

# Tourism Snapshot

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

October 2016  
Volume 12, Issue 10






# KEY HIGHLIGHTS

- Total international arrivals in October 2016 grew 12.5% year-over-year to set a new record for October visits at 1.49 million. Year-to-date arrivals from January to October 2016 also performed very well, up 11.0% year-over-year and approaching the highs seen in the early 2000s.
- Overnight arrivals from Destination Canada's ten overseas markets jumped by 21.0% in October 2016 on the strength of double digit growth and record arrivals across all three global regions, including Latin America (+24.5%), Europe (+20.8%) and Asia-Pacific (+20.7%). In fact, all overseas markets except India registered double-digit growth in October 2016.
- Overnight arrivals from the United States (+8.8%) in October 2016 were driven by increases across all three main categories of transportation into Canada, with train, cruise or bus modes of transportation (+23.5%) leading the way, followed by air arrivals (+14.4%) and auto arrivals (+2.8%).
- From January to October 2016, overnight arrivals increased at a double-digit pace in eight of Destination Canada's ten overseas markets, all of which posted exceptional performances, particularly South Korea (+31.2%), followed by China (+24.0%), Mexico (+19.1%), the United Kingdom (+15.9%), Australia (+14.4%), Germany (12.4%), India (10.7%) and Japan (10.3%).
- 2016 year-to-date arrivals from the United States increased by 9.8%, representing nearly 1.1 million additional overnight visitors relative to the first ten months of 2015. Almost 600,000 additional visitors entered Canada by air (+17.8%) surpassing the combined number of additional arrivals by automobile (460,000; +7.0%) and by other modes of transportation (46,000; +3.6%).

## QUICK LINKS

## Industry Performance Dashboard

	October 2016	YTD
 <b>Overnight Arrivals<sup>1</sup></b>		
<b>Total International</b>	↑ 12.5%	↑ 11.0%
<b>11 DC Markets**</b>	↑ 11.4%	↑ 10.9%
<i>United States</i>	↑ 8.8%	↑ 9.8%
<i>10 Overseas Markets</i>	↑ 21.0%	↑ 15.2%
<b>Non-DC Markets</b>	↑ 21.7%	↑ 11.9%
 <b>Air Seat Capacity<sup>2</sup></b>		
<b>Total International</b>	↑ 10.3%	↑ 7.1%
<b>11 DC Markets**</b>	↑ 9.3%	↑ 6.3%
<b>Non-DC Markets</b>	↑ 13.3%	↑ 9.0%
 <b>National Hotel Indicators<sup>3</sup></b>		
<b>Occupancy Rate*</b>	↑ 0.1	0.0
<b>Revenue Per Available Room (Revpar)</b>	↑ 1.8%	↑ 3.4%
<b>Average Daily Rate (ADR)</b>	↑ 1.9%	↑ 3.4%

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. Diio 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>	
		Oct. 2016	YTD 2016	Oct. 2016	YTD 2016	Oct. 2016	YTD 2016	Oct. 2016 Average	YTD Average
<b>United States</b>	<b>United States</b>	1,012,488	12,274,935	8.8%	9.8%	5.1%	3.2%	1.4%	4.6%
<b>DC Europe</b>	<b>France</b>	49,840	487,635	17.2%	7.9%	5.1%	5.4%	-0.6%	4.5%
	<b>Germany</b>	34,873	338,660	31.7%	12.4%	19.7%	4.8%	-0.6%	4.5%
	<b>United Kingdom</b>	60,796	744,035	18.3%	15.9%	10.4%	12.2%	-18.5%	-6.0%
<b>DC Asia-Pacific</b>	<b>Australia</b>	20,978	285,616	26.2%	14.4%	95.3%	38.8%	7.2%	2.6%
	<b>China</b>	47,131	550,728	27.6%	24.0%	33.6%	26.9%	-4.4%	-0.7%
	<b>India</b>	12,929	187,949	5.0%	10.7%	89.1%	64.4%	-1.3%	-0.7%
	<b>Japan</b>	34,784	269,384	16.7%	10.3%	25.6%	11.7%	17.1%	17.1%
	<b>South Korea</b>	21,858	219,535	18.7%	31.2%	64.0%	39.4%	2.7%	1.7%
<b>DC Latin America</b>	<b>Brazil</b>	8,353	97,799	21.7%	-0.7%	-48.0%	-14.7%	23.3%	-4.5%
	<b>Mexico</b>	13,142	203,136	26.4%	19.1%	37.6%	40.9%	-11.1%	-10.7%
<b>Total 11 DC Markets</b>		<b>1,317,172</b>	<b>15,659,412</b>	<b>11.4%</b>	<b>10.9%</b>				
<b>Rest of the World</b>		<b>170,313</b>	<b>2,001,181</b>	<b>21.7%</b>	<b>11.9%</b>				
<b>Total International</b>		<b>1,487,485</b>	<b>17,660,593</b>	<b>12.5%</b>	<b>11.0%</b>				

Sources:

i. International Travel Surey, Statistics Canada.

ii. Dlio 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:

**+8.8% ↑ YOY**



YTD:

**+9.8% ↑ YOY**

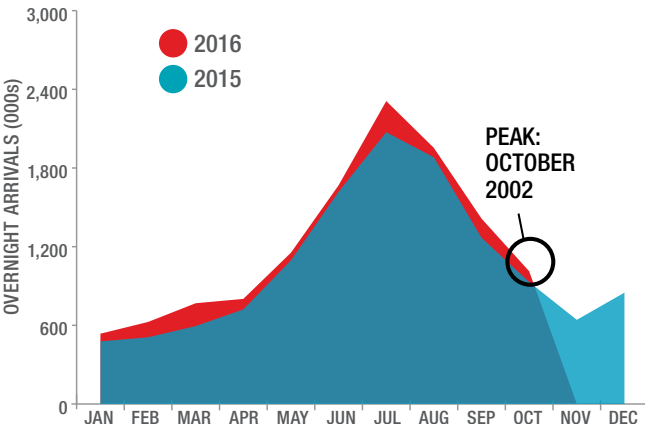
### Overnight Arrivals

	October 2016		YTD 2016	
	Arrivals	% YOY Variance	Arrivals	% YOY Variance
Automobile	539,941	2.8	7,046,742	7.0
Air	356,702	14.4	3,926,236	17.8
Other	115,845	23.5	1,301,957	3.6
<b>US Total</b>	<b>1,012,488</b>	<b>8.8</b>	<b>12,274,935</b>	<b>9.8</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

Air Seat Capacity <sup>i</sup>	October 2016	5.1%
	YTD	3.2%
Exchange Rate <sup>ii</sup>	October 2016	1.4%
	YTD	4.6%
Consumer Confidence Index (1985=100) <sup>iii</sup>	October 2016	100.8
	Previous Month	103.5
YTD Arrival Peak <sup>iv</sup>	Peak Year	2002
	Current % of Previous Peak	84.9%

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

- Canada welcomed just over 1 million overnight visitors from the US in October 2016, up 8.8% over October 2015 and the best October for US arrivals since 2004. This brings total year-to-date US arrivals to 12.3 million (+9.8% over the same period of 2015), the highest observed since 2006.
- Particularly notable year-over-year growth was observed in arrivals from the US via modes of transportation such as train, cruise or bus in October 2016 (+23.5%), ahead of air (+14.4%) and auto (+2.8%) arrivals. However, year-to-date from January to October the strongest growth was observed in air arrivals (+17.8%), and the majority of US visitors still arrived by automobile (7.0 million, +7.0%).
- This year-over-year growth in US arrivals was supported by a strong US dollar (+4.6% YTD) and slightly increased air capacity (3.2% YTD) in 2016. Despite an increase in Canadian outbound travel to the US in October 2016 (+6.3%), the overall decline noted from January to October 2016 (-7.7%) suggests that overall US travellers may have used more of the added air capacity between the two countries in the first ten months of the year.
- In the lead-up to the US presidential election in early November 2016, the consumer confidence index published by the US Conference Board fell 2.7 points to 100.8 in October 2016, indicating that US consumer confidence faltered following a slight uptick in the previous month.

# EUROPE

## Europe Arrivals to Canada

CURRENT MONTH:

**+20.8%** ↑ YOY



YTD:

**+12.6%** ↑ YOY

## Overnight Arrivals

	October 2016		YTD 2016	
	Arrivals	% YOY Variance	Arrivals	% YOY Variance
<b>DC Europe</b>	<b>145,509</b>	<b>20.8</b>	<b>1,570,330</b>	<b>12.6</b>
United Kingdom	60,796	18.3	744,035	15.9
France	49,840	17.2	487,635	7.9
Germany	34,873	31.7	338,660	12.4
<b>Other Europe</b>	<b>78,434</b>	<b>88.3</b>	<b>940,772</b>	<b>73.8</b>
Italy	9,166	20.7	114,802	11.9
Netherlands	10,022	22.2	124,668	15.2
Spain	4,765	7.7	75,896	21.9
Switzerland	9,003	15.4	118,230	11.4
Rest of Europe	45,478	22.3	507,176	13.4
<b>Total Europe</b>	<b>223,943</b>	<b>20.6</b>	<b>2,511,102</b>	<b>13.0</b>



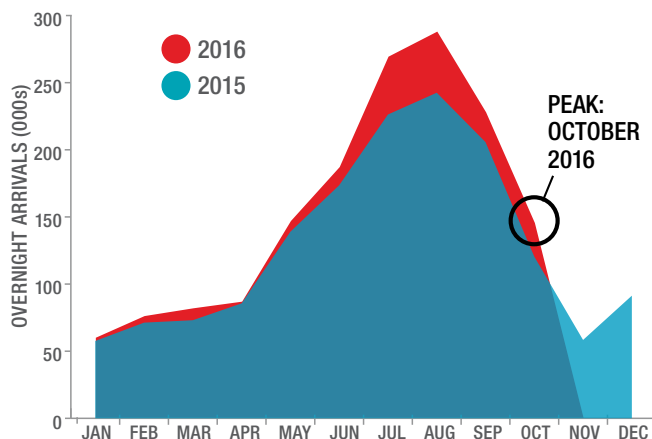
Source: Statistics Canada, International Travel Survey.  
 Note: The figures are preliminary estimates and are subject to change.

## DC Europe: Key Indicators

		France	Germany	United Kingdom
Air Seat Capacity <sup>i</sup>	October 2016	5.1%	19.7%	10.4%
	YTD	5.4%	4.8%	12.2%
Exchange Rate <sup>ii</sup>	October 2016	-0.6%	-0.6%	-18.5%
	YTD	4.5%	4.5%	-6.0%
YTD Arrival Peak <sup>iii</sup>	Peak Year	2015	1996	2007
	Current % of Previous Peak	107.9%	79.3%	91.5%

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

## Trend Plot: Total DC Europe Arrivals



- Arrivals from Destination Canada's European markets in October 2016 grew 20.8% over October 2015, resulting in new arrivals records both for October (145,509 visitors) and for the first ten months of the year (1.6 million visitors; +12.6% YTD).
- Germany led this region's growth in October 2016, with a monthly record of 34,873 visitors, up 31.7% over October 2015 (+12.4% YTD), supported in part by increased air capacity (+19.7%, +4.8% YTD).
- The UK followed with 18.3% growth in arrivals over October 2015 (+15.9% YTD), alongside increased air capacity (+10.4%, +12.2% YTD) and despite the continued depreciation of the GBP (-18.5% vs. October 2015).
- Arrivals from France also noted strong year-over-year growth in October 2016 (+17.2%, +7.9% YTD). While slightly behind the other two European markets in terms of growth, France still reached new record peaks for both October arrivals (49,840 visitors) and year-to-date arrivals for January-October (487,635 visitors).
- In October 2016 the Euro exchange rate against the Canadian dollar was nearly in line with the same month a year ago (-0.6%), but remained strong overall year-to-date (+4.5%).

## DC Europe Arrivals by Port of Entry

- From January to October 2016, just under 7-in-10 arrivals from Destination Canada's European markets were direct air arrivals from overseas, including 72% from the UK and 67% each from France and Germany). Visitors from France (26%) were more likely to travel to Canada by air via the US than visitors from the UK (16%) and Germany (15%), while German travellers were the most likely to arrive by land via the US (12% vs. 7% each from France and the UK). European arrivals by sea were the least common (4%), but increased 12% year-over-year.
- Year-to-date YUL received the most visitors from France (49%), while YYZ received the largest share of arrivals from the UK (34%) and Germany (27%). However, YVR saw strong growth in arrivals from both the UK (+26%) and France (+20%).

January to October 2016		France	Germany	UK	
Air Arrivals from Overseas	YYZ	Arrivals	55,317	90,375	256,153
		YOY%	3.9%	25.6%	19.3%
		% of Total	11.3%	26.7%	34.4%
	YVR	Arrivals	16,844	54,229	122,525
		YOY%	20.0%	7.7%	25.9%
		% of Total	3.5%	16.0%	16.5%
	YUL	Arrivals	238,803	38,297	46,977
		YOY%	14.7%	22.1%	13.8%
		% of Total	49.0%	11.3%	6.3%
	YYC	Arrivals	4,982	24,553	64,165
		YOY%	19.2%	14.6%	10.5%
		% of Total	1.0%	7.3%	8.6%
	All other airports	Arrivals	10,745	20,365	43,271
		YOY%	3.8%	11.6%	8.8%
		% of Total	2.2%	6.0%	5.8%
Subtotal	Arrivals	326,691	227,819	533,091	
	YOY%	12.8%	17.8%	19.9%	
	% of Total	67.0%	67.3%	71.6%	
Air Arrivals via the US	All airports	Arrivals	126,103	50,027	115,910
		YOY%	3.5%	-2.1%	10.2%
		% of Total	25.9%	14.8%	15.6%
Sea Arrivals	All sea borders	Arrivals	3,256	21,068	42,706
		YOY%	57.8%	14.1%	-36.0%
		% of Total	0.7%	6.2%	5.7%
Land Arrivals via US	All land borders	Arrivals	31,538	39,525	52,232
		YOY%	-17.5%	3.4%	3.0%
		% of Total	6.5%	11.7%	7.0%
<b>Total Overnight Arrivals</b>		<b>487,635</b>	<b>338,660</b>	<b>744,035</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:

**+20.7%** ↑ YOY



YTD:

**+18.7%** ↑ YOY

## Overnight Arrivals

	October 2016		YTD 2016	
	Arrivals	% YOY Variance	Arrivals	% YOY Variance
<b>DC Asia-Pacific</b>	<b>137,680</b>	<b>20.7</b>	<b>1,513,212</b>	<b>18.7</b>
Australia	20,978	26.2	285,616	14.4
China	47,131	27.6	550,728	24.0
India	12,929	5.0	187,949	10.7
Japan	34,784	16.7	269,384	10.3
South Korea	21,858	18.7	219,535	31.2
<b>Other Asia-Pacific</b>	<b>57,090</b>	<b>117.5</b>	<b>648,440</b>	<b>48.1</b>
Hong Kong	10,216	12.4	134,784	2.9
Taiwan	13,412	85.1	89,586	34.9
Rest of Asia-Pacific	33,462	20.1	424,070	10.4
<b>Total Asia-Pacific</b>	<b>194,770</b>	<b>23.0</b>	<b>2,161,652</b>	<b>16.4</b>



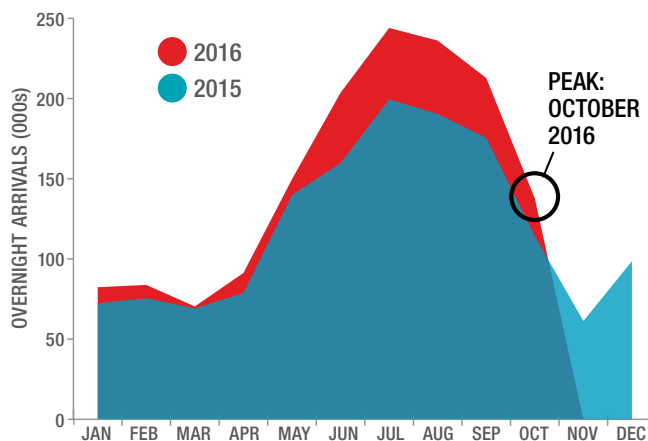
Source: Statistics Canada, International Travel Survey.  
Note: The figures are preliminary estimates and are subject to change.

## Asia-Pacific: Key Indicators

		Australia	China	India	Japan	South Korea
Air Seat Capacity <sup>i</sup>	October 2016	95.3%	33.6%	89.1%	25.6%	64.0%
	YTD	38.8%	26.9%	64.4%	11.7%	39.4%
Exchange Rate <sup>ii</sup>	October 2016	7.2%	-4.4%	-1.3%	17.1%	2.7%
	YTD	2.6%	-0.7%	-0.7%	17.1%	1.7%
YTD Arrival Peak <sup>iii</sup>	Peak Year	2015	2015	2015	1996	2007
	Current % of Previous Peak	114.4%	124.0%	110.7%	45.8%	124.7%

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



- October 2016 was another record-breaking month for visitors to Canada from the Asia-Pacific region, with arrivals up 20.7% over the same month in 2015 (+18.7% YTD) to reach new record arrivals for October (137,680 visitors) and for January-October year-to-date (1.5 million visitors). With the exception of Japan, all of Destination Canada's individual markets in the region also reached new peaks in arrivals for the month and year-to-date.
- Arrivals from China (+27.6%) and Australia (+26.2%) drove growth in this region in October 2016, while South Korea (+18.7%) and Japan (+16.7%) also saw strong double-digit growth over October 2015. Only India lagged behind with a more subtle year-over-year increase (+5.0%).
- From January to October 2016, all five markets saw double-digit improvement over the same period in 2015, with year-to-date growth led by South Korea (+31.2%), followed by China (+24.0%), Australia (+14.4%), India (+10.7%), and Japan (+10.3%).
- Arrivals from all of Destination Canada's Asia-Pacific markets benefited from significantly expanded air capacity, particularly Australia (+95.3%, +38.8% YTD), India (+89.1%, +64.4% YTD), and South Korea (+64.0%, +39.4%), followed by China (+33.6%, +26.9% YTD) and Japan (+25.6%, +11.7% YTD).

## DC Asia-Pacific Arrivals by Port of Entry

- From January to October 2016, direct air arrivals from overseas made up the majority of arrivals from China (72%), Japan (67%), India (63%), and South Korea (52%), while visitors from Australia came to Canada by air via the US (40%) in slightly higher numbers than those that arrived by air directly from overseas (33%).
- In the midst of the cruise season, year-to-date arrivals by sea increased year-over-year across all Asia-Pacific markets, with the highest proportion of arrivals by sea coming from Australia (14%).
- Direct air arrivals from China continued to grow at an accelerated pace at YYC (+511%) and YUL (+290%), though the majority of visitors from China still flew into at YVR (38%) and YYZ (31%).

January to October 2016		Australia	China	India	Japan	South Korea	
Air Arrivals from Overseas	YYZ	Arrivals	13,946	168,899	77,372	61,891	42,055
		YOY%	11.4%	26.3%	14.0%	9.5%	78.4%
		% of Total	4.9%	30.7%	41.2%	23.0%	19.2%
	YVR	Arrivals	74,285	207,361	22,183	98,742	69,141
		YOY%	29.1%	26.3%	23.8%	11.6%	27.3%
		% of Total	26.0%	37.7%	11.8%	36.7%	31.5%
	YUL	Arrivals	2,283	16,104	8,069	1,945	569
		YOY%	27.9%	289.7%	0.5%	88.8%	33.9%
		% of Total	0.8%	2.9%	4.3%	0.7%	0.3%
	YYC	Arrivals	1,336	5,697	7,404	18,756	2,131
		YOY%	43.5%	510.6%	11.7%	19.7%	6.5%
		% of Total	0.5%	1.0%	3.9%	7.0%	1.0%
	All other airports	Arrivals	881	904	2,987	232	170
		YOY%	1.2%	0.3%	3.0%	0.1%	0.2%
		% of Total	0.3%	0.2%	1.6%	0.1%	0.1%
	Subtotal	Arrivals	92,731	398,965	118,015	181,566	114,066
		YOY%	25.7%	31.3%	13.3%	12.0%	41.6%
		% of Total	32.5%	72.4%	62.8%	67.4%	52.0%
Air Arrivals via the US	All airports	Arrivals	114,313	85,547	28,273	59,729	31,221
		YOY%	8.3%	10.6%	7.8%	1.4%	6.7%
		% of Total	40.0%	15.5%	15.0%	22.2%	14.2%
Sea Arrivals	All sea borders	Arrivals	40,057	15,625	9,207	4,804	4,439
		YOY%	19.8%	15.3%	12.5%	17.1%	7.9%
		% of Total	14.0%	2.8%	4.9%	1.8%	2.0%
Land Arrivals via US	All land borders	Arrivals	38,428	50,279	32,431	22,558	69,297
		YOY%	4.1%	2.2%	3.9%	17.3%	29.8%
		% of Total	13.5%	9.1%	17.3%	8.4%	31.6%
<b>Total Overnight Arrivals</b>		<b>285,616</b>	<b>550,728</b>	<b>187,949</b>	<b>269,384</b>	<b>219,535</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:** **+24.5% ↑ YOY**



**YTD:** **+11.9% ↑ YOY**

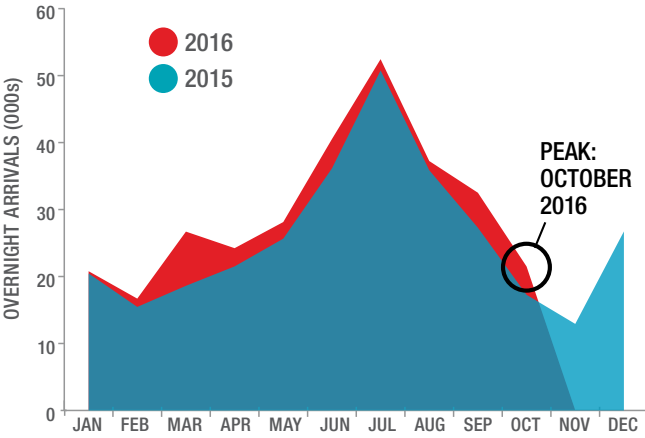
## Overnight Arrivals

	October 2016		YTD 2016	
	Arrivals	% YOY Variance	Arrivals	% YOY Variance
<b>DC Latin America</b>	<b>21,495</b>	<b>24.5</b>	<b>300,935</b>	<b>11.9</b>
Brazil	8,353	21.7	97,799	-0.7
Mexico	13,142	26.4	203,136	19.1
Other Latin America	24,626	13.6	149,556	6.4
<b>Total Latin America</b>	<b>46,121</b>	<b>18.4</b>	<b>450,491</b>	<b>10.0</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>	October 2016	-48.0%	37.6%
	YTD	-14.7%	40.9%
<b>Exchange Rate<sup>ii</sup></b>	October 2016	23.3%	-11.1%
	YTD	-4.5%	-10.7%
<b>YTD Arrival Peak<sup>iii</sup></b>	Peak Year	2015	2008
	Current % of Previous Peak	99.3%	85.4%

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

## LATIN AMERICA

- The Latin American market stood out in October 2016 with the largest growth of all Destination Canada's market regions, observing a 24.5% increase in arrivals over the same month a year ago. This brought the region's overall year-over-year growth from January to October 2016 to +11.9%, and marked a new record peak in arrivals from the region for both October (21,495 visitors) and year-to-date (300,935 visitors).
  - Increased arrivals from Mexico (+26.4%, +19.1% YTD) leading up to the December visa lift continued to drive this region's growth, despite a weaker Mexican peso (-10.7% YTD). This trend was supported by air capacity expansion (+37.6%, +40.9% YTD).
  - Brazil also noted a significant increase in arrivals in October 2016 – up 21.7% over October 2015 (though still -0.7% compared to 2015 year-to-date), in spite of the continuous contraction of air capacity to Canada (-48.0%, -14.7% YTD). The Real did show signs of improvement in October (+23.3% over October 2015), but remained weaker overall (-4.5% YTD).
- ### DC Latin America Arrivals by Port of Entry
- From January to October 2016, the majority of visitors to Canada from both Mexico (56%) and Brazil (51%) were direct air arrivals. A large proportion of visitors from Brazil also arrived by air via the US (43%), while Mexican visitors arrived in almost equal numbers via the US by air (19%) and by land (21%). Few visitors from both countries arrived by sea, with a decline in this method of transportation observed year-over-year.
  - Vancouver International Airport (YVR) saw strong growth in arrivals from both Brazil (+117%) and Mexico (+84%) year-to-date, though the highest proportion of visitors from both countries still arrived at YYZ.

January to October 2016			Brazil	Mexico
Air Arrivals from Overseas	YYZ	Arrivals	46,632	52,260
		YOY%	3.0%	22.1%
		% of Total	47.7%	25.7%
	YVR	Arrivals	1,228	35,790
		YOY%	117.0%	84.1%
		% of Total	1.3%	17.6%
	YUL	Arrivals	1,622	20,490
		YOY%	34.2%	6.9%
		% of Total	1.7%	10.1%
	YYC	Arrivals	118	2,876
		YOY%	-2.5%	12.2%
		% of Total	0.1%	1.4%
	All other airports	Arrivals	170	1,512
		YOY%	0.4%	1.8%
		% of Total	0.2%	0.7%
Subtotal	Arrivals	49,770	112,928	
	YOY%	5.1%	31.5%	
	% of Total	50.9%	55.6%	
Air Arrivals via the US	All airports	Arrivals	41,715	38,284
		YOY%	-3.6%	1.4%
		% of Total	42.7%	18.8%
Sea Arrivals	All sea borders	Arrivals	2,466	9,669
		YOY%	-27.6%	-78.9%
		% of Total	2.5%	4.8%
Land Arrivals via US	All land borders	Arrivals	3,757	42,180
		YOY%	-91.3%	11.8%
		% of Total	3.8%	20.8%
<b>Total Overnight Arrivals</b>			<b>97,799</b>	<b>203,136</b>

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

# COMPETITIVE REVIEW

January to October 2016		Trips To:			
		Canada		Australia	
Trips From:			% YOY Variance		% YOY Variance
<b>Total International</b>		<b>17,660,593</b>	<b>11.0%</b>	<b>6,570,600</b>	<b>11.8%</b>
<b>United States</b>		12,274,935	9.8%	555,700	18.1%
<b>Canada</b>		...	...	117,400	4.9%
<b>Europe</b>	<b>United Kingdom</b>	744,035	15.9%	533,000	4.2%
	<b>France</b>	487,635	7.9%	96,900	2.4%
	<b>Germany</b>	338,660	12.4%	158,200	6.6%
<b>Asia-Pacific</b>	<b>Australia</b>	285,616	14.4%	...	...
	<b>Japan</b>	269,384	10.3%	333,300	24.1%
	<b>South Korea</b>	219,535	31.2%	227,700	28.6%
	<b>China</b>	550,728	24.0%	1,003,500	18.8%
	<b>India</b>	187,949	10.7%	206,800	10.4%
<b>Latin America</b>	<b>Mexico</b>	203,136	19.1%	6,900	3.0%
	<b>Brazil</b>	97,799	-0.7%	35,600	-0.8%
<b>Total DC Key Markets</b>		<b>15,659,412</b>	<b>10.9%</b>	<b>3,275,000</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.

- From January to October 2016, Canada and Australia noted similar levels of growth in international arrivals (+11.0% in Canada vs. +11.8% in Australia). However, close to three times as many international travellers visited Canada (17.7 million) during this period than visited Australia (6.6 million).
- While Australia (+14.6%) saw stronger growth in arrivals from Destination Canada's 11 key markets than Canada (+10.9%) year-to-date, Canada welcomed a total of nearly 5 times as many visitors (15.7 million in Canada vs. 3.3 million in Australia) and a much larger proportion of its total international arrivals (89% vs. 50%) from those markets.
- More than twice as many Australian travellers visited Canada (285,616, +14.4% over 2015) than Canadian travellers visited Australia (117,400, +4.9%) from January to October 2016.
- Year-to-date in 2016, 22 times more US travellers visited Canada (12.3 million) than visited Australia (555,700), though Australia showed strong signs of improvement, with US arrivals year-over-year growth outpacing Canada by nearly two-to-one (18.1% vs. 9.8%).
- By contrast, Australia continued to far exceed Canada in overall arrivals from their key market of China (1.0 million vs. 550,728), while Canada saw this market grow at a faster pace year-to-date in 2016.
- Canada saw the South Korean market grow at a slightly faster pace than Australia from January to October 2016 (+31.2% vs. +28.6%), with both countries welcoming similar numbers of total arrivals from South Korea during this period.

# 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	57,481	2,403	212,809	343,937	2,555,473	8,274,447
	Variance YOY%	0.1%	706.4%	1.5%	14.7%	10.4%	11.5%
	Change YOY	66	2,105	3,136	44,203	240,939	852,815
US Residents by Automobile	2016	0	0	11,771	233,755	934,871	3,806,108
	Variance YOY%	0.0%	0.0%	-33.2%	7.4%	9.2%	6.3%
	Change YOY	-	-	(5,844)	16,052	78,808	225,184
US Residents by Non-Automobile	2016	10,044	269	128,702	96,209	675,593	2,194,885
	Variance YOY%	-46.1%	3.9%	5.5%	35.0%	9.7%	18.7%
	Change YOY	(8,590)	10	6,687	24,944	59,834	346,336
Residents from Other Countries	2016	47,437	2,134	72,336	13,973	945,009	2,273,454
	Variance YOY%	22.3%	5371.8%	3.3%	29.8%	12.1%	14.1%
	Change YOY	8,656	2,095	2,293	3,207	102,297	281,295

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	190,230	74,865	899,837	4,892,977	156,134	17,660,593
	Variance YOY%	-6.8%	-0.5%	10.3%	12.2%	7.7%	11.0%
	Change YOY	(13,796)	(396)	84,315	531,431	11,216	1,756,034
US Residents by Automobile	2016	121,694	48,509	145,483	1,665,884	78,667	7,046,742
	Variance YOY%	-10.6%	5.6%	12.3%	8.4%	16.4%	7.0%
	Change YOY	(14,362)	2,590	15,956	128,955	11,068	458,407
US Residents by Non-Automobile	2016	60,360	23,967	459,109	1,522,852	56,203	5,228,193
	Variance YOY%	0.6%	-8.0%	7.9%	13.5%	-4.5%	13.9%
	Change YOY	353	(2,083)	33,542	180,866	(2,660)	639,239
Residents from Other Countries	2016	8,176	2,389	295,245	1,704,241	21,264	5,385,658
	Variance YOY%	2.7%	-27.4%	13.4%	14.9%	15.2%	13.9%
	Change YOY	213	(903)	34,817	221,610	2,808	658,388

- From January to October 2016, the greatest increases in arrivals were seen in Ontario (+852,815, +11.5%), British Columbia (+531,431, +12.2%), and Quebec (+240,939, +10.4%). Alberta (+84,315, +10.3%) and New Brunswick (+44,203, +14.7%) also saw relatively strong growth.
- While the number of arrivals to PEI was much smaller, proportionally this province saw significant upticks during this period in total international arrivals, by sea through cruise ships, and particularly in visitors from overseas.
- The only provinces to note declines in year-to-date international arrivals overall were Saskatchewan (particularly in overseas and non-automobile US arrivals) and Manitoba (particularly in US arrivals by automobile).
- Yukon (+16.4%) and Alberta (+12.8%) stood out with the strongest growth in US auto arrivals from January to October 2016, while Nova Scotia (-33.2%) and Manitoba (-10.6%) both noted declines in this area.
- Newfoundland and Labrador (-46.1%), Saskatchewan (-8.0%), and Yukon (-4.5%), all noted declines in US non-automobile arrivals, while only Saskatchewan (-27.4%) recorded a decline in overseas visitors year-to-date in 2016.

# CANADIAN OUTBOUND TRAVEL

## Overnight Trips by Canadians

	October 2016	YOY % Variance	Jan.- Oct. 2016	YOY % Variance
<b>United States</b>	1,557,578	6.3	16,622,320	-7.7
<b>Other Countries</b>	844,688	4.7	10,229,771	3.8
<b>Total Trips from Canada</b>	2,402,266	5.8	26,852,091	-3.6

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

- In October 2016, Canadian outbound travel increased slightly over October 2015 (+5.8%), particularly with travel to the US (+6.3%) but also for overseas trips (+4.7%).
- However, year-to-date in 2016 Canadian outbound travel was still down compared to the same period in 2015 overall (-3.6%) and to the US in particular (-7.7%). Overseas travel continued to trend upward compared to 2015 (+3.8%).
- The Canadian Consumer Confidence Index (published by the Conference Board of Canada) dropped by 6.3 points in October following a slight uptick last month.



# ACCOMMODATION

## Hotel Performance Indicators by Province

	Occupancy Rates				Average Daily Rate (ADR)				Revenue Per Available Room (RevPAR)			
	Oct. 2016	YOY <sup>^</sup> Variance	Jan.- Oct.	YOY <sup>^</sup> Variance	Oct. 2016	YOY % Variance	Jan.- Oct.	YOY % Variance	Oct. 2016	YOY % Variance	Jan.- Oct.	YOY % Variance
<b>Alberta<sup>1</sup></b>	52.6%	-5.2	53.8%	-7.2	\$129.03	-7.1%	\$132.10	-6.8%	\$67.86	-15.4%	\$71.10	-17.9%
<b>British Columbia</b>	65.1%	1.6	70.7%	2.0	\$145.95	5.2%	\$165.20	6.8%	\$94.98	7.9%	\$116.81	9.9%
<b>Saskatchewan</b>	56.0%	-8.0	55.2%	-5.6	\$125.75	-4.7%	\$125.58	-4.7%	\$70.36	-16.5%	\$69.32	-13.5%
<b>Manitoba</b>	71.2%	4.3	64.1%	0.1	\$126.01	6.0%	\$121.37	1.5%	\$89.76	12.8%	\$77.84	1.7%
<b>Ontario</b>	72.9%	2.2	69.4%	2.4	\$147.44	3.0%	\$147.14	5.1%	\$107.54	6.1%	\$102.07	8.9%
<b>Quebec</b>	73.8%	2.2	69.9%	1.3	\$166.25	4.8%	\$160.59	5.2%	\$122.62	8.1%	\$112.30	7.2%
<b>New Brunswick</b>	60.1%	3.6	59.6%	2.8	\$114.08	0.9%	\$116.95	0.8%	\$68.54	7.2%	\$69.69	5.9%
<b>Nova Scotia</b>	65.4%	-1.3	67.1%	3.3	\$130.32	-1.6%	\$132.40	3.1%	\$85.17	-3.5%	\$88.83	8.4%
<b>Newfoundland</b>	63.4%	-4.8	64.2%	-2.9	\$145.86	-4.2%	\$148.51	-0.5%	\$92.44	-11.0%	\$95.33	-4.9%
<b>Prince Edward Island</b>	55.2%	-0.5	60.3%	3.6	\$117.88	1.4%	\$139.14	5.4%	\$65.07	0.5%	\$83.96	12.1%
<b>Northwest Territories</b>	63.7%	1.9	69.7%	3.5	\$148.84	-3.0%	\$151.42	-2.3%	\$94.78	-0.1%	\$105.52	2.8%
<b>Yukon</b>	59.1%	11.4	70.6%	2.6	\$121.94	3.4%	\$125.50	3.1%	\$72.04	28.2%	\$88.63	7.0%
<b>Canada</b>	<b>66.0%</b>	<b>0.1</b>	<b>65.7%</b>	<b>0.0</b>	<b>\$144.87</b>	<b>1.8%</b>	<b>\$149.91</b>	<b>3.4%</b>	<b>\$95.55</b>	<b>1.9%</b>	<b>\$98.55</b>	<b>3.4%</b>

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

<sup>^</sup> Percentage points.

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

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

Users of this information are advised that CBRE Hotels does not represent the information contained herein to be definitive or all-inclusive. CBRE Hotels believes the information to be reliable, but is not responsible for errors or omissions.

- The National Occupancy Rate was on par with 2015 in October 2016 (66.0%, +0.1 point) and year-to-date from January to October 2016 (65.7%, no change).
- Quebec stood out in October 2016 as the top performer for occupancy rate (73.8%), average daily rate (\$166.25), and RevPar (\$122.62), while also showing strong year-to-date performance, though British Columbia continued to lead across all accommodation performance indicators year-to-date in 2016.
- Alberta, Saskatchewan, and Newfoundland continued to trend downwards compared to 2015, both in October and year-to-date, for occupancy rate, average daily rate, and RevPar.

# ACCOMMODATION

## Hotel Performance Indicators by Property Type

	Occupancy Rates				Average Daily Rate (ADR)			
	Oct. 2016	YOY^ Change	Jan.- Oct.	YOY^ Variance	Oct. 2016	YOY Variance	Jan.- Oct.	YOY Variance
<b>Property Size</b>								
Under 50 rooms	51.5%	0.6	51.7%	-1.2	\$104.65	0.2%	\$109.66	1.9%
50-75 rooms	58.9%	-0.5	58.7%	-1.1	\$108.19	0.4%	\$115.06	1.9%
76-125 rooms	62.8%	-0.6	63.2%	-0.7	\$123.58	-0.5%	\$128.75	0.3%
126-200 rooms	67.6%	0.0	67.0%	0.0	\$133.05	1.9%	\$135.85	2.4%
201-500 rooms	69.4%	0.2	69.2%	0.8	\$169.64	3.3%	\$174.64	4.8%
Over 500 rooms	78.2%	2.7	75.8%	2.5	\$211.89	4.3%	\$218.17	7.5%
<b>Total</b>	66.0%	0.1	65.7%	0.0	\$144.87	1.8%	\$149.91	3.4%
<b>Property Type</b>								
Limited Service	60.5%	-0.6	59.9%	-1.3	\$111.68	-1.2%	\$114.74	0.0%
Full Service	69.7%	0.1	68.7%	0.5	\$159.28	3.2%	\$160.85	4.4%
Suite Hotel	76.3%	2.3	75.2%	2.0	\$150.88	-0.9%	\$156.26	1.7%
Resort	54.0%	0.9	64.4%	2.7	\$190.81	6.5%	\$229.79	8.7%
<b>Total</b>	66.0%	0.1	65.7%	0.0	\$144.87	1.8%	\$149.91	3.4%
<b>Price Level</b>								
Budget	60.6%	2.8	58.8%	1.4	\$93.10	5.1%	\$97.05	5.3%
Mid-Price	66.9%	-1.1	66.8%	-0.9	\$141.05	1.2%	\$143.45	1.9%
Upscale	69.9%	0.7	71.5%	1.7	\$231.50	4.6%	\$244.09	7.5%
<b>Total</b>	66.0%	0.1	65.7%	0.0	\$144.87	1.8%	\$149.91	3.4%

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

^ Percentage points.

- Larger properties (500+ rooms) outperformed smaller properties both in October and year-to-date in 2016, noting the highest occupancy rates (78.2% in October, 75.8% YTD) and average daily rates (\$211.89 in October, \$218.17 YTD) as well as the strongest year-over-year growth in both areas.
- Upscale properties continued to lead in occupancy rates and average daily rates both in October and throughout 2016; however, budget hotels grew at a faster pace in October 2016 compared to October 2015 performance.
- Resorts were the top performers for average daily rate both in October (\$190.81, +6.5%) and year-to-date (\$229.79, +8.7%), but fell below other property types in terms of occupancy rates in October 2016 (54.0%, +0.9%).