



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

Canada

# Tourism Snapshot

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



Echo Valley Ranch and Spa, British Columbia



A herd of horses of various colors (brown, tan, and black) is grazing in a lush green field. In the background, several riders on horseback are visible, some wearing hats. The field is bordered by a wooden fence, and a dense forest of evergreen trees is in the distance. The scene is captured in bright, natural light, suggesting a sunny day.

## Key highlights

In July 2011, total overnight travel to Canada posted a slight decrease (-1.9%), largely driven by a dip in arrivals from the US (-3.4%), which more than offset the increase from overseas markets (+2.7%).

The largest monthly gain in overnight arrivals among CTC key markets was seen once again from China (+29.7%).

Two emerging markets, India and Brazil performed well in July, up 12% and 10.3% respectively.

Year-to-date to July, Japan, South Korea, Germany and UK recorded negative growths relative to the previous year, with Japan seeing the largest decline (-15.8%).



# Tourism review Inbound highlights

## Overnight trips to Canada

	July 2011	11/10 July % Change	Jan.- July 2011	Year-to-date % Change
<b>United States</b>				
Automobile	1,223,098	-5.1	3,775,970	-4.7
Plane	462,553	0.3	2,009,243	3.2
Other	264,731	-1.4	745,826	1.4
<b>US Total</b>	<b>1,950,382</b>	<b>-3.4</b>	<b>6,531,039</b>	<b>-1.7</b>
<b>Core Markets</b>				
UK	90,453	-6.2	380,627	-5.2
France	70,519	6.6	248,033	7.2
Germany	44,428	-4.3	168,368	-6.0
Australia	27,817	6.4	139,890	5.8
<b>Core Total</b>	<b>233,217</b>	<b>-0.8</b>	<b>936,918</b>	<b>-0.8</b>
<b>Emerging/ Transition Markets</b>				
Japan	25,606	-6.2	104,220	-15.8
South Korea	23,898	-7.4	92,359	-7.0
Mexico	22,989	7.0	81,514	6.2
Brazil**	13,362	10.3	49,668	9.9
China	36,412	29.7	127,682	21.9
India**	17,096	12.0	83,282	6.0
<b>Emerging/ Transition Total</b>	<b>139,363</b>	<b>7.2</b>	<b>538,725</b>	<b>2.0</b>
<b>Overseas Key Markets</b>	<b>372,580</b>	<b>2.0</b>	<b>1,475,643</b>	<b>0.2</b>
Other Overseas Countries	290,226	3.6	1,008,916	1.5
Non-US Countries	662,806	2.7	2,484,559	0.7
<b>Total Countries</b>	<b>2,613,188</b>	<b>-1.9</b>	<b>9,015,598</b>	<b>-1.0</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 approximately 2.6 million international visitors for the month of July 2011, down 1.9% compared with the same month in 2010. Year-to-date to July, travel to Canada dropped slightly by 1.0% to 9 million overnight arrivals;
- In July 2011, overnight arrivals from CTC Core Markets (the UK, France, Germany and Australia) posted a marginal 0.8% decline, totaling 233,216 overnight arrivals, while year-to-date, there were 936,918 overnight arrivals, down 0.8% relative to the same period last year;
- Overnight trips to Canada from CTC's Emerging/ Transition Markets (Japan, South Korea, Mexico, Brazil, China and India) posted a 7.2% increase in July 2011, reaching 139,363 trips, while in the first seven months of 2011, they grew by 2% over 2010, totaling 538,725 trips;
- Year-to-date to July, three provinces recorded positive growth with Nova Scotia posting the largest gain (+16.6%) followed by Québec (+2.9%) and Ontario (+0.1%) relative to the same period last year.

## United States

- In July 2011, the US experienced a drop (-3.4%) in overnight arrivals, mainly driven by a decline in Auto travel (-5.1%);
- Overall for the first seven months of 2011, overnight arrivals from the US was down 1.7% to 6.5 million overnight trips;
- In July 2011, the number of overnight visits from the US to Nova Scotia jumped 40.8% over July 2010, while the remaining provinces with the exception of Québec (+0.9%) posted negative growth with Newfoundland and Labrador seeing the largest decline (-40.0%).
- In the first seven months of 2011, Nova Scotia recorded a 31.6% increase in overnight visits from the US while Prince Edward Island saw a 28.5% decline compared with the same period in 2010.

## Core Markets

- In July 2011, Germany resumed negative growth (-4.3%) following a rebound in June. Meanwhile, the UK maintained downward momentum with a 6.2% decline relative to July 2010;
- Year-to-date to July, Germany and the UK saw declines in overnight trips, down 6.0% and 5.2% respectively;
- France (+6.6%) and Australia (+6.4%) continued to show gains in overnight arrivals to Canada in July 2011. Year-to-date to July, these two markets expanded by 7.2% and 5.8%, respectively.

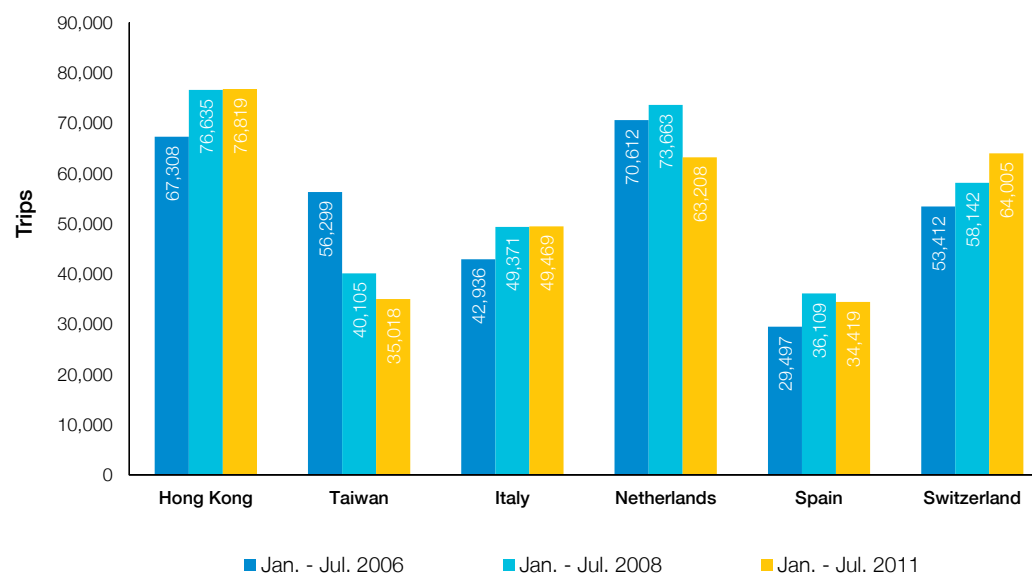
## Emerging/ Transition Markets

- The largest monthly gain in overnight arrivals in July 2011 was seen once again from China (+29.7%) followed by other emerging markets, India (+12.0%) and Brazil (+10.3%);
- In July 2011, Mexico continued its upward momentum with a fourth consecutive monthly increase, up 7.0% over the same month last year;
- In July 2011, South Korea maintained its downward trend and recorded its sixth consecutive month of decline (-7.4%) since February this year.
- Year-to-date to July 2011, China leads all CTC target markets with a 21.9% increase over the same period in 2010;
- The decline in Japanese overnight arrivals in July 2011 was somewhat regulated (-6.2%) compared to the previous two digit declines; however year-to-date to July, Japan struggled the most (-15.8%) in term of growth among all CTC key markets.

## Market Watch

- Year-to-date to July 2011, Hong Kong posted the largest gain (+8.8%) over 2010 among those selected secondary markets relative to the same period in 2010, while Italy reporting the largest decline (-6.0 %)
- Over the first seven months of 2011, Switzerland (+19.8%) saw the strongest performance in arrivals to Canada, followed by Spain (+16.7%), Italy (+15.2%) and Hong Kong (+14.1%) 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*.

## Overnight trips to Canada, by selected markets

	July 2011	11/10 July % Change	Jan.- July 2011	Year-to-date % Change
Italy	16,106	2.6	49,469	-6.0
Netherlands	22,730	-4.8	63,208	-4.1
Spain	14,256	-0.3	34,419	-2.6
Switzerland	25,031	11.4	64,005	1.2
Hong Kong	20,613	18.1	76,819	8.8
Taiwan	9,603	9.9	35,018	6.9

# Competitive review

## International Travel, June 2011 (in thousands)

Trips From:	Trips To:					
	Canada		United States		Australia	
		11/10 % Change		11/10 % Change		11/10 % Change
<b>Total International</b>	6,397	-1	28,603	5	2,777	1
United States	4,576	-1	...	...	227	-3
Canada	...	...	9,767	6	59	-5
<b>Core Markets</b>						
United Kingdom	290	-5	1,765	3	299	-5
France	178	7	668	21	41	-6
Germany	124	-7	815	7	71	-1
Australia	112	6	487	23	...	...
<b>Emerging/ Transition Markets</b>						
Japan	79	-19	1,476	-7	146	-19
South Korea	68	-7	538	8	96	-9
Mexico <sup>1</sup>	59	6	6,309	-1	...	...
Brazil	36	10	680	28	14	8
China	91	19	451	32	273	20
India	66	5	353	3	76	8
<b>Total Key Markets</b>	<b>1,103</b>	<b>0</b>	<b>23,309</b>	<b>4</b>	<b>1,301</b>	<b>-1</b>

- Year-to-date to June 2011, international travel to Canada contracted by 1%, while the US and Australia reported growth of 5% and 1% respectively;
- From January to June 2011, the US outperformed Canada in arrivals from Australia and France, posting 23% and 21% gains while Canada recorded 6% and 7% increases respectively;
- The US also outperformed both Australia and Canada in arrivals from China, reporting a 32% increase while Australia and Canada posted gains of 20% and 19% respectively;
- Year-to-date to June, the US also experienced positive growth in overnight arrivals from South Korea, Germany and the UK while both Australia and Canada recorded negative growth in overnight arrivals from those three markets;
- During the first six months of 2011, the US saw a notable 28% increase in visitation from Brazil, outperforming Canada (+10%) and Australia (+8%);
- In the first six months of 2011, Australia and Canada experienced larger drops in overnight arrivals from Japan (-19%) than the US (-7%).

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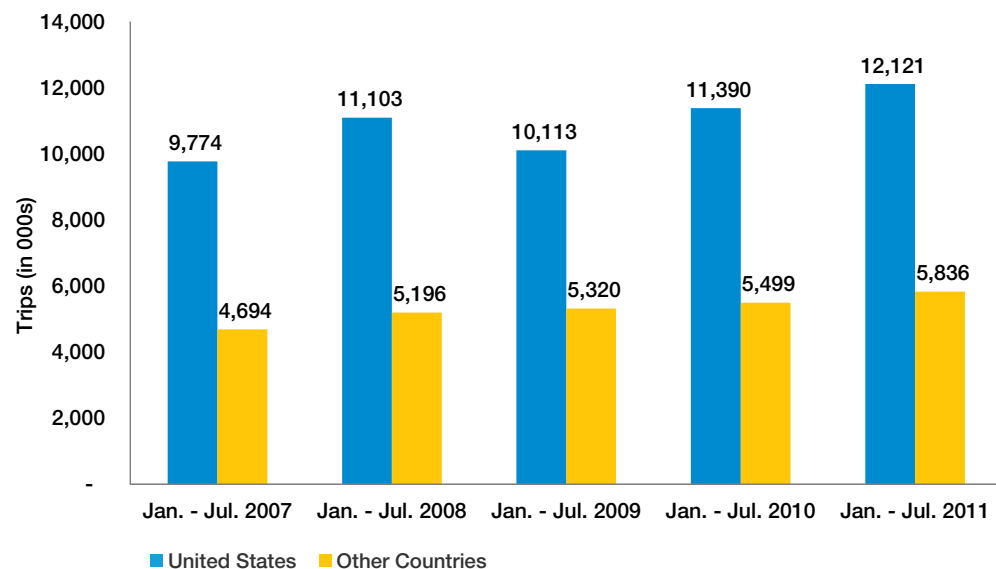
<sup>1</sup> US figures for Mexico include arrivals to interior only.

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*.

- Compared with July 2010, Canadian outbound travel grew by 7.1% to 3 million overnight trips. Year-to-date to July 2011, there were 18 million Canadian outbound trips, up 6.3%;
- The number of Canadians visiting the US during July 2011 increased by 8.5%, reaching 2.3 million overnight trips. During the first seven months in 2011, 12 million Canadians made overnight trips to the US;
- Canadian overnight travel to overseas destinations (excluding the US) grew by 2.4% in July, with a year-to-date increase of 6.1%;
- In July 2011, two provinces posted declines in the number of residents returning from the US, with Saskatchewan (-18.8%) posting the largest decline followed by Prince Edward Island (-9.2%);
- From January to July 2011, Nova Scotia (+21.4%) saw the strongest increase in the number of Canadian outbound trips, while Prince Edward Island experienced a whopping 74.3% decline.

## Overnight trips by Canadians

	July 2011	11/10 July % Change	Jan.- July 2011	Year-to-date % Change
United States	2,347,262	8.5	12,120,969	6.4
Other Countries	657,926	2.4	5,836,154	6.1
Total Trips from Canada	3,005,188	7.1	17,957,123	6.3

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

# Consumer outlook

## Consumer confidence

- **Canada:** The Index of Consumer Confidence dropped for a third straight month in July, this time falling 1.8 points to 81.3 (2002 = 100). Consumers continue to express uncertainty about future job prospects, despite strong job creation numbers so far this year.
- **USA:** The conference Board Consumer Confidence Index, which had declined in June, improved slightly in July. The index now stands at 59.5 (1985 = 100), up from 57.6 in June.

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

## Accommodations

- In July 2011, the national occupancy rate increased slightly by 1.5% compared with the same month in the previous year. The Northwest Territories posted the largest increase (+5.9%) while New Brunswick recorded the largest decline (-2.3%);
- Year-to-date to July, the national occupancy rate saw a marginal increase of 0.9%, standing now at 60.1%.
- The July Average Daily Rate increased by 1.0% to \$132.35 compared with \$131.03 in July 2010;
- In the first seven months of 2011, the average Revenue per Available Room (RevPAR) recorded a minimal 0.3% decrease, falling to \$75.93. Prince Edward Island, New Brunswick, Nova Scotia, Ontario, Manitoba and Yukon posted rates below the national average.

### Canadian Occupancy Rates, By Province\*

	July 2011	11/10 Change <sup>^</sup>	Jan.-July 2011	Year-to-date Change <sup>^</sup>
Alberta <sup>1</sup>	67.6	3.2	61.2	3.9
British Columbia	76.6	2.6	60	-0.8
Saskatchewan	73.1	-0.7	67.7	-0.9
Manitoba	70.9	-0.3	65.6	0.3
Ontario	68.7	-0.6	59.4	0.6
Quebec	75.9	5.8	61.2	2.7
New Brunswick	72.1	-2.3	53.7	-0.5
Nova Scotia	74.2	-0.9	58.3	-0.4
Newfoundland	89.0	1.3	65.2	-1.4
Prince Edward Island	74.4	1.8	49.1	4.1
Northwest Territories	65.1	5.9	67.6	7.3
Yukon	90.6	1.2	73.9	1.5
<b>Canada</b>	<b>72.0</b>	<b>1.5</b>	<b>60.1</b>	<b>0.9</b>

\* Note: Based on the operating results of 220,680 rooms (unweighted data).

<sup>^</sup> Percentage points.

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

Source: PKF Consulting Inc.

CTC Market Research & Evaluation