



Tourism snapshot

Canadian Tourism Commission

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

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Key highlights

Following the introduction of new visa requirements for Mexican visitors, Mexico registered the most significant drop in the number of travellers visiting Canada (-39.5%), followed by Japan (-35.4%), South Korea (-23.8%), and the UK (-19.7%).

In July, automobile trips from the US declined at a slower rate (-2.8%) than plane trips (-4.5%) and "other" US trips (-8.1%) over the same month in 2008.

Despite a strengthening Canadian dollar, the unstable economic environment continued to impact Canadian travel to the US, declining by 8.3%, while the number of Canadians visiting overseas destinations remained on par with last year.

Tourism review

International trips

- International travellers made 2.5 million overnight trips to Canada in July 2009, a decline of 5.9% over the same month in 2008;
- The number of non-US trips to Canada fell by 13.6% in July compared to last year, with US trips declining 4.0%;
- This month overnight trips to Canada from overseas countries other than CTC key markets decreased by 7.6% to 260,470 trips;
- Year-to-date, international trips to Canada reached just over 9.0 million, down 6.8% over the previous year;
- For the first seven months of 2009, overnight trips to Canada from the Americas fell 5.1% compared with 2008, while visits from overseas key markets decreased by 13.6%.

United States

- In July, automobile trips (which accounted for 62.6% of all US trips to Canada) declined at a slower rate (-2.8%) than plane trips (-4.5%) and "other" US trips (-8.1%) over last year;
- Year-to-date trips by Americans fell 5.2%, with automobile, plane trips and "other" US trips falling 2.2%, 9.8% and 8.7% respectively;
- New Brunswick and Alberta were the only two provinces to show increases in trips from the US in July, up 8.5% and 0.7% compared to last year.

Overnight trips to Canada

	July 2009	09/08 July % change	Jan-July 2009	Year-to-date % change
Americas*				
United States				
Automobile	1,215,374	-2.8	4,062,937	-2.2
Plane	450,622	-4.5	1,868,752	-9.8
Other	276,151	-8.1	755,543	-8.7
U.S. total	1,942,147	-4.0	6,687,232	-5.2
Mexico	31,355	-39.5	127,573	-23.8
Americas total	1,973,502	-4.1	6,814,805	-5.1
Overseas key markets				
France	63,283	-5.2	216,767	-2.0
Germany	44,388	-1.3	165,119	-3.2
UK	94,549	-19.7	404,821	-18.5
China	18,745	-17.3	87,930	-1.7
Japan	20,885	-35.4	95,754	-34.5
South Korea	21,894	-23.8	84,165	-26.3
Australia	24,214	-5.2	119,542	-13.0
India**	12,795	-9.0	66,743	-3.2
Brazil**	8,436	-7.4	36,015	-10.0
Overseas key markets total	309,189	-14.5	1,276,856	-13.6
As % of overseas and Americas	13.5		15.8	
Other overseas countries	260,470	-7.6	928,237	-8.5
Non-US countries	601,014	-13.6	2,332,666	-12.3
Total countries	2,543,161	-5.9	9,019,898	-6.8

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

*Refers to the CTC's marketing group in the U.S. and Mexico.

** India and Brazil are added to the CTC overseas key markets.

Overnight trips by Canadians

	July 2009	09/08 July % change	Jan-July 2009	Year-to-date % change
United States	1,856,997	-8.3	10,108,302	-9.0
Other countries	579,993	0.0	5,319,968	2.4
Total trips from Canada	2,436,990	-6.5	15,428,270	-5.3

Note: Statistics Canada preliminary estimates.

Source: Statistics Canada, International Travel Survey.

Mexico

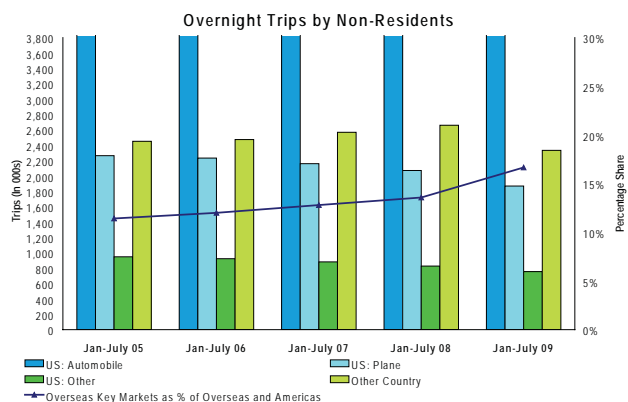
- Influenced by the combined impact of the H1N1 flu and the new visa policy, overnight trips from Mexico registered a significant decrease of 39.5% in July, compared to the same month a year ago, with the total number of trips to Canada reaching 31,355;
- From January to July 2009, trips from Mexico declined 23.8% over the same period in 2008.

Share of Entry (January – July, 2009)

- There were 6.8 million trips from the US and Mexico, accounting for 84.2% of total visitors from CTC key markets. Combined, the US and Mexico markets experienced a 5.1% decline, over the same period in 2008;
- Americas share of entry declined 0.9% over the same period in 2005; while there was an increase of 1.0% in share of entry from European key markets, a 0.2% increase from emerging key markets (India and Brazil) and a 0.3% decline from Asian key markets.
- Visitors from European key markets made 786,707 trips to Canada so far this year, representing 9.7% of total key markets. Of all the key market trips, the UK accounted for 5.0%;
- Visitors from Asian key markets made 387,391 trips year-to-date, accounting for 4.8% of total key markets.

Overseas key markets

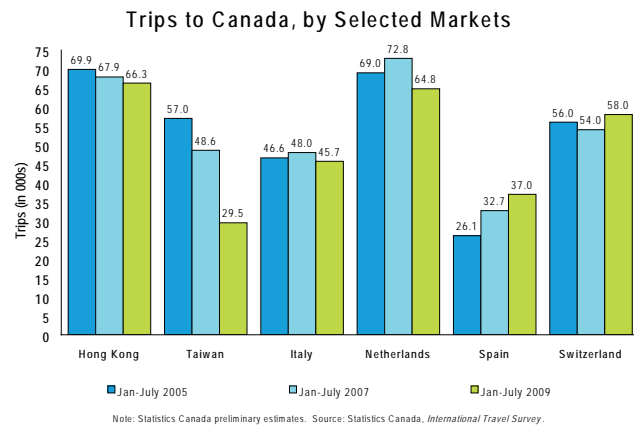
- In July 2009, travel from overseas key markets continued to slide, falling 14.5% compared to the same month in 2008, with a total of 309,189 overnight trips made to Canada;
- This month, all nine markets registered drops in travel to Canada, most notably Japan (-35.4%), South Korea (-23.8%) and the UK (-19.7%);
- Both India and Brazil showed declines in overnight trips to Canada, falling by 9.0% and 7.4% respectively over July 2008;
- Japan (-34.5%) posted the largest year-to-date decline, followed by South Korea (-26.3%), the UK (-18.5%), Australia (-13.0%) and Brazil (-10.0%), compared to the same period in 2008.



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

Market watch

- Year-to-date in 2009, Spain and Switzerland surpassed their January to July 2005 and 2007 trip volumes to Canada. Spain recorded the largest growth rate over 2007, increasing 13.1%, followed by Switzerland with growth of 7.4%;
- Despite welcoming 29,541 visitors from Taiwan in the first seven months of 2009, trip volumes declined 39.3% compared to the same period in 2007. In addition, the Netherlands, Italy and Hong Kong registered declines of 11.0%, 4.8% and 2.4% over 2007;
- Spain posted the highest growth rate (+41.8%) over the same period in 2005, with overnight trips reaching 37,033 in the first seven months of 2009.



Competitive review

International travel, January-May 2009 (In 000s)

Trips from:	Trips to:					
	Canada		United States		Australia	
	#	09/08 change	#	09/08 change	#	09/08 change
Total international	4,647	-5%	17,796	-10%	2,282	-1%
Americas						
United States	3,386	-4%	186	-3%
Mexico ¹	73	-14%	2,089	-16%
Overseas key markets						
France	115	-1%	447	1%	33	11%
Germany	85	-1%	634	-8%	63	-1%
United Kingdom	225	-19%	1,442	-19%	295	-5%
China ²	54	8%	234	-7%	185	3%
Japan	61	-29%	1,158	-14%	156	-21%
South Korea	48	-27%	263	-18%	78	-22%
Australia	70	-13%	245	-7%
India	39	4%	224	-14%	55	9%
Brazil	22	-8%	315	7%
Canada	7,055	-8%	54	-6%
Total key markets	4,178	-4%	14,106	-11%	1,106	-6%

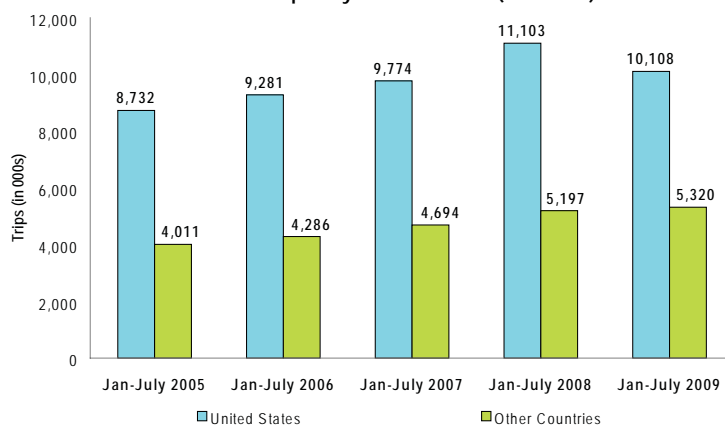
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¹US figures for Mexico include arrivals to interior only.
²US figures for China includes Hong Kong, SAR.
 Note: Statistics Canada preliminary figures.
 Sources: Statistics Canada; Tourism Australia; and ITA, Office of Travel and Tourism Industries (USA).

- From January to May 2009, the US posted the highest decline in international visitors (-10%), followed by Canada (-5%), while Australia registered a more moderate decline of 1%;
- Canada was outperformed in terms of growth in visitors from France by both Australia (+11%) and the US (+1%). In addition, the number of visitors from Brazil to the US grew by 7%, while Canada experienced a decline of 8%;
- Compared to the US and Australia, Canada posted higher growth levels from China (+8%), along with stronger growth than the US in travel from India (+4%);
- Canada, Australia and the US all had double digit declines in travel from Japan, down 29%, 21% and 14% respectively;
- Travel from the UK declined 19% in both Canada and the US, while Australia posted a smaller decline of 5%.

Canadian outbound trips

- In July 2009, outbound trips by Canadians continued to decline, dropping 6.5% to 2.4 million, compared to the same month last year;
- Year-to-date Canadians made 15.4 million trips abroad, a 5.3% decrease over 2008. Trips to the US were down by 9.0%, while trips to non-US countries were up by 2.4%;
- For a second consecutive month, all provinces reported declines in travel to the US, with Newfoundland posting the highest decline (-28.5%) followed by P.E.I (-28.2%) and New Brunswick (-16.6%);
- For the month of July, travel abroad increased 55.7% in Saskatchewan, 15.3% in Quebec and 11.7% in Manitoba, while all other provinces experienced decreases compared to the same month last year;
- Year-to-date, all provinces had increases in travel to countries other than the US, with the exception of the Yukon (-15.1%) and British Columbia (-3.5%).

Outbound Trips by Canadians (in 000s)



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

Strategic performance

- Against all set targets for the CTC's core markets, there was a shortfall in projected trips of 274,000, a difference of -3.3% for January through July;
- Year-to-date, the Americas has fallen short of meeting their set targets by 2.6%; There was also a shortfall in projected trips from overseas key markets by 7.3%;
- Japan, Mexico and South Korea all significantly missed their set targets by 27.1%, 19.7% and 18.8% respectively;
- Germany and France continued to exceed their set targets by 4.7% and 3.4%.

Travel Volumes, January-July 2009

	Trips Made (000s)		
	Target	Actual	% Difference
United States	6,837	6,687	-2.2
Mexico	159	128	-19.7
Americas (Total)	6,996	6,815	-2.6
France	210	217	3.4
Germany	158	165	4.7
UK	444	405	-8.7
China	88	88	-0.6
Japan	131	96	-27.1
S Korea	104	84	-18.8
Australia	133	120	-9.9
Overseas Key Markets (Total)	1,267	1,174	-7.3
TOTAL	8,263	7,989	-3.3

Note: As per strategic plans.

Consumer outlook

Consumer confidence

CANADA: The Index of Consumer Confidence climbed to 82.9 (2002 = 100) in July, an increase of 0.8 points. This marks the fifth consecutive month of increase.

UNITED STATES: The Conference Board Consumer Confidence Index™, which had retreated in June, declined further in July. The Index now stands at 46.6 (1985=100), down from 49.3 in June.

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

Accommodations

- In July 2009, the national occupancy rate was 66.6% a decline of 4.3% compared to the same month last year. There were increases in occupancy rates in the following provinces: Saskatchewan (+2.4%), Northwest Territories (+3.4%), Newfoundland (+2.3%), the Yukon (+1.2%), and Manitoba (+0.5%);
- Year-to-date, the national occupancy rate decreased 5.6% falling to 57.5% when compared to the same period last year. The Yukon posted the highest occupancy rate at 70.8% (up 4.7%) followed by Saskatchewan at 69.2% (down 1.7%);
- The July 2009 average daily rate (ADR) decreased by 6.6% from July 2008 to \$129.34. The Northwest Territories, PEI, BC, Alberta, Quebec, and Nova Scotia posted room rates above the national average rate;
- For July 2009, the national average Revenue per Available Room (RevPar) fell by 12.3% to \$86.09 compared to \$98.14 in July 2008.

Canadian occupancy rates*, by province

	July 2009	09/08 change^	Jan-July 2009	Year-to-date change^
Alberta ¹	63.6	-9.3	59.6	-9.0
British Columbia	70.6	-6.1	59.3	-6.8
Saskatchewan	74.2	2.4	69.2	-1.7
Manitoba	66.7	0.5	63.5	-2.4
Ontario	63.0	-4.3	55.5	-5.0
Quebec	67.5	-2.2	55.4	-4.5
New Brunswick	72.1	0.7	53.6	-5.2
Nova Scotia	75.3	2.9	57.3	-4.6
Newfoundland	79.1	2.3	63.0	1.1
Prince Edward Island	66.9	-1.6	45.3	0.5
Northwest Territories	65.1	3.4	60.5	-6.4
Yukon	90.3	1.2	70.8	4.7
Canada	66.6	-4.3	57.5	-5.6

* Note: Based on the operating results of 211,990 rooms (unweighted data).

^ Percentage points.

¹Excluding Alberta resorts

Source: PKF Consulting

**CTC Marketing
Market Research**