



# Tourism Snapshot

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





## Key highlights

In April 2012, CTC's key overseas markets registered a 1.4% drop in overnight arrivals compared to 2011. The gains recorded in the emerging/transition markets (+5.4%) were offset by the losses incurred in the core markets (-5.3%).

The Easter period combined with continued economic uncertainties in the Eurozone could have contributed to softening arrivals from the UK (-12.3%) and Germany (-5.2%).

Registering double digit gains were China (+25.8%) with a twenty seventh consecutive monthly increase since January 2010 and India (+24.5%).

Following a strong recovery in the first quarter in 2012, overnight arrivals from Japan contracted 3% in April; Likewise Mexican arrivals slipped 4.6% after a thirteenth consecutive monthly increase.

Brazil's arrivals returned into positive territory (+9.3%), while South Korea continued to struggle maintaining its downward trend with an 18.5% decline.

Year to date April 2012, key overseas CTC markets were up 7.3% with both the core and emerging/transition markets registering growth of +3.2% and +13.9%, respectively. Likewise, overnight trips from the US grew 4.7% during the first four months in 2012.



# Tourism review Inbound highlights

## Overnight trips to Canada

	Apr. 2012	12/11 Apr. % Change	Jan. - Apr. 2012	Year-to-date % Change
<b>United States</b>				
Automobile	420,117	-0.7	1,312,581	3.3
Plane	244,077	8.3	852,498	5.2
Other	52,950	15.1	159,078	13.6
<b>US Total</b>	<b>717,144</b>	<b>3.2</b>	<b>2,324,157</b>	<b>4.7</b>
<b>Core Markets</b>				
UK	40,784	-12.3	139,217	-0.9
France	30,501	3.0	102,511	3.8
Germany	17,415	-5.2	57,983	11.6
Australia	13,090	0.3	49,926	4.8
<b>Core Total</b>	<b>101,790</b>	<b>-5.3%</b>	<b>349,637</b>	<b>3.2%</b>
<b>Emerging/ Transition Markets</b>				
Japan	12,257	-3.0	52,158	20.2
South Korea	7,728	-18.5	32,337	-10.6
Mexico	12,079	-4.6	37,358	13.8
Brazil**	5,381	9.3	23,218	10.3
China	15,997	25.8	59,923	25.9
India**	11,792	24.5	33,263	17.8
<b>Emerging/ Transition Total</b>	<b>65,234</b>	<b>5.4%</b>	<b>238,257</b>	<b>13.9%</b>
<b>Overseas Key Markets</b>	<b>167,024</b>	<b>-1.4%</b>	<b>587,894</b>	<b>7.3%</b>
Other Overseas Countries	114,823	2.0%	365,043	7.0%
Non-US Countries	281,847	0.0%	952,937	7.1%
<b>Total Countries</b>	<b>998,991</b>	<b>2.3%</b>	<b>3,277,094</b>	<b>5.4%</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 998,991 international visitors during the month of April 2012, a 2.3% increase compared over the same month in 2011;
- In contrast, overnight arrivals from CTC's core markets (the UK, France, Germany and Australia) contracted 5.3% in April, dropping to 101,790 arrivals;
- Overnight trips to Canada from CTC's emerging/ transition markets (Japan, South Korea, Mexico, Brazil, China and India) grew by 5.4%, reaching 65,234 trips.

## United States

- In April, the number of overnight arrivals from the US grew 3.2%. While travel by plane and other modes of transportation increased 8.3% and 15.1% respectively, auto travel edged down 0.7%;
- Year to date April, overnight trips to Canada by US residents increased 4.7%, reaching 2.3 million arrivals;
- In April, Ontario captured the greatest number of arrivals by US visitors with 381,299 entries followed by British Columbia (163,808 entries) and Québec (109,760 entries).

## Core Markets

- Australia's performance eased in April with a slight increase of 0.3% over last year, while French arrivals edged up 3.0%;
- Germany lost momentum posting a 5.2% drop in April after five consecutive monthly increases. Likewise, the UK experienced a 12.3% decrease in arrivals after increases in both February and March over 2011;
- Year to date April saw overnight arrivals from CTC's core markets grow 3.2%, with the largest growth from Germany (+11.6%) followed by Australia (+4.8%).

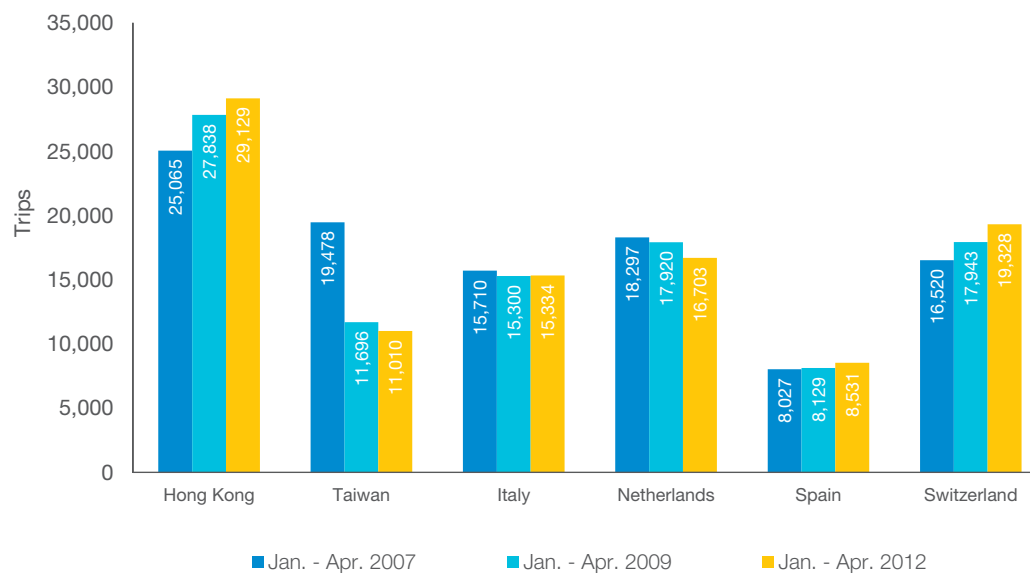
## Emerging/ Transition Markets

- Recording a twenty seventh consecutive monthly increase since January 2010, China maintained its upward trend with a 25.8% gain in April. Likewise, India registered double-digit growth of 24.5%;
- Brazil returned to positive territory recording a 9.3% increase in April over 2011, while South Korea maintained its downward trend with an 18.5% decline;
- Following a strong recovery over the first quarter of 2012, overnight arrivals from Japan contracted 3% in April. Likewise Mexican arrivals slipped 4.6% after thirteen consecutive monthly increases;
- Year to date April, the number of overnight trips from CTC's emerging/transition markets grew 13.9%, largely driven by increases from China, (+25.9%), Japan (+20.2%), India (+17.8%) and Mexico (+13.8%).

## Market Watch

- Among the selected European markets, Netherland registered a 7.2% gain in April 2012, while Spain, Switzerland and Italy posted decreases, down 15.3%, 7.2% and 0.1% respectively;
- In April, Taiwan experienced a 8.5% increase, while arrivals from Hong Kong contracted 8.6%;
- As of year to date April 2012, Spain posted growth of 9.7% followed by Taiwan (+6.7%) and Italy (+5.0%);
- When compared to year-to-date results for April 2007, Switzerland saw the largest gain (+17.0%) in overnight arrivals to Canada while Taiwan experienced the most significant drop (-43.5%).

## 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

	Apr. 2012	12/11 Apr. % Change	Jan. - Apr. 2012	Year-to-date % Change
Italy	4,926	-0.1	15,334	5.0
Netherlands	5,826	7.2	16,703	1.4
Spain	2,265	-15.3	8,531	9.7
Switzerland	6,228	-7.2	19,328	3.8
Hong Kong	7,523	-8.6	29,129	2.1
Taiwan	3,299	8.5	11,010	6.7

# Travel Characteristics Highlights (Q4-2011)

## Overnight Travel Spending

	Trips '000	11/10 Q4 %	Spend \$M	11/10 Q4 %	Average Trip Duration	11/10 Q4 %	Average Spend per Trip	11/10 Q4 %	Average Spend per Night	11/10 Q4 %
United States										
United States Leisure										
Automobile	1,141	-0.6%	411.0	7.6%	3.3	5.7%	360	8.2%	111	2.4%
Plane	411	-9.1%	328.6	-2.8%	6.0	0.5%	800	7.0%	134	6.4%
Other	163	7.2%	57.7	19.2%	2.6	6.0%	355	11.2%	138	4.9%
U.S. Leisure Total	1,714	-2.1%	797	3.8%	3.8	2.1%	465	6.0%	121	3.8%
Total U.S. MC & IT	401	-2.1%	302	-0.3%	3.0	6.6%	754	1.9%	251	-4.5%
<b>Total U.S.</b>	<b>2,115</b>	<b>-2.1%</b>	<b>1,100</b>	<b>2.6%</b>	<b>3.7</b>	<b>2.8%</b>	<b>520</b>	<b>4.8%</b>	<b>141</b>	<b>2.0%</b>
Overseas Key Markets										
Core Markets										
United Kingdom	111.1	2.8%	131.4	0.0%	15.0	-2.6%	1,183	-2.7%	79	-0.1%
France	71.2	10.2%	80.5	7.2%	17.9	-3.1%	1,131	-2.8%	63	0.4%
Germany	41.2	3.0%	51.6	1.7%	17.3	-2.2%	1,252	-1.3%	72	0.9%
Australia	36.1	-18.5%	78.4	-13.6%	21.4	-4.9%	2,170	6.1%	101	11.5%
<b>Total Core Markets</b>	<b>259.6</b>	<b>1.0%</b>	<b>341.9</b>	<b>-1.7%</b>	<b>17.1</b>	<b>-4.0%</b>	<b>1,317</b>	<b>-2.7%</b>	<b>77</b>	<b>1.3%</b>
Emerging/ Transition Markets										
Japan	42.8	-9.3%	55.5	-2.5%	12.3	-3.9%	1,298	7.5%	105	11.8%
South Korea	24.5	-13.7%	37.4	-22.3%	27.3	-10.1%	1,527	-9.9%	56	0.2%
Mexico	20.0	2.6%	31.8	2.7%	19.8	0.7%	1,591	0.2%	80	-0.5%
Brazil	14.1	2.2%	24.6	0.4%	18.1	-1.5%	1,745	-1.8%	97	-0.3%
China	51.0	29.8%	99.1	36.3%	27.9	-6.1%	1,944	5.0%	67	7.0%
India	31.4	22.2%	27.4	18.9%	21.7	1.7%	873	-2.7%	40	-4.4%
<b>Total Emerging/ Transition Markets</b>	<b>183.8</b>	<b>5.7%</b>	<b>275.9</b>	<b>7.6%</b>	<b>21.9</b>	<b>-0.5%</b>	<b>1,501</b>	<b>1.8%</b>	<b>69</b>	<b>2.3%</b>
<b>Total Overseas Key Markets</b>	<b>443.4</b>	<b>2.9%</b>	<b>617.8</b>	<b>2.2%</b>	<b>29.0</b>	<b>-3.4%</b>	<b>1,393</b>	<b>-0.7%</b>	<b>48</b>	<b>2.8%</b>

Source: Statistics Canada, International Travel Survey, preliminary estimates

## Overnight Travel Spending

- During the fourth quarter 2011, overall travel spending by US visitors grew by 2.6% to \$1.1 billion, largely driven by spending increases among US leisure travellers (+3.8%). Average spend per trip by US leisure travellers increased by 6.0% to \$465, however the average by US MC & IT was significantly higher than that of US leisure travellers at \$754;
- In Q4 2011, total spending by travellers from CTC's overseas key markets grew by 2.2% to \$617.8 million. China recorded the largest increase (+36.3%) in overnight travel spending followed by India (+18.9%);
- UK travellers outspent other key overseas markets with total spending of \$131.4 million. China made the second largest spending (\$99.1M) in Canada followed by France (\$80.5M) and Australia (\$78.4M) during the fourth quarter 2011;
- Australian travellers recorded the highest average spending per trip, reaching \$2,170 (+6.1%) with China posting the second highest level at \$1,944 (+5.0%).

# Competitive review (January - March 2012)

## International Travel (in thousands)

Trips From:	Trips To:					
	Canada		United States		Australia	
		12/11 Change		12/11 Change		12/11 Change
<b>Total International</b>	2,252	7%	14,094	10%	1,601	4%
United States	1,581	5%	...	...	129	3%
Canada	...		4,914	7%	39	3%
<b>Core Markets</b>						
United Kingdom	98	5%	769	10%	195	3%
France	72	4%	267	4%	26	3%
Germany	41	21%	373	22%	45	-2%
Australia	37	7%	214	13%	...	...
<b>Emerging/ Transition Markets</b>						
Japan	40	30%	918	9%	98	6%
South Korea	25	-8%	300	12%	57	1%
Mexico <sup>1</sup>	25	25%	3,042	9%	...	...
Brazil	18	11%	412	20%	8	1%
China	44	26%	313	44%	199	11%
India	21	14%	141	14%	39	5%
<b>Total Key Markets</b>	<b>2,002</b>	<b>6%</b>	<b>11,662</b>	<b>9%</b>	<b>836</b>	<b>5%</b>

...Not applicable. or data not available.

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

Note: Statistics Canada preliminary figures.

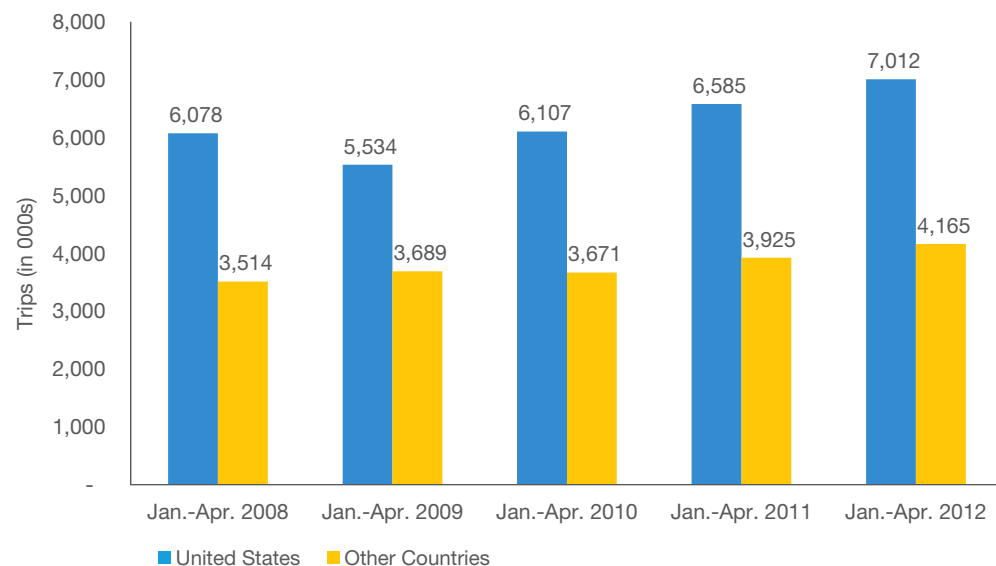
Sources: Statistics Canada; Tourism Australia, ITA Office of Travel and Tourism Industries (USA).

- Year to date March, total international travel to the US grew 10%; likewise Canada and Australia registered growth in international arrivals, up 7% and 4%, respectively;
- Canada outperformed the US (+9.0%) and Australia (+6.0%) in overnight arrivals from Japan, posting a 30% increase;
- Canada experienced stronger growth in overnight arrivals from Mexico, up 25% compared to the US at 9%;
- The US experienced a 10% increase in overnight arrivals from the UK, outperforming both Canada (+5%) and Australia (+3%);
- Although Canada and Australia recorded gains in arrivals from China, up 26% and 11% respectively, the US outperformed both competitors with an impressive 44% increase;
- Australia saw a 2% decrease in arrivals from Germany, while the US and Canada posted gains of 22% and 21% respectively;
- The US saw a 12% increase in overnight arrivals from South Korea, while Canada experienced a 8% drop;
- The US posted a notable 20% increase in visitation from Brazil, outperforming both Canada (+11%) and Australia (+1%).



# Canadian outbound trips

## Overnight trips by Canadians



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

- In April 2012, Canadian outbound travel grew 4.0% to 3.0 million overnight trips;
- The number of Canadians visiting the US during April 2012 increased by 3.2% compared to the same month last year, reaching over 2 million trips;
- Canadian overnight travel to overseas destinations (excluding the US) grew by 5.7%, reaching 945,951 trips;
- Year to date April, outbound trips by Canadians grew 6.3%, reaching almost 11.2 million overnight trips;
- In April 2012, the largest re-entry of Canadians from the US occurred through Ontario, with 908,718 entries, followed by British Columbia (392,577 entries) Québec (307,456 entries) and Alberta (210,340 entries);
- The largest re-entry of Canadians from overseas markets (exclude the US) were recorded at Ontario port of entries (426,744 entries), followed by Québec (219,926 entries) and British Columbia (132,141 entries).

## Overnight trips by Canadians

	Apr. 2012	12/11 Apr. % Change	Jan. - Apr. 2012	Year-to-date % Change
United States	2,011,274	3.2	7,011,921	6.5
Other Countries	945,951	5.7	4,165,411	6.1
<b>Total Trips from Canada</b>	<b>2,957,225</b>	<b>4.0</b>	<b>11,177,332</b>	<b>6.3</b>

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

# Consumer outlook

## Consumer confidence

- **Canada:** Following three consecutive increases, the Index of Consumer Confidence reversed course in April. Driven lower by strongly negative responses to the question on future job prospects and to a partial reversal of last month's improved outlook on the major purchases question, the index now stands at 75.0 (2002 = 100), 4.5 points lower than in March.
- **USA:** After declining slightly in March, the Conference Board **Consumer Confidence Index**® sat virtually unchanged in April at 69.2 (1985=100) compared to March (69.5).

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

## Accommodations

- In April 2012, the national occupancy rate edged up by 0.6 points over the previous year to 57.3%. Newfoundland posted the largest increase (+4.3 points) followed by Alberta (+3.7 points) and British Columbia (+1.3 points);
- Year-to-date April, the national occupancy rate grew by a moderate 1.4 points, reaching 55.4%. Alberta registered the largest increase (+4.0 points) followed by Newfoundland (+3.7 points);
- Year to date April, the National Average Daily Rate grew to \$123.86, up 2.2% compared with the same period in 2011. Northwest Territories, Québec, Alberta, Saskatchewan, Newfoundland and British Columbia posted rates higher than the average Daily Rate;
- During the first four months of 2012, the average Revenue per Available Room (RevPAR) was \$68.65 (up 4.8%) with Newfoundland posting the strongest growth (+13.2%) followed by Alberta (+10.9%).

### Canadian Occupancy Rates, By Province\*

	Apr. 2012	12/11 Change <sup>^</sup>	Jan.-Apr. 2012	Year-to-date Change <sup>^</sup>
Alberta <sup>1</sup>	62.6	3.7	62.1	4.0
British Columbia	57.4	1.3	53.6	1.8
Saskatchewan	67.5	-0.4	65.5	1.0
Manitoba	58.6	-3.5	60.8	0.2
Ontario	56.4	-0.5	54.2	0.3
Quebec	54.8	0.5	54.5	0.9
New Brunswick	48.4	-0.2	47.2	0.5
Nova Scotia	54.6	-0.5	51.4	-0.4
Newfoundland	63.4	4.3	57.9	3.7
Prince Edward Island	37.2	-9.2	36.7	-4.0
Northwest Territories	55.7	-2.8	64.5	-0.1
Yukon	55.5	0.2	60.9	-1.9
<b>Canada</b>	<b>57.3</b>	<b>0.6</b>	<b>55.4</b>	<b>1.4</b>

\* Note: Based on the operating results of 219,114 rooms (unweighted data).

<sup>^</sup> Percentage points.

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

Source: PKF Consulting Inc. with reproduction and use of information subject to PKF Disclaimer and Restrictions as detailed at [www.pkfcanada.com](http://www.pkfcanada.com).

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