%
Opera	4%	5%	68%	86%
Live Theatre	23%	25%	48%	30%
Ballet/Dance	6%	7%	64%	74%
Classical Concerts	7%	9%	63%	72%
Historic Sites	13%	14%	41%	11%
Botanical Gardens	14%	16%	52%	42%
Casinos	22%	22%	36%	-2%
Wineries	12%	13%	46%	25%
Touring				
Day Bus Tours - City	11%	13%	56%	54%
Day Bus Tours – Countryside	6%	8%	62%	70%
Overnight Guided Scenic Tours – Countryside	8%	9%	43%	16%

Source: Special TAMS Canada Tabulations, Tables 16/17.

As is evident from estimates of demand for attractions detailed in Table 9, participation rates for art galleries, history museums, wineries, botanical gardens, historic sites and opera, ballet, and classical music performances will increase as the population ages. Utilization of children's museums, theme parks, zoos and aquariums will increase by 2026 but at a much lower rate than would be expected given the current population structure unless these attractions customize their products to the needs of an older market or enhance their appeal within the shrinking family market.

Older Ontarians show a more marked interest in being *taken* to tourism attractions and destinations than does the younger segment of the travelling public. Although TAMS data on packaged sightseeing tours is quite limited, it would appear that the aging population will exhibit a heightened rate of interest in overnight and day packaged tours among Ontario's travellers by 2026.

5. Immigration and Activities on Trips - 2026

Immigrants will represent about 4.5 million of Ontario's 12.2 million adult residents by 2026. As is evident from Table 10, these new Canadians will likely have comparatively less interest in traditional **outdoor** activities on trips than will their counterparts who were born within Canada. Projections also suggest that there is considerable variation *within* the immigrant community in terms of their interests in different types of outdoor activities. For example, kayaking or canoeing is expected to be about equally popular among Ontario residents born in Canada (15%) as it is among those born in Central/South America (13%), but much less popular among the sizeable pool of immigrants from Asian countries (4%).

Table 10: Anticipated Differences in Tourism Activities by Place of Birth - 2026

	Born in Canada	Born Outside Canada			
	Total	Total	Eastern Europe	Asia	Central/ South America
Adult Population	*7.5 million*	*4.5 million*	*753,000*	*1.0 million*	*645,000*
% Ontario's Adult Population – 2026 (horizontal %)	62%	37%	6%	9%	5%
Outdoor Activities on Trips					
Cycling	16%	9%	4%	6%	12%
Kayaking/Canoeing	15%	8%	6%	4%	13%
White Water Rafting	3%	1%	*	*	*
Fishing (fresh water)	19%	12%	16%	7%	18%
Hunting	4%	1%	1%	*	*
Wilderness Hiking/ Backpacking	18%	8%	7%	4%	5%
Golfing	22%	13%	5%	3%	8%
Snowmobiling	4%	2%	2%	*	*
Any Winter Sports	20%	11%	5%	7%	5%
Cultural & Indoor Activities on Trips					
Art Galleries	21%	23%	23%	17%	25%
General History Museums	26%	21%	25%	15%	22%
Science & Tech Museums	19%	17%	15%	13%	13%
Live Theatre	26%	22%	23%	11%	30%
Classical Concerts	8%	12%	17%	7%	2%
Historic Sites	14%	14%	15%	9%	7%
Botanical Gardens	14%	20%	18%	14%	7%
Casinos	26%	13%	11%	14%	18%

*Less than 0.5%. *Source: Special TAMS Canada Tabulations, Table 16/17.*

The comparatively low levels of interest in some of Ontario's hallmark outdoor products among new Canadians may reflect their low level of *exposure* to the vast natural expanses of Ontario. As noted previously, new Canadians are expected to travel in the province at a lower rate and less frequently than their counterparts who were born in Canada (see Section 3).

Because Toronto is a major reception centre for immigrants, the city will likely house three-quarters (73%) of the province's new immigrants by 2026. This high concentration of new immigrants in the southern end of the province and in a highly urbanized setting suggests that if inroads are to be made to encourage new Canadians to participate in outdoor tourism in Ontario, special efforts may be required to expose them to other parts of the province. There may also be requirements for special services that respect the language, dietary and religious customs of these groups if they are to feel "at home" in Ontario's outdoor tourism settings.

In light of their urban concentration, it may not be surprising that cultural attractions are expected to be about equally popular as tourism activities for those born in and outside Canada. Art galleries, museums, live theatre and classical music performances are at least as likely to be included as a travel activity among most immigrant groups in 2026 as they are to be experienced by Ontario residents born in Canada. The one exception to the popularity of these types of activities is found among new Canadians from Asian countries.

Entertainment facilities such as casinos can also expect to experience the impact of immigration. By 2026, this type of activity is projected to be sought on trips by over 1-in-4 Ontario adults born in Canada (26%). Only about half this proportion of Ontario's new immigrants will likely frequent casinos while travelling in 2026 (13%).

The cultural attractions sought by immigrants may not be those Ontario has to offer. As noted earlier, new immigrants are especially apt to travel abroad and especially unlikely to travel in Ontario. Hence, the cultural products that are included in their trips may be those offered by overseas countries rather than by destinations in Ontario.

6. Ontarians' Activities at Home

Since many tourism attractions secure the base of their operations within the "resident" market, changes to the population structure in Ontario will have implications for the sustainability of many cultural and entertainment facilities. Will there continue to be sufficient local demand for spectator sports, museums, galleries and cultural performances in the future so that these attractions remain vibrant lures for tourists? Assuming that the types of activities engaged in within the local community on a frequent or occasional basis in 2026 reflect current tastes and preferences, Ontario's cities, towns and countryside can expect rates of participation in outdoor and child-oriented recreational activities to fall relative to other activities and the rates of participation in indoor and cultural activities to increase relative to other activities over the next two decades. These projected shifts are wholly consistent with the changes predicted for Ontarians' travel activities outside their local communities.

Table 11: Ontario's Adult Population – Frequent/Occasional Activities at Home

	% of Adult Population In . . .		Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
	2000	2026		
Adult Population	*8.9 Million*	*12.2 Million*		
Gardening	52%	49%	30%	-19%
Golf	27%	24%	24%	-34%
Fishing	24%	20%	15%	-59%
Hunting	7%	5%	4%	-89%
Camping/Hiking	39%	32%	14%	-61%
Cycling	40%	36%	22%	-41%
Cross Country Skiing	11%	10%	25%	-33%
Alpine Skiing	15%	13%	18%	-50%
Snowmobiling	11%	8%	3%	-91%
Pro Sports Events	33%	31%	29%	-20%
Amusement Parks	34%	31%	24%	-35%
Art Galleries	27%	32%	59%	61%
Museums	33%	35%	48%	30%
Opera	9%	13%	95%	159%
Live Theatre	40%	43%	47%	29%
Ballet/Dance	9%	13%	90%	146%
Zoo/Botanical Gardens	33%	33%	37%	0%
Casinos	16%	15%	27%	-25%

Source: Special TAMS Canada Tabulations, Table 23.

Specifically, declines in the proportion of local residents who participate in sporting activities such as fishing, hunting, camping, canoeing, skiing and snowmobiling are expected by 2026. Amusement parks, casinos, spectator sports facilities and golf courses might also anticipate lower proportions of local residents over time. Conversely, art galleries and performances including opera and ballet may see higher proportions of the local market in their audiences over the next two decades than they do now.

C. Appendix

1. Additional Summary Tables

Table A-1: Ontario's Adult Population – Experiences Sought				
	% of Adult Population In . . .		Growth Rate from 2000 to 2026	Impact of 2026 Population Structure on Growth Rate
	2000	2026		
Rest, Relax	55%	54%	33%	-10%
Quality Time with Family	46%	44%	29%	-20%
Visit Friends or Relatives	53%	54%	39%	7%
Intimacy and Romance	26%	23%	18%	-50%
Different Cultures and Ways of Life	23%	25%	45%	23%
Historical Sites	28%	31%	47%	28%
Group of Good Friends	38%	37%	33%	-10%
Natural Wonders and Sites	32%	32%	37%	1%
Good Life with Fine Cuisine, etc	23%	23%	34%	-6%
Casinos and Gamble	15%	15%	32%	-12%
Popular and Trendy	14%	14%	29%	-22%
Safe and Familiar	22%	23%	45%	22%
Adventure and Excitement	25%	23%	23%	-36%
City Life (e.g., Night-life, shopping, etc.)	24%	23%	31%	-14%
Escape Winter Weather	23%	24%	44%	20%
Unspoiled Nature	25%	24%	29%	-22%
Source: Special TAMS Canada Tabulations, Table 21.				

2. Activities Measured in TAMS

Codes For NET Activities: TAMS	
Bird watching	Skiing – cross country
Whale watching	Skiing – cross country as an overnight touring trip
Other wildlife viewing	Skiing – downhill
Wildflowers / flora viewing	Heli-skiing
Recreational biking	Snowboarding
Mountain biking	Snowmobiling – day use on organized trail
Biking – as an overnight touring trip	Snowmobiling – as an overnight touring trip
Motorcycling – day excursions on an overnight touring trip	Sunbathing or sitting on a beach
Motorcycling – as an overnight touring trip	Scuba diving
Kayaking or canoeing	Swimming in lakes
Motorboating	Swimming in oceans
Sailing	Aboriginal (e.g., Native American) cultural experiences in a remote or rural setting where you stayed for one or more nights
Wind surfing	Pow Wows or other aboriginal (e.g., Native American) celebrations, such as the Wikwemikong Pow-Wow
White water rafting	Aboriginal (e.g., Native American) attractions such as the Indian Museum of North America in Arizona or the Polynesian Cultural Centre in Hawaii
Ice climbing	French Canadian cultural experiences
Rock climbing	Musical festivals such as the jazz festival in Montréal or the Chicago Blues Festival
Dog sledding	International film festivals such as the Cannes Film Festival
Seeing northern lights or other arctic experiences	Literary festivals or events
Fishing – fresh water	Theatre festivals
Fishing – salt water	Carnivals such as Mardi Gras or Rio's Carnival
Ice fishing	Western theme events, such as rodeos or the Calgary Stampede
Working out in a fitness centre	Farmers' fairs or markets
Jogging outdoors	Local festivals or fairs such as fall fairs, winter carnivals, Highland Games, Octoberfests, folklore festivals
Going on picnics in park settings	Art galleries
Golfing – play an occasional game while on a trip	Children's museums
Golfing – stay at a golf resort for one or more nights	General history or heritage museums
Golfing – take a packaged golf tour to play on various courses	Science or technology museums such as the Smithsonian National Air and Space Museum
Hang-gliding	Opera
Hiking or back-packing in wilderness settings	Ballet or other dance performances
Horseback riding	Theatre
Hot air ballooning	Concerts – classical
Hunting – big game	Concerts – jazz
Hunting – birds or small game	Concerts – rock & roll / popular
Parachuting	Musical attractions such as the Rock 'n Roll Museum or Jazzland
Bungee jumping	Historical replicas of cities or towns with historic re-enactments such as Williamsburg
Playing baseball or softball	Historic sites such as Statue of Liberty, Acropolis or Fort Alamo
Playing basketball	Movie theme parks like MGM studios
Going bowling	Science & technology theme parks like Epcot
Playing chess or backgammon	Amusement parks like Disneyland
Curling	Garden attractions such as Cypress Gardens or Tivoli Park
Playing football	Botanical gardens
Playing ice hockey	Planetariums
Playing squash	Zoos
Playing soccer	Aquariums
Playing tennis	Natural wonders such as Niagara Falls or the Grand Canyon
Playing volleyball	Auto races (as a spectator)
Ice skating	Professional baseball games (as a spectator)
In-line / roller skating	Professional basketball games (as a spectator)
	Professional figure skating (as a spectator)
Professional football games (as a spectator)	Scenic day or evening tours by boat
Professional golf tournaments (as a spectator)	Scenic day tours by train
Professional ice hockey games (as a spectator)	Going to wineries for day visits and tastings

Horse races	BUSINESS ACTIVITIES (WHILE ON A TRIP OF ONE OR MORE NIGHTS)
National or international sporting events such as the Olympic Games (as a spectator)	Attend business meetings out of town
Amateur sports / arts / hobby tournaments and competitions (as a spectator or participant)	Attend trade shows out of town
Recreational dancing	Attend business conventions out of town
Casinos	Attend conferences or seminars out of town
Local outdoor cafes	Attend company paid training out of town
Movies	Take a vacation paid for by your company (Incentive Travel)
Restaurant dining – regional or local cooking	
Restaurant dining – internationally acclaimed restaurants	Q.3 Getaways/Q. 8 Vacations
Shop or browse – bookstores or music stores	Took at least 1 trip in the **winter**
Shop or browse – antiques	Took at least 1 trip in the **spring**
Shop or browse – gourmet foods in retail stores or farms	Took at least 1 trip in the **summer**
Shop or browse – local arts & crafts studios or exhibitions	Took at least 1 trip in the **fall**
Shop or browse – clothing, shoes and jewellery	
Pick-your-own farms or participating in harvesting	Q. 6 Getaways/Q.11 Vacations Use in Past 2 Years
Read for relaxation or personal interest (while on trip)	Homes of friends & relatives
Camping – in large public campgrounds in national, state or provincial parks	Hotels / Resorts / Country Inns
Camping – in campgrounds outside national, state or provincial parks	Motels
Camping – in wilderness settings	Bed & Breakfasts
Staying at a lakeside resort in summer	Cottage, rented
Staying at a lakeside resort in winter	Cottage, your own
Staying at a ski resort or mountain resort in summer	Fishing or Hunting Lodges
Staying at a ski resort or mountain resort in winter	Campgrounds / RV Parks – Fully serviced (water, sewer, electricity)
Staying at a seaside resort in summer	Campgrounds / RV Parks – Electricity only
Staying at a seaside resort in winter	Unserviced campgrounds or backcountry
Staying at a remote or fly-in lodge	Other
Staying at a remote or fly-in outpost	IF CAMPING: What type of camping equipment did you use *most often*?
Staying at a wilderness lodge you can drive to by car	Tent
Staying at a private cottage or condo you own	Tent Trailer
Staying at a private cottage or condo you rent	Truck camper or van
Staying at a cooking school with accommodation on the premises	Travel Trailer / Fifth wheel
Staying at a wine tasting school with accommodation on the premises	Motorhome
Staying at a gourmet restaurant with accommodation on the premises	Q. 15 – Package Used in past two years
Staying at a health spa	Motorcoach touring package
Staying at a working farm or guest ranch	A resort or cruise package
Staying at a bed & breakfast	A theatre package
TOURING AND CRUISING (OVERNIGHT)	An adventure package
Guided scenic tours in the countryside, like fall colour tours where you stay one or more nights	A ski package
Wandering around small towns and villages where you stay one or more nights	A city package
Touring a region's wineries where you stay one or more nights	An educational package
Great Lakes cruises where you stay on board one or more nights	Some other type of package
Submarine "cruises" where you stay on board one or more nights	Travel to Ontario
Ocean cruises where you stay on board one or more nights	Ever
DAY TOURING (WHILE ON A TRIP OF ONE OR MORE NIGHTS)	Never
Coastal or lakeshore scenic drives in your own / rental vehicle	
Guided bus day tours in a city	
Scenic day tours in the countryside by bus	
Scenic day tours by air	

D. Notes

[1] An association of Canadian tourism ministries and organizations have collaborated to conduct two large scale surveys to assess the travel activities and motivators of leisure travel among Canadians and Americans. This survey, known as the *Travel Activities and Motivation Survey* (TAMS), represents the comprehensive assessment of travel behavior and motivators, and provides a rich and authoritative database by which to develop marketing strategies and travel products to attract visitors to Canada and Ontario.
TAMS consisted of both a telephone survey and a self-completed mailback survey. The survey was conducted in Canada and the United States between September 27, 1999 and April 16, 2000. The telephone survey was completed by 28,397 individuals in the United States and by 18,385 individuals in Canada. Respondents 18 years of age or over were selected randomly within the household. People participating in the telephone survey who had travelled in the past two years or expressed interest in travel in the next two years were asked to complete a mailback questionnaire. Usable questionnaires were received from 5,490 Canadians and 6,405 (26.0 %) U.S. respondents.

[2] The Canadian population 18 years of age or older was projected to the year 2026 and the corresponding USA population was aged to the year 2025. A special additional adjustment was made in the re-weighting of TAMS data to take into account an anticipated increase in the rate of educational achievement within the populations of both countries. In particular, it was assumed that the incidence of the highest level of education achieved in the period 1975 to 1999 represents a long term equilibrium of educational achievement. Figures for each sampling unit used in TAMS were supplied for aging the Canadian population and the USA by MTR. These projections included MTR's adjustments for increased educational achievement and immigration flows for Canada.

[3] It should be noted that population estimates used in this analysis were calculated by the two national statistical agencies prior to the September 11, 2001 terrorist attack in the United States. Any policy changes in immigration as a result of this event will not be reflected in these estimates.

[4] See 2001 Canadian Travel Survey Tabulations provided to MTR in July, 2002, page P2-1.

[5] 5.1 million of the 7.6 million U.S. overnight person visits originated in New York, Pennsylvania, Michigan, Illinois, Wisconsin, Ohio, and Minnesota (2000 International Travel Survey Tabulations, P2-1). Indiana is not included in this estimate, but is included in the TAMS definition of the "Great Lakes States".

[6] All estimates of tourism volume are based on past two year overnight leisure trips.

[7] See *Big City Attractions* tabulations prepared from TAMS for the Ontario Tourism Marketing Partnership, February, 2002. In the Toronto CMA – the likely reception site for many new immigrants to the province – those born outside Canada participate in outdoor activities such as canoeing, fishing and hunting at about half the rate as do Torontonians who were born in Canada. Participation rates in various urban and indoor-oriented activities such as museums, art galleries, theatre and concerts in their home community, favour Canadian-born residents but are considerably closer for the two groups than is the case for outdoor activities.

[8] See 2001 Canadian Travel Survey Tabulations provided to MTR in July, 2002.

[9] Of the 6.1 million adult Ontario residents born in Canada, 45% are considered "hard core" leisure travellers within the province (2.8 million) whereas of the 2.8 million residents born outside Canada, only about 20% or 547,000 are considered "hard core" Ontario travellers. By "hard core", we mean individuals who claim to have taken a leisure trip in Ontario in the past two years AND plan to take such a trip in the next two years.

[10] See special tables on place of birth, table 9-1.

[11] See special tables on place of birth, table 9-1.

[12] For definitions of these high intensity groups, please refer to *Who Wants What: Product-oriented tourism realities & opportunities for Ontario*, Ontario Ministry of Tourism and Recreation, August 2001.

[13] **Soft Outdoor Adventure:** Minimum of two of the following from the TAMS "activities on trips in past two years" list and not already categorized as "High Intensity Hard Outdoor Adventure": recreational biking, biking as an overnight touring trip, any motorcycling, kayaking or canoeing, motor boating, sailing, wind surfing, hiking/backpacking, horseback riding, hot air ballooning, cross-county skiing, downhill skiing, snowboarding, any snowmobiling. No consumptive outdoor activities (hunting/fishing). **Hard Outdoor Adventure:** Took trip to experience adventure and excitement in past 2 years and minimum of two of the following activities if one activity is white water rafting; if no white water rafting, any one of ice or rock climbing, mountain biking; dog sledding; hand-gliding; bungee jumping; heli-skiing; scuba diving. No consumptive outdoor activities (hunting/ fishing). **High Intensity Anglers:** Mentioned the following from the TAMS "experiences/activities on trips in past two years" list:

Took trip to participate in hobby or sport (e.g., golf, fishing, photography) in past 2 years and either went fresh water or ice fishing . **High Intensity Golfers:** Mentioned the following from the TAMS "experiences/activities on trips in past two years" list: Took trip to participate in hobby or sport (e.g., golf, fishing, photography) in past 2 years and any of occasional golf game while travelling; stay at golf resort for one or more nights; take a packaged golf tour to play on various courses.