Executive Summary

- In 2011 the Toronto region welcomed 9.8 million overnight visitors, an increase of 1.4% from 2010. Visitors to Toronto spent $4.6 billion during their visits (p. 3).
- Toronto benefits from three major types of travellers – pleasure, business and visiting friends and relatives – with spending by the three types in nearly equal proportion (p. 5).
- Canadians represent the largest geographic group of Toronto's overnight visitors, with 6.4 million visitors in 2011 (p. 9).
- The U.S. visitor market has continued shifting form auto arrivals to air arrivals (p. 15).
- The number of overseas visitors increased by 6% in 2011, making it the most rapidly expanding market segment. China (25%), Australia (20%), India (19%), and Brazil (10%) were the fastest growing markets (p. 16).
- In 2011 527,000 room nights were booked for future meetings and conventions (p. 35).
- In 2011 the number of room nights sold in Toronto surpassed nine million for the first time ever (p. 38).
- Visitors to the Toronto region support 227,600 people who work in tourism and hospitality (p. 37).
- The tourism economy generated $1.03 billion in federal, provincial and municipal taxes (p. 37).

About this Report

This report presents an overview of tourism in the Toronto region for 2011. The majority of the figures in this report are derived from surveys conducted by Statistics Canada and Tourism Toronto's proprietary visitor survey, as well as additional sources as noted.

Unless otherwise indicated, all numbers refer to overnight visitors. A "visitor" is someone who takes a non-routine trip of at least 40km.

Any data cited from this report should be attributed to Tourism Toronto.