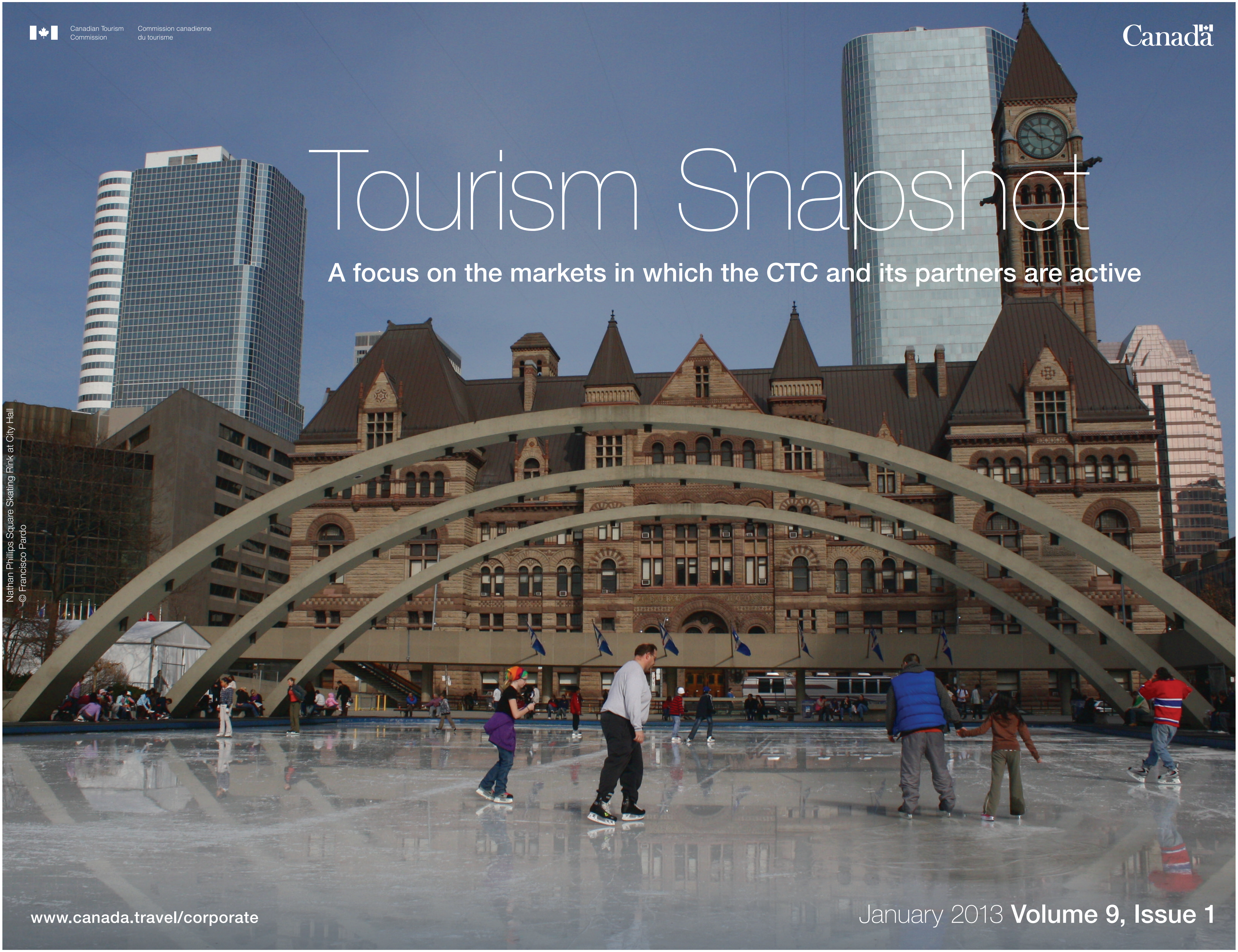
Canadian Tourism Commission
Commission canadienne du tourisme

Canada



Nathan Phillips Square Skating Rink at City Hall
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Tourism Snapshot

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

www.canada.travel/corporate

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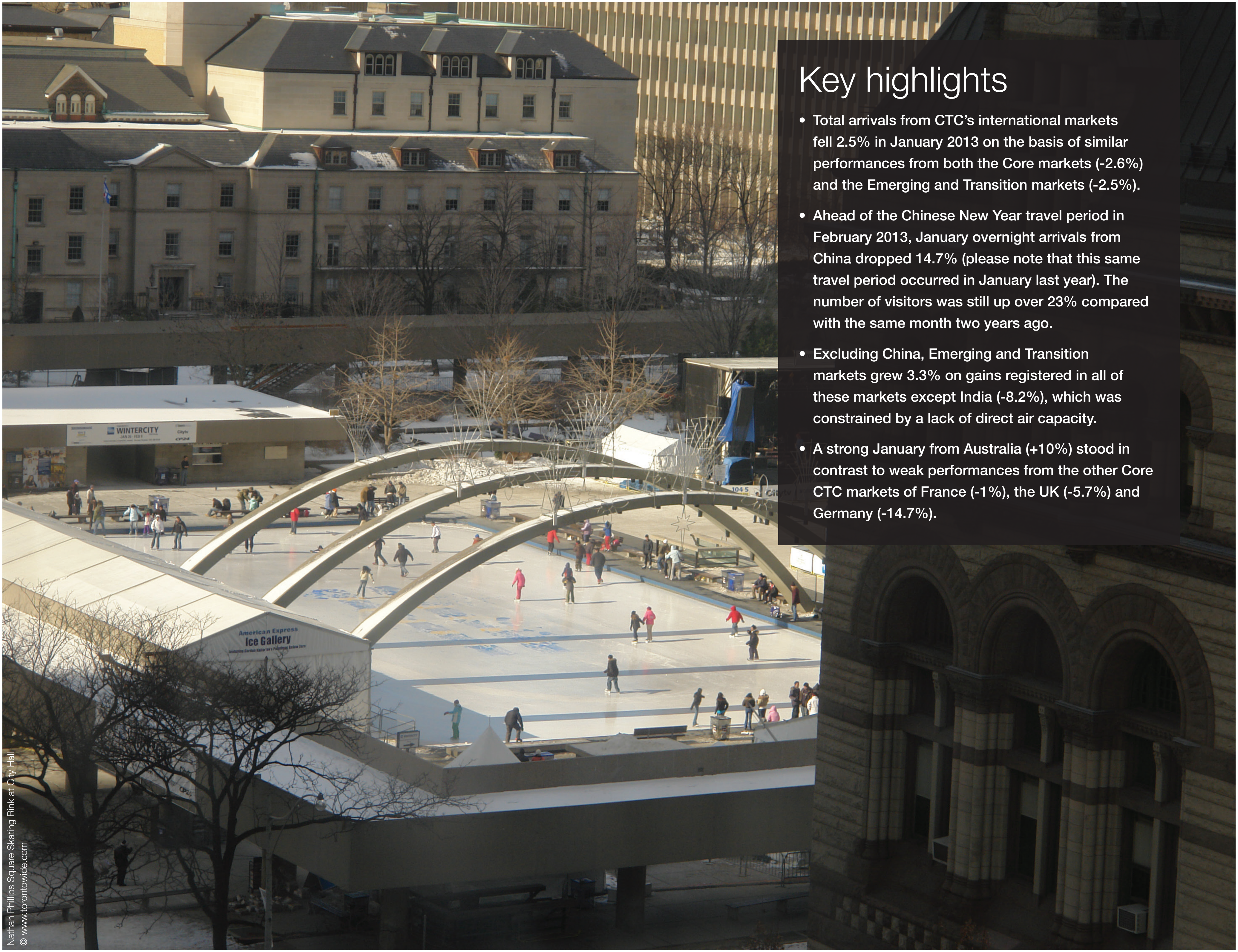


Nathan Phillips Square Skating Rink at City Hall

Key highlights

- Total arrivals from CTC's international markets fell 2.5% in January 2013 on the basis of similar performances from both the Core markets (-2.6%) and the Emerging and Transition markets (-2.5%).
- Ahead of the Chinese New Year travel period in February 2013, January overnight arrivals from China dropped 14.7% (please note that this same travel period occurred in January last year). The number of visitors was still up over 23% compared with the same month two years ago.
- Excluding China, Emerging and Transition markets grew 3.3% on gains registered in all of these markets except India (-8.2%), which was constrained by a lack of direct air capacity.
- A strong January from Australia (+10%) stood in contrast to weak performances from the other Core CTC markets of France (-1%), the UK (-5.7%) and Germany (-14.7%).

Tourism review Inbound highlights

Overnight trips to Canada

	Jan. 2013	13/12 Jan. % Change
United States		
Automobile	255,933	4.0
Plane	185,144	1.5
Other	36,733	8.4
US Total	**477,810**	**-3.3%**
Core Markets		
UK	25,569	-5.7
France	19,680	-1.0
Germany	10,146	-14.7
Australia	17,115	10.0
Core Total	**72,510**	**-2.6%**
Emerging/Transition Markets		
Japan	9,642	6.6
South Korea	9,451	4.2
Mexico	8,045	9.2
Brazil	8,398	3.0
China	16,346	-14.7
India	6,199	-8.2
Emerging/Transition Markets Total	**58,081**	**-2.5%**
CTC Overseas Key Markets	**130,591**	**-2.5%**
Other Overseas Countries	76,091	-5.9%
Total Non-US Countries	206,682	-3.8%
Total Countries	**684,492**	**1.1%**

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

International trips

- Canada welcomed approximately 684,500 international visitors during January 2013, an increase of 1.1% compared with January 2012.
- Despite a continued strong performance by Australia (+10%), overall arrivals from CTC's Core markets declined 2.6% to 72,510 overnight visitors in January.
- Total arrivals from CTC's Emerging and Transition markets (Japan, South Korea, Mexico, Brazil, China and India) fell 2.5% to 58,081 overnight visitors.

United States

- The US market recorded a modest increase (+3.3%) in overnight arrivals in January, primarily due to growth in arrivals by automobile (+4%).
- In January, five provinces recorded gains in border crossing arrivals by US visitors. Newfoundland and Labrador (+80.3%), Yukon (+25.3%) and British Columbia (+5.3%) saw the largest increases.

Core Markets

- Overnight arrivals from the UK (-5.7%) and Germany (-14.7%) continued to decline in January. Arrivals from France showed relative strength compared with the other European markets and declined only marginally (-1%).
- Australia recorded a strong 10% gain in January and helped limit the Core markets to an overall 2.6% decline in overnight arrivals.

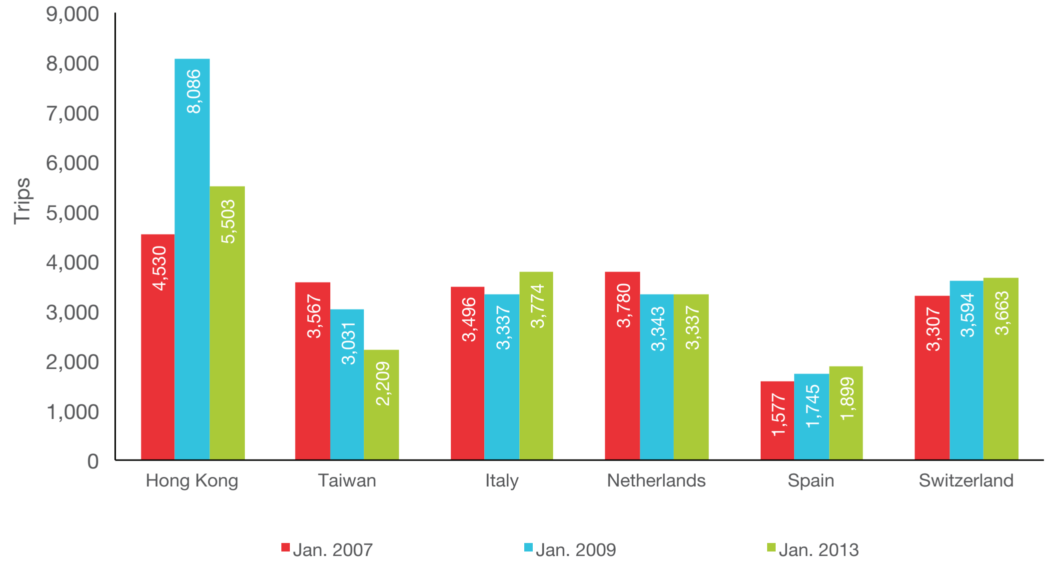
Emerging Markets

- Arrivals from Emerging and Transition markets declined 2.5% in January, led by a seasonal adjustment in arrivals from China (-14.7%) after a surge in travel last year during the Chinese New Year travel period. The holiday took place in January last year and in February this year.
- Excluding China, arrivals from Emerging and Transition markets grew 3.3% on strong gains in Mexico (+9.2%), Japan (+6.6%), South Korea (+4.2%) and Brazil (+3%).
- Overnight arrivals from India slid 8.2% in January. Non-stop air service was cut in June 2012, and overall seat capacity between the two countries continues to be a limiting factor in promoting travel to Canada.

Market Watch

- In January, strong gains in arrivals from Italy (+11.4%) stood in contrast to declines in other European markets, with arrivals from The Netherlands (-6.5%), Switzerland (-6.2%) and Spain (-1.4%) all down compared with the same period last year.
- Overnight arrivals in January from Hong Kong (-36.9%) and Taiwan (-36.7%) plummeted compared with 2012, when the popular travel period surrounding the Chinese New Year was in January. The holiday was in February this year.
- When compared with the results for January 2007, Hong Kong saw the largest gain in overnight arrivals (+21.5%), followed by Spain (+20.4%), Switzerland (+10.8%) and Italy (+8%). Taiwan and The Netherlands posted significant declines, down 38.1% and 11.7% respectively.

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

	Jan. 2013	13/12 Jan. % Change
Italy	3,774	11.4
Netherlands	3,337	-6.5
Spain	1,899	-1.4
Switzerland	3,663	-6.2
Hong Kong	5,503	-36.9
Taiwan	2,209	-36.7

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

Travel Characteristics Highlights (Q3-2012)

Overnight Travel Spending

	Trips '000	12/11 Q3 %	Spend $M	12/11 Q3 %	Average Trip Duration	12/11 Q3 %	Average Spend per Trip	12/11 Q3 %	Average Spend per Night	12/11 Q3 %
United States										
United States Leisure										
Automobile	2,873	2.2%	1,183	7.2%	4.1	0.7%	412	4.9%	99	4.2%
Plane	831	1.5%	698	-8.6%	6.7	-2.7%	840	-10.0%	126	-7.5%
Other	675	-2.8%	307	-2.3%	3.5	2.5%	454	0.5%	131	-1.9%
U.S. Leisure Total	4,379	1.3%	2,188	0.3%	4.5	0.0%	500	-1.0%	111	-1.0%
Total U.S. MC & IT	449	2.9%	395	1.6%	3.6	-4.0%	881	-1.2%	247	2.9%
Total U.S.	**4,828**	**1.4%**	**2,583**	**0.5%**	**4.4**	**-0.3%**	**535**	**-0.9%**	**121**	**-0.6%**
Overseas Key Markets										
Core Markets										
United Kingdom	230.1	-3.3%	285.2	-6.1%	12.8	-5.7%	1,239	-2.9%	97	2.9%
France	189.0	0.2%	257.3	-2.6%	16.1	4.3%	1,361	-2.8%	85	-6.8%
Germany	129.2	-3.9%	212.4	-4.0%	16.9	-7.2%	1,644	0.0%	97	7.7%
Australia	83.4	7.6%	149.5	13.2%	15.7	4.8%	1,792	5.2%	114	0.4%
Total Core Markets	631.7	-1.1%	904.3	-1.8%	15.0	-1.7%	1,432	-0.8%	95	1.0%
Emerging/Transition Markets										
Japan	77.1	-3.1%	145.8	-4.9%	14.0	-3.3%	1,891	-1.8%	135	1.5%
South Korea	51.2	4.3%	79.1	-5.2%	24.0	-10.5%	1,545	-9.1%	64	1.6%
Mexico	48.1	1.7%	71.8	4.4%	23.6	2.8%	1,493	2.7%	63	-0.1%
Brazil	29.6	-1.3%	62.6	5.4%	17.4	-11.6%	2,116	6.8%	122	20.9%
China	106.9	9.2%	209.9	17.4%	27.9	17.5%	1,963	7.5%	84	9.5%
India	51.9	-8.0%	58.1	-1.8%	24.1	-1.0%	1,120	6.7%	46	7.8%
Total Emerging/Transition Markets	364.8	1.2%	627.3	4.0%	21.1	-3.0%	1,720	2.8%	81	6.0%
Total Overseas Key Markets	**996.5**	**-0.2%**	**1531.7**	**0.5%**	**26.7**	**-2.3%**	**1,537**	**0.7%**	**57**	**3.1%**
Total International (Total US + Total Overseas)	**5,824**	**1.1%**	**4,115**	**0.5%**	**4.6**	**-3.6%**	**706**	**-0.6%**	**154**	**3.1%**

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

Overnight Travel Spending

- During Q3 2012, overall spending by international visitors (CTC target markets only) grew 0.5% to exceed $4.1 billion.
- Total travel spending by US visitors grew 0.5% to reach nearly $2.6 billion, largely driven by an increase in the total number of trips (+1.4%). Average spending per trip by US leisure travellers declined 1% to $500, while average spending by US MC&IT dropped to $881, down 1.2% compared with the same period last year.
- In Q3 2012, total spending by travellers from CTC's overseas key markets rose 0.5% to $1.5 billion, as a decline in spending from CTC Core markets (-1.8%) was offset by gains from CTC Emerging and Transition markets (+4%).
- Among CTC markets, only China (+17.4%), Australia (+13.2%), Brazil (+5.4%) and Mexico (+4.4%) saw increases in spending during Q3 2012.
- Travellers from the UK spent $285 million in Canada during the third quarter, the highest of any country. Visitors from France ($257 million) and Germany ($212 million) were also big spenders. The top Emerging and Transition market was China ($210 million).
- Brazilian travellers recorded the highest average spending per trip, reaching $2,116 (+6.8%) as they spent more per night ($122, +20.9%) despite not staying as long (average trip length 17.4 days, -11.6%) compared with Q3 2011. Visitors from China had the second-highest spending per trip ($1,963, +7.5%), although they stayed much longer (average trip length 27.9 days, +17.5%).

Competitive review (January – December 2012)**

International Travel (in thousands)

	Trips To:			
	Canada		Australia	
Trips From:		12/11 Change		12/11 Change
Total International	16,311.0	1.8%	6,145.5	4.6%
United States	11,854.0	2.2%	478.9	5.0%
Canada	…		120.0	2.0%
Core Markets				
United Kingdom	653.9	-3.8%	593.6	-2.4%
France	455.3	-0.8%	97.6	3.8%
Germany	311.7	-1.3%	154.8	0.6%
Australia	258.1	6.5%	…	…
Emerging/Transition Markets				
Japan	226.2	7.2%	353.9	6.4%
South Korea	140.0	-7.4%	196.8	-0.6%
Mexico[1]	141.9	7.3%	…	…
Brazil	93.6	6.4%	31.0	6.5%
China	288.3	18.3%	626.4	15.6%
India	146.7	5.3%	159.2	7.4%
Total Key Markets	**14,569.6**	**2.2%**	**2,812**	**4.9%**

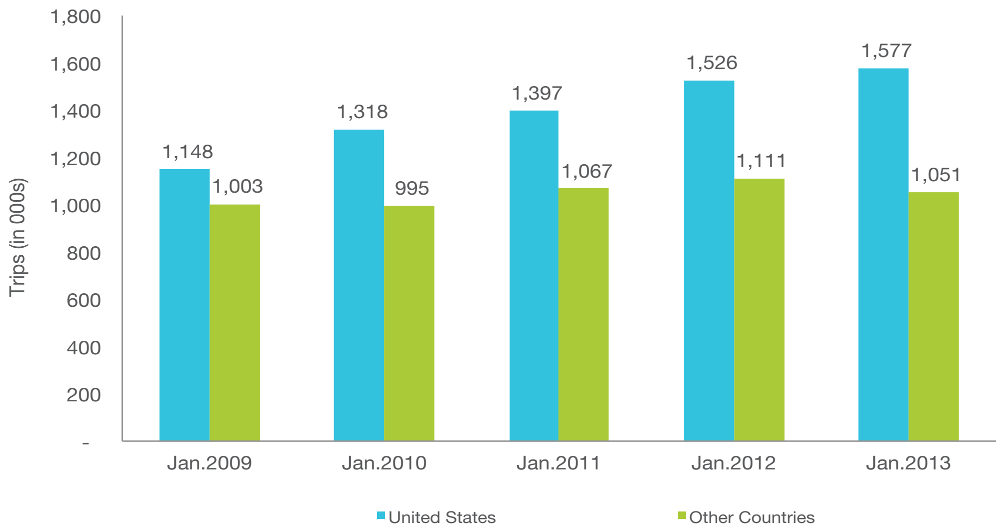
…Not applicable. or data not available.
[1] US figures for Mexico include arrivals to interior only.
Note: Statistics Canada preliminary figures.
Sources: Statistics Canada; Tourism Australia.

** US visitation data for December 2012 were not available due to a delay with the change in the entry process for US visitors.

- For all of 2012, Australia and Canada both registered growth in international arrivals, up 4.9% and 2.2% respectively compared with 2011.
- International visitor growth for Australia and Canada continued to be driven by their Emerging and Transition markets, with China posting the largest growth (+15.6% and +18.3%) followed by Japan (+6.4% and +7.2%).
- Arrivals from the UK to Australia (-2.4%) and Canada (-3.8%) declined in both countries. Visitor numbers from France to Canada were down 0.8%, while Australia saw a 3.8% increase in arrivals from France.
- Both Canada and Australia saw further deterioration in overnight arrivals from South Korea, down 7.4% and 0.6% respectively.
- Canada outperformed Australia in percentage growth in overnight arrivals from two CTC Emerging and Transition markets: Japan (+7.2%) and China (+18.3%).

Canadian outbound trips

Overnight trips by Canadians



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

- Canadian outbound travel declined marginally in January 2013, down 0.4% compared with the same period last year, to approximately 2.63 million trips.
- The number of Canadians visiting the US during the month of January grew 3.3% to nearly 1.58 million trips.
- Canadian overnight travel to overseas destinations registered a 5.4% decline to 1.05 million trips.
- In January, most Canadians re-entered the country from the US through Ontario (731,443 entries, +0.1%), followed by British Columbia (338,217 entries, +18%) and Quebec (244,745 entries, +0.8%).
- Ontario recorded the largest re-entry of Canadians from overseas countries in January 2013 (496,884 entries, -6.7%), followed by Quebec (252,620 entries, -6%) and British Columbia (150,334 entries, -1.6%).

Overnight trips by Canadians

	Jan. 2013	13/12 Dec. % Change
United States	1,576,622	3.3
Other Countries	1,051,259	-5.4
Total Trips from Canada	2,627,881	-0.4

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

Consumer outlook

Consumer confidence

- **Canada:** The Index of Consumer Confidence reversed three consecutive months of declines and rose 5.1 points to 83 (2002 = 100) in January. The index now stands at its highest point since June 2011.
- **USA:** The Conference Board Consumer Confidence Index® continued its decline and slid to 58.4 (1985=100) in January 2013, down 8.3 points from December.

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

Accommodations

Please note that at the time of publication, we were unable to update Canada's Accommodations Table as a result of PKF Consulting Inc.'s "Trends in the Canadian Hotel Industry National Market Report" not being available.

CTC Market Research & Evaluation