

FEBRUARY 2011

Highlights

February 2011 over February 2010:

- Crossings from the U.S. to Ontario declined 4.4%, with same-day crossings down 9.0% and overnight crossings up 2.4%.
- Crossings from overseas markets to Ontario declined by 0.8%.
- Crossings by Ontarians to the U.S. increased by 12.0% (same-day crossings up 15.6% and overnight crossings up 6.7%), and travel to overseas countries grew 6.6%.
- Ontario's Travel Price Index increased by 5.6%.

YTD February 2011 versus YTD February 2010:

- U.S. crossings to Ontario decreased 5.3%, with same-day crossings down 9.5% and overnight crossings up 0.9%.
- Crossings from overseas markets to Ontario grew 4.7%.
- Ontarians' crossings to the U.S. grew by 10.8% (same-day visits up 14.6% and overnight entries up 5.0%), and travel to overseas countries increased 6.7%.

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Tourism Industry Statistics

Border Crossings

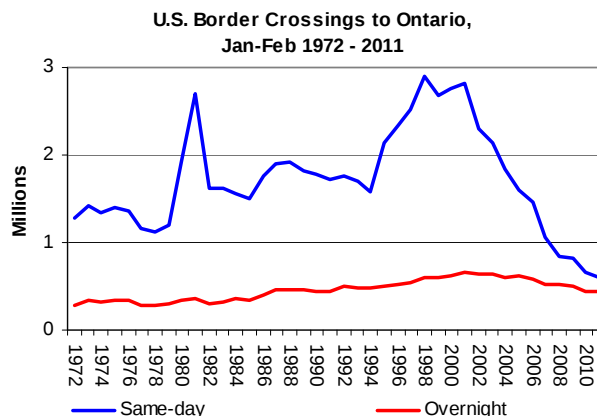
Total International Entries

In February 2011, there were 583,000 (U.S. and overseas) border crossings into Ontario, a decrease of 4.0% compared to February 2010. In 2010, February accounted for 4.8% of Ontario's annual international border crossings.

During the first 2 months of 2011, total international border crossings declined by 4.2% over 2010 to 1.2 million entries.

U.S. Entries

U.S. entries accounted for 88% of international entries into Ontario in February 2011. During this month, U.S. border crossings into Ontario declined 4.4% over February 2010 to 515,000 crossings. Same-day entries decreased 9.0% while overnight entries increased 2.4%.



Source: Statistics Canada

In Jan-Feb 2011, there were 1.0 million border crossings from the U.S. to Ontario, a decrease of 5.3% over 2010. Same-day crossings declined 9.5% with 63,000 fewer crossings while overnight crossings grew 0.9% or 4,000 more crossings.

In February 2011, U.S. entries declined to all regions of Canada. Similarly, during the first 2 months of 2011, U.S. entries to all regions declined. Ontario accounted for 55% of U.S. entries into Canada in February 2011. Note that the Winter Olympics were held in B.C. in February 2010.

Region	U.S. Entries, Feb 2011 over Feb 2010		U.S. Entries, YTD Feb 2011 over YTD Feb 2010	
	Entries*	% change	Entries*	% change
Canada	936,988	-14.0%	1,871,417	-9.6%
B.C.	207,544	-36.0%	402,568	-23.0%
Ontario	514,600	-4.4%	1,047,366	-5.3%
Quebec	114,096	-5.6%	217,253	-3.1%

Source: Statistics Canada

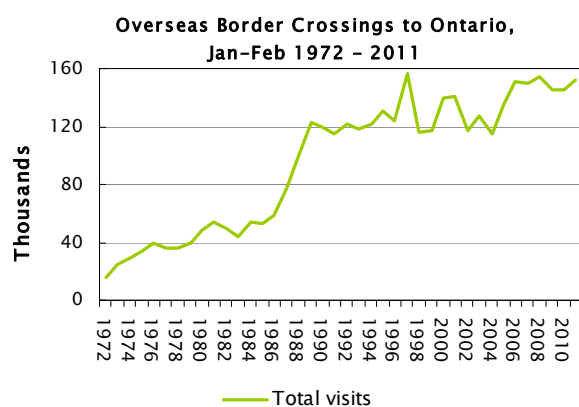
U.S. Entries: Mode of Transportation

In February 2011, 76% of U.S. entries to Ontario were via automobile, 16% by commercial air travel¹, 6% by bus and 2% by other modes. Entries by automobile were down 6.9% in February 2011 and down 5.3% for the 2 months ending February 2011 compared with 2010. Commercial air travel from the U.S. was up 7.2% in February 2011 while entries by bus declined 8.0%.

Overseas Entries

In February 2011, the 69,000 overseas entries into Ontario accounted for 12% of the province's total international entries, a decrease of 0.8% compared to February 2010. February accounted for 4.1% of overseas entries in 2010.

During the first 2 months of 2011, overseas entries to Ontario grew 4.7% over 2010.



Source: Statistics Canada

¹ Commercial Air Travel represents 96% of all air travel

In February 2011, overseas entries decreased to all regions of Canada except Quebec. Overseas entries to Ontario and Quebec grew in the first 2 months of 2011. Ontario accounted for 35% of Canada's overseas entries during February 2011. Note that the Winter Olympics were held in B.C. in February 2010.

Region	Overseas Entries, Feb 2011 over Feb 2010		Overseas Entries, YTD Feb 2011 over YTD Feb 2010	
	Entries*	% change	Entries*	% change
Canada	194,573	-11.8%	402,938	-4.0%
B.C.	62,284	-24.8%	133,093	-10.8%
Ontario	68,675	-0.8%	152,077	4.7%
Quebec	44,661	6.8%	82,552	7.3%

Source: Statistics Canada

Overseas Entries: Traditional Markets

In February 2011, arrivals from all traditional markets declined over February 2010 with entries from Germany down 24% and arrivals from France down 16%.

During Jan-Feb 2011, arrivals from Japan were up 6% and entries from the U.K. grew 2%, while arrivals from Germany and France declined compared to Jan-Feb 2010.

Market	Feb 2011 over Feb 2010		YTD Feb 2011 over YTD Feb 2010	
	Entries*	% change	Entries*	% change
U.K.	11,067	-5.3%	23,286	1.9%
Germany	3,619	-24.2%	8,270	-18.1%
Japan	4,045	-1.3%	7,384	5.5%
France	3,111	-16.5%	6,378	-13.4%

Source: Statistics Canada

Overseas Entries: Emerging Markets

Arrivals from most overseas countries grew in February 2011 compared to February 2010 with arrivals from China up 52% and entries from India up 20%.

During the first 2 months of 2011, arrivals were up from all reported countries except Italy (-10%), Mexico (-2%) and Brazil (-2%). Entries from China increased 60% and arrivals from Hong Kong grew 39% in 2011 versus 2010.

* 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	Feb 2011 over Feb 2010		YTD Feb 2011 over YTD Feb 2010	
	Entries*	% change	Entries*	% change
China	4,092	52.0%	9,502	60.0%
Brazil	2,418	-16.2%	8,177	-1.9%
India	2,818	20.4%	6,883	10.7%
South Korea	2,454	11.0%	5,820	7.1%
Hong Kong	2,163	10.6%	4,654	39.1%
Mexico	1,860	1.3%	4,384	-2.4%
Australia	1,452	1.4%	3,976	14.2%
Italy	1,594	-9.3%	3,225	-10.1%
Netherlands	1,415	2.5%	2,806	2.2%

Source: Statistics Canada

Outbound Travel

Total International Travel

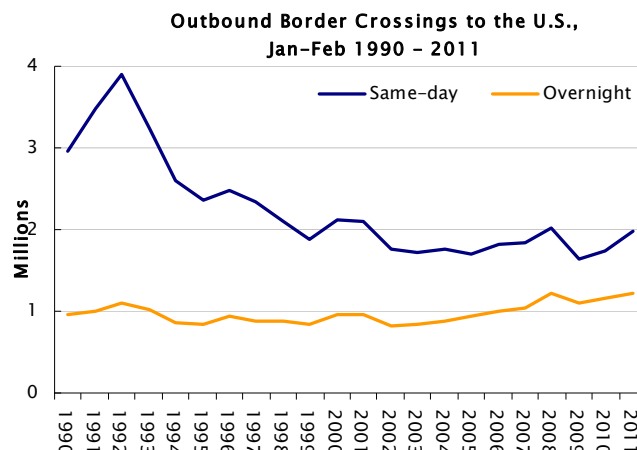
During February 2011, Ontarians made 2.0 million international border crossings (U.S. and overseas), an increase of 10.8% versus February 2010.

Total international border crossings by Ontarians increased 9.8% to 4.1 million crossings during Jan-Feb 2011 compared to 2010.

Ontario continues to generate more visitors to international destinations than it receives: in Jan-Feb 2011, there were 1.2 million international entries into Ontario compared to 4.1 million international border crossings made by Ontarians.

Travel to the U.S.

In February 2011, travel to the U.S. accounted for 79% of Ontarian's international visits. Ontario residents made 1.5 million entries into the U.S. in February 2011, 12.0% more than in February 2010. Same-day visits, which represented 60% of entries, grew 15.6% while overnight visits increased 6.7%.



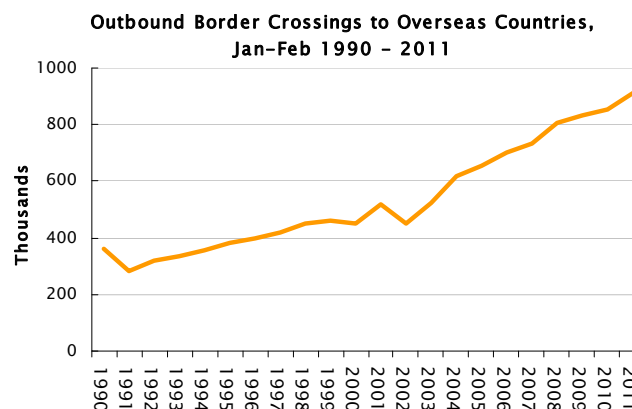
Source: Statistics Canada

In Jan-Feb 2011 there were 3.2 million border crossings from Ontario to the U.S., an increase of 10.8% over 2010. Same-day visits grew 14.6% or 253,000 entries and overnight visits increased 5.0% or 58,000 entries compared to Jan-Feb 2010.

Travel to Overseas Countries

In February 2011, overseas travel represented 21% of Ontario resident's international border crossings with 420,000 crossings. Travel to overseas countries grew 6.6% in February 2011 compared to February 2010.

During the first 2 months of 2011, Ontarians made 913,000 overseas crossings, up 6.7% from 2010.



Source: Statistics Canada

Accommodation

Occupancy Rates

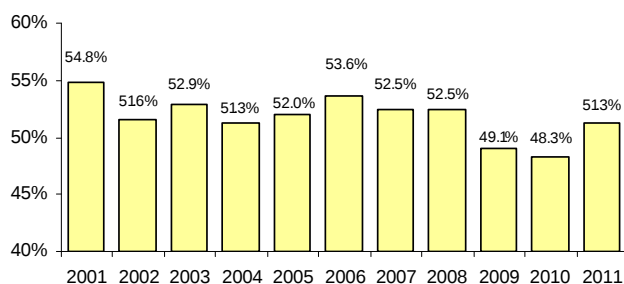
In February 2011, the occupancy rate at Ontario hotels was 55.6%, up 3.4 percentage points over February 2010.

The Greater Toronto Area (GTA), Ottawa and North Western Ontario all reported occupancy rates over 60%. Compared to February 2010, occupancy was up in all regions except Sudbury and Sault Ste Marie.

In Jan-Feb 2011, hotel occupancy in Ontario was 51.3%, up 3.0 percentage points compared to Jan-Feb 2010.

Ottawa and North Western Ontario posted a 2 month occupancy rate over 60%. Toronto airport had the highest 2 month rate at 69%. Occupancy rates increased in all regions other than North Eastern and North Central Ontario where they declined in Jan-Feb 2011 compared to Jan- Feb 2010.

Ontario Hotel Occupancy Rates,
Jan-Feb 2001-2011



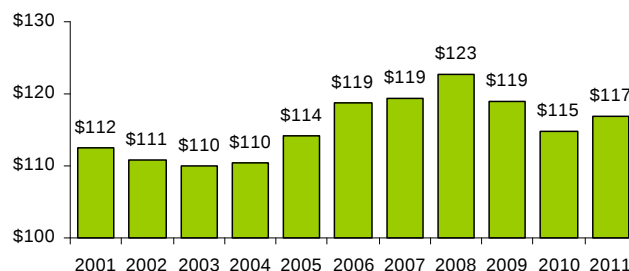
Average Daily Rates (ADR)

The average daily rate (ADR) grew 2.3% in February 2011 to \$118.92.

In February 2011, ADR was highest in downtown Toronto at \$146.29 and lowest in the other Niagara Region at \$83.63. Central and North Central Ontario reported declines in ADR while all other regions grew ADR compared to the previous year.

During Jan-Feb 2011, Ontario ADR was up 1.7% to \$116.81 compared to Jan-Feb 2010. Year-to-date ADR was up in the GTA and Northern Ontario.

Ontario Hotel ADRs,
Jan-Feb 2001-2011



Revenue per Available Room

Revenue per available room (revPAR) was \$66.13 in February 2011, up 9.1% over February 2010. During the first 2 months of 2011, revPAR grew 8.0% to \$59.88 compared to 2010.

Source: PKF Consulting, Hotel Trends²

Travel Price Index (TPI)

Ontario's TPI grew 5.6% in February 2011 compared to February 2010. Costs increased for most components especially transportation. This compares to a 2.5% increase in the Ontario Consumer Price Index (CPI).

During Jan-Feb 2011, the Ontario TPI grew 4.9% compared to 2010 while Ontario's CPI increased 2.7%.

Ontario Index	Feb 2011 over Feb 2010	YTD Feb 2011 over YTD Feb 2010
TPI	5.6%	4.9%
CPI	2.5%	2.7%

Source: Statistics Canada, Ontario Ministry of Tourism and Culture

The U.S. Travel Price Index for February 2011 was up 5.2% over February 2010 while the U.S. CPI grew 2.1%.

U.S. Index	Feb 2011 over Feb 2010	YTD Feb 2011 over YTD Feb 2010
TPI	5.2%	4.7%
CPI	2.1%	1.9%

Source: Travel Industry Association of America

² Source: PKF Consulting Inc. with reproduction and use of information subject to PKF Disclaimer and Restrictions as detailed at www.pkfcanada.com Users of this information are advised that PKF Consulting Inc. and Members of PKF International Association do not represent the information contained herein to be definitive or all-inclusive. PKF Consulting Inc. believes the information to be reliable, but is not responsible for errors or omissions.

Economic Indicators

Consumer Confidence

The Canadian Index of Consumer Confidence was largely unchanged in February 2011 as the index rose 1.2 points to 89.3 (2002 = 100). A more positive outlook for future job prospects was tempered by more pessimistic outlooks on future finances and time to make major purchases.

Confidence grew in all regions except B.C. The Atlantic provinces confidence led the growth with a 5.9 point increase while Ontario confidence grew 1.5 points in February.

Region	Feb 2011	Point change Feb 2011 vs Jan 2011
Canada	89.3	+1.2
B.C.	100.6	-1.6
Prairie provinces	105.3	+0.2
Ontario	84.9	+1.5
Quebec	78.5	+2.5
Atlantic provinces	87.4	+5.9

Source: The Conference Board of Canada

The U.S. Consumer Confidence Index increased 5.6 points in February 2011 and now stands at 70.4 (1985=100).

Source: The Conference Board of Canada

Employment

In February 2011, employment in Ontario's tourism-related industries declined slightly compared to February 2010. Employment in the Travel Services, Accommodation, and Food Service industries declined, employment in Transportation and Retail was flat, while Recreation/Entertainment employment grew. This compares to a 2.1% increase in total employment in Ontario.

During the first 2 months of 2011, tourism-related employment declined 0.8% versus 2010.

Ontario Employment	Feb 2011 over Feb 2010	YTD Feb 2011 over YTD Feb 2010
Tourism Employment	-0.1%	-0.8%
Total Employment	2.1%	2.3%

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

Consumer Response Indicators

1-800-ONTARIO

There were approximately 6,900 calls to the 1-800-ONTARIO call centre in February 2011, a decrease of 14.1% over February 2010.

Throughout the first 2 months of 2011, there were about 10,900 calls, a drop of 14.7% over 2010.

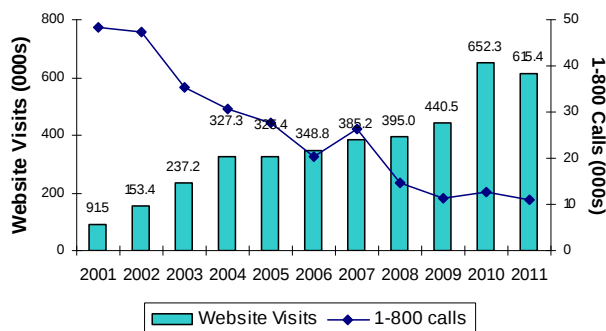
Source: Electronic Data Systems

OntarioTravel.net

In February 2011, there were approximately 304,000 user sessions on www.ontariotravel.net, Ontario's travel website, a decrease of 7.1% in the number of user sessions on the main website compared to February 2010.

During Jan-Feb 2011, there were approximately 615,000 user sessions on the main site of the province's travel website, down 5.7% from Jan-Feb 2010.

Visits to ontariotravel.net & Calls to 1-800-ONTARIO
Jan-Feb 2001-2011



Source: Ontario Tourism Marketing Partnership Corporation

Ontario Travel Information Centres

Visits to Ontario's Travel Information Centres (TICs) totalled about 30,000 in February 2011, an increase of 9.0% over February 2010.

During the first 2 months of 2011, there were approximately 59,000 visits to Ontario TICs, 8.3% more than in 2010.

Change in Visits to Ontario's TICs		
Location	Feb 2011 over Feb 2010	YTD Feb 2011 over YTD Feb 2010
Bainsville	100.0%	100.0%
Barrie	-12.0%	-7.9%
Cornwall	23.9%	8.1%
Fort Erie	-37.7%	-23.9%
Fort Frances	20.1%	9.9%
Niagara Falls	-11.2%	-5.7%
Sarnia	-14.0%	-13.6%
Sault Ste. Marie	-14.7%	-8.8%
St. Catharines	-3.6%	-18.7%
Tilbury	100.0%	100.0%
Toronto	14.6%	14.8%
Windsor Park	-2.7%	0.1%
Windsor HC	Closed for season	Closed for season
Hill Island	Closed for season	Closed for season
Kenora	Closed for season	Closed for season
Lancaster	Closed for season	Closed for season
Pigeon River	Closed for season	Closed for season
Prescott	Closed for season	Closed for season
Rainy River	Closed for season	Closed for season
417	Closed for season	Closed for season
TOTAL:	9.0%	8.3%

Source: Ontario Ministry of Tourism and Culture

The Bainsville and Tilbury centres opened July 1, 2010 and these new centres drove the growth in visits to TICs.

Attendance at Agencies

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

Change in Visits to Ontario's Agencies		
Agency	Feb 2011 over Feb 2010	YTD Feb 2011 over YTD Feb 2010
AGO	-47%	-51%
Fort William Historical Park	-12%	+303%
Huronian Historical Parks	+8%	+7%
McMichael Gallery	+3%	+14%
Niagara Parks Commission ³	-20%	-32%
Ontario Heritage Trust	+69%	+48%
Ontario Place	closed	closed
Ontario Science Centre	-45%	-44%
Royal Botanical Gardens	-30%	-25%
Royal Ontario Museum	-9%	-24%
Science North	-98%	-97%
St Lawrence Parks ⁴	closed	closed

Fort William Historical Park held a Special Olympics event in January 2011. Ontario Place and Science North were partially closed for renovations in Jan/Feb 2011.

³ 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

⁴ St Lawrence Parks includes Fort Henry and Upper Canada Village