



DETAILED RESULTS

ONTARIO TRAVELLER STUDY

CONDUCTED FOR RTO 8

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC
AFFAIRS AND MARKET RESEARCH EXPERTS

METHODOLOGY



The survey was conducted with 1,500 Ontario residents aged 18 and over from October 7 to 13, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.53%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, and region. Totals may not add up to 100 due to rounding.

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PROFILES

PROFILES

Oct. 2022

	AVERAGE TRIP SPEND	% OF SAMPLE
ECONOMY TRAVELLERS	LESS THAN \$2000	58%
PREMIUM TRAVELLERS	\$2000 OR GREATER	42%
	TRAVEL TO... AT LEAST A FEW TIMES A YEAR	% OF SAMPLE
INT'L TRAVELLERS	AN INTERNATIONAL DESTINATION	23%
US TRAVELLERS	A DESTINATION IN THE UNITED STATES	29%
PROVINCIAL EXPLORER TRAVELLERS	TO ANOTHER REGION WITHIN ONTARIO (100KM+)	55%
STAYCATION TRAVELLERS	OUT OF TOWN BUT WITHIN THE REGION WHERE YOU LIVE (40-100KM)	67%
	LOVE TO DO ON ALL TRIPS	% OF SAMPLE
EXPLORERS	EXPLORING SOMEWHERE/SOMETHING NEW	15%
NATURE LOVERS	GETTING OUTSIDE- HIKING, CYCLING, ETC.	9%
FAMILY MEMORIES	TRAVEL TO SPEND TIME/BUILD MEMORIES WITH FAMILY (+ HAVE KIDS UNDER 18 AT HOME)	24%
COUPLES TRIPS	A GETAWAY WITH A PARTNER (MARRIED/DOMESTIC PARTNER + OVER 30)	18%

EXECUTIVE SUMMARY

#1: WHILE THE PANDEMIC HAS HAD AN IMMEASURABLE IMPACT ON THE TRAVEL HABITS IN RECENT YEARS, IT HAS ALSO CREATED A MIND-SHIFT CHANGE FOR ONTARIANS.

Intentions to return to pre-pandemic travel habits have levelled out. 1 in 10 travellers say the pandemic has changed their travel habits, the rest are likely to return to old ways.

That said, more and more Ontarians are discovering, and enjoying destinations in Ontario. That, combined with growing travel budgets (at least in the short-term) is likely to have a positive impact on Ontario tourism.

59% ⁺⁶ Discovered a 'new to me' destination in Ontario that they really enjoyed.

56% ⁺¹⁰ Took more Ontario destination leisure trips in the last two years.

37% ⁺³ Say in the next 12 months can spend more on travel, entertainment, and leisure activities.

+/- Feb 2022

#2: COVID NO LONGER IMPACTS WHETHER TO TAKE A TRIP, INSTEAD IT IMPACTS WHERE TO GO/WHAT TO DO.

Spring 2023

Winter 2023

63% I will prefer destinations that are closer to where I live (within 2 hour drive), over travelling somewhere further away.

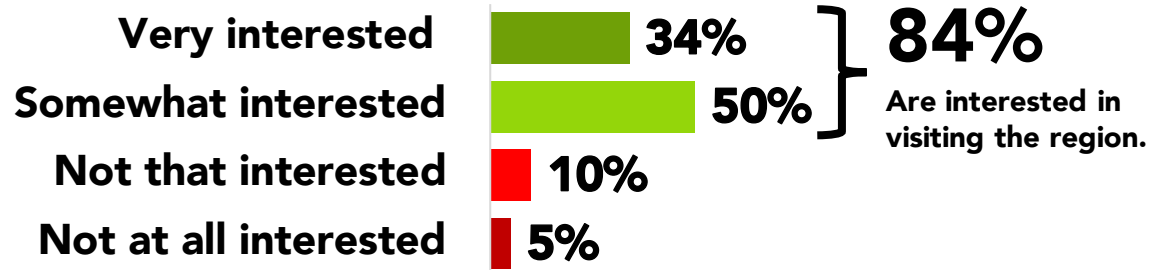
57% I will prefer less populated destinations, like a smaller city, or rural communities because of COVID-19.

60% I will probably be taking more road trips, to avoid airline travel.

74% "I this the risk of contracting COVID-19 on a trip in Ontario is much lower now"

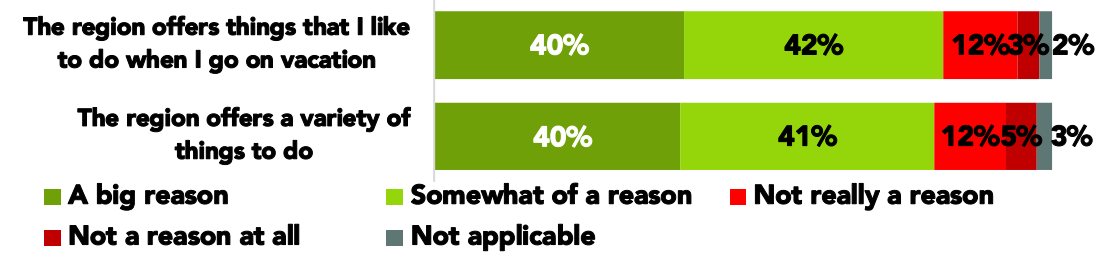
76% "I'm not as concerned about getting COVID-19 as I was earlier in the pandemic"

#3: RTO 8 REMAINS A POPULAR DESTINATION FOR ONTARIO TRAVELLERS, INTEREST IN SPRING TRAVEL HAS INCREASED IMMENSELY.



Retention continues to be strong- 96% of those who visited in the last two years want to return. And newcomers are eager as well- 73% want to visit.

The variety and abundance of activities offered by the region remain its biggest draw.



#4: INTEREST IN SPRING TRAVEL IS MODERATE BUT HAS MORE THAN DOUBLED SINCE LAST WAVE, WINTER 2023 INTEREST IS TEPID

33%

Would be interested in booking a trip to the region for the spring including:

- 43% of recent visitors
- 30% of less recent visitors (over 2 years ago)
- And 31% of those who have never visited the region

7%

Would be interested in booking a trip to the region for the winter (January/February) including:

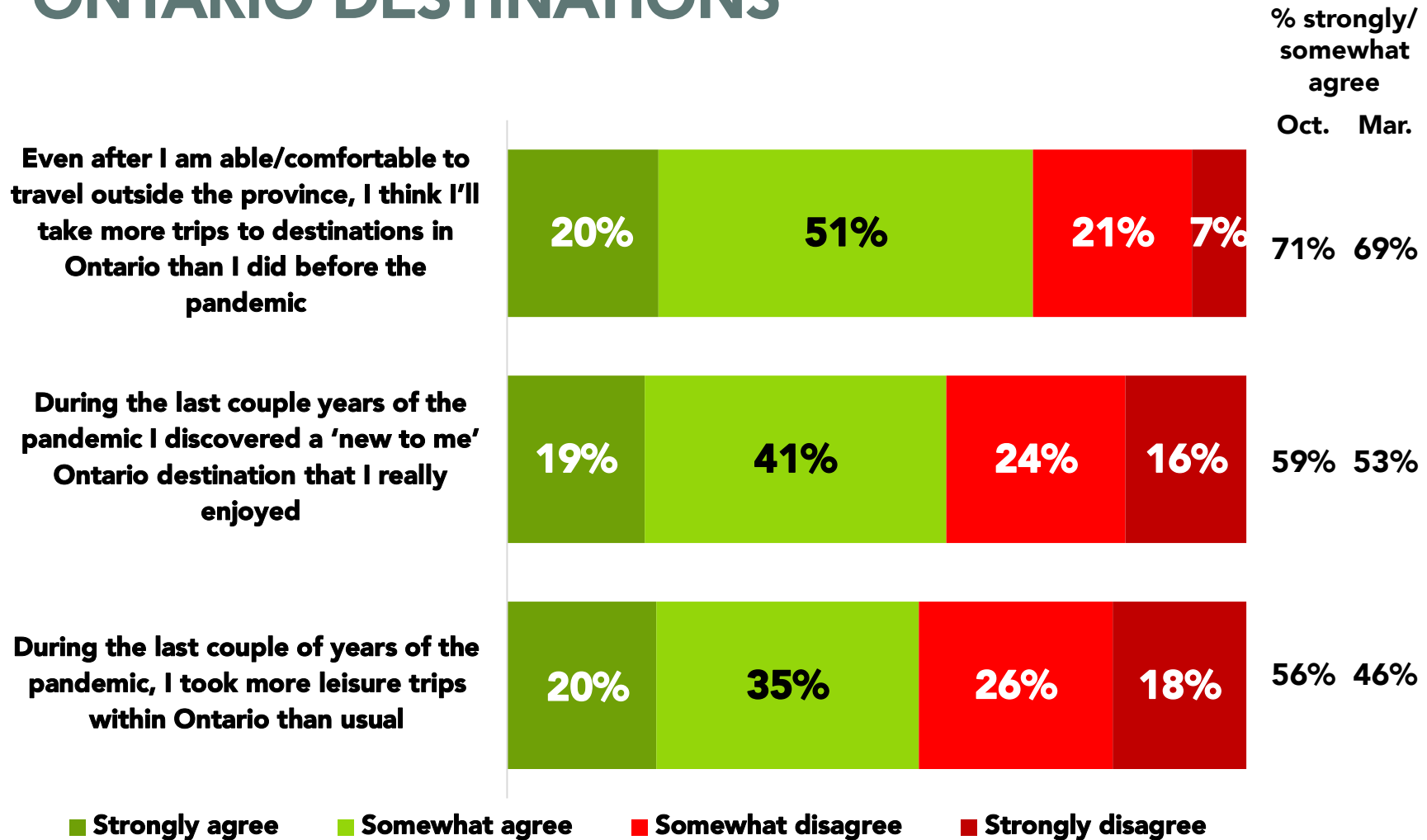
- 19% of recent visitors
- 5% of less recent visitors (over 2 years ago)
- And 3% of those who have never visited the region

CURRENT TRAVEL SENTIMENT

CURRENT TRAVEL SENTIMENT

- **Travel habits of Ontario travellers are settling back to 'normal' but in some ways, this is a new normal.**
 - A constant 7 in 10 travellers think they will continue to spend more time travelling within the province.
 - The number of Ontario travellers trying a new Ontario destination continues to grow, now at 59%.
 - And more Ontario travellers say they have spent more time travelling in Ontario, compared to previous years (56, up 10 points from earlier this year).
- **There continues to be an interest in returning to old habits, as may have been expected. 89% plan to return to their old ways.**
- **Interest in US and International travel has risen 11 points since February- now 80% say they plan to travel to these destinations once it is safe to do so.**
 - This doesn't translate to travel in the near future, but this type of travel seemed to be added back to the list of potential destinations.
- **Finally, with inflation and recession-talk swirling, Ontario travellers seem to be prioritizing travel. 37% say they could spend more on travel and leisure in the next 12 months.**

ONTARIO TRAVELERS CONTINUE TO DISCOVER MORE ONTARIO DESTINATIONS



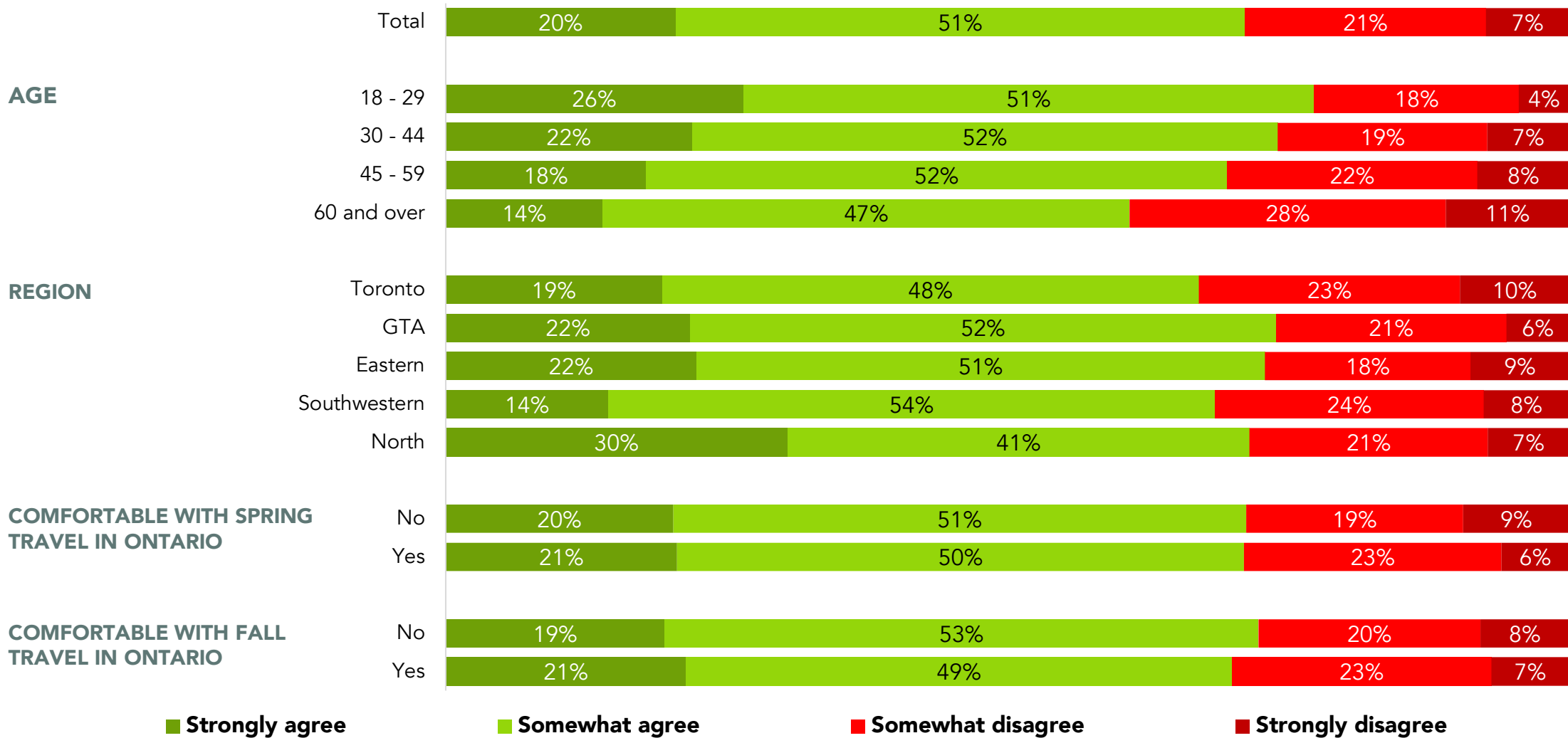
While the pandemic put a pause on travel habits, it caused many Ontario travellers to reassess their perceptions of local travel.

The impact is lasting and continues to grow as 59% say they discovered a 'new to them' Ontario destination, up 6 points. And 56% say they took more trips within Ontario than usual, up 10 points.

The resiliency of the 'provincial travel' even as travel elsewhere becomes more and more likely is a good sign for Ontario tourism destination.

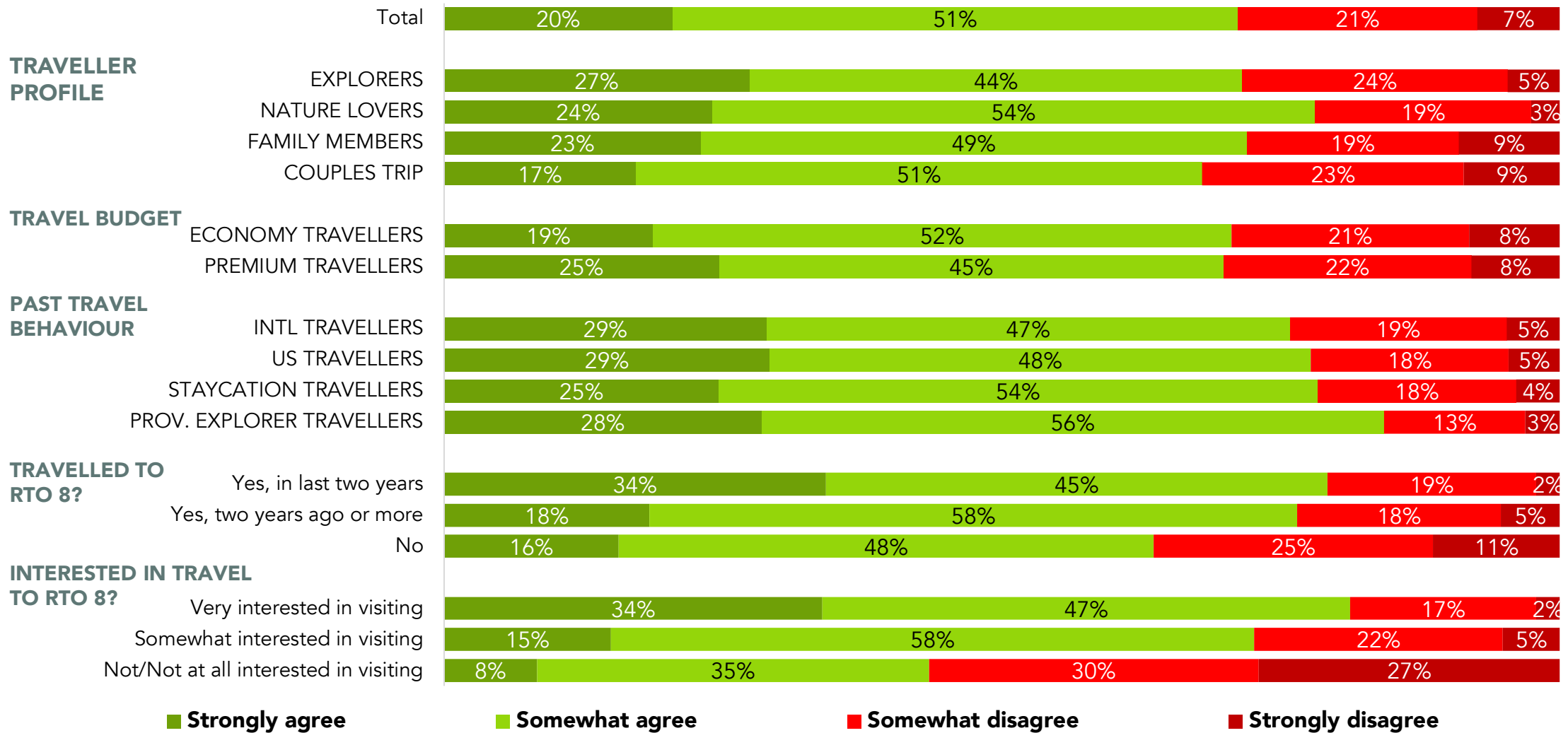
And what about the following

EVEN AFTER I AM ABLE/COMFORTABLE TO TRAVEL OUTSIDE THE PROVINCE, I THINK I'LL TAKE MORE TRIPS TO DESTINATIONS IN ONTARIO THAN I DID BEFORE THE PANDEMIC



Even after I am able/comfortable to travel outside the province, I think I'll take more trips to destinations in Ontario than I did before the pandemic :And what about the following?

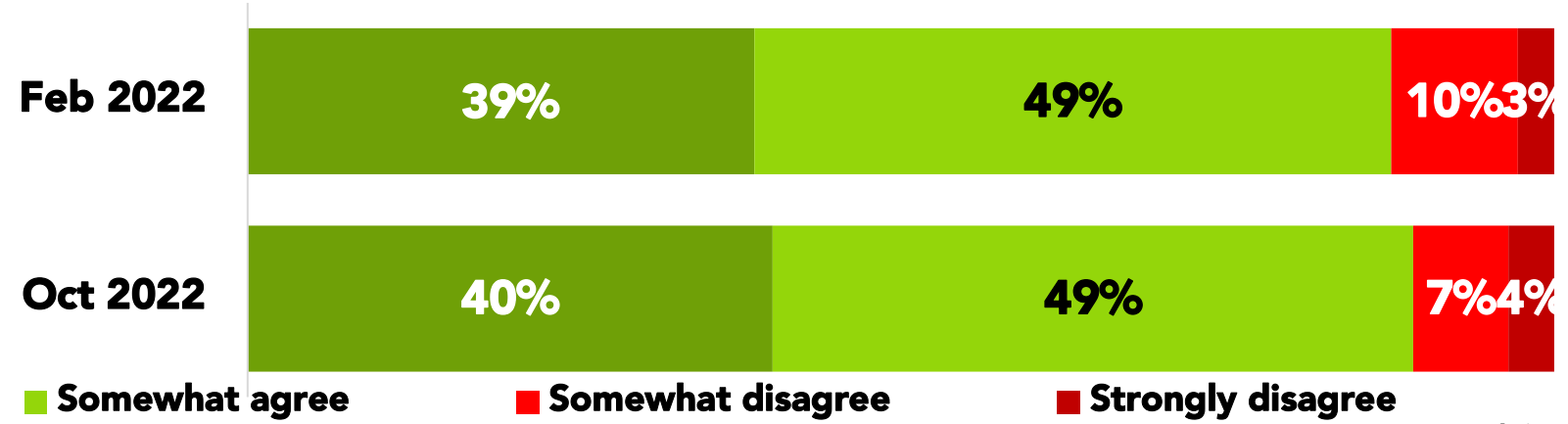
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Even after I am able/comfortable to travel outside the province, I think I'll take more trips to destinations in Ontario than I did before the pandemic: And what about the following?

STILL, THERE IS A STRONG DESIRE TO RETURN TO PRE-PANDEMIC TRAVEL HABITS

Once I feel comfortable travelling, I'll go back to my usual travel habits (destinations, activities I would have done before the pandemic)



PAST TRAVEL BEHAVIOUR

INTL TRAVELLERS

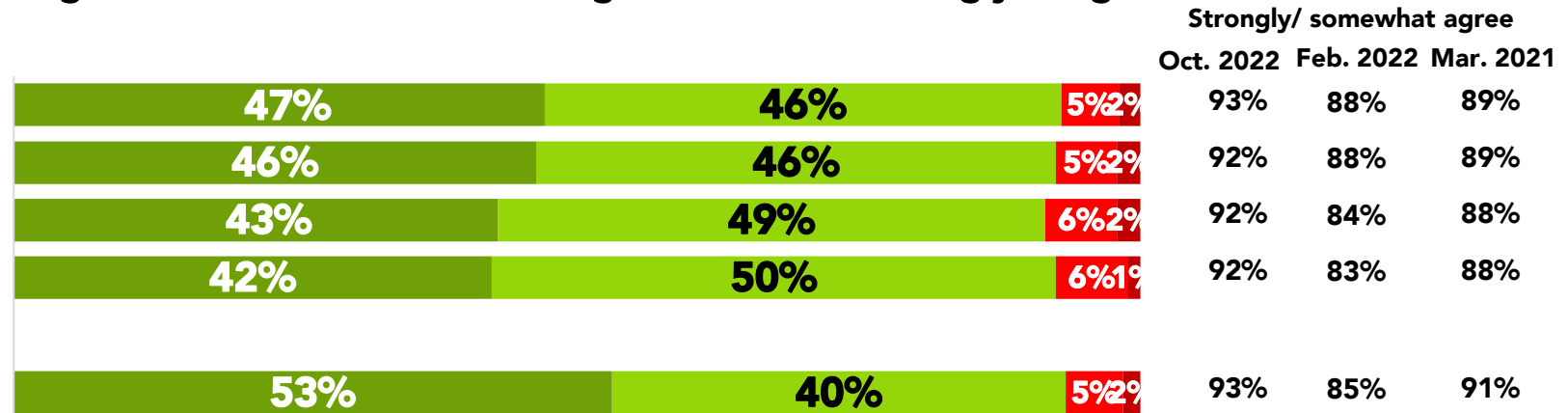
US TRAVELLERS

STAYCATION TRAVELLERS

PROV. EXPLORER TRAVELLERS

TRAVELLED TO RTO 8?

Yes, in last two years



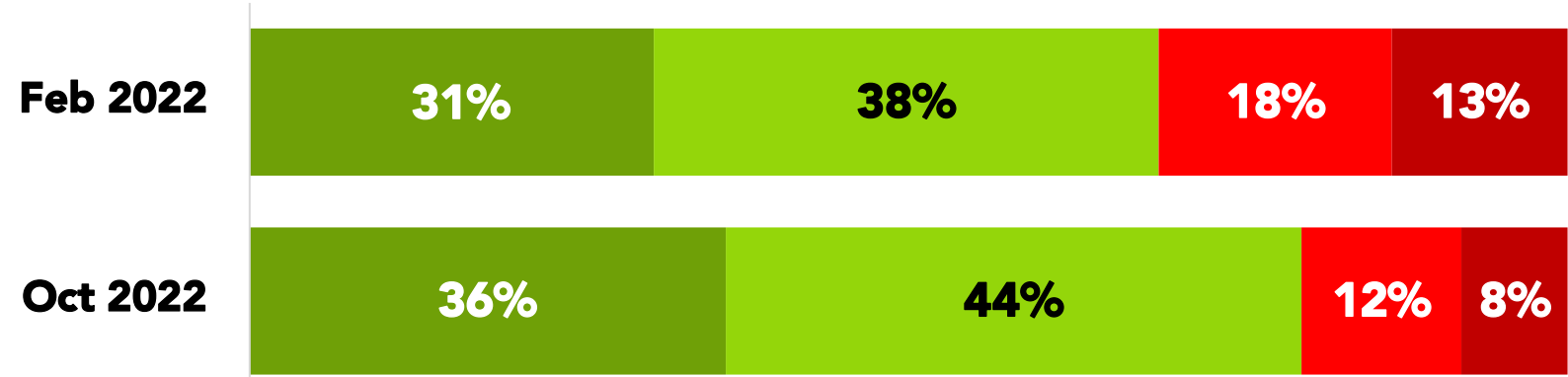
89% say once they feel comfortable they will go back to their usual travel habits, consistent with last wave. International and US travellers are more inclined to return to their habits, compared to those who prefer to stay closer to home. It seems perceptions of previous travel habits have leveled out, and close to 90% of travellers intend to return to their old habits.

And do you agree or disagree with the following statements

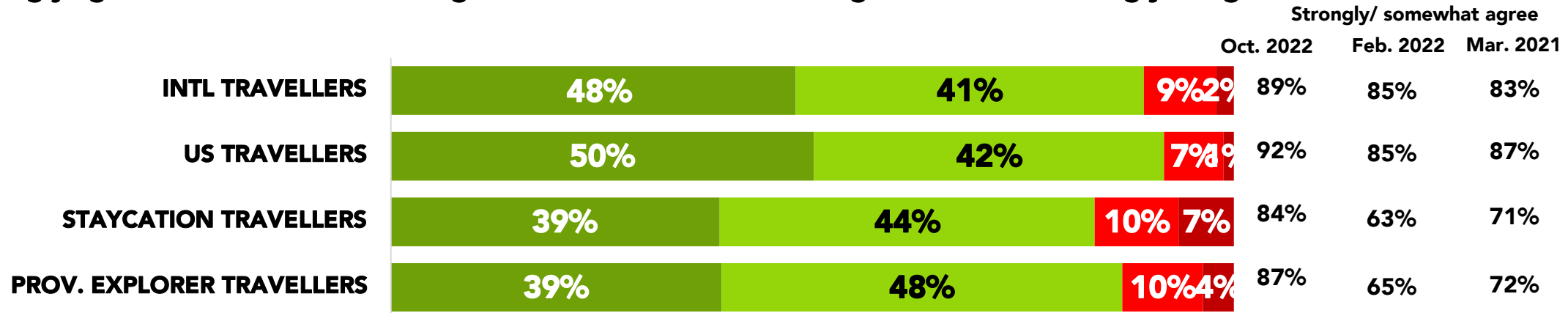
TWO-THIRDS PLAN TO TRAVEL TO THE US, INTERNATIONAL AS SOON AS IT'S SAFE TO DO SO

I plan to travel internationally, including to the United States as soon as I think it is safe to do so

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

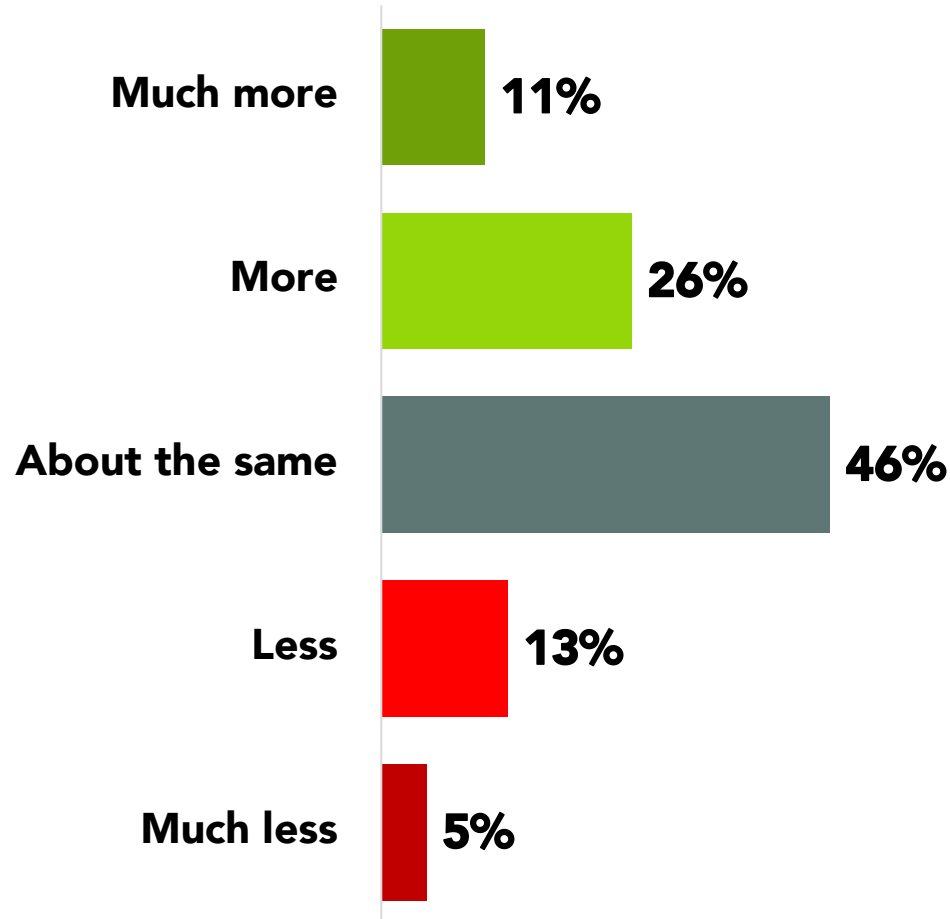


PAST TRAVEL BEHAVIOUR



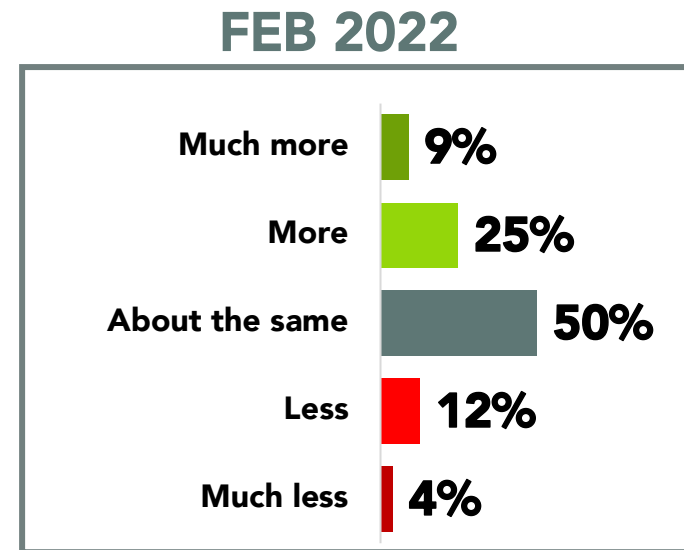
Comfort with US and international travel continues to grow, however. There has been an 11 point increase in those who say they plan to travel to the US when safe to do so. So while this may not translate to US travel in the near future, more Ontario travellers are adding the US (and other countries) back to the list of potential travel destinations. Staycation and local travellers continue to be less interested in the US, perhaps more convinced of a new local destination instead, or confirmation they are indeed interested in more local travel.

DESPITE INFLATION, COST OF LIVING CONCERNS, TRAVEL SPEND APPEAR TO STILL BE A PRIORITY BUDGET LINE



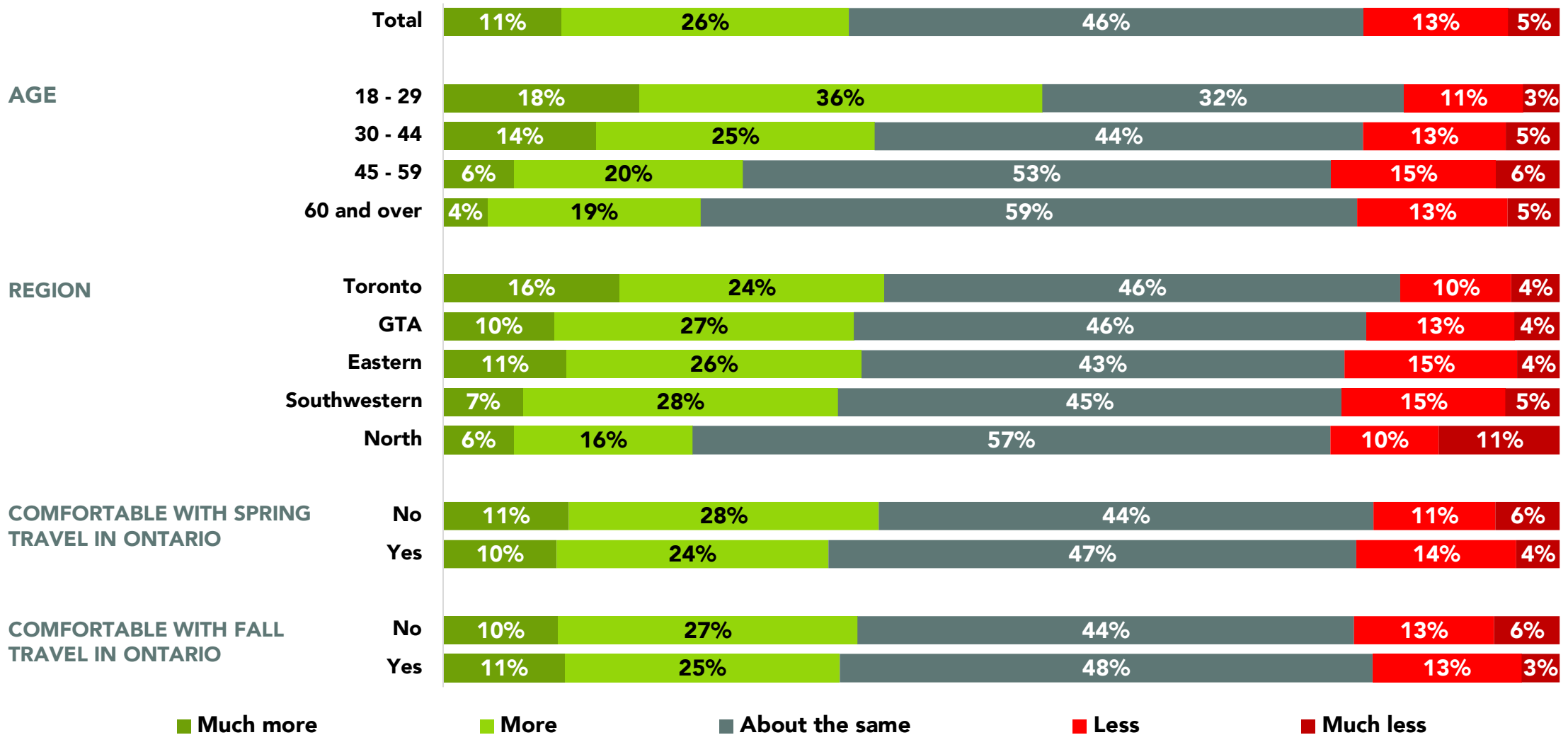
37%
 Could spend more on travel, entertainment and leisure activities.

- This is highest for...**
- Those under 45 (especially 18-29)
 - Those living in Toronto
 - Those comfortable with spring travel
 - Nature lovers
 - And those who have visited RTO 8 in the past.



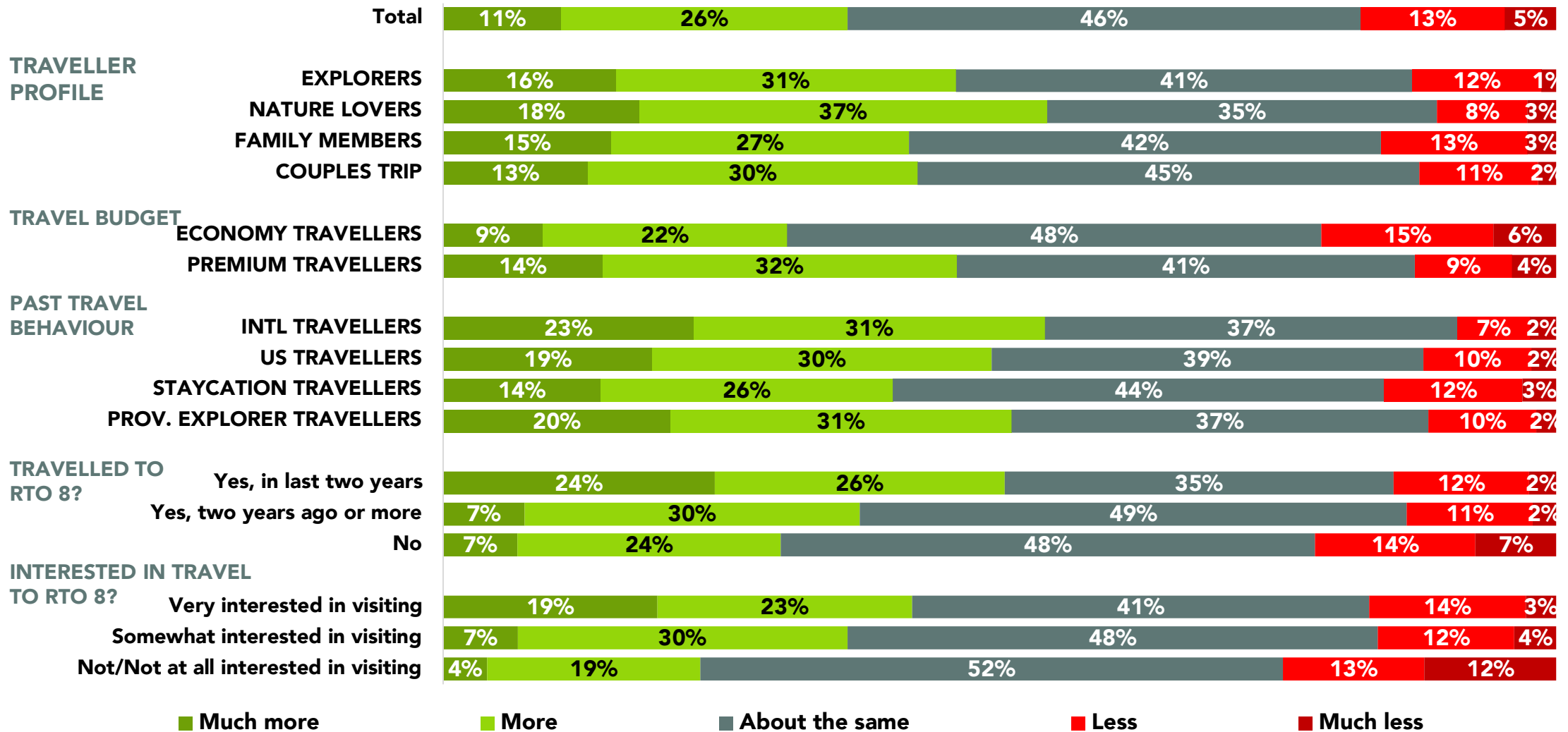
Over the next 12 months, will you have the ability to spend more, less, or about the same about as usual, on things like travel, entertainment, and leisure activities?

DESPITE INFLATION, COST OF LIVING CONCERNS, TRAVEL SPEND APPEAR TO STILL BE A PRIORITY BUDGET LINE



Over the next 12 months, will you have the ability to spend more, less, or about the same about as usual, on things like travel, entertainment, and leisure activities?

DESPITE INFLATION, COST OF LIVING CONCERNS, TRAVEL SPEND APPEAR TO STILL BE A PRIORITY BUDGET LINE



Over the next 12 months, will you have the ability to spend more, less, or about the same about as usual, on things like travel, entertainment, and leisure activities?

ONTARIO TRAVEL SENTIMENT

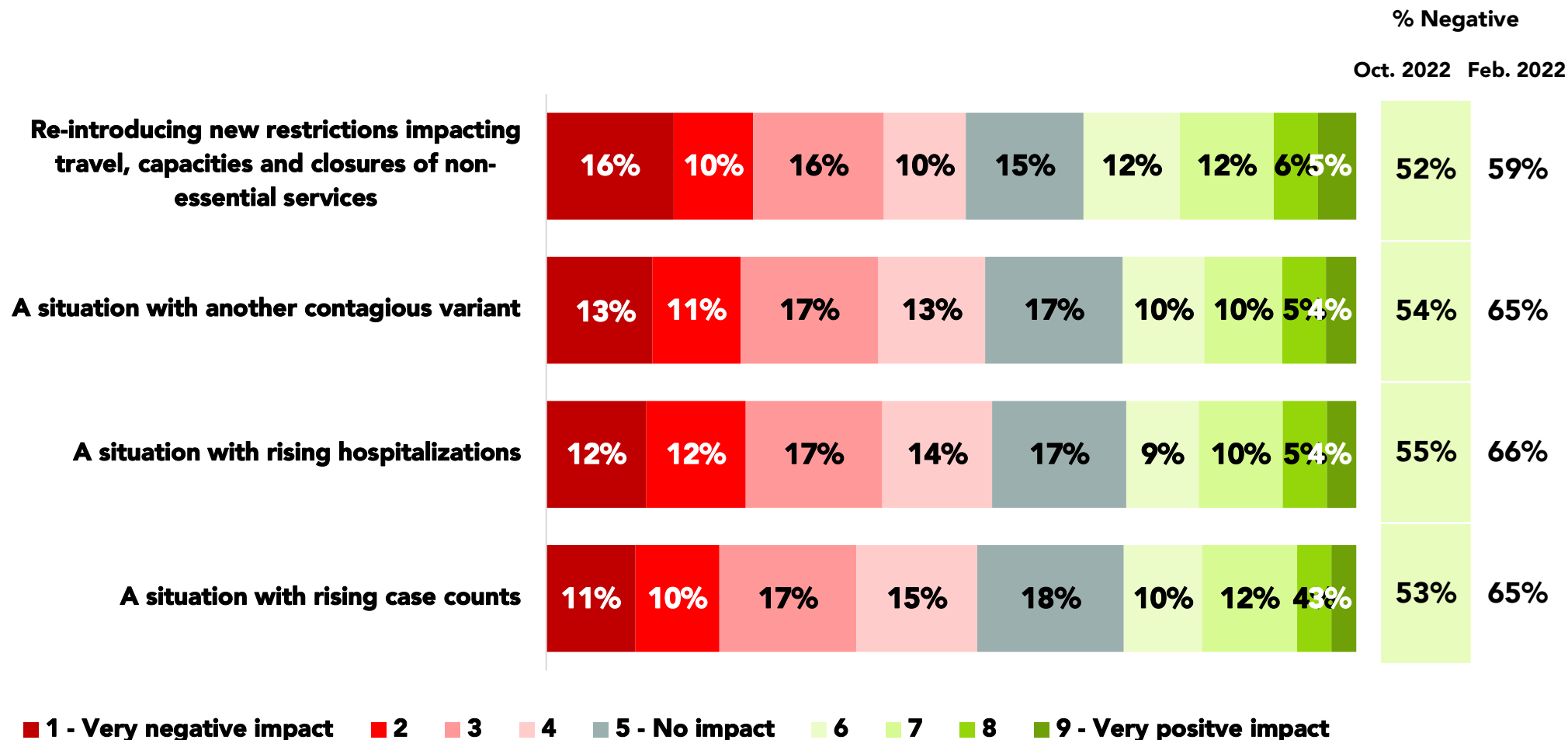
ONTARIO TRAVEL SENTIMENT

- **The negative implications of travel restrictions, contagious variants, rising hospitalizations and case counts on travel have declined. These factors do have some sway but they are becoming less and less of a consideration when planning Ontario travel.**
- **37% of Ontario travellers are comfortable travelling to an Ontario destination in Winter 2023.**
- **60% of Ontario travellers are comfortable travelling to an Ontario destination in the spring.**
- **38% have either booked or started planning a trip for January/February- doubling from earlier this year.**
- **Most common is a trip to another region of the province, while 'staycation' travel (within 40-100km) has declined. Interestingly, travel to other destinations has not increased as a result.**

ONTARIO TRAVEL SENTIMENT

- **There continues to be wide-spread interest in the Ontario travel activities that were tested the top three activities were:**
 - **Local wildlife experiences- 62% would love/like to do when they travel.**
 - **Unique accommodations- 59% would love/like to do when they travel.**
 - **Interactive culinary experiences- 52% would love/like to do when they travel.**
- **As for the other suggested activities- they all have a broad appeal, most would do if convenient at their destination/within their schedule.**
 - **A third specifically plan travel around local festivals and independent tours.**

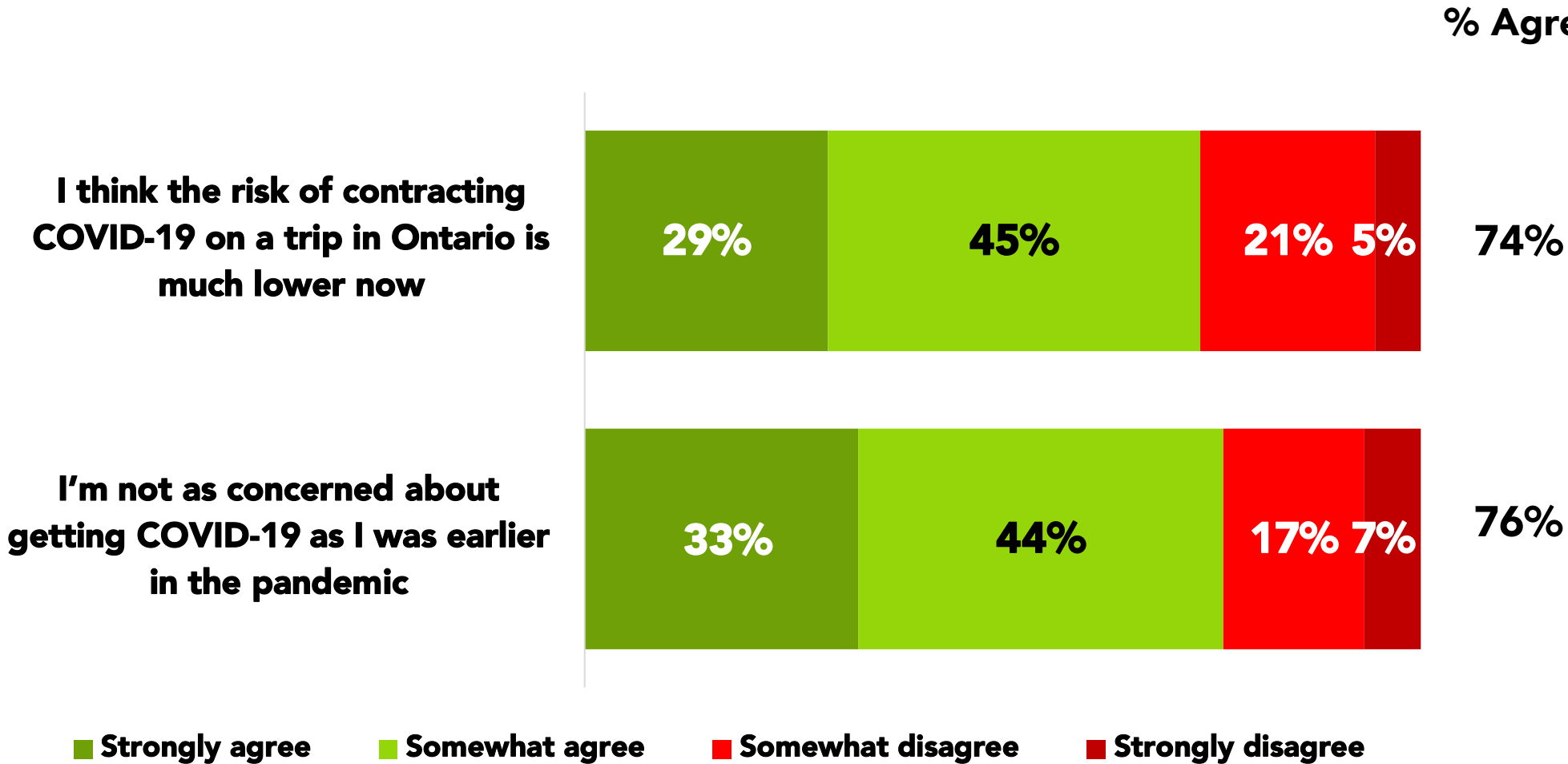
COVID RESTRICTIONS, PROTOCOL HAVE LESS INFLUENCE OVER DECISIONS TO TRAVEL WITHIN ONTARIO



COVID-19 still has some sway over Ontario travel decisions, but it appears the impact of rising cases, hospitalizations or another variant and even travel restrictions are less likely to be considered when planning a trip in the province.

Thinking about your experiences in the pandemic in the last couple of years, how would the following impact your future decisions to travel within Ontario, if at all?

TRAVELING TO ONTARIO, AND CONTRACTING COVID-19 ARE SEEN AS LESS RISKY, COMPARED TO EARLIER ON IN THE PANDEMIC



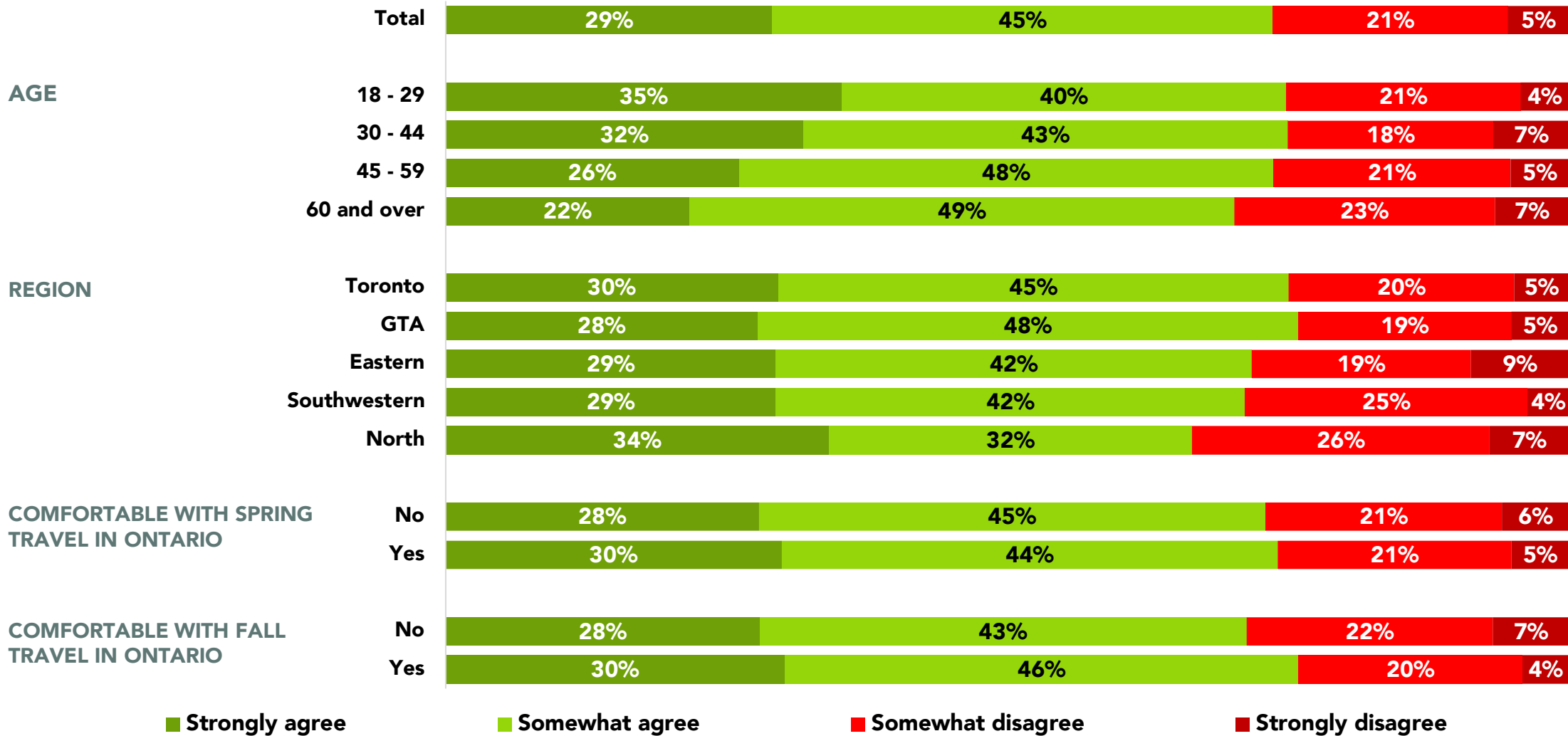
Restrictions and cases aside, perceptions of COVID have shifted in other ways.

Three quarters say the risk of contracting COVID-19 on a trip in Ontario is much lower.

And even if they did contract the virus, 76% are less concerned about getting COVID.

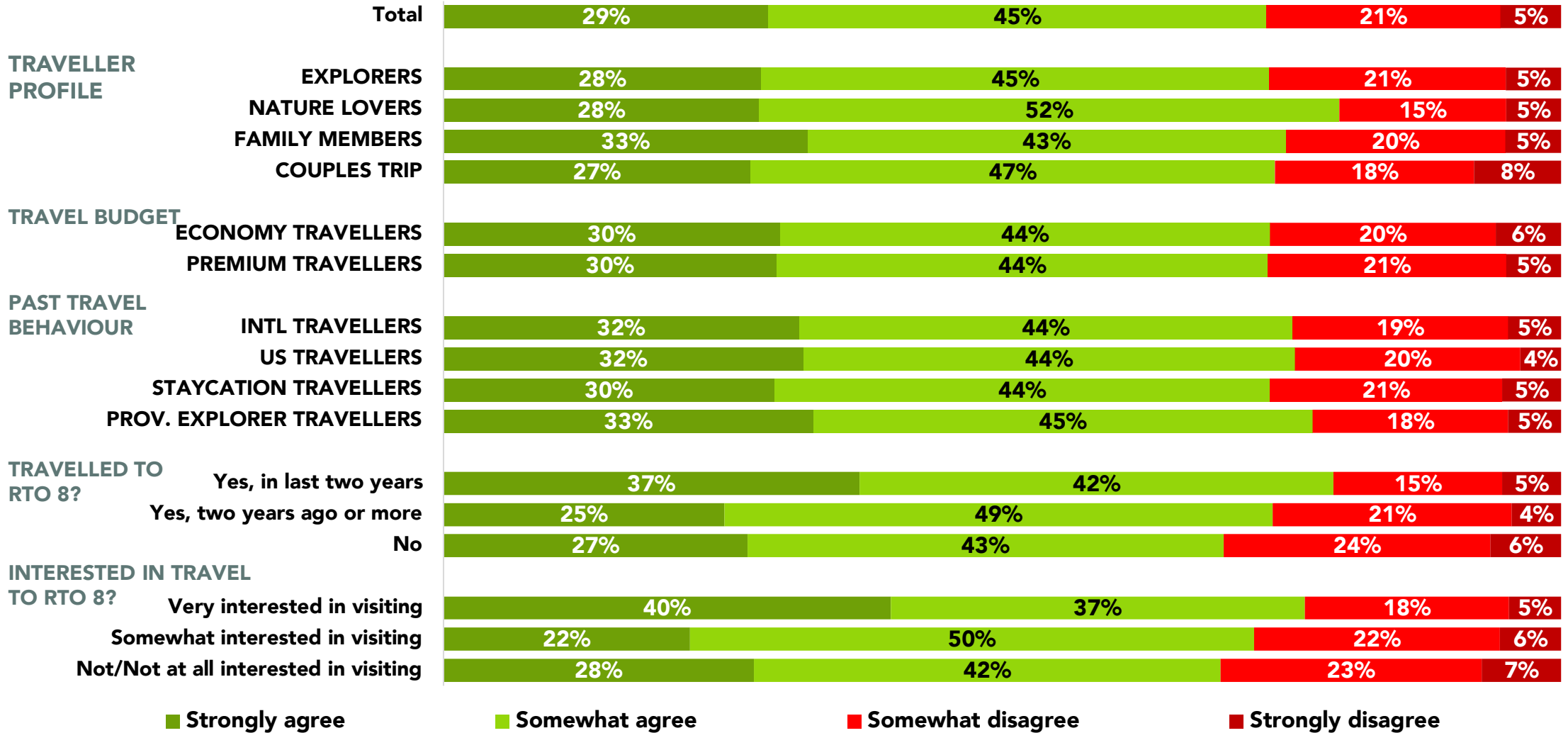
And what about the following?

I THINK THE RISK OF CONTRACTING COVID-19 ON A TRIP IN ONTARIO IS MUCH LOWER NOW



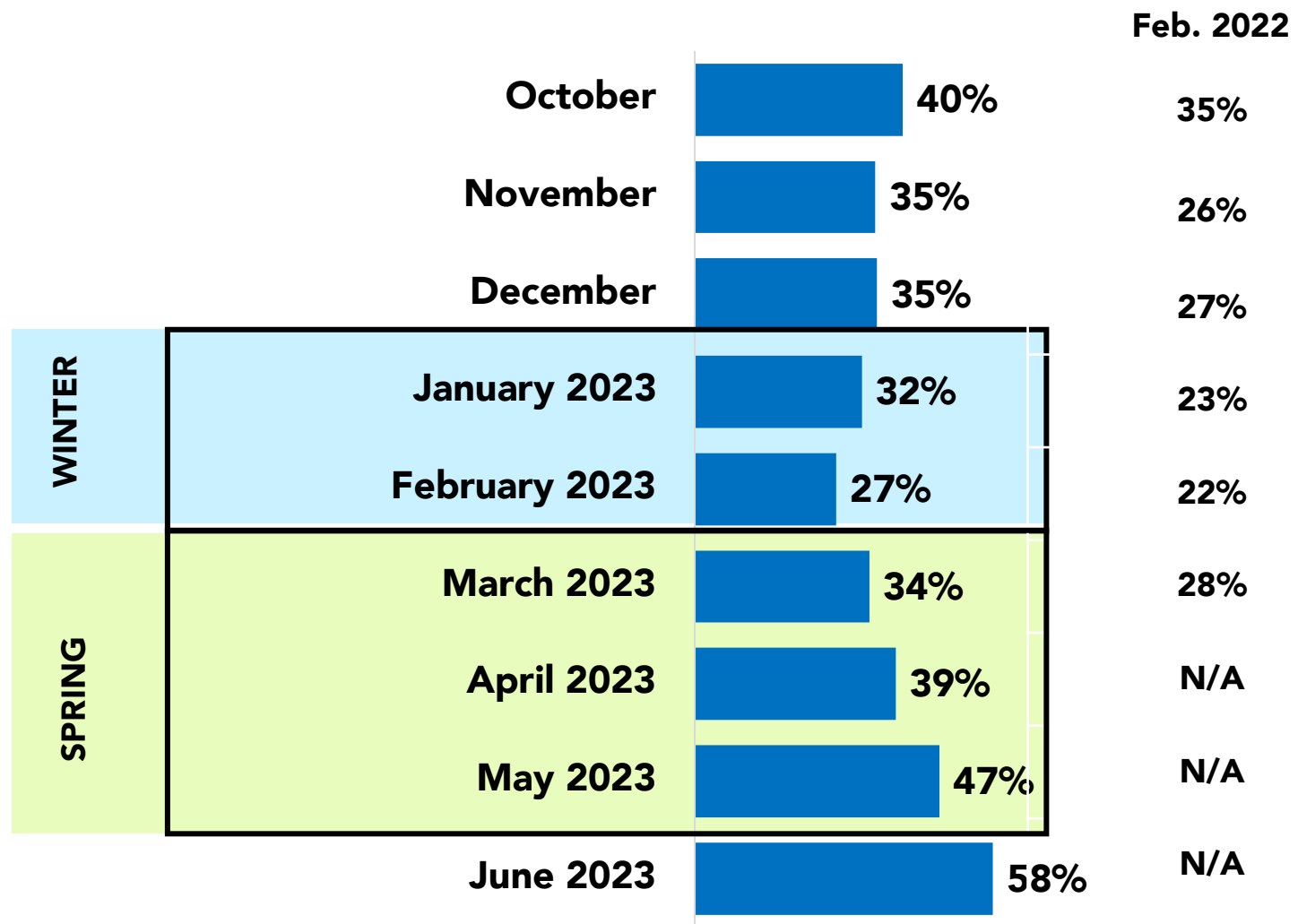
And what about the following?

I THINK THE RISK OF CONTRACTING COVID-19 ON A TRIP IN ONTARIO IS MUCH LOWER NOW



And what about the following?

HIGHEST COMFORT WITH SUMMER TRAVEL, BUT SIGNIFICANT INCREASE IN COMFORT FROM FEBRUARY 2022



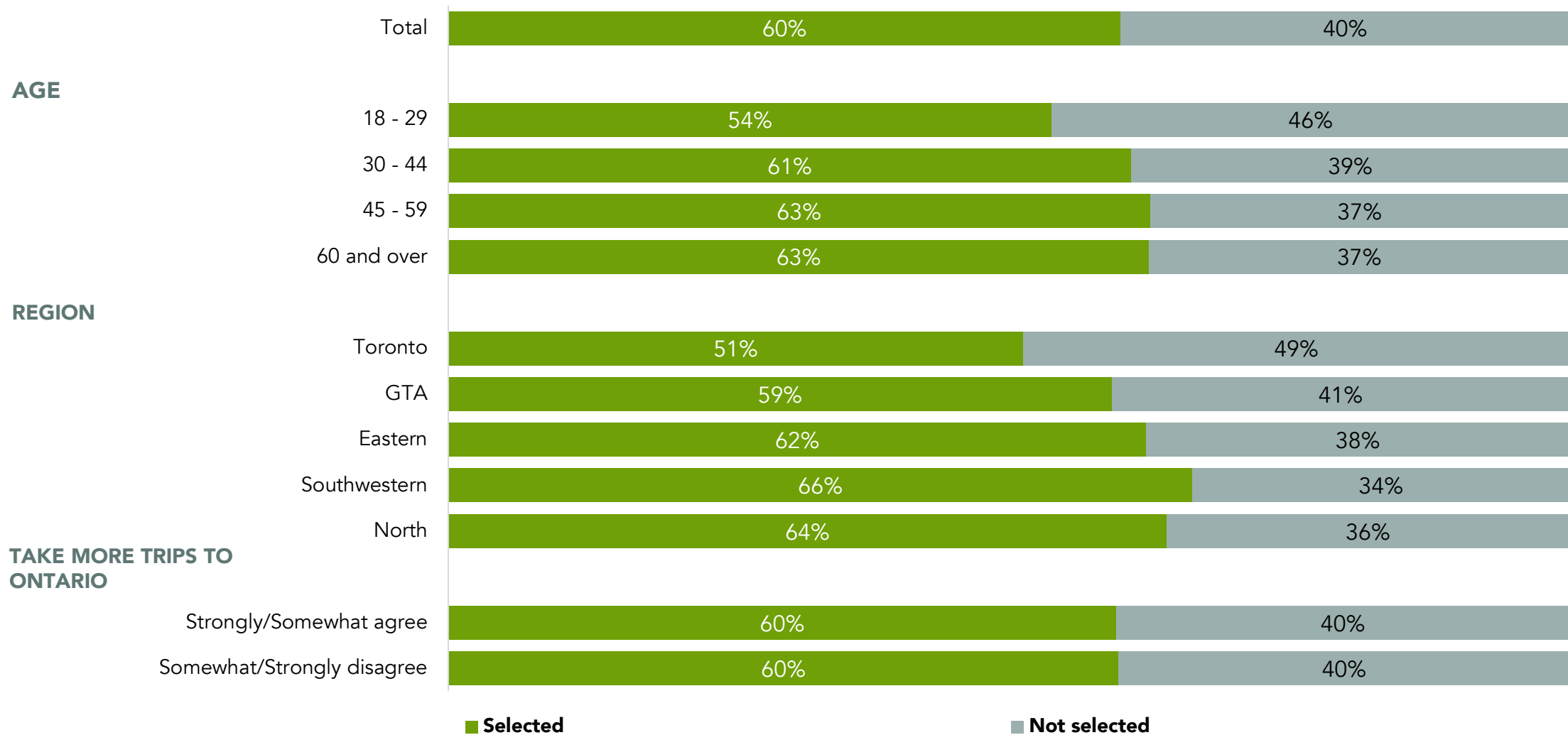
37% are comfortable travelling in the winter.

60% are comfortable travelling in the spring.

Comfort in spring travel has risen significantly- 12 points.

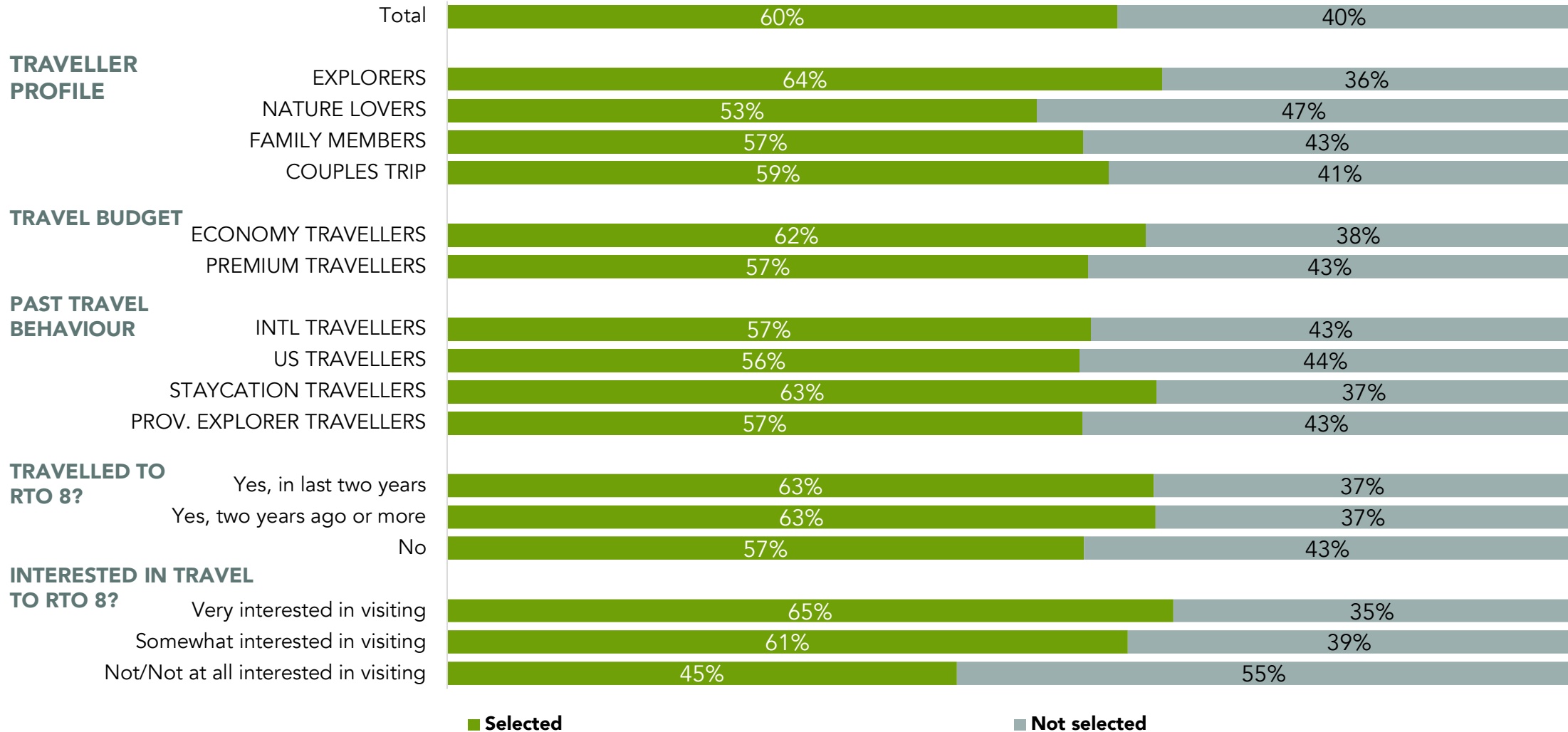
As of right now, which months of the year do you feel comfortable making travel plans to a destination in Ontario? Select all that apply

COMFORTABLE WITH SPRING TRAVEL



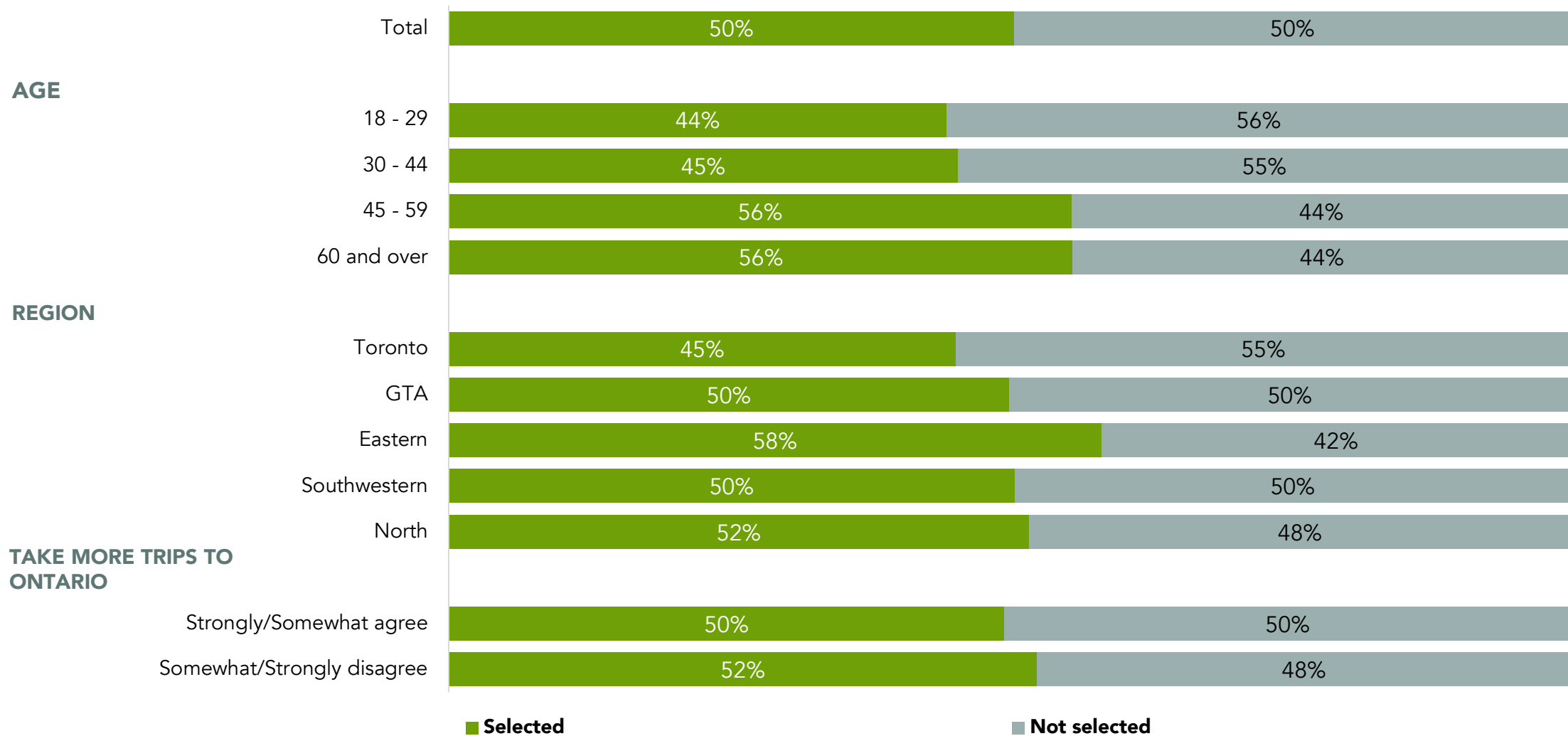
As of right now, which months of the year do you feel comfortable making travel plans to a destination in Ontario? Select all that apply (at least one of: March, April, May).

COMFORTABLE WITH SPRING TRAVEL



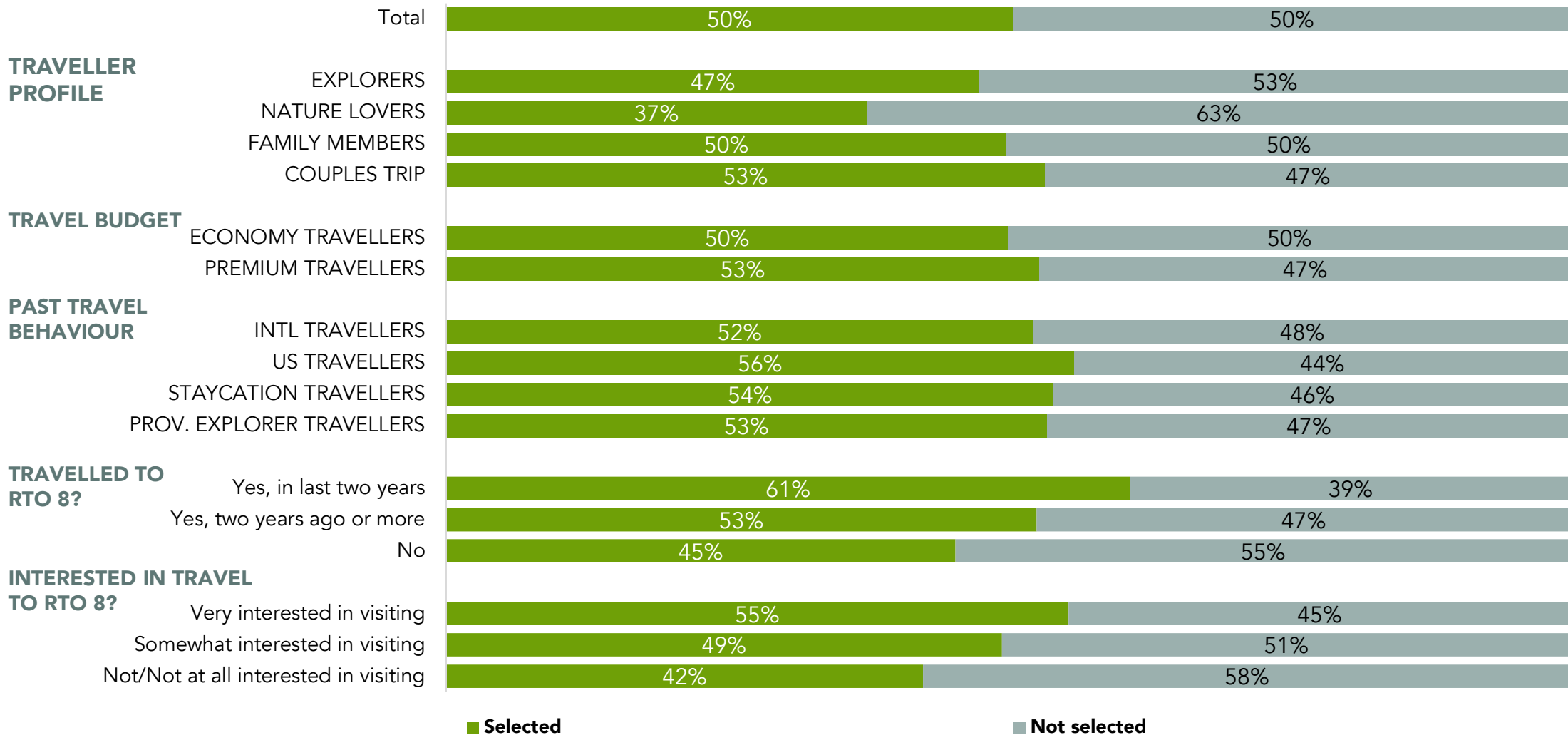
As of right now, which months of the year do you feel comfortable making travel plans to a destination in Ontario? Select all that apply (at least one of: March, April, May).

COMFORTABLE WITH FALL TRAVEL



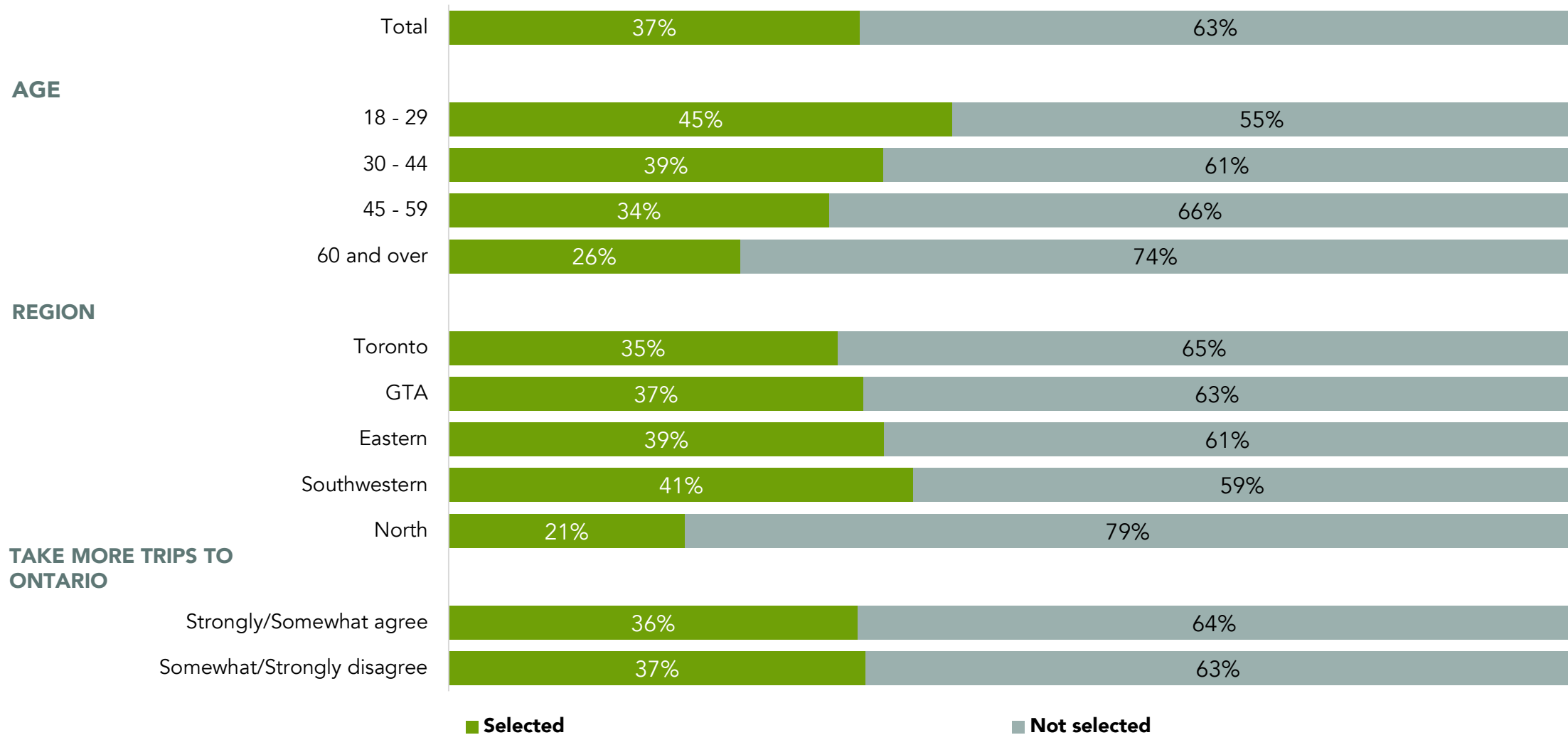
As of right now, which months of the year do you feel comfortable making travel plans to a destination in Ontario? Select all that apply (at least one of: September, October, November).

COMFORTABLE WITH FALL TRAVEL



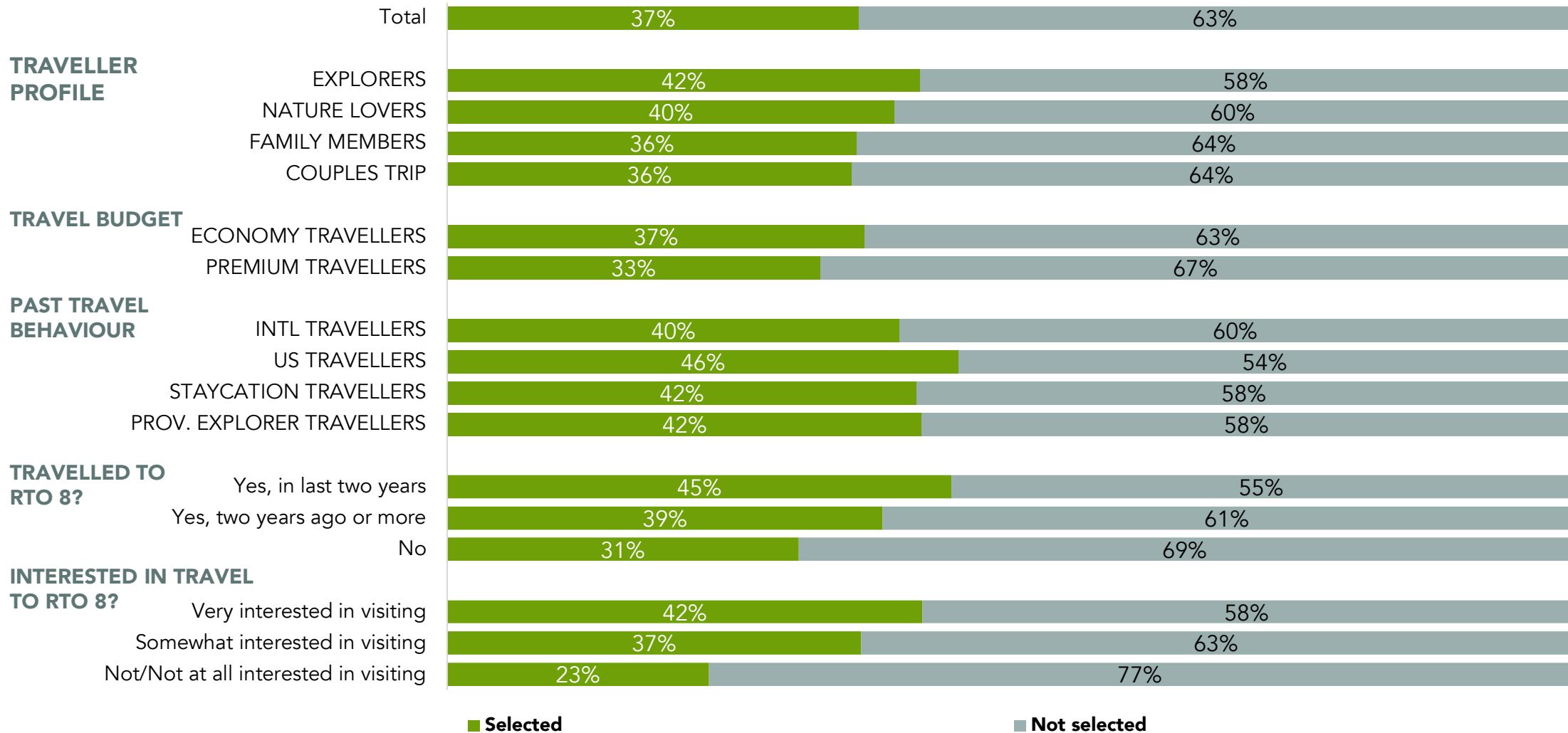
As of right now, which months of the year do you feel comfortable making travel plans to a destination in Ontario? Select all that apply (at least one of: October, November).

COMFORTABLE WITH WINTER TRAVEL



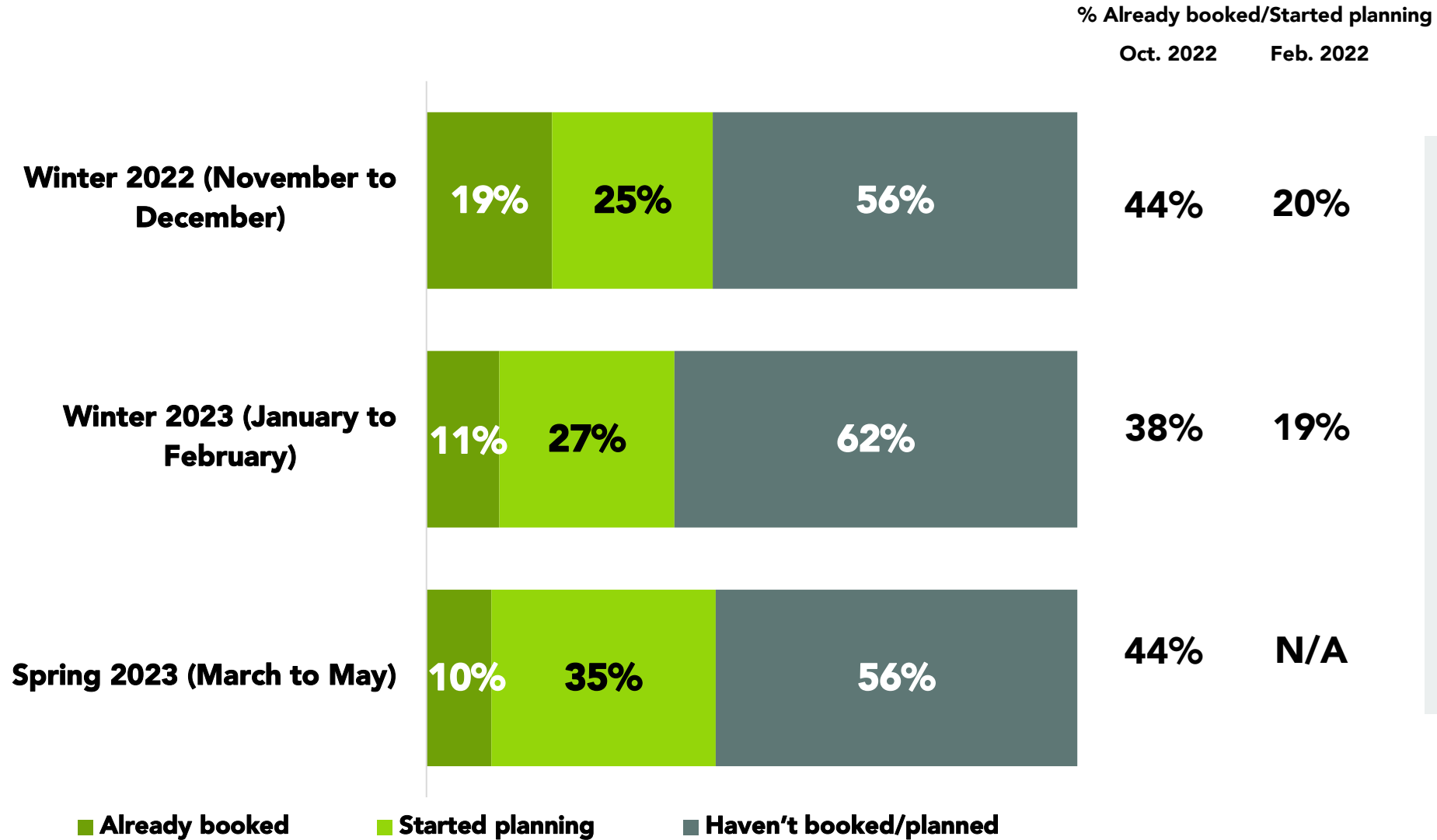
As of right now, which months of the year do you feel comfortable making travel plans to a destination in Ontario? Select all that apply (at least one of: January, February).

COMFORTABLE WITH WINTER TRAVEL



As of right now, which months of the year do you feel comfortable making travel plans to a destination in Ontario? Select all that apply (at least one of: January, February).

SIGNIFICANT JUMPS IN TRAVEL PLANS SINCE FEBRUARY 2022

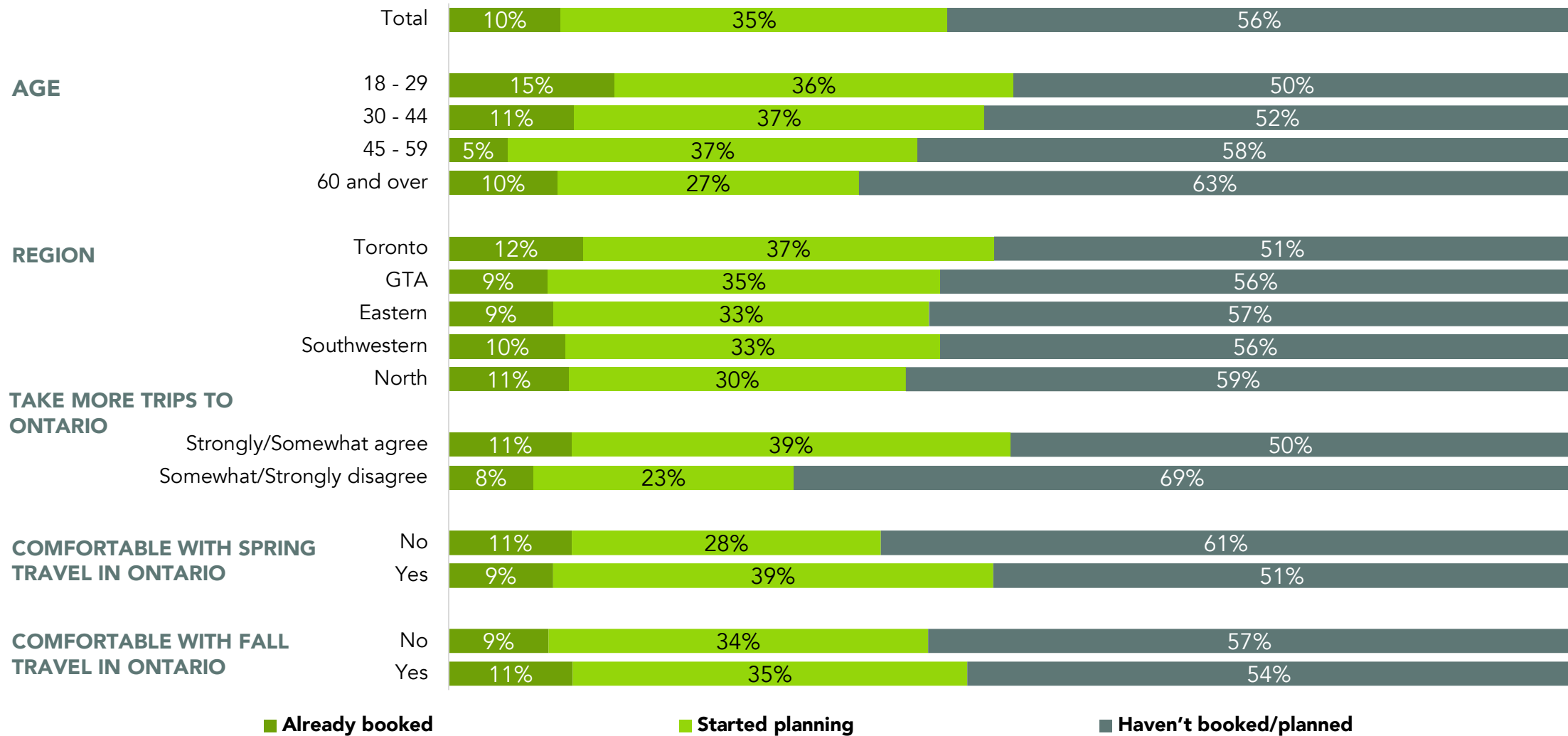


The number of individuals considering winter travel has risen considerably, though this is likely in part due to the timing of the survey (fielding much closer to the winter travel season).

A third are considering Winter 2023 travel (there is still time to influence travel during this season), just under half are actively considering travel for the Spring.

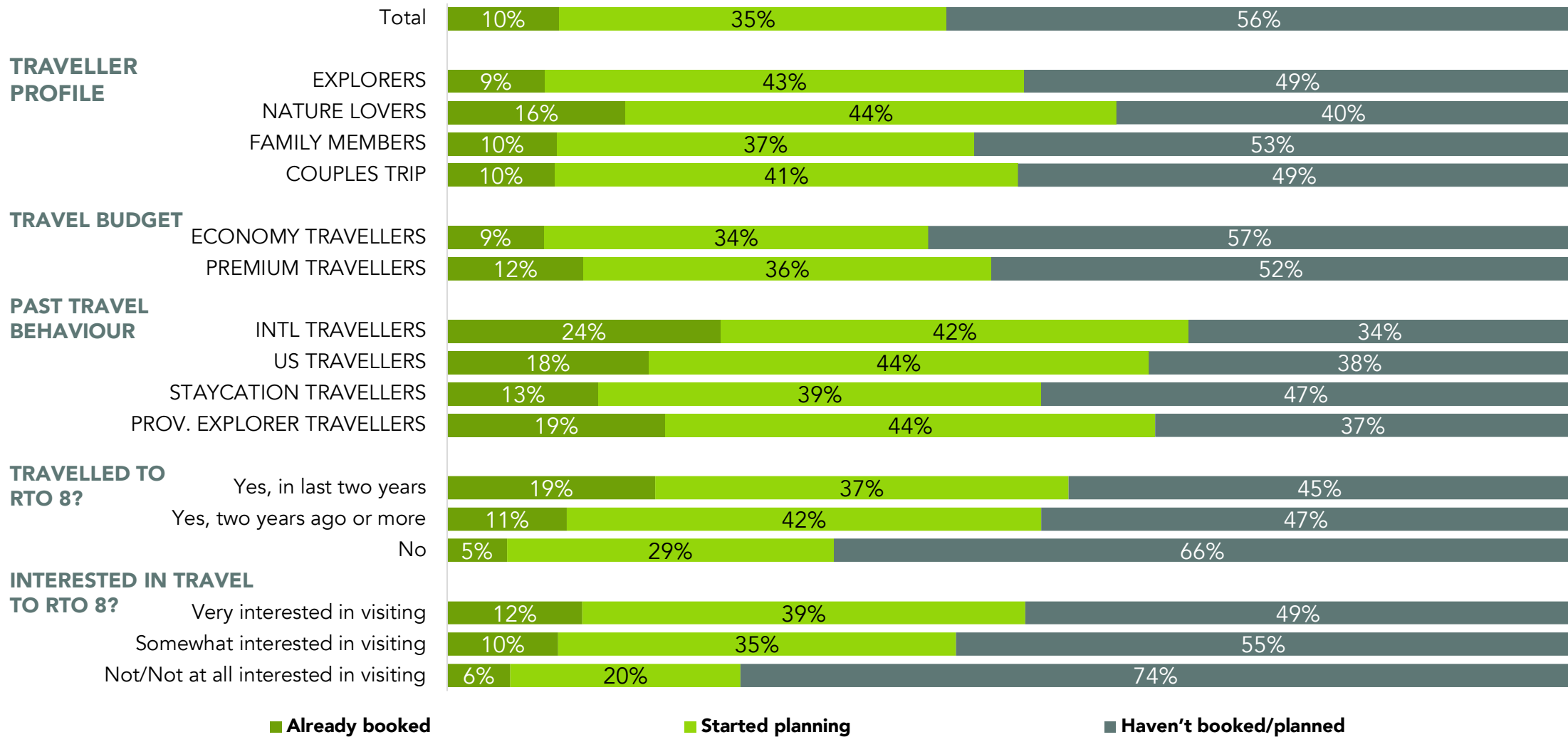
Have you booked future travel plans (aside from business travel) or talked about future travel plans with your family or friends for any of the following seasons?

SPRING 2023 TRAVEL



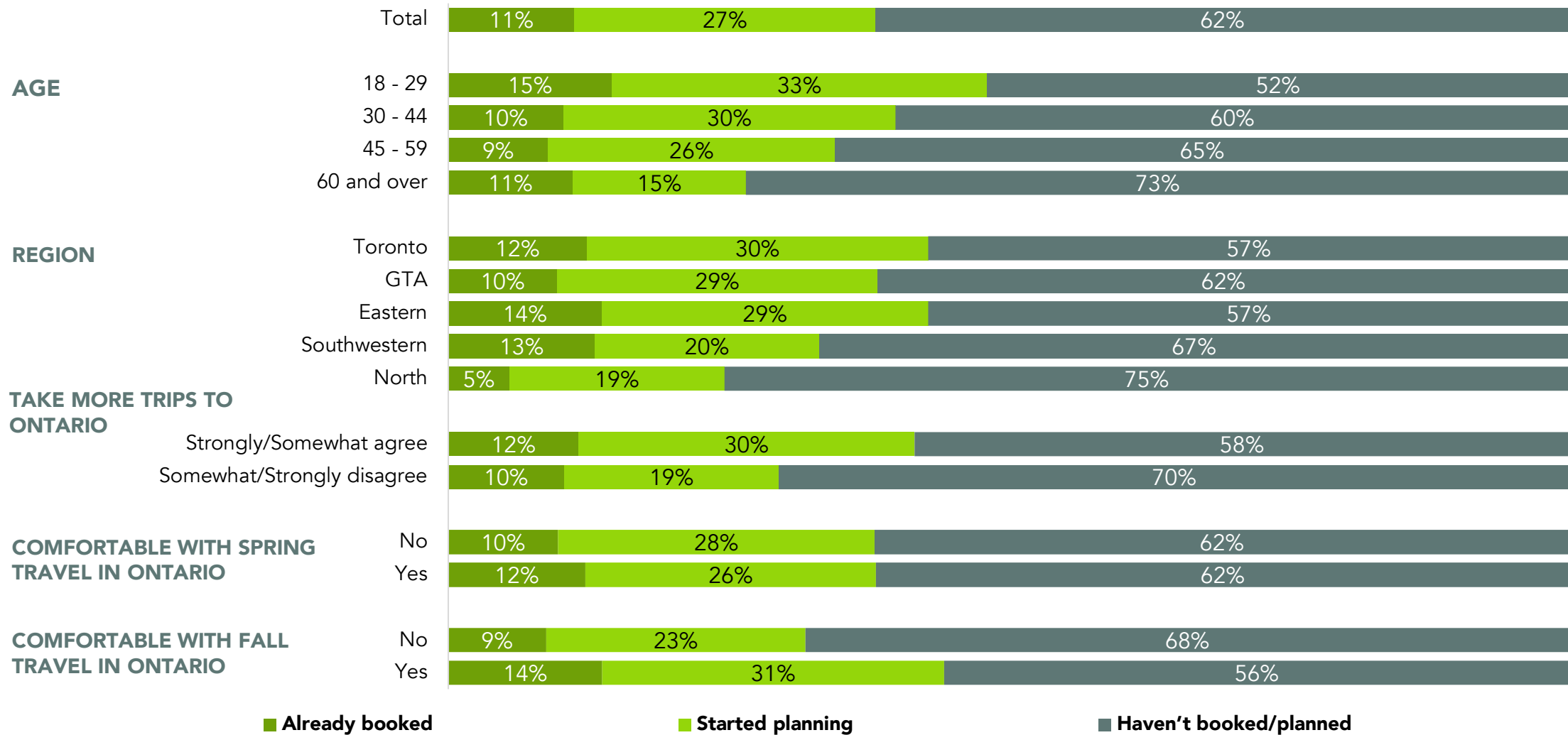
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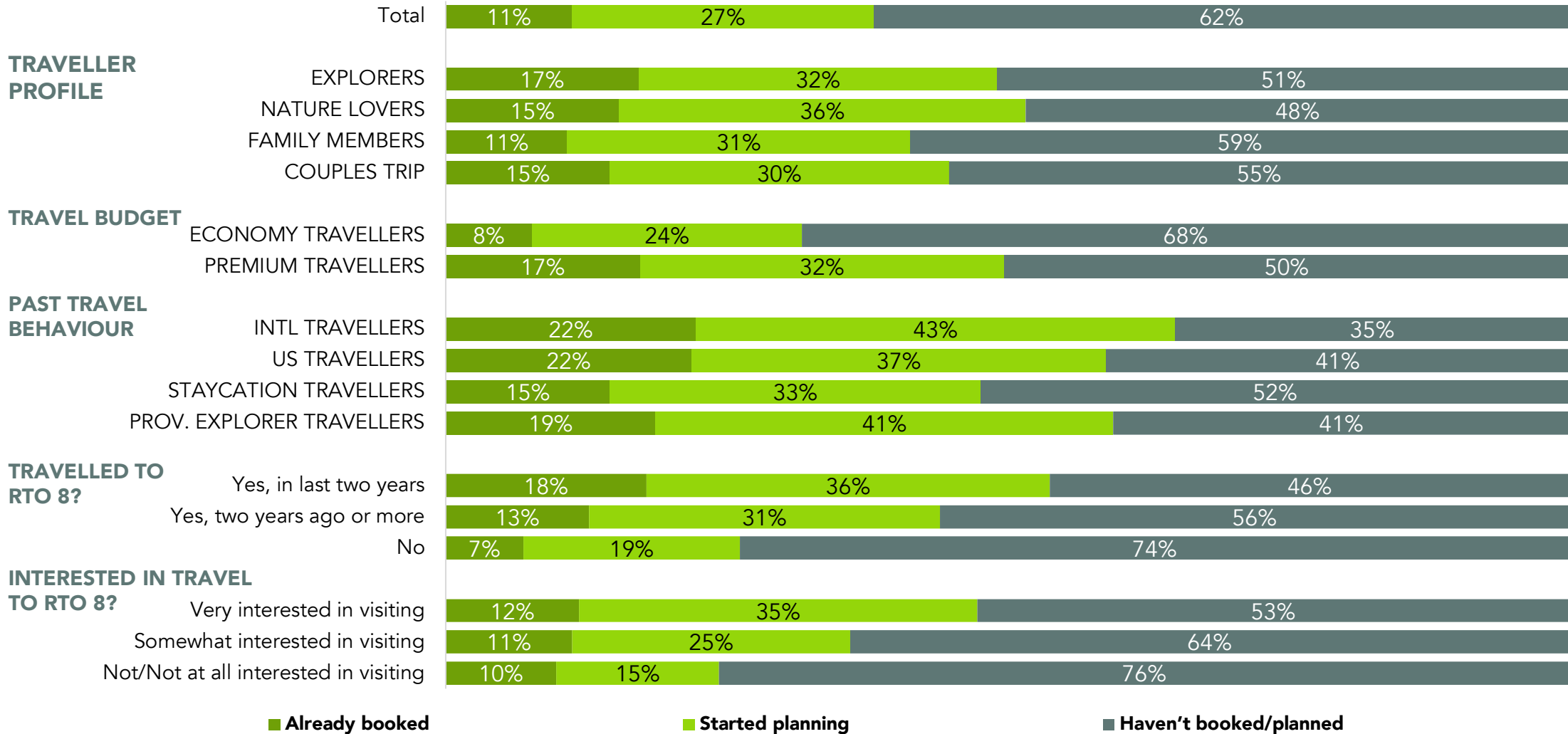
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WINTER 2023 TRAVEL



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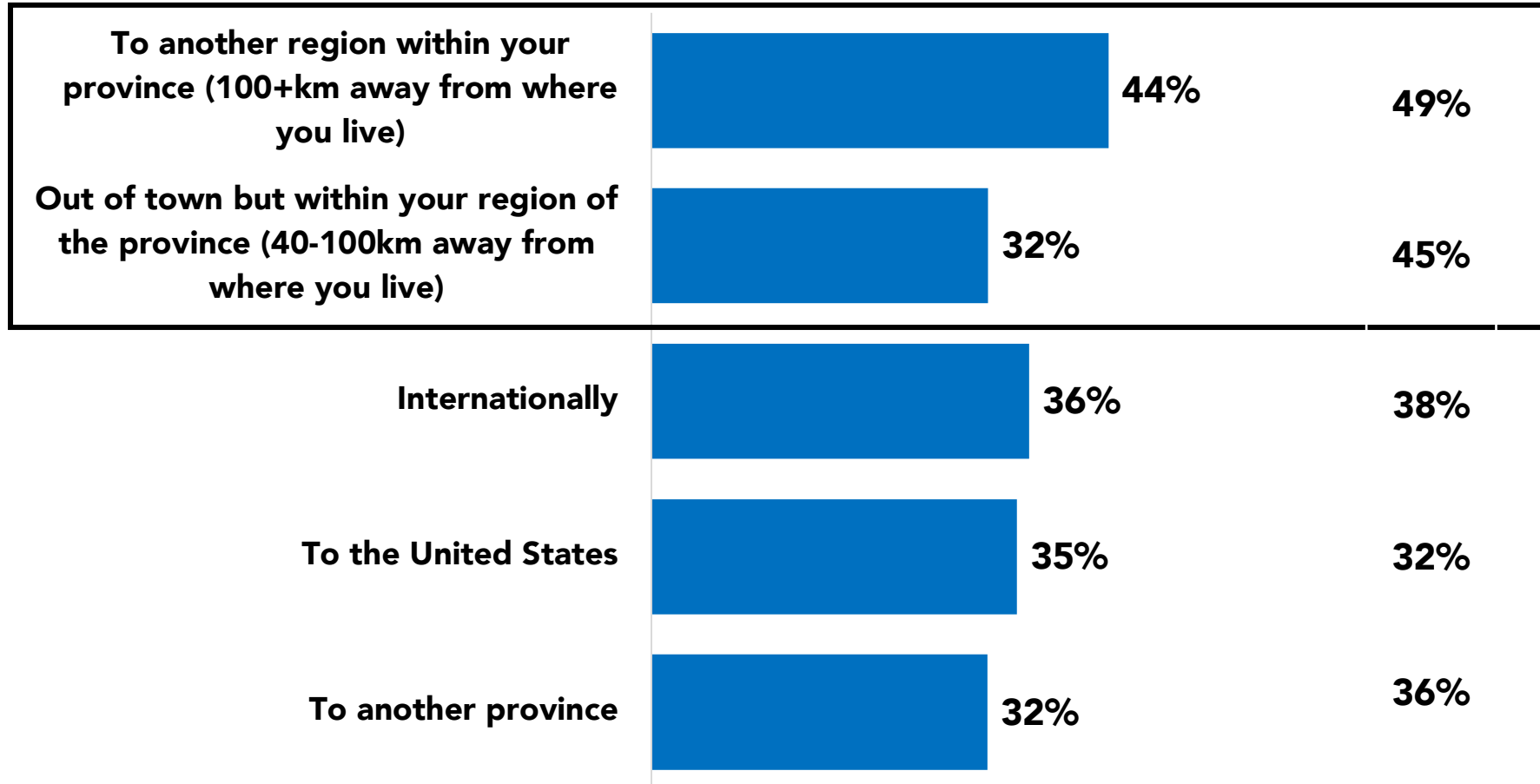
WINTER 2023 TRAVEL



Have you booked future travel plans (aside from business travel) or talked about future travel plans with your family or friends for any of the following seasons?

BOOKING/PLANNING A TRIP IN-PROVINCE IS STILL MOST COMMON

Feb. 2022



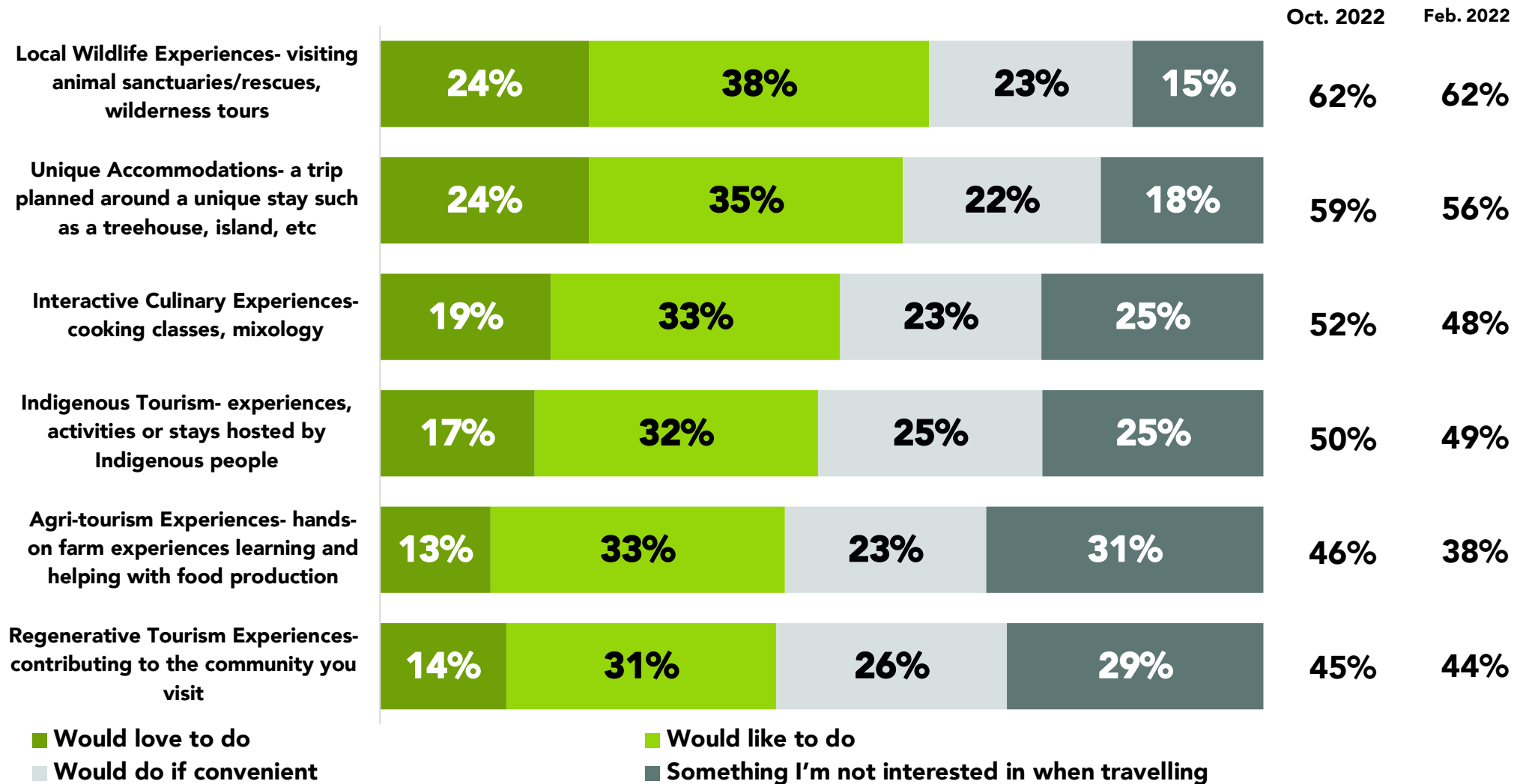
Travel to another destination in Ontario continues to be the most popular form of travel.

'Staycation' type travel has decreased, but has not been replaced with destinations outside of Ontario.

[if booked/planning] And are any of these trips... Check all that apply

MOST INTERESTED IN LOCAL WILDLIFE EXPERIENCES, UNIQUE ACCOMMODATIONS

% Would love/like to do

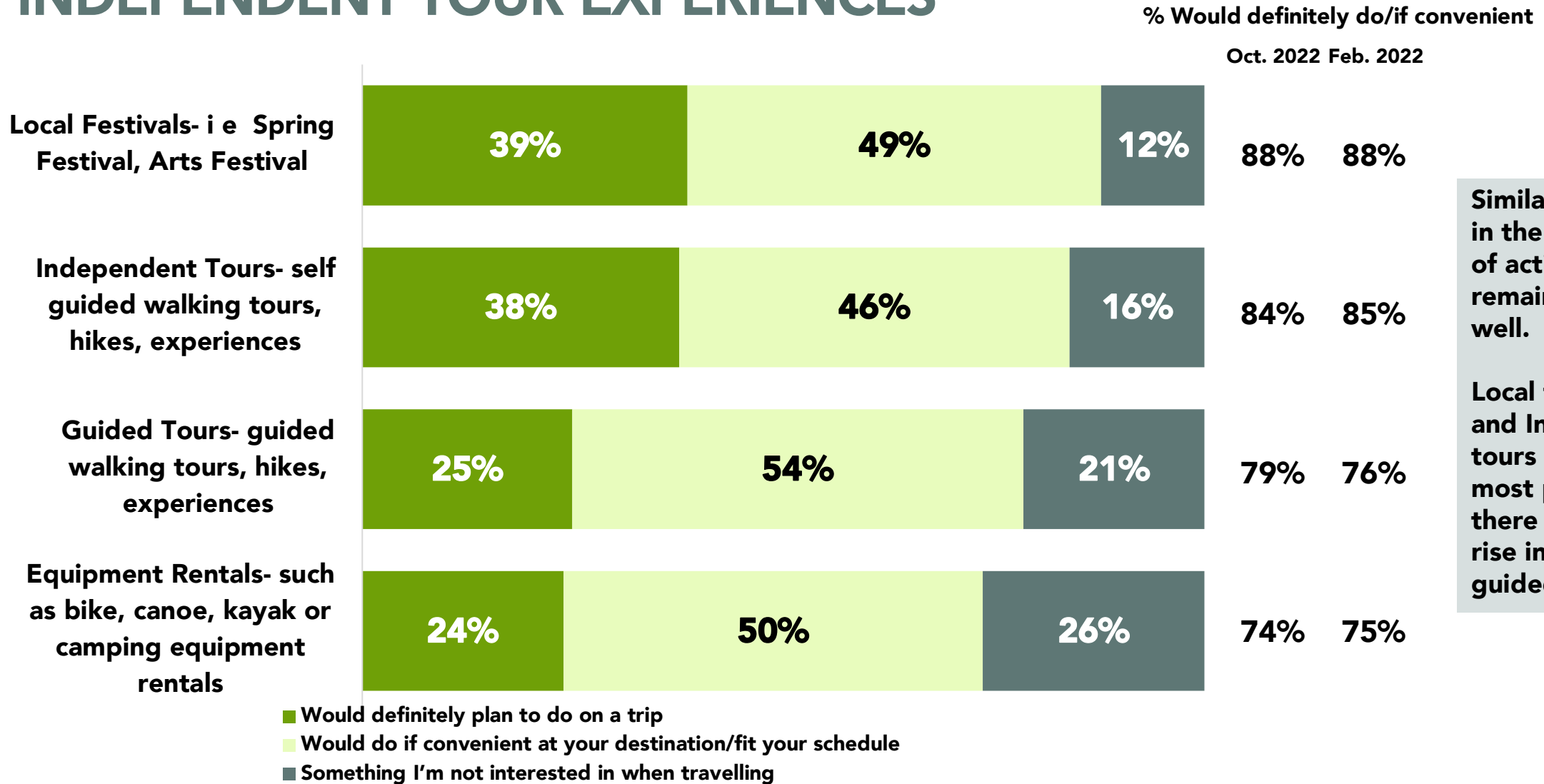


Interest in potential Ontario activities remains consistent with the last wave.

Local Wildlife Experience and Unique Accommodations continue to top the list.

When it comes to travel in Ontario are the following something you would love to do when you travel, like to do when you travel, would do if convenient, or is it something you're not interested in?

A THIRD OF TRAVELERS SEEK OUT LOCAL FESTIVAL, INDEPENDENT TOUR EXPERIENCES



Similarly, interest in the second set of activities remains stable as well.

Local festivals and Independent tours remain most popular and there is a slight rise in interest in guided tours.

And thinking about travel in Ontario are the following something you...

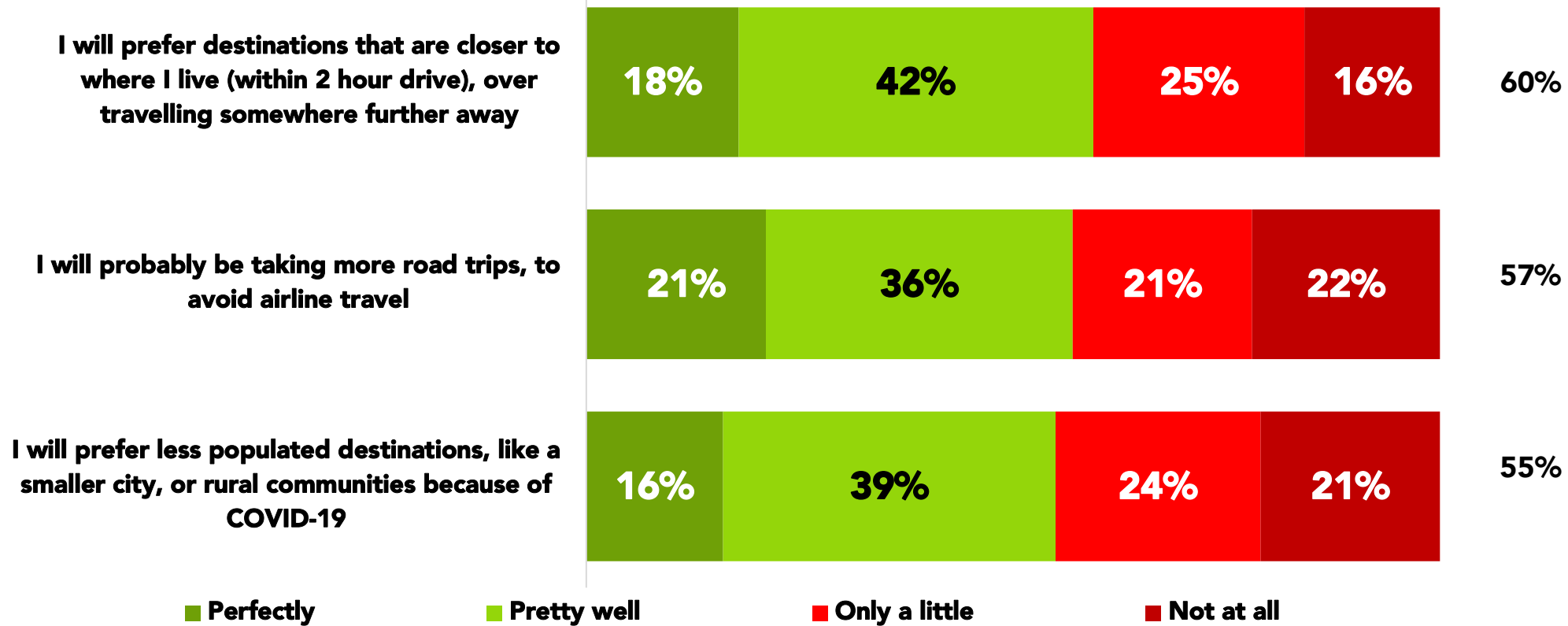
ONTARIO WINTER TRAVEL

ONTARIO WINTER TRAVEL

- **During the Winter 2023 (January/February) travel season there is a preference for closer destinations, but Ontario travellers are divided on whether they will be avoiding airline travel and less populated destinations.**
- **Weekend trips are most likely during this time (38%). Day trips (31%) and overnight trips (32%) are also popular.**
- **The most popular winter travel trips are:**
 - **A stay at a cottage (70% would definitely/might consider).**
 - **A culinary tour (66% would definitely/might consider).**
 - **A spa getaway at a resort, inn or B&B (60% would definitely/might consider).**
- **Those interested in visiting RTO 8 during this time (though a small sample size) prefer cottage stays, an outdoor activity and a spa getaway.**

WINTER 2023 ONTARIO TRAVEL: COVID PREFERENCES

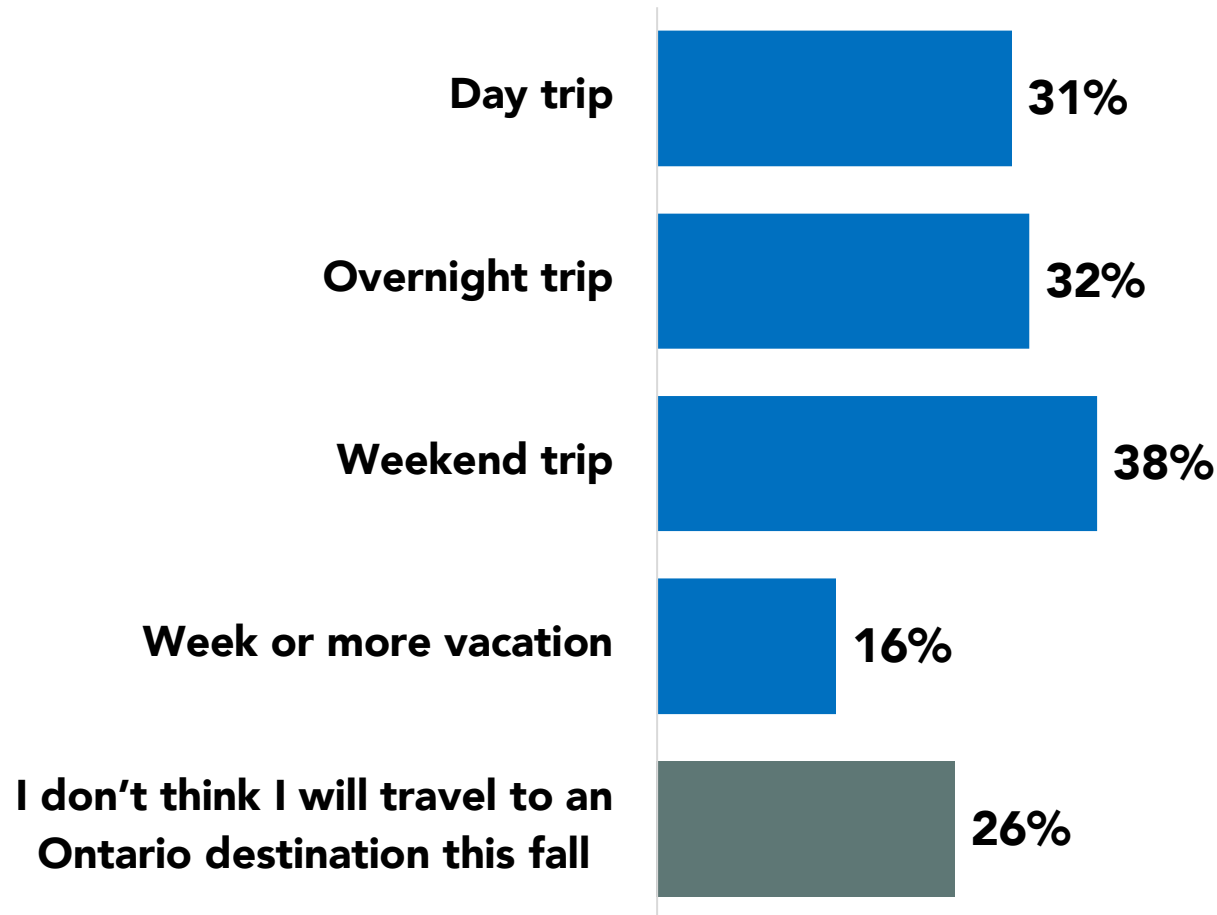
Perfectly/ Pretty well
Oct. 2022



In Winter 2023, there is a preference for local travel. Ontario travellers are divided on whether to avoid airline travel or less populated destinations.

Thinking about travel in January-February 2023... right now, do the following describe your thinking perfectly, pretty well, only a little, or not at all?

WEEKEND TRIPS ARE MOST COMMON, FOLLOWED BY OVERNIGHT TRIPS



Among those who live within a day trip distance of your region...

- Toronto: 23%
- GTA: 35%
- Eastern: 28%

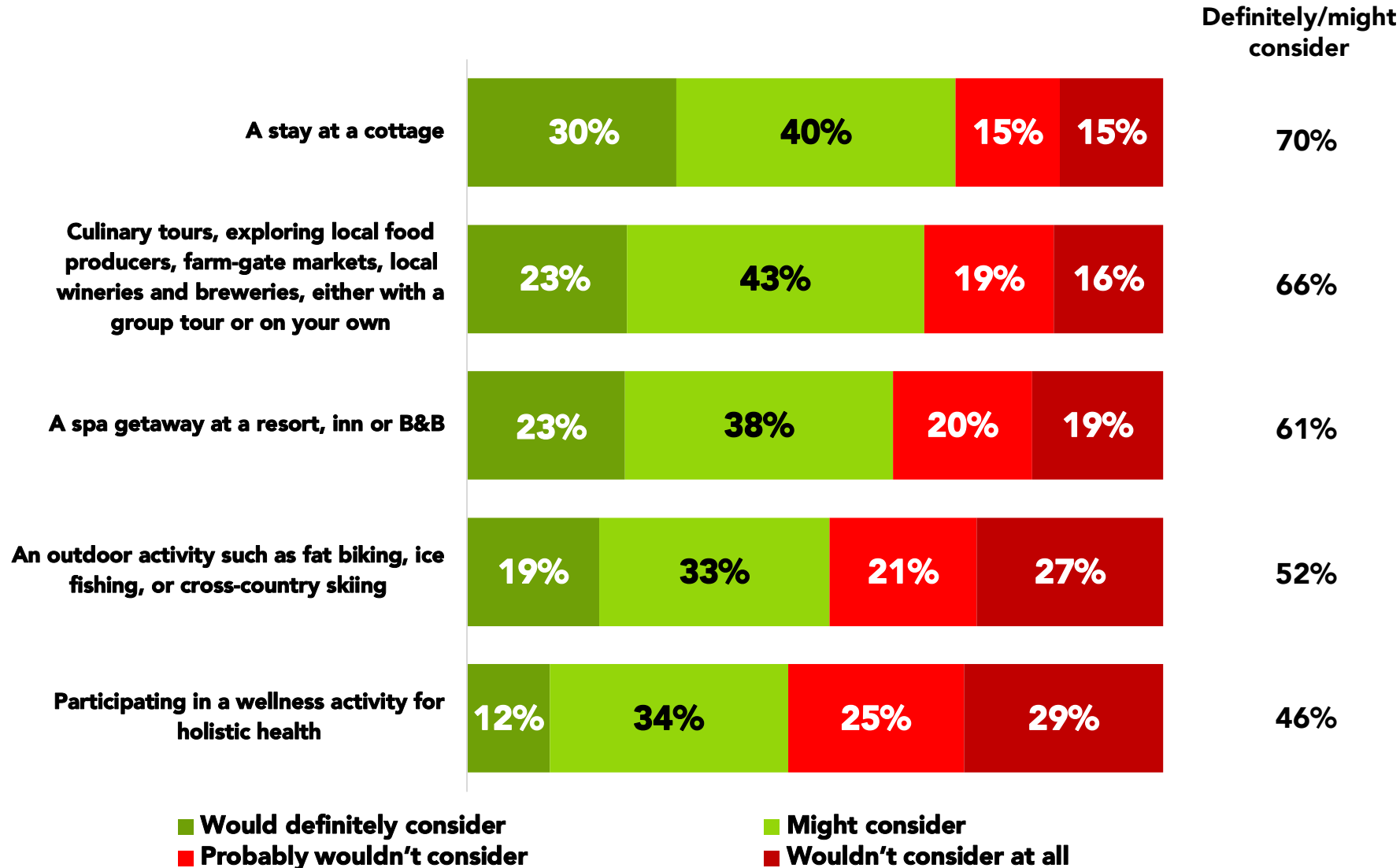
Among those who live within a weekend trip distance of your region...

- Toronto: 36%
- GTA: 39%
- Eastern: 41%

Ontario travellers are most likely to take a weekend trip during this season though day trips and overnight trips are also favourable for a third.

Thinking about traveling to a destination in Ontario in January-February 2023, do you think you will take any of the following trips? Select all that apply

WINTER 2023 ONTARIO TRIPS: ACTIVITIES



The most popular activities for a winter 2023 trip in Ontario are a stay at a cottage or culinary activities.

For those interested in visiting RTO8 during this time (a small sample) interest is greatest for cottage stays, an outdoor activity and a spa getaway.

Among those interested in a trip to RTO8 during this time, interest in all activities follows a similar pattern, but is greater overall.

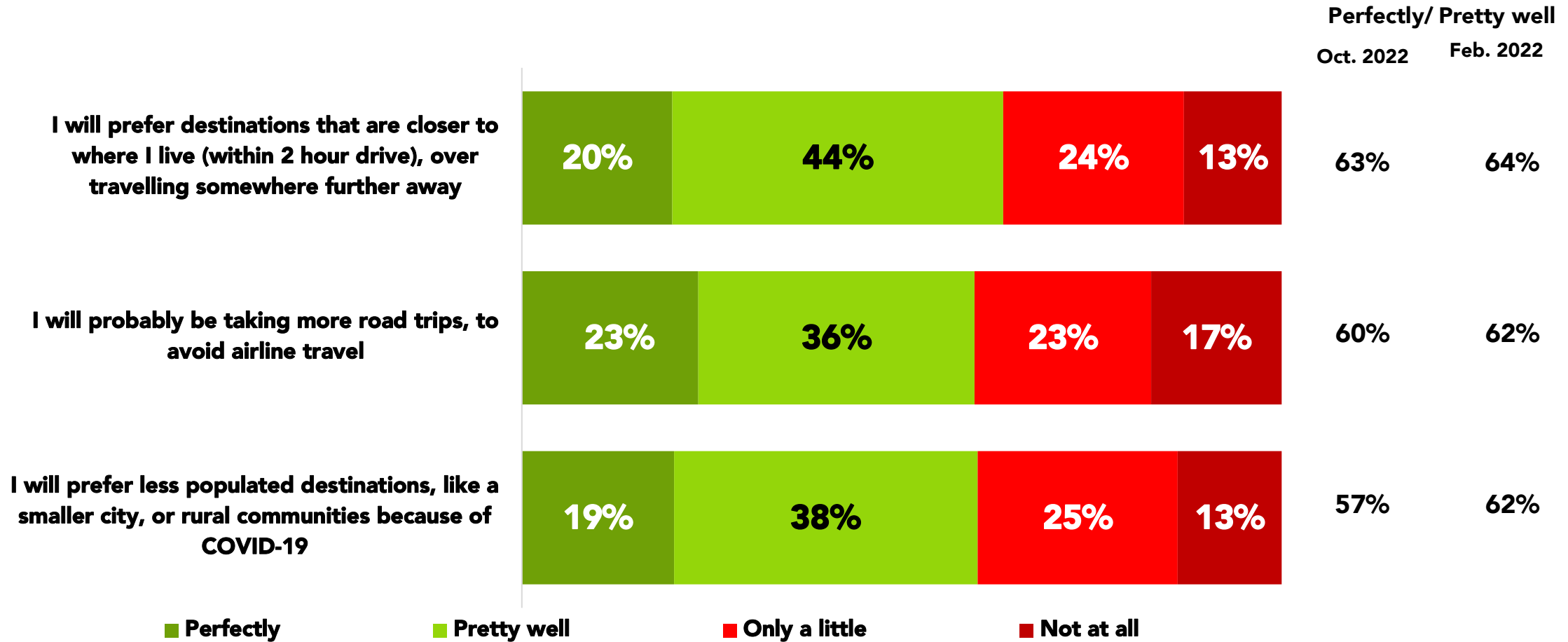
And thinking about the things you might consider doing in Ontario in January-February 2023, would you consider...

ONTARIO SPRING TRAVEL

ONTARIO SPRING TRAVEL

- **There is still preference to travel closer to home in the spring season, as are there preferences for more road trips instead of airline travel and travel to less populated destinations.**
- **Weekend trips remain the most popular, half (52%) would consider. Followed by overnight trips (43%) and day trips (41%).**
- **Exploring new small towns and visiting local shops continues to be a favourite spring activity (82% definitely might consider this activity on a trip). Other activities are also popular. Over 50% would consider all activities aside from participating in a wellness activity.**

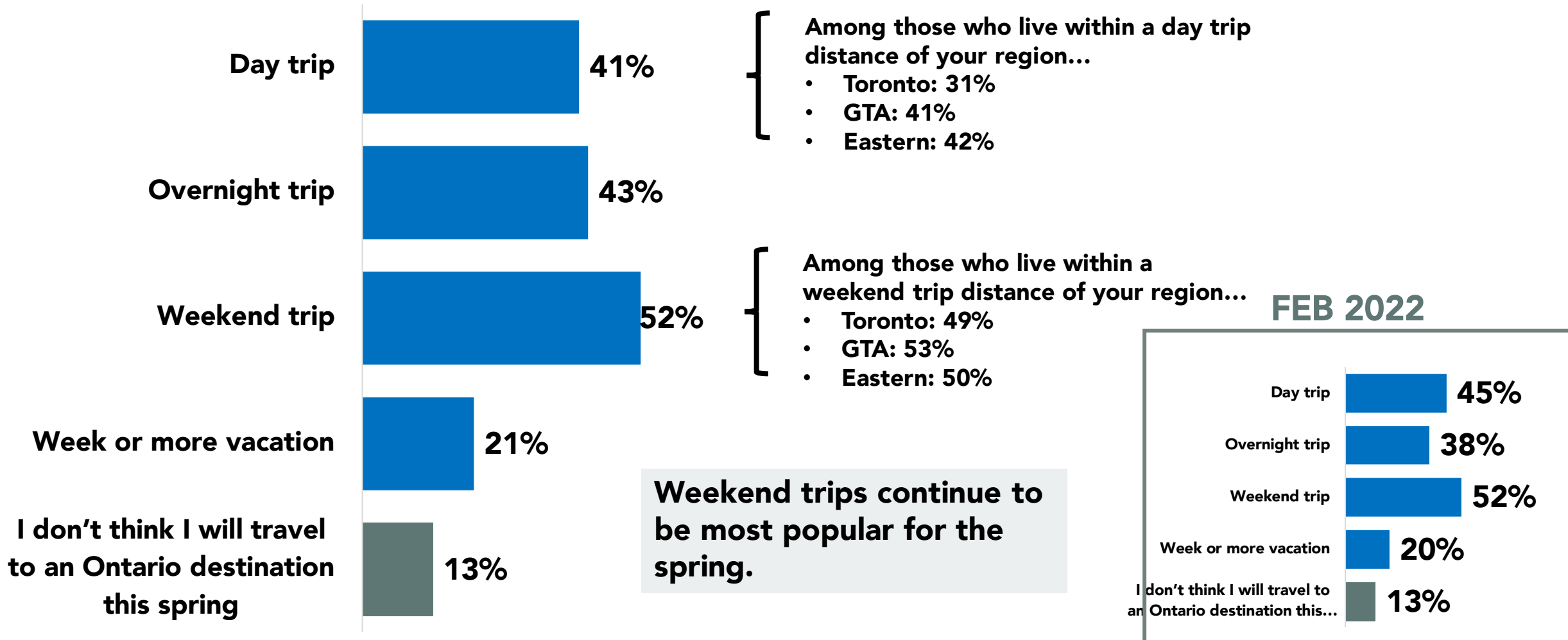
SPRING ONTARIO TRAVEL: COVID PREFERENCES



Preferences for destinations closer to home continues into the spring. Preferences for less airline travel and less populated destinations continue for spring travel.

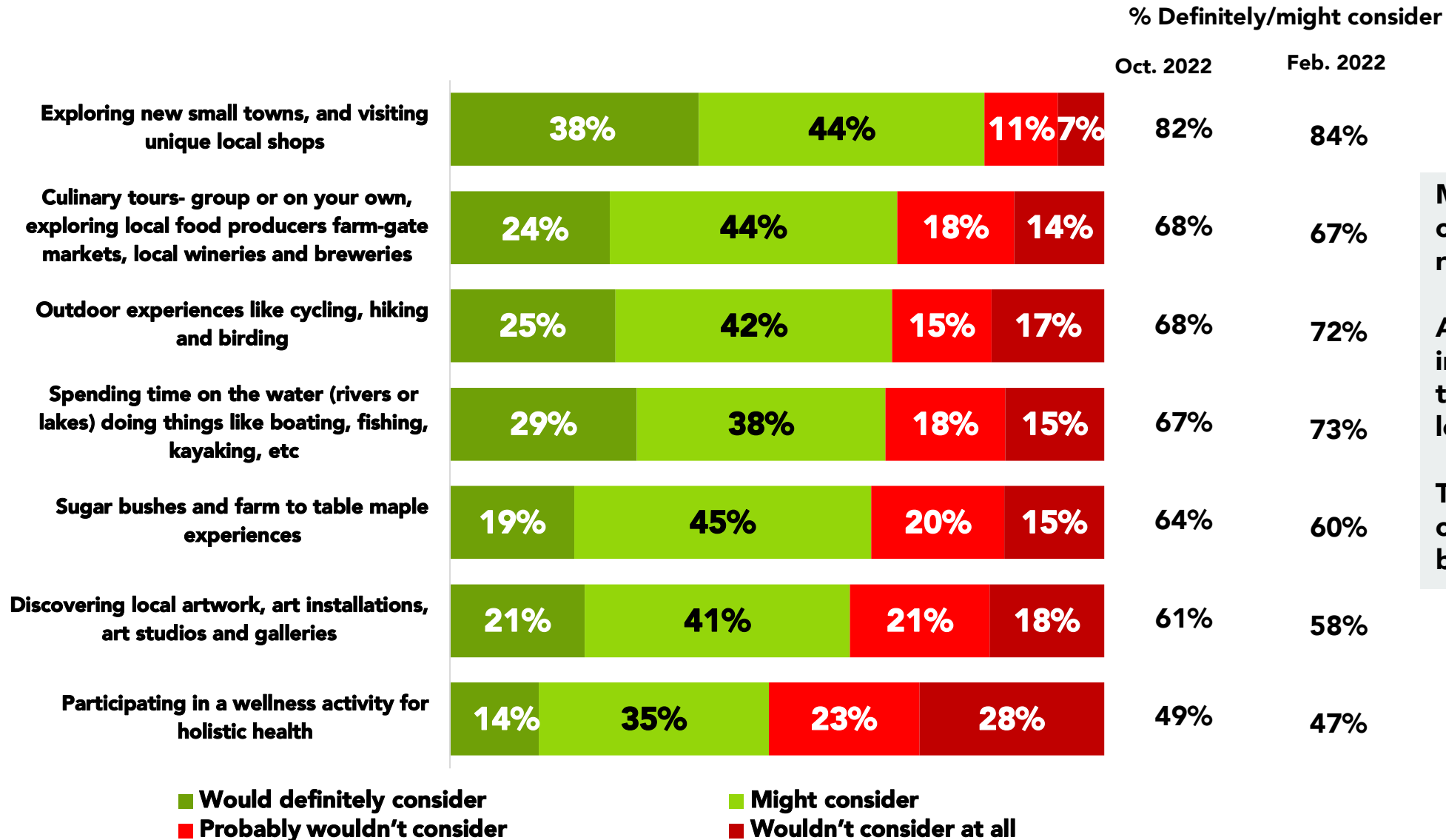
Thinking about travel in the Spring of 2023... right now, do the following describe your thinking perfectly, pretty well, only a little, or not at all?

WEEKEND TRIPS ARE MOST COMMON SPRING, ONTARIO TRIP



Thinking about traveling to a destination in Ontario this spring, do you think you will take any of the following trips? Select all that apply

SPRING ONTARIO TRIPS: ACTIVITIES



Moods about what to do on a Spring trip in Ontario remain consistent.

Above all else there is an interest in exploring small towns, and visiting unique local shops.

That said over 50% are open to considering all but a wellness activity.

And thinking about the things you might consider doing on a spring trip in Ontario, would you consider...

TRAVEL TO RT08

TRAVEL TO RTO 8

- **A consistent half (53%) of Ontario travellers have had a trip to RTO 8 in the last two years, consistent with last year.**
 - **Recent travel (last two years) is most common from Toronto/GTA residents, Nature Lovers, and those taking more trips within Ontario.**
- **84% of all Ontario travellers are interested in visiting the region- travel retention remains particularly strong. 96% who visited in the last year are interested in returning. New travellers is also strong- 73% of those who have never visited the region are interested in doing so.**
- **Interest for travel to RTO remains highest for summer, but interest in spring travel has seen a substantial increase. 33% are interested in booking a trip this spring (double from February), and 65% are interested in booking a summer trip.**

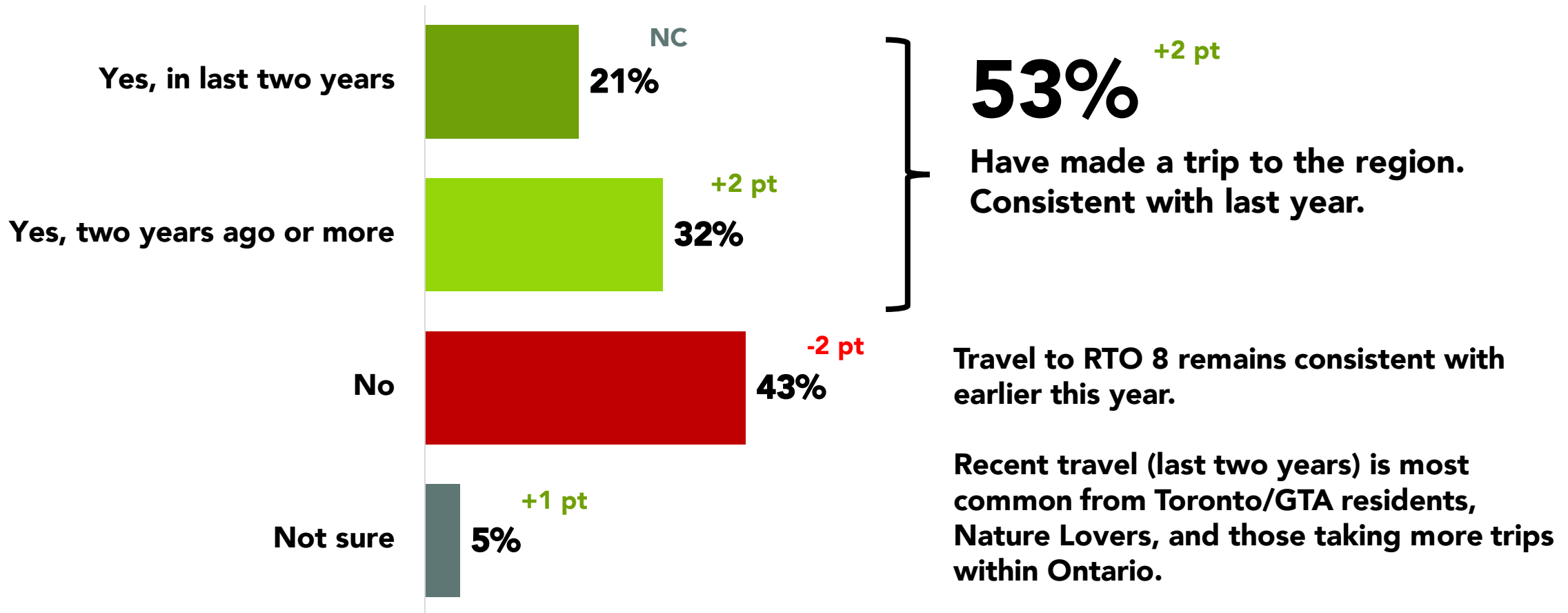
TRAVEL TO RTO 8

- **When it comes to spring travel to the region interest hovers around 80-90% for day, overnight and weekend trips.**
- **Very similar to the activities of interest for Ontario overall, travellers are most interested in a road trip among towns, hiking or walking trails and a culinary/tasting experience during a spring trip to the region for the spring.**
- **For winter travel, overnight trips are most popular (88%) followed closely by weekend trips (83%), and day trips (78%).**
- **Staying at a resort or cottage, a culinary tasting experience and a farm-to-table tour are the most popular types of trips for the winter.**

TRAVEL TO RTO 8

- **The region's biggest appeal remains its activities- both that it offers things travellers like to do, and that it offers a variety of things to do.**
- **And finally, all of the trip planning tools and resources offered by RTO are seen to be helpful for potential travellers.**

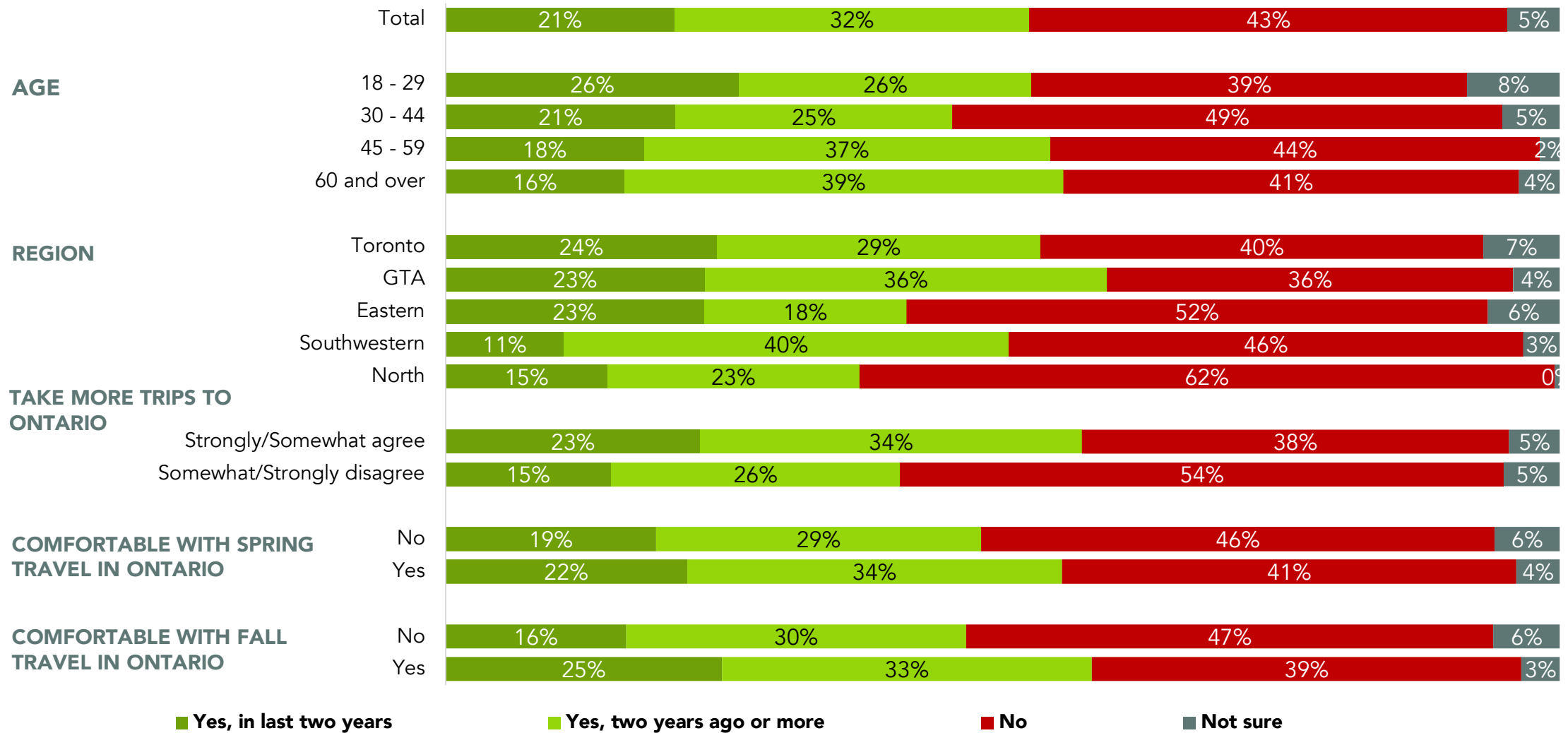
ONE IN TWO HAVE TRAVELLED TO THE REGION IN THE PAST



Thinking back, have you ever traveled to the Kawarthas Northumberland region of Ontario for a leisure trip?

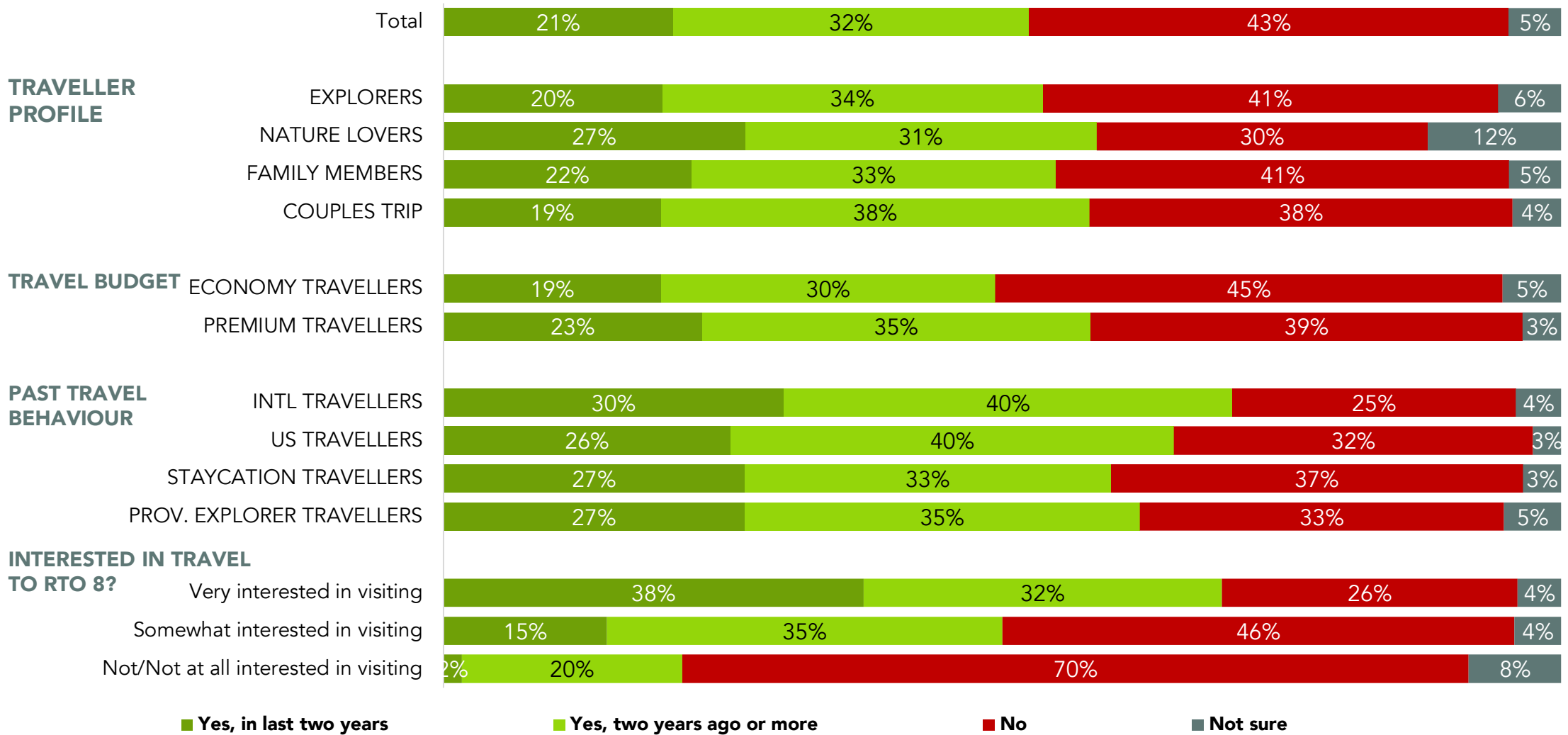
This area includes Peterborough & the Kawarthas, Kawartha Lakes, Northumberland County and the Trent-Severn Waterway. This region is about two hours north-east of Toronto and two hours east of Kingston.

PAST TRAVEL TO RTO 8



Thinking back, have you ever traveled to the Kawarthas Northumberland region of Ontario for a leisure trip?

PAST TRAVEL TO RTO 8



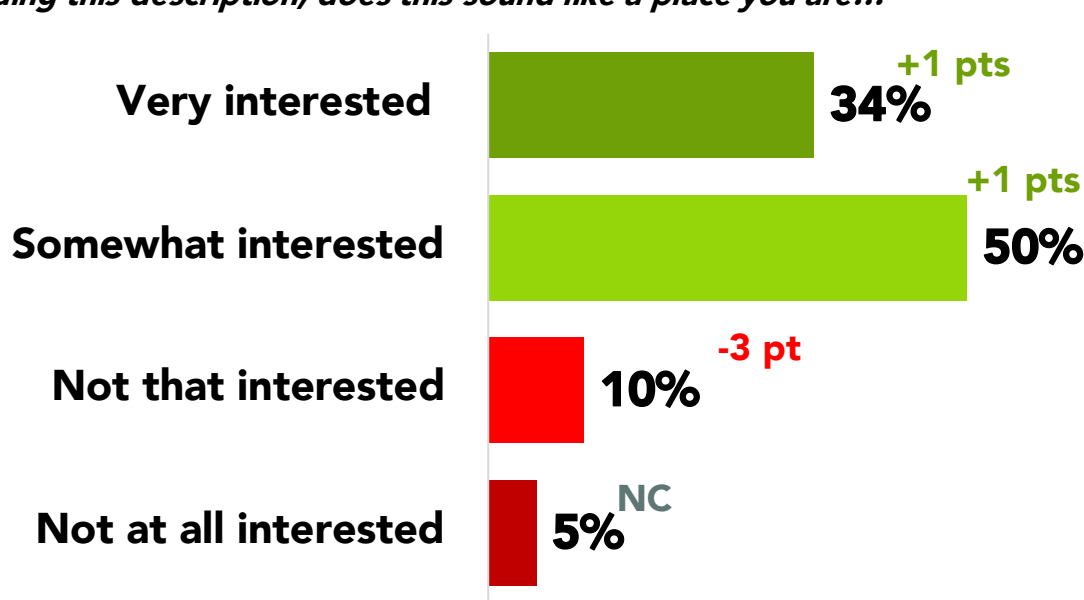
Thinking back, have you ever traveled to the Kawarthas Northumberland region of Ontario for a leisure trip?

MAJORITY ARE INTERESTED IN A TRIP TO THE REGION

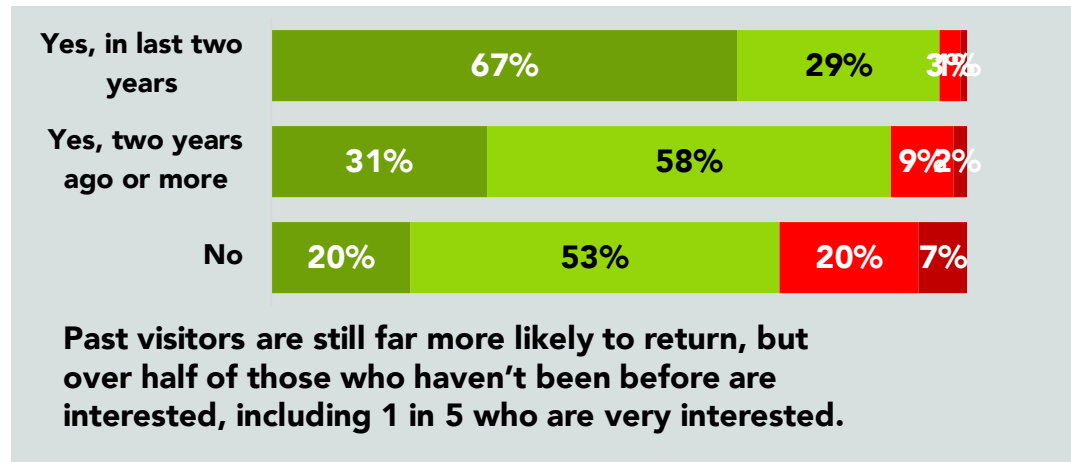
The Kawarthas Northumberland Region of Ontario is just East of Toronto and just West of Kingston. It encompasses Kawartha Lakes, Peterborough City and County and Northumberland County.

Eighty percent of the Trent-Severn Waterway is within Kawarthas Northumberland. The area is known for the resorts, cottages, many cycling, hiking and paddling routes, wellness retreats just outside the big city, road trips, heritage towns and many farm-to-table experiences.

After reading this description, does this sound like a place you are...

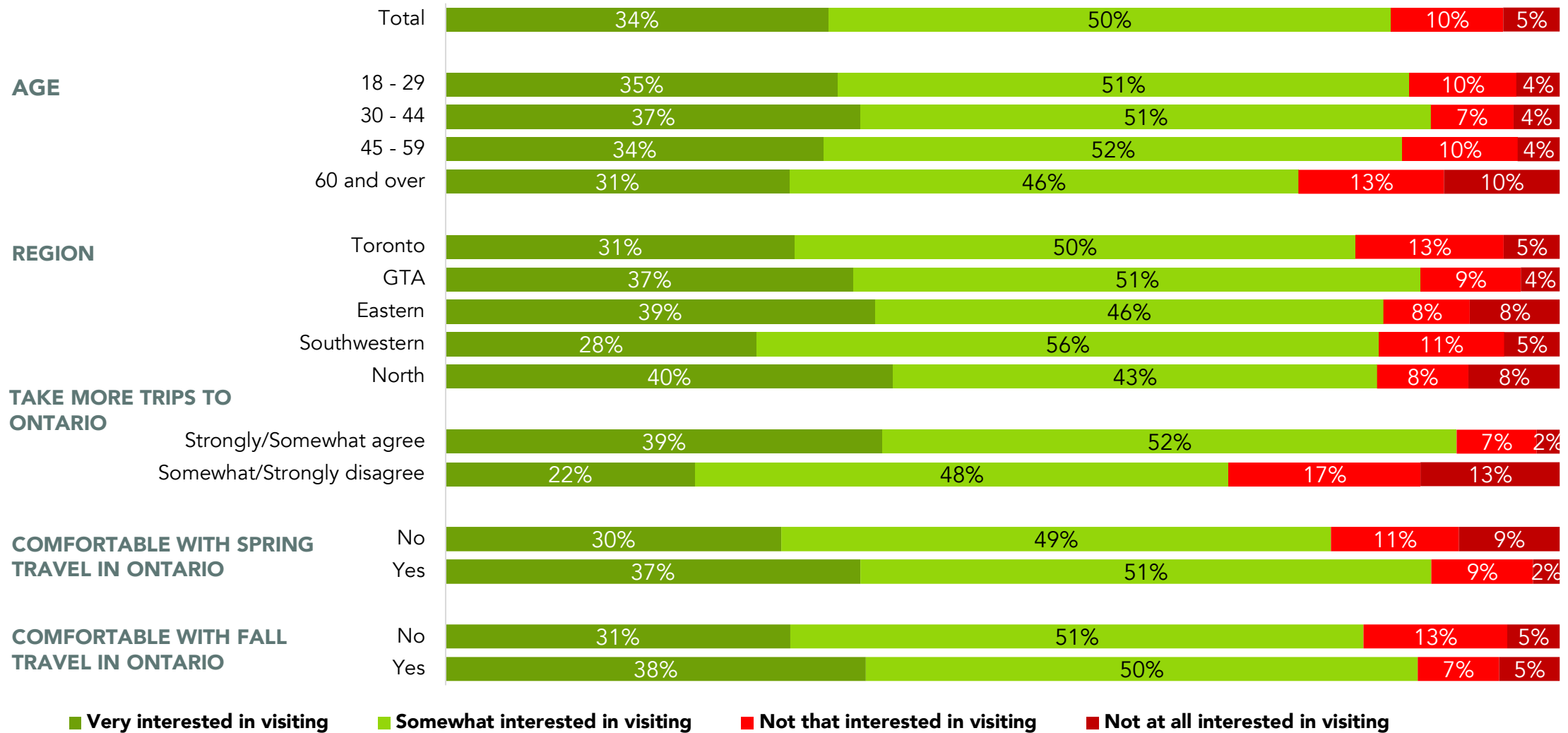


84% ^{+2 pts}
 Are interested in visiting the region.
 Consistent with earlier this year.



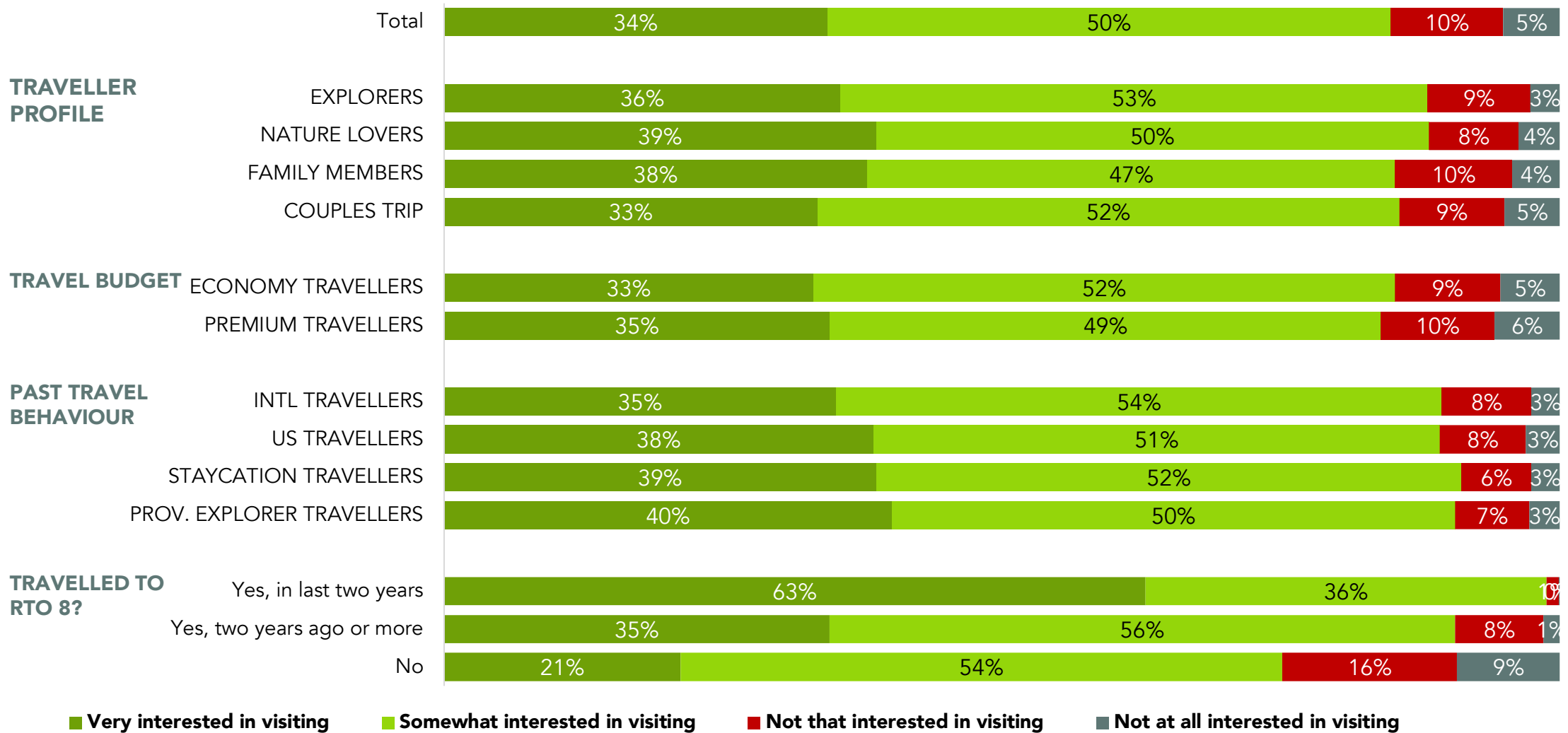
After reading this description does this sound like a place you are...

INTEREST IN TRAVELLING TO RTO 8



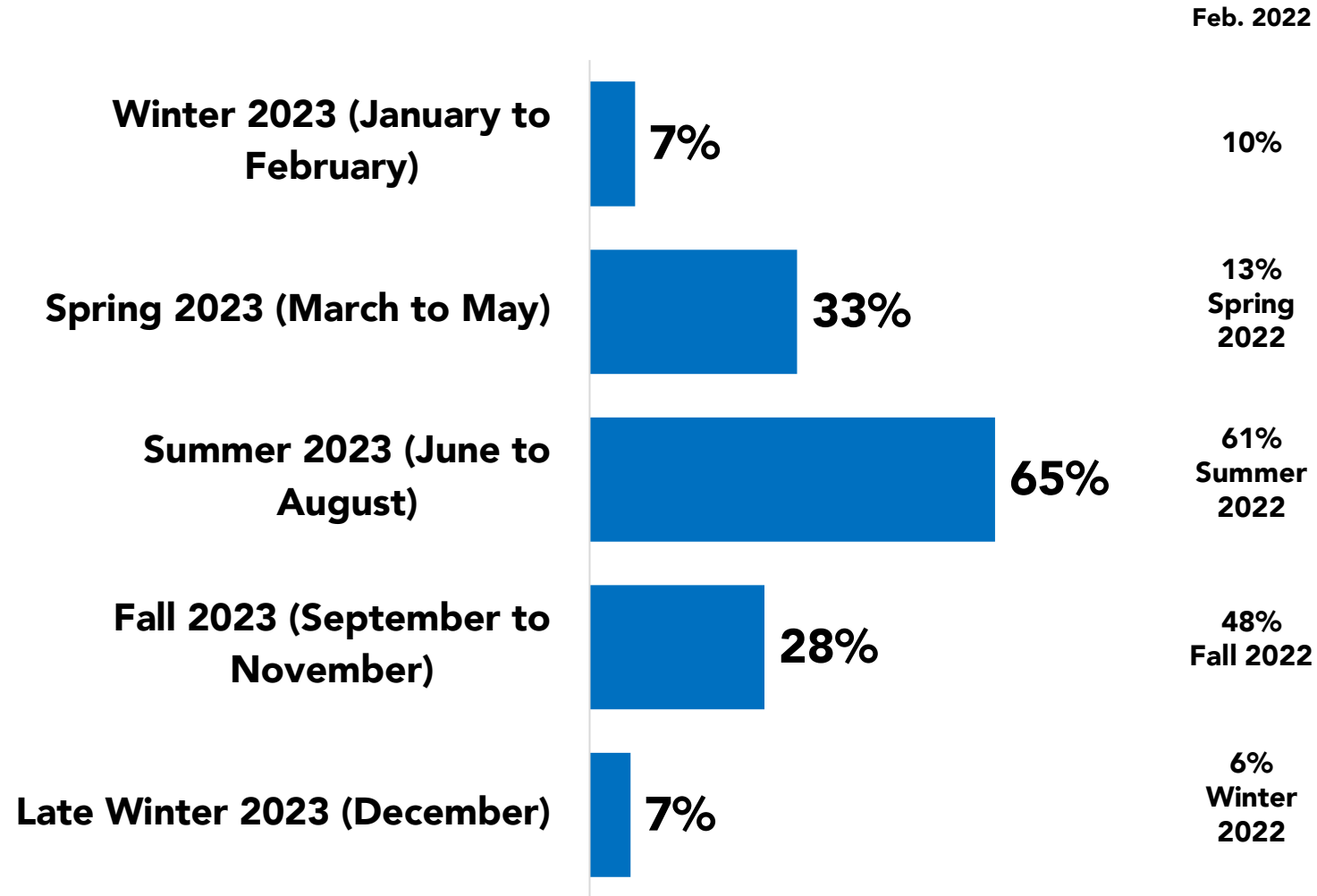
After reading this description does this sound like a place you are...

INTEREST IN TRAVELLING TO RTO 8



After reading this description does this sound like a place you are...

INTEREST IN TRAVELLING TO THE REGION



Summer remains the most popular, but Spring has become the second most popular season for a visit*.

*survey timing may play a role.

Those most interested in spring travel are:

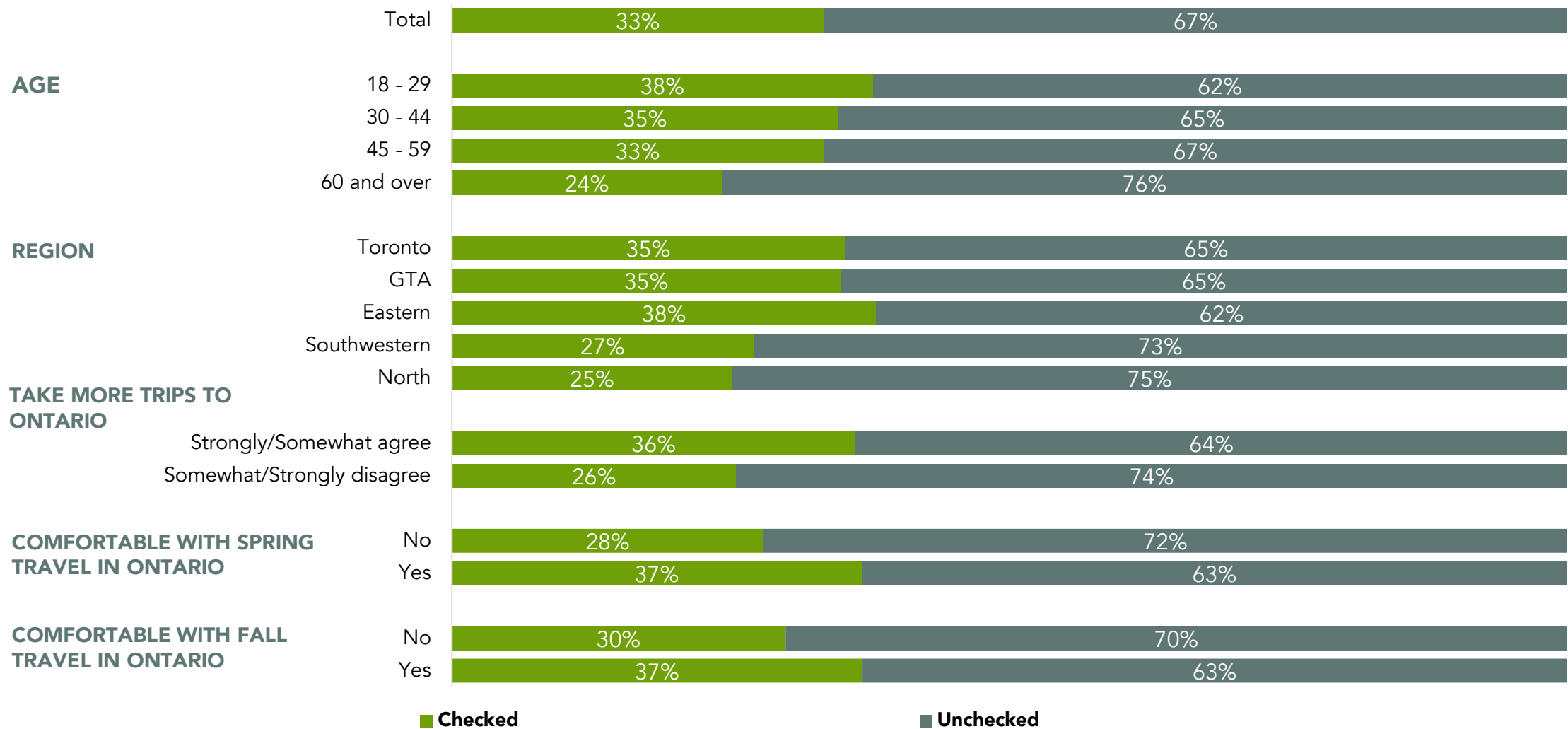
- 18-29 (38%)
- From Eastern Ontario (38%)
- Past visitors (43%)
- Provincial Explorers (43%)

Those most interested in winter 2023 travel are:

- 18-29 (11%)
- Past visitors (19%)

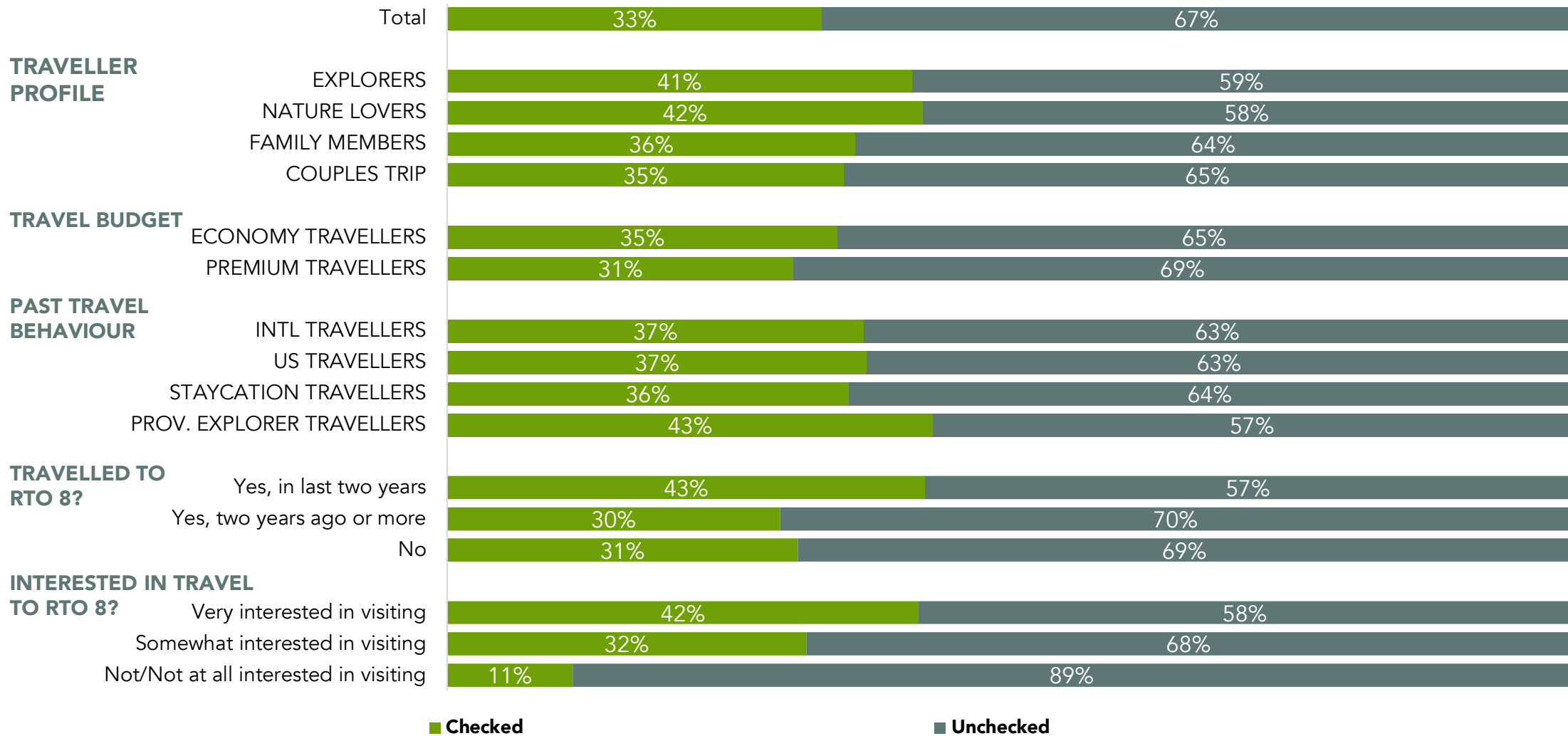
[At least not that interested in visiting] When would you be interested in booking a trip to the Kawarthas Northumberland region? Please select all that apply.

INTEREST IN TRAVELLING TO RTO 8 IN SPRING 2023



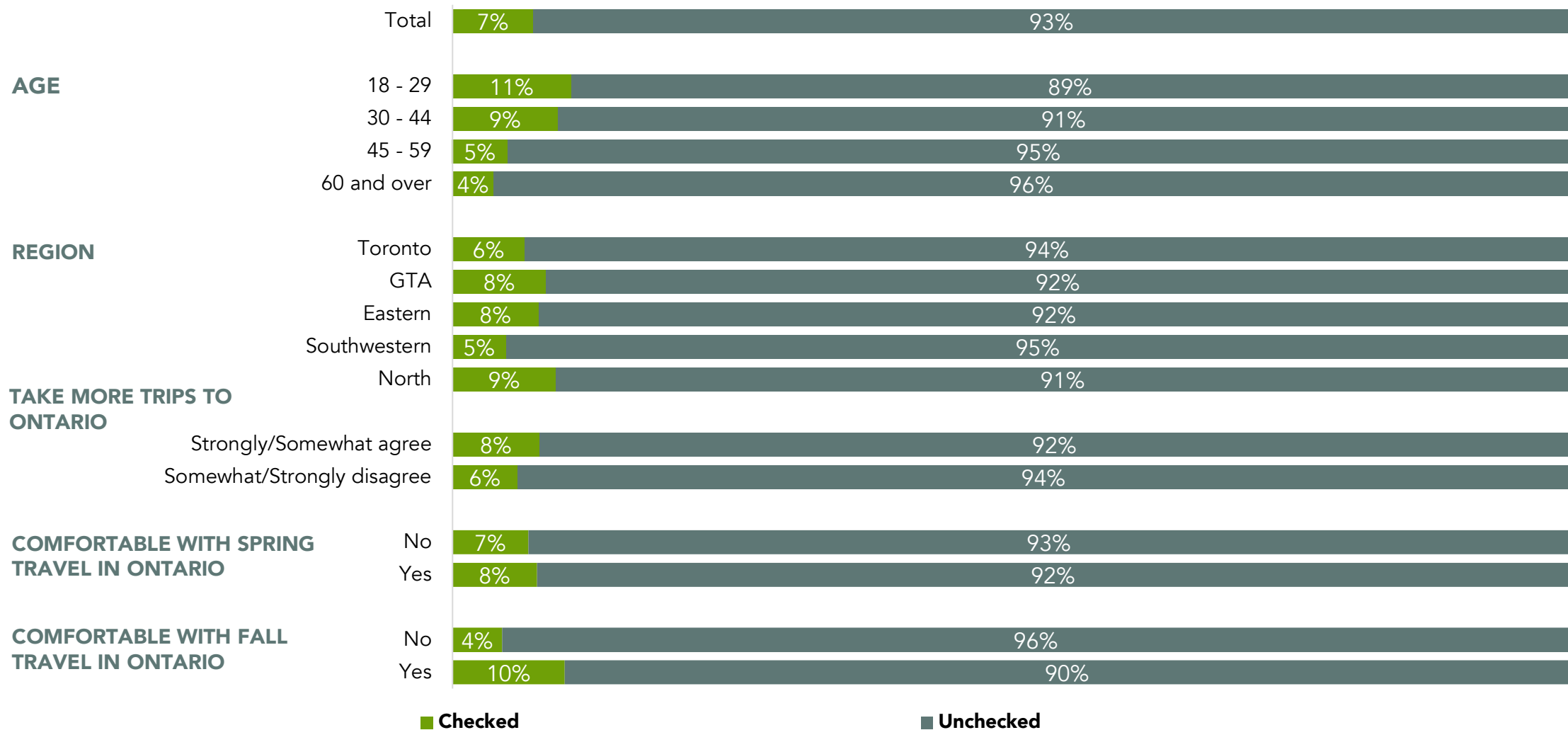
[If interested] When would you be interested in booking a trip to the Kawarthas Northumberland region? Please select all that apply.

INTEREST IN TRAVELLING TO RTO 8 IN SPRING 2023



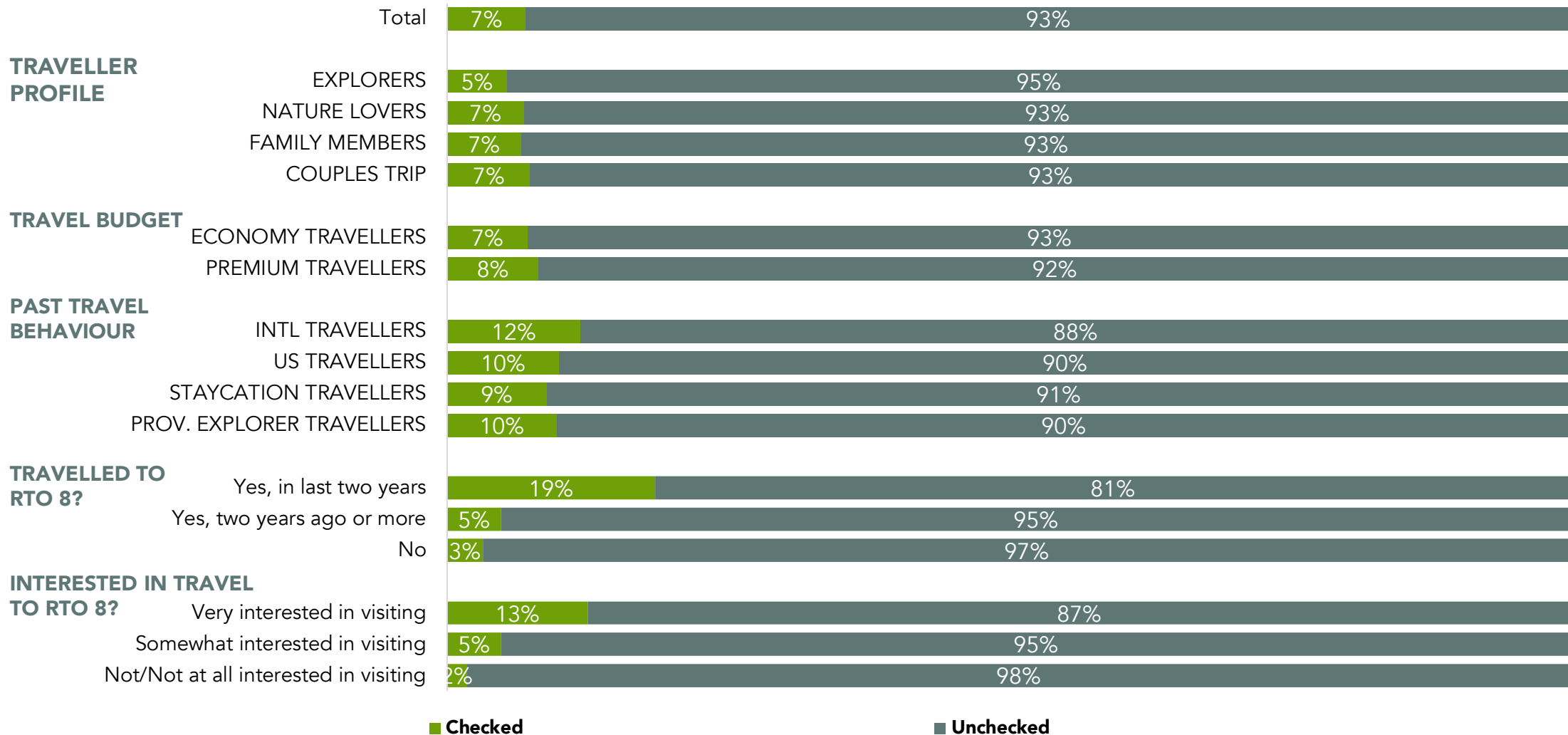
[If interested] When would you be interested in booking a trip to the Kawartha Northumberland region? Please select all that apply.

INTEREST IN TRAVELLING TO RTO 8 IN WINTER 2023



[If interested] When would you be interested in booking a trip to the Kawarthas Northumberland region? Please select all that apply.

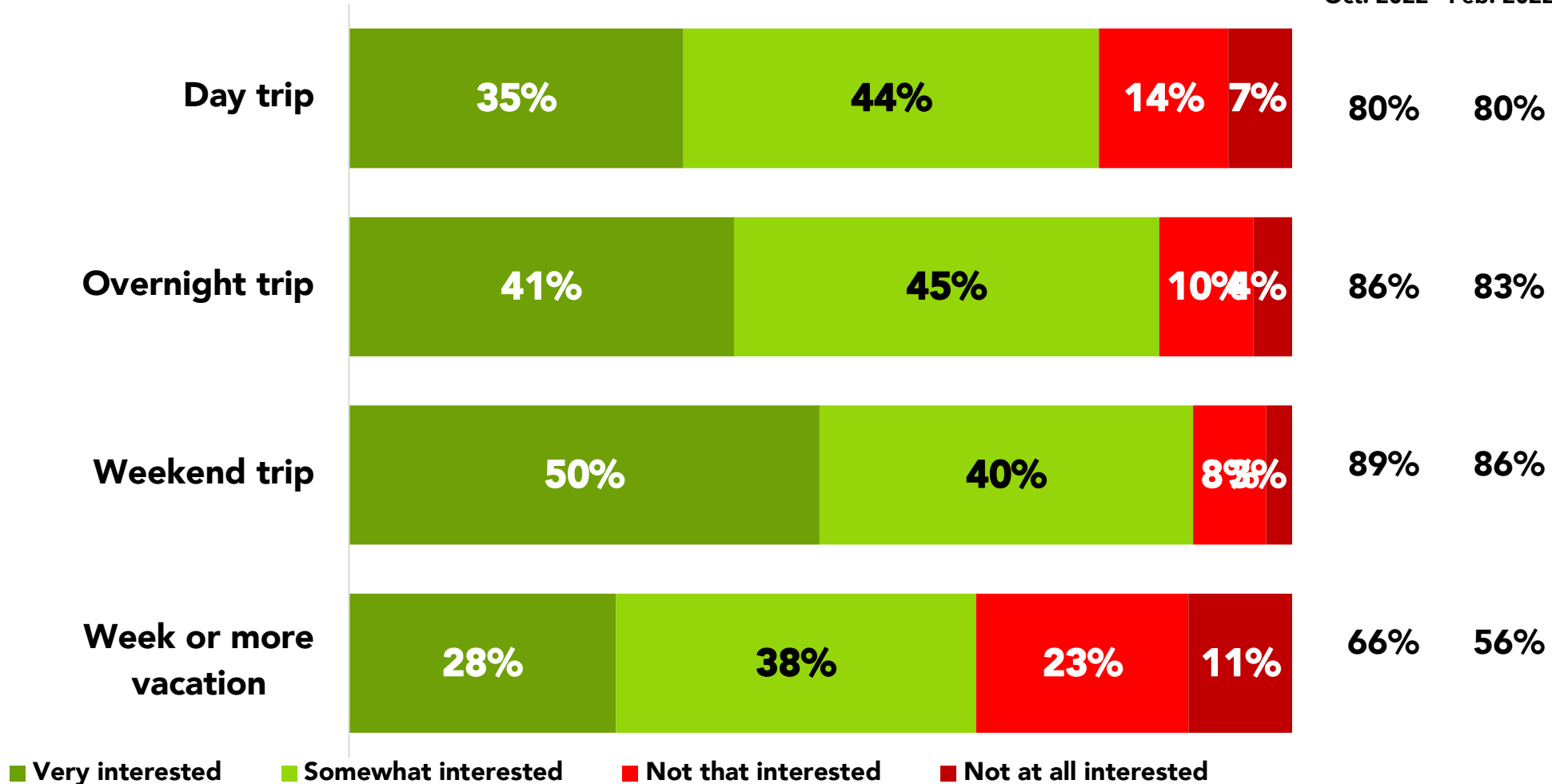
INTEREST IN TRAVELLING TO RTO 8 IN WINTER 2023



[If interested] When would you be interested in booking a trip to the Kawarthas Northumberland region? Please select all that apply.

SPRING TRAVEL: TRIP LENGTH

**% Very/
somewhat interested**
Oct. 2022 Feb. 2022

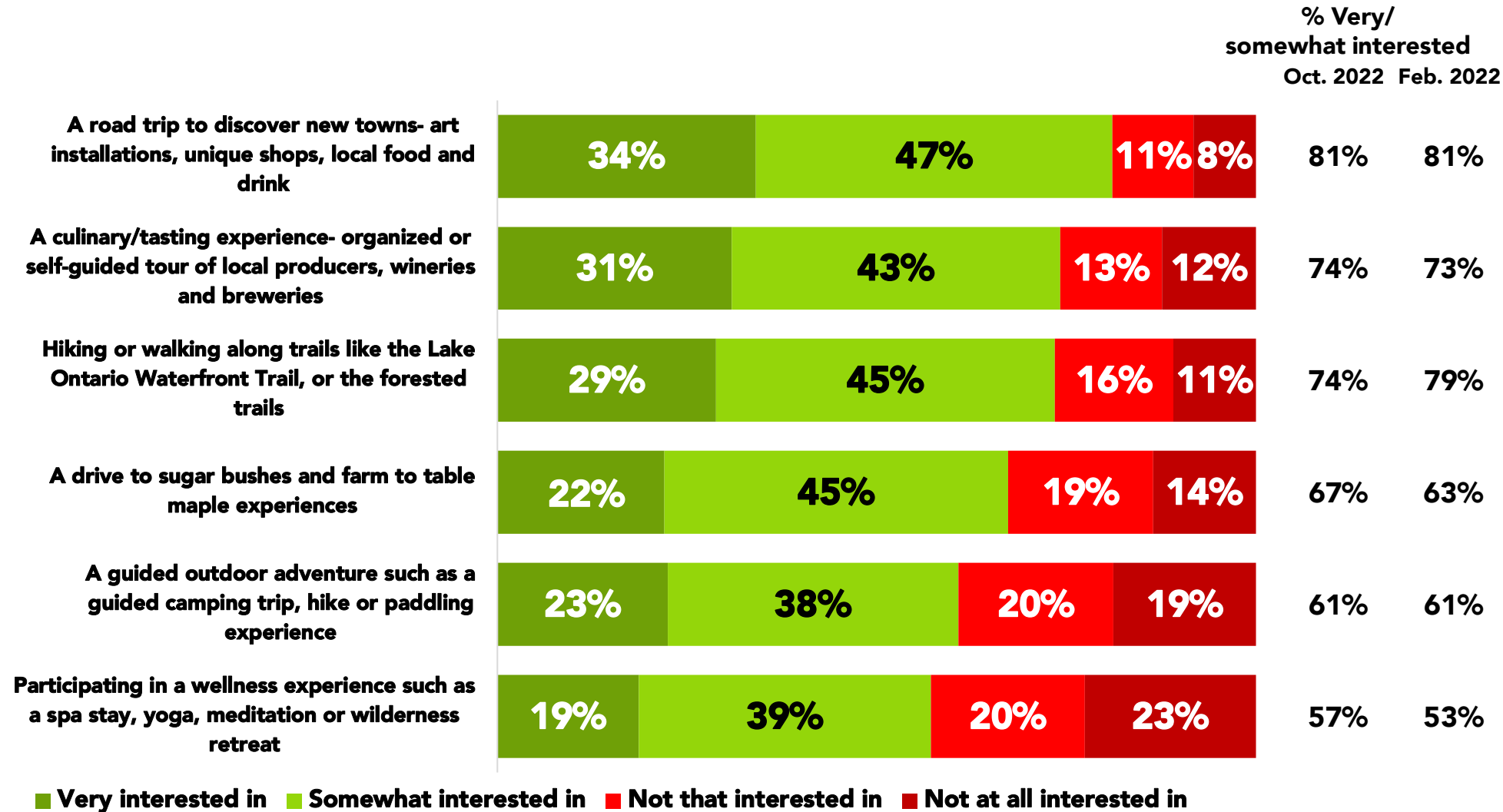


Like spring trips overall, interest is highest for a weekend trip.

Interest in types of spring trips remains consistent with last wave suggesting that, no matter how far out spring travel is, there will likely be a consistent preference for weekend trips.

And would you be interested in visiting the region during this spring season for a ...

SPRING TRAVEL: TRIP ACTIVITIES



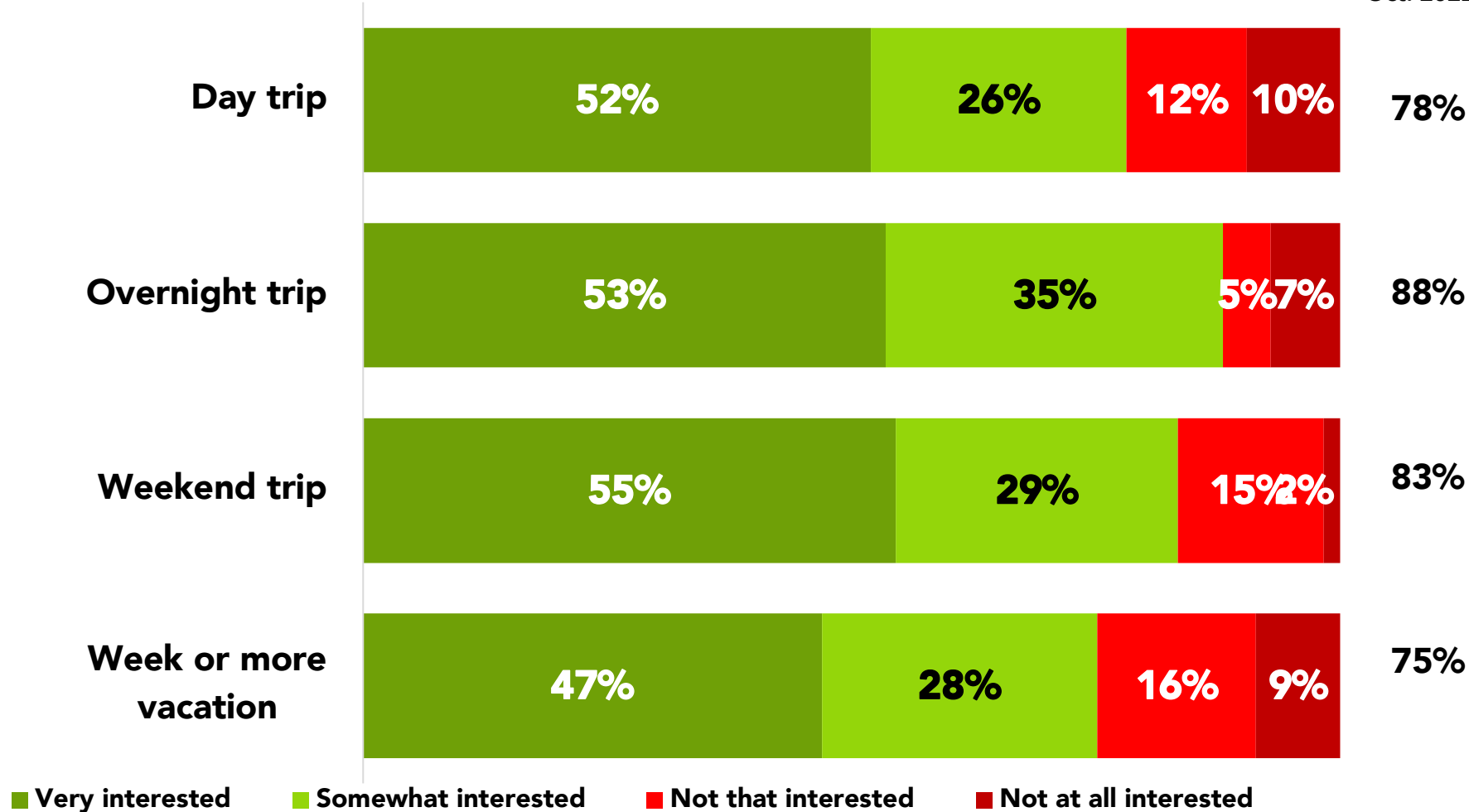
Similarly, there is a reliable interest in certain spring activities.

Discovering new town is likely to top the list of spring travel (no matter if it's a last minute or pre-planned spring vacation).

We also want to understand what things you might like to do when you visit. The following are some trip ideas offered by the region. For each, tell us if its something you are very interested in, somewhat interested in, not that interested in, not at all interested in

WINTER TRAVEL: TRIP TYPE

% Very/somewhat interested
Oct. 2022

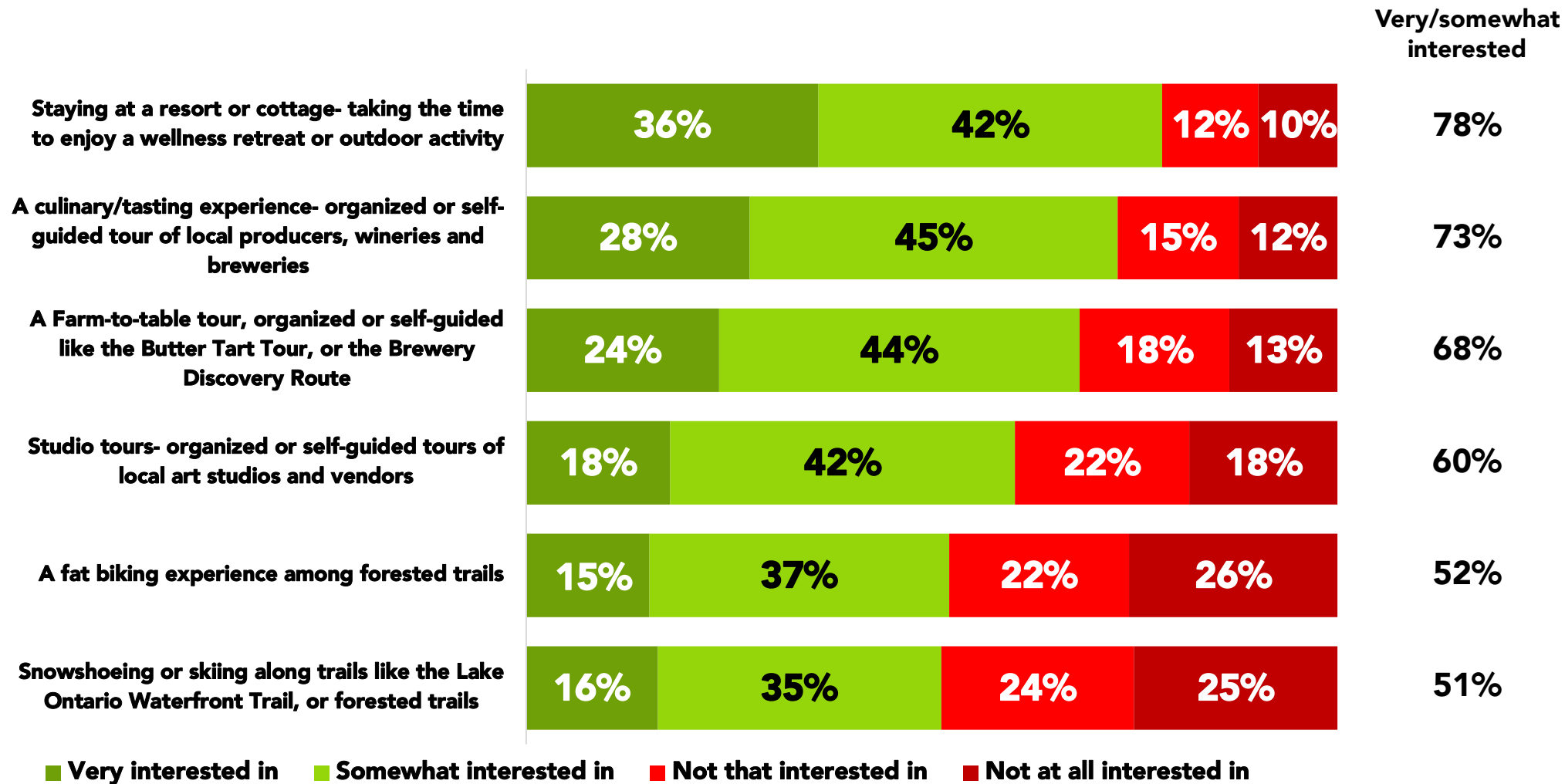


There is more variation in trip length for those considering a winter trip to the region.

Overnight and weekend trips are tied, day trips are a close third.

And would you be interested in visiting the region during this winter 2023 season (January-February) for a

WINTER TRAVEL TRIP ACTIVITIES

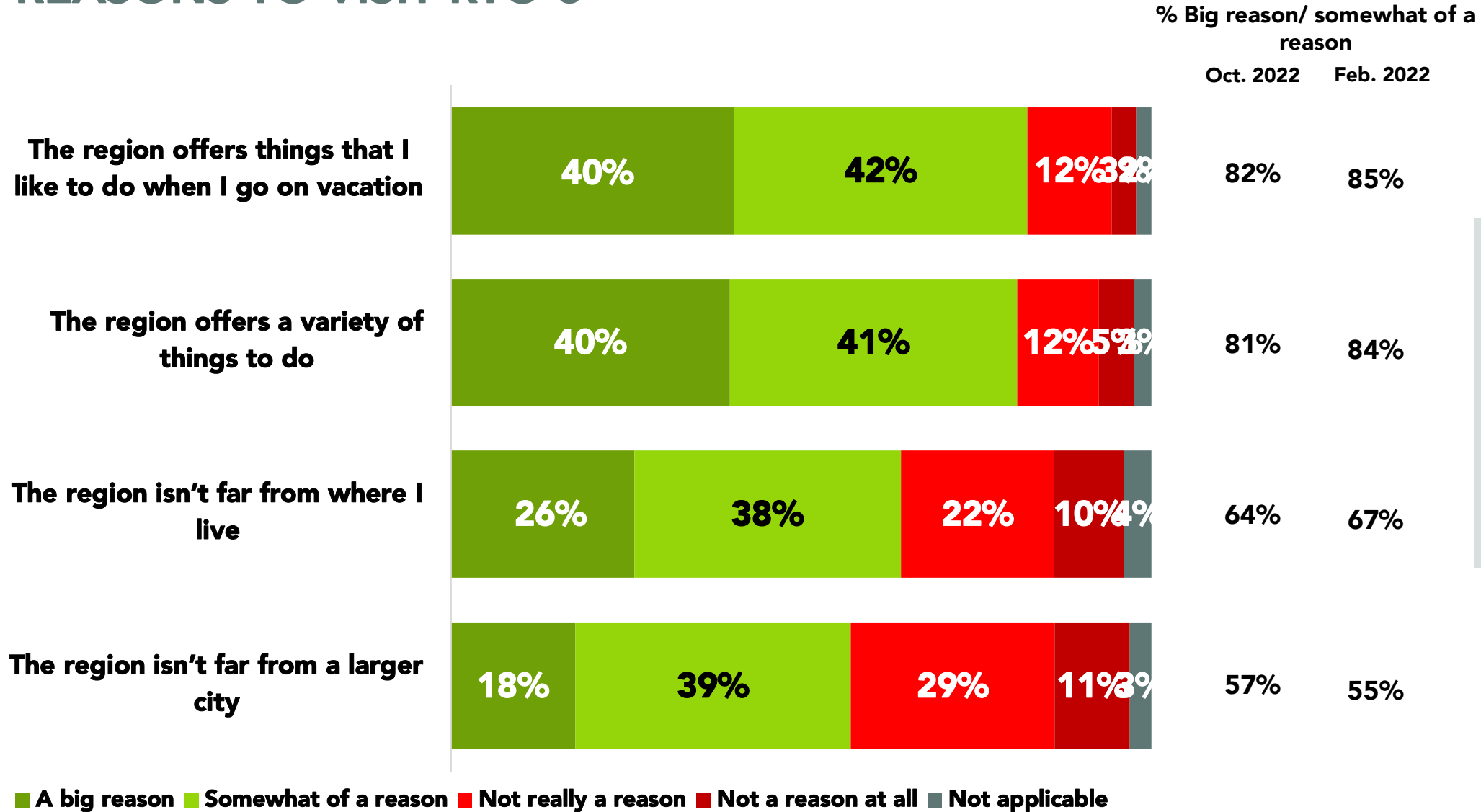


Resort or cottage stays are most appealing for Winter 2023 travellers.

Other activities with wide appeal are culinary tasting experiences, farm to table tours, and studio tours.

We also want to understand what things you might like to do when you visit. The following are some trip ideas offered by the region. For each, tell us if its something you are very interested in, somewhat interested in, not that interested in, not at all interested in

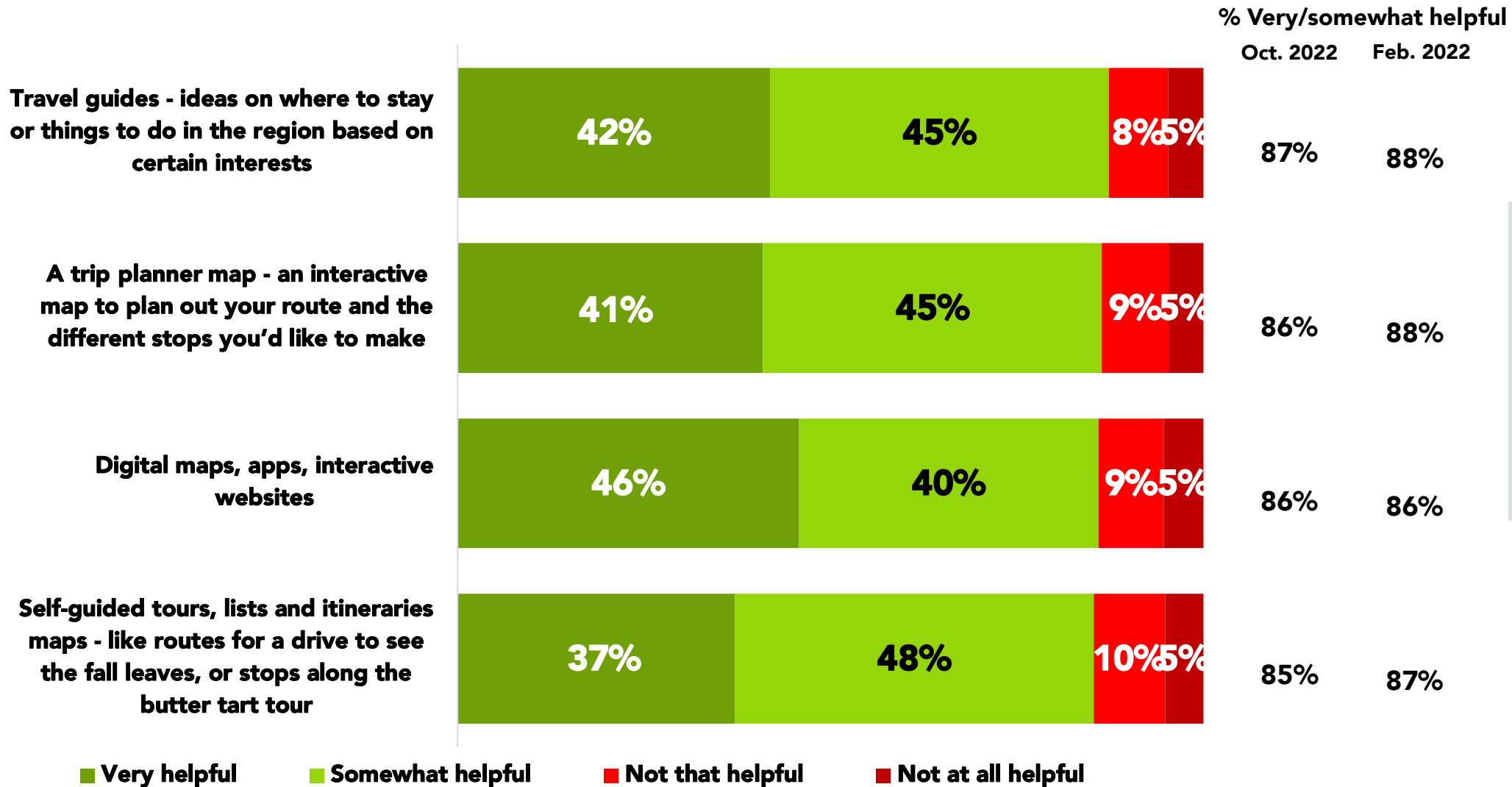
REASONS TO VISIT RTO 8



RTO8's main appeals continue to be the activities offered and the variety of activities in the region.

And how important are the following as reasons why you would consider visiting the region?

STRONG INTEREST IN TOOLS AND INFORMATION OFFERED BY RTO 8



Interest in trip planning tools and resources continues to be high for all.

Kawartha's Northumberland offers a variety of tools and information to help you plan your trip to the region. Thinking about planning a trip to the region this fall, would the following be...

PROFILES

EXPLORERS

16% OF ONTARIO TRAVELERS

64%
Comfortable travelling in Ontario this spring

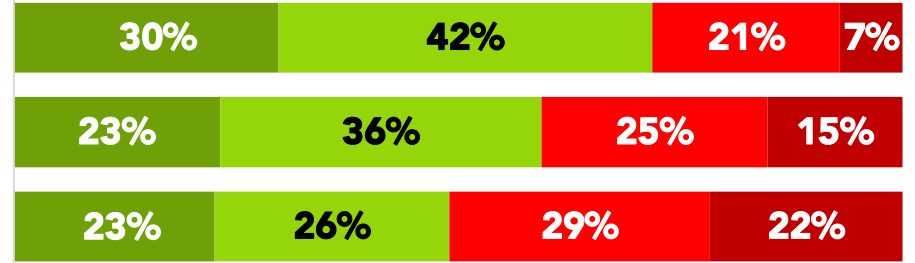
42%
Comfortable travelling in Ontario in Winter of 2023

Even after I am able/comfortable to travel outside the province, I think I'll take more trips to destinations in Ontario than I did...

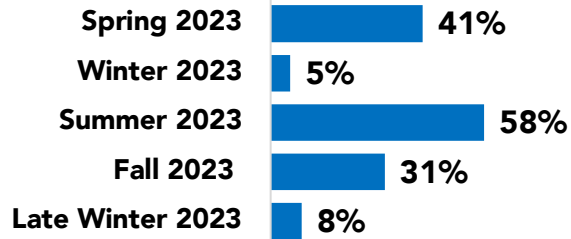
During the last couple years of the pandemic I discovered a 'new to me' Ontario destination that I really enjoyed

During the last couple of years of the pandemic, I took more leisure trips within Ontario than usual

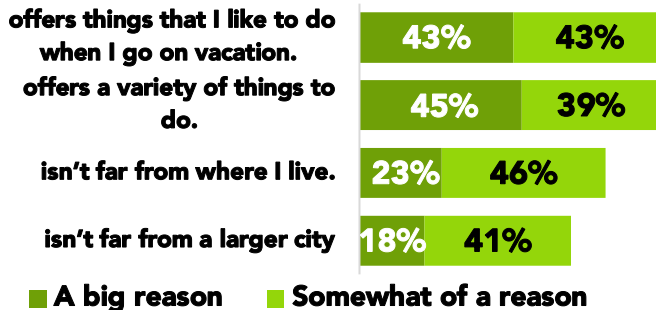
■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree



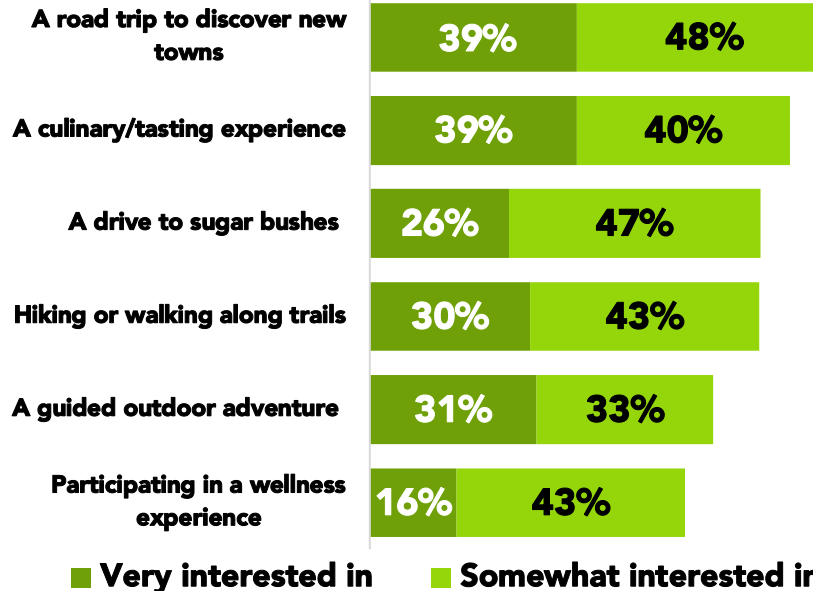
INTERESTED IN VISITING THE REGION...



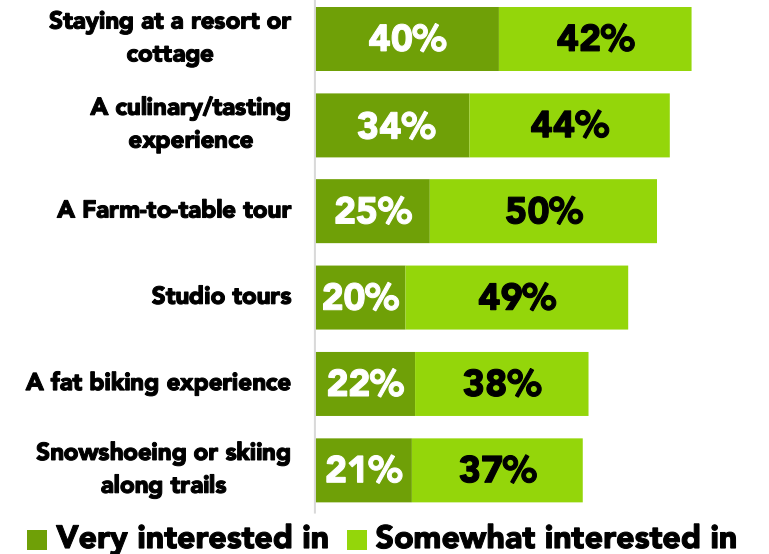
REASONS TO VISIT...



INTERESTED IN DOING... SPRING, n=227



INTERESTED IN DOING... WINTER, n=227



NATURE LOVERS

9% OF ONTARIO TRAVELERS

53%
Comfortable travelling in Ontario this spring

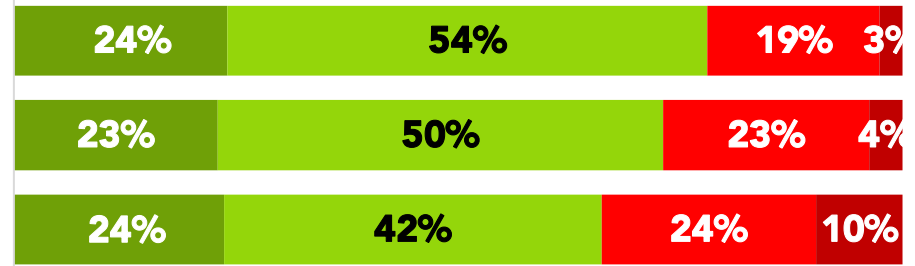
40%
Comfortable travelling in Ontario in Winter of 2023

Even after I am able/comfortable to travel outside the province, I think I'll take more trips to destinations in Ontario than I did...

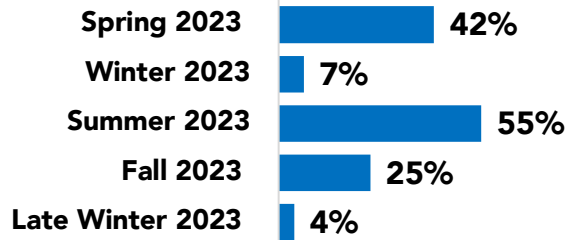
During the last couple years of the pandemic I discovered a 'new to me' Ontario destination that I really enjoyed

During the last couple of years of the pandemic, I took more leisure trips within Ontario than usual

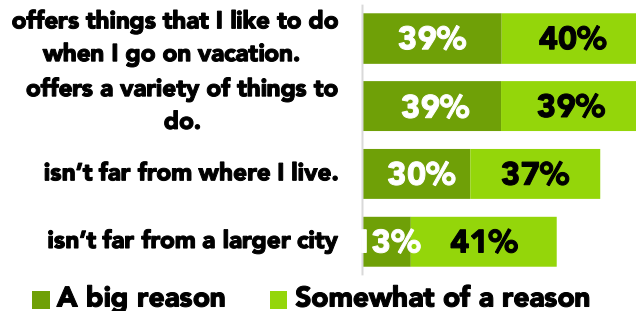
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree



INTERESTED IN VISITING THE REGION...



REASONS TO VISIT...

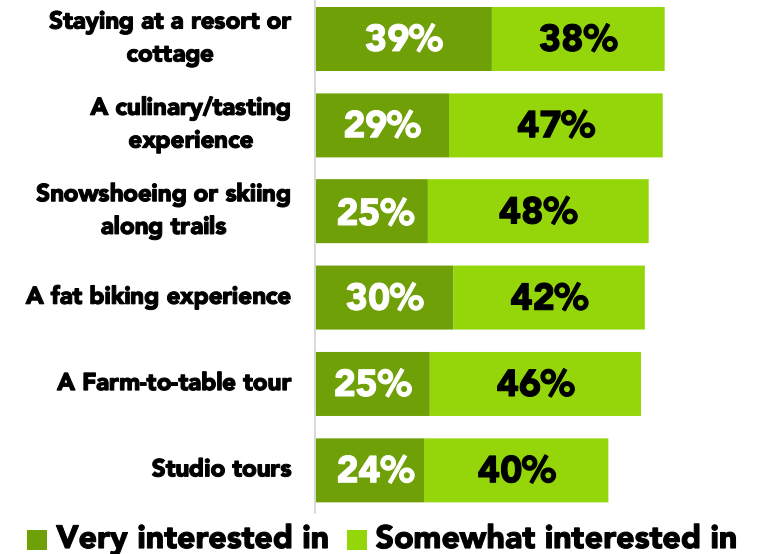


INTERESTED IN DOING... SPRING, n=137



■ Very interested in ■ Somewhat interested in

INTERESTED IN DOING... WINTER, n=137



■ Very interested in ■ Somewhat interested in

FAMILY MEMORIES

24% OF ONTARIO TRAVELERS

57%
Comfortable travelling in Ontario this spring

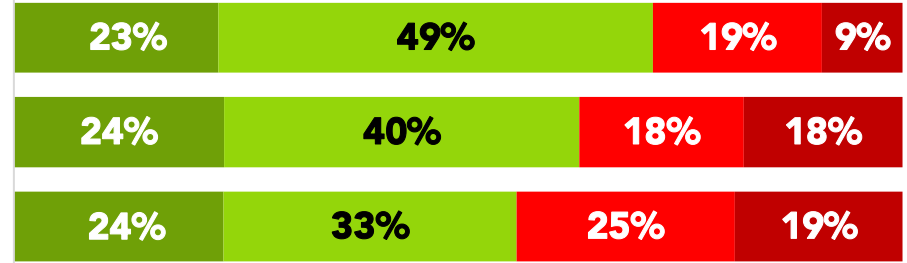
36%
Comfortable travelling in Ontario in Winter of 2023

Even after I am able/comfortable to travel outside the province, I think I'll take more trips to destinations in Ontario than I did...

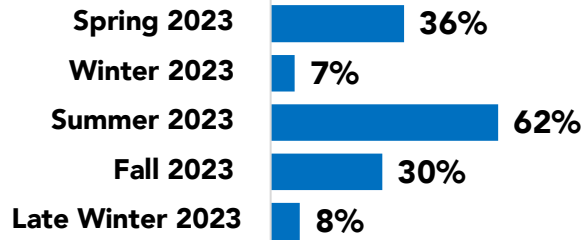
During the last couple years of the pandemic I discovered a 'new to me' Ontario destination that I really enjoyed

During the last couple of years of the pandemic, I took more leisure trips within Ontario than usual

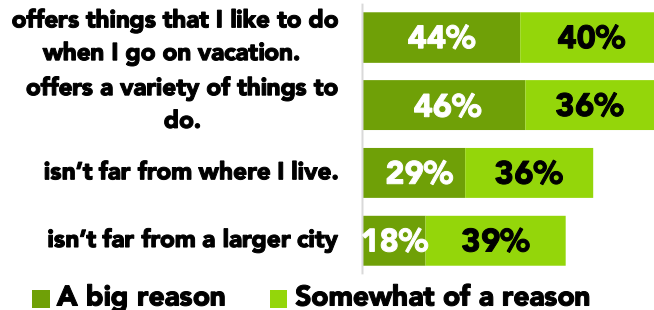
■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree



INTERESTED IN VISITING THE REGION...



REASONS TO VISIT...

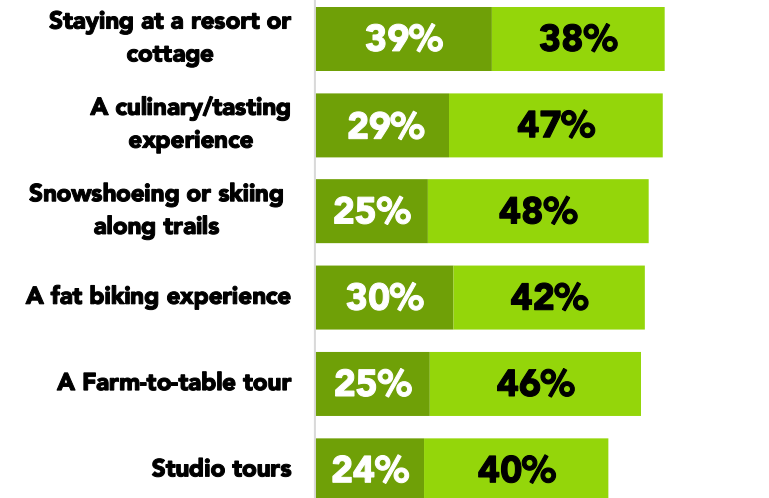


INTERESTED IN DOING... SPRING, n=365



■ Very interested in
 ■ Somewhat interested in

INTERESTED IN DOING... WINTER, n=365



■ Very interested in
 ■ Somewhat interested in

COUPLES TRIPS

18% OF ONTARIO TRAVELERS

59%
Comfortable travelling in Ontario this spring

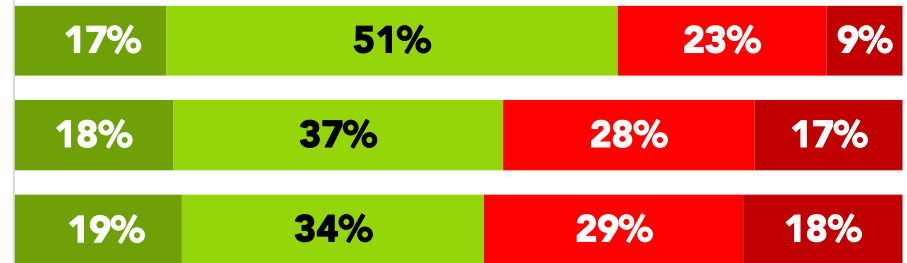
36%
Comfortable travelling in Ontario in Winter of 2023

Even after I am able/comfortable to travel outside the province, I think I'll take more trips to destinations in Ontario than I did...

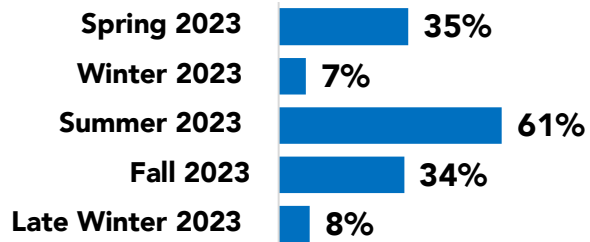
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During the last couple of years of the pandemic, I took more leisure trips within Ontario than usual

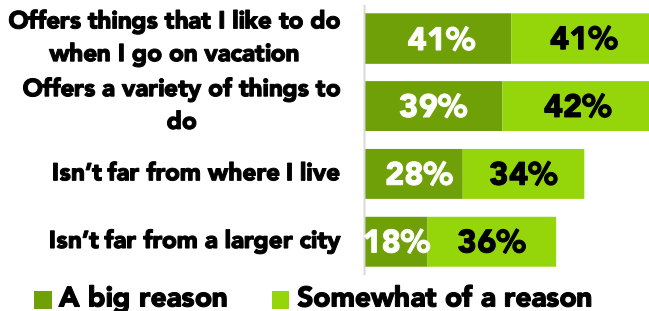
■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree



INTERESTED IN VISITING THE REGION...



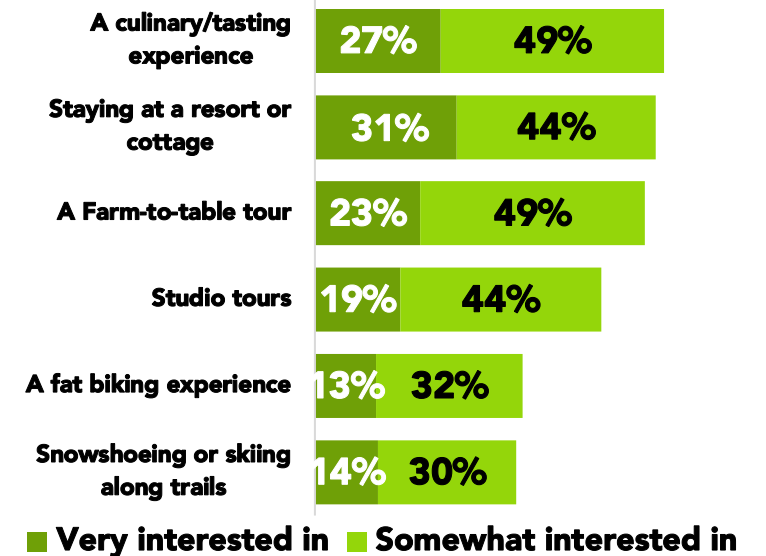
REASONS TO VISIT...



INTERESTED IN DOING... SPRING, n=271

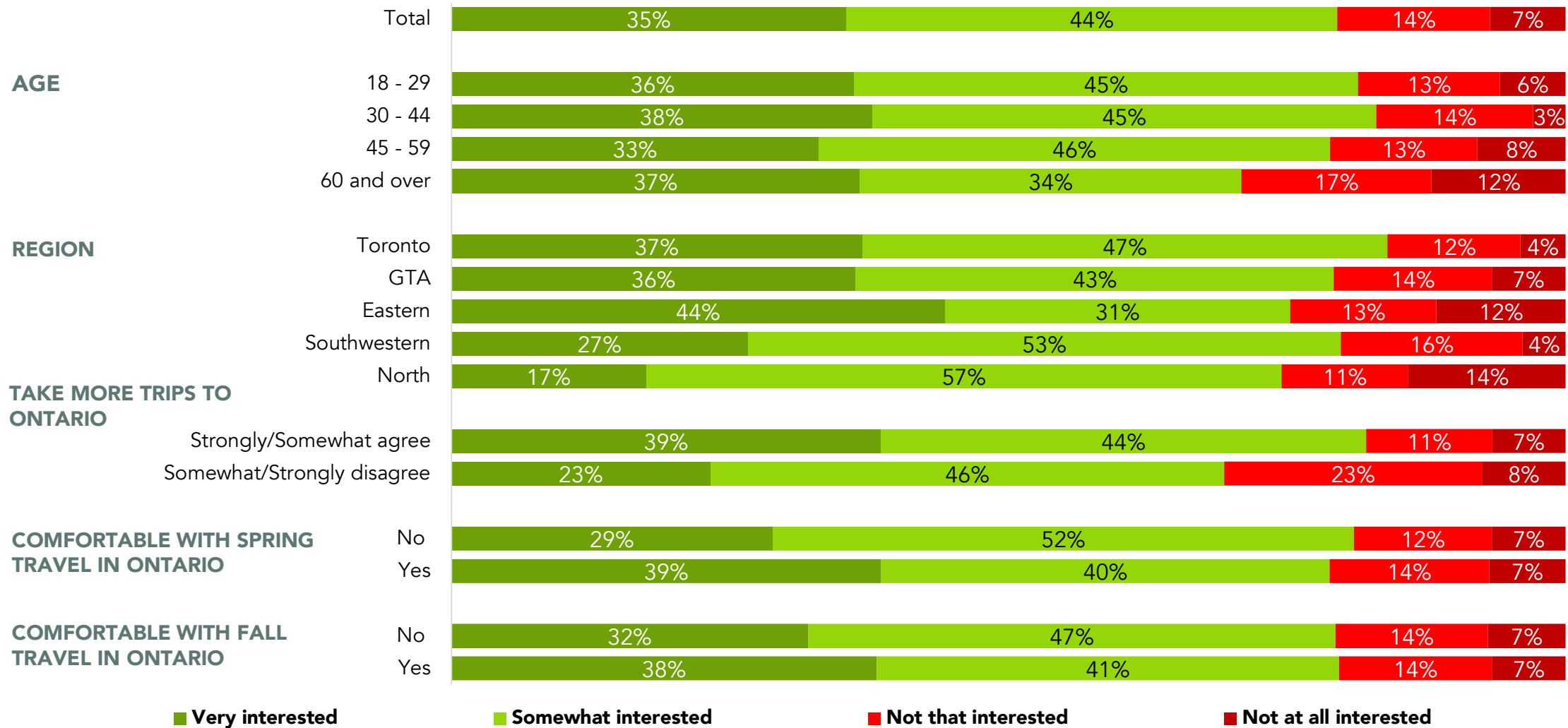


INTERESTED IN DOING... WINTER, n=271



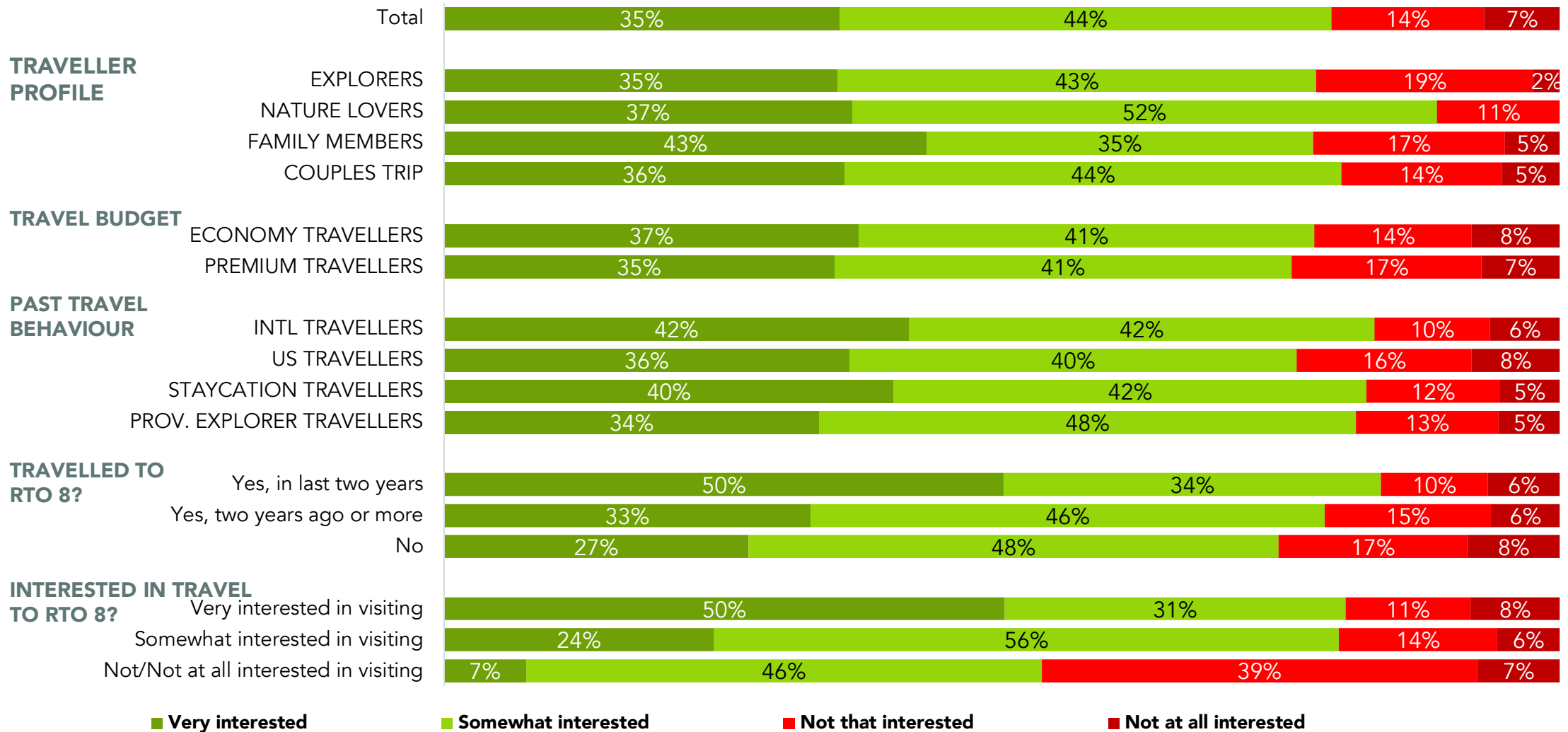
APPENDIX

INTEREST RTO 8 SPRING TRAVEL: DAY TRIP



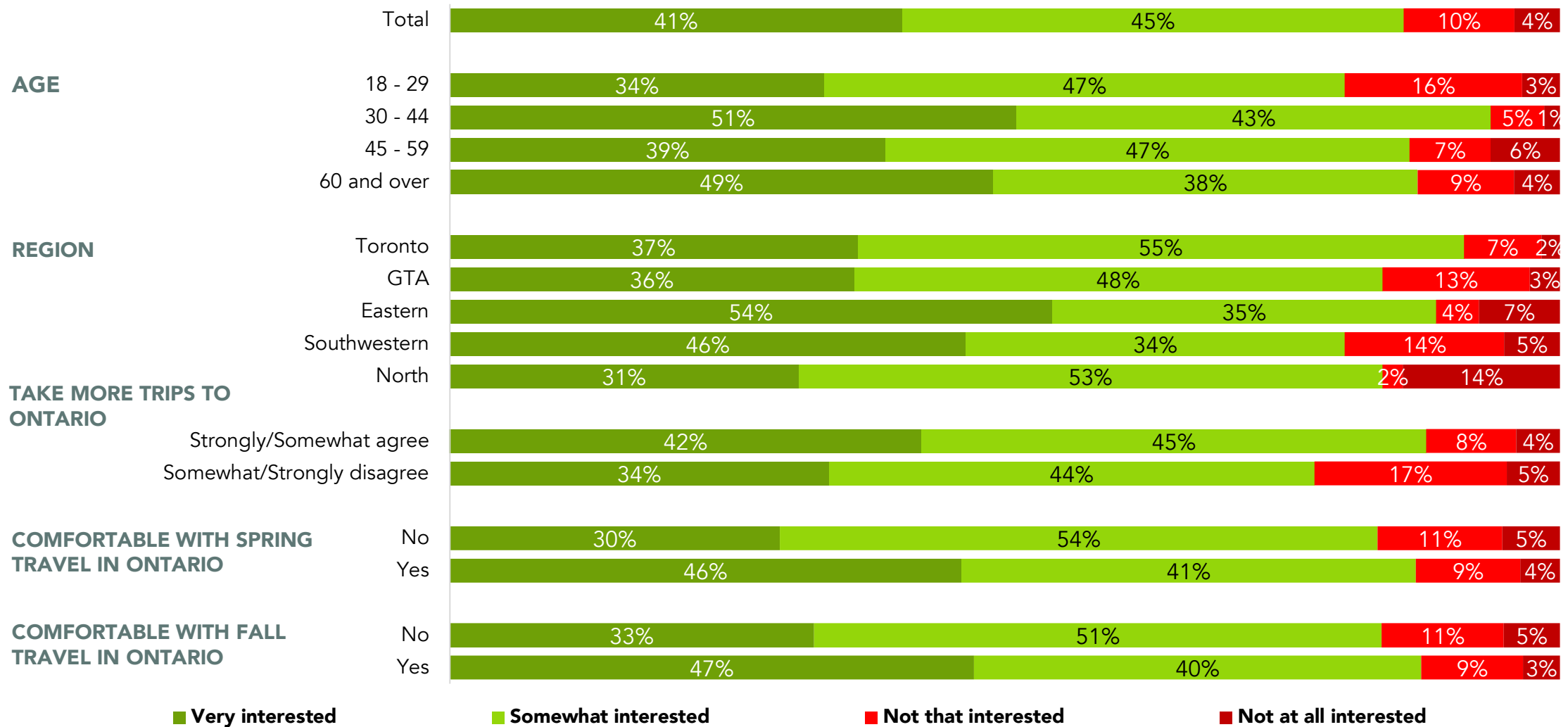
And would you be interested in visiting the region during this spring season for a ...

INTEREST RTO 8 SPRING TRAVEL: DAY TRIP



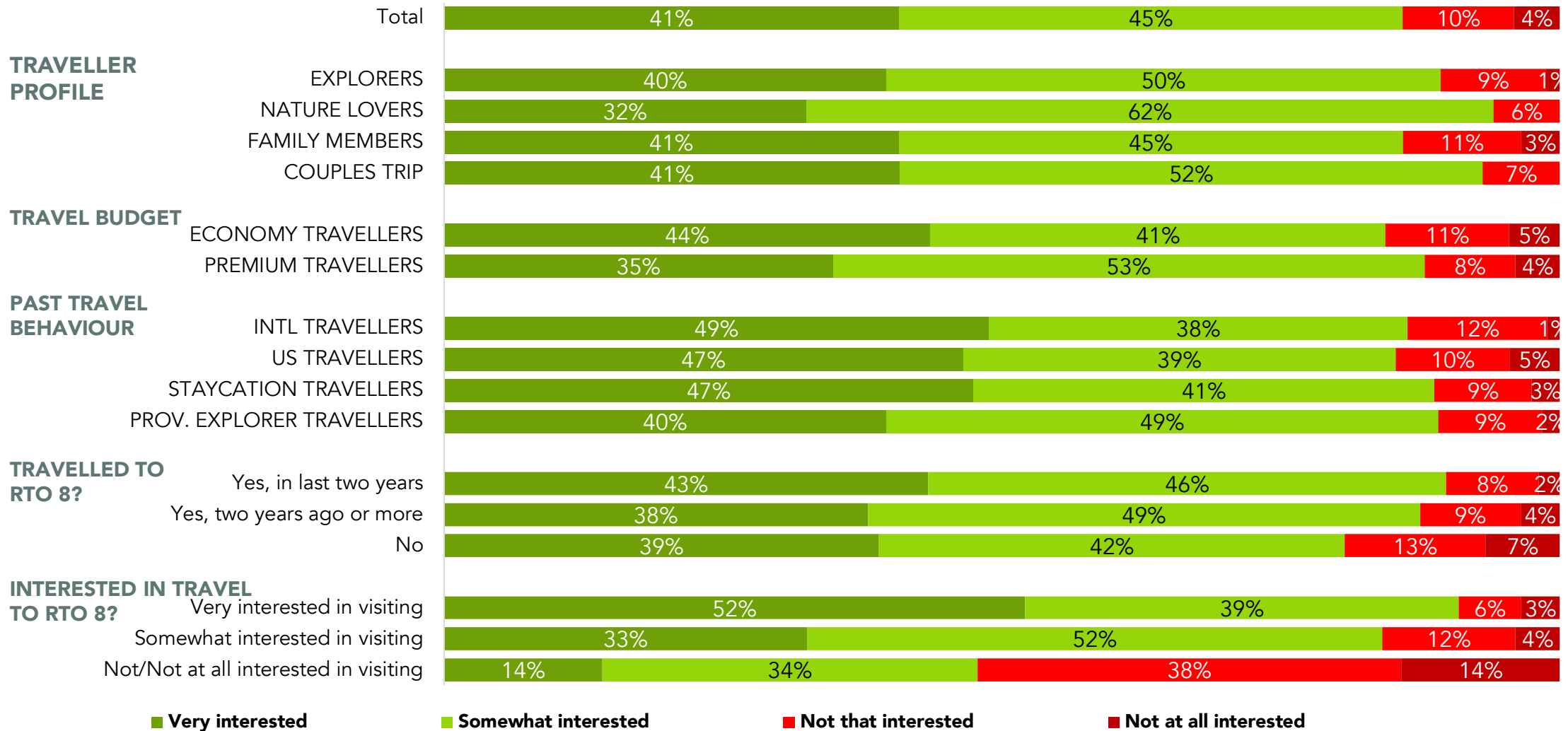
And would you be interested in visiting the region during this spring season for a ...

INTEREST RTO 8 SPRING TRAVEL: OVERNIGHT TRIP



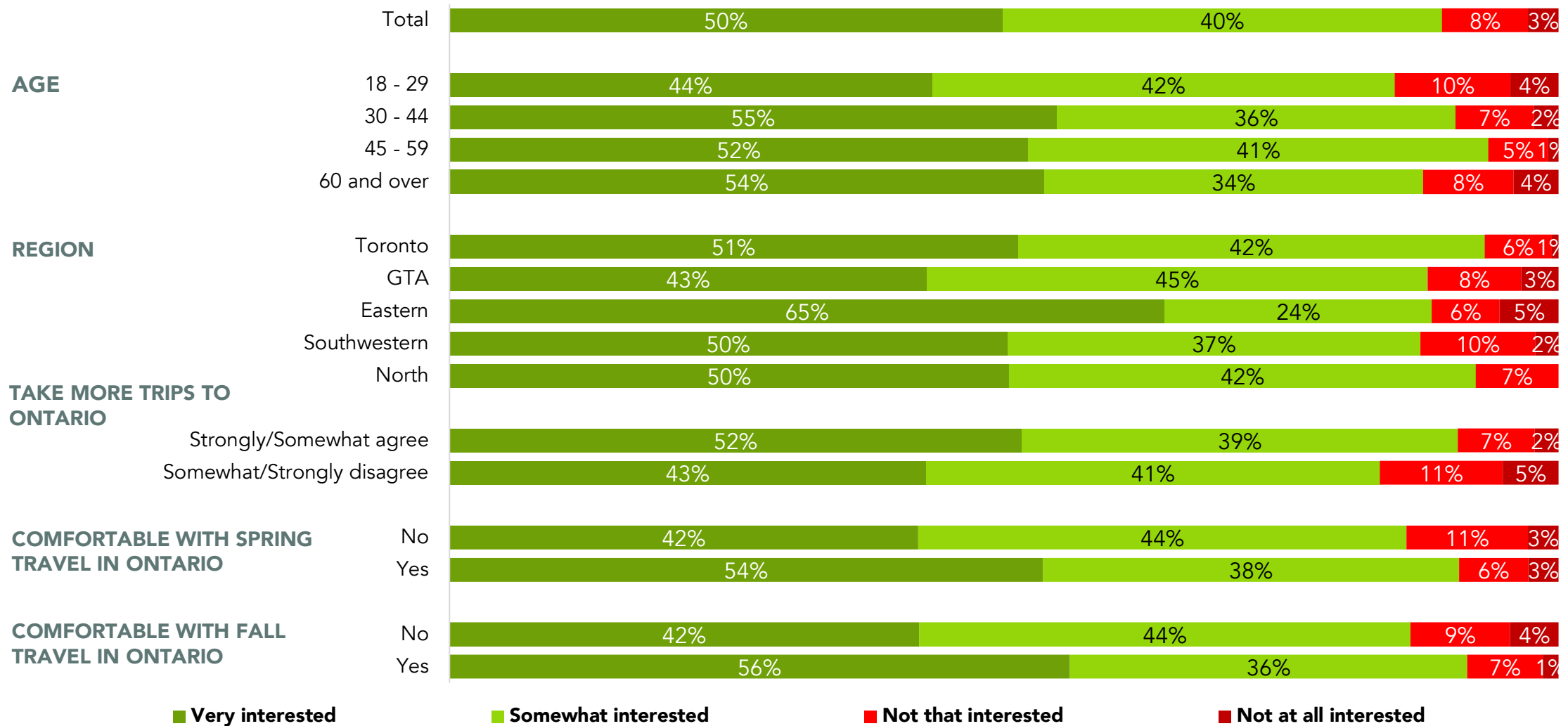
And would you be interested in visiting the region during this spring season for a ...

INTEREST RTO 8 SPRING TRAVEL: OVERNIGHT TRIP



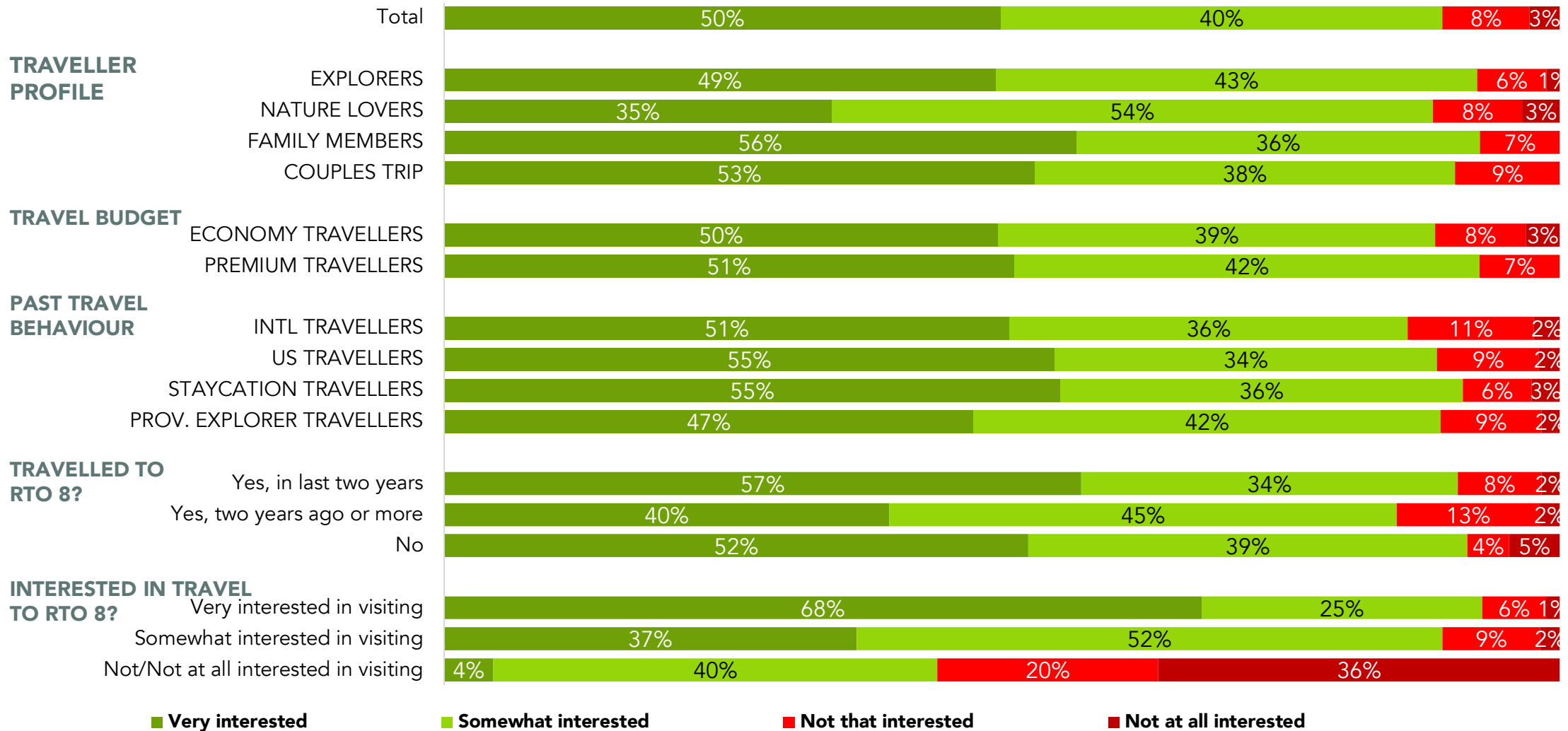
And would you be interested in visiting the region during this spring season for a ...

INTEREST RTO 8 SPRING TRAVEL: WEEKEND TRIP



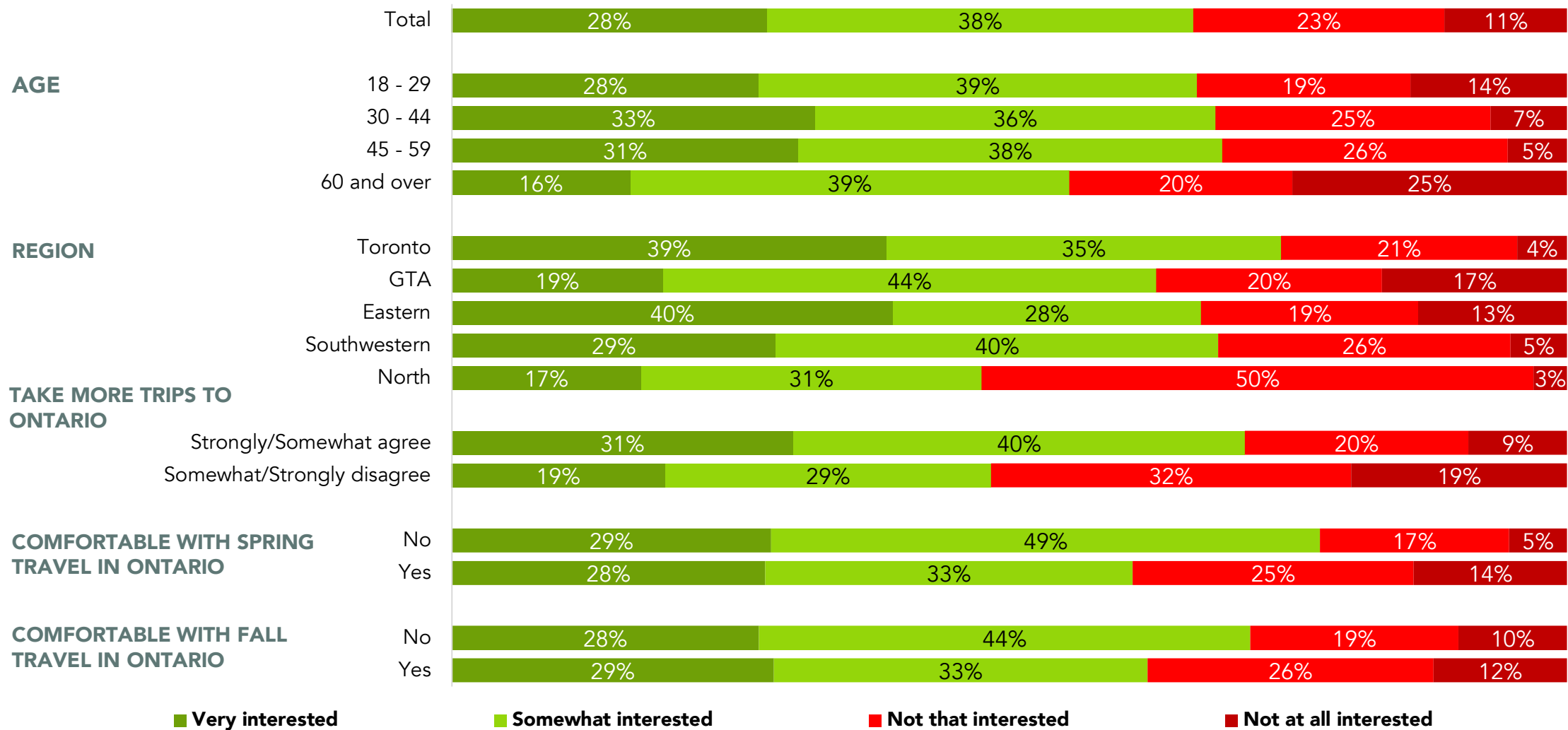
And would you be interested in visiting the region during this spring season for a ...

INTEREST RTO 8 SPRING TRAVEL: WEEKEND TRIP



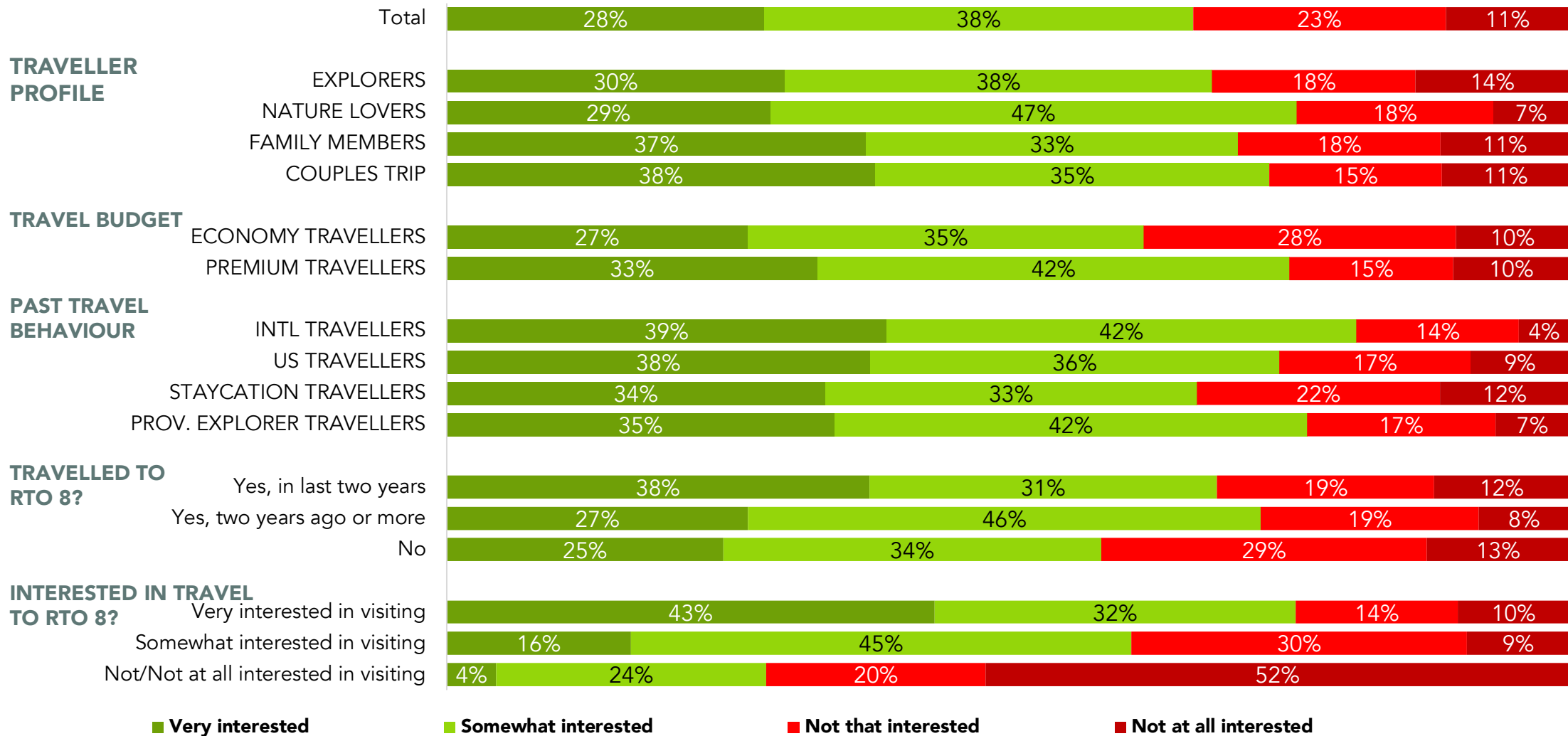
And would you be interested in visiting the region during this spring season for a ...

INTEREST RTO 8 SPRING TRAVEL: WEEK OR MORE VACATION



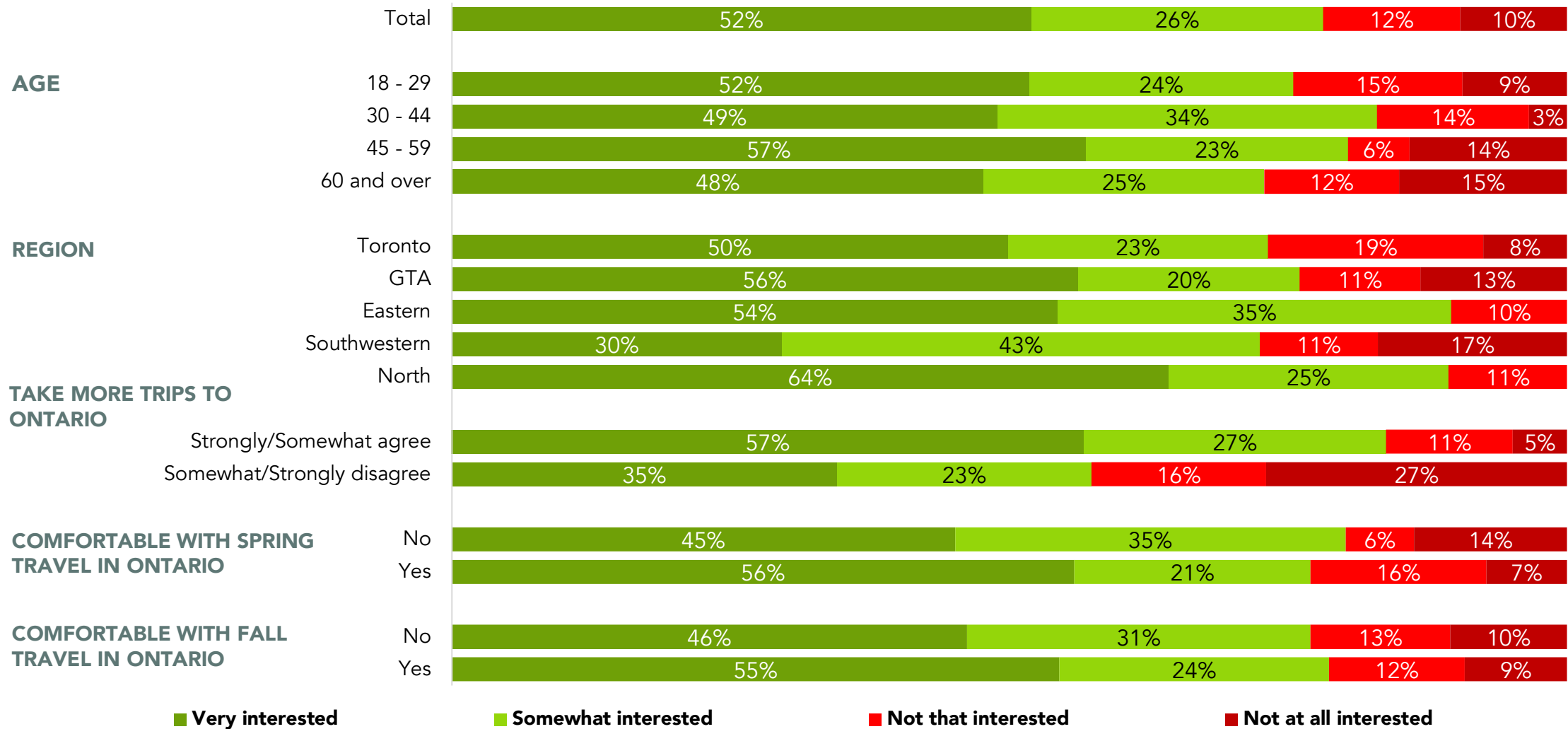
And would you be interested in visiting the region during this spring season for a ...

INTEREST RTO 8 SPRING TRAVEL: WEEK OR MORE VACATION



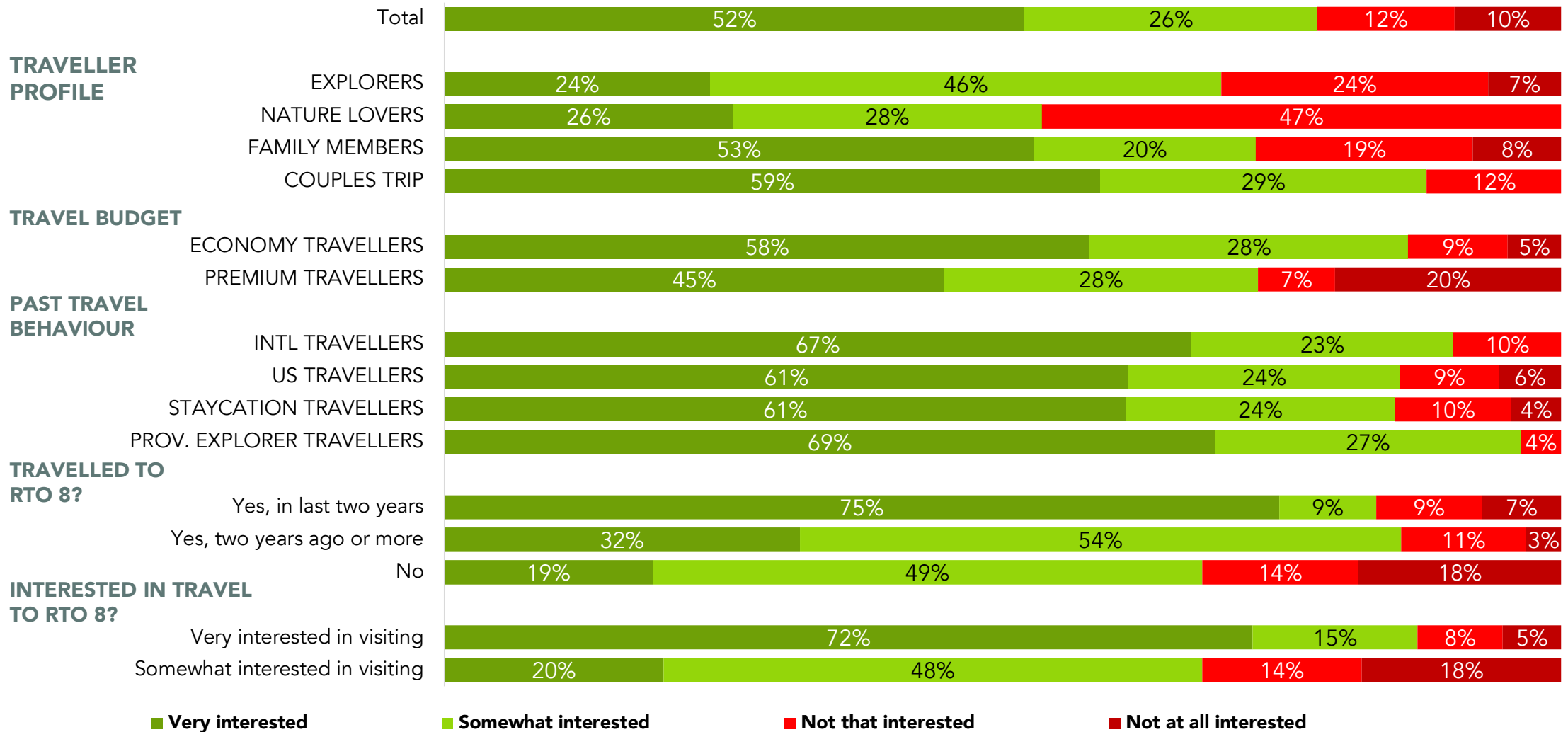
And would you be interested in visiting the region during this spring season for a ...

INTEREST RTO 8 WINTER 2023 TRAVEL: DAY TRIP



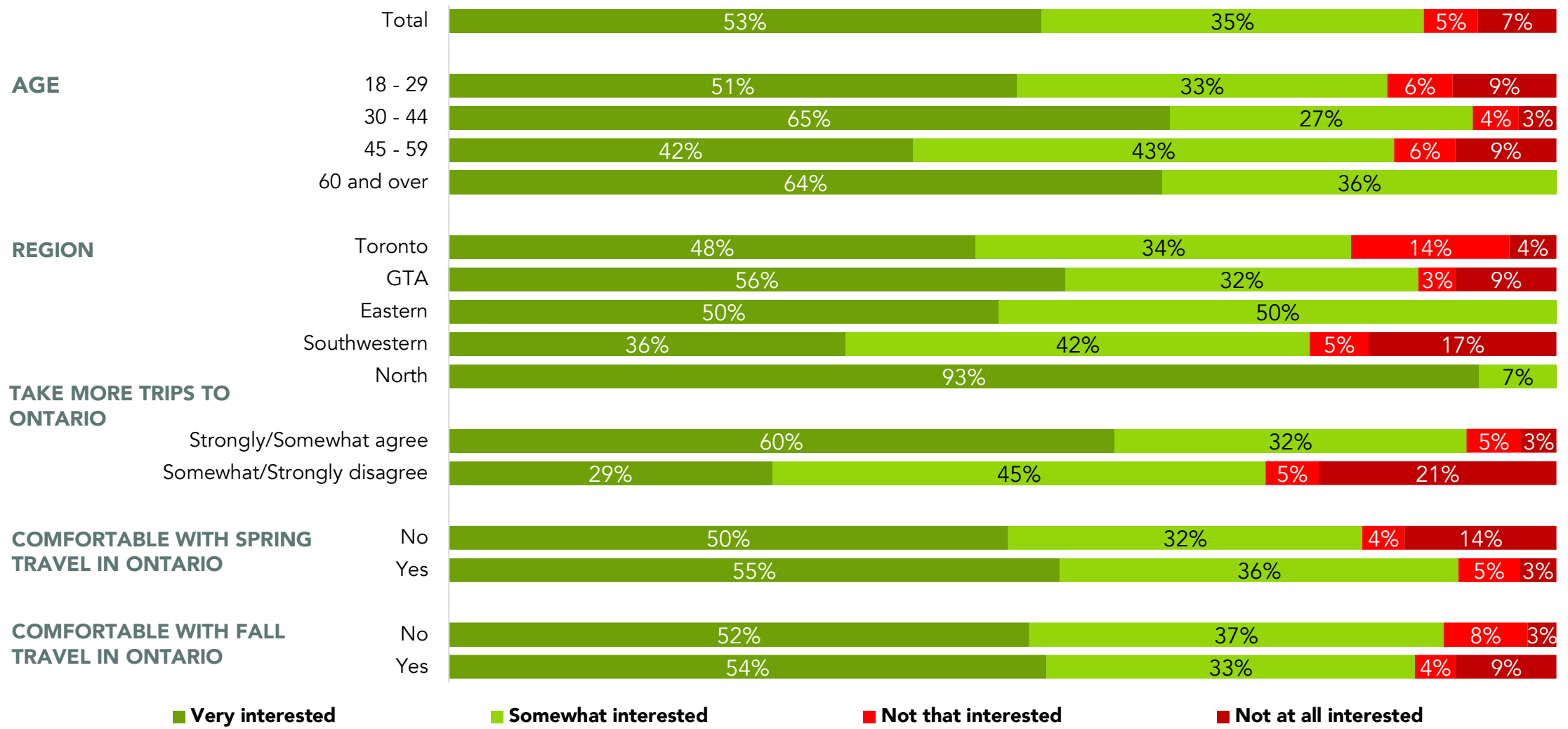
And would you be interested in visiting the region during this winter 2023 season for a ...

INTEREST RTO 8 WINTER 2023 TRAVEL: DAY TRIP



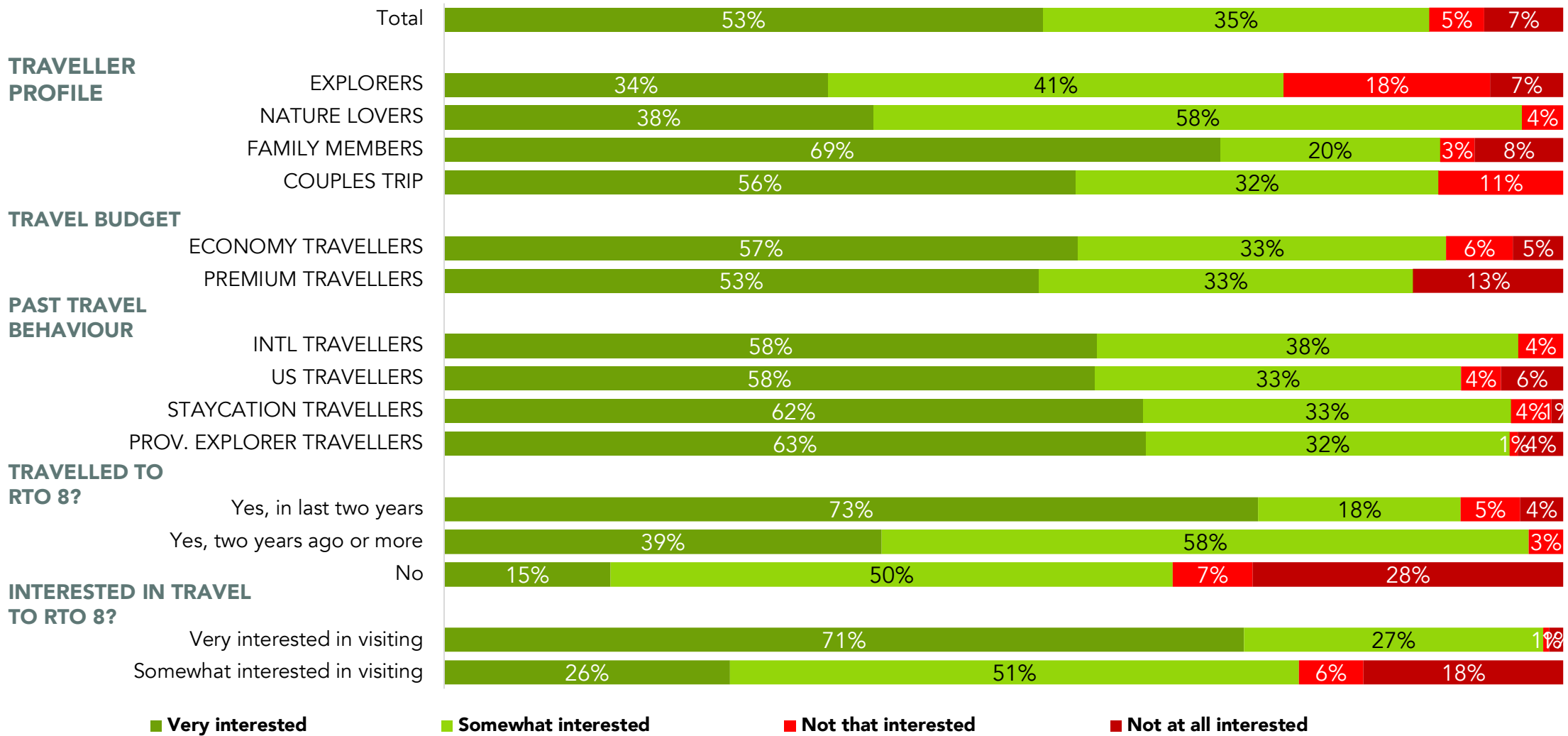
And would you be interested in visiting the region during this winter 2023 season for a ...

INTEREST RTO 8 WINTER 2023 TRAVEL: OVERNIGHT TRIP



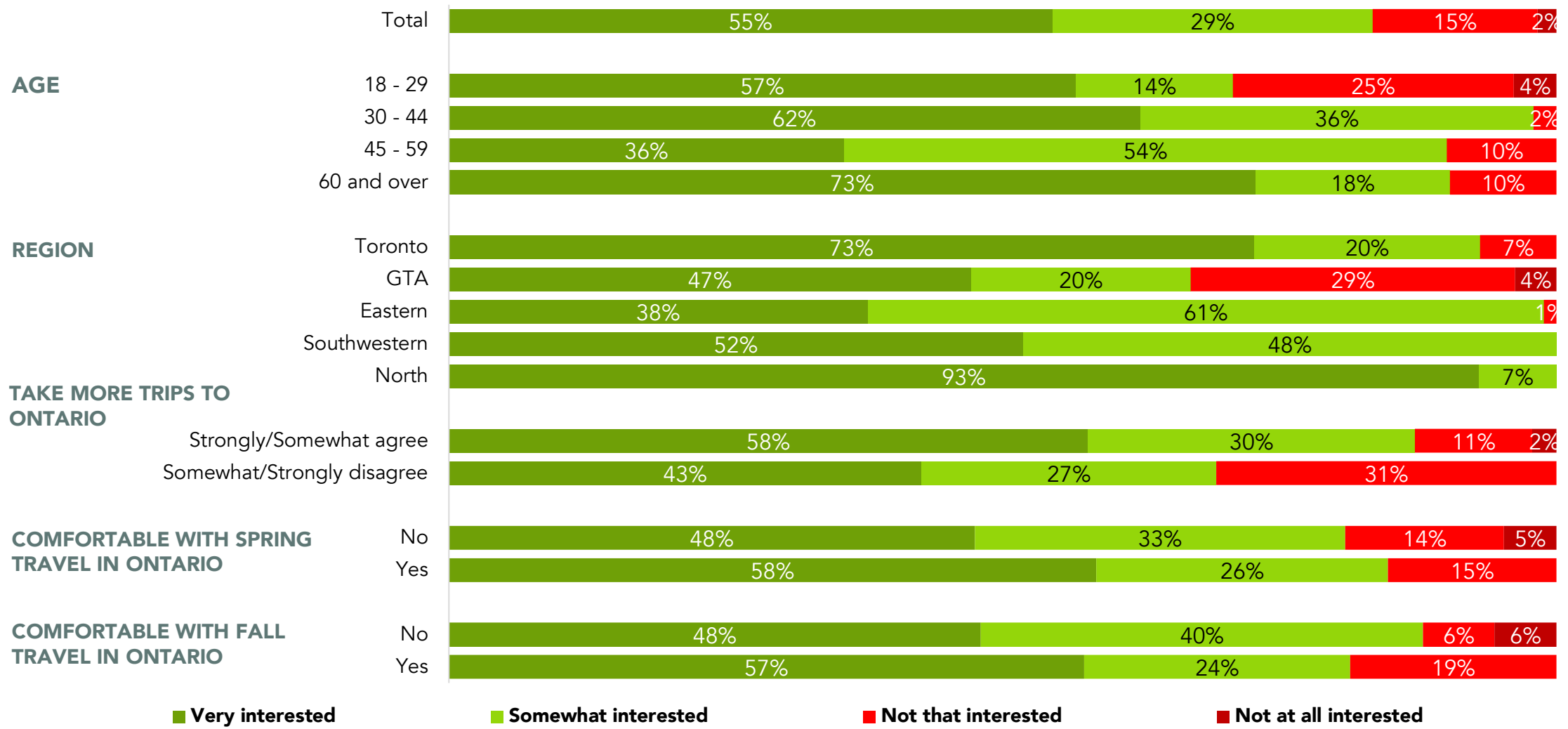
And would you be interested in visiting the region during this winter 2023 season for a ...

INTEREST RTO 8 WINTER 2023 TRAVEL: OVERNIGHT TRIP



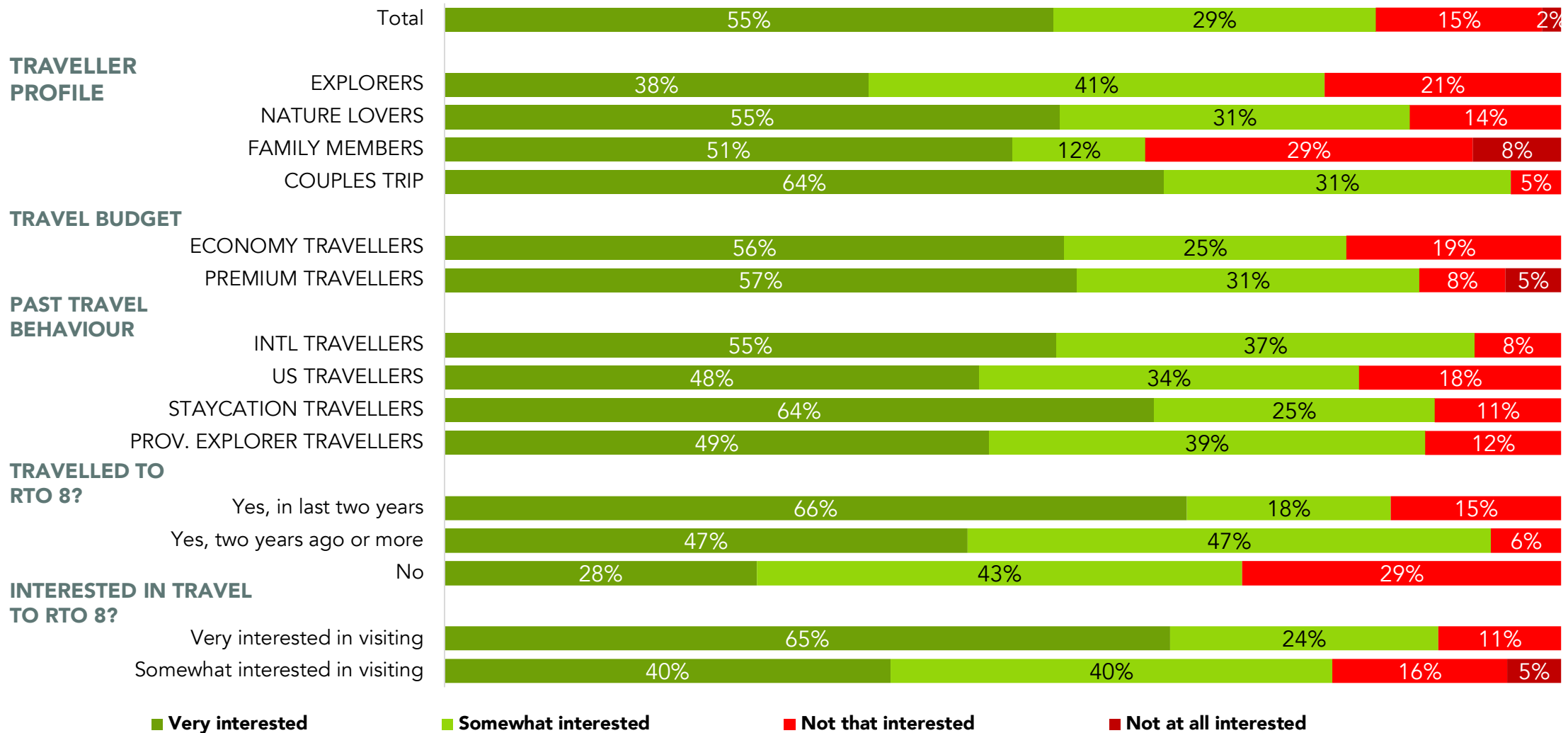
And would you be interested in visiting the region during this winter 2023 season for a ...

INTEREST RTO 8 WINTER 2023 TRAVEL: WEEKEND TRIP



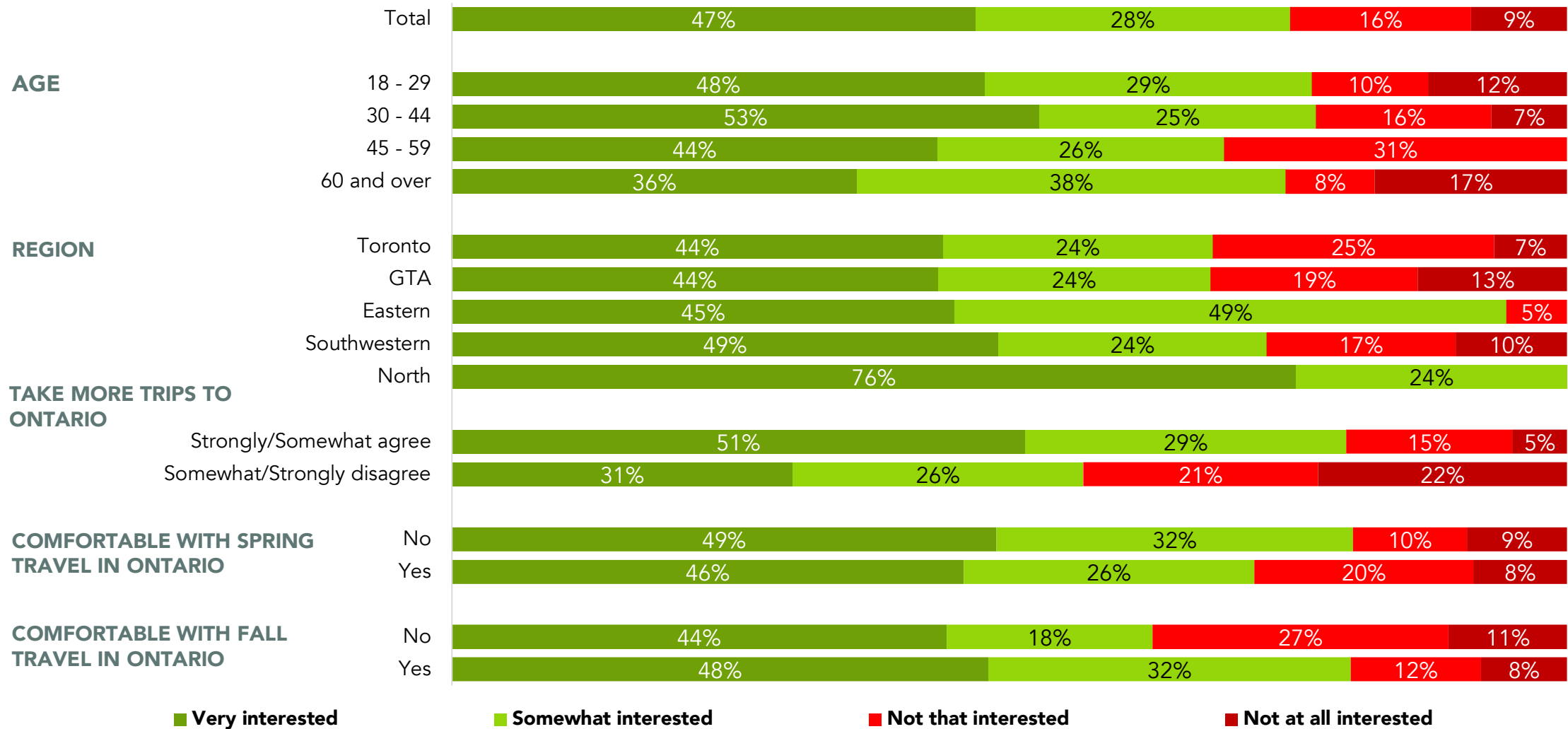
And would you be interested in visiting the region during this winter 2023 season for a ...

INTEREST RTO 8 WINTER 2023 TRAVEL: WEEKEND TRIP



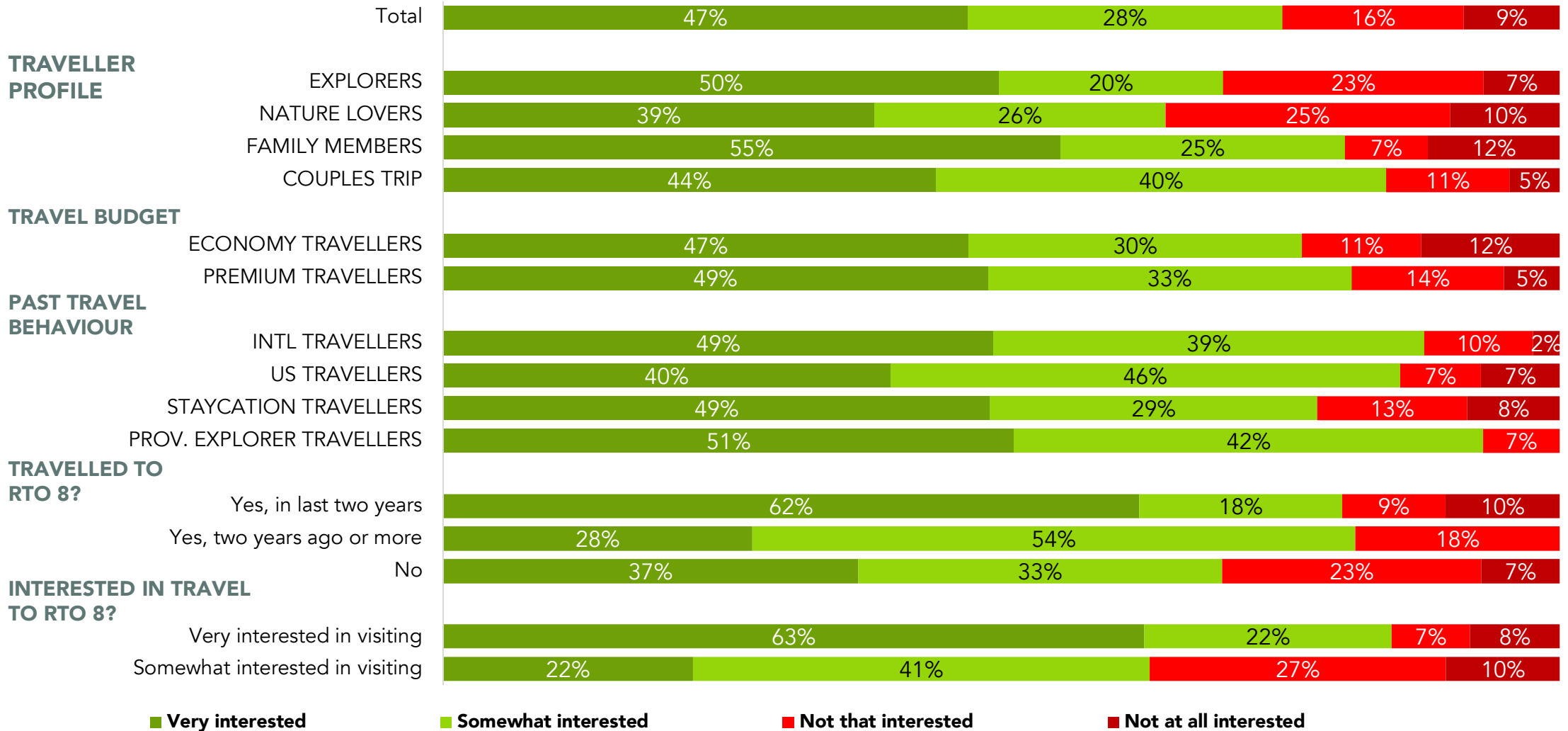
And would you be interested in visiting the region during this winter 2023 season for a ...

INTEREST RTO 8 WINTER 2023 TRAVEL: WEEK OR MORE VACATION



And would you be interested in visiting the region during this winter 2023 season for a ...

INTEREST RTO 8 WINTER 2023 TRAVEL: WEEK OR MORE VACATION



And would you be interested in visiting the region during this winter 2023 season for a ...