

SEPTEMBER 2010

Highlights

September 2010 over September 2009:

- Crossings from the U.S. to Ontario grew 1.5%, with same-day crossings up 0.4% and overnight crossings up 2.4%.
- Crossings from overseas markets to Ontario increased by 1.9%.
- Crossings by Ontarians to the U.S. increased by 10.8% (same-day crossings up 11.8% and overnight crossings up 9.1%), and travel to overseas countries grew 10.0%.
- Employment in Ontario's tourism-related industries increased by 0.8%.
- Ontario's Travel Price Index increased by 1.1%.

YTD September 2010 versus YTD September 2009:

- U.S. crossings to Ontario decreased 4.7%, with same-day crossings down 7.8% and overnight crossings down 1.8%.
- Crossings from overseas markets to Ontario grew 5.7%.
- Ontarians' crossings to the U.S. grew by 12.0% (same-day visits up 14.5% and overnight entries up 8.8%), and travel to overseas countries increased 6.7%.

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Border Crossings

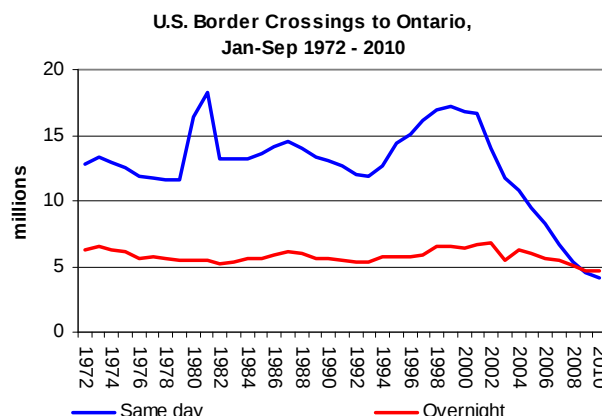
Total International Entries

In September 2010, there were 1.2 million (U.S. and overseas) border crossings into Ontario, an increase of 1.6% compared to September 2009. In 2009, September accounted for 9.0% of Ontario's annual international border crossings.

For the first 9 months of 2010, total international border crossings declined by 3.4% over 2009 to 10.1 million entries.

U.S. Entries

U.S. entries accounted for 85% of international entries into Ontario in September 2010. During this month, U.S. border crossings into Ontario grew 1.5% over September 2009 to 1.0 million crossings. Same-day entries increased 0.4% and overnight entries grew 2.4%.



Source: Statistics Canada

During the first 9 months of 2010, there were 8.9 million border crossings from the U.S. to Ontario, a decrease of 4.7% over 2009. Same-day crossings declined 7.8% with 350,000 fewer crossings and overnight crossings dropped 1.8% or 83,000 fewer crossings.

In September 2010, U.S. entries grew to all regions of Canada with Ontario reporting the largest growth at 1.5%. During the first 9 months of 2010, U.S. entries to B.C. and Quebec grew while entries to Ontario declined. Ontario accounted for 52% of U.S. entries into Canada in September 2010.

Province	U.S. Entries, Sep 2010 over Sep 2009		U.S. Entries, YTD Sep 2010 over YTD Sep 2009	
	Entries*	% change	Entries*	% change
Canada	1,957,438	0.5%	16,284,921	-2.2%
B.C.	429,969	0.1%	3,666,845	1.6%
Ontario	1,018,504	1.5%	8,790,066	-4.7%
Quebec	191,044	0.2%	1,618,071	0.6%

Source: Statistics Canada

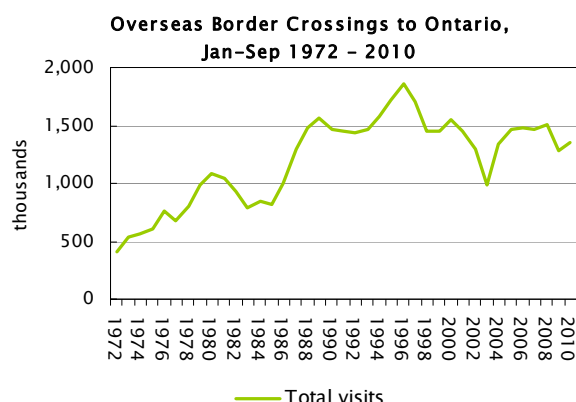
U.S. Entries: Mode of Transportation

In September 2010, 79% 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 up 0.2% in September 2010 but down 7.0% for the 9 months ending September 2010 compared with 2009. Commercial air travel from the U.S. was up 12.8% in September 2010 and entries by bus grew 3.5%.

Overseas Entries

In September 2010, the 182,000 overseas entries into Ontario accounted for 15.2% of the province's total international entries, an increase of 1.9% compared to September 2009. September accounted for 11.2% of overseas entries in 2009.

During the first 9 months of 2010, overseas entries to Ontario grew 5.7% over 2009.



Source: Statistics Canada

¹ Commercial Air Travel represents 96% of all air travel

In September 2010, overseas entries increased to all regions. Similarly, all regions in Canada experienced growth in overseas entries in Jan-Sep 2010 with B.C. entries up the most at 9.6%. Ontario accounted for 36% of Canada's overseas entries during September 2010.

Province	Overseas Entries, Sep 2010 over Sep 2009		Overseas Entries, YTD Sep 2010 over YTD Sep 2009	
	Entries*	% change	Entries*	% change
Canada	508,255	8.5%	3,659,527	7.2%
B.C.	152,919	9.5%	1,208,899	9.6%
Ontario	182,079	1.9%	1,356,495	5.7%
Quebec	101,750	12.6%	680,341	7.5%

Source: Statistics Canada

Overseas Entries: Traditional Markets

In September 2010, arrivals from France grew 20% while arrivals from the U.K., Germany and Japan declined over September 2009.

During Jan-Sep 2010, arrivals from Japan were up 22%, entries from France grew 8%, and arrivals from Germany increased 6% while arrivals from the U.K. declined slightly compared to 2009.

Market	Sep 2010 over Sep 2009		YTD Sep 2010 over YTD Sep 2009	
	Entries*	% change	Entries*	% change
U.K.	32,113	-4.1%	234,050	-1.4%
Germany	15,178	-3.0%	101,587	5.5%
France	13,623	20.5%	65,267	8.3%
Japan	10,909	-16.3%	62,325	21.9%

Source: Statistics Canada

Overseas Entries: Emerging Markets

Arrivals from most overseas countries grew in September 2010 compared to September 2009 with entries from Brazil up 32% and arrivals from India up 23%. During the first 9 months of 2010, arrivals were up from all reported countries except Mexico (-33%), and the Netherlands (-8%). Entries from India increased 31%, arrivals from Brazil grew 24% and arrivals from China were up 23% in Jan-Sep 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	Sep 2010 over Sep 2009		YTD Sep 2010 over YTD Sep 2009	
	Entries*	% change	Entries*	% change
India	6,556	22.7%	56,043	30.6%
China	8,963	8.3%	55,052	22.6%
Brazil	5,582	32.1%	43,800	24.2%
Italy	4,234	-9.5%	42,468	3.7%
South Korea	4,410	-19.8%	41,689	5.2%
Mexico	4,232	12.3%	37,668	-32.7%
Australia	5,281	12.0%	35,046	11.0%
Netherlands	4,286	-10.7%	31,773	-7.7%
Hong Kong	3,368	15.6%	29,808	17.8%

Source: Statistics Canada

Outbound Travel

Total International Travel

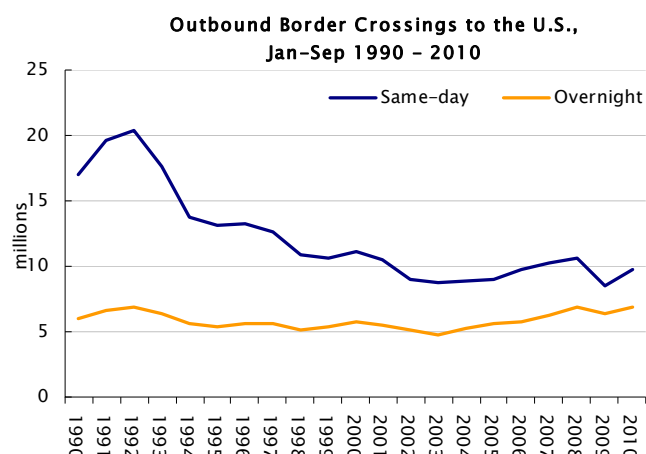
During September 2010, Ontarians made 2.1 million international border crossings (U.S. and overseas), an increase of 10.6% versus September 2009.

Total international border crossings by Ontarians increased 11.1% to 19.9 million crossings during Jan-Sep 2010 compared to 2009.

Ontario continues to generate more visitors to international destinations than it receives: in Jan-Sep 2010, there were 10.1 million international entries into Ontario compared to 19.9 million international border crossings made by Ontarians.

Travel to the U.S.

In September 2010, travel to the U.S. accounted for 85% of Ontarian's international visits. Ontario residents made 1.8 million entries into the U.S. in September 2010, 10.8% more than in September 2009. Same-day visits, which represented 62% of entries, grew 11.8% while overnight visits increased 9.1%.



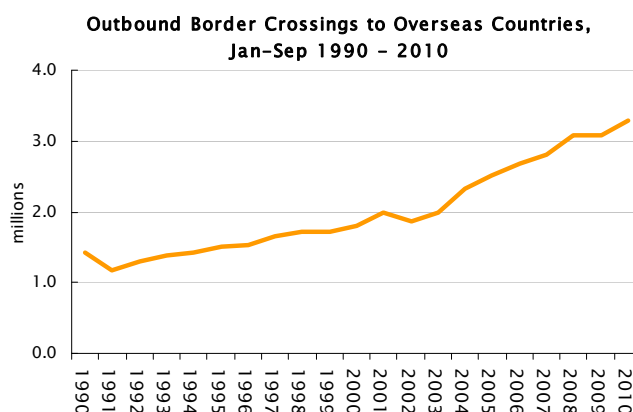
Source: Statistics Canada

During the first 9 months of 2010, there were 16.6 million border crossings from Ontario to the U.S., an increase of 12.0% over 2009. Same-day visits grew 14.5% or 1.2 million entries and overnight visits increased 8.8% or 554,000 entries compared to 2009.

Travel to Overseas Countries

In September 2010, overseas travel represented 15% of Ontario resident's international border crossings with 313,000 crossings. Travel to overseas countries grew 10.0% in September 2010 compared to September 2009.

During Jan-Sep 2010, Ontarians made 3.3 million overseas crossings, up 6.7% from 2009.



Source: Statistics Canada

Accommodation

Occupancy Rates

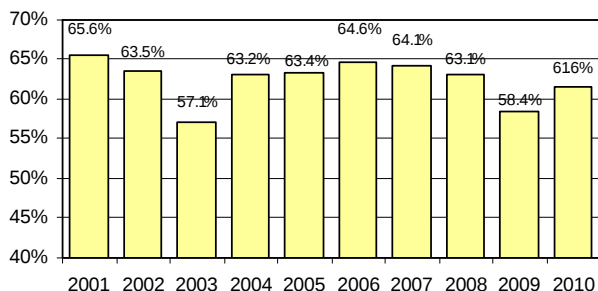
In September 2010, the occupancy rate at Ontario hotels was 71.2%, up 2.8 percentage points over September 2009.

Downtown Toronto, downtown Ottawa and North Western Ontario all reported occupancy rates over 80%. Compared to September 2009, occupancy was up in all regions except Eastern and North Eastern Ontario.

During the first 9 months of 2010, hotel occupancy in Ontario was 61.6%, up 3.2 percentage points compared to 2009.

The GTA, Ottawa, and North Western Ontario all posted a 9 month occupancy rate over 67%. Occupancy rates increased in all regions other than Eastern Ontario and North Eastern Ontario where they declined slightly in Jan-Sep 2010 compared to 2009.

Ontario Hotel Occupancy Rates,
Jan-Sep 2001-2010



Source: PKF Consulting, Hotel Trends

Average Daily Rates

The average daily rate (ADR) grew 1.1% in September 2010 to \$127.25.

In September 2010, ADR was highest in downtown Toronto at \$175.73 and lowest in London at \$97.34. Eastern, North Western and Southern Ontario reported a decline in ADR while all other regions grew ADR compared to the previous year.

During Jan-Sep 2010, Ontario ADR was up 1.3% to \$121.67 compared to Jan-Sep 2009. Year-to-date ADR was up in the GTA, Central and Northern Ontario.

Ontario Hotel ADRs,
Jan-Sep 2001-2010



Source: PKF Consulting, Hotel Trends

Revenue per Available Room

Revenue per available room (revPAR) was \$90.60 in September 2010, up 5.2% over September 2009. During January-September 2010, revPAR grew 6.7% to \$74.94 compared to January-September 2009.

Travel Price Index (TPI)

Ontario's TPI grew 1.1% in September 2010 compared to September 2009. Increased costs of transportation and accommodations drove the growth. This compares to a 2.9% increase in the Ontario Consumer Price Index (CPI).

During the first 9 months of 2010, the Ontario TPI grew 0.4% compared to 2009 while Ontario's CPI increased 2.2%.

Ontario Index	Sep 2010 over Sep 2009	YTD Sep 2010 over YTD Sep 2009
TPI	1.1%	0.4%
CPI	2.9%	2.2%

Source: Statistics Canada, Ontario Ministry of Tourism and Culture

The U.S. Travel Price Index for September 2010 was up 2.8% over September 2009 while the U.S. CPI was up 1.1%.

U.S. Index	Sep 2010 over Sep 2009	YTD Sep 2010 over YTD Sep 2009
TPI	+2.8%	4.2%
CPI	+1.1%	1.8%

Source: Travel Industry Association of America

Economic Indicators

Consumer Confidence

The Canadian Index of Consumer Confidence dropped 1.2 points in September 2010 to 78.1 (2002 = 100). Consumer attitudes towards current finances and employment continued to trend down.

Confidence decreased in all regions except the Atlantic Provinces. It declined 1.8 points in Ontario to 67.3.

Region	Sep 2010	Point change Sep 2010 vs Aug 2010
Canada	78.1	-1.2
B.C.	79.4	-7.7
Prairie provinces	96.3	-2.9
Ontario	67.3	-1.8
Quebec	79.2	-0.2
Atlantic provinces	88.2	+7.5

Source: The Conference Board of Canada

The U.S. Consumer Confidence Index decreased 4.7 points in September 2010 and now stands at 48.5 (1985=100).

Source: The Conference Board of Canada

Employment

In September 2010, employment in Ontario's tourism-related industries grew 0.8% compared to September 2009. This compares to a 1.9% increase in total employment in Ontario.

Ontario Employment	Sep 2010 over Sep 2009	YTD Sep 2010 over YTD Sep 2009
Tourism Employment	0.8%	2.1%
Total Employment	1.9%	1.7%

During the first 9 months of 2010, tourism-related employment increased 2.1% versus 2009. Growth in the Travel Arrangements, Amusement/Recreation, 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 8,400 calls to the 1-800-ONTARIO call centre in September 2010, a decrease of 4.8% over September 2009.

Throughout the first 9 months of 2010, there were about 177,000 calls, an increase of 54.0% 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

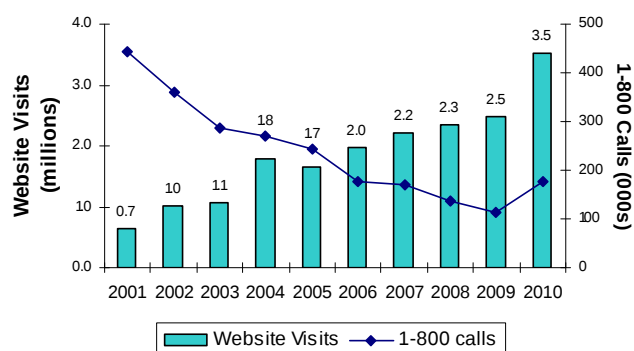
OntarioTravel.net

In September 2010, there were approximately 387,000 user sessions on www.ontariotravel.net, Ontario's travel website, an increase of 20.8% in the number of user sessions on the main website compared to September 2009.

During Jan-Sep 2010, there were approximately 3.5 million user sessions on the main site of the province's travel website, up 41.8% 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-Sep 2001-2010



Source: Ontario Tourism Marketing Partnership Corporation

Ontario Travel Information Centres

Visits to Ontario's Travel Information Centres (TICs) totalled about 101,000 in September 2010, a decrease of 11.4% over September 2009.

During the first 9 months of 2010, there were approximately 865,000 visits to Ontario TICs, 1.8% less than in 2009.

Change in Visits to Ontario's TICs		
Location	Sep 2010 over Sep 2009	YTD Sep 2010 over YTD Sep 2009
Bainsville	100.0%	100.0%
Barrie	-0.4%	0.8%
Cornwall	-3.2%	-7.2%
Fort Erie	-13.4%	-20.2%
Fort Frances	-0.9%	7.6%
Niagara Falls	-13.1%	-6.3%
Sarnia	12.3%	3.5%
Sault Ste. Marie	0.0%	18.0%
St. Catharines	-11.8%	-8.2%
Tilbury	100.0%	100.0%
Toronto	-19.9%	-12.8%
Windsor Park	-18.6%	-17.5%
Windsor HC	-30.3%	-24.3%
Hill Island	-3.8%	-1.4%
Kenora	19.2%	2.9%
Lancaster	-100.0%	-81.7%
Pigeon River	26.8%	16.6%
Prescott	-15.1%	9.4%
Rainy River	-48.1%	-24.0%
417	-3.2%	2.7%
TOTAL:	-11.4%	-1.8%

Source: Ontario Ministry of Tourism and Culture

The Bainsville and Tilbury centres opened July 1, 2010 while the Lancaster centre closed June 30, 2010. Also Windsor Huron operated with reduced hours.

Attendance at Agencies

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

Change in Visits to Ontario's Agencies		
Agency	Sep 2010 over Sep 2009	YTD Sep 2010 over YTD Sep 2009
AGO	+2%	+18%
Fort William Historical Park	-53%	-36%
Huron Historical Parks	-8%	-10%
McMichael Gallery	-23%	-20%
Niagara Parks Commission ²	-4%	-1%
Ontario Heritage Trust	-44%	-1%
Ontario Place	-19%	-11%
Ontario Science Centre	+12%	+13%
Royal Botanical Gardens	+12%	0%
Royal Ontario Museum	+8%	-10%
Science North	+41%	+4%
St Lawrence Parks ³	-11%	-7%

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