

OCTOBER 2009

Highlights

October 2009 over October 2008:

- Crossings from the U.S. to Ontario decreased 16.6%, with same-day travel down 21.6% and overnight crossings down 10.7%.
- Visits from overseas markets to Ontario declined by 10.2%.
- Travel by Ontarians to the U.S. decreased by 5.2% (same-day crossings down 5.8% and overnight crossings down 4.2%), while travel to overseas countries decreased 1.6%.
- Employment in Ontario's tourism-related industries decreased by 0.3%.
- Ontario's Travel Price Index increased by 0.8%.

YTD Oct 2009 versus YTD Oct 2008:

- U.S. crossings to Ontario decreased 11.6%, with same-day crossings down 15.7% and overnight crossings down 7.3%.
- Visits from overseas markets to Ontario decreased 14.3%.
- Ontarians' crossings to the U.S. declined by 14.2%, (same-day visits down 18.2% and overnight entries down 8.0%), while travel to overseas countries was down slightly by 0.1%.

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Tourism Industry Statistics

Border Crossings

Total International Entries

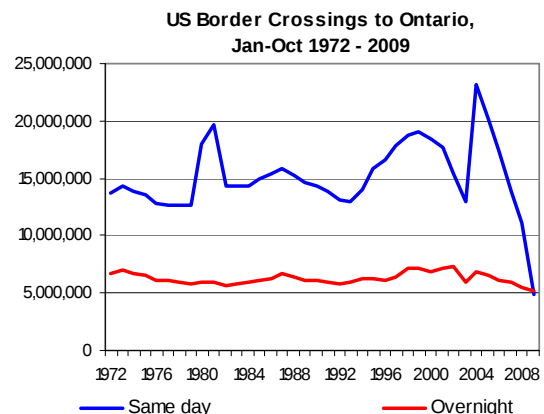
During October 2009, total international border crossings (including U.S. and overseas visitors) to Ontario decreased by 15.8% over October 2008 to 963,000 crossings. In 2008, October accounted for 7.7% of Ontario's annual international border crossings.

For the 10 months ending October 2009, total international border crossings (11.5 million entries) declined by 11.9% over 2008.

U.S. Entries

U.S. entries accounted for 87% of international entries into Ontario in October 2009. During this month, U.S. border crossings into Ontario declined 16.6% over October 2008 to 835,000 crossings. Same-day entries declined 21.6% while overnight entries decreased 10.7%.

As of June 1, 2009 the U.S. government's Western Hemisphere Travel Initiative required all persons, including US residents, to have a passport, a NEXUS card (a pre-approved travel document for low-risk travellers), or an enhanced driver's license in order to enter or re-enter the United States.



Source: Statistics Canada

During the first 10 months of 2009, there were 10 million border crossings from the U.S. to Ontario, a decrease of 11.6% over 2008. Same-day crossings declined 15.7% with 917,000 fewer crossings and overnight crossings dropped 7.3% or 402,000 fewer crossings.

US entries decreased to all regions during October 2009 and January-October 2009. Ontario accounted for 57% of U.S. entries into Canada during the first 10 months of 2009.

Province	U.S. Entries, Oct 2009 over Oct 2008		U.S. Entries, YTD Oct 2009 over YTD Oct 2008	
	Entries*	% change	Entries*	% change
Ontario	835,491	-16.6%	10,056,719	-11.6%
B.C.	237,096	-6.5%	3,847,268	-4.1%
Quebec	178,361	-2.3%	1,786,974	-6.5%
Canada	1,461,096	-12.5%	18,109,911	-8.8%

Source: Statistics Canada

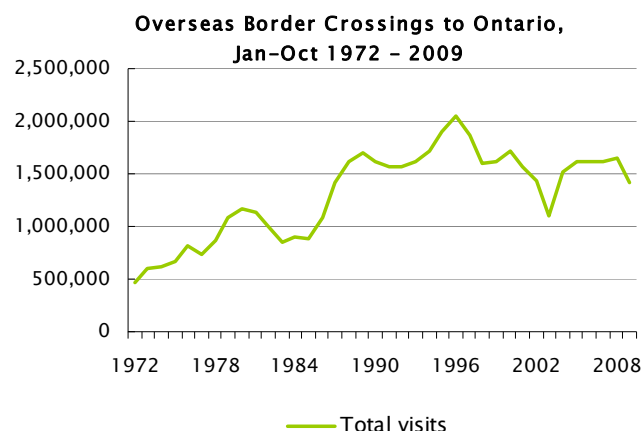
U.S. Entries: Mode of Transportation

In October 2009, 80% of U.S. entries to Ontario were via automobile, 13% by commercial air travel¹, 5% by bus and 2% by other modes. Entries by automobile were down 17.1% in October 2009 and down 12.1% for the 10 months ending October 2009 compared with 2008. Commercial air travel from the U.S. was down 3.9% in October 2009 and entries by bus decreased 37.7%.

Overseas Entries

In October 2009, the 128,000 overseas entries into Ontario accounted for 13.3% of the province's total international entries, a decline of 10.2% compared to October 2008. October accounted for 7.7% of overseas entries in 2008.

During the first 10 months of 2009, overseas entries to Ontario dropped 14.3% over 2008.



Source: Statistics Canada

¹ Commercial Air Travel represents 96% of all air travel

Ontario and B.C. experienced a decrease in overseas entries in October 2009 while entries to Quebec grew 4.2%. During the first 10 months of 2009, overseas entries to all regions dropped. Ontario accounted for 38% of Canada's overseas entries during January-October 2009.

Province	Overseas Entries, Oct 2009 over Oct 2008		Overseas Entries, YTD Oct 2009 over YTD Oct 2008	
	Entries*	% change	Entries*	% change
Ontario	127,993	-10.2%	1,411,277	-14.3%
B.C.	74,833	-18.5%	1,177,471	-13.3%
Quebec	73,329	4.2%	706,434	-8.9%
Canada	311,148	-8.3%	3,725,202	-12.8%

Source: Statistics Canada

Overseas Entries: Traditional Markets

In October 2009, arrivals from all traditional markets, U.K., Germany, Japan, and France were down relative to October 2008.

Arrivals from these long-established markets also declined during the first 10 months of 2009 compared to 2008.

Market	Oct 2009 over Oct 2008		YTD Oct 2009 over YTD Oct 2008	
	Entries*	% change	Entries*	% change
U.K.	24,618	-9.4%	261,892	-16.9%
Germany	9,155	-4.4%	105,441	-6.0%
Japan	9,400	-24.3%	60,540	-31.5%
France	6,330	-11.0%	66,572	-4.0%

Source: Statistics Canada

Overseas Entries: Emerging Markets

A broader set of origin markets is changing the composition of Ontario's international visitors.

Arrivals from most overseas countries other than India and China were down in October 2009. For the 10 months ending October 2009, arrivals declined from all overseas countries except China compared to 2008.

* Number of non-resident travelers entering Canada through an Ontario port of entry, by country of residence (excluding the United States.) Number of entries will differ from 'visits' reported through domestic and international surveys.

Market*	Oct 2009 over Oct 2008		YTD Oct 2009 over YTD Oct 2008	
	Entries*	% change	Entries*	% change
Mexico	2,381	-60.5%	58,316	-41.0%
South Korea	4,503	-1.4%	44,135	-35.3%
India	4,431	24.5%	47,327	-10.8%
China	5,781	24.4%	50,695	0.2%
Italy	3,481	-10.0%	44,418	-11.5%
Brazil	3,851	-16.4%	39,121	-16.9%
Australia	3,441	-4.9%	35,008	-15.8%
Netherlands	3,482	-7.3%	37,910	-7.8%
Hong Kong	2,545	-6.5%	27,840	-11.0%

Source: Statistics Canada

Outbound Travel

Total International Entries

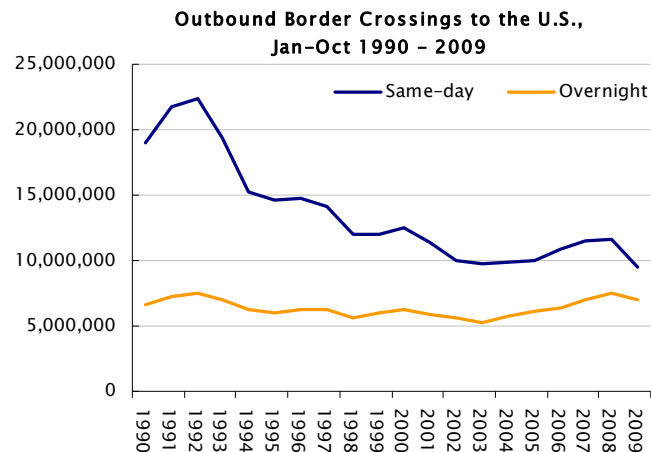
During October 2009, Ontarians made 1.9 million international border crossings (U.S. and overseas), a decrease of 4.7% versus October 2008.

Total international border crossings by Ontarians decreased 12.1% to 19.8 million crossings during January-October 2009 compared to 2008.

Ontario continues to generate more visitors to international destinations than it receives: in October 2009, there were 963,000 international entries into Ontario compared to 1.9 million international border crossings made by Ontarians.

Travel to the U.S.

In October 2009, travel to the U.S. accounted for 87% of Ontarian's international visits. Ontario residents made 1.7 million entries into the U.S. in October 2009, 5.2% fewer than in October 2008. Same-day visits, which represented 62% of entries, declined 5.8% and overnight visits decreased 4.2%.



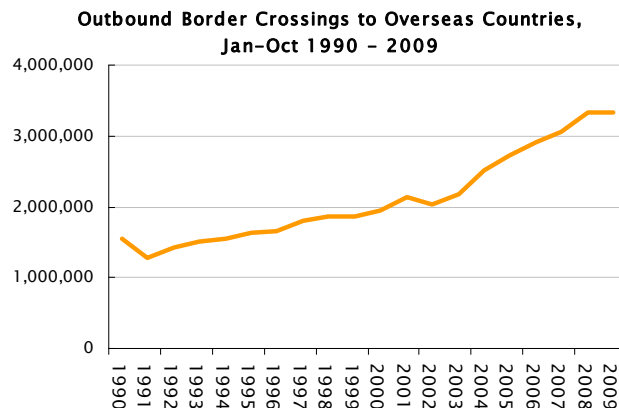
Source: Statistics Canada

For the 10 months ending October 2009, there were 16.5 million border crossings from Ontario to the U.S., a decrease of 14.2% over 2008. Same-day visits declined 18.2% or 2.1 million entries while overnight visits dropped 8.0% or 604,000 entries compared to 2008.

Travel to Overseas Countries

In October 2009, overseas travel represented 13% of Ontario resident's international border crossings with 246,000 crossings. Travel to overseas countries decreased 1.6% in October 2009 compared to October 2008.

During the first 10 months of 2009, Ontarians made 3.3 million overseas crossings, down 0.1% from 2008.



Source: Statistics Canada

Accommodation

Occupancy Rates

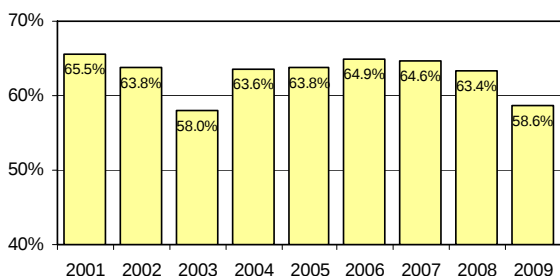
The occupancy rate at Ontario hotels in October 2009 was 61.9%, down 4.3 percentage points over October 2008.

Downtown Toronto reported occupancy rates of 77.0%, while North Central and North Western Ontario, North Bay, and Ottawa all had rates over 70%. Compared to 2008, occupancy was up in Thunder Bay and Sault Ste. Marie but declined in all other regions.

During the first 10 months in 2009, hotel occupancy in Ontario was 58.6%, down 4.8 percentage points compared to the first 10 months of 2008.

The GTA, Ottawa, Kingston, North Western and North Eastern Ontario all posted a 10 month occupancy rate over 60%. Occupancy rates in all regions other than Sault Ste. Marie declined in the 10 months ending October 2009 compared to October 2008.

Ontario Hotel Occupancy Rates,
Jan-Oct 2001-2009



Source: PKF Consulting, Hotel Trends

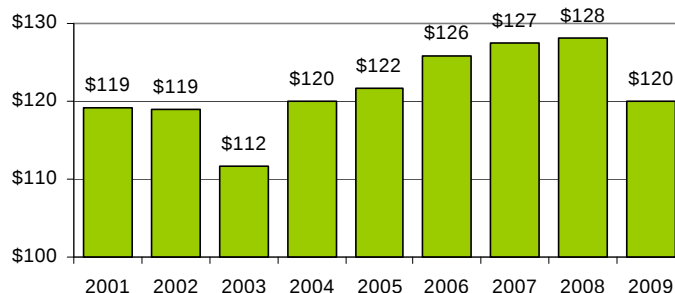
Average Daily Rates

The average daily rate (ADR) decreased by 6.2% in October 2009 to \$120.57.

In October 2009, ADR was highest in downtown Toronto at \$153.89 and lowest in North Western Ontario at \$97.07. North Central and North Eastern Ontario, Sudbury and parts of Southern Ontario reported an increase in monthly ADR compared to the previous year while ADR in all other regions declined.

For the first 10 months of 2009, Ontario ADR was down 6.1% to \$119.97 compared to January-October 2008. Year-to-date ADR was up in Northern Ontario, Ottawa East and West, and parts of Southern Ontario.

Ontario Hotel ADRs,
Jan-Oct 2001-2009



Source: PKF Consulting, Hotel Trends

Revenue per Available Room

Revenue per available room (revPAR) at \$74.64 in October 2009 was down by 12.3% over October 2008. During January-October 2009, revPAR was down 13.2% to \$70.35 compared to January-October 2008.

Travel Price Index

Ontario's TPI increased 0.8% in October 2009 compared to October 2008; increases in food & beverage and local transportation were offset by lower gas and accommodation prices. During the first 10 months of 2009, the Ontario TPI grew 0.7% compared to 2008. Increases in the cost of local transportation, food and beverage, and recreational services were the sources of the growth while the cost of operating a vehicle and accommodations declined.

In October 2009, the increase in Ontario's TPI at 0.8% compares to a 0.2% increase in Ontario's CPI.

Ontario Index	Oct 2009 over Oct 2008
TPI	0.8%
CPI	0.2%

Source: Statistics Canada, Ontario Ministry of Tourism

The U.S. Travel Price Index for October 2009 was down 4.5% over October 2008 while the US CPI was down 0.2%.

US Index	Oct 2009 over Oct 2008
TPI	-4.5%
CPI	-0.2%

Source: Travel Industry Association of America

Economic Indicators

Consumer Confidence

The Index of Consumer Confidence fell for the first time in 7 months in October 2009 to 84.7 (2002 = 100). Canadians are confident about current and future financial conditions but slightly negative on employment opportunities.

Confidence increased in all regions except Quebec and the Atlantic provinces and grew 1.1 points in Ontario in October 2009.

Region	Oct 2009	Point change Oct 2009 vs Sep 2009
Canada	84.7	-0.8
BC	100.8	+6.1
Prairie provinces	90.3	+1.2
Ontario	84.3	+1.1
Quebec	73.1	-8.6
Atlantic provinces	82.9	-0.3

Source: The Conference Board of Canada

The U.S. Consumer Confidence Index decreased 4.4 points in October 2009 and now stands at 48.7 (1985=100).

Source: The Conference Board

Employment

In October 2009, employment in Ontario's tourism-related industries was down 0.3% compared to October 2008.

For the 10 months ending October 2009, tourism related employment decreased 1.3% versus 2008. Growth in the Air Transportation, Performing Arts and Amusement/Recreation industries were offset by declines in employment in Heritage Institutions, the Gambling industry and Accommodation services.

Source: Statistics Canada, Labour Force Survey, Ontario Ministry of Tourism

Consumer Response Indicators

1-800-ONTARIO

There were approximately 3,600 calls to the 1-800-ONTARIO call centre in October 2009, a decline of 28.5% over October 2008.

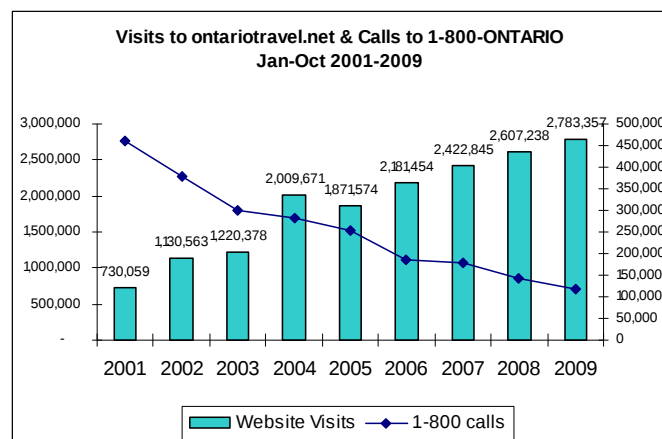
Throughout the first 10 months of 2009, there were about 118,000 calls, a decrease of 16.7% over the same period in 2008.

Source: Electronic Data Systems

OntarioTravel.net

In October 2009, there were approximately 299,000 user sessions on **ontariotravel.net**, Ontario's travel website, an increase of 12.4% in the number of user sessions on the main website compared to October 2008.

During the first 10 months of 2009, there were approximately 2.8 million user sessions on the main site of the province's travel website, up 6.8% from the first 10 months of 2008.



Source: Ontario Tourism Marketing Partnership Corp.

Ontario Travel Information Centres

Visits to Ontario's Travel Information Centres (TICs) totalled about 56,000 in October 2009, a decrease of 12.4% over October 2008.

For the first 10 months of 2009, there were about 936,000 visits to Ontario TICs, 2.1% less than in the first 10 months of 2008.

Change in Visits to Ontario's TICs		
Location	Oct 2009 over Oct 2008	YTD Oct 2009 over YTD Oct 2008
Barrie	0.3%	-10.8%
Cornwall	-6.9%	-3.1%
Fort Erie	-10.9%	16.6%
Fort Frances	-10.8%	32.1%
Niagara Falls	-17.2%	-1.4%
Sarnia	-20.3%	-8.5%
Sault Ste Marie	21.4%	5.6%
St. Catharines	-20.9%	-2.8%
Toronto	-23.7%	-11.7%
Windsor Park	-18.2%	-11.4%
Windsor HC	-19.3%	-10.0%
Hill Island	closed for season	-24.9%
Kenora	closed for season	5.0%
Lancaster	19.0%	25.5%
Pigeon River	-39.9%	-11.8%
Prescott	31.5%	69.0%
Rainy River	closed for season	28.3%
417	-16.3%	-15.2%
TOTAL	-12.4%	-2.1%

Source: Ontario Ministry of Tourism

Attendance at Agencies

The following table shows the percentage change in total visits at Ontario agencies:

Change in Visits to Ontario's Agencies		
Agency	Oct 2009 over Oct 2008	YTD Oct 2009 over YTD Oct 2008
AGO	+41%*	+190%*
Fort William Historical Park	-1%	+31%
Huronian Historical Parks	+5%	+3%
McMichael Gallery	-9%	+2%
Niagara Parks Commission ²	-14%	-0.4%
Ontario Heritage Trust	-26%	+10%
Ontario Place	-70%	-11%
Ontario Science Centre	+71%	+17%
Royal Botanical Gardens	-15%	-4%
Royal Ontario Museum	+69%	+12%
Science North	+2%	+6%
St Lawrence Parks ³	+18%	-9%

*AGO reopened in Nov 08 therefore % change are versus 2006/2007

Source: Individual agencies are self-reporting.

² Niagara Parks Commission attractions include: Sir Adam Beck, Butterfly Conservatory, Aerocar, Maid Of The Mist Elevator, White Water Walk, Journey Behind The Falls, Niagara's Fury

³ St Lawrence Parks includes Fort Henry and Upper Canada Village