

JUNE 2010

Highlights

June 2010 over June 2009:

- Crossings from the U.S. to Ontario increased 7.8%, with same-day crossings up 15.2% and overnight crossings up 2.7%.
- Crossings from overseas markets to Ontario increased by 9.3%.
- Crossings by Ontarians to the U.S. increased by 22.3% (same-day crossings up 29.8% and overnight crossings up 11.0%), and travel to overseas countries grew 11.1%.
- Employment in Ontario's tourism-related industries increased by 5.2%.
- Ontario's Travel Price Index decreased by 0.6%.

YTD June 2010 versus YTD June 2009:

- U.S. crossings to Ontario decreased 10.6%, with same-day crossings down 14.3% and overnight crossings down 6.3%.
- Crossings from overseas markets to Ontario grew 4.9%.
- Ontarians' crossings to the U.S. grew by 10.9% (same-day visits up 13.3% and overnight entries up 7.5%), and travel to overseas countries increased 5.3%.

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Note: Both the G8 and G20 Summits were held in Ontario in June 2010. Also June 2010 marks the 1 year anniversary of Western Hemisphere Travel Initiative (WHTI).

Tourism Industry Statistics

Border Crossings

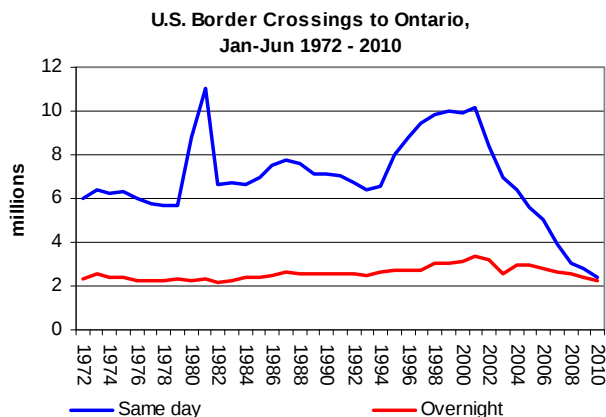
Total International Entries

In June 2010, there were 1.4 million (U.S. and overseas) border crossings into Ontario, an increase of 8.0% compared to June 2009. In 2009, June accounted for 9.9% of Ontario's annual international border crossings.

For the first 6 months of 2010, total international border crossings declined by 8.8% over 2009 to 5.4 million entries.

U.S. Entries

U.S. entries accounted for 85% of international entries into Ontario in June 2010. During this month, U.S. border crossings into Ontario grew 7.8% over June 2009 to 1.2 million crossings. Same-day entries increased 15.2% and overnight entries rose 2.7%.



Source: Statistics Canada

During the first half of 2010, there were 4.7 million border crossings from the U.S. to Ontario, a decrease of 10.6% over 2009. Same-day crossings declined 14.3% with 400,000 fewer crossings and overnight crossings dropped 6.3% or 150,000 fewer crossings.

In June 2010, U.S. entries to Ontario and Quebec grew while entries to B.C. declined. During the first 6 months of 2010, U.S. entries declined to all regions except B.C. (likely due to Winter Olympics). Ontario accounted for 53% of U.S. entries into Canada in June 2010.

Province	U.S. Entries, Jun 2010 over Jun 2009		U.S. Entries, YTD Jun 2010 over YTD Jun 2009	
	Entries*	% change	Entries*	% change
Canada	2,267,844	5.6%	8,490,265	-5.9%
B.C.	508,549	-2.7%	1,919,743	1.9%
Ontario	1,194,762	7.8%	4,651,907	-10.6%
Quebec	218,255	15.1%	881,749	-0.9%

Source: Statistics Canada

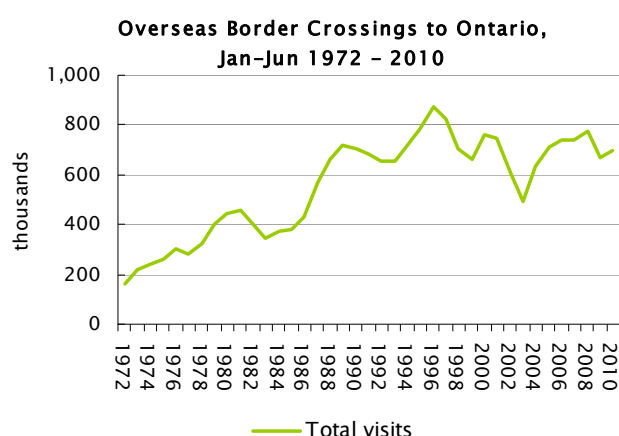
U.S. Entries: Mode of Transportation

In June 2010, 78% of U.S. entries to Ontario were via automobile, 14% by commercial air travel¹, 4% by bus and 3% by other modes. Entries by automobile were down 1.5% in June 2010 and down 13.7% for the 6 months ending June 2010 compared with 2009. Commercial air travel from the U.S. was up 20.7% in June 2010 and entries by bus grew 7.1%.

Overseas Entries

In June 2010, the 206,000 overseas entries into Ontario accounted for 14.7% of the province's total international entries, an increase of 9.3% compared to June 2009. June accounted for 11.8% of overseas entries in 2009.

During the first 6 months of 2010, overseas entries to Ontario grew 4.9% over 2009.



Source: Statistics Canada

¹ Commercial Air Travel represents 96% of all air travel

In June 2010, overseas entries increased to all regions. Similarly, all regions in Canada experienced growth in overseas entries in Jan-June 2010 with B.C. entries up the most at 7.3%. Ontario accounted for 39% of Canada's overseas entries during June 2010.

Province	Overseas Entries, Jun 2010 over Jun 2009		Overseas Entries, YTD Jun 2010 over YTD Jun 2009	
	Entries*	% change	Entries*	% change
Canada	535,815	11.2%	1,863,959	5.3%
B.C.	174,885	16.5%	637,890	7.3%
Ontario	206,499	9.3%	699,805	4.9%
Quebec	95,185	13.6%	326,952	5.5%

Source: Statistics Canada

Overseas Entries: Traditional Markets

In June 2010, arrivals from the U.K. declined slightly while arrivals from all other traditional markets grew. Arrivals from Germany were up 15.5%, entries from Japan increased 80.2% and arrivals from France grew 3.1% over June 2009.

During Jan-June 2010, arrivals from Japan were up 48.0% and entries from Germany grew 8.0% while arrivals from the U.K. and France declined compared to 2009.

Market	Jun 2010 over Jun 2009		YTD Jun 2010 over YTD Jun 2009	
	Entries*	% change	Entries*	% change
U.K.	35,601	-0.6%	119,077	-3.4%
Germany	14,885	15.5%	52,074	8.0%
Japan	9,231	80.2%	34,211	48.0%
France	7,138	3.1%	27,634	-1.6%

Source: Statistics Canada

Overseas Entries: Emerging Markets

Arrivals from most overseas countries grew in June 2010 compared to June 2009 with entries from China and Hong Kong each up over 35%. During the first 6 months of 2010, arrivals were up from all reported countries except Mexico (-44.5%), and the Netherlands (-12.1%). Entries from India increased 28.1%, and arrivals from South Korea were up 24.3% in Jan-June 2010 versus 2009.

* Number of non-resident travellers 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	Jun 2010 over Jun 2009		YTD Jun 2010 over YTD Jun 2009	
	Entries*	% change	Entries*	% change
India	8,973	25.9%	33,198	28.1%
China	7,931	36.3%	27,116	17.6%
Brazil	5,711	27.9%	25,234	21.4%
South Korea	6,826	31.5%	24,294	24.3%
Mexico	4,989	-40.9%	20,431	-44.5%
Australia	6,084	21.1%	19,150	8.1%
Italy	6,325	5.9%	18,791	3.9%
Hong Kong	5,450	35.7%	16,538	18.9%
Netherlands	4,120	-12.8%	14,697	-12.1%

Source: Statistics Canada

Outbound Travel

Total International Travel

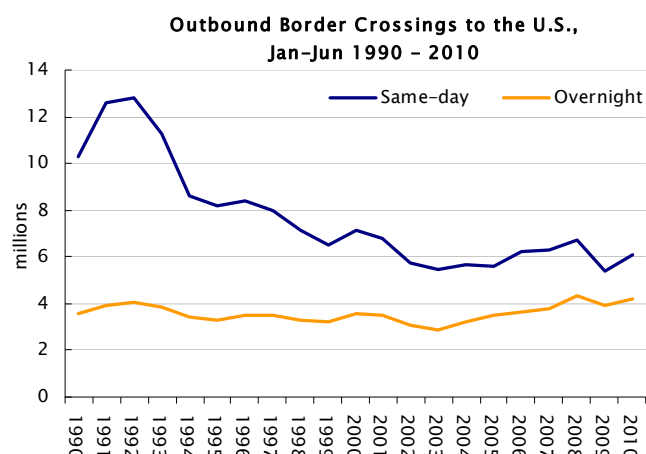
During June 2010, Ontarians made 1.9 million international border crossings (U.S. and overseas), an increase of 20.6% versus June 2009.

Total international border crossings by Ontarians increased 9.8% to 12.6 million crossings during Jan-June 2010 compared to 2009.

Ontario continues to generate more visitors to international destinations than it receives: in Jan-June 2010, there were 5.4 million international entries into Ontario compared to 12.6 million international border crossings made by Ontarians.

Travel to the U.S.

In June 2010, travel to the U.S. accounted for 86% of Ontarian's international visits. Ontario residents made 1.6 million entries into the U.S. in June 2010, 22.3% more than in June 2009. Same-day visits, which represented 64% of entries, grew 29.8% while overnight visits increased 11.0%.



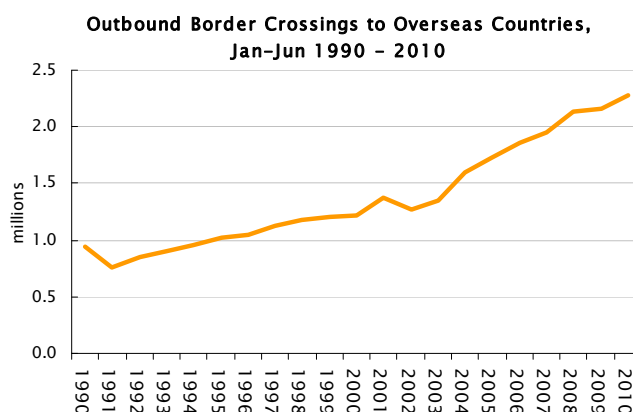
Source: Statistics Canada

During the first half of 2010, there were 10.3 million border crossings from Ontario to the U.S., an increase of 10.9% over 2009. Same-day visits grew 13.3% or 717,000 entries while overnight visits increased 7.5% or 294,000 entries compared to 2009.

Travel to Overseas Countries

In June 2010, overseas travel represented 14% of Ontario resident's international border crossings with 267,000 crossings. Travel to overseas countries grew 11.1% in June 2010 compared to June 2009.

During Jan-June 2010, Ontarians made 2.3 million overseas crossings, up 5.3% from 2009.



Source: Statistics Canada

Accommodation

Occupancy Rates

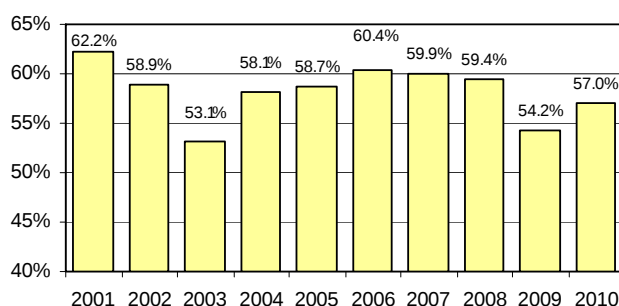
In June 2010, the occupancy rate at Ontario hotels was 70.7%, up 8.0 percentage points over June 2009.

Downtown Toronto reported occupancy of 85.9% and downtown Ottawa recorded occupancy of 80.4%. Compared to June 2009, occupancy was up in all regions except North Eastern and North Central Ontario.

During the first half of 2010, hotel occupancy in Ontario was 57.0%, up 2.7 percentage points compared to 2009.

The GTA, Ottawa, and North Western Ontario all posted a 6 month occupancy rate over 60%. Occupancy rates increased in all regions other than Eastern Ontario, Ottawa and North Eastern Ontario in Jan-Jun 2010 compared to 2009.

Ontario Hotel Occupancy Rates,
Jan-Jun 2001-2010



Source: PKF Consulting, Hotel Trends

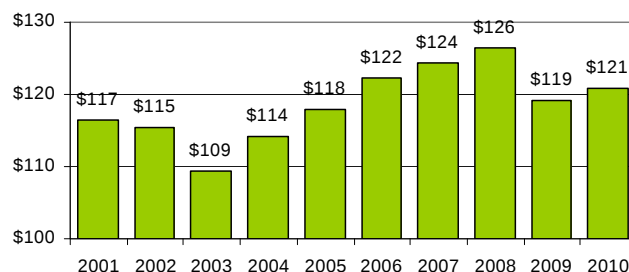
Average Daily Rates

The average daily rate (ADR) grew 9.8% in June 2010 to \$132.45.

In June 2010, ADR was highest in downtown Toronto at \$196.92 and lowest in Thunder Bay at \$98.13. Eastern and Southern Ontario reported a small decline while all other regions grew ADR compared to the previous year.

During Jan-Jun 2010, Ontario ADR was up 1.3% to \$120.73 compared to Jan-Jun 2009. Year-to-date ADR was up in downtown Toronto, Kingston, Ottawa East, other Niagara and Northern Ontario.

Ontario Hotel ADRs,
Jan-Jun 2001-2010



Source: PKF Consulting, Hotel Trends

Revenue per Available Room

Revenue per available room (revPAR) was \$93.65 in June 2010, up 23.7% over June 2009. During January-June 2010, revPAR grew 6.3% to \$68.78 compared to January-June 2009.

Travel Price Index (TPI)

Ontario's TPI decreased 0.6% in June 2010 compared to June 2009; decreases in transportation and accommodation costs were offset by higher food and beverage prices. This compares to a 1.6% increase in the Ontario Consumer Price Index (CPI).

During the first 6 months of 2010, the Ontario TPI grew 0.2% compared to 2009 while Ontario's CPI increased 1.8%.

Ontario Index	Jun 2010 over Jun 2009	YTD Jun 2010 over YTD Jun 2009
TPI	-0.6%	0.2%
CPI	1.6%	1.8%

Source: Statistics Canada, Ontario Ministry of Tourism and Culture

The U.S. Travel Price Index for June 2010 was up 3.8% over June 2009 while the U.S. CPI was up 1.1%.

U.S. Index	Jun 2010 over Jun 2009
TPI	+3.8%
CPI	+1.1%

Source: Travel Industry Association of America

Economic Indicators

Consumer Confidence

The Canadian Index of Consumer Confidence dropped 5.7 points in June 2010 to 83.6 (2002 = 100). The balance of opinion declined on all four components, especially employment.

Confidence decreased in Ontario and B.C. and grew in all other regions. It dropped 11.9 points to 73.9 in Ontario in June 2010.

Region	Jun 2010	Point change Jun 2010 vs May 2010
Canada	83.6	-5.7
B.C.	91.5	-11.3
Prairie provinces	98.5	+0.8
Ontario	73.9	-11.9
Quebec	83.0	+1.8
Atlantic provinces	90.8	+4.3

Source: The Conference Board of Canada

The U.S. Consumer Confidence Index dropped 9.0 points in June 2010 and now stands at 54.3 (1985=100).

Source: The Conference Board of Canada

Employment

In June 2010, employment in Ontario's tourism-related industries grew 5.2% compared to June 2009. This compares to a 3.1% increase in total employment in Ontario.

Ontario Employment	Jun 2010 over Jun 2009	YTD Jun 2010 over YTD Jun 2009
Tourism Employment	5.2%	1.9%
Total Employment	3.1%	1.4%

During the first half of 2010, tourism-related employment increased 1.9% versus 2009. Growth in the Amusement/Recreation, Travel Arrangements and Accommodation/Food Service industries was offset by declines in other areas.

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

Consumer Response Indicators

1-800-ONTARIO

There were approximately 30,000 calls to the 1-800-ONTARIO call centre in June 2010, an increase of 54.8% over June 2009.

Throughout the first 6 months of 2010, there were about 91,000 calls, an increase of 47.1% over 2009.

1-800-ONTARIO has seen an increase in the number of Ontario Parks related calls since Ontario Parks updated their website and reservation system in late 2009.

Source: Electronic Data Systems

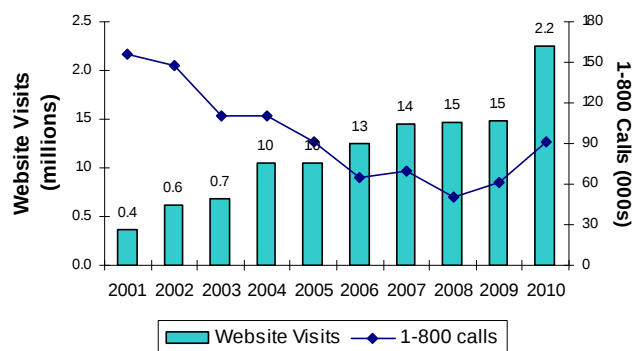
OntarioTravel.net

In June 2010, there were approximately 460,000 user sessions on www.ontariotravel.net, Ontario's travel website, an increase of 31.2% in the number of user sessions on the main website compared to June 2009.

During Jan-June 2010, there were approximately 2.2 million user sessions on the main site of the province's travel website, up 51.3% from 2009.

The Winter Olympic campaign, Search Engine Marketing and Social Media tactics all contributed to this increase in user sessions.

Visits to ontariotravel.net & Calls to 1-800-ONTARIO
Jan-Jun 2001-2010



Source: Ontario Tourism Marketing Partnership Corporation

Ontario Travel Information Centres

Visits to Ontario's Travel Information Centres (TICs) totalled about 135,000 in June 2010, an increase of 4.1% over June 2009.

During the first 6 months of 2010, there were approximately 359,000 visits to Ontario TICs, 4.6% less than in 2009.

Change in Visits to Ontario's TICs		
Location	Jun 2010 over Jun 2009	YTD Jun 2010 over YTD Jun 2009
Barrie	-5.4%	-2.3%
Cornwall	8.6%	-15.7%
Fort Erie	-27.4%	-27.0%
Fort Frances	33.4%	10.4%
Niagara Falls	-3.6%	-3.5%
Sarnia	3.8%	4.6%
Sault Ste Marie	53.1%	23.0%
St. Catharines	-4.8%	-11.0%
Toronto	1.7%	-7.7%
Windsor Park	-6.3%	-21.6%
Windsor HC	-2.7%	-18.0%
Hill Island	-12.5%	-7.6%
Kenora	-2.7%	-2.1%
Lancaster	-12.2%	-13.4%
Pigeon River	42.5%	45.6%
Prescott	-9.1%	1.3%
Rainy River	-30.3%	-24.4%
417	-3.0%	0.2%
TOTAL	4.1%	-4.6%

Source: Ontario Ministry of Tourism and Culture

Attendance at Agencies

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

Change in Visits to Ontario's Agencies		
Agency	Jun 2010 over Jun 2009	YTD Jun 2010 over YTD Jun 2009
AGO	-40%	+33%
Fort William Historical Park	-52%	-30%
Huronian Historical Parks	-7%	-6%
McMichael Gallery	-11%	-23%
Niagara Parks Commission ²	+5%	+7%
Ontario Heritage Trust	-32%	+10%
Ontario Place	-41%	-13%
Ontario Science Centre	+5%	+13%
Royal Botanical Gardens	-19%	-12%
Royal Ontario Museum	-21%	-18%
Science North	-5%	+9%
St Lawrence Parks ³	+10%	-6%

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