

## NOVEMBER 2011

### Highlights

#### November 2011 versus November 2010:

- Crossings from the U.S. to Ontario dropped 0.7%, with same-day crossings down 0.4% and overnight crossings down 1.1%.
- Crossings from overseas markets to Ontario grew by 8.7%.
- Crossings by Ontarians to the U.S. increased by 0.8% (same-day crossings up 0.8% and overnight crossings up 0.9%), while travel to overseas countries declined 0.1%.
- Ontario hotel occupancy grew 1.4 percentage points.
- Ontario's Travel Price Index increased by 5.2%.
- Employment in Ontario's tourism-related industries decreased by 0.4%.

#### YTD November 2011 versus YTD November 2010:

- U.S. crossings to Ontario decreased 3.2%, with same-day crossings down 4.5% and overnight crossings down 2.0%.
- Crossings from overseas markets to Ontario grew 6.3%.
- Ontarians' crossings to the U.S. grew by 8.7% (same-day visits up 11.4% and overnight entries up 4.9%), and travel to overseas countries increased 6.1%.
- Ontario hotel occupancy grew 0.6 percentage points.
- Ontario's Travel Price Index increased by 6.5%.
- Employment in Ontario's tourism-related industries increased by 0.1%.

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#### Border Crossings

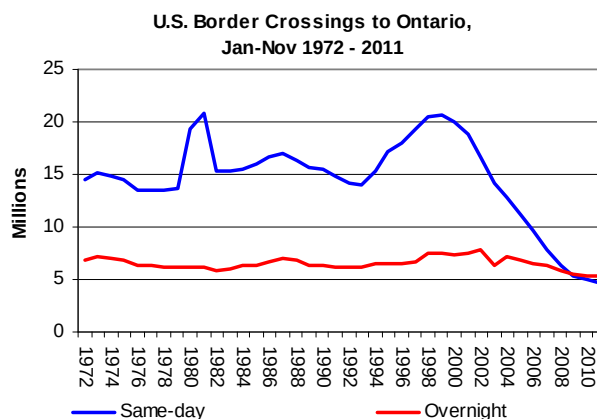
##### Total International Entries

In November 2011, there were 771,000 (U.S. and overseas) border crossings into Ontario, an increase of 0.3% compared to November 2010. In 2010, November accounted for 6.0% of Ontario's annual international border crossings.

During the first 11 months of 2011, total international border crossings declined by 1.9% over 2010 to 11.7 million entries.

##### U.S. Entries

U.S. entries accounted for 89% of international entries into Ontario in November 2011. During this month, U.S. border crossings into Ontario dropped 0.7% over November 2010 to 683 thousand crossings. Same-day entries decreased 0.4% and overnight entries dropped 1.1%.



Source: Statistics Canada

In Jan-Nov 2011, there were 10.0 million border crossings from the U.S. to Ontario, a decrease of 3.2% over 2010. Same-day crossings declined 4.5% with 226,000 fewer crossings and overnight crossings decreased 2.0% or 105,000 fewer crossings.

In November 2011 and during the first 11 months of 2011, U.S. entries declined to all regions of Canada. Ontario accounted for 60% of U.S. entries into Canada in November 2011.

| Region         | U.S. Entries,<br>Nov 2011 over Nov 2010 |              | U.S. Entries,<br>YTD Nov 2011 over YTD<br>Nov 2010 |              |
|----------------|-----------------------------------------|--------------|----------------------------------------------------|--------------|
|                | Entries*                                | % change     | Entries*                                           | % change     |
| Canada         | 1,130,438                               | -1.0%        | 18,236,543                                         | -3.7%        |
| B.C.           | 193,357                                 | -1.4%        | 3,896,818                                          | -5.2%        |
| <b>Ontario</b> | <b>683,462</b>                          | <b>-0.7%</b> | <b>10,021,406</b>                                  | <b>-3.2%</b> |
| Quebec         | 128,752                                 | -0.3%        | 1,889,132                                          | -1.6%        |

Source: Statistics Canada

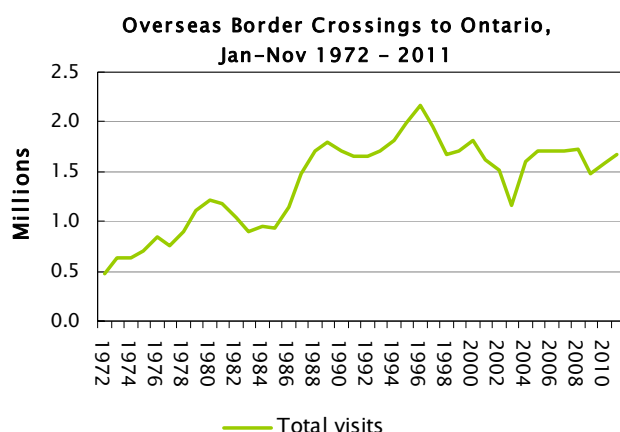
### U.S. Entries: Mode of Transportation

In November 2011, 76% of U.S. entries to Ontario were via automobile, 17% by commercial air travel<sup>1</sup>, 5% by bus and 2% by other modes. Entries by automobile were down 2.8% in November 2011 and down 5.1% for the 11 months ending November 2011 compared with 2010. Commercial air travel from the U.S. was down 0.5% in November 2011 and entries by bus grew 31.8%.

### Overseas Entries

In November 2011, the 87,000 overseas entries into Ontario accounted for 11% of the province's total international entries, an increase of 8.7% compared to November 2010. November accounted for 4.7% of overseas entries in 2010.

During the first 11 months of 2011, overseas entries to Ontario grew 6.3% over 2010.



Source: Statistics Canada

In November 2011, overseas entries grew to all regions of Canada. During the first 11 months of 2011, overseas entries to Ontario and Quebec grew while entries to B.C. declined. Ontario accounted for 46% of Canada's overseas entries during November 2011.

| Region         | Overseas Entries,<br>Nov 2011 over Nov 2010 |             | Overseas Entries,<br>YTD Nov 2011 over YTD<br>Nov 2010 |             |
|----------------|---------------------------------------------|-------------|--------------------------------------------------------|-------------|
|                | Entries*                                    | % change    | Entries*                                               | % change    |
| Canada         | 191,790                                     | 4.7%        | 4,219,949                                              | 1.1%        |
| B.C.           | 56,151                                      | 3.2%        | 1,293,132                                              | -3.9%       |
| <b>Ontario</b> | <b>87,277</b>                               | <b>8.7%</b> | <b>1,675,631</b>                                       | <b>6.3%</b> |
| Quebec         | 35,762                                      | 0.2%        | 823,554                                                | 4.7%        |

Source: Statistics Canada

### Overseas Entries: Traditional Markets

In November 2011, arrivals from all traditional overseas markets except the U.K. increased with Germany up 30% over November 2010.

During the first 11 months of 2011, arrivals from France grew 1%, entries from Japan increased almost 1% while arrivals from the U.K. declined compared to Jan-Nov 2010.

| Market  | Nov 2011 over<br>Nov 2010 |          | YTD Nov 2011 over<br>YTD Nov 2010 |          |
|---------|---------------------------|----------|-----------------------------------|----------|
|         | Entries*                  | % change | Entries*                          | % change |
| U.K.    | 12,508                    | -6.1%    | 265,015                           | -2.6%    |
| Germany | 5,864                     | 30.3%    | 115,936                           | 0.2%     |
| Japan   | 4,547                     | 3.3%     | 77,899                            | 0.7%     |
| France  | 2,931                     | 3.8%     | 76,131                            | 1.3%     |

Source: Statistics Canada

### Overseas Entries: Emerging Markets

Arrivals from all reporting overseas emerging countries other than Australia and Hong Kong grew in November 2011 compared to November 2010 with arrivals from China up 48% and arrivals from India up 33%.

During the first 11 months of 2011, arrivals were up from all reported emerging markets except South Korea and Mexico where they declined slightly. Entries from China increased 42%, arrivals from Hong Kong grew 20%, and entries from India gained 13% 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.

<sup>1</sup> Commercial Air Travel represents 96% of all air travel.

| Market      | Nov 2011 over Nov 2010 |          | YTD Nov 2011 over YTD Nov 2010 |          |
|-------------|------------------------|----------|--------------------------------|----------|
|             | Entries*               | % change | Entries*                       | % change |
| China       | 6,577                  | 48.2%    | 94,679                         | 42.2%    |
| India       | 4,033                  | 32.8%    | 71,687                         | 13.2%    |
| Brazil      | 2,702                  | 1.4%     | 56,227                         | 9.2%     |
| Italy       | 2,331                  | 0.4%     | 52,638                         | 9.3%     |
| South Korea | 2,385                  | 2.2%     | 48,565                         | -0.1%    |
| Australia   | 2,191                  | -7.8%    | 46,458                         | 12.7%    |
| Hong Kong   | 2,062                  | -7.2%    | 41,932                         | 19.7%    |
| Mexico      | 1,789                  | 18.9%    | 41,537                         | -0.7%    |
| Netherlands | 1,803                  | 15.3%    | 38,649                         | 5.6%     |

Source: Statistics Canada

## Outbound Travel

### Total International Travel

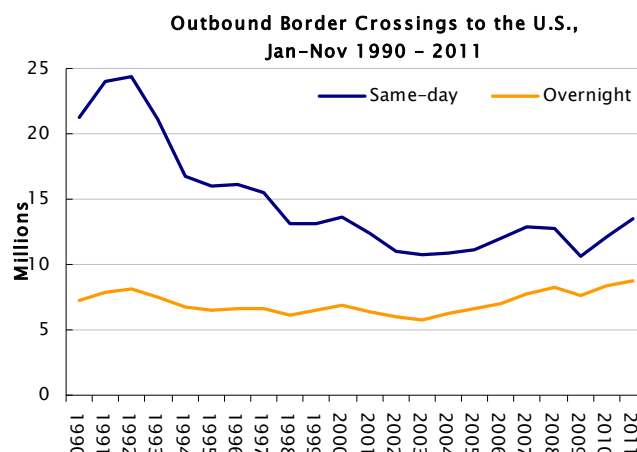
During November 2011, Ontarians made 2.2 million international border crossings (U.S. and overseas), an increase of 0.7% versus November 2010.

Total international border crossings by Ontarians increased 8.3% to 26.3 million crossings during Jan-Nov 2011 compared to 2010.

Ontario continues to generate more visitors to international destinations than it receives. In the first 11 months of 2011, there were 11.7 million international entries into Ontario compared to 26.3 million international border crossings made by Ontarians.

### Travel to the U.S.

In November 2011, travel to the U.S. accounted for 87% of Ontarians' international visits. Ontario residents made 1.9 million entries into the U.S. in November 2011, 0.8% more than in November 2010. Same-day visits, which represented 62% of entries, grew 0.8% and overnight visits increased 0.9%.



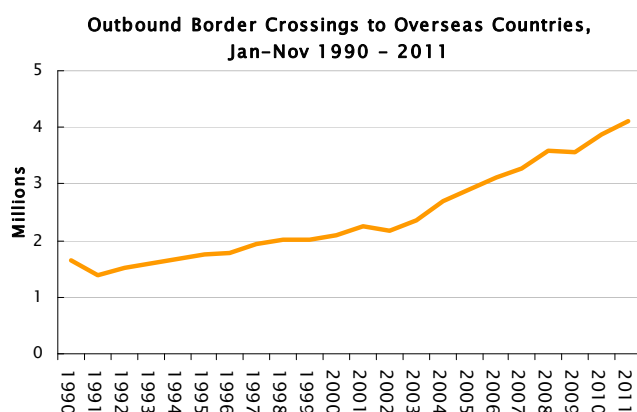
Source: Statistics Canada

In the first 11 months of 2011, there were 22.2 million border crossings from Ontario to the U.S., an increase of 8.7% over 2010. Same-day visits grew 11.4% or 1.4 million entries and overnight visits increased 4.9% or 407,000 entries compared to 2010.

### Travel to Overseas Countries

In November 2011, overseas travel represented 13% of Ontario residents' international border crossings with 284,000 crossings. Travel to overseas countries declined 0.1% in November 2011 compared to November 2010.

During the first 11 months of 2011, Ontarians made 4.1 million overseas crossings, up 6.1% from 2010.



Source: Statistics Canada

## Accommodation

### Occupancy Rates

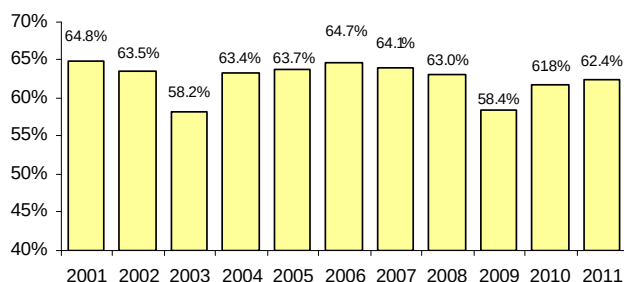
In November 2011, the occupancy rate at Ontario hotels was 61.5%, an increase of 1.4 points compared to November 2010.

Downtown Toronto, Ottawa and Thunder Bay all reported occupancy rates over 76%. Compared to November 2010, occupancy was up in all regions except the GTA and North Western Ontario where they declined slightly.

During Jan-Nov 2011, hotel occupancy in Ontario was 62.4%, up 0.6 percentage points compared to Jan-Nov 2010.

Downtown Toronto, Ottawa and North Western Ontario all posted a 11 month occupancy rate over 70%. Thunder Bay had the highest 11 month rate at 75.7%. Occupancy rates increased in all regions other than North Eastern, Central and North Central Ontario where they declined in Jan-Nov 2011 compared to Jan-Nov 2010.

Ontario Hotel Occupancy Rates,  
Jan-Nov 2001-2011



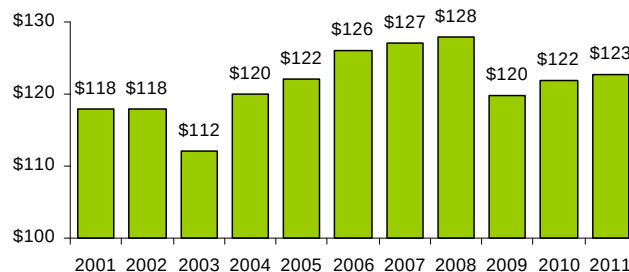
### Average Daily Rates (ADR)

The average daily rate (ADR) of \$121.67 grew 1.7% in November 2011 compared to November 2010.

In November 2011, ADR was highest in downtown Toronto at \$158 and lowest in other Niagara at \$92. ADR grew compared to the previous year in all regions except Eastern and Central Ontario where they declined slightly.

During the first 11 months of 2011, Ontario ADR was up 0.6% to \$122.62 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-Nov 2001-2011



### Revenue per Available Room

Revenue per available room (revPAR) was \$74.82 in November 2011, up 4.1% versus November 2010. During the first 11 months of 2011, revPAR grew 1.5% to \$76.51 compared to 2010.

Source: PKF Consulting, Hotel Trends<sup>2</sup>

### Travel Price Index (TPI)

Ontario's TPI grew 5.2% in November 2011 compared to November 2010. Costs increased for most components, especially transportation and food. This compares to a 2.5% increase in the Ontario Consumer Price Index (CPI).

During Jan-Nov 2011, the Ontario TPI grew 6.5% compared to 2010 while Ontario's CPI increased 3.2%.

| Ontario Index | Nov 2011 over Nov 2010 | YTD Nov 2011 over YTD Nov 2010 |
|---------------|------------------------|--------------------------------|
| TPI           | 5.2%                   | 6.5%                           |
| CPI           | 2.5%                   | 3.2%                           |

Source: Statistics Canada, Ontario Ministry of Tourism and Culture

The U.S. Travel Price Index for November 2011 was up 5.7% over November 2010 while the U.S. CPI grew 3.4%.

| U.S. Index | Nov 2011 over Nov 2010 | YTD Nov 2011 over YTD Nov 2010 |
|------------|------------------------|--------------------------------|
| TPI        | 5.7%                   | 6.7%                           |
| CPI        | 3.4%                   | 3.2%                           |

Source: Travel Industry Association of America

<sup>2</sup> Source: PKF Consulting Inc. with reproduction and use of information subject to PKF Disclaimer and Restrictions as detailed at [www.pkfcanada.com](http://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 4.7 points in November 2011 and the index stands at 76.4 (2002 = 100). Although consumers are concerned over current finances, they are more optimistic towards future finances.

Confidence increased in all regions except B.C. where it declined slightly. Ontario confidence grew 6.3 points in November to 66.7.

| Region             | Nov 2011    | Point change Nov 2011 vs Oct 2011 |
|--------------------|-------------|-----------------------------------|
| Canada             | 76.4        | +4.7                              |
| B.C.               | 84.0        | -0.2                              |
| Prairie provinces  | 98.8        | +1.9                              |
| <b>Ontario</b>     | <b>66.7</b> | <b>+6.3</b>                       |
| Quebec             | 68.9        | +2.1                              |
| Atlantic provinces | 84.5        | +15.3                             |

Source: The Conference Board of Canada

The U.S. Consumer Confidence Index gained 15.1 points in October 2011 and now stands at 56.0 (1985=100).

Source: The Conference Board of Canada

### Employment

In November 2011, employment in Ontario's tourism-related industries declined 0.4% compared to November 2010. Employment in the Food & Beverage, Travel Services and Accommodation industries increased while employment in Transportation declined. This compares to a 1.3% increase in total employment in Ontario.

During the first 11 months of 2011, tourism-related employment grew 0.1% versus 2010 while total employment grew 1.9%.

| Ontario Employment | Nov 2011 over Nov 2010 | YTD Nov 2011 over YTD Nov 2010 |
|--------------------|------------------------|--------------------------------|
| Tourism Employment | -0.4%                  | 0.1%                           |
| Total Employment   | 1.3%                   | 1.9%                           |

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

## Consumer Response Indicators

### 1-800-ONTARIO

There were approximately 1,600 calls to the 1-800-ONTARIO call centre in November 2011, a decrease of 3.9% over November 2010.

Throughout the first 11 months of 2011, there were about 113,000 calls, a drop of 38.0% over 2010.

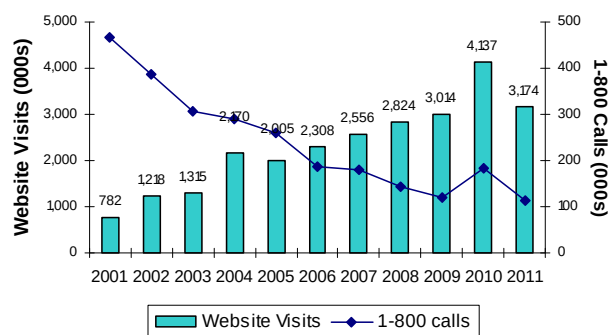
Source: Ontario Tourism Marketing Partnership Corporation

### OntarioTravel.net

In November 2011, there were approximately 119,000 user sessions on [www.ontariotravel.net](http://www.ontariotravel.net), Ontario's travel website, a decrease of 57.4% in the number of user sessions on the main website compared to November 2010.

During Jan-Nov 2011, there were approximately 3.2 million user sessions on the main site of the province's travel website, down 23.3% from Jan-Nov 2010.

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



Source: Ontario Tourism Marketing Partnership Corporation

### Ontario Travel Information Centres

Visits to Ontario's Travel Information Centres (TICs) totalled about 33,400 in November 2011, a decrease of 6.6% over November 2010.

During the first 11 months of 2011, there were approximately 898,000 visits to Ontario TICs, 7.0% less than in 2010.

| Change in Visits to Ontario's TICs |                           |                                   |
|------------------------------------|---------------------------|-----------------------------------|
| Location                           | Nov 2011<br>over Nov 2010 | YTD Nov 2011 over<br>YTD Nov 2010 |
| Bainsville                         | 59.9%                     | 161.9%                            |
| Barrie                             | -27.2%                    | -21.6%                            |
| Cornwall                           | 2.7%                      | 3.0%                              |
| Fort Erie                          | -34.0%                    | -32.4%                            |
| Fort Frances                       | -55.6%                    | -28.3%                            |
| Niagara Falls                      | 1.4%                      | -8.6%                             |
| Sarnia                             | -13.2%                    | -18.6%                            |
| Sault Ste. Marie                   | -12.2%                    | -8.7%                             |
| St. Catharines                     | 1.6%                      | -8.3%                             |
| Tilbury                            | -16.8%                    | 40.9%                             |
| Toronto                            | 4.9%                      | 8.7%                              |
| Windsor Park                       | -20.8%                    | -23.4%                            |
| Hill Island                        | <i>Closed for season</i>  | -16.3%                            |
| Kenora                             | <i>Closed for season</i>  | -12.3%                            |
| Pigeon River                       | <i>Closed for season</i>  | -6.2%                             |
| Prescott                           | <i>Closed for season</i>  | -21.4%                            |
| Rainy River                        | <i>Closed for season</i>  | 12.1%                             |
| 417                                | <i>Closed for season</i>  | -15.0%                            |
| <b>TOTAL:</b>                      | <b>-6.6%</b>              | <b>-7.0%</b>                      |

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                                   | Nov 2011<br>over Nov 2010 | YTD Nov 2011 over<br>YTD Nov 2010 |
| AGO                                      | 48%                       | -19%                              |
| Fort William Historical Park             | -12%                      | 66%                               |
| Huronian Historical Parks                | 24%                       | 1%                                |
| McMichael Gallery                        | -2%                       | 1%                                |
| Niagara Parks<br>Commission <sup>3</sup> | -6%                       | -10%                              |
| Ontario Heritage Trust                   | 27%                       | 29%                               |
| Ontario Place                            | -7%                       | 7%                                |
| Ontario Science Centre                   | 3%                        | -20%                              |
| Royal Botanical Gardens                  | 1%                        | -5%                               |
| Royal Ontario Museum                     | -12%                      | -15%                              |
| Science North                            | 11%                       | -13%                              |
| St. Lawrence Parks <sup>4</sup>          | 290%                      | -6%                               |

Fort William Historical Park held a Special Olympics event in January 2011.

<sup>3</sup> 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.

<sup>4</sup> St. Lawrence Parks include Fort Henry and Upper Canada Village.