

# Tourism Snapshot

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

June 2016  
Volume 12, Issue 6





# KEY HIGHLIGHTS

- In June 2016, Canada greeted 2,099,675 overnight visitors from DC's 11 international markets. This is up 5.6% relative to June 2015 and is the highest number since 2007. Year-to-date overnight arrivals from DC's 11 international markets have grown 10.2% to 7.0 million visitors.
- At 7.89 million, total arrivals from all international markets halfway through the year are the highest on record, slightly surpassing the previous peak from 2001.
- June 2016 overnight arrivals from DC's 11 international markets saw gains in all markets, with Asia-Pacific (+27.4%), Latin America (+12.1%), Europe (+7.8%) and the US (+3.1%) all seeing increases. Buoyant Asia-Pacific growth in June 2016 was backed by a very strong performance from China (+48.7%).
- We continue to observe growth in year-to-date arrivals in all DC regions with Asia-Pacific (+14.6%) and Latin America (14.1%) leading the way, followed by the US (+10.0%) and Europe (+6.5%).
- While still positive, overnight arrivals from the United States saw sluggish growth in June (+3.1%). US arrivals saw significant growth in air (+14.5%), marginal growth in other (+0.8%) arrivals, however auto arrivals (-2.2%) saw a decline for the first time since August 2015.

## QUICK LINKS

## Industry Performance Dashboard

|  | June 2016 | YTD     |
|--|-----------|---------|
| <b>✈ Overnight Arrivals<sup>1</sup></b>        |           |         |
| Total International                            | ↑ 5.8%    | ↑ 9.8%  |
| 11 DC Markets**                                | ↑ 5.6%    | ↑ 10.2% |
| Non-DC Markets                                 | ↑ 7.4%    | ↑ 7.1%  |
| <b>✈ Air Seat Capacity<sup>2</sup></b>         |           |         |
| Total International                            | ↑ 9.5%    | ↑ 10.7% |
| 11 DC Markets**                                | ↑ 8.7%    | ↑ 4.6%  |
| Non-DC Markets                                 | ↑ 12.2%   | ↑ 24.2% |
| <b>🏠 National Hotel Indicators<sup>3</sup></b> |           |         |
| Occupancy Rate*                                | ↓ -1.4    | ↓ -0.4  |
| Revenue Per Available Room (Revpar)            | ↑ 1.5%    | ↑ 2.3%  |
| Average Daily Rate (ADR)                       | ↓ -0.5%   | ↑ 1.6%  |

### Notes:

The Industry Performance Dashboard figures are year-on-year (2016/2015) variations.

\* Percentage point variations.

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

### Sources:

1. International Travel Survey, Statistics Canada.

2. Diiio Mi.

3. CBRE Hotels with reproduction and use of information subject to CBRE Disclaimer / Terms of Use as detailed at [www.cbre.ca](http://www.cbre.ca).

# MARKET MONITOR SUMMARY

|                            | Market                | Overnight Arrivals <sup>i</sup> |                  | Arrival YOY Variations (%) |              | Air Seat capacity <sup>ii</sup> |          | Local currency vs. CAD <sup>iii</sup> |             |
|----------------------------|-----------------------|---------------------------------|------------------|----------------------------|--------------|---------------------------------|----------|---------------------------------------|-------------|
|                            |                       | June 2016                       | YTD 2016         | June 2016                  | YTD 2016     | June 2016                       | YTD 2016 | June 2016 Average                     | YTD Average |
| <b>United States</b>       | <b>United States</b>  | 1,668,418                       | 5,519,265        | 3.1%                       | 10.0%        | 4.9%                            | 2.8%     | 4.4%                                  | 7.8%        |
| <b>DC Europe</b>           | <b>France</b>         | 51,886                          | 195,887          | 6.2%                       | 3.7%         | 4.2%                            | 2.3%     | 4.4%                                  | 7.8%        |
|                            | <b>Germany</b>        | 39,545                          | 133,541          | 3.0%                       | 7.0%         | 3.1%                            | 2.4%     | 4.4%                                  | 7.8%        |
|                            | <b>United Kingdom</b> | 95,724                          | 310,075          | 10.8%                      | 8.2%         | 24.3%                           | 7.4%     | -4.9%                                 | 1.5%        |
| <b>DC Asia-Pacific</b>     | <b>Australia</b>      | 42,277                          | 132,129          | 14.7%                      | 6.7%         | 42.3%                           | 0.0%     | 0.0%                                  | 1.0%        |
|                            | <b>China</b>          | 70,972                          | 240,746          | 48.7%                      | 24.2%        | 32.8%                           | 24.1%    | -1.7%                                 | 2.6%        |
|                            | <b>India</b>          | 33,387                          | 102,172          | 18.9%                      | 10.1%        | 60.3%                           | 58.9%    | -1.1%                                 | 0.7%        |
|                            | <b>Japan</b>          | 28,860                          | 112,443          | 19.5%                      | 6.1%         | 12.2%                           | 4.1%     | 22.5%                                 | 16.2%       |
|                            | <b>South Korea</b>    | 28,089                          | 95,209           | 22.3%                      | 20.4%        | 37.7%                           | 22.6%    | -0.4%                                 | 0.3%        |
| <b>DC Latin America</b>    | <b>Brazil</b>         | 13,163                          | 51,563           | 6.9%                       | 3.8%         | -22.9%                          | -5.1%    | -5.2%                                 | -14.0%      |
|                            | <b>Mexico</b>         | 27,354                          | 105,674          | 14.8%                      | 19.9%        | 30.7%                           | 45.8%    | -13.5%                                | -9.7%       |
| <b>Total 11 DC Markets</b> |                       | <b>2,099,675</b>                | <b>6,998,704</b> | <b>5.6%</b>                | <b>10.2%</b> |                                 |          |                                       |             |
| <b>Rest of the World</b>   |                       | <b>279,540</b>                  | <b>892,175</b>   | <b>7.4%</b>                | <b>7.1%</b>  |                                 |          |                                       |             |
| <b>Total International</b> |                       | <b>2,379,215</b>                | <b>7,890,879</b> | <b>5.8%</b>                | <b>9.8%</b>  |                                 |          |                                       |             |

Sources:

i. International Travel Surey, Statistics Canada.

ii. Diao Mi.

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 in the current month and year-to-date relative to the same periods in 2015.

iii. The exchange rate variation is calculated on the average value of the Canadian dollar during the current month and the year-to-date compared to the same periods in 2015.

# UNITED STATES

## US Arrivals to Canada

CURRENT MONTH:

**+3.1% ↑ YOY**



YTD:

**+10.0% ↑ YOY**

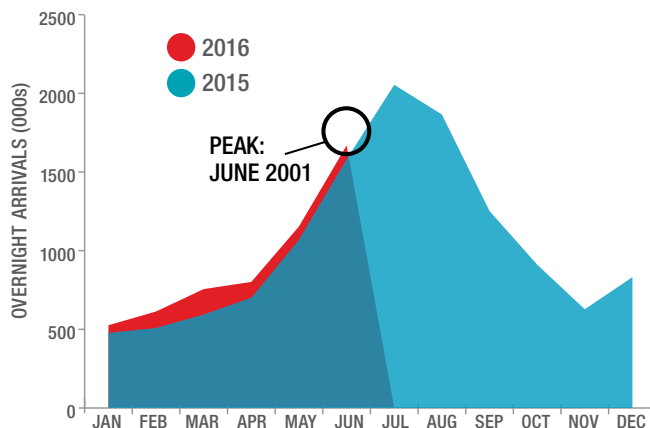
## Overnight Arrivals

|                 | June 2016        |                | YTD 2016         |                |
|-----------------|------------------|----------------|------------------|----------------|
|                 | Arrivals         | % YOY Variance | Arrivals         | % YOY Variance |
| Automobile      | 920,860          | -2.2           | 3,135,244        | 8.0            |
| Air             | 545,299          | 14.5           | 1,891,086        | 16.1           |
| Other           | 202,259          | 0.8            | 492,935          | 1.3            |
| <b>US Total</b> | <b>1,668,418</b> | <b>3.1</b>     | <b>5,519,265</b> | <b>10.0</b>    |

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



## Trend Plot: Total United States Arrivals



## United States: Key Indicators

|   |                            |       |
|---|----------------------------|-------|
| <b>Air Seat Capacity<sup>i</sup></b>                      | June 2016                  | 4.9%  |
|   | YTD                        | 2.8%  |
| <b>Exchange Rate<sup>ii</sup></b>                         | June 2016                  | 4.4%  |
|   | YTD                        | 7.8%  |
| <b>Consumer Confidence Index (1985=100)<sup>iii</sup></b> | June 2016                  | 97.4  |
|   | Previous Month             | 92.4  |
| <b>YTD Arrival Peak<sup>iv</sup></b>                      | Peak Year                  | 2002  |
|   | Current % of Previous Peak | 90.0% |

Source:  
i. Diio Mi, Year on year % variance.  
ii. Bank of Canada, Year on year % variance.  
iii. Consumer Confidence Index, the Conference Board (USA).  
iv. Statistics Canada, International Travel Survey.

## UNITED STATES

- June 2016 saw Canada welcoming about 1.67 million overnight visitors from the US. This is the highest level of visitors for June since 2004. The June peak for US visitors was recorded in 2001, with about 1.86 million overnight trips.
- Overall arrivals from the US grew 3.1% over 2015, with growth in arrivals by air (+14.5%) offsetting declining auto arrivals (-2.2%). June follows May in single-digit arrival growth following six consecutive months of double-digit growth in the preceding months.
- Total US visitation to Canada in the first half of the year rose 10.0% to 5.52 million overnight visits, the highest level reached since 2004. Arrivals by auto and by air – the two primary modes of arrivals – registered strong increases of 8.0% and 16.1%, respectively. Arrivals by other modes of transport – such as rail, bus and sea – recorded a smaller (+1.3%) increase during the first half of the year.
- Factors contributing to continued US arrival growth include a strengthened US dollar (up 4.4% over June 2015) and growth in air capacity (up 4.9% over June 2015). With another significant decline in Canadian outbound travel to the US (down 7.4% year-over-year in June and 12% year-to-date), US visitors to Canada are taking up a larger share of US-Canada air-capacity. The impact of the decline in Canadian travellers will be felt later in the year as we are starting to observe downward revisions for seat capacity forecasts for September, November, and December of 2016 compared to forecasts from last month. This is likely the result of airlines adjusting to reduced Canadian outbound travel demand.
- The consumer confidence index published by the US Conference Board increased to 97.4 points in June, up from 92.4 points in May 2016, as US consumers' economic outlook for business, financial and employment conditions was cautiously optimistic.

# EUROPE

## Europe Arrivals to Canada

CURRENT MONTH:

**+7.8%** ↑ YOY



YTD:

**+6.5%** ↑ YOY

## Overnight Arrivals

|                          | June 2016      |                | YTD 2016         |                |
|--------------------------|----------------|----------------|------------------|----------------|
|                          | Arrivals       | % YOY Variance | Arrivals         | % YOY Variance |
| <b>DC Europe</b>         | <b>187,155</b> | <b>7.8</b>     | <b>639,503</b>   | <b>6.5</b>     |
| United Kingdom           | 95,724         | 10.8           | 310,075          | 8.2            |
| France                   | 51,886         | 6.2            | 195,887          | 3.7            |
| Germany                  | 39,545         | 3.0            | 133,541          | 7.0            |
| <b>Secondary Markets</b> |                |                |                  |                |
| Italy                    | 13,979         | 7.5            | 42,011           | 1.7            |
| Netherlands              | 14,155         | -2.5           | 48,705           | 11.6           |
| Spain                    | 9,404          | -6.5           | 26,174           | 8.5            |
| Switzerland              | 13,417         | -3.0           | 46,971           | 9.8            |
| <b>Rest of Europe</b>    | <b>71,610</b>  | <b>6.7</b>     | <b>235,777.0</b> | <b>7.5</b>     |
| <b>Total Europe</b>      | <b>309,720</b> | <b>6.0</b>     | <b>1,039,141</b> | <b>7.0</b>     |

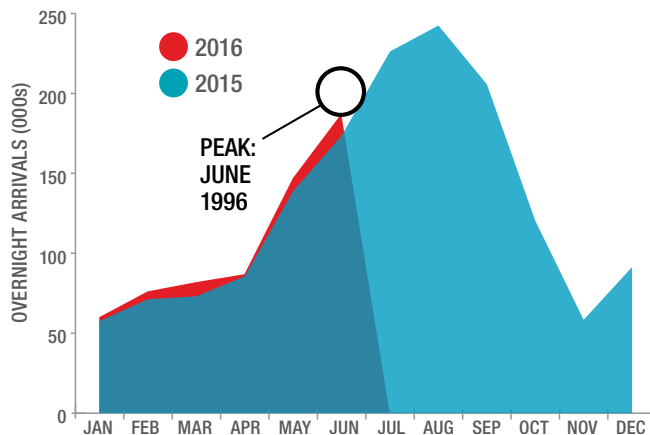


Source: Statistics Canada, International Travel Survey.  
Note: The figures are preliminary estimates and are subject to change.

## DC Europe: Key Indicators

|                                       |                            | France | Germany | United Kingdom |
|---------------------------------------|----------------------------|--------|---------|----------------|
| <b>Air Seat Capacity<sup>i</sup></b>  | June 2016                  | 4.2%   | 3.1%    | 24.3%          |
|                                       | YTD                        | 2.3%   | 2.4%    | 7.4%           |
| <b>Exchange Rate<sup>ii</sup></b>     | June 2016                  | 4.4%   | 4.4%    | -4.9%          |
|                                       | YTD                        | 7.8%   | 7.8%    | 1.5%           |
| <b>YTD Arrival Peak<sup>iii</sup></b> | Peak Year                  | 2015   | 1996    | 2007           |
|                                       | Current % of Previous Peak | 103.7% | 80.4%   | 81.1%          |

## Trend Plot: Total DC Europe Arrivals



Sources:  
i. Dilo Mi, Year on year % variance.  
ii. Bank of Canada, Year on year % variance.  
iii. Statistics Canada, International Travel Survey.

- Canada welcomed 187,155 visitors from DC's markets in Europe in June 2016, up 7.8% over June 2015. Year-to-date arrivals grew 6.5% compared to the same period in 2015.
- June saw strong arrivals numbers from the UK with 10.8% growth over June 2015. With significant increases in air capacity (24.3% in June and 7.4% YTD), YTD arrivals from the UK are well up (+8.2%) on 2015. While the Brexit vote on June 23rd triggered a sharp depreciation of the GBP, there are no noticeable impacts of this event on travel to Canada in that month.
- June arrivals from France grew 6.2% (+3.7% YTD). June air capacity to Canada is higher than in 2015 (+4.2%, +2.3% YTD).
- Germany saw slower growth in overnight arrivals in June (+3.0%, and 7.0% YTD) relative to 2015. YTD air capacity to Canada is slightly higher (+2.4%), with June seeing an increase in capacity (3.1%).
- The Euro remains in a stronger position compared to June 2015 (+4.4% and +7.8% YTD), but has been trending downwards since January-February of 2016.

## DC Europe Arrivals by Port of Entry

- Since the start of the year, about 70% of arrivals from DC markets in Europe were direct air arrivals from overseas. Air arrivals via the US accounted for about 27% of total arrivals from France, 18% from Germany and 16% from the UK. Land arrivals made up about 6% of French arrivals, 10% of German arrivals and 7% of UK arrivals. All three markets saw a decline in the number of land arrivals compared to 2015.
- Notable year-on-year variations for the first half of 2016 include a 19% increase in arrivals from France at YVR airport thanks to the new Air France route from Paris and the strong increases in the number of German arrivals at Toronto-Pearson (+21%) and Montreal-Trudeau (+19%). UK arrivals also recorded strong growth at Toronto (+12%) and Montreal (+11%) airports.

| January to June 2016            |                    | France         | Germany        | UK             |         |
|---------------------------------|--------------------|----------------|----------------|----------------|---------|
| Air Arrivals from Overseas      | YYZ                | Arrivals       | 19,508         | 39,209         | 104,512 |
|                                 |                    | YOY%           | -5.0%          | 20.5%          | 12.2%   |
|                                 |                    | % of Total     | 10.0%          | 29.4%          | 33.7%   |
|                                 | YVR                | Arrivals       | 6,400          | 21,719         | 52,127  |
|                                 |                    | YOY%           | 18.9%          | 0.2%           | 6.1%    |
|                                 |                    | % of Total     | 3.3%           | 16.3%          | 16.8%   |
|                                 | YUL                | Arrivals       | 99,569         | 15,398         | 22,948  |
|                                 |                    | YOY%           | 5.2%           | 18.6%          | 10.6%   |
|                                 |                    | % of Total     | 50.8%          | 11.5%          | 7.4%    |
|                                 | YYC                | Arrivals       | 2,013          | 10,678         | 28,026  |
|                                 |                    | YOY%           | -0.2%          | 6.3%           | -3.6%   |
|                                 |                    | % of Total     | 1.0%           | 8.0%           | 9.0%    |
|                                 | All other airports | Arrivals       | 3,424          | 6,031          | 16,341  |
|                                 |                    | YOY%           | 2.8%           | 7.8%           | 7.9%    |
|                                 |                    | % of Total     | 1.7%           | 4.5%           | 5.3%    |
| Subtotal                        | Arrivals           | 130,914        | 93,035         | 223,954        |         |
|                                 | YOY%               | 3.8%           | 11.0%          | 9.1%           |         |
|                                 | % of Total         | 66.8%          | 69.7%          | 72.2%          |         |
| Air Arrivals via the US         | All airports       | Arrivals       | 52,511         | 23,860         | 49,815  |
|                                 |                    | YOY%           | 7.8%           | -0.1%          | 8.8%    |
|                                 |                    | % of Total     | 26.8%          | 17.9%          | 16.1%   |
| Sea Arrivals                    | All sea borders    | Arrivals       | 600            | 3,507          | 13,772  |
|                                 |                    | YOY%           | 13.0%          | -10.1%         | -54.9%  |
|                                 |                    | % of Total     | 0.3%           | 2.6%           | 4.4%    |
| Land Arrivals via US            | All land borders   | Arrivals       | 11,815         | 12,918         | 22,438  |
|                                 |                    | YOY%           | -12.6%         | -1.7%          | -4.9%   |
|                                 |                    | % of Total     | 6.0%           | 9.7%           | 7.2%    |
| <b>Total Overnight Arrivals</b> |                    | <b>195,887</b> | <b>133,541</b> | <b>310,075</b> |         |

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:

**+27.4%** ↑ YOY



YTD:

**+14.6%** ↑ YOY

## Overnight Arrivals

|                             | June 2016      |                | YTD 2016       |                |
|-----------------------------|----------------|----------------|----------------|----------------|
|                             | Arrivals       | % YOY Variance | Arrivals       | % YOY Variance |
| <b>DC Asia-Pacific</b>      | <b>203,585</b> | <b>27.4</b>    | <b>682,699</b> | <b>14.6</b>    |
| Australia                   | 42,277         | 14.7           | 132,129        | 6.7            |
| China                       | 70,972         | 48.7           | 240,746        | 24.2           |
| India                       | 33,387         | 18.9           | 102,172        | 10.1           |
| Japan                       | 28,860         | 19.5           | 112,443        | 6.1            |
| South Korea                 | 28,089         | 22.3           | 95,209         | 20.4           |
| <b>Secondary Markets</b>    |                |                |                |                |
| Hong Kong                   | 20,628         | -3.9           | 67,961         | -1.5           |
| Taiwan                      | 14,185         | 36.2           | 40,446         | 30.7           |
| <b>Rest of Asia-Pacific</b> | <b>65,839</b>  | <b>11.6</b>    | <b>195,383</b> | <b>4.6</b>     |
| <b>Total Asia-Pacific</b>   | <b>304,237</b> | <b>21.4</b>    | <b>986,489</b> | <b>11.8</b>    |



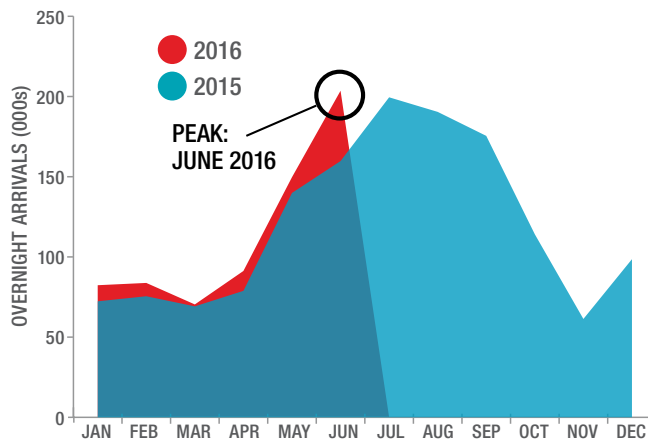
Source: Statistics Canada, International Travel Survey.  
Note: The figures are preliminary estimates and are subject to change.

## Asia-Pacific: Key Indicators

|                                 |                            | Australia | China  | India  | Japan | South Korea |
|---------------------------------|----------------------------|-----------|--------|--------|-------|-------------|
| Air Seat Capacity <sup>i</sup>  | June 2016                  | 42.3%     | 32.8%  | 60.3%  | 12.2% | 37.7%       |
|                                 | YTD                        | 0.0%      | 24.1%  | 58.9%  | 4.1%  | 22.6%       |
| Exchange Rate <sup>ii</sup>     | June 2016                  | 0.0%      | -1.7%  | -1.1%  | 22.5% | -0.4%       |
|                                 | YTD                        | 1.0%      | 2.6%   | 0.7%   | 16.2% | 0.3%        |
| YTD Arrival Peak <sup>iii</sup> | Peak Year                  | 2015      | 2015   | 2015   | 1996  | 2008        |
|                                 | Current % of Previous Peak | 106.7%    | 124.2% | 110.1% | 43.9% | 111.4%      |

Sources:  
i. Diao Mi, Year on year % variance.  
ii. Bank of Canada, Year on year % variance.  
iii. Statistics Canada, International Travel Survey.

## Trend Plot: Total DC Asia-Pacific Arrivals



- Thanks to blistering June growth, Asia-Pacific surged past the US and Latin America as DC's best performing region halfway through the year.
- Canada welcomed 203,585 visitors from DC Asia-Pacific in June 2016, up 27.4%, a new all-time record for arrivals in a given month. Overnight visitation grew 10.0% since the start of the year.
- Chinese arrival numbers surged in June with year-over-year growth of 48.7%. This is the largest single month increase since February 2015 and the largest summer increase since July 2010. As air capacity continues to rapidly expand (+32.8% in June, +24.0% YTD Chinese arrivals are on track for another record year with 16.2% YTD growth. Part of the exceptional increase seen this June is likely the result of pent-up demand from unrealized travels in June 2015 (+0%), which was constrained by limited air capacity.
- South Korea also continues to stand-out with 22.3% growth in arrivals in June 2016 (20.4% YTD). This performance was supported by notable increases in air capacity in June (+37.7%) and YTD (+22.6%).
- Overnight arrivals from Japan rebounded from a drop in May with arrivals increasing by 19.5% over the previous June. Increased air capacity and significant appreciation of the yen are lifting YTD arrivals by 6.1% over 2015.
- Indian arrivals in June (up 18.9%, 10.1% YTD) were the highest on record for any month. This growth can be tied to the significant increase in direct air capacity (+60% in June and 59% YTD) from the new routes between Delhi and Toronto introduced in November 2015.
- Following a sluggish May, Australia rebounded sharply in June with arrivals growing 14.7% (+6.7% YTD). Australia saw a large increase in air capacity in June (+42.3%) which has led to an 8.4% increase in the number of direct air arrivals since the start of the year.

## DC Asia-Pacific Arrivals by Port of Entry

- Over the first half of 2016, direct air arrivals from overseas represented 72% of arrivals from China, 66% from Japan, 63% from India, 50% from South Korea, and 33% from Australia.
- Air arrivals via the US accounted for 42% of total arrivals from Australia, 23% from Japan, 16% from South Korea, 17% from China and 15% from India.
- Arrivals from China to YUL increased 669% thanks to the new Air China flight from Beijing. YVR and YYZ continue to see significant year-on-year increases in arrivals from China, India, and South Korea.

| January to June 2016            |                    | Australia      | China          | India          | Japan          | South Korea   |        |
|---------------------------------|--------------------|----------------|----------------|----------------|----------------|---------------|--------|
| Air Arrivals from Overseas      | YYZ                | Arrivals       | 6,741          | 70,309         | 41,424         | 24,743        | 14,806 |
|                                 |                    | YOY%           | 8.1%           | 16.2%          | 11.0%          | -2.4%         | 24.4%  |
|                                 |                    | % of Total     | 5.1%           | 29.2%          | 40.5%          | 22.0%         | 15.6%  |
|                                 | YVR                | Arrivals       | 34,912         | 92,766         | 12,759         | 42,867        | 31,925 |
|                                 |                    | YOY%           | 8.2%           | 29.2%          | 27.5%          | 9.2%          | 20.2%  |
|                                 |                    | % of Total     | 26.4%          | 38.5%          | 12.5%          | 38.1%         | 33.5%  |
|                                 | YUL                | Arrivals       | 892            | 8,097          | 3,986          | 399           | 291    |
|                                 |                    | YOY%           | 3.5%           | 668.9%         | -10.8%         | 60.9%         | 0.7%   |
|                                 |                    | % of Total     | 0.7%           | 3.4%           | 3.9%           | 0.4%          | 0.3%   |
|                                 | YYC                | Arrivals       | 684            | 315            | 4,698          | 6,266         | 655    |
|                                 |                    | YOY%           | 42.8%          | -4.8%          | 10.2%          | 2.9%          | -29.3% |
|                                 |                    | % of Total     | 0.5%           | 0.1%           | 4.6%           | 5.6%          | 0.7%   |
|                                 | All other airports | Arrivals       | 373            | 616            | 1,443          | 104           | 92     |
|                                 |                    | YOY%           | 0.9%           | 0.5%           | 2.6%           | 0.1%          | 0.2%   |
|                                 |                    | % of Total     | 0.3%           | 0.3%           | 1.4%           | 0.1%          | 0.1%   |
| Subtotal                        | Arrivals           | 43,602         | 172,103        | 64,310         | 74,379         | 47,769        |        |
|                                 | YOY%               | 8.4%           | 28.3%          | 11.0%          | 4.5%           | 20.0%         |        |
|                                 | % of Total         | 33.0%          | 71.5%          | 62.9%          | 66.1%          | 50.2%         |        |
| Air Arrivals via the US         | All airports       | Arrivals       | 55,728         | 41,202         | 15,147         | 26,189        | 15,429 |
|                                 |                    | YOY%           | 4.4%           | 17.7%          | 15.4%          | 1.8%          | 12.1%  |
|                                 |                    | % of Total     | 42.2%          | 17.1%          | 14.8%          | 23.3%         | 16.2%  |
| Sea Arrivals                    | All sea borders    | Arrivals       | 15,019         | 4,507          | 4,621          | 2,360         | 1,641  |
|                                 |                    | YOY%           | 10.6%          | 16.5%          | 24.7%          | 55.6%         | 16.6%  |
|                                 |                    | % of Total     | 11.4%          | 1.9%           | 4.5%           | 2.1%          | 1.7%   |
| Land Arrivals via US            | All land borders   | Arrivals       | 17,693         | 22,622         | 18,071         | 8,788         | 29,858 |
|                                 |                    | YOY%           | 6.3%           | 8.7%           | 0.4%           | 17.5%         | 23.8%  |
|                                 |                    | % of Total     | 13.4%          | 9.4%           | 17.7%          | 7.8%          | 31.4%  |
| <b>Total Overnight Arrivals</b> |                    | <b>132,129</b> | <b>240,746</b> | <b>102,172</b> | <b>112,443</b> | <b>95,209</b> |        |

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:** **+12.1% ↑ YOY**



**YTD:** **+14.1% ↑ YOY**

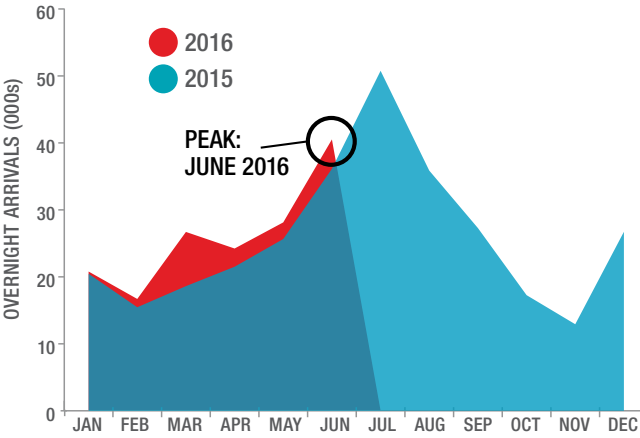
## Overnight Arrivals

|                            | June 2016     |                | YTD 2016       |                |
|----------------------------|---------------|----------------|----------------|----------------|
|                            | Arrivals      | % YOY Variance | Arrivals       | % YOY Variance |
| <b>DC Latin America</b>    | <b>40,517</b> | <b>12.1</b>    | <b>157,237</b> | <b>14.1</b>    |
| Brazil                     | 13,163        | 6.9            | 51,563         | 3.8            |
| Mexico                     | 27,354        | 14.8           | 105,674        | 19.9           |
| Rest of Latin America      | 41,599        | 14.5           | 73,065         | 6.5            |
| <b>Total Latin America</b> | <b>82,116</b> | <b>13.3</b>    | <b>230,302</b> | <b>11.6</b>    |

Source: Statistics Canada, International Travel Survey.  
 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 |
|---------------------------------------|----------------------------|--------|--------|
| <b>Air Seat Capacity<sup>i</sup></b>  | June 2016                  | -22.9% | 30.7%  |
|                                       | YTD                        | -5.1%  | 45.8%  |
| <b>Exchange Rate<sup>ii</sup></b>     | June 2016                  | -5.2%  | -13.5% |
|                                       | YTD                        | -14.0% | -9.7%  |
| <b>YTD Arrival Peak<sup>iii</sup></b> | Peak Year                  | 2015   | 2008   |
|                                       | Current % of Previous Peak | 103.8% | 91.3%  |

Sources:  
 i. Diiio Mi, Year on year % variance.  
 ii. Bank of Canada, Year on year % variance.  
 iii. Statistics Canada, International Travel Survey.

## LATIN AMERICA

- Canada welcomed 40,517 visitors from DC's two Latin America markets in June 2016, an increase of 12.1% over June 2015. June 2016 numbers are the highest on record. Arrivals over the first half of the year are up 14.1% over the same period from last year.
- June saw the eighth consecutive month of strong arrival growth from Mexico (+14.8%), with ongoing strong YTD growth (+19.9%). Mexican arrivals are currently tracking towards pre-visa imposition levels. Mexican gains are tied to significant growth in air capacity (+30.7%, +45.8% YTD) and are happening despite ongoing depreciation of the Mexican peso against the Canadian dollar (-9.7% YTD).
- Arrivals from Brazil continued to grow in June (+6.9%) as YTD Brazilian arrivals (+3.8%) continue to set a new peak. While trailing growth in other markets, the growth in arrivals from Brazil is noteworthy given Brazilian economic issues and political turbulence, significant declines in air capacity (-22.9% in June, -5.1% YTD), and a much weaker Real (-14.0% YTD).

### DC Latin America Arrivals by Port of Entry

- More than half of all arrivals through the first half of the year from Mexico (56%) and Brazil (52%) were direct air arrivals.
- A substantial share of Brazilian arrivals travel by air via the US, accounting for about 43% of total arrivals to Canada from Brazil. 19% of arrivals from Mexico are via the US by air. Arrivals by land and sea accounted for 22% and 3%, respectively, of total overnight arrivals from Mexico and only 3% and 2%, respectively, from Brazil.
- Halfway through the year, Vancouver International Airport (YVR) has seen the largest percentage increases in arrivals from both Mexico (+96%) and Brazil (+85%) though arrivals from the latter remain small as 94% of Brazilian direct air arrivals still go to YYZ.

| January to June 2016            |                    |                   | Brazil        | Mexico         |
|---------------------------------|--------------------|-------------------|---------------|----------------|
| Air Arrivals from Overseas      | YYZ                | Arrivals          | 25,209        | 26,007         |
|                                 |                    | YOY%              | 12.8%         | 16.6%          |
|                                 |                    | <b>% of Total</b> | <b>48.9%</b>  | <b>24.6%</b>   |
|                                 | YVR                | Arrivals          | 652           | 20,866         |
|                                 |                    | YOY%              | 85.2%         | 96.0%          |
|                                 |                    | <b>% of Total</b> | <b>1.3%</b>   | <b>19.7%</b>   |
|                                 | YUL                | Arrivals          | 751           | 9,675          |
|                                 |                    | YOY%              | 37.0%         | -5.4%          |
|                                 |                    | <b>% of Total</b> | <b>1.5%</b>   | <b>9.2%</b>    |
|                                 | YYC                | Arrivals          | 57            | 1,581          |
|                                 |                    | YOY%              | 9.6%          | 39.1%          |
|                                 |                    | <b>% of Total</b> | <b>0.1%</b>   | <b>1.5%</b>    |
|                                 | All other airports | Arrivals          | 86            | 1,132          |
|                                 |                    | YOY%              | 0.4%          | 2.6%           |
|                                 |                    | <b>% of Total</b> | <b>0.2%</b>   | <b>1.1%</b>    |
| Subtotal                        | Arrivals           | 26,755            | 59,261        |                |
|                                 | YOY%               | 14.5%             | 31.0%         |                |
|                                 | <b>% of Total</b>  | <b>51.9%</b>      | <b>56.1%</b>  |                |
| Air Arrivals via the US         | All airports       | Arrivals          | 22,109        | 19,898         |
|                                 |                    | YOY%              | -2.2%         | 2.7%           |
|                                 |                    | <b>% of Total</b> | <b>42.9%</b>  | <b>18.8%</b>   |
| Sea Arrivals                    | All sea borders    | Arrivals          | 850           | 2,975          |
|                                 |                    | YOY%              | -50.7%        | -87.8%         |
|                                 |                    | <b>% of Total</b> | <b>1.6%</b>   | <b>2.8%</b>    |
| Land Arrivals via US            | All land borders   | Arrivals          | 1,758         | 23,465         |
|                                 |                    | YOY%              | -92.2%        | 21.1%          |
|                                 |                    | <b>% of Total</b> | <b>3.4%</b>   | <b>22.2%</b>   |
| <b>Total Overnight Arrivals</b> |                    |                   | <b>51,563</b> | <b>105,674</b> |

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

# COMPETITIVE REVIEW

| January to June 2016        |                       | Trips To:        |                |                  |                |
|-----------------------------|-----------------------|------------------|----------------|------------------|----------------|
|                             |                       | Canada           |                | Australia        |                |
| Trips From:                 |                       |                  | % YOY Variance |                  | % YOY Variance |
| <b>Total International</b>  |                       | <b>7,890,879</b> | <b>9.8%</b>    | <b>3,880,500</b> | <b>11.6%</b>   |
| <b>United States</b>        |                       | 5,519,265        | 10.0%          | 345,000          | 16.0%          |
| <b>Canada</b>               |                       | ...              | ...            | 75,400           | 1.2%           |
| <b>Europe</b>               | <b>United Kingdom</b> | 310,075          | 8.2%           | 346,500          | 4.5%           |
|                             | <b>France</b>         | 195,887          | 3.7%           | 53,800           | 1.3%           |
|                             | <b>Germany</b>        | 133,541          | 7.0%           | 90,800           | 5.8%           |
| <b>Asia-Pacific</b>         | <b>Australia</b>      | 132,129          | 6.7%           | ...              | ...            |
|                             | <b>Japan</b>          | 112,443          | 6.1%           | 179,000          | 27.9%          |
|                             | <b>South Korea</b>    | 95,209           | 20.4%          | 140,300          | 27.3%          |
|                             | <b>China</b>          | 240,746          | 24.2%          | 624,000          | 21.7%          |
|                             | <b>India</b>          | 102,172          | 10.1%          | 131,300          | 6.6%           |
| <b>Latin America</b>        | <b>Mexico</b>         | 105,674          | 19.9%          | 3,900            | -2.5%          |
|                             | <b>Brazil</b>         | 51,563           | 3.8%           | 21,000           | -5.4%          |
| <b>Total DC Key Markets</b> |                       | <b>6,998,704</b> | <b>10.2%</b>   | <b>2,011,000</b> | <b>14.6%</b>   |

Sources:

Statistics Canada, International Travel Survey Border Counts.

Australian Bureau of Statistics, Overseas Arrivals and Departures, cat. no. 3401.0.

- Through the first half of the year, Canada registered a slightly smaller increase in total international arrivals (+9.8%) than Australia (+11.6%) compared with 2015. Canada welcomed 7.89 million international visitors, compared with 3.88 million in Australia.
- Among DC's markets, Australia outperformed Canada, with arrivals increasing 14.6% - compared to 10.2% in Canada. Arrivals from DC markets totalled nearly 7.0 million trips to Canada compared to 2.0 million in Australia. DC markets account for 89% of international travel to Canada, compared with 52% for Australia which sees significant arrivals from SE Asia and New Zealand.
- Year-to-date, a greater number of Australians travelled to Canada than Canadians travelling to Australia. Approximately 75,400 Canadian travellers visited Australia (+1.2%), while 132,129 Australians visited Canada (+6.7%).
- Canada and Australia saw similar growth from the US (+16.0%) since the start of the year. Despite similar growth, Canada welcomed nearly sixteen times more American visitors than Australia (5.52 million vs 345,000 visits).
- Thanks to June's surge in Chinese arrivals, Canadian growth in arrivals from China halfway through 2016 is outpacing Australian growth (24.2% vs 21.7%). China remains Australia's main long-haul inbound market with 624,000 visitors since the start of 2016, compared to slightly less than 241,000 for Canada.
- Australia is seeing significantly larger YTD growth than Canada from Japan (+27.9% vs +6.1%) and South Korea (+27.3% vs +20.4%).
- Canada registered larger gains than Australia in arrivals from all other DC markets, including UK (+8.2% vs 4.5%), France (+3.7% vs 1.3%), Mexico (+19.9% vs -2.5%), Brazil, (+3.8 vs -5.4%), Germany (+7.0% vs +5.8%), and India (+10.1% vs +6.6%).

# INTERNATIONAL ARRIVALS BY PROVINCE OF ENTRY

## Overnight Arrivals by Province of Entry, Year to Date

|                                |               | Newfoundland and Labrador | Prince Edward Island | Nova Scotia | New Brunswick | Québec    | Ontario   |
|--------------------------------|---------------|---------------------------|----------------------|-------------|---------------|-----------|-----------|
| Total One or more nights       | 2016          | 18,395                    | 998                  | 50,373      | 90,073        | 1,160,074 | 3,667,437 |
|                                | Variance YOY% | 31.0%                     | 2459.0%              | -5.6%       | 46.1%         | 8.3%      | 10.1%     |
|                                | Change YOY    | 4,356                     | 959                  | (2,994)     | 28,430        | 88,559    | 335,147   |
| US Residents by Automobile     | 2016          | 0                         | 0                    | 1,391       | 73,708        | 434,278   | 1,622,819 |
|                                | Variance YOY% | 0.0%                      | 0.0%                 | -48.0%      | 9.9%          | 10.0%     | 7.1%      |
|                                | Change YOY    | -                         | -                    | (1,284)     | 6,626         | 39,588    | 107,684   |
| US Residents by Non-Automobile | 2016          | 2,491                     | 50                   | 30,157      | 13,946        | 324,699   | 1,042,715 |
|                                | Variance YOY% | -46.9%                    | 28.2%                | 1.9%        | 100.7%        | 6.9%      | 15.6%     |
|                                | Change YOY    | (2,196)                   | 11                   | 564         | 6,996         | 20,912    | 140,844   |
| Residents from Other Countries | 2016          | 15,904                    | 948                  | 18,825      | 2,419         | 401,097   | 1,001,903 |
|                                | Variance YOY% | 18.0%                     | 4021.7%              | -10.8%      | 60.9%         | 7.5%      | 9.5%      |
|                                | Change YOY    | 2,424                     | 925                  | (2,274)     | 916           | 28,059    | 86,619    |

Source: International Travel Survey, Statistics Canada.

## Overnight Arrivals by Province of Entry, Year to Date

|                                |               | Manitoba | Saskatchewan | Alberta | British Columbia | Yukon  | CANADA    |
|--------------------------------|---------------|----------|--------------|---------|------------------|--------|-----------|
| Total One or more nights       | 2016          | 93,133   | 36,313       | 405,260 | 2,307,624        | 61,199 | 7,890,879 |
|                                | Variance YOY% | 21.8%    | 59.1%        | 6.0%    | 12.4%            | 5.1%   | 9.8%      |
|                                | Change YOY    | 16,685   | 13,492       | 22,928  | 254,935          | 2,959  | 706,436   |
| US Residents by Automobile     | 2016          | 58,935   | 21,378       | 56,359  | 839,346          | 27,030 | 3,135,244 |
|                                | Variance YOY% | -16.8%   | 10.3%        | 12.6%   | 10.6%            | 17.2%  | 8.0%      |
|                                | Change YOY    | (11,883) | 1,997        | 6,298   | 80,398           | 3,962  | 233,386   |
| US Residents by Non-Automobile | 2016          | 30,624   | 13,553       | 221,835 | 675,459          | 28,492 | 2,384,021 |
|                                | Variance YOY% | 1.2%     | 8.6%         | 7.5%    | 14.8%            | -3.1%  | 12.7%     |
|                                | Change YOY    | 361      | 1,075        | 15,502  | 87,003           | (903)  | 268,373   |
| Residents from Other Countries | 2016          | 3,574    | 1,382        | 127,066 | 792,819          | 5,677  | 2,371,614 |
|                                | Variance YOY% | -5.3%    | -23.6%       | 0.9%    | 12.4%            | -0.5%  | 9.4%      |
|                                | Change YOY    | (199)    | (426)        | 1,128   | 87,534           | (29)   | 204,677   |

- Year-to-date, the provinces recording the largest increases in total international arrivals were Ontario (+335,000, +10.1%), British Columbia (+255,000, +12.4%), and Quebec (+89,500, +12.8%).
- All three provinces (Ontario, BC and Quebec) registered strong gains in US arrivals by auto and non-auto modes as well as from overseas since the start of 2016.
- Five provinces and territories recorded double-digit growth in arrivals by automobile from the US, with Yukon leading the way (+17.2%), followed by Alberta (+12.6%), BC (+10.6%), Saskatchewan (+10.3%), and Quebec (+10.0%). On the other hand, Manitoba recorded a significant decrease in year-to-date US auto arrivals of -16.8%.
- Nova Scotia is experiencing a contraction of total international (both US and overseas) arrivals since the beginning of 2016 (-3,000, -5.6%).

# CANADIAN OUTBOUND TRAVEL

## Overnight Trips by Canadians

|                                | June 2016 | YOY % Variance | Jan.- June 2016 | YOY % Variance |
|--------------------------------|-----------|----------------|-----------------|----------------|
| <b>United States</b>           | 1,375,677 | -7.4           | 9,064,150       | -12.0          |
| <b>Other Countries</b>         | 712,976   | -2.6           | 6,561,640       | 4.1            |
| <b>Total Trips from Canada</b> | 2,088,653 | -5.8           | 15,625,790      | -5.9           |

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

- In June 2016, the number of overnight trips by Canadians to international destinations fell to 2.09 million, a decline of 5.8% relative to June 2015, and the 18<sup>th</sup> consecutive monthly contraction. The number of overnight trips by Canadians fell by 7.4% and 2.6% year-over-year to the US and to overseas destinations, respectively.
- During the first half of 2016, total Canadian outbound travel fell 5.9% to 15.6 million trips. Largely as a result of the depreciation of the loonie relative to the US dollar, Canadians have reduced their travel to the US by 12.0%, substituting for overseas destinations (+4.1%) for their international travels.
- The consumer confidence index published by the Conference Board of Canada declined for the first time in five months, falling by 2 points to 99.8 (2014 = 100) in June. Though the index is still higher than it was in late 2015 and early 2016, it is yet to return to the levels observed before the sharp decline in oil prices.



# ACCOMMODATION

## Hotel Performance Indicators by Province

|                              | Occupancy Rates |                           |              |                           | Average Daily Rate (ADR) |                |                 |                | Revenue Per Available Room (RevPAR) |                |                |                |
|------------------------------|-----------------|---------------------------|--------------|---------------------------|--------------------------|----------------|-----------------|----------------|-------------------------------------|----------------|----------------|----------------|
|                              | June 2016       | YOY <sup>^</sup> Variance | Jan.- June   | YOY <sup>^</sup> Variance | June 2016                | YOY % Variance | Jan.- June      | YOY % Variance | June 2016                           | YOY % Variance | Jan.- June     | YOY % Variance |
| <b>Alberta<sup>1</sup></b>   | 58.0%           | -7.2                      | 51.1%        | -8.9                      | \$137.80                 | -5.4%          | \$131.88        | -7.1%          | \$79.94                             | -15.9%         | \$67.38        | -20.8%         |
| <b>British Columbia</b>      | 77.8%           | 0.1                       | 65.1%        | 2.1                       | \$174.33                 | 3.1%           | \$154.15        | 6.8%           | \$135.66                            | 3.3%           | \$100.38       | 10.4%          |
| <b>Saskatchewan</b>          | 59.6%           | -5.3                      | 53.9%        | -4.4                      | \$129.34                 | -4.0%          | \$127.65        | -4.1%          | \$77.15                             | -11.9%         | \$68.74        | -11.3%         |
| <b>Manitoba</b>              | 71.2%           | -1.7                      | 62.1%        | 0.0                       | \$128.23                 | -2.5%          | \$121.21        | 0.0%           | \$91.31                             | -4.8%          | \$75.27        | 0.0%           |
| <b>Ontario</b>               | 73.5%           | -0.2                      | 63.1%        | 1.8                       | \$145.69                 | 1.8%           | \$139.25        | 3.8%           | \$107.15                            | 1.6%           | \$87.88        | 6.9%           |
| <b>Quebec</b>                | 75.6%           | -2.0                      | 63.0%        | 0.6                       | \$174.41                 | 3.6%           | \$151.95        | 3.2%           | \$131.85                            | 0.9%           | \$95.70        | 4.2%           |
| <b>New Brunswick</b>         | 65.4%           | 0.7                       | 50.4%        | 2.2                       | \$117.30                 | -3.1%          | \$111.35        | -0.3%          | \$76.69                             | -2.0%          | \$56.10        | 4.1%           |
| <b>Nova Scotia</b>           | 73.7%           | 6.8                       | 58.1%        | 3.2                       | \$137.47                 | 3.9%           | \$125.69        | 2.8%           | \$101.26                            | 14.5%          | \$72.98        | 8.9%           |
| <b>Newfoundland</b>          | 79.9%           | 4.5                       | 56.5%        | -3.4                      | \$163.65                 | 2.3%           | \$142.21        | -0.4%          | \$130.71                            | 8.3%           | \$80.39        | -6.1%          |
| <b>Prince Edward Island</b>  | 68.2%           | 4.8                       | 46.0%        | 4.5                       | \$150.86                 | 3.6%           | \$117.98        | 2.8%           | \$102.89                            | 11.4%          | \$54.21        | 13.9%          |
| <b>Northwest Territories</b> | 67.3%           | -2.6                      | 69.0%        | 3.7                       | \$147.71                 | -7.4%          | \$152.61        | -3.5%          | \$99.44                             | -10.8%         | \$105.28       | 1.9%           |
| <b>Yukon</b>                 | 91.0%           | 4.4                       | 64.3%        | 2.5                       | \$133.27                 | 2.9%           | \$120.12        | 3.8%           | \$121.34                            | 8.1%           | \$77.27        | 8.0%           |
| <b>Canada</b>                | <b>71.3%</b>    | <b>-1.4</b>               | <b>60.2%</b> | <b>-0.4</b>               | <b>\$155.29</b>          | <b>1.5%</b>    | <b>\$142.22</b> | <b>2.3%</b>    | <b>\$110.74</b>                     | <b>-0.5%</b>   | <b>\$85.66</b> | <b>1.6%</b>    |

Note: Based on the operating results of 223,202 rooms (unweighted data).

<sup>^</sup> Percentage points.

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

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- The National Occupancy Rate dropped 1.4 points (relative to June 2015) to 71.3% amid mixed performance indicators for the accommodation sector across Canada. Year-to-date, compared with 2015, the National Occupancy Rate is down by 0.4% to 60.2%.
- We continue to observe weaker performance among economies affected by the oil and gas downturn with contractions in Alberta (-7.2 points) and Saskatchewan (-5.3 points). Alberta and Saskatchewan continue to see significant reductions in average daily rate and Revenue Per Available Room (RevPar) compared to this time last year, which are further highlighted when Alberta resorts are excluded. Northwest Territories also saw negative movement in June, with occupancy rates, daily rates, and RevPar down 2.6, 7.4, and 10.8 points respectively compared to June 2015.
- June saw more positive hotel performance in other regions, particularly in Atlantic Canada. Nova Scotia (+6.8), PEI (+4.8), and Newfoundland (+4.5) saw the largest growth in occupancy rate. With strong June RevPar growth of 14.5 and 11.4 points, respectively, Nova Scotia and PEI join BC as Canada's strongest performers in year-to-date RevPar halfway through the year.
- Among specific destinations, RevPar in Alberta resorts (+18.2%), Halifax (+18.0%), and Vancouver Island (+11.1%) saw particularly strong performances. Growth in the Greater Toronto Area and Greater Vancouver was limited as both markets already had high utilization in 2015 and have limited room for improvement.

# ACCOMMODATION

## Hotel Performance Indicators by Property Type

|                      | Occupancy Rates |                         |            |                           | Average Daily Rate (ADR) |              |            |              |
|----------------------|-----------------|-------------------------|------------|---------------------------|--------------------------|--------------|------------|--------------|
|                      | June 2016       | YOY <sup>^</sup> Change | Jan.- June | YOY <sup>^</sup> Variance | June 2016                | YOY Variance | Jan.- June | YOY Variance |
| <b>Property Size</b> |                 |                         |            |                           |                          |              |            |              |
| Under 50 rooms       | 55.6%           | -1.8                    | 44.5%      | -2.2                      | \$111.97                 | 0.7%         | \$102.67   | 0.0%         |
| 50-75 rooms          | 64.0%           | -1.8                    | 52.4%      | -1.5                      | \$116.42                 | 0.9%         | \$107.80   | 0.0%         |
| 76-125 rooms         | 68.2%           | -1.8                    | 57.7%      | -1.0                      | \$131.28                 | -0.8%        | \$123.07   | -0.9%        |
| 126-200 rooms        | 72.4%           | -1.2                    | 61.6%      | -0.5                      | \$140.69                 | 1.1%         | \$129.80   | 1.2%         |
| 201-500 rooms        | 74.9%           | -1.5                    | 64.5%      | 0.3                       | \$181.21                 | 1.2%         | \$165.90   | 3.8%         |
| Over 500 rooms       | 83.6%           | 0.0                     | 69.2%      | 1.7                       | \$228.73                 | 5.8%         | \$198.70   | 6.9%         |
| <b>Total</b>         | 71.3%           | -1.4                    | 60.2%      | -0.4                      | \$155.29                 | 1.5%         | \$142.22   | 2.3%         |
| <b>Property Type</b> |                 |                         |            |                           |                          |              |            |              |
| Limited Service      | 64.3%           | -2.5                    | 54.2%      | -1.7                      | \$115.67                 | -1.0%        | \$110.44   | -1.1%        |
| Full Service         | 75.1%           | -1.4                    | 63.3%      | -0.1                      | \$168.05                 | 1.8%         | \$151.66   | 2.9%         |
| Suite Hotel          | 79.5%           | 0.0                     | 69.6%      | 1.2                       | \$163.72                 | -0.4%        | \$148.36   | 1.5%         |
| Resort               | 69.4%           | 2.5                     | 57.4%      | 2.8                       | \$233.03                 | 6.9%         | \$211.60   | 8.8%         |
| <b>Total</b>         | 71.3%           | -1.4                    | 60.2%      | -0.4                      | \$155.29                 | 1.5%         | \$142.22   | 2.3%         |
| <b>Price Level</b>   |                 |                         |            |                           |                          |              |            |              |
| Budget               | 62.6%           | -0.7                    | 52.2%      | 1.1                       | \$97.50                  | 2.7%         | \$91.22    | 3.6%         |
| Mid-Price            | 72.6%           | -2.0                    | 61.7%      | -1.3                      | \$148.71                 | 0.5%         | \$136.56   | 0.8%         |
| Upscale              | 79.3%           | -0.4                    | 66.1%      | 0.8                       | \$255.32                 | 4.3%         | \$226.36   | 6.7%         |
| <b>Total</b>         | 71.3%           | -1.4                    | 60.2%      | -0.4                      | \$155.29                 | 1.5%         | \$142.22   | 2.3%         |

Note: Based on the operating results of 223,202 rooms (unweighted data).  
<sup>^</sup> Percentage points.

- Since the start of the year, larger hotels (greater than 200 rooms) have generally fared better in terms of occupancy and average daily rates. Hotels with over 500 rooms registered the strongest performance with occupancy up 1.7 points and average daily rates up 6.9%.
- Nationally, suite hotels outperformed full service hotels in occupancy rate (1.2% vs -0.1%, respectively) in the first half of 2016. Full service hotels, however, saw stronger ADR growth (1.5% and 2.9%, respectively).
- Resorts once again outperformed other types of properties with YTD growth in occupancy rates of 2.8 points and ADR (+8.8 points) nationwide relative to last year. Western Canadian resorts led the pack with YTD ADR growth of 10.2%.