



# Tourism Snapshot

A focus on the markets that the CTC and its partners are active in





A young girl with dark hair is smiling broadly, looking slightly to the right. She is wearing a green and white striped knit hat with snow on it. Her jacket is bright yellow with large, colorful floral patterns in red, blue, and purple. The background is a soft-focus snowy scene with other people in winter gear.

## Key highlights

International travellers made 1.2 million trips to Canada in October, a 5.1% increase over 2009.

The Americas market (the US and Mexico) posted a 4.6% increase in October. This gain was largely driven by a 12.4% increase in US air travel and a 8.6% increase in arrivals from Mexico.

In October 2010, visits from CTC's key overseas markets (excluding the US and Mexico) grew by 7.9%. There were notable increases in arrivals from Brazil (+35.4%), South Korea (+27.9%), Japan (+22.5%) and China (+19.8%).

Canadian travel abroad saw a 13.7% increase. Overnight travel to the US grew by 12.0% and visits to other overseas destinations accelerated by 18.5% over October 2009.

# Tourism review **Inbound highlights**

## Overnight trips to Canada

	Oct. 2010	10/09 Oct. % Change	Jan.-Oct. 2010	Year-to-date % Change
<b>Americas*</b>				
<b>United States</b>				
Automobile	473,040	-0.3	6,165,611	-2.2
Plane	286,591	12.4	2,974,267	5.2
Other	92,452	8.4	1,297,660	1.5
<b>US Total</b>	<b>852,083</b>	<b>4.6</b>	<b>10,437,538</b>	<b>0.3</b>
Mexico	6,022	8.6	106,999	-32.1
<b>Americas Total</b>	<b>858,105</b>	<b>4.6%</b>	<b>10,544,537</b>	<b>-0.2%</b>
<b>Overseas Key Markets</b>				
France	34,094	7.4	393,077	6.7
Germany	26,331	0.0	309,222	8.4
UK	53,807	-1.2	642,451	0.9
China	16,596	19.8	171,914	21.4
Japan	27,322	22.5	213,458	22.6
South Korea	12,002	27.9	146,036	19.7
Australia	13,510	6.0	200,758	13.2
India**	7,517	-0.7	113,944	18.2
Brazil**	6,716	35.4	68,801	29.5
<b>Overseas Key Markets</b>	<b>197,895</b>	<b>7.9%</b>	<b>2,259,661</b>	<b>10.0%</b>
<b>As % of Overseas and Americas</b>	<b>18.7%</b>		<b>17.6%</b>	
Other Overseas Countries	120,028	4.3%	1,523,717	7.2%
Non-US Countries	323,945	6.6%	3,890,377	7.1%
<b>Total Countries</b>	<b>1,176,028</b>	<b>5.1%</b>	<b>14,327,915</b>	<b>2.0%</b>

Note: Statistics Canada preliminary estimates.

Source: Statistics Canada, *International Travel Survey*.

\*Refers to the CTC's marketing group in the US and Mexico.

\*\*India and Brazil are added to the CTC overseas key markets.

## International trips

- For a fifth consecutive month, overnight visitor arrivals to Canada increased, growing 5.1% in October to approximately 1.2 million visitors;
- Trips from the Americas (the US and Mexico markets) grew by 4.6%, reaching 858,105 in October; year-to-date October visitor numbers from the Americas market has posted a moderate 0.2% decline, falling to 10.5 million;
- October travel from overseas CTC key markets grew by 7.9%, down compared with the 10.5% increase seen in September;
- The first 10 months of 2010 saw the number of overnight trips to Canada from overseas countries other than CTC key markets grow by 7.2% compared with the same period in 2009.

## United States

- US overnight visitation grew in October (+4.6%), driven by a 12.4% rise in air travel to Canada, along with a 8.4% increase in “other” modes of travel;
- Overall, year-to-date US overnight trips moderately improved (+0.3%), with over 10.4 million overnight travellers visiting Canada;
- With the exception of Newfoundland and Labrador (-42.4%), Nova Scotia (-6.0%), and Quebec (-1.1%), US overnight visits to all other provinces and territories in Canada increased in October.

## Mexico

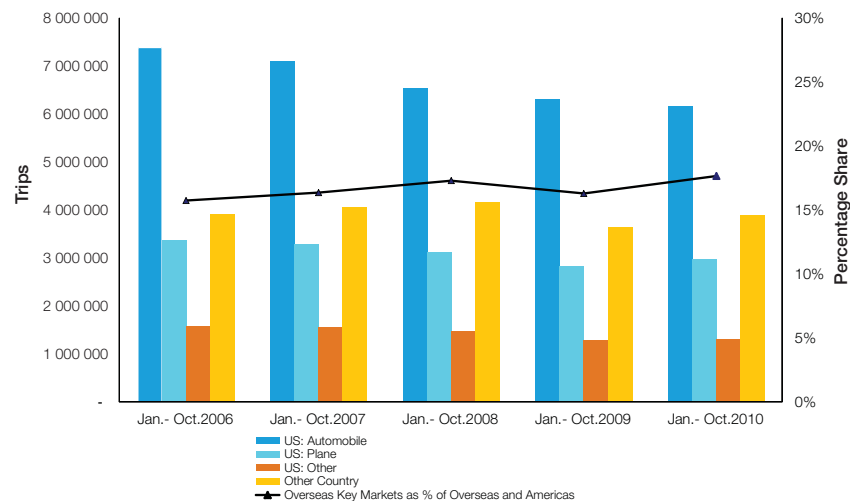
- In October 2010, arrivals from Mexico posted an important gain, up 8.6% compared with the same month in 2009;
- In the first 10 months of 2010, travel from Mexico contracted 32.1%, falling to 106,999 overnight trips.

## Overseas key markets

- In October 2010, the majority of CTC's overseas key markets registered increases in overnight arrivals to Canada, with the exception of the UK and India who saw moderate declines of 1.2% and 0.7% respectively;
- While Brazil posted the strongest gain in arrivals in October (+35.4%), double-digit increases were also seen in the majority of CTC's Asian markets: South Korea (+27.9%), Japan (+22.5%) and China (+19.8%);
- Year-to-date October, Germany and France continued to report strong growth, up 8.4% and 6.7% respectively over the same period in 2009; while the UK has seen more moderate growth of 0.9%;
- Alberta, British Columbia and Ontario all posted increases in October in overnight arrivals from countries other than the US, up 17.8%, 11.4% and 10.1% respectively over 2009;
- Year-to-date October, all the provinces and territories posted increases in travellers from countries other than the US, with the exception of Prince Edward Island (-89.4%). Year-to-date, Nova Scotia posted the strongest increase (+35.0%), followed by Saskatchewan (+30.4%) and Manitoba (+21.9%).

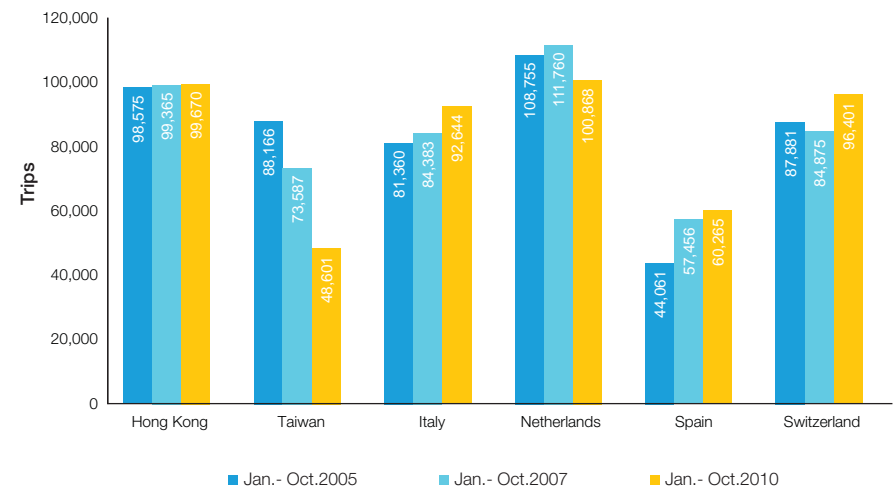
# Share of entry (October, 2010)

## Overnight trips to Canada by non-residents



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, *International Travel Survey*.

## Overnight trips to Canada, by selected markets



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, *International Travel Survey*.

- In the first 10 months of 2010, Canada received 10.4 million overnight US visitors, representing 81.5% of international travellers from CTC's key markets. Of those US travellers, 48.2% came by automobile, 23.2% by plane and 10.1% by "other" modes transportation;
- Year-to-date, overnight visitors from key European markets made 1.3 million trips to Canada, accounting for 10.5% of total trips from key markets, a 2.7 point increase in share of entry over the same period in 2005. Compared with other key European key markets, the UK accounted for the largest portion of inbound visitors at 5.0%, followed by France (3.1%) and Germany (2.4%);
- Visitors from Asia Pacific markets made 732,166 trips to Canada from January to October, accounting for a 5.7% share of total trips from key markets and marking a 1.3 point increase over the same period in 2005. From CTC core markets, Japan represent a 1.7% share of total trips to Canada while Australia represented 1.6%;
- Travellers from emerging markets (India and Brazil) made 182,745 trips to Canada from January to October, representing 1.4% of total trips from key markets, a 0.7 point increase compared with the first 10 months of 2005.

## Market Watch

- For year-to-date October, four of the six selected secondary markets posted increases in overnight trip volumes over 2005;
- Compared with January to October 2005, Spain posted the highest increase in overnight visitor arrival to Canada (+36.8%) reaching 60,265 trips;
- While the Netherlands recorded the largest number of arrivals to Canada among CTC selected markets, it posted the second largest decline down 7.3% when compared against the same period in 2005.

# Competitive review (September 2010)

## International Travel, January–September 2010

Trips From:	Trips To:					
	Canada		United States		Australia	
	#	10/09 Change	#	10/09 Change	#	10/09 Change
<b>Total International</b>	13,139	2%	45,290	11%	4,198	6%
<b>Americas</b>						
United States	9,573	0%	...	...	345	0%
Mexico <sup>1</sup>	101	-34%	9,936	10%	...	...
<b>Overseas Key Markets</b>						
France	359	7%	1,018	9%	69	8%
Germany	282	9%	1,298	3%	111	1%
United Kingdom	589	1%	2,869	-1%	421	-4%
China <sup>2</sup>	155	22%	620	55%	341	23%
Japan	186	23%	2,569	18%	298	15%
South Korea	134	19%	843	50%	157	17%
Australia	187	14%	666	27%	...	...
India	106	20%	531	19%	101	8%
Brazil	62	29%	839	37%	19	6%
Canada	...	...	15,643	11%	86	2%
<b>Total Key Markets</b>	<b>11,735</b>	<b>0%</b>	<b>36,832</b>	<b>17%</b>	<b>1,928</b>	<b>6%</b>

...Not applicable or data not available.

<sup>1</sup> US figures for Mexico include arrivals to interior only.

<sup>2</sup> US figures for China includes Hong Kong, SAR.

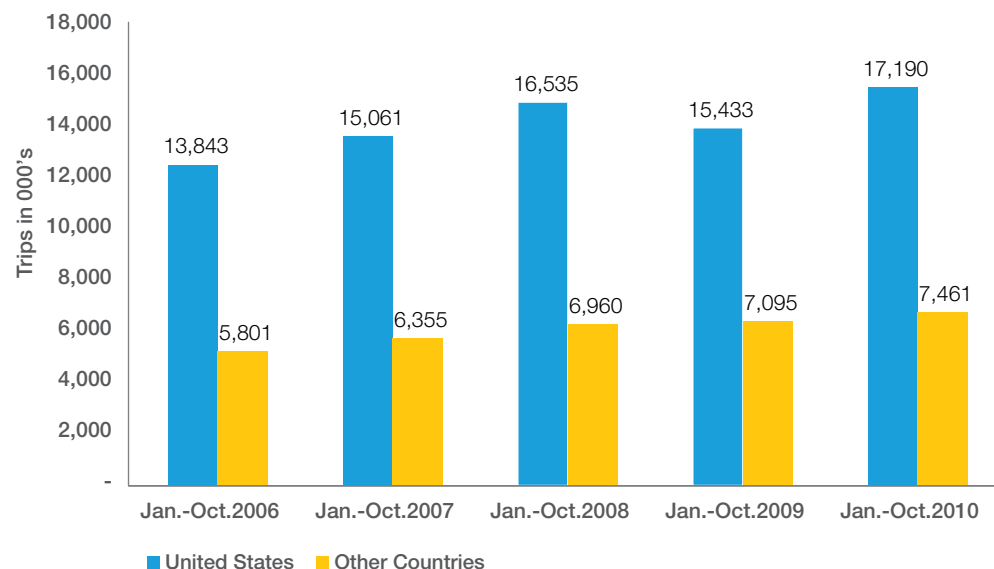
Sources: Statistics Canada; Tourism Australia; and ITA, and Office of Travel and Tourism Industries (USA).

Note: Statistics Canada preliminary figures.

- Year-to-date September 2010, Canada saw moderate growth (+2%) in visitor arrivals while the US and Australia, posted stronger growth of 11% and 6% respectively;
- Compared with the US and Australia, Canada posted better performance in arrivals from Japan (+23%), India (+20%), Germany (+9%) and the UK (+1%) during January to September 2010;
- In the first nine months of 2010, Canada was outperformed by both the US and Australia in arrivals from China. While Canada saw a 22% increase in arrivals from this market, the US and Australia posted gains of 55% and 23% respectively;
- January to September 2010, the US outperformed Canada in arrivals from Brazil with a 37% increase, reaching 839,000 arrivals.

# Canadian outbound trips

## Overnight trips by Canadians



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, *International Travel Survey*.

- In October, the surge in Canadians travelling overseas (to countries other than the US) continued, increasing 18.5% to 596,449; year-to date, Canadian overseas travel has increased by 5.2%. The strong Canadian dollar has largely influenced Canadian travel to the US, with a 12.0% increase in the number of Canadians travelling for one or more nights when compared against the same month in 2009;
- This month, Nova Scotia posted the largest increase (+30.8%) in Canadian residents visiting the US, followed by Saskatchewan (+18.5%) and British Columbia (+16.4%), compared with the same month in 2009;
- Year-to-date October 2010, the majority of provinces and territories saw increases in the number of Canadian residents visiting the US. British Columbia, Québec, Alberta and Ontario saw increases of 13.5%, 11.5%, 10.0% and 9.1% respectively compared with the same period in 2009.

## Overnight trips by Canadians

	Oct. 2010	10/09 Oct. % Change	Jan.-Oct 2010	Year-to-date % Change
United States	1,544,746	12.0	17,189,574	11.4
Other Countries	596,449	18.5	7,461,121	5.2
<b>Total Trips from Canada</b>	<b>2,141,195</b>	<b>13.7</b>	<b>24,650,695</b>	<b>9.4</b>

Note: Statistics Canada preliminary estimates.  
Source: Statistics Canada, *International Travel Survey*.



# Consumer outlook

## Consumer confidence

- **Canada:** The Index of Consumer Confidence rose 1.5 points to 79.7 (2002 = 100) in October, bringing a halt to a steady drop that saw confidence decline in the past four months.
- **USA:** The Conference Board Consumer Confidence Index®, which had declined in September, increased slightly in October. The Index now stands at 50.2 (1985=100), up from 48.6 in September.

Sources: Consumer Confidence Index, the Conference Board (USA); and Index of Consumer Confidence, the Conference Board of Canada.

# Accommodations

## Canadian occupancy rates, by province\*

	October 2010	10/09 Change^	Jan.- Oct. 2010	Year-to-date Change^
Alberta <sup>1</sup>	61.2	1.5	59.1	-1.5
British Columbia	58.9	2.6	63.2	1.6
Saskatchewan	75.1	-0.2	70.4	-0.3
Manitoba	68.2	-1.2	66.2	0.8
Ontario	66.0	4.0	62.0	3.2
Quebec	65.5	3.0	62.2	3.1
New Brunswick	58.8	0.8	57.9	0.6
Nova Scotia	64.6	1.1	63.2	1.6
Newfoundland	72.3	3.9	69.9	2.7
Prince Edward Island	43.2	-4.0	50.0	-0.3
Northwest Territories	57.8	-1.3	60.4	-0.9
Yukon	63.6	-1.9	76.1	4.4
<b>Canada</b>	<b>63.4</b>	<b>2.5</b>	<b>62.1</b>	<b>1.8</b>

\* Note: Based on the operating results of 215,669 rooms (unweighted data).

^ Percentage points.

<sup>1</sup> Excluding Alberta resorts.

Source: PKF Consulting Inc.

- Canadian hotel occupancy rates continued to improve in October 2010. The national occupancy rate grew by 2.5 points this month, reaching 63.4%. The strongest increases were seen in Ontario (+4.0 points), Newfoundland and Labrador (+3.9 points) and Quebec (+3.0 points);
- Year-to-date October, the national occupancy rate saw an increase of 1.8 points to 62.1%. Yukon posted the highest year-to-date October occupancy rate of 76.1% while P.E.I posted the lowest at 50.0%;
- The national average daily room rate from January

to October 2010 was \$128.71 a 2.2% increase compared with the the same period in 2009. After a 1.7% increase the Northwest Territories posted the highest average daily rate of \$150.48, well above the national rate;

- The national average Revenue per Available Room (RevPAR) for the first 10 months of 2010 was \$79.88, a 5.3% improvement over the same period in 2009. The Northwest Territories, Newfoundland, British Columbia, Saskatchewan and Quebec posted averages above the national average.



# Strategic performance

## Travel Volumes, January-October 2010

	Target	Actual	% Difference
United States	10,429	10,438	0.1
Mexico	112	107	-4.5
<b>Americas (Total)</b>	<b>10,541</b>	<b>10,545</b>	<b>0.0</b>
France	362	393	8.4
Germany	290	309	6.7
UK	633	642	1.5
China	145	172	18.9
Japan	197	213	8.4
S Korea	123	146	18.4
Australia	177	201	13.6
India	115	114	-1.2
Brazil	55	69	25.9
<b>Overseas Key Markets (Total)</b>	<b>2,097</b>	<b>2,260</b>	<b>7.8</b>
<b>Total</b>	<b>12,638</b>	<b>12,804</b>	<b>1.3</b>

\* Note: As per strategic plans.

- International trips by key markets exceeded CTC's set targets by 166,000 (+1.3%) in the first 10 months of 2010;
- Year-to-date, trips from Brazil, China, South Korea and Australia outperformed CTC targets by double-digit differences of +25.9%, +18.9%, +18.4%, and +13.6% respectively;
- The Mexico and India markets fell short of CTC's set targets by 4.5% and 1.2% respectively.

CTC Market Research & Evaluation