



# Tourism Snapshot

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



## Key highlights

Following through from January's positive momentum, all CTC target markets registered growth in February 2012, with CTC's emerging/transition markets leading arrivals with a gain of 15.9%, followed by the US (+8.1%) and CTC's core markets (+7.5%);

Germany gained significant momentum with a fourth consecutive monthly gain (+21.1%), while Australia (+11.4%) and the UK (+0.4) reverted their respective arrival trends into positive territories;

Japan posted a fourth consecutive gain (+13.6%) and South Korea (+5.8%) registered its first increase following 12 months of continuous declines;

While Chinese New Year coincided with February in 2011, China's performance eased in February 2012, but still registered 7.9%; India meantime, recorded a 9th monthly year-over-year progression (15.8%);

Brazil and Mexico both registered impressive records with high double-digit gains, 48.2% and 31.9% respectively.

# Tourism review Inbound highlights

## Overnight trips to Canada

	Feb. 2012	12/11 Feb. % Change	Jan. - Feb. 2012	Year-to-date % Change
<b>United States</b>				
Automobile	298,753	5.9	536,158	2.3
Plane	195,833	10.6	380,349	6.0
Other	34,467	13.7	67,923	12.9
<b>US Total</b>	<b>529,053</b>	<b>8.1</b>	<b>984,430</b>	<b>4.4</b>
<b>Core Markets</b>				
UK	32,258	0.4	59,363	-3.1
France	30,253	9.6	50,124	2.2
Germany	12,411	21.1	24,307	14.9
Australia	10,776	11.4	26,330	3.9
<b>Core Total</b>	<b>85,698</b>	<b>7.5%</b>	<b>160,124</b>	<b>2.1%</b>
<b>Emerging/ Transition Markets</b>				
Japan	13,392	13.6	22,435	14.7
South Korea	8,165	5.8	17,238	-7.6
Mexico	7,070	31.9	14,440	23.3
Brazil**	4,974	48.2	13,125	16.3
China	11,598	7.9	30,764	28.0
India**	6,268	15.8	13,022	9.3
<b>Emerging/ Transition Total</b>	<b>51,467</b>	<b>15.9%</b>	<b>111,024</b>	<b>14.3%</b>
<b>Overseas Key Markets</b>	<b>137,165</b>	<b>10.5%</b>	<b>271,148</b>	<b>6.8%</b>
Other Overseas Countries	74,076	8.2%	154,964	7.7%
Non-US Countries	211,241	9.7%	426,112	7.1%
<b>Total Countries</b>	<b>740,294</b>	<b>8.5%</b>	<b>1,410,542</b>	<b>5.2%</b>

Note: Statistics Canada preliminary estimates.

Source: Statistics Canada, International Travel Survey.

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

## International trips

- Canada received 740,294 international visitors during the month of February 2012, recording a 8.5% increase compared with the same month in 2011;
- In February 2012, overnight arrivals from CTC's core markets (the UK, France, Germany and Australia) increased by 7.5%, reaching 85,698 arrivals;
- Overnight trips to Canada from CTC's emerging/ transition markets (Japan, South Korea, Mexico, Brazil, China and India) grew by 15.9%, reaching 51,467 trips.

## United States

- The number of overnight arrivals from the US grew by 8.1% with travel by auto, by plane and by other modes of transportation all recorded growth, +5.9%, +10.6% and +13.7% respectively;
- Year to date to February, overnight trips to Canada by the US tourists increased by 4.4%, closing in on nearly one million arrivals;
- In February 2012, the largest number of overnight US visitors came to Canada through Ontario (246,139 entries) followed by British Columbia (137,927 entries) and Québec (96,352 entries).

## Core Markets

- In February 2012, Germany gained significant momentum with a fourth consecutive monthly gain, up +21.1% compared with the same month in 2011;
- The UK and France returned to positive territories after a drop in January 2012, up 0.4% and 9.6% respectively;
- Australia reversed course on arrival and returned into positive territory, up 11.4% relative to the same month last year;
- Year to date to February, overnight arrivals from the CTC's core markets edged up by 2.1%. The loss from the UK (-3.1%) was more than offset by gains in Germany (+14.9%), Australia (+3.9%) and France (+2.2%).

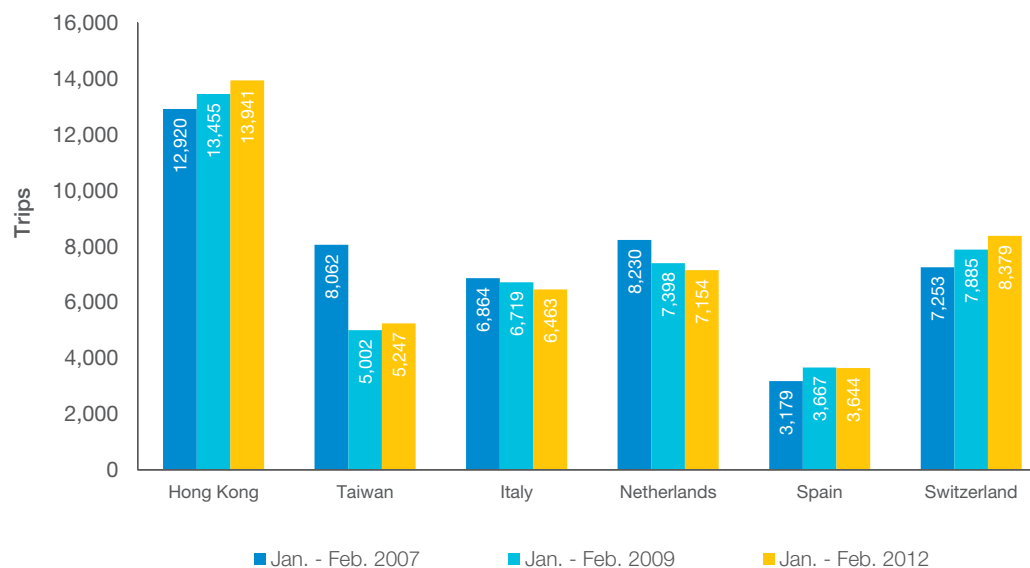
## Emerging/ Transition Markets

- Japan posted a fourth consecutive gain (+13.6%), while South Korea (+5.8%) registered its first increase following 12 months of continuous declines;
- While Chinese New Year coincided with February in 2011, China's performance eased in February 2012, but still registered 7.9%; India meantime, recorded a 9th monthly year-over-year progression (15.8%);
- Brazil and Mexico both registered impressive records with high double-digit gains, 48.2% and 31.9% respectively;
- Year to date to February, the number of overnight trips from the CTC's emerging/transition markets grew by 14.3%, largely driven by increases from China (+28.0%) and Mexico (+23.3%).

## Market Watch

- In February 2012, overnight arrivals from Hong Kong and Taiwan fell 16.5% and 10.1% respectively. The timing of the Chinese New Year shifted from February (2011) to January (2012) may have influenced these year-over-year growth results.
- Among the selected European markets, Spain registered the largest gain (+17.3%) followed by Switzerland (+8.2%) and Italy (+6.3%);
- Year to date to February, Taiwan posted a largest growth (+15.4%) followed by Spain (+14.7%), while overnight arrivals from Hong Kong contracted (-1.9%);
- When compared with February 2007 (year-to-date), Switzerland (+15.5%) saw the largest gain in overnight arrivals to Canada followed by Spain (+14.6%) and Hong Kong (+7.9%).

## Overnight trips to Canada, by selected markets



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

## Overnight trips to Canada, by selected markets

	Feb. 2012	12/11 Feb. % Change	Jan. - Feb. 2012	Year-to-date % Change
Italy	3,076	6.3	6,463	10.7
Netherlands	3,585	-5.6	7,154	1.9
Spain	1,718	17.3	3,644	14.7
Switzerland	4,475	8.2	8,379	5.6
Hong Kong	5,218	-16.5	13,941	-1.9
Taiwan	1,756	-10.1	5,247	15.4

# Competitive review (January 2012)

## International Travel (in thousands)

Trips From:	Trips To:					
	Canada		United States		Australia	
		12/11 Change		12/11 Change		12/11 Change
<b>Total International</b>	670	2%	4,515	7%	503	5%
United States	455	0%	...	...	39	4%
Canada	...		1,500	9%	12	3%
<b>Core Markets</b>						
United Kingdom	27	-7%	186	-4%	57	-5%
France	20	-7%	67	-4%	9	1%
Germany	12	9%	92	9%	13	-6%
Australia	16	-1%	77	8%	...	...
<b>Emerging/ Transition Markets</b>						
Japan	9	16%	274	2%	24	2%
South Korea	9	-17%	121	3%	19	-12%
Mexico <sup>1</sup>	7	16%	1,042	4%	...	...
Brazil	8	3%	171	18%	4	9%
China	19	44%	160	60%	77	27%
India	7	4%	51	7%	11	4%
<b>Total Key Markets</b>	<b>589</b>	<b>1%</b>	<b>3,739</b>	<b>7%</b>	<b>265</b>	<b>5%</b>

- In January 2012, overall international travel to Canada improved by 2%, while the US and Australia also reported gains, up 7% and 5% respectively;
- Canada outperformed the US and Australia in overnight arrivals from Japan, posting a 16% increase;
- Canada distanced the US in overnight arrivals from Mexico with a 16% increase;
- The US experienced a 7% increase in overnight arrivals from India, outperforming both Canada and Australia (each +4%);
- Although Canada and Australia recorded strong gains in arrivals from China, up 44% and 27% respectively, the US outperformed both competitors with an astonishing 60% increase;
- While Australia saw a 6% decline from Germany, the US and Canada posted 9% gains;
- The US saw a 3% increase in overnight arrivals from South Korea, while Australia and Canada experienced drops, down 12% and 17% respectively;
- The US posted a notable 18% increase in visitation from Brazil, outperforming both Australia (+9%) and Canada (+3%).

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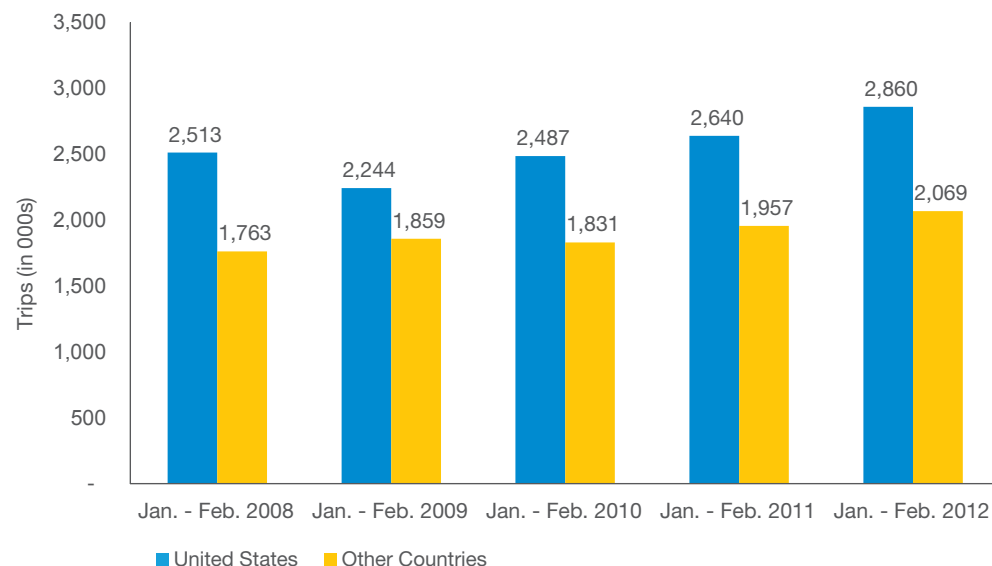
<sup>1</sup> US figures for Mexico include arrivals to interior only.

Note: Statistics Canada preliminary figures.

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

# Canadian outbound trips

## Overnight trips by Canadians



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

- In February 2012, Canadian outbound travel grew by 7.8% to 2.3 million overnight trips;
- The number of Canadians visiting the US during February 2012 increased by 7.9% compared to the same month last year, reaching over 1.3 million trips;
- Canadian overnight travel to overseas destinations (excluding the US) grew by 7.7% to 658,087 trips;
- Year to date to February, outbound trips by Canadians grew by 7.2%, totalling 4.9 million overnight trips;
- In February 2012, the largest re-entry of Canadians from the US occurred through Ontario, with 649,535 entries, followed by British Columbia (265,236 entries) Québec (175,664 entries) and Alberta (152,344 entries);
- The largest re-entry of Canadians from overseas (exclude the US) were recorded at Ontario port of entries (464,663 entries), followed by Québec (216,440 entries) and British Columbia (123,134 entries).

## Overnight trips by Canadians

	Feb. 2012	12/11 Dec. % Change	Jan. - Feb. 2012	Year-to-date % Change
United States	1,360,486	7.9	2,860,079	8.3
Other Countries	958,087	7.7	2,069,245	5.8
<b>Total Trips from Canada</b>	<b>2,318,573</b>	<b>7.8</b>	<b>4,929,324</b>	<b>7.2</b>

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

# Consumer outlook

## Consumer confidence

- **Canada:** The Index of Consumer Confidence followed last month's significant increase with a moderate gain in February, inching higher 1.3 points to 75.2 (2002 = 100). An improved outlook on Canadian labour markets was the primary driver behind this month's increase.
- **USA:** The Conference Board Consumer Confidence Index®, which had decreased in January, increased in February. The Index now stands at 70.8 (1985=100), up from 61.5 in January.

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

## Accommodations

- In February 2012, the national occupancy rate edged up by 0.9 points over the previous year to 56.9%. Alberta posted the largest increase (+3.6 points), while Yukon posted the largest decline (-16.0 points);
- Year-to-date to February, the national occupancy rate grew by a moderate 1.6 points, reaching 52.6%. Growth was in part hampered by a 7.6-point decline in occupancy rates in Yukon;
- Year to date to February, the national average Daily Rate grew to \$123.52, up 2.2% compared with the same period in 2011. Northwest Territories, Québec, Alberta, Saskatchewan and British Columbia posted rates higher than the average Daily Rate;
- During the first two months in 2012, the average Revenue per Available Room (RevPAR) was \$64.93 (up 5.4%) with Alberta posting the strongest growth (+13.3%) followed by Newfoundland (+12.7%).

### Canadian Occupancy Rates, By Province\*

	Feb. 2012	12/11 Change <sup>^</sup>	Jan.-Feb. 2012	Year-to-date Change <sup>^</sup>
Alberta <sup>1</sup>	63.9	3.6	59.3	4.5
British Columbia	53.0	0.7	49.3	1.6
Saskatchewan	65.0	2.2	61.7	1.5
Manitoba	64.1	1.9	59.0	1.9
Ontario	55.5	0.1	51.7	0.5
Quebec	60.0	1.2	53.8	1.6
New Brunswick	47.8	-0.3	44.1	0.9
Nova Scotia	51.3	-5.4	45.9	-1.5
Newfoundland	57.2	2.0	52.1	3.0
Prince Edward Island	42.7	-8.2	38.1	-3.6
Northwest Territories	77.4	0.8	63.8	-1.4
Yukon	61.8	-16.0	57.5	-7.6
<b>Canada</b>	<b>56.9</b>	<b>0.9</b>	<b>52.6</b>	<b>1.6</b>

\* Note: Based on the operating results of 218,477 rooms (unweighted data).

<sup>^</sup> Percentage points.

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

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