

Who is visiting SW Ontario? You Are!

2013-14 Ontario Tourism Statistics



40

A tourist is generally defined as someone who travels over 40 kilometers, stays overnight or crosses a border. That's nothing you didn't already know.

It's a fact that **over 82% of our visitors are from Ontario**. Of that 82%, we estimate that 65-70% of those people are arriving from within the area that Daytripping covers.

16.8 MILLION

Of the 16,870,000 people visited RTO1 (Ontario's Southwest) in 2014, 13,969,700 (82.8%) were from Ontario.



I was told there would be NO MATH!



82.8%

70%

...of all tourists in SW Ontario are same-day visitors...

They're daytripping!

We all wish they'd stay longer, but 70% is a number that can't be ignored. They count (and add up!)



What is the main purpose of your trip?

PLEASURE - 28%

SHOPPING - 5.5%

VISITING FRIENDS & RELATIVES - 46%

98.9%

930,400 people visited SW Ontario in 2014 with shopping as the main purpose of their trip. Only 10,200 stayed overnight 920,200 (almost 99%) were same day visitors.

They're Daytripping!

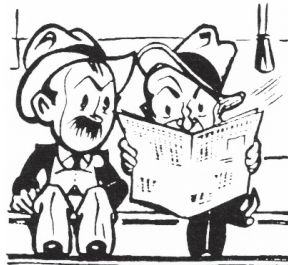
150,000

Out of 150,000 copies we'll print, **virtually all of them** are picked up, often kept in peoples cars, and used for weeks and months, not days. We run out of copies, every time!



1,200

With over **1200 places to find a Daytripper**, we reach the people who are actively exploring our region. We also reach the ones that are only 40 or 100 kilometres away. If you're exploring in SW Ontario, it's actually pretty hard to not find a Daytripper! (*While they last that is!*)



\$2230

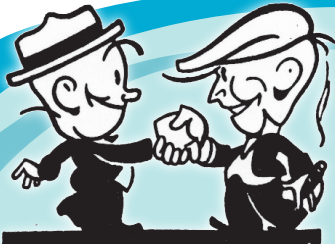
That's the price of a 1/4 page ad. Not for one issue but **for the entire year!**

\$560

Is the cost of a business card sized ad for a full year.

\$100

...is the annual the cost of a two line listing on the Ontario Map in the centre of every issue of Daytripping. For \$100 any unique business can **be one of our customers, be listed on and linked to our website, be welcome to submit articles, events, photos, etc.** It's priced so low because we want to promote every single shop, stop and event that adds to the character of SW Ontario.



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There's only 1 Daytripper.

Like a small shop that offers better service, we try to do one thing really well. We work with you one on one, we're one call away if you need something, and we answer the phone.

info@daytripping.ca
1-800-667-0337