

Tourism in Halton

A tourism study completed in 2007 in conjunction with local municipalities and the province by the Halton Region showed that the main attractions in the region was our waterfront and rural landscapes, outdoor recreation and escarpment (Conservation Halton, Bronte Creek Provincial Park), the Royal Botanical Gardens, and authentic farm experiences. In Burlington, visitors also enjoy our cultural facilities and festivals with friends and family.

Halton Tourism Impact

- Total **visitor spending \$303.5M** (\$101M Burlington)
- Total **person visits 4.3M** (1.4M Burlington)
- **25%** are **overnight** visitors
 - **87% of overnight stays are with friends/relatives**
- **Purpose of trip**
 - 64% are visiting friends & relatives
 - 22% pleasure trip
 - 6% business/conferences
 - 5% shopping
- **Average nights** stayed 2.1
- **Average age** 44.8 years

Source: Stats Canada – Travel Survey of residents of Canada/International Travel Survey - MRCS