



# Tourism Snapshot

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





# Key highlights

**International travel to Canada in April was influenced by the shutdown of European airspace** following the eruption of the Icelandic volcano. Of CTC core European markets, both the UK (-12.6%) and France (-2.8%) posted declines, while Germany saw a 14.6% increase in travel to Canada, over April 2009.

**Japan (+5.9) experienced a fourth consecutive monthly gain**, while Brazil saw a notable gain of 47.1% in April and US air travel increased for a third consecutive month.

**Canadian travel to the US continued to grow**, up 11.1% year-to-date, while travel to countries other than the US registered a moderate drop of 0.5% over January to April 2009.





# Tourism review Inbound highlights

## Overnight trips to Canada

	April 2010	10/09 Apr. % Change	Jan.-Apr. 2010	Year-to-date % Change
<b>Americas*</b>				
<b>United States</b>				
Automobile	409,770	-10.0	1,299,466	-7.8
Plane	225,541	5.4	801,193	4.9
Other	47,767	-1.4	149,369	7.8
<b>US Total</b>	<b>683,078</b>	<b>-4.8</b>	<b>2,250,028</b>	<b>-2.7</b>
Mexico	9,867	-53.6	31,182	-47.0
<b>Americas Total</b>	<b>692,945</b>	<b>-6.2%</b>	<b>2,281,210</b>	<b>-3.8%</b>
<b>Overseas Key Markets</b>				
France	23,737	-2.8	91,624	8.2
Germany	18,637	14.6	60,336	10.8
UK	44,139	-12.6	151,906	-4.3
China	11,160	1.2	41,098	-
Japan	14,504	5.9	52,114	8.0
South Korea	10,247	17.0	38,085	4.1
Australia	12,603	11.6	45,650	3.3
India**	9,444	10.8	27,666	9.9
Brazil**	5,110	47.1	18,691	10.7
<b>Overseas Key Markets</b>	<b>149,581</b>	<b>1.1%</b>	<b>527,170</b>	<b>3.4%</b>
<b>As % of Overseas and Americas</b>	<b>17.8%</b>		<b>18.8%</b>	
Other Overseas Countries	101,201	-3.3%	351,597	6.0%
Non-US Countries	260,649	-4.8%	909,949	1.1
<b>Total Countries</b>	<b>943,727</b>	<b>-4.8%</b>	<b>3,159,977</b>	<b>-1.6%</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

- There were 943,727 overnight visitor arrivals to Canada during April, a 4.8% drop over April 2009;
- This month, overnight trips to Canada from the Americas (the US and Mexico market) posted a decrease of 6.2%, while overseas key markets registered a 1.1% gain compared with April 2009;
- Overnight trips to Canada in April from countries other than CTC key markets also fell, down 3.3%, totalling 101,201 trips. Following this trend, visits from all countries, excluding the US, dipped by 4.8%;
- Year-to-date, overall international trips to Canada contracted by 1.6% to 3.2 million, while trip volume from overseas countries other than CTC key markets grew 6.0%.

## United States

- In April 2010, overnight trips from the US declined by 4.8%, largely driven by a 10.0% drop in automobile trips, with air travel increasing by 5.4% and “other” modes of travel down 1.4%, over the same month last year;
- Overall, year-to-date US overnight trips have declined 2.7% over 2009, down 62,214 trips;
- In April 2010, the majority of provinces and territories posted drops in the number of overnight US visitors, with the exception of Yukon (+16.4), Saskatchewan (+4.6) and British Columbia (+4.5);
- In the first four months of 2010, one territory and three provinces (Yukon +18.0%, Saskatchewan +13.2%, British Columbia +8.7, and P.E.I +7.7%) registered year-to-date increases in inbound US overnight trips.

## Mexico

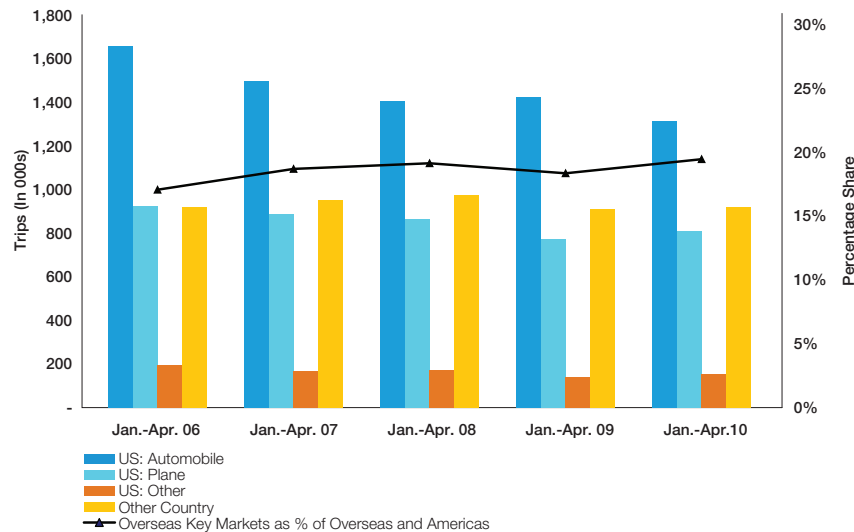
- The decline in travel from Mexico increased from a 27.3% drop in March to a 53.6% decline in April;
- In the first four months of 2010, travel contracted 47.0%, falling to 31,182 overnight trips.

## Overseas key markets

- In April 2010, overnight travel from CTC overseas key markets rose by a more moderate 1.1% in comparison to the 13.5% jump seen in March. This slowdown may be in response to the shutdown of European airspace following the eruption the of Icelandic volcano, in mid April;
- Year-to-date April, trips from key markets grew by 3.4% to 527,170 trips;
- This month all of CTC overseas key markets posted gains in visitor numbers, with the exception of the UK (-12.6%) and France (-2.2%), over 2009;
- There was a notable jump in arrivals from Brazil (+47.1%) in April, with South Korea (+17.0%), Germany (+14.6%), Australia (+11.6%) and India (+10.8%) also posting strong gains;
- Year-to-date, the UK (-4.3%) was the only market to posted a decline in the number of travellers to Canada; while Germany, Brazil and India saw the strongest gains of 10.8%, 10.7%. and 9.9% respectively compared with the same period in 2009;
- This month, Yukon (+52.7%), Nova Scotia (+38.4%) and Saskatchewan (+34.2%) were the only provinces to post increases in the number of visitors from countries other than the US;
- Year-to-date, Ontario, British Columbia and Quebec attracted the most visitors from countries other than the US: with all three provinces experiencing increases of 0.8%, 2.2% and 1.3% respectively, over the same period in 2009.

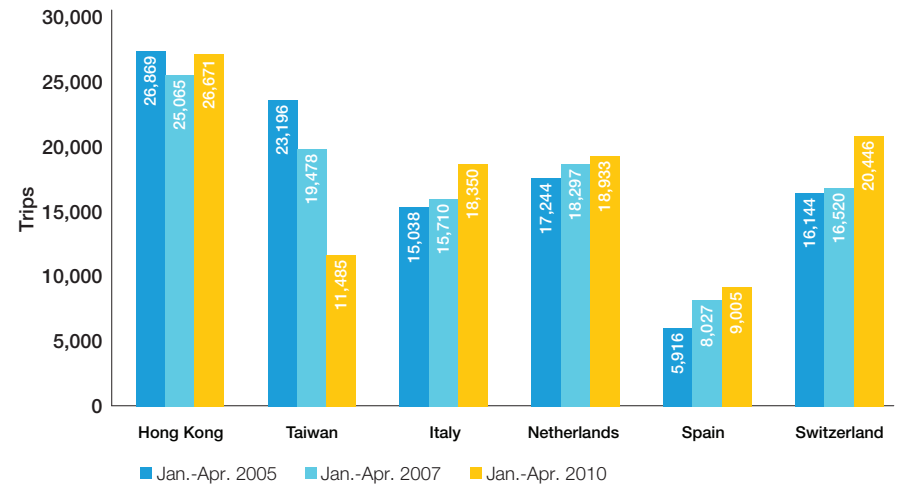
# Share of entry (April, 2010)

## 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 four months of 2010, Canada received 2.3 million overnight US visitors, representing 80.1% of international travellers from key markets. Of those US travellers, 46.3% came by automobile, 28.5% came by plane and 5.3% came by “other” non-automobile transpiration;
- Year-to-date, overnight visitors from key European markets made 303,866 trips to Canada accounting for 10.8% of total trips from key markets, a gain of 2.6 points in share of entry over the same period in 2005. Of all key market trips, the UK accounted for the largest portion of inbound visitors at 5.4%, followed by France at 3.3% and Germany at 2.1%;

- Visitors from Asia Pacific key markets made 176,947 trips from January to April, accounting for a 6.3% share of total trips from key markets, marking a 0.9% increase over the same period in 2005. Of all CTC’s key market trips, Japan represented 1.9% while Australia accounted for 1.6%;
- Travellers from emerging markets (India and Brazil) made 46,357 trips to Canada from January to April, representing 1.7% of total trips from key markets, a 0.9 point increase compared with the first four months of 2005.

## Market Watch

- For April year-to-date, four of the six selected markets posted increases in overnight trip volumes over 2005;
- Compared with January to April 2005, Spain posted the highest increase in visitors to Canada, up 52.2%, followed by Switzerland, Italy and the Netherlands with gains of 26.6%, 22.0% and 9.8% respectively;
- Taiwan posted the largest decline in visitors to Canada, down 23.6% over the same period in 2005. Year-to-date April, visitor volumes from Hong Kong improved, posting a more moderate decline of 0.7%, over the first four month of 2005.

# Competitive review (January–February 2010)

## International travel, January–February 2010 (in 000s)

Trips From:	Trips To:					
	Canada		United States		Australia	
	#	10/09 Change	#	10/09 Change	#	10/09 Change
<b>Total International</b>	1,399	-2%	6,914	15%	1,014	5%
<b>Americas</b>						
United States	985	-8%	...	...	85	9%
Mexico <sup>1</sup>	11	-52%	1,120	53%		
<b>Overseas Key Markets</b>						
France	48	10%	142	3%	19	22%
Germany	26	1%	182	4%	31	3%
United Kingdom	67	-7%	429	-3%	137	-1%
China <sup>2</sup>	20	-3%	141	35%	110	9%
Japan	21	10%	537	11%	65	2%
South Korea	18	-1%	167	47%	38	8%
Australia	23	-8%	101	28%		
India	11	7%	73	11%	21	7%
Brazil	10	-1%	193	34%		
Canada	...	...	2,484	11%	27	0%
<b>Total Key Markets</b>	<b>1,240</b>	<b>-4%</b>	<b>5,571</b>	<b>18%</b>	<b>533</b>	<b>5%</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.

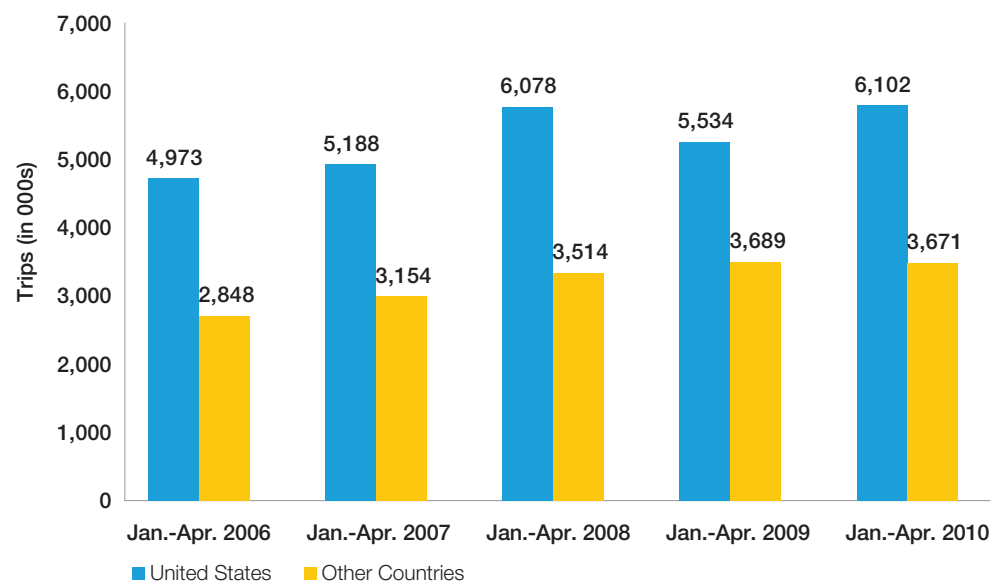
Sources: Statistics Canada; Tourism Australia; and ITA, and Office of Travel and Tourism Industries (USA).

Note: Statistics Canada preliminary figures.

- For a second month in a row the US saw a lift in overnight international visitors—up 15%—while Australia also saw an increase of 5% and Canada posted a drop of 2%, compared with the first two months of 2010;
- The surge in visitors to the US was mainly driven by jumps in arrivals from Mexico (+53%), South Korea (+47%), China (+35%) and Brazil (+34%), over the same period in 2009;
- Australia registered the highest increase in French arrivals in the first two months of 2010 positing a 22% increase over the previous year, while Canada registered a 10% gain over the same period;
- In January and February 2010, the US and Canada posted comparable increases in Japanese arrivals of 11% and 10% respectively, while Australia posted more moderate growth of 2%;
- The US posted 11% increase in arrivals from India year-to-date February, while both Canada and Australia posted gains of 7% respectively;
- While Canada saw an 8% drop in Australian visitors, the US had a increase of 28%, over January to February 2009.

# Canadian outbound trips

## Overnight trips by Canadians



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

- Spurred by an appreciation of the Canadian dollar against the US dollar in April 2010, Canadian travel to the US increased for a sixth consecutive month (+12.5%). Overall, year-to-date April outbound travel to the US increased 10.2% over the same period in 2009;
- Outbound travel to destinations outside of the US continued to improve in April, up 4.6%, with a moderate decline of 0.5% for the year;
- Year-to-date, there was a notable 220% increase in international travel (excluding the US) by residence from Yukon, followed by strong increases in New Brunswick and Saskatchewan up 43.4% and 26.6% respectively over 2009;
- Year-to-date, Ontario saw the largest number of residence take international trips in April, up 36,060 trips compared with the same period in 2009;
- Overall, the total number of Canadian outbound travellers grew by 9.9% in April, registering a 5.9% gain year-to-date.

## Overnight trips by Canadians

	Apr. 2010	10/09 Apr. % Change	Jan.-Apr. 2010	Year-to-date % Change
United States	1,769,444	12.5	6,101,588	10.2
Other Countries	830,162	4.6	3,670,628	-0.5
<b>Total Trips from Canada</b>	<b>2,599,606</b>	<b>9.9</b>	<b>9,772,216</b>	<b>5.9</b>

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

## Consumer outlook

### Consumer confidence

- **Canada:** Consumer confidence in Canada fell 7.8 points to 84.8 (2002=100) in April, highlighting the fragility of the economic recovery. However, compared with the same month in 2009, Canadian consumer confidence has increased 9.6 points.
- **USA:** The Conference Board Consumer Confidence Index®, which had rebounded in March, increased further in April. The Index now stands at 57.9 (1985=100), up from 52.5 in March.

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

## Accommodations

### Canadian occupancy rates, by province\*

	Apr. 2010	10/09 Change^	Jan.-Apr. 2010	Year-to-date Change^
Alberta <sup>1</sup>	56.9	-0.8	54.5	-4.1
British Columbia	55.5	-1.2	56.3	1.9
Saskatchewan	68.8	1.1	66.7	-0.6
Manitoba	61.7	-4.5	59.8	-0.7
Ontario	57.5	3.7	52.2	1.3
Quebec	53.6	2.0	51.3	0.8
New Brunswick	50.1	-3.2	47.0	-0.3
Nova Scotia	55.9	0.5	50.4	0.6
Newfoundland	66.2	8.5	56.6	3.4
Prince Edward Island	32.1	-9.7	34.9	-0.8
Northwest Territories	55.8	-7.4	59.5	-1.4
Yukon	63.3	4.8	65.1	6.3
<b>Canada</b>	<b>56.5</b>	<b>1.2</b>	<b>53.5</b>	<b>0.4</b>

\* Note: Based on the operating results of 210,775 rooms (unweighted data).

^ Percentage points.

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

Source: PKF Consulting Inc.

- According to survey data, in April 2010, the national occupancy rate in Canada saw a 1.2 point increase, largely driven by occupancy increases in Ontario, Quebec and Newfoundland;
- Year-to-date, Canada's occupancy rate grew by 0.4 points over last year to 53.5%. Saskatchewan posted the highest year-to-date occupancy rate of 66.7%, followed by Yukon (65.1%) and Manitoba (59.8%);
- Year-to-date the national Average Daily Rate was \$126.02, up from \$121.76 in 2009. The Northwest Territories and British Columbia posted room rates above the national average;
- The national average Revenue per Available Room (RevPAR) for the first four months of 2010 was up 4.2% over the same period last year. The Northwest Territories posted the highest RevPAR (\$89.94) well above the national average.

CTC Marketing, Research