



Tourism Snapshot

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

Key highlights

- Total arrivals from CTC's international markets rose 1.3% in November 2012, as a moderate slowdown in Core Markets (-0.8%) was more than offset by gains in the Emerging and Transition Markets (+5%).
- A record high November turnaround in France (+8%) and continued strength in Australia (+8.9%) stood in contrast to poor performances in the UK (-8.2%) and Germany (-4.3%).
- November arrivals from Brazil soared 64.8% to 5,675 visitors, surpassing the 5,501 visitors from Mexico, which also rose 3.9%. Strong Brazil arrivals were recorded in BC (+76%), Ontario (+73%), and Québec (+25%).
- Year-to-date November 2012, key CTC overseas markets recorded an overall gain (+1.9%), as growth in China (+18.6%), Japan (+7.4%), India (+6.0%), Mexico (+8.1%), and Brazil (+7.2%) outpaced losses in South Korea (-8.1%) and CTC Core Markets (-1.3%).

Tourism review Inbound highlights

Overnight trips to Canada

	Nov. 2012	12/11 Nov. % Change	Jan. - Nov. 2012	Year-to-date % Change
United States				
Automobile	348,711	4.6	6,483,144	2.7
Plane	207,507	-3.5	3,273,435	1.9
Other	33,787	-1.3	1,347,394	1.3
US Total	590,005	1.2%	11,103,973	2.3%
Core Markets				
UK	23,137	-8.2	606,506	-4.2
France	16,952	7.9	426,649	-0.9
Germany	10,391	-4.3	298,207	-1.3
Australia	9,905	8.9	234,759	6.1
Core Total	60,385	-0.8%	1,566,121	-1.3%
Emerging/Transition Markets				
Japan	10,516	3.5	213,237	7.4
South Korea	6,759	-3.2	129,503	-8.1
Mexico	5,501	3.9	131,235	8.1
Brazil	5,675	64.8	84,424	7.2
China	14,226	2.6	269,242	18.6
India	6,520	-8.3	136,630	6.0
Emerging/Transition Markets Total	49,197	5.0%	964,271	7.7%
CTC Overseas Key Markets	109,582	1.7%	2,530,392	1.9%
Other Overseas Countries	81,620	2.0%	1,619,716	-1.2%
Total Non-US Countries	191,202	1.8%	4,150,108	0.7%
Total Countries	781,207	1.4%	15,254,081	1.8%

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

International trips

- Canada received approximately 781,000 international visitors during the month of November, an increase of 1.4% compared with the same month in 2011.
- Despite a record high turnaround in France (+8%) and a continued strong performance by Australia (+8.9%), overall arrivals from CTC's Core Markets recorded an eighth consecutive monthly decline in November (-0.8%), bringing the year-to-date number of overnight visitors to 1,566,121, down slightly (-1.3%) over the same period last year.
- Total arrivals from CTC's Emerging and Transition Markets (Japan, South Korea, Mexico, Brazil, China and India) increased 5% in November. Year to date arrivals through November were up 7.7% to 964,271 compared with the same period last year.

United States

- The US market recorded a modest increase (+1.2%) in overnight arrivals in November, as a 4.6% gain in auto travel outpaced a 3.6% decline in air arrivals.
- Year-to-date November 2012, total overnight trips to Canada by US residents grew 2.3% compared with the same period last year for a total of 11.1 million arrivals.
- In November, six provinces recorded gains in border crossing arrivals by US visitors. Prince Edward Island (+77.8%), Manitoba (+8.9%) and British Columbia (+8.2%) saw the largest increases.

Core Markets

- Overnight arrivals from the UK (-8.2%) and Germany (-4.3%) continued to decline in November. Bucking the trend, France (+8%) posted a strong turnaround and established a record high in November arrivals.
- Australia recorded a strong 8.9% gain in November, with 6.1% year-over-year growth for the first eleven months of the year.
- Year-to-date November 2012, all three European markets performed weakly: the UK declined the most (-4.2%), followed by Germany (-1.3%) and France (-0.9%).

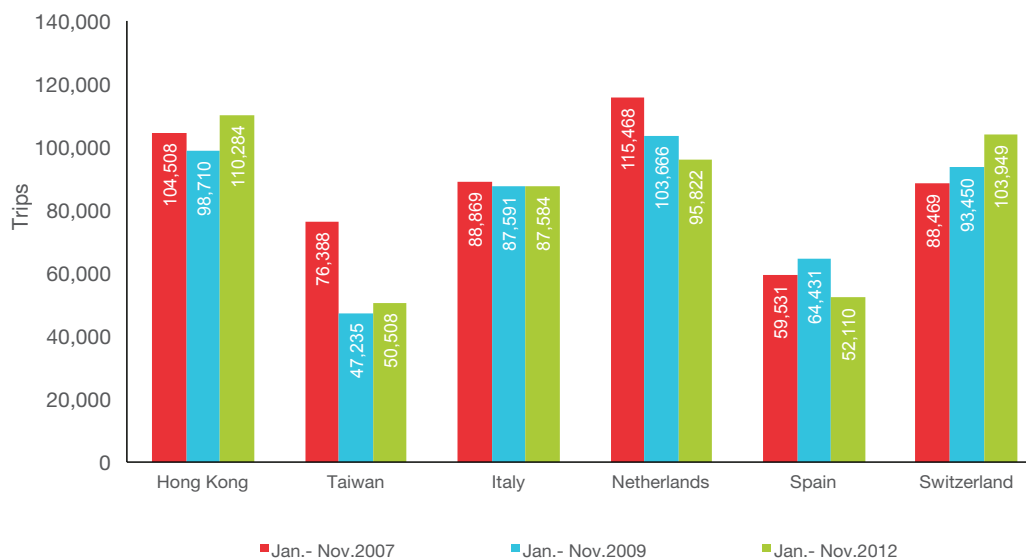
Emerging Markets

- On the back of exceptional growth from Brazil (+64.8%), arrivals from Emerging and Transition Markets grew 5% in November, which was superior to growth achieved by Mexico (+3.9%) and China (2.6%). Arrivals from India slid 8.3%.
- Growth in arrivals from Japan (+3.5%) more than offset the contraction sustained from South Korea (-3.2%).
- Year-to-date November 2012, overall arrivals from CTC's Emerging and Transition Markets grew 7.7% compared with last year. China (+18.6%), Mexico (+8.1%) and Japan (+7.4%) were the best performers.

Market Watch

- In November, Italy (+14.2%) and Switzerland (+10%) reversed previous losses and posted strong gains in visitor numbers to Canada.
- Spain (-0.5%) and Hong Kong (-0.4%) posted modest declines in November, while The Netherlands (+1.6%) and Taiwan (+2.7%) eked out small gains.
- Year-to-date November 2012, arrivals from all secondary markets decreased compared with the same period last year.
- When compared with the year-to-date results for November 2007, Switzerland saw the largest gain in overnight arrivals (+17.5%), followed by Hong Kong (+5.5%). Taiwan and The Netherlands posted significant declines, down 33.9% and 17% 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

	Nov. 2012	12/11 Nov. % Change	Jan. - Nov. 2012	Year-to-date % Change
Italy	4,412	14.2	87,584	-6.1
Netherlands	3,638	1.6	95,822	-5.2
Spain	2,001	-0.5	52,110	-15.1
Switzerland	3,796	10.0	103,949	-0.5
Hong Kong	5,389	-0.4	110,284	-2.8
Taiwan	2,312	2.7	50,508	-8.9

Competitive review (January - October 2012)**

International Travel (in thousands)

Trips From:	Trips To:			
	Canada	12/11 Change	Australia	12/11 Change
Total International	14,472.9	1.9%	4,868.4	4.0%
United States	10,514.0	2.3%	377.5	4.3%
Canada	...		92.5	1.4%
Core Markets				
United Kingdom	583.4	-4.0%	440.2	-4.0%
France	409.7	-1.2%	76.0	1.9%
Germany	287.8	-1.2%	119.8	-1.6%
Australia	224.9	6.0%
Emerging/Transition Markets				
Japan	202.7	7.6%	286.8	5.9%
South Korea	122.7	-8.4%	158.9	-0.6%
Mexico ¹	125.7	8.3%
Brazil	78.7	4.6%	23.5	7.8%
China	255.0	19.6%	515.0	16.0%
India	130.1	6.9%	123.1	3.9%
Total Key Markets	12,934.7	2.2%	2,213	4.2%

...Not applicable. or data not available.

¹ US figures for Mexico include arrivals to interior only.

Note: Statistics Canada preliminary figures.

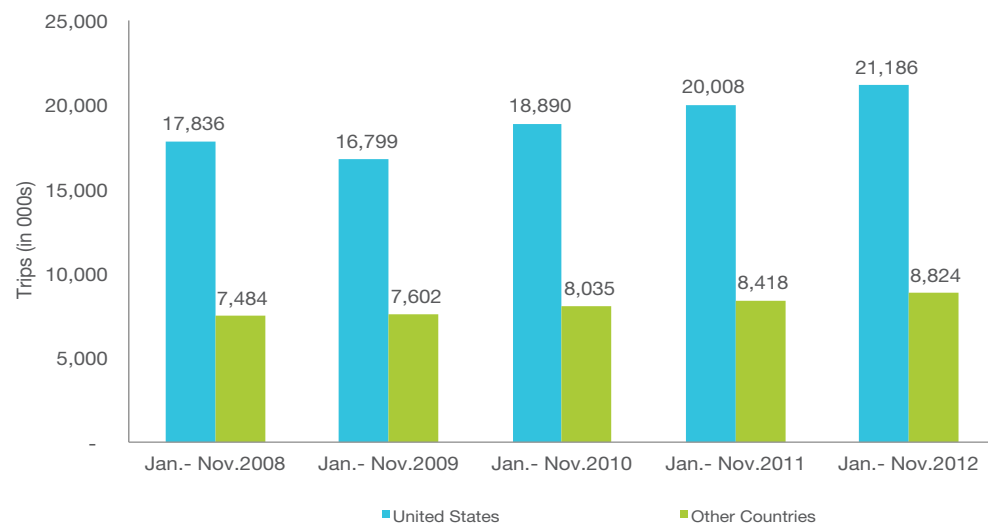
Sources: Statistics Canada; Tourism Australia.

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

- Year-to-date October 2012, Australia and Canada both registered growth in international arrivals, up 4.2% and 2.2% respectively compared with the same period last year.
- International visitor growth for Canada and Australia continued to be driven by their emerging markets, with China posting the largest growth (+19.6% and +16%) followed by Japan (+7.6% and +5.9%).
- Arrivals from the UK to Canada and Australia declined 4% in both countries. Visitor numbers from France to Canada were down 1.2%, while Australia saw a 1.9% increase in arrivals from France.
- Both Canada and Australia saw further deterioration in overnight arrivals from South Korea, down 8.4% and 0.6% respectively. Economic uncertainty caused by sluggish export and domestic demand has had a negative effect on South Korean consumers' appetite for long-haul travel this year.
- Canada outperformed Australia in growth in overnight arrivals from three CTC Emerging and Transition Markets: Japan (+7.6%), China (+19.6%) and India (+6.9%).

Canadian outbound trips

Overnight trips by Canadians



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

- Canadian outbound travel continued to grow in November 2012, up 5.6% compared with the same period last year to approximately 2.25 million trips.
- The number of Canadians visiting the US during the month of November grew 6.1% to nearly 1.65 million trips.
- Canadian overnight travel to overseas destinations (excluding the US) registered a 4.3% increase to 602,929 trips.
- Year-to-date November 2012, outbound trips by Canadians grew 5.6% to just over 30 million overnight trips.
- In November, most Canadians re-entered the country from the US through Ontario (795,832 entries, +6.2%), followed by British Columbia (353,479 entries, +12.8%) and Quebec (188,529 entries, +0.8%).
- Ontario recorded the largest re-entry of Canadians from overseas countries in November 2012 (294,071 entries, +3.4%), followed by Quebec (127,565 entries, +3%) and British Columbia (110,752 entries, +12.3%).

Overnight trips by Canadians

	Nov. 2012	12/11 Nov. % Change	Jan. - Nov. 2012	Year-to-date % Change
United States	1,647,352	6.1	21,185,868	5.9
Other Countries	602,929	4.3	8,824,207	4.8
Total Trips from Canada	2,250,281	5.6	30,010,075	5.6

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

Consumer outlook

Consumer confidence

- **Canada:** The Index of Consumer Confidence declined marginally for the second consecutive month in November, falling 0.8 points to 80.3 (2002 = 100). Sentiment was increasingly negative on questions pertaining to current circumstances. However, Canadians were also more confident that the economy is turning around and that better times are likely going forward.
- **USA:** The Conference Board Consumer Confidence Index® continued building on its recent gains, rising to 73.7 (1985=100) in November 2012, up 0.6 points from October.

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

Accommodations

- In November 2012, the National Occupancy Rate declined marginally (-0.2 points to 59%) compared with the previous year. All provinces declined slightly except Alberta, which posted a 2.3-point increase, and Ontario, which saw no change in occupancy.
- Year-to-date November 2012, the National Occupancy Rate recorded a marginal increase of 0.8 points to 63.2%. Alberta registered the largest increase (+3.7 points), followed by Newfoundland and Labrador (+1.1 points).
- Year-to-date November 2012, the National Average Daily Rate improved to \$129.74, up 1.9% compared with the same period in 2011. Northwest Territories, British Columbia, Alberta, Québec, and Newfoundland and Labrador posted rates higher than the National Average Daily Rate.
- During the first eleven months of 2012, the Average Revenue per Available Room (RevPAR) was \$82.05 (+3.2%), with Alberta posting the strongest growth (+11.5%, \$88.89) followed by Newfoundland and Labrador (+4.8%, \$97.39).

Canadian Occupancy Rates, By Province*

	Nov. 2012	12/11 Change [^]	Jan.-Nov. 2012	Year-to-date Change [^]
Alberta ¹	69.6	2.3	67.0	3.7
British Columbia	48.5	-0.5	61.1	0.3
Saskatchewan	72.1	-3.2	69.3	-0.3
Manitoba	68.5	-0.6	64.9	-2.5
Ontario	61.2	0.0	63.0	0.6
Quebec	56.5	-2.0	63.2	-0.5
New Brunswick	50.8	-2.2	56.6	0.0
Nova Scotia	56.8	-0.4	62.6	0.6
Newfoundland	69.4	-1.0	71.1	1.1
Prince Edward Island	36.3	-6.0	49.1	-2.8
Northwest Territories	66.3	-3.7	64.7	-3.7
Yukon	63.4	-0.9	72.4	0.4
Canada	59.0	-0.2	63.2	0.8

* Note: Based on the operating results of 220,277 rooms (unweighted data).

[^] Percentage points.

¹ 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.