



Tourism Snapshot

A Monthly Monitor of the Performance of Canada's Tourism Industry

November 2017
Volume 13, Issue 11

KEY HIGHLIGHTS

- Year-to-date November 2017, Canada surpassed the cap of 19 million arrivals for this period of the year for the first time, welcoming almost 19.5 million overnight visitors. International tourist arrivals to Canada in 2017 are on track to exceed 20.8 million, surpassing the 2002 record peak of 20.1 million.
- In November 2017, overnight arrivals from Destination Canada's international markets increased 7.6% on the basis of double-digit growth from overseas markets and from US air (both +14.9%), while US Auto arrivals (0%) remained on par with the same month a year earlier. Similar to the previous month, double-digit growth characterized arrivals from Destination Canada's markets in Asia-Pacific (+19.5%) and Latin America (+67.2%), while Europe contracted (-2.7%) as gains from Germany (+13.8%) and France (+1.6%) were insufficient to compensate for a continued drop in arrivals from the UK (-12.5%).
- Year-to-date November 2017, Canada saw the largest increases in overnight arrivals originating from Destination Canada's ten overseas markets (+9.3%), from the US by air (+6.4%) and from the US by modes of transport other than air and auto (+10.1%). Meanwhile, US Auto arrivals (0%) over the first eleven months of 2017 remained on par with the same period in 2016.
- In November 2017, Destination Canada's Latin America region (+67.2%) registered its second highest growth performance since the beginning of 2017, increasing the region's year-to-date growth record to +42.6%. Both Mexico and Brazil continued to benefit from the replacement of the visa requirement with the eTA, which was introduced for Mexican citizens in December 2016 and for some Brazilian citizens in May 2017. A doubling of direct air capacity between Mexico City and Canada for a second consecutive month in November 2017 further supported growth in arrivals from Mexico.
- In November 2017, increases in direct air service to Canada were closely linked with arrivals from Destination Canada's overseas regions. With nearly double the number of seats available on flights to Canada (+97.9%), direct air arrivals from Latin America markets increased 146.3% over November 2016. A similar pattern was observed from Asia-Pacific markets (+10.5% in seat capacity, +14.9% in direct air arrivals). In Europe, a switch to larger planes resulted in more available seats (+3.8%) but fewer available flights (-1.6%), which was associated with a -3.3% contraction in direct air arrivals.

Note the following caveat from Statistics Canada associated with the November 2017 data: Data for Statistics Canada's Frontier Counts program are produced using administrative data received from the Canada Border Services Agency (CBSA) on all international travellers who have been cleared for entry or re-entry into Canada. This includes residents of Canada, the United States and overseas entering Canada from abroad.

In 2017, the CBSA began introducing the electronic Primary Inspection Kiosk (PIK) system at airports in Canada. The PIK system replaces the E-311 Declaration Cards that are completed by international travellers to Canada. As of the end of November, the PIK system was deployed at the following airports: Macdonald-Cartier, Ottawa (March 2017), Vancouver (April 2017), Toronto International Airport T3 (June 2017), Edmonton (September 2017), Halifax (October 2017), and Pierre-Elliott Trudeau, Montréal (November 2017).

While awaiting receipt of PIK data, Statistics Canada has prepared preliminary estimates for airports at which PIK has been deployed. These estimates are based on CBSA reports of total international travellers by airport, while the distribution between Canadian, US and travellers from individual overseas countries are modelled estimates based on historical data and trends, using methods similar to those used to do seasonal adjustment.

Statistics Canada recently reached an agreement with CBSA on access to this data, and the estimates for these airports, as well as the provincial and national totals to which they contribute, will be revised in the near future.

Note also that figures reported at the Douglas land port in BC were partly estimated and will be revised at a future date. Arrivals through PIK airports and Douglas land port accounted for 59% and 5% of total arrivals from Destination Canada's overseas markets in November 2017.

QUICK LINKS

Industry Performance Dashboard

	November 2017	YTD
✈ Overnight Arrivals¹		
Total International	↑ 8.6%	↑ 4.4%
11 DC Markets**	↑ 7.6%	↑ 4.4%
<i>United States</i>	↑ 6.0%	↑ 3.1%
10 Overseas Markets	↑ 14.9%	↑ 9.3%
Non-DC Markets	↑ 16.2%	↑ 4.1%
✈ Air Seat Capacity²		
Total International	↑ 1.9%	↑ 3.5%
11 DC Markets**	↑ 7.4%	↑ 6.5%
Non-DC Markets	↓ -1.8%	↑ 1.4%
🏠 National Hotel Indicators³		
Occupancy Rate*	↑ 2.4	↑ 1.8
Revenue Per Available Room (Revpar)	↑ 4.1%	↑ 4.9%
Average Daily Rate (ADR)	↑ 8.4%	↑ 7.9%

Notes:

The Industry Performance Dashboard figures are year-on-year variations.

* Percentage point variations.

** The 11 DC markets are US, France, Germany, UK, Australia, China, India, Japan, South Korea, Brazil and Mexico.

Sources:

1. Statistics Canada, Frontier counts, custom tabulations

2. IATA-Diio SRS Analyser

3. CBRE Hotels with reproduction and use of information subject to CBRE Disclaimer / Terms of Use as detailed at www.cbre.ca.

MARKET MONITOR SUMMARY

	Market	Overnight Arrivals ⁱ		Arrival YOY Variations (%)		Air Seat capacity ⁱⁱ		Local currency vs. CAD ⁱⁱⁱ	
		Nov. 2017	YTD 2017	Nov. 2017	YTD 2017	Nov. 2017	YTD 2017	Nov. 2017 Average	YTD Average
United States	United States	754,760	13,384,233	6.0%	3.1%	5.5%	3.8%	-5.0%	-1.9%
DC Europe	France	20,871	532,353	1.6%	4.8%	2.6%	2.7%	3.6%	-0.8%
	Germany	16,012	372,865	13.8%	5.7%	3.4%	10.0%	3.6%	-0.8%
	United Kingdom	28,503	748,033	-12.5%	-3.7%	4.7%	3.1%	1.1%	-7.7%
DC Asia-Pacific	Australia	14,588	338,170	4.3%	12.9%	-2.6%	30.2%	-3.8%	1.1%
	China	29,121	639,085	23.7%	11.3%	13.0%	26.5%	-1.7%	-4.2%
	India	15,504	235,452	33.1%	18.0%	35.6%	53.9%	-0.8%	1.1%
	Japan	16,913	287,626	-4.7%	0.2%	1.3%	7.4%	-8.5%	-5.5%
	South Korea	16,726	268,567	54.6%	16.6%	1.4%	17.5%	0.5%	0.2%
DC Latin America	Brazil	8,694	125,405	73.4%	22.0%	43.3%	-21.4%	-2.7%	7.4%
	Mexico	17,809	326,293	64.4%	52.5%	111.5%	70.0%	0.6%	-3.8%
Total 11 DC Markets		939,501	17,258,082	7.6%	4.4%				
Rest of the World		122,779	2,192,421	16.2%	4.1%				
Total International		1,062,280	19,450,503	8.6%	4.4%				

Sources:

- i. Statistics Canada, Frontier counts, custom tabulations
- ii. IATA-Diio SRS Analyser
- iii. Bank of Canada

Notes:

- i. Arrival figures are preliminary estimates and are subject to change.
- ii. Air seat capacity is the variation in the total number of seats on direct commercial scheduled flights during the current month and YTD relative to the same periods in the previous year.
- iii. The exchange rate variation is calculated on the average value of the Canadian dollar during during the current month and YTD relative to the same periods in the previous year.

UNITED STATES

US Arrivals to Canada

CURRENT MONTH:

+6.0% ↑ YOY



YTD:

+3.1% ↑ YOY

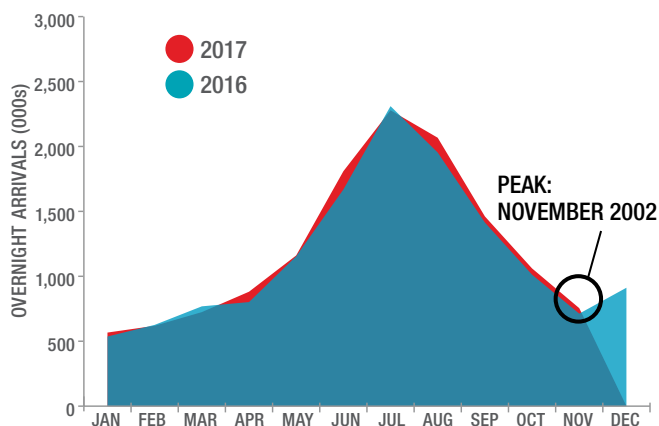
Overnight Arrivals

	Nov. 2017		YTD 2017	
	Arrivals	% YOY Variance	Arrivals	% YOY Variance
🚗 Automobile	407,340	0.0	7,456,399	0.0
✈️ Air	308,905	14.9	4,443,217	6.4
🚗 Other	38,515	7.9	1,484,617	10.1
US Total	754,760	6.0	13,384,233	3.1

Source: Statistics Canada, Frontier counts, custom tabulations.
Note: The figures are preliminary estimates and are subject to change.



Trend Plot: Total United States Arrivals



United States: Key Indicators

Air Seat Capacity ⁱ	November 2017	5.5%
	YTD	3.8%
Exchange Rate ⁱⁱ	November 2017	-5.0%
	YTD	-1.9%
Consumer Confidence Index (1985=100) ⁱⁱⁱ	November 2017	128.6
	Previous Month	126.2
YTD Arrival Peak ^{iv}	Previous Peak Year	2002
	Current % of Previous Peak	87.8%

Source:

i. IATA-Diio SRS Analyser, Year-on-year % variance.

ii. Bank of Canada, Year on year % variance.

iii. Consumer Confidence Index, the Conference Board (USA).

iv. Statistics Canada, Frontier counts, custom tabulations.

UNITED STATES

- US overnight arrivals to Canada recorded a fourth consecutive month of strong growth in November 2017, up 6.0% year-over-year. Arrivals by other modes of transport such as bus, train, and cruise (+14.9%), as well as strong gains in air arrivals (+7.9%), continued to power this growth, while auto arrivals remained on par with November 2016 (0.0% change).
- Year-to-date US arrivals were also up (+3.1%), with the strongest growth coming via other modes (+10.1%) and by air (+6.4%), and auto arrivals on par with the same period in 2016. US arrivals over the first eleven months of 2017 (13.4 million) were the highest recorded over this period since 2005.
- While the US dollar continued to struggle against the Canadian dollar (-5.0% in November, -1.9% YTD), the ongoing expansion of air capacity between Canada and the US (+5.5% in November, +3.8% YTD) helped the continued expansion in US air arrivals to Canada.
- Both for the month of November and year-to-date, the largest proportion of US overnight arrivals by vehicle¹ originated from New York (19.8% of November US auto arrivals, 18.1% YTD), Washington (18.2% in November, 14.7% YTD), and Michigan (12.6% in November, 11.4% YTD).
- Following a noticeable jump in October 2017, the consumer confidence index published by the US Conference Board climbed another 2.4 points to reach 128.6 in November 2017.

¹ States of origin information is based on Integrated Primary Inspection Lane data collected from US residents entering Canada in automobiles with license plate registered in the United States.

EUROPE

Europe Arrivals to Canada

CURRENT MONTH:

-2.7% ↓ YOY



YTD:

+1.0% ↑ YOY

Overnight Arrivals

	November 2017		YTD 2017	
	Arrivals	% YOY Variance	Arrivals	% YOY Variance
DC Europe	65,386	-2.7	1,653,251	1.0
United Kingdom	28,503	-12.5	748,033	-3.7
France	20,871	1.6	532,353	4.8
Germany	16,012	13.8	372,865	5.7
Other Europe	54,558	90.1	1,027,650	21.4
Italy	6,158	25.2	126,463	5.6
Netherlands	6,328	34.5	130,741	1.1
Spain	3,373	3.9	88,701	12.1
Switzerland	4,548	13.5	119,946	-1.9
Rest of Europe	34,151	13.0	561,799	4.5
Total Europe	119,944	5.0	2,680,901	2.1



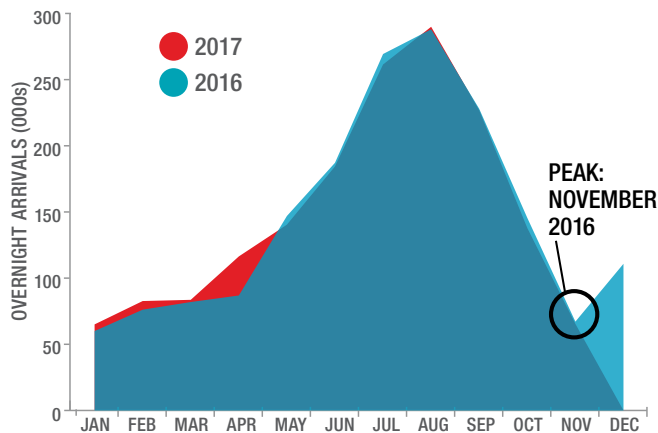
Source: Statistics Canada, Frontier counts, custom tabulations.
 Note: The figures are preliminary estimates and are subject to change.

DC Europe: Key Indicators

		France	Germany	United Kingdom
Air Seat Capacityⁱ	November 2017	2.6%	3.4%	4.7%
	YTD	2.7%	10.0%	3.1%
Exchange Rateⁱⁱ	November 2017	3.6%	3.6%	1.1%
	YTD	-0.8%	-0.8%	-7.7%
YTD Arrival Peakⁱⁱⁱ	Previous Peak Year	2016	1996	2007
	Current % of Previous Peak	104.8%	85.1%	88.3%

Sources:
 i. IATA-Diio SRS Analyser, Year-on-year % variance.
 ii. Bank of Canada, Year on year % variance.
 iii. Statistics Canada, Frontier counts, custom tabulations.

Trend Plot: Total DC Europe Arrivals



EUROPE

- November 2017 saw another month of decline in arrivals from Destination Canada's Europe region, which fell -2.7% compared to November 2016. This downward trend was once again due to the drop in visitation from the UK (-12.5%), which was not quite offset by a strong performance from Germany (+13.8%) and slight increase in arrivals from France (+1.6%) in November 2017.
- Year-to-date arrivals from this region, up +1.0% over the same period in 2016, hit a new year-to-date record for January-November arrivals. This steady progress was driven by arrivals from Germany (+5.7%) and France (+4.8%).
- November 2017 arrivals from France set new records both for the month of November (+1.6%) and year-to-date (+4.8%). Steady expansion of air capacity to Canada (+2.6% in November, +2.7% YTD) supported the increase in direct air arrivals from France (+5.8% in November, +7.1% YTD), which compared to other modes of entry in Canada drove growth from this market.
- Germany saw the biggest jump in monthly arrivals in November 2017 (+13.8%) among Destination Canada's Europe markets, also hitting a record for November arrivals. Germany also recorded the strongest growth in year-to-date arrivals (+5.7%) from the region. Arrivals from Germany increased across all modes of entry, both in November and year-to-date.
- Amid ongoing pessimism about the economic impact of Brexit, November 2017 was the seventh consecutive month of the decline in arrivals to Canada observed from the UK. Direct air capacity between the UK and Canada expanded in November (+4.7%), continuing the positive trend observed in October, but a relatively weak British pound (+1.1% in November, -7.7% YTD) decreased purchasing power in Canada.

DC Europe Arrivals by Port of Entry

- Year-to-date in 2017, 69.4% of visitors from Destination Canada's three European markets arrived by air directly from overseas, mainly via YYZ (36.4%) and YUL (31.5%).
- Overall direct air arrivals from Destination Canada's Europe region are up slightly year-to-date (+1.2%), while arrivals via the US by air (-2.1%) and by land (-1.8%) are slightly down.

		France	Germany	UK	
Air Arrivals from Overseas	YYZ	Arrivals	64,459	98,061	255,488
		YOY%	11.3%	2.3%	-6.0%
		% of Total	12.1%	26.3%	34.2%
	YVR	Arrivals	18,212	63,195	132,699
		YOY%	4.8%	14.4%	5.7%
		% of Total	3.4%	16.9%	17.7%
	YUL	Arrivals	272,107	41,071	47,831
		YOY%	9.8%	2.4%	-3.0%
		% of Total	51.1%	11.0%	6.4%
	YVC	Arrivals	3,327	21,855	64,438
		YOY%	-35.6%	-13.2%	-2.5%
		% of Total	0.6%	5.9%	8.6%
	All other airports	Arrivals	4,861	20,606	39,093
		YOY%	1.5%	9.5%	7.8%
		% of Total	0.9%	5.5%	5.2%
Subtotal	Arrivals	362,966	244,788	539,549	
	YOY%	7.1%	3.1%	-3.1%	
	% of Total	68.2%	65.7%	72.1%	
Air Arrivals via the US	All airports	Arrivals	137,586	55,850	107,153
		YOY%	4.0%	4.6%	-11.8%
		% of Total	25.8%	15.0%	14.3%
Sea Arrivals	All sea borders	Arrivals	2,041	31,153	45,140
		YOY%	-39.6%	47.9%	5.7%
		% of Total	0.4%	8.4%	6.0%
Land Arrivals via US	All land borders	Arrivals	29,893	40,890	56,179
		YOY%	-10.2%	1.1%	1.1%
		% of Total	5.6%	11.0%	7.5%
Total Overnight Arrivals		532,353	372,865	748,033	

Source: International Travel Survey, Table C, Statistics Canada.
Note: The figures are preliminary estimates and are subject to change.

ASIA-PACIFIC

DC Asia-Pacific Arrivals to Canada

CURRENT MONTH:

+19.5% ↑ YOY



YTD:

+11.2% ↑ YOY

Overnight Arrivals

	November 2017		YTD 2017	
	Arrivals	% YOY Variance	Arrivals	% YOY Variance
DC Asia-Pacific	92,852	19.5	1,768,900	11.2
Australia	14,588	4.3	338,170	12.9
China	29,121	23.7	639,085	11.3
India	15,504	33.1	235,452	18.0
Japan	16,913	-4.7	287,626	0.2
South Korea	16,726	54.6	268,567	16.6
Other Asia-Pacific	39,550	6.1	695,283	-0.3
Hong Kong	5,954	-15.2	136,476	-3.8
Taiwan	7,097	2.4	96,351	-0.2
Rest of Asia-Pacific	26,499	19.0	462,456	3.6
Total Asia-Pacific	132,402	16.2	2,464,183	8.3

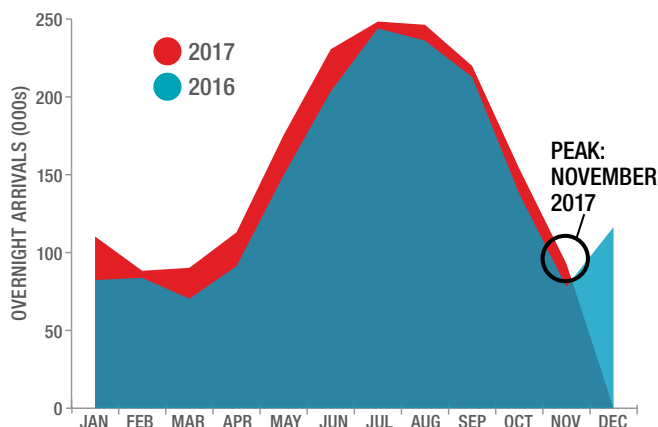


Source: Statistics Canada, Frontier counts, custom tabulations.
Note: The figures are preliminary estimates and are subject to change.

Asia-Pacific: Key Indicators

		Australia	China	India	Japan	South Korea
Air Seat Capacity ⁱ	November 2017	-2.6%	13.0%	35.6%	1.3%	1.4%
	YTD	30.2%	26.5%	53.9%	7.4%	17.5%
Exchange Rate ⁱⁱ	November 2017	-3.8%	-1.7%	-0.8%	-8.5%	0.5%
	YTD	1.1%	-4.2%	1.1%	-5.5%	0.2%
YTD Arrival Peak ⁱⁱⁱ	Previous Peak Year	2016	2016	2016	1996	2016
	Current % of Previous Peak	112.9%	111.3%	118.0%	46.6%	116.6%

Trend Plot: Total DC Asia-Pacific Arrivals



Sources:
i. IATA-Diio SRS Analyser, Year-on-year % variance.
ii. Bank of Canada, Year on year % variance.
iii. Statistics Canada, Frontier counts, custom tabulations.

- Led by impressive growth from South Korea (+54.6%), India (+33.1%), and China (+23.7%), arrivals to Canada from Destination Canada's Asia-Pacific region in November 2017 (+19.5%) set a new record for the month of November. Arrivals from Australia were also up (+4.3%), while Japan (-4.7%) lagged behind the rest of the region year-over-year.
- Year-to-date arrivals from the Asia-Pacific region also reached a new all-time peak (+11.2%). Four of the five markets recorded very strong, double-digit growth: India (+18.0%), South Korea (+16.6%), Australia, (+12.9%), and China (+11.3%). Arrivals from Japan (+0.2%) lagged behind the other markets but were still on par with the first eleven months of 2016.
- On their own, arrivals from four of the region's five markets - China, Australia, South Korea, and India, also set new arrivals records, both for the month of November and year-to-date November.
- While all five Asia-Pacific markets saw fairly weak currency exchange rates with Canada over this period, the greatest impact was observed in the continued downward trend in arrivals from Japan, which saw the strength of the Yen compared to the Canadian dollar fall -8.5% in November 2017 and -5.5% YTD compared with the same periods last year.
- Expanded air capacity to Canada from the Asia-Pacific region over the first eleven months of 2017, led by India (+53.9%), Australia (+30.2%), and China (+26.5%), supported this region's strong year-to-date growth – particularly in direct air arrivals, up +16.5% overall and from all five markets.

DC Asia-Pacific Arrivals by Port of Entry

- The increased direct air arrivals from Destination Canada's Asia-Pacific markets year-to-date mainly entered the country via YVR (50.2% share of direct air arrivals) and YYZ (41.3% share of direct air arrivals).
- From January to November 2017, four of the five Asia-Pacific markets recorded decreased arrivals via the US by land, with the exception of South Korea. Japan and China also recorded decreased arrivals via the US by air and by sea.

			Australia	China	India	Japan	South Korea
Air Arrivals from Overseas	YYZ	Arrivals	15,703	197,528	117,862	70,759	58,234
		YOY%	5.2%	11.2%	42.5%	5.3%	29.8%
		% of Total	4.6%	30.9%	50.1%	24.6%	21.7%
	YVR	Arrivals	107,175	238,603	26,646	115,958	70,220
		YOY%	36.1%	10.7%	10.5%	10.5%	-2.7%
		% of Total	31.7%	37.3%	11.3%	40.3%	26.1%
	YUL	Arrivals	2,556	34,880	9,461	1,672	912
		YOY%	7.0%	105.9%	11.9%	-16.6%	53.0%
		% of Total	0.8%	5.5%	4.0%	0.6%	0.3%
	YYC	Arrivals	1,338	12,271	8,094	15,725	1,722
		YOY%	-5.4%	100.0%	4.5%	-17.7%	-20.9%
		% of Total	0.4%	1.9%	3.4%	5.5%	0.6%
	All other airports	Arrivals	934	667	3,469	260	194
		YOY%	1.0%	0.2%	2.8%	0.1%	0.2%
		% of Total	0.3%	0.1%	1.5%	0.1%	0.1%
	Subtotal	Arrivals	127,706	483,949	165,532	204,374	131,282
		YOY%	29.8%	16.0%	31.2%	5.6%	9.4%
		% of Total	37.8%	75.7%	70.3%	71.1%	48.9%
Air Arrivals via the US	All airports	Arrivals	127,054	87,486	32,483	59,289	36,698
		YOY%	5.3%	-1.7%	8.9%	-7.8%	11.9%
		% of Total	37.6%	13.7%	13.8%	20.6%	13.7%
Sea Arrivals	All sea borders	Arrivals	47,652	15,247	9,608	4,387	5,512
		YOY%	18.9%	-2.4%	4.1%	-8.7%	23.9%
		% of Total	14.1%	2.4%	4.1%	1.5%	2.1%
Land Arrivals via US	All land borders	Arrivals	35,685	52,458	27,858	19,603	95,094
		YOY%	-11.4%	-0.3%	-19.4%	-17.5%	31.0%
		% of Total	10.6%	8.2%	11.8%	6.8%	35.4%
Total Overnight Arrivals			338,170	639,085	235,452	287,626	268,567

Source: International Travel Survey, Table C, Statistics Canada.
 Note: The figures are preliminary estimates and are subject to change.

LATIN AMERICA

DC Latin America Arrivals to Canada

CURRENT MONTH: **+67.2% ↑ YOY**



YTD: **+42.6% ↑ YOY**

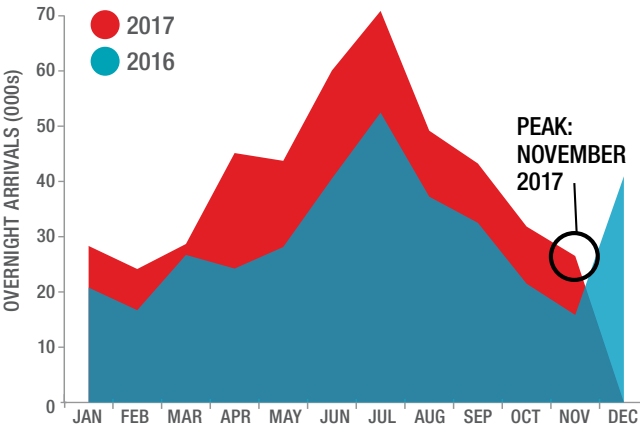
Overnight Arrivals

	November 2017		YTD 2017	
	Arrivals	% YOY Variance	Arrivals	% YOY Variance
DC Latin America	26,503	67.2	451,698	42.6
Brazil	8,694	73.4	125,405	22.0
Mexico	17,809	64.4	326,293	52.5
Other Latin America	18,847	24.7	335,049	9.4
Total Latin America	45,350	46.5	786,747	26.3

Source: Statistics Canada, Frontier counts, custom tabulations.
 Note: The figures are preliminary estimates and are subject to change.



Arrival Trend Plot – Total DC Latin America



DC Latin America: Key Indicators

		Brazil	Mexico
Air Seat Capacityⁱ	November 2017	43.3%	111.5%
	YTD	-21.4%	70.0%
Exchange Rateⁱⁱ	November 2017	-2.7%	0.6%
	YTD	7.4%	-3.8%
YTD Arrival Peakⁱⁱⁱ	Previous Peak Year	2015	2008
	Current % of Previous Peak	121.8%	131.7%

Sources:
 i. IATA-Diio SRS Analyser, Year-on-year % variance.
 ii. Bank of Canada, Year on year % variance.
 iii. Statistics Canada, Frontier counts, custom tabulations.

LATIN AMERICA

- Arrivals from Destination Canada's Latin America region set new records in November 2017, both for the month of November (+67.2%) and year-to-date (+42.6%), ahead of all other Destination Canada regions. Recent changes in eTA/visa requirements for both Mexico and Brazil have supported this region's strong growth in 2017.
- Already well ahead of its record 2016 annual arrivals, surpassed by August 2017, Mexico continued to break its own records in November 2017, reaching new arrivals peaks for the month of November (+64.4%) and for the first eleven months of the year (+52.5%). Direct air capacity between Mexico and Canada more than doubled in November (+111.5%), which supported particularly strong growth in direct air arrivals (+185.0% in November). A weaker Mexican Peso relative to the Canadian dollar (+0.6% in November, -3.8% YTD) did not appear to negatively affect travel to Canada.
- Brazil also observed another month of record arrivals to Canada. Having already surpassed 2016 annual arrivals by October 2017, arrivals from Brazil set new records for the month of November (+73.4%) and year-to-date (+22.0%). Direct air capacity to Canada expanded for a second consecutive month in November 2017 (+43.3%), but remained behind 2016 year-to-date (-21.4%). Meanwhile the purchasing power of the Real in Canada fell again in November (-2.7%), but remained ahead of 2016 year-to-date (+7.4%).

DC Latin America Arrivals by Port of Entry

- Mexico recorded increased arrivals via all modes of entry except by land via the US, which fell below 2016 both in November (-75.9%) and year-to-date (-10.6%).
- Brazil arrivals increased across all modes of entry. In November the strongest growth was observed in arrivals via the US by land (+91.7%), while year-to-date growth was similar for direct air arrivals (+24.5%), air arrivals via the US (+20.4%), and land arrivals via the US (+19.3%).
- YTD November 2017, 62.2% of visitors from both markets arrived by air directly from overseas, primarily via YYZ.

			Brazil	Mexico
Air Arrivals from Overseas	YYZ	Arrivals	60,844	99,073
		YOY%	23.1%	80.9%
		% of Total	48.5%	30.4%
	YVR	Arrivals	1,890	54,511
		YOY%	40.7%	44.5%
		% of Total	1.5%	16.7%
	YUL	Arrivals	2,449	51,866
		YOY%	47.3%	146.2%
		% of Total	2.0%	15.9%
	YYC	Arrivals	202	8,312
		YOY%	55.4%	174.3%
		% of Total	0.2%	2.5%
	All other airports	Arrivals	239	1,537
		YOY%	0.5%	1.3%
		% of Total	0.2%	0.5%
Subtotal	Arrivals	65,624	215,299	
	YOY%	24.5%	82.2%	
	% of Total	52.3%	66.0%	
Air Arrivals via the US	All airports	Arrivals	52,461	56,972
		YOY%	20.4%	42.4%
		% of Total	41.8%	17.5%
Sea Arrivals	All sea borders	Arrivals	2,555	12,893
		YOY%	3.6%	33.3%
		% of Total	2.0%	4.0%
Land Arrivals via US	All land borders	Arrivals	4,770	41,138
		YOY%	19.3%	-10.6%
		% of Total	3.8%	12.6%
Total Overnight Arrivals			125,405	326,293

Source: Statistics Canada, Frontier counts, custom tabulations, Table C.
Note: The figures are preliminary estimates and are subject to change.

COMPETITIVE REVIEW

January to November 2017		Trips To:			
		Canada		Australia	
Trips From:			YOY Change		YOY Change
Total International		19,450,503	4.4%	7,799,700	6.9%
United States		13,384,233	3.1%	686,900	9.7%
Canada		146,300	9.7%
Europe	United Kingdom	748,033	-3.7%	607,600	1.5%
	France	532,353	4.8%	113,600	0.9%
	Germany	372,865	5.7%	180,800	4.6%
Asia-Pacific	Australia	338,170	12.9%
	Japan	287,626	0.2%	392,100	4.4%
	South Korea	268,567	16.6%	269,100	7.7%
	China	639,085	11.3%	1,244,700	12.2%
	India	235,452	18.0%	268,600	15.3%
Latin America	Mexico	326,293	52.5%	9,600	21.5%
	Brazil	125,405	22.0%	47,600	19.0%
Total DC Key Markets		17,258,082	4.4%	3,966,900	8.4%

Sources:
 Statistics Canada, Frontier counts, custom tabulations.
 Australian Bureau of Statistics, Overseas Arrivals and Departures, cat. no. 3401.0.

- Canada welcomed more than 11 million additional international tourists compared to Australia over the first 11 months of 2017 (19.5 million vs. 7.8 million), though Australia continued to record slightly faster year-over-year growth (+6.9%) than Canada (+4.4%).
- From Destination Canada's 11 core international markets, Canada (17.3 million) welcomed more than four times more visitors than Australia (4.0 million), making up 89% of Canada's visitors and 49% of Australia's visitors year-to-date in 2017, though growth from these markets was nearly double for Australia (8.4% vs. 4.4% for Canada).
- This trend was particularly apparent with arrivals from Canada's primary market of the United States, where Canada (13.4 million) welcomed far more visitors from January to November 2017 than Australia (686,900), but also recorded slower growth (+3.1% to Canada, +9.7% to Australia).
- From Destination Canada's overseas regions, arrivals to Canada from Europe and Latin America continued to outpace Australia, while Australia received more visitors from Destination Canada's Asia-Pacific markets – particularly from Australia's primary market of China (1.2 million visitors to Australia, vs. 639,085 visitors to Canada).
- From January to November 2017, well over double the number of Australian tourists visited Canada (338,170, +12.9%) than Canadian tourists visited Australia (146,300, +9.7%).

INTERNATIONAL ARRIVALS BY PROVINCE OF ENTRY

Overnight Arrivals by Province of Entry January to November 2017

		Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Québec	Ontario
Total One or more nights	2017	66,803	2,518	244,806	343,714	2,897,445	9,136,745
	Variance YOY%	11.9%	-59.8%	13.1%	-2.4%	6.9%	4.3%
	Change YOY	7,119	(3,743)	28,293	(8,504)	186,996	376,952
US Residents by Automobile	2017	0	0	14,463	241,925	1,004,868	4,035,889
	Variance YOY%	0.0%	0.0%	22.9%	0.1%	0.9%	0.5%
	Change YOY	-	-	2,692	167	8,723	18,447
US Residents by Non-Automobile	2017	13,889	1,958	149,027	88,191	798,408	2,498,901
	Variance YOY%	35.2%	-52.5%	13.6%	-8.5%	10.0%	6.9%
	Change YOY	3,617	(2,168)	17,852	(8,222)	72,861	160,707
Residents from Other Countries	2017	52,914	560	81,316	13,598	1,094,169	2,601,955
	Variance YOY%	7.1%	-73.8%	10.5%	-3.2%	10.7%	8.2%
	Change YOY	3,502	(1,575)	7,749	(449)	105,412	197,798

Source: Statistics Canada, Frontier counts, custom tabulations.
Preliminary estimates subject to change.

Overnight Arrivals by Province of Entry January to November 2017

		Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	CANADA
Total One or more nights	2017	207,581	74,230	1,000,094	5,312,584	163,983	19,450,503
	Variance YOY%	3.2%	-6.8%	5.9%	3.3%	2.7%	4.4%
	Change YOY	6,392	(5,394)	55,394	169,831	4,334	817,670
US Residents by Automobile	2017	135,028	54,904	151,997	1,729,411	87,914	7,456,399
	Variance YOY%	5.5%	6.6%	1.0%	-2.6%	8.4%	0.0%
	Change YOY	7,014	3,382	1,551	(46,588)	6,800	2,188
US Residents by Non-Automobile	2017	64,032	17,088	544,762	1,697,202	54,376	5,927,834
	Variance YOY%	-1.1%	-33.3%	11.7%	7.0%	-4.9%	7.3%
	Change YOY	(704)	(8,537)	57,024	111,632	(2,805)	401,257
Residents from Other Countries	2017	8,521	2,238	303,335	1,885,971	21,693	6,066,270
	Variance YOY%	1.0%	-9.6%	-1.0%	5.9%	1.6%	7.3%
	Change YOY	82	(239)	(3,181)	104,787	339	414,225

- From January to November 2017, the largest proportion of international visitors to Canada crossed the border in Ontario (47.0%), followed by British Columbia (27.3%) and Quebec (14.9%).
- Following severe wildfires over the summer of 2017, British Columbia's US auto arrivals were still below 2016 levels year-to-date November 2017 (-2.6%); however, total international arrivals to the province were still up +3.3% year-over-year due to increased non-auto US visitors and overseas visitors.
- US auto arrivals to all other provinces were on par or ahead of 2016 levels over the first eleven months of 2017.

CANADIAN OUTBOUND TRAVEL

Overnight Trips by Canadians

	November 2017	YOY % Variance	Jan.- Nov. 2017	YOY % Variance
United States	1,471,503	4.7	18,837,573	4.6
Other Countries	877,384	8.4	11,837,613	7.2
Total Trips from Canada	2,348,887	6.1	30,675,186	5.6

Source: Statistics Canada, International Travel Survey.

Note: The figures are preliminary estimates and are subject to change.

- In line with recent trends, overnight trips by Canadians to international destinations continued to expand in November 2017, reaching 2,348,887 (+6.1%), with more Canadians travelling to both the US (+4.7%) and other international destinations (+8.4%).
- Year-to-date November 2017, Canadian outbound travel was up 5.6%, including +4.6% to the US and +7.2% to overseas destinations. Canadians returning from the US by air (+9.2%) outpaced those returning by automobile (+1.3%) and other modes of transport (+3.4%) from January through November 2017.
- The Canadian Consumer Confidence Index (published by the Conference Board of Canada) continued to improve following October's positive performance, gaining another 4.5 points to reach 121.1 in November 2017 – the second highest level since 2007.

ACCOMMODATION

Hotel Performance Indicators by Province

	Occupancy Rates				Average Daily Rate (ADR)				Revenue Per Available Room (RevPAR)			
	Nov. 2017	YOY [^] Variance	Jan.-Nov.	YOY [^] Variance	Nov. 2017	YOY % Variance	Jan.-Nov.	YOY % Variance	Nov. 2017	YOY % Variance	Jan.-Nov.	YOY % Variance
Alberta¹	54.1%	2.8	54.9%	1.4	\$130.08	-1.3%	\$130.60	-0.9%	\$70.34	4.1%	\$71.63	1.7%
British Columbia	59.3%	1.7	71.6%	2.1	\$141.04	5.4%	\$172.54	6.5%	\$83.66	8.4%	\$123.55	9.8%
Saskatchewan	57.3%	1.3	55.1%	0.3	\$120.25	-5.2%	\$119.76	-4.7%	\$68.88	-3.1%	\$66.03	-4.2%
Manitoba	67.5%	0.9	69.9%	5.7	\$123.41	2.5%	\$123.74	1.8%	\$83.25	3.9%	\$86.51	10.8%
Ontario	69.3%	2.7	70.7%	1.6	\$150.86	6.1%	\$155.65	6.4%	\$104.59	10.5%	\$110.08	8.8%
Quebec	66.0%	3.7	71.8%	2.5	\$153.94	5.9%	\$168.34	6.1%	\$101.58	12.3%	\$120.83	9.9%
New Brunswick	55.9%	1.2	62.6%	2.6	\$116.46	3.5%	\$122.00	4.3%	\$65.11	5.8%	\$76.43	8.8%
Nova Scotia	62.4%	2.4	69.4%	2.9	\$131.38	6.2%	\$142.33	8.1%	\$81.95	10.4%	\$98.77	12.9%
Newfoundland	56.5%	-4.2	65.0%	1.2	\$136.62	0.7%	\$145.81	-1.1%	\$77.26	-6.2%	\$94.83	0.7%
Prince Edward Island	48.2%	4.0	59.9%	1.0	\$116.93	10.4%	\$146.38	6.9%	\$56.40	20.2%	\$87.64	8.6%
Northwest Territories	76.0%	11.9	71.8%	2.6	\$130.53	-10.4%	\$141.94	-6.0%	\$99.17	6.2%	\$101.96	-2.5%
Yukon	61.9%	3.8	69.7%	0.5	\$123.52	4.2%	\$133.93	7.0%	\$76.50	11.1%	\$93.40	7.8%
Canada	62.4%	2.4	67.0%	1.8	\$142.82	4.1%	\$155.65	4.9%	\$89.13	8.4%	\$104.29	7.9%

Note: Based on the operating results of 247,228 rooms (unweighted data).

[^] Percentage points.

¹ Excluding Alberta resorts.

Source: CBRE Hotels with reproduction and use of information subject to CBRE Disclaimer / Terms of Use as detailed at www.cbre.ca.

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- The National Occupancy Rate gained another 2.4 points in November 2017 over November 2016, currently sitting at 62.4%. At the provincial level, Northwest Territories (76.0%), Ontario (69.3%), and Manitoba (67.5%) reported the highest occupancy rates in November, while Prince Edward Island (48.2%), Alberta (54.1%), and New Brunswick (55.9%) reported the lowest occupancy rates. The strongest year-over-year growth in occupancy for the month of November was observed in Northwest Territories, Prince Edward Island, and Yukon.
- From January to November 2017, the National Occupancy Rate was up 1.8 points over the same period in 2016, at 67.0%. The provinces with the highest occupancy rates were Northwest Territories (71.8%), Quebec (71.8%), and British Columbia (71.6%), with the strongest year-over-year growth reported from Manitoba, Nova Scotia, Northwest Territories, and New Brunswick.

Year-to-date the lowest occupancy rates were found in Alberta (54.9%), Saskatchewan (55.1%), and Prince Edward Island (59.9%).

- British Columbia, Quebec, and Ontario – the three provinces with the highest international arrivals year-to-date in 2017 – recorded the highest average daily rates (ADR) for November and year-to-date 2017. In November, Prince Edward Island, Nova Scotia, and Ontario saw the strongest year-over-year growth, while year-to-date the biggest increases came from Nova Scotia, Yukon, and Prince Edward Island.
- British Columbia, Quebec, and Ontario also recorded the highest revenue per available room (RevPar) year-to-date November 2017, while for the month of November it was Ontario, Quebec, and Northwest Territories.

ACCOMMODATION

Hotel Performance Indicators by Property Type

	Occupancy Rates				Average Daily Rate (ADR)			
	Nov. 2017	YOY [^] Change	Jan.- Nov.	YOY [^] Variance	Nov. 2017	YOY Variance	Jan.- Nov.	YOY Variance
Property Size								
Under 50 rooms	46.0%	3.1	53.9%	3.0	\$103.44	5.3%	\$113.51	4.2%
50-75 rooms	55.2%	2.9	61.2%	2.6	\$106.93	3.3%	\$118.39	2.8%
76-125 rooms	60.3%	2.5	65.0%	2.4	\$122.13	2.2%	\$131.35	2.7%
126-200 rooms	62.8%	2.1	67.7%	1.5	\$134.59	4.7%	\$142.40	5.5%
201-500 rooms	67.2%	3.1	70.2%	1.4	\$168.83	5.0%	\$184.05	6.2%
Over 500 rooms	70.8%	-0.3	75.8%	0.4	\$196.43	5.2%	\$232.26	7.7%
Total	62.4%	2.4	67.0%	1.8	\$142.82	4.1%	\$155.65	4.9%
Property Type								
Limited Service	57.8%	3.0	62.0%	2.5	\$112.79	2.9%	\$118.64	3.4%
Full Service	66.5%	2.1	69.7%	1.4	\$157.92	5.1%	\$169.06	6.0%
Suite Hotel	72.1%	1.5	75.6%	0.8	\$146.61	2.3%	\$160.05	3.1%
Resort	43.5%	2.9	64.5%	2.0	\$174.91	4.8%	\$239.64	6.5%
Total	62.4%	2.4	67.0%	1.8	\$142.82	4.1%	\$155.65	4.9%
Price Level								
Budget	54.4%	2.1	61.0%	2.8	\$96.56	8.0%	\$103.66	7.3%
Mid-Price	63.9%	2.5	67.7%	1.5	\$137.40	2.7%	\$147.31	3.8%
Upscale	66.5%	1.8	72.4%	1.6	\$217.79	3.6%	\$254.65	5.6%
Total	62.4%	2.4	67.0%	1.8	\$142.82	4.1%	\$155.65	4.9%

Note: Based on the operating results of 237,545 rooms (unweighted data).
[^] Percentage points.

- As seen throughout 2017, occupancy rates and ADR increased by property size, both for November 2017 and year-to-date 2017. The largest properties (500+ rooms) recorded occupancy rates of 70.8% in November and 75.8% YTD, with an ADR of \$196.43 in November and \$232.26 YTD. However, those large properties also saw little improvement over 2016 occupancy rates compared to smaller properties (-0.3 in November, +0.4 YTD).
- Suite hotels recorded the highest occupancy rates in November 2017 (72.1%) and year-to-date (75.6%), but slower year-over-year growth than other property types. The highest ADR was found at resorts in November (\$174.91) and year-to-date (\$239.64).
- Upscale properties continued to report higher occupancy rates (66.5% in November, 72.4% YTD) and ADR (\$217.79 in November, \$254.65 YTD) than budget and mid-price properties.