

TOURISM THUNDER BAY

A snapshot of achievements in 2023

407,646
unique visitors



729,638
page views

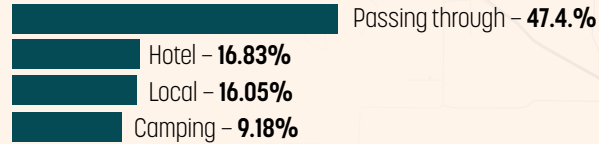
37,855
visitors registered at the Terry Fox and Pagoda Information Centres



68%
first time visitors



Average party size – 2



Visitors from USA – 12.89%

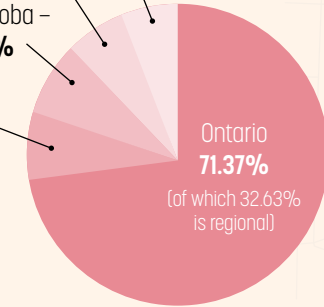
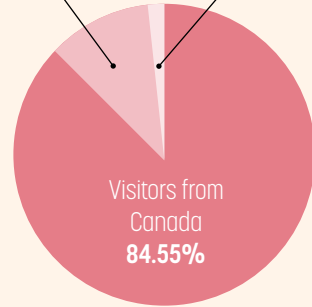
Visitors from other countries – 2.47%

Quebec – 4.64%

BC – 5.72%

Manitoba – 6.35%

Alberta – 6.94%



TRANSPORTATION:
Car 86.2%
RV 5.73%
Motorcycle 1.48%
Air 4.75%
Other 2.46%

REASON FOR TRAVEL:
Attractions – 72.74%
Recreation/Pleasure – 48.2%
Passing Through – 21.98%
VFR – 19.72%
Cruiseships – 72%



Sports Tourism 2023

VISITOR DAYS – 14,500

Thunder Bay hosted 11 significant events in 2023:
1 – International | 2 – National
5 – Provincial | 3 – Local

TOP THREE EVENTS:

- Canadian Cross Country Ski Championships
- Canadian Disc Golf Championships
- World Women's Baseball Qualifier

The 11 events attracted over 2,800 visitors resulting in 14,500 visitor days with 3,500 room nights generating an estimated **4.6 million** in economic impact.

14 campaigns undertaken

13 partners involved/engaged in campaigns



TOTAL TOURISM VIDEO VIEWS 252,291



ATTENDED: Two national sport conferences connecting with over 30 national sport organizations.



Media Relations and Earned Media Value

\$3.9 million

in cruise ship economic impact

IMM, SATW & TMAC CONFERENCES

- 60 meetings

EARNED MEDIA VALUE

- Hosted media FAMS – 24
Blog/Content Created – 60+
- Over 650 photos received from media
- 4 Tourism Partnerships when hosting travel Media
- Cruiseship – \$3.9M
- Media – \$1.5M

FILM

- 4 Films Produced:
Viking Cruises Promotion video
World's Greatest Cruises
Slalom 180
HGTV - Bryan Baumler show
- Scouting done for Cabbie
- meetings with Producers – 10

OTHER

- Photo requests – 26
- Written content request/review – 12 stories

TOUR APP

- 6,375 devices and 13,279 sessions



TRAVEL TRADE CONNECTIONS

Rendezvous – 44
OMCA – 25
ABA – 22
SYTA – 31

Industry Performance

2022 ACCOMMODATION SECTOR PERFORMANCE

- Occupancy Percentage 62.2% down 2.7% from 2022
- Average Daily Rate \$183.88 up 15.1% from 202

Source – CBRE National Market Report

2,163,032

social media page reach

1,809,105

social media post reach

111,701

engagements

46,098

Facebook/Instagram sponsored content clickthroughs



Funding Recipients for 2023

CEFC TOURISM
DEVELOPMENT FUND

- U21 NO Provincial Curling Championships
- U14 Alpine Ontario Alpin (AOA) Championships
- Nordiq Canada Ski Nationals
- Provincial Aspire Dive Meet
- Country on the Bay
- All-ON U13 AAA Hockey Championship
- Martial Arts and Health Expo
- Urban Fishery Development and Habitat Improvement
- Thunder Bay Climbing Guide
- Community-College-University Exposition (C2U Expo)
- BrewHa Festival
- Wake the Giant
- XTERRA Thunder Bay
- Buskers Festival
- Vox Popular Media Arts Festival
- Festival of India/Colours
- Embark Port Services
- Canadian National Disc Golf Championship
- Thunder Bay Museum Expansion Study
- Ontario Winter Games Facilities Enhancement
- Women's World Baseball Championship (World Baseball Softball Confederation)
- Fort William Country Club Centennial Year Invitational
- FireCon
- Shuniah Forty Miner
- Central Canada Resource Expo
- Digital Transformation Conference
- 38th Convention and Tradeshow (Airport Management Council of Ontario)
- 50th Aviation Flight Management Reunion
- Professional Engineers Ontario - Student Conference
- Robin's Minor Hockey Classic 2024
- Lake Superior Northshore Cruise Familiarization Tour 2024
- Prosperity Northwest 2024
- Lightwaves Technology Staging
- Thunder Bay Queens Northern Boreal Select Series 2024
- Snowday on the Waterfront 2024
- Can-Am Cup
- Sleeping Giant Loppet

37
PROJECT APPROVALS



7
PRODUCT DEVELOPMENT PROJECTS

30
EVENTS



\$730,000+
IN COMMITTED FUNDS

\$2.3M*
LEVERAGED IN THE COMMUNITY

**based on all projects fully funded*

\$12M
IN EVENT IMPACT

8:1 RETURN ON INVESTMENT FOR THUNDER BAY'S TOURISM SECTOR