

**LANARK COUNTY TOURISM
STATISTICS COMPARISON
2001-2009**



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Executive Summary

The 2001-2009 Lanark County Travel Statistics report compares tourism activities related to visitors in Lanark County, provided by the Ontario Ministry of Tourism Regional Profiles. Travel statistics include why people visited Lanark County, which quarter of the year most people visited, visitor demographics, what types of accommodations were most popular, what types of activities visitors participated in, and where they spent money during their visit.

The information given in these statistics can be directly compared and trends can be seen throughout the years. This allows Lanark County Tourism and its members to customize marketing and customer service models to attract more visitors and to give regular visitors benefits based on popular interests.

Observations

Figure 1 Observations:

- Tourism visits have increased over time
- Pleasure was the most common reason for visiting followed by visiting friends/relatives
- Overall, 2002 had the most visitors (544,000 total visits)
- Pleasure travel consistently exceeds VFR, demonstrating that Lanark County is truly a tourism destination

Figure 2 Observations:

- Most people visited in Quarter 3 (July-September)
- Total visitors in Quarter 3 equals 1,985,000 from 2001-2009 (excluding 2005)
- Overall, visitation to Lanark County has increased

Figure 3 Observations:

- From 2001-2009, mostly 'adults without children' visited overall
- This trend is consistent with reports of the aging demographic

Figure 4 Observations:

- Most visitors stayed in a private home/cottage/cabin
- In 2004 most visitors stayed in 'other accommodations' (270,000)
- In 2003, Lanark County hosted the International Plowing Match (IPM)
- In 2002 many visitors stayed in a camping/trailer park (312,000) 2002 was an exceptional year for tourism across Ontario

Figure 5 Observations:

- The most common activity overall was any outdoor/sports activity, specifically boating
- In 2003, many visitors attended museums/art galleries (101,000) This was the same year that the International Plowing Match was held in Lanark County

Top 10 Activities over time

- Any outdoor/sports activity
- Boating
- Fishing
- Natural/Provincial Parks
- Golfing
- Historic Sites
- Sports Events
- Museums/Galleries
- Cultural Performances
- Festivals/Fairs

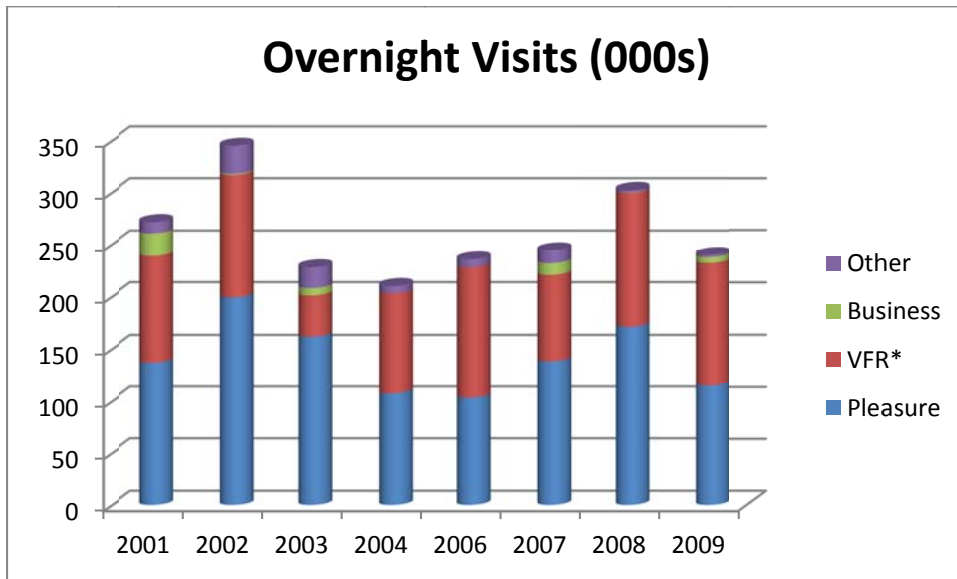
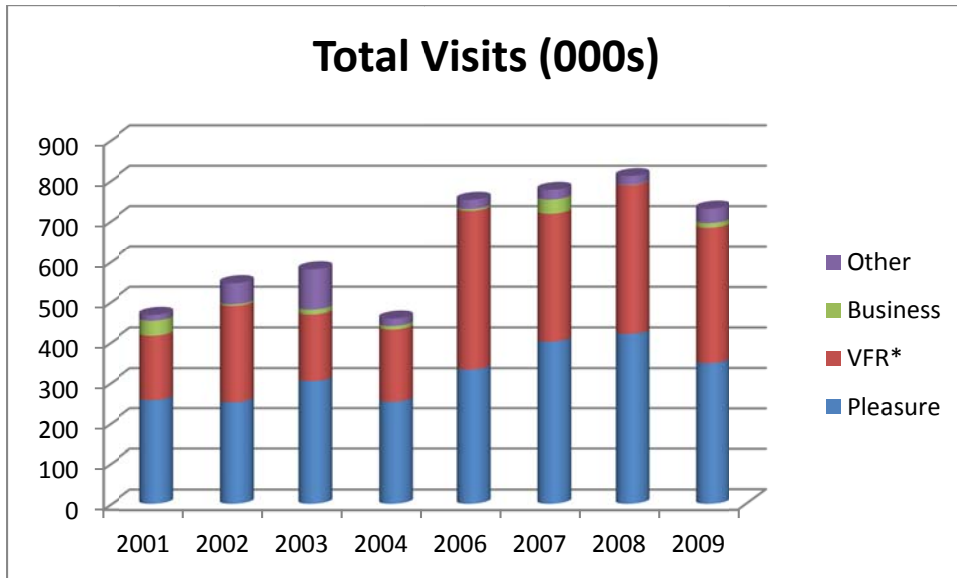
Figure 6 Observations:

- The most common expense was vehicle operations followed by food and beverage at restaurants and stores
- In 2003, visitors spent the most money on 'other retail' (\$12,754) (As stated, year of the IPM)

Top 5 Areas of Spending

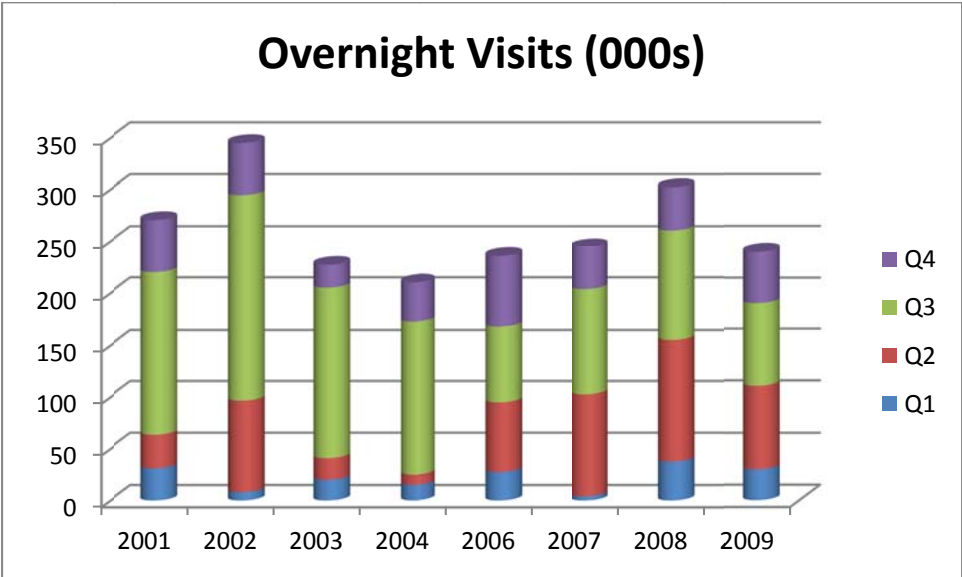
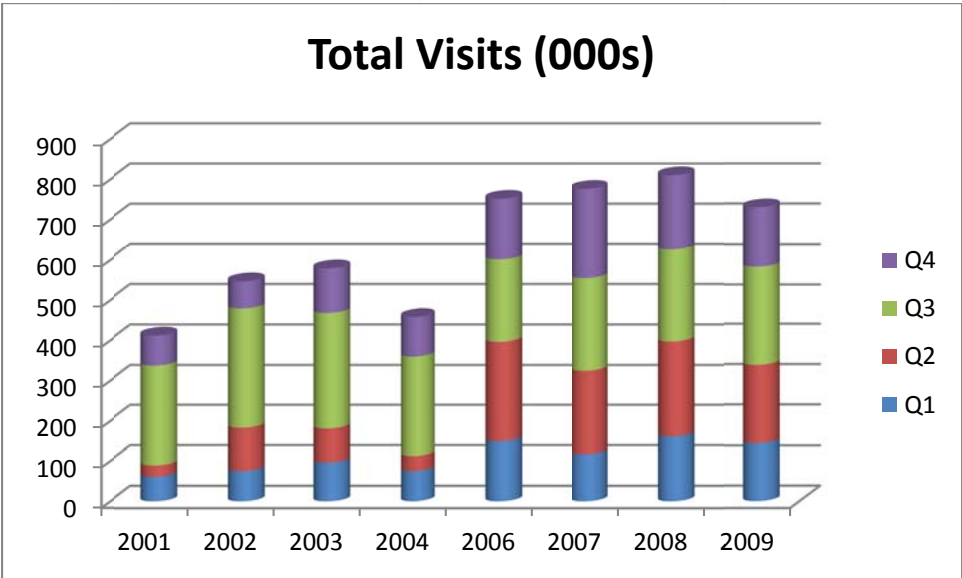
- Vehicle operations
- Food & beverage, mostly at restaurants/bars at 51% and stores at 49%
- Other retail
- Accommodation
- Clothing

Figure 1: Why Do People Visit Lanark County



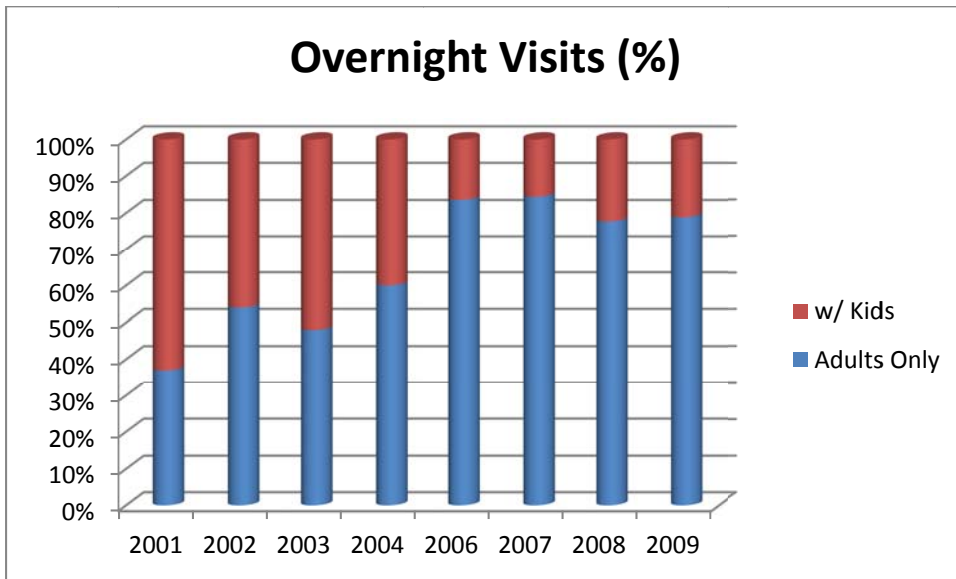
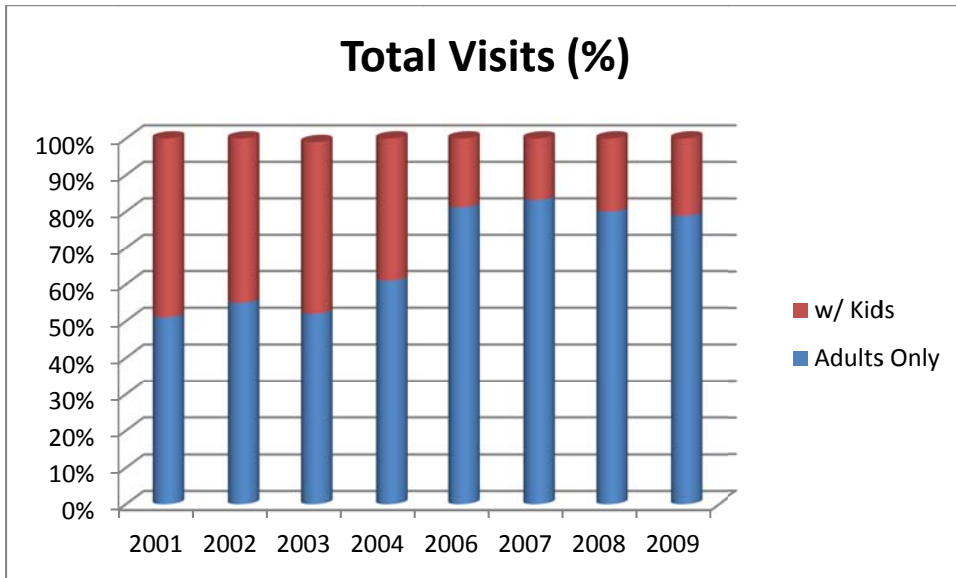
*Visiting Friends/Relatives
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Figure 2: When Do People Visit Lanark County



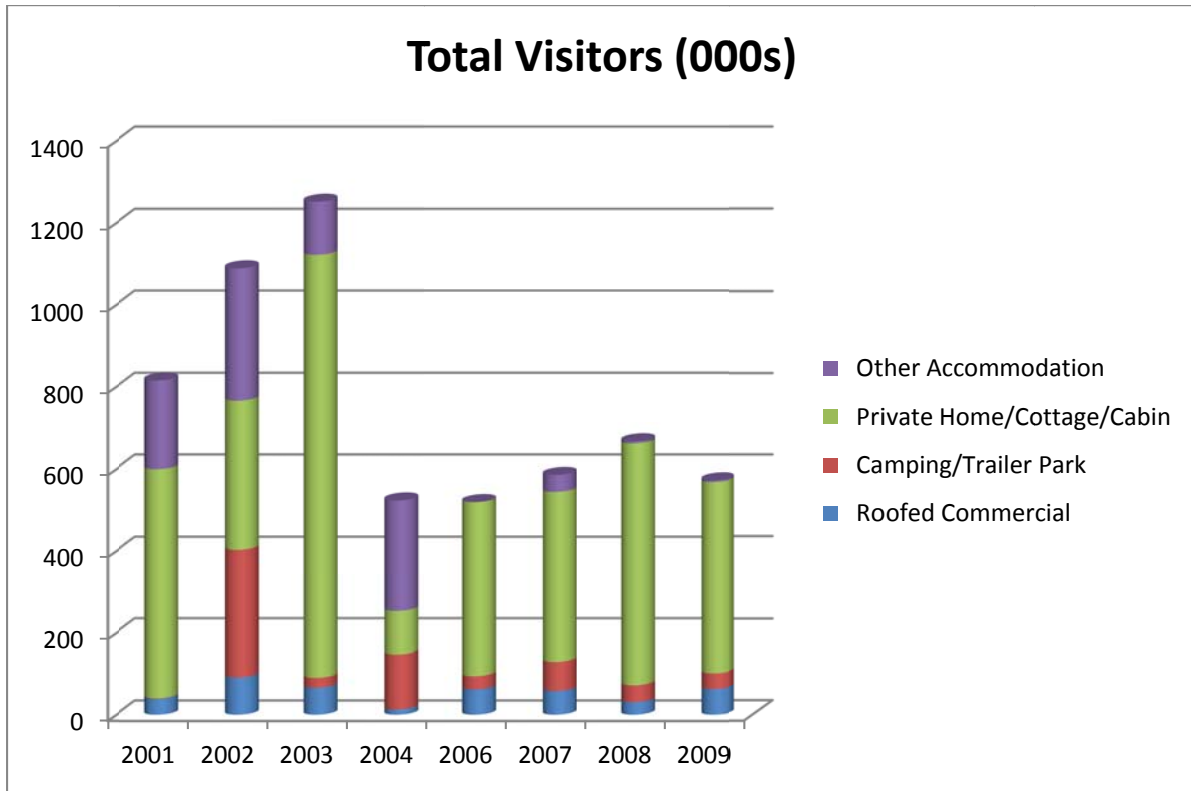
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Figure 3: What Types of People Visit Lanark County



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Figure 4: What Types of Accommodations Do Visitors Stay In



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Figure 5: What Types of Activities are Popular in Lanark County

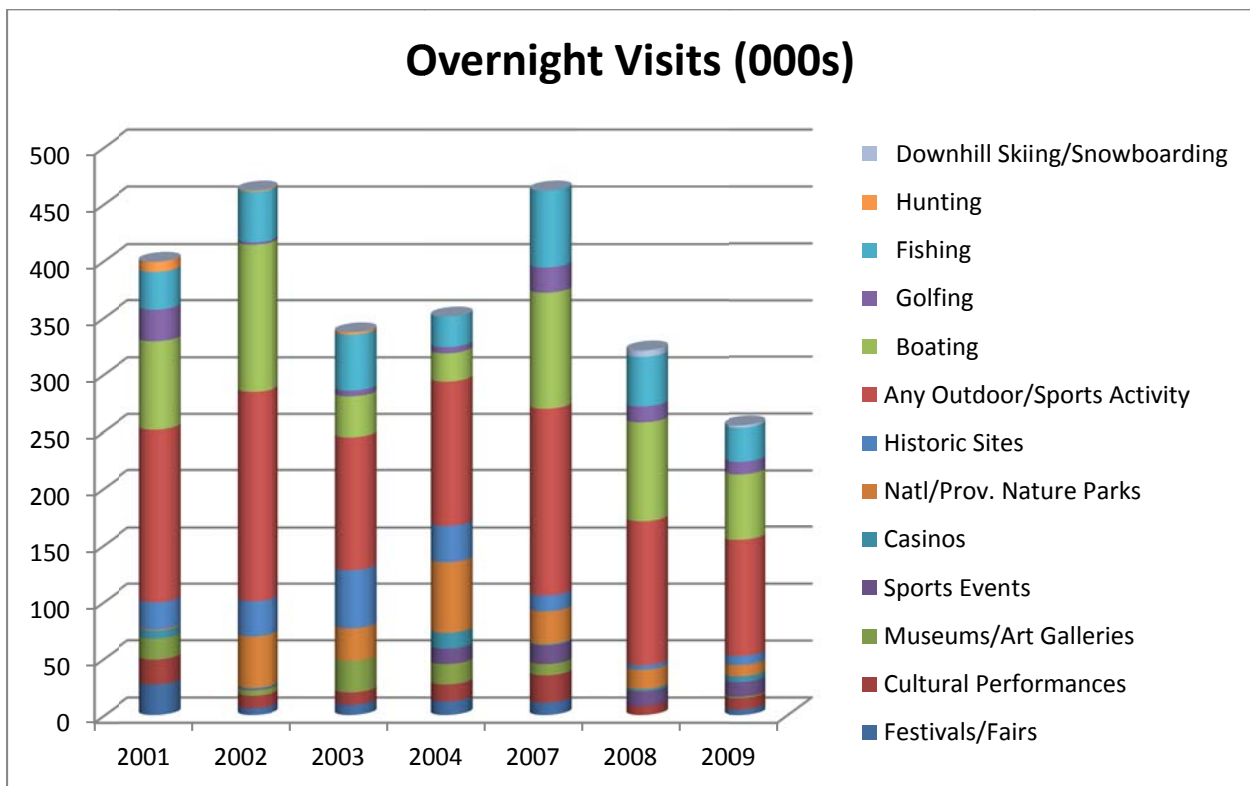
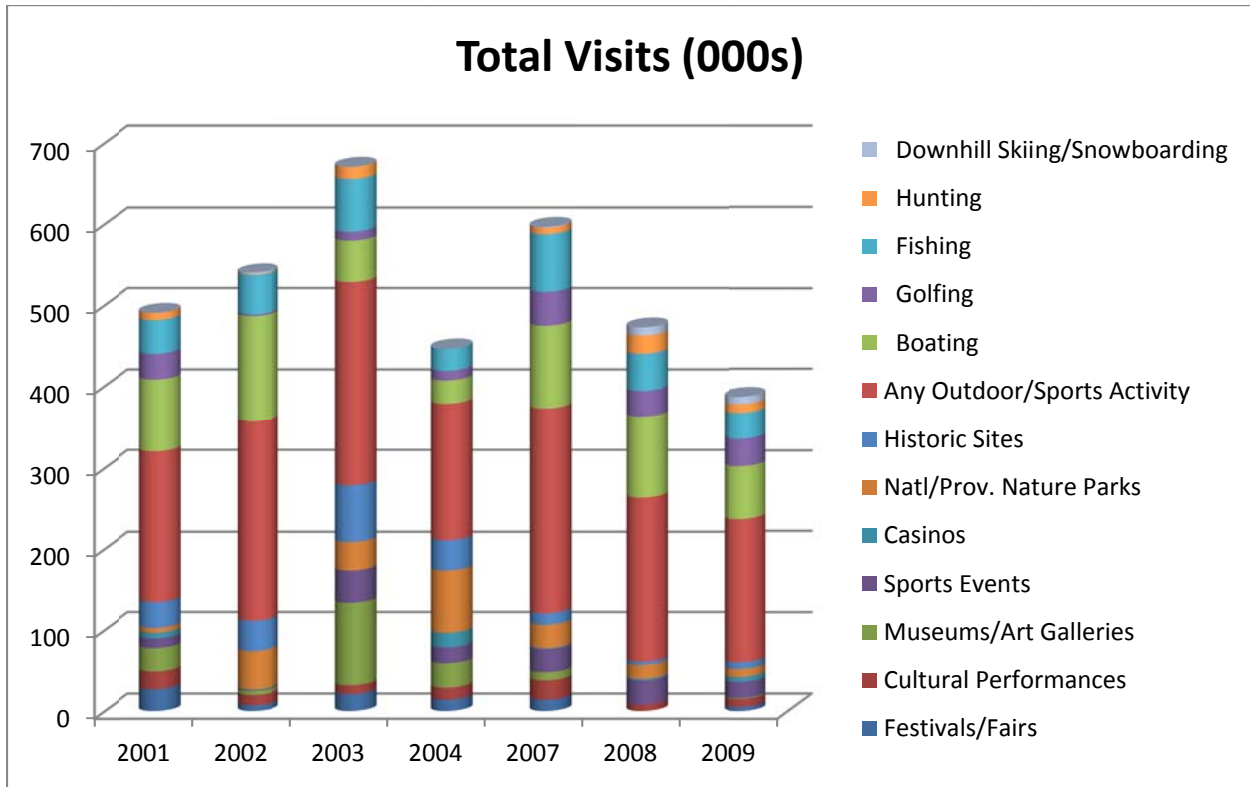
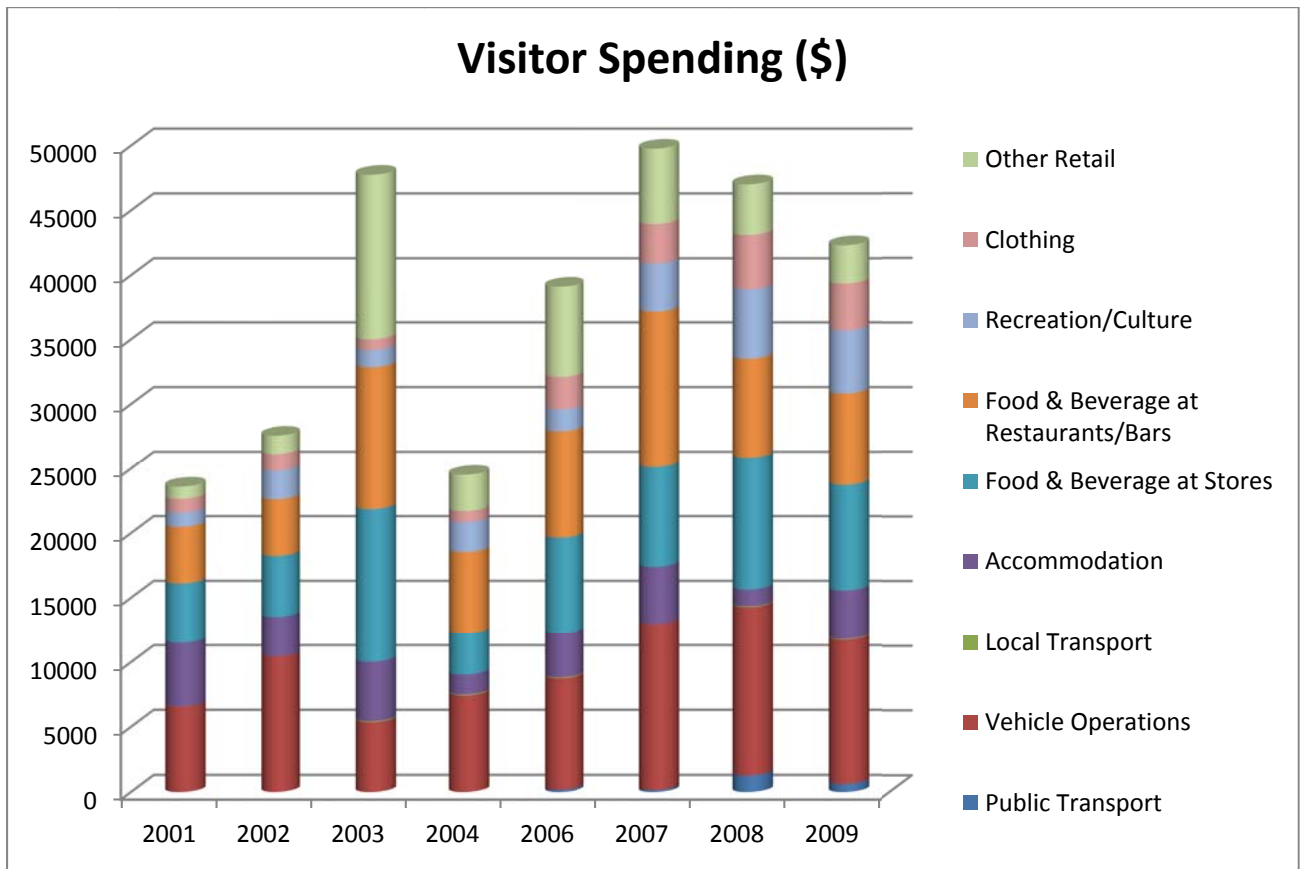
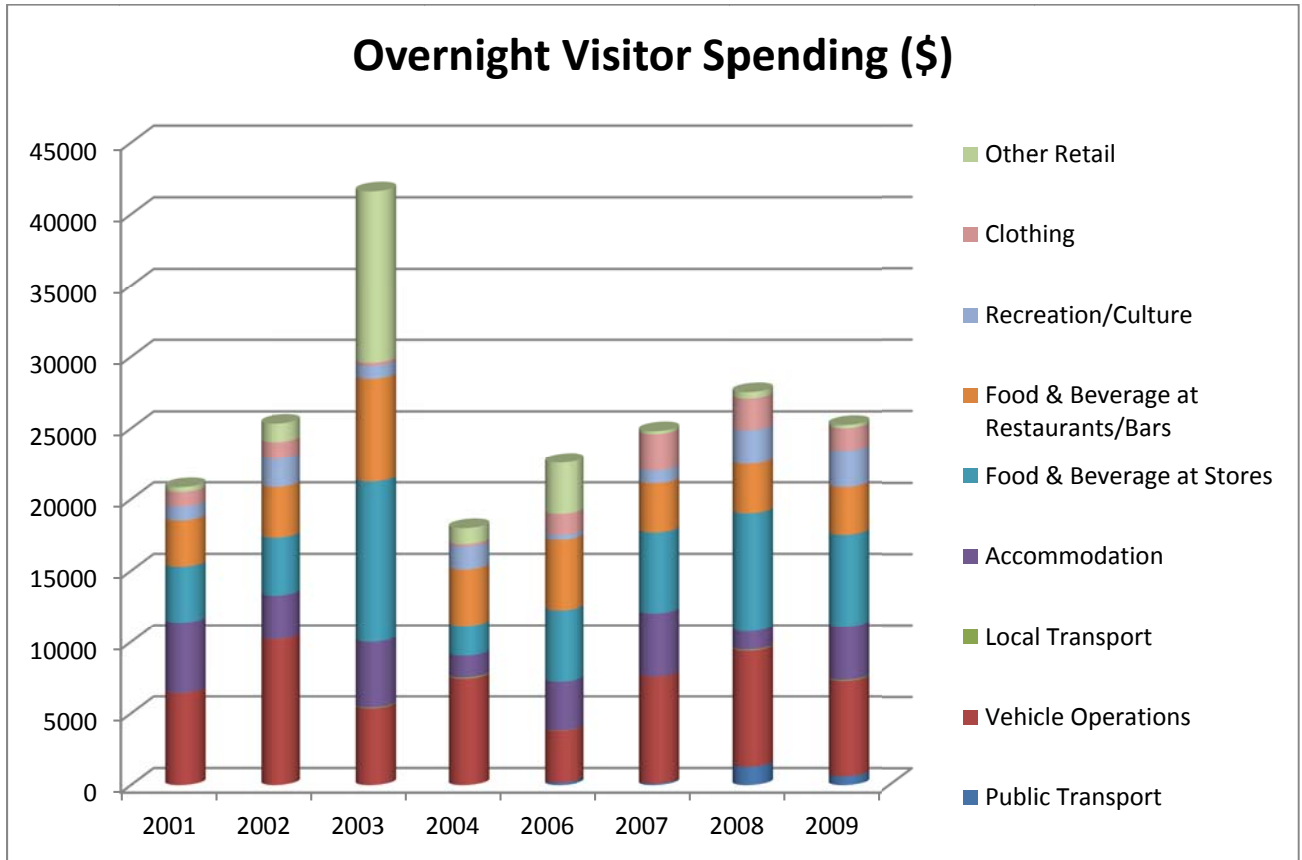


Figure 6: What Visitors to Lanark County Spend Their Money On



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Figure 6: What Visitors to Lanark County Spend Their Money On
continued



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Conclusion

Overall, the number of visitors to Lanark County is increasing. Most people visited Lanark County for pleasure and secondly to visit friends or relatives. The most active time of visitation was the third quarter (July-September). Most of Lanark County's visitors were adults only, however for overnight visits in 2001 and 2003; most visitors were adults with children. When visitors stayed in Lanark County, they most often stayed in a private home/cottage/cabin with the exception of 2004 where most people stayed in 'other accommodations'. The most common activity that visitors participated in was any outdoor/sports activity, and more specifically boating. Finally, the highest expenditures visitors had consisted of vehicle operations and secondly, food and beverage.

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