

SEPTEMBER 2011

Highlights

September 2011 versus September 2010:

- Crossings from the U.S. to Ontario dropped 2.0%, with same-day crossings down 4.3% and overnight crossings unchanged.
- Crossings from overseas markets to Ontario grew by 10.5%.
- Crossings by Ontarians to the U.S. increased by 8.0% (same-day crossings up 8.7% and overnight crossings up 7.0%), and travel to overseas countries grew 4.2%.
- Ontario hotel occupancy grew 3.0 percentage points.
- Ontario's Travel Price Index increased by 7.4%.
- Employment in Ontario's tourism-related industries decreased by 0.1%.

YTD September 2011 versus YTD September 2010:

- U.S. crossings to Ontario decreased 3.4%, with same-day crossings down 4.8% and overnight crossings down 2.1%.
- Crossings from overseas markets to Ontario grew 6.2%.
- Ontarians' crossings to the U.S. grew by 10.4% (same-day visits up 13.8% and overnight entries up 5.6%), and travel to overseas countries increased 7.3%.
- Ontario hotel occupancy grew 0.5 percentage points.
- Ontario's Travel Price Index increased by 6.5%.
- Employment in Ontario's tourism-related industries increased by 0.2%.

Inside This Issue

Tourism Industry

Border Crossings	1	1-800-ONTARIO	5
Accommodation Statistics	4	OntarioTravel.net	5
Travel Price Index	4	Ontario Travel Information Centres	6
Economic Indicators			
Consumer Confidence	5	Attendance at Agencies	6
Employment	5		

Consumer Response

Tourism Industry Statistics

Border Crossings

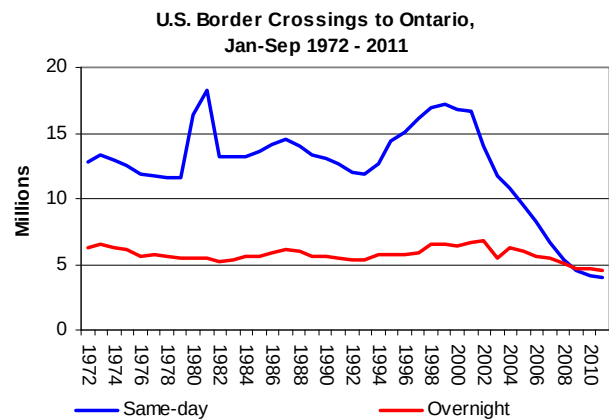
Total International Entries

In September 2011, there were 1.2 million (U.S. and overseas) border crossings into Ontario, a decrease of 0.1% compared to September 2010. In 2010, September accounted for 9.4% of Ontario's annual international border crossings.

During the first nine months of 2011, total international border crossings declined by 2.1% over 2010 to 9.9 million entries.

U.S. Entries

U.S. entries accounted for 83% of international entries into Ontario in September 2011. During this month, U.S. border crossings into Ontario dropped 2.0% over September 2010 to 1.0 million crossings. Same-day entries decreased 4.3% while overnight entries were unchanged.



Source: Statistics Canada

In Jan-Sep 2011, there were 8.5 million border crossings from the U.S. to Ontario, a decrease of 3.4% over 2010. Same-day crossings declined 4.8% with 201,000 fewer crossings and overnight crossings decreased 2.1% or 96,000 fewer crossings.

In September 2011, U.S. entries declined to all regions of Canada except Quebec. During the first 9 months of 2011, U.S. entries to all regions dropped. Ontario accounted for 52% of U.S. entries into Canada in September 2011.

Region	U.S. Entries, Sep 2011 over Sep 2010		U.S. Entries, YTD Sep 2011 over YTD Sep 2010	
	Entries*	% change	Entries*	% change
Canada	1,915,439	-2.1%	15,650,165	-3.9%
B.C.	424,922	-1.2%	3,477,266	-5.2%
Ontario	998,228	-2.0%	8,493,159	-3.4%
Quebec	191,806	0.4%	1,590,057	-1.7%

Source: Statistics Canada

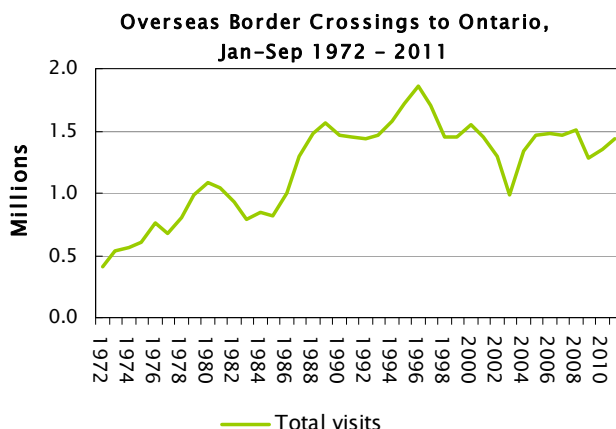
U.S. Entries: Mode of Transportation

In September 2011, 77% of U.S. entries to Ontario were via automobile, 15% by commercial air travel¹, 4% by bus and 4% by other modes. Entries by automobile were down 3.6% in September 2011 and down 5.2% for the 9 months ending September 2011 compared with 2010. Commercial air travel from the U.S. was up 3.8% in September 2011 and entries by bus declined 3.2%.

Overseas Entries

In September 2011, the 202,000 overseas entries into Ontario accounted for 17% of the province's total international entries, an increase of 10.5% compared to September 2010. September accounted for 10.8% of overseas entries in 2010.

During the first three quarters of 2011, overseas entries to Ontario grew 6.2% over 2010.



Source: Statistics Canada

¹ Commercial Air Travel represents 96% of all air travel.

In September 2011, overseas entries grew to all regions of Canada with Ontario leading the growth. During the first 9 months of 2011, overseas entries to Ontario and Quebec grew while entries to B.C. declined. Ontario accounted for 38% of Canada's overseas entries during September 2011.

Region	Overseas Entries, Sep 2011 over Sep 2010		Overseas Entries, YTD Sep 2011 over YTD Sep 2010	
	Entries*	% change	Entries*	% change
Canada	529,058	4.1%	3,695,204	1.0%
B.C.	155,157	1.5%	1,158,222	-4.2%
Ontario	201,176	10.5%	1,440,772	6.2%
Quebec	106,362	4.5%	713,809	4.9%

Source: Statistics Canada

Overseas Entries: Traditional Markets

In September 2011, arrivals from the U.K. (+1%), Germany (+15%) and Japan (+10%) increased while arrivals from France (-5%) declined over September 2010.

During the first three quarters of 2011, arrivals from France grew 3%, entries from Japan increased 1% while arrivals from the U.K. and Germany declined compared to Jan-Sep 2010.

Market	Sep 2011 over Sep 2010		YTD Sep 2011 over YTD Sep 2010	
	Entries*	% change	Entries*	% change
U.K.	32,525	1.3%	228,776	-2.3%
Germany	17,521	15.4%	100,496	-1.1%
Japan	11,956	9.6%	63,035	1.1%
France	12,970	-4.8%	66,974	2.6%

Source: Statistics Canada

Overseas Entries: Emerging Markets

Arrivals from all reporting overseas countries other than Mexico grew in September 2011 compared to September 2010 with arrivals from China up 32%, entries from Hong Kong up 21% and arrivals from India up 7%.

During the first 9 months of 2011, arrivals were up from all reported countries except Mexico. Entries from China increased 41%, arrivals from Hong Kong grew 23%, and entries from India gained 11% 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	Sep 2011 over Sep 2010		YTD Sep 2011 over YTD Sep 2010	
	Entries*	% change	Entries*	% change
China	11,785	31.5%	77,739	41.2%
India	6,998	6.7%	62,404	11.4%
Brazil	6,393	14.5%	47,481	8.4%
Italy	5,373	26.9%	46,228	8.9%
South Korea	4,613	4.6%	42,121	1.0%
Australia	6,383	20.9%	40,306	15.0%
Mexico	3,728	-11.9%	37,104	-1.5%
Hong Kong	4,076	21.0%	36,718	23.2%
Netherlands	4,425	3.2%	33,332	4.9%

Source: Statistics Canada

Outbound Travel

Total International Travel

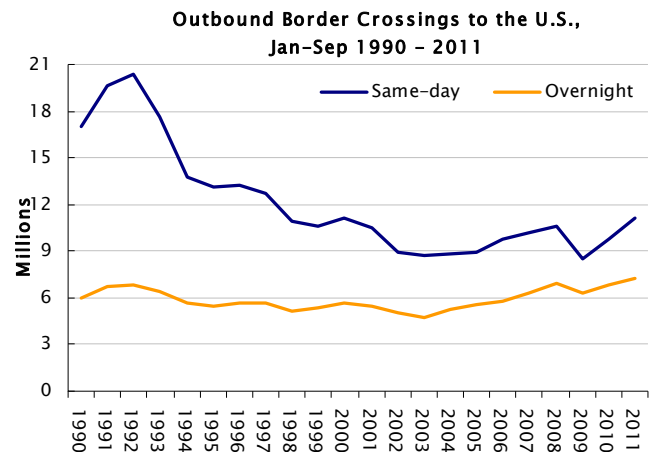
During September 2011, Ontarians made 2.3 million international border crossings (U.S. and overseas), an increase of 7.5% versus September 2010.

Total international border crossings by Ontarians increased 9.9% to 19.6 million crossings during Jan-Sep 2011 compared to 2010.

Ontario continues to generate more visitors to international destinations than it receives. In the first 3 quarters of 2011, there were 9.9 million international entries into Ontario compared to 21.9 million international border crossings made by Ontarians.

Travel to the U.S.

In September 2011, travel to the U.S. accounted for 86% of Ontarians' international visits. Ontario residents made 2.0 million entries into the U.S. in September 2011, 8.0% more than in September 2010. Same-day visits, which represented 62% of entries, grew 8.7% and overnight visits increased 7.0%.



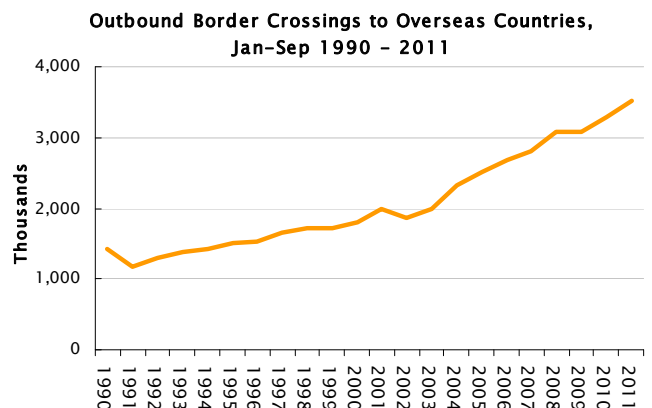
Source: Statistics Canada

In the first nine months of 2011, there were 18.3 million border crossings from Ontario to the U.S., an increase of 10.4% over 2010. Same-day visits grew 13.8% or 1.3 million entries and overnight visits increased 5.6% or 382,000 entries compared to 2010.

Travel to Overseas Countries

In September 2011, overseas travel represented 14% of Ontario residents' international border crossings with 327,000 crossings. Travel to overseas countries grew 4.2% in September 2011 compared to September 2010.

During the first 9 months of 2011, Ontarians made 3.5 million overseas crossings, up 7.3% from 2010.



Source: Statistics Canada

Accommodation

Occupancy Rates

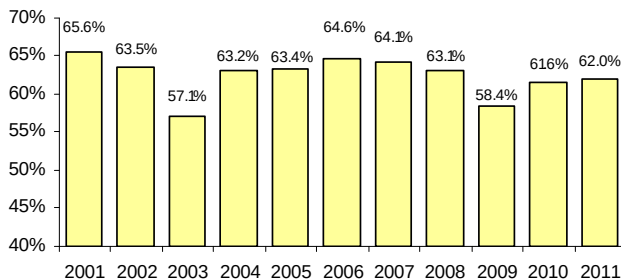
In September 2011, the occupancy rate at Ontario hotels was 73.9%, an increase of 3.0 points compared to September 2010.

Downtown Toronto, downtown Ottawa and Thunder Bay all reported occupancy rates over 85%. Compared to September 2010, occupancy was up in all regions except North Eastern and North Central Ontario.

During Jan-Sep 2011, hotel occupancy in Ontario was 62.0%, up 0.5 percentage points compared to Jan-Sep 2010.

Downtown Toronto, Ottawa and North Western Ontario all posted a 9 month occupancy rate over 70%. Thunder Bay had the highest 9 month rate at 75.4%. Occupancy rates increased in all regions other than North Eastern, Central and North Central Ontario where they declined in Jan-Sep 2011 compared to Jan-Sep 2010.

Ontario Hotel Occupancy Rates,
Jan-Sep 2001-2011



Average Daily Rates (ADR)

The average daily rate (ADR) of \$132.50 grew 3.9% in September 2011 compared to September 2010.

In September 2011, ADR was highest in downtown Toronto at \$193.48 and lowest in Windsor at \$96.04. ADR grew compared to the previous year in all regions except Central Ontario.

During the first three quarters of 2011, Ontario ADR was up 0.3% to \$122.29 compared to 2010. Year-to-date ADR was up versus the previous year in all regions except Southern and Central Ontario.

Ontario Hotel ADRs,
Jan-Sep 2001-2011



Revenue per Available Room

Revenue per available room (revPAR) was \$97.91 in September 2011, up 8.2% versus September 2010. During the first nine months of 2011, revPAR grew 1.0% to \$75.83 compared to 2010.

Source: PKF Consulting, Hotel Trends²

Travel Price Index (TPI)

Ontario's TPI grew 7.0% in September 2011 compared to September 2010. Costs increased for most components, especially transportation and food. This compares to a 3.4% increase in the Ontario Consumer Price Index (CPI).

During Jan-Sep 2011, the Ontario TPI grew 6.5% compared to 2010 while Ontario's CPI increased 3.3%.

Ontario Index	Sep 2011 over Sep 2010	YTD Sep 2011 over YTD Sep 2010
TPI	7.0%	6.5%
CPI	3.4%	3.3%

Source: Statistics Canada, Ontario Ministry of Tourism and Culture

The U.S. Travel Price Index for September 2011 was up 7.6% over September 2010 while the U.S. CPI grew 3.9%.

U.S. Index	Sep 2011 over Sep 2010	YTD Sep 2011 over YTD Sep 2010
TPI	7.6%	6.9%
CPI	3.9%	3.1%

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 gained 0.3 points in September 2011 and the index stands at 75.0 (2002 = 100). While the outlook for future finances was more optimistic, it was offset by an increasingly pessimistic view of labour markets.

Confidence increased in all regions except the Atlantic Provinces where it dropped 5.4 points. Ontario confidence grew 0.4 points in September to 68.2.

Region	Sep 2011	Point change Sep 2011 vs Aug 2011
Canada	75.0	+0.3
B.C.	91.2	+5.1
Prairie provinces	91.1	+0.6
Ontario	68.2	+0.4
Quebec	68.4	+1.3
Atlantic provinces	65.5	-5.4

Source: The Conference Board of Canada

The U.S. Consumer Confidence Index gained 1.9 points in September 2011 and now stands at 46.4 (1985=100).

Source: The Conference Board of Canada

Employment

In September 2011, employment in Ontario's tourism-related industries was unchanged compared to September 2010. Employment in the Arts, Entertainment & Recreation, Food & Beverage, Travel Services and Accommodation industries increased while employment in all other tourism-related industries declined. This compares to a 2.0% increase in total employment in Ontario.

During the first nine months of 2011, tourism-related employment grew 0.2% versus 2010 while total employment grew 2.0%.

Ontario Employment	Sep 2011 over Sep 2010	YTD Sep 2011 over YTD Sep 2010
Tourism Employment	-0.1%	0.2%
Total Employment	2.0%	2.0%

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

Consumer Response Indicators

1-800-ONTARIO

There were approximately 6,300 calls to the 1-800-ONTARIO call centre in September 2011, a decrease of 24.8% over September 2010.

Throughout the first nine months of 2011, there were about 108,000 calls, a drop of 38.7% over 2010.

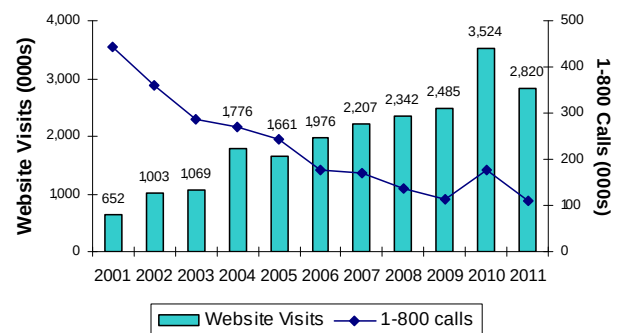
Source: Ontario Tourism Marketing Partnership Corporation

OntarioTravel.net

In September 2011, there were approximately 235,000 user sessions on www.ontariotravel.net, Ontario's travel website, a decrease of 39.3% in the number of user sessions on the main website compared to September 2010.

During Jan-Sep 2011, there were approximately 2.8 million user sessions on the main site of the province's travel website, down 20.0% from Jan-Sep 2010.

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



Source: Ontario Tourism Marketing Partnership Corporation

Ontario Travel Information Centres

Visits to Ontario's Travel Information Centres (TICs) totalled about 94,000 in September 2011, a decrease of 7.2% over September 2010.

During the first 9 months of 2011, there were approximately 805,000 visits to Ontario TICs, 6.9% less than in 2010.

Change in Visits to Ontario's TICs		
Location	Sep 2011 over Sep 2010	YTD Sep 2011 over YTD Sep 2010
Bainsville	66.4%	181.2%
Barrie	-24.0%	-19.2%
Cornwall	10.0%	3.0%
Fort Erie	-40.0%	-30.9%
Fort Frances	-26.9%	-26.1%
Niagara Falls	5.8%	-9.1%
Sarnia	-34.6%	-17.4%
Sault Ste. Marie	-0.4%	-8.9%
St. Catharines	-6.4%	-9.3%
Tilbury	-11.0%	60.0%
Toronto	27.6%	7.0%
Windsor Park	-23.3%	-24.4%
Hill Island	-38.2%	-16.3%
Kenora	-23.7%	-12.3%
Pigeon River	0.9%	-5.6%
Prescott	3.9%	-23.6%
Rainy River	13.3%	12.1%
417	-26.7%	-14.4%
TOTAL:	-7.2%	-6.9%

Source: Ontario Ministry of Tourism and Culture

The Bainsville and Tilbury centres opened July 1, 2010.

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 2011 over Sep 2010	YTD Sep 2011 over YTD Sep 2010
AGO	-21%	-28%
Fort William Historical Park	4%	74%
Huronian Historical Parks	-6%	-2%
McMichael Gallery	-13%	4%
Niagara Parks Commission ³	-6%	-11%
Ontario Heritage Trust	4%	25%
Ontario Place	-15%	7%
Ontario Science Centre	-20%	-23%
Royal Botanical Gardens	-6%	-9%
Royal Ontario Museum	-35%	-13%
Science North	-23%	-15%
St. Lawrence Parks ⁴	-17%	-5%

AGO hosted the King Tut exhibit in 2010. Fort William Historical Park held a Special Olympics event in January 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 include Fort Henry and Upper Canada Village.