



Canadian Tourism
Commission

Commission canadienne
du tourisme

Canada

Tourism Snapshot

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



King Pacific Lodge - British Columbia



Key highlights

In May 2011, overnight travel to Canada slowed by the smallest of margins: 0.1%. This was largely driven by a dip in arrivals from the US (-1.4%) that offset the increase from overseas markets (+3.2%).

The largest monthly gains by CTC key markets came from arrivals from China (+22.8%), Brazil (+9.7%) and France (+9.3%).

The after math of the March earthquake and tsunami in Japan seem to have stabilized: arrival numbers dropped just 6.8% in May 2011.

In part driven by a strengthening Canadian dollar, the first four months of 2011 saw the US (+5%) outperform Canada (-3%) in attracting international visitors.

Tourism review Inbound highlights

Overnight trips to Canada

	May 2011	11/10 May % Change	Jan.- May 2011	Year-to-date % Change
United States				
Automobile	521,715	-8.1	1,760,723	-5.7
Plane	306,388	12.1	1,111,520	3.6
Other	126,535	-0.6	262,363	-2.4
US Total	954,638	-1.4	3,134,606	-2.3
Core Markets				
UK	68,055	1.6	208,525	-4.7
France	35,642	9.3	134,422	8.2
Germany	28,514	-12.6	80,459	-13.5
Australia	32,077	5.2	79,721	4.7
Core Total	164,288	1.0%	503,127	-1.8%
Emerging/ Transition Markets				
Japan	16,684	-6.8	60,070	-14.2
South Korea	13,909	-4.6	50,060	-4.9
Mexico	10,566	5.1	43,397	5.2
Brazil**	6,573	9.7	27,624	11.9
China	18,554	22.8	66,162	17.7
India**	16,973	-1.8	45,206	0.6
Emerging/ Transition Total	83,259	2.9%	292,519	1.0%
Overseas Key Markets	247,547	1.6%	795,646	-0.8%
Other Overseas Countries	152,499	5.7%	493,766	-0.4%
Non-US Countries	400,046	3.1%	1,289,412	-0.6%
Total Countries	1,354,684	-0.1%	4,424,018	-1.8%

Note: Statistics Canada preliminary estimates.

Source: Statistics Canada, International Travel Survey.

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

International trips

- This month, 1.3 million travellers visited Canada, largely unchanged from the same month in 2010. Year-to-date May, travel to Canada has fallen 1.8% to 4.4 million overnight visitors;
- In May 2011, overnight arrivals from CTC Core Markets (the UK, France, Germany and Australia) saw moderate growth (+1.0%), lessening the year-to-date decline to -1.8% over the same period in 2010;
- This month, overnight trips to Canada from Emerging/ Transition markets (Japan, South Korea, Mexico, Brazil, China and India) rose 2.9% to reach 83,259 trips. In the first five months of 2011, total overnight arrivals from Emerging/ Transition markets grew by 1.0% over 2010;
- During May 2011, only four provinces posted gains in total overnight inbound trips. Newfoundland & Labrador posted the greatest increase at 62.8%, followed by Québec (+4.7%), Nova Scotia (+3.9%) and Saskatchewan (+3.1%).

United States

- In May 2011, overnight travel from the US fell by 1.4% to 954,638 trips, accounting for 41.9% of all overnight trips into Canada;
- This month, the number of US overnight arrivals by air jumped 12.1% to reach 306,388 trips with year-to-date trips by air increasing 3.6%. Trips by auto fell by 8.1% and by “other” modes of travel fell by 0.6% over May 2010;
- In May 2011, Newfoundland & Labrador posted a substantial 165.6% increase in trip arrivals from the US, followed by gains for Nova Scotia (+42.1%), Alberta (+4.3%), Saskatchewan (+3.3%) and Québec (+1.4%) over the same month in 2010;
- In the first five months of 2011, Québec (+0.7%) posted a mild increase in arrivals from the US while British Columbia (-5.9%), Ontario (-1.4%) and Alberta (-1.0%) saw declines.

Core Markets

- In May 2011, Germany continued its downward trend (-12.6%) as the only Core Market to post a decline in arrivals to Canada;
- France reported the strongest overall gain in arrivals (+9.3%) to Canada, with Ontario seeing a 12.7% increase in arrivals from this market;
- This month, the number of overnight visitors from Australia grew by 5.2%, reaching 32,077. Australian arrivals to Québec (+30.9%) and Alberta (+19.1%) saw the strongest growth.

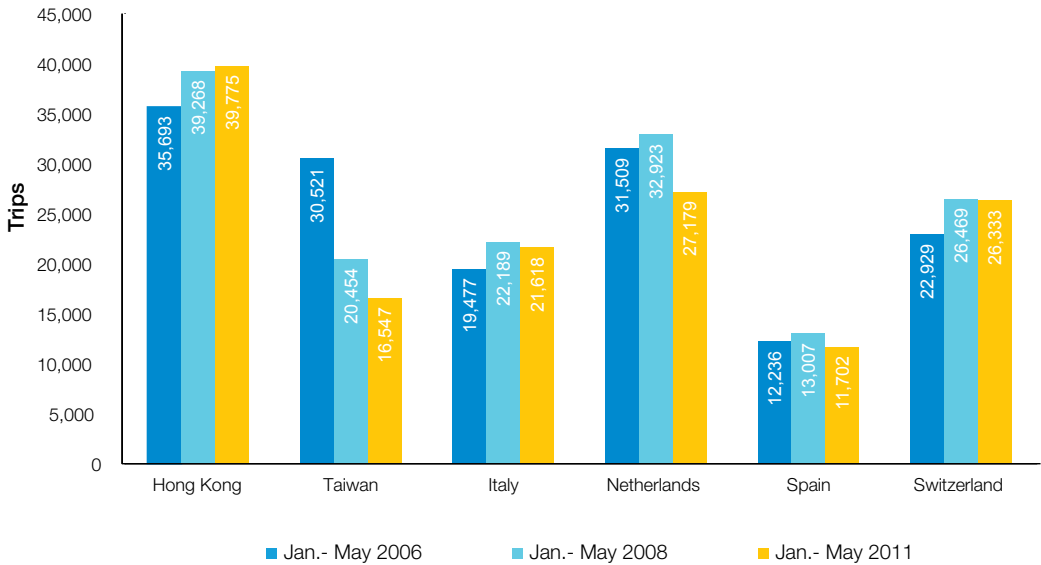
Emerging/ Transition Markets

- This month, China (+22.8%) reported the strongest increase in arrivals to Canada. After a 10.5% increase over the same month in 2010 the majority of Chinese travellers visited British Columbia;
- The after effects of the March earthquake and tsunami in Japan seem to have stabilized: arrival numbers dropped by only 6.8% in May 2011;
- In May 2011, Québec saw a notable 10.5% increase in arrivals from countries other than the US when compared with the same month in 2010;
- Year-to-date May 2011, Prince Edward Island (+45.5%) reported the strongest growth in arrivals from countries other than the US, while New Brunswick (-27.4%) has seen the greatest decline.

Market Watch

- Year-to-date May 2011, three of the six selected secondary markets posted increases in overnight trip volumes over 2006;
- In the first five months of 2011, Switzerland (+14.8%) saw the strongest increase in arrivals to Canada, followed by Hong Kong (+11.4%) and Italy (+11.0%) when compared with the same period in 2006;
- Overnight trips from Taiwan (-15.0%) posted the most notable decline in arrivals to Canada when compared with the same period in 2006.

Overnight trips to Canada, by selected markets



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

Competitive review (April 2011)

International Travel, April 2011 (in thousands)

Trips From:	Trips To:					
	Canada		United States		Australia	
		11/10 % Change		11/10 % Change		11/10 % Change
Total International	3,069	-3	18,425	5	2,000	1
United States	2,180	-3	159	-1
Canada	6,498	6	47	-5
Core Markets						
United Kingdom	140	-8	1,104	6	247	-4
France	99	8	423	28	31	-4
Germany	52	-14	478	3	57	-2
Australia	48	4	281	24
Emerging/ Transition Markets						
Japan	43	-17	1,034	-4	112	-17
South Korea	36	-5	337	11	69	-8
Mexico ¹	33	5	4,147	-1
Brazil	21	13	456	29	10	10
China ²	48	16	280	31	215	20
India	28	2	184	7	50	12
Total Key Markets	2,728	-3	15,223	4	996	0

- Year-to-date April 2011, international travel to Canada contracted by 3%, while the US and Australia reported growth of 5% and 1% respectively;
- From January to April 2011, Canada outperformed the US in arrivals from Mexico with Canada reporting a 5% increase while the US had a decline of 1%; however, both the US (+31%) and Australia (+20%) outperformed Canada (+16%) in terms of arrivals from China;
- In the first four months of 2011, Australia saw stronger growth in arrivals from India (+12%) than both the US and Canada;
- During the first four months of 2011, the US saw a notable 28% increase in visitation from France while Canada (+8%) and Australia (-4%) had weaker performance.

...Not applicable or data not available.

¹ US figures for Mexico include arrivals to interior only.

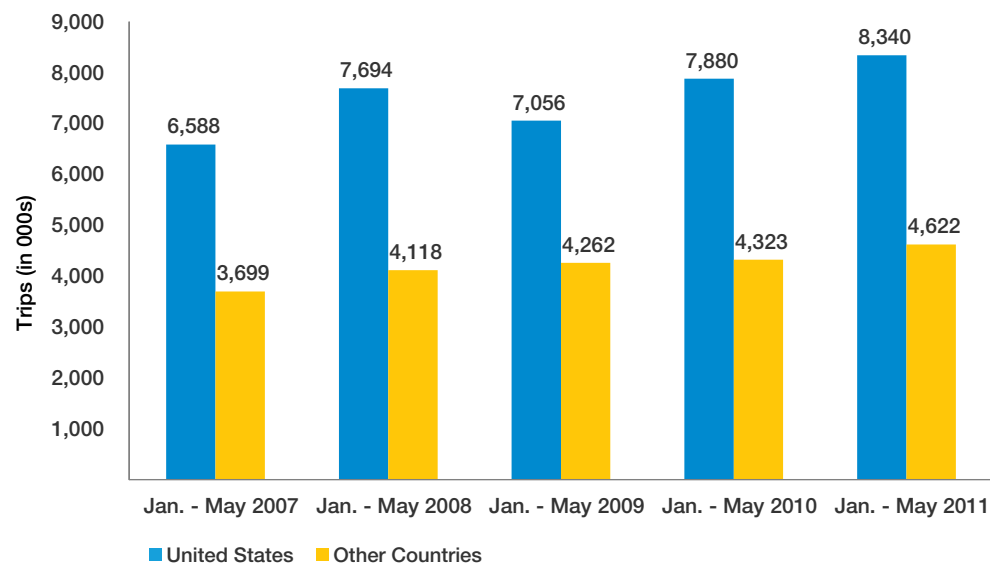
² US figures for China includes Hong Kong, SAR;

Note: Statistics Canada preliminary figures.

Sources: Statistics Canada; Tourism Australia; and ITA, and 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*.

- Compared with May 2010, Canadian outbound travel grew by 4.6% to 2.5 million trips;
- In May 2011, the growth in the number of Canadians visiting the US was not as high (+3.9%) as with the 8.8% jump seen in the previous month;
- Canadian overnight travel to overseas destinations (excluding the US) grew by 6.7% in May, with a year-to-date increase of 6.9%;
- In May 2011, Québec (-2.8%) and Manitoba (-2.6%) were the only two provinces to post a decline in the number of residents visiting the US, while Prince Edward Island (+225.0%) saw the greatest increase when compared with the same month in 2010;
- From January to May 2011, Québec (+10.1%), Ontario (+8.5%) and Alberta (+8.0%) saw the strongest increases in the number of residents visiting countries other than the US, while British Columbia (-1.1%) reported a decline.

Overnight trips by Canadians

	May 2011	11/10 May % Change	Jan.- May 2011	Year-to-date % Change
United States	1,841,448	3.9	8,339,754	5.8
Other Countries	696,716	6.7	4,621,944	6.9
Total Trips from Canada	2,538,164	4.6	12,961,698	6.2

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

Consumer outlook

Consumer confidence

- **Canada:** Consumer confidence weakened in May, with the national index falling two points to 85.6 (2002 = 100).
- **USA:** The Conference Board Consumer Confidence Index®, which had improved in April, decreased in May. The Index now stands at 60.8 (1985=100), down from 66.0 in April.

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

Accommodations

- In May 2011, the national occupancy rate experienced a 2.3 point increase over the previous year to 63.3%. The Northwest Territories posted the largest increase (+10.6 points) while Yukon (-4.3 points), Nova Scotia (-2.0 points) and New Brunswick (-0.9) were the only provinces / territories to post a decline.
- This month, the national average Daily Rate for hotels improved by 3.0% to \$128.41 compared with \$124.67 in May 2010;
- In the first four months of 2011, the average Revenue per Available Room (RevPAR) was \$68.77, down 0.6%, with the Northwest Territories, Saskatchewan, Alberta, Québec, Manitoba and Newfoundland posting rates above the national average.

Canadian Occupancy Rates, By Province*

	May 2011	11/10 Change [^]	Jan.-May 2011	Year-to-date Change [^]
Alberta ¹	61.5	4.9	59	4.2
British Columbia	66.1	4.5	54.8	-2.4
Saskatchewan	69.7	1.9	65.8	-1.0
Manitoba	72.3	4.2	62.8	1.3
Ontario	62.0	0.2	55.7	1.6
Quebec	66.2	4.0	56.1	2.5
New Brunswick	54.8	-0.9	48.4	-0.4
Nova Scotia	59.2	-2.0	53.3	0.3
Newfoundland	71.1	1.2	57.6	-1.8
Prince Edward Island	47.5	6.5	42.4	6.1
Northwest Territories	64.5	10.6	65.8	7.5
Yukon	69.6	-4.3	71.9	4.9
Canada	63.3	2.3	56.1	1.1

* Note: Based on the operating results of 220,289 rooms (unweighted data).

[^] Percentage points.

¹ Excluding Alberta resorts.

Source: PKF Consulting Inc.