

# Visitor Statistics

## Origins

**53%** - Niagara Region

**19%** - Greater Toronto Area

(Includes: Guelph, Waterloo, Hamilton, London, Kitchener areas)

**12%** - Ontario (outside Niagara Region/GTA)

**7%** - USA (other than New York)

**5%** - New York

**2%** - Canada (outside of Ontario)

**2%** - International (other than USA)

**100%**

(Based on 17,575 Dufferin Islands 2008 Visitor Exit Surveys)



## Demographics

**74%** between the ages of **30-59**

**53%** have household incomes of **\$70,000+**

**56%** Female / **44%** Male

**76%** Married / Common Law

**73%** Repeat Visitors / **27%** New Festival Attendees

**71%** are full-time employees

(Based on 2008 WFOL Visitor Survey results)

## Quick Facts

**32%**

Of attendees spent more than 1 night or greater in Niagara Falls during their visit

**27%**

Spent \$400+ during their visit

**97%**

Indicated they would return to the Festival in the future

(Based on 2008 WFOL Visitor Survey results)