

DECEMBER 2011

Highlights

December 2011 versus December 2010:

- Crossings from the U.S. to Ontario grew 6.1%, with same-day crossings up 7.2% and overnight crossings up 5.0%.
- Crossings from overseas markets to Ontario grew by 10.3%.
- Crossings by Ontarians to the U.S. increased by 2.3% (same-day crossings up 3.5% and overnight crossings down 0.3%), while travel to overseas countries declined 2.4%.
- Ontario hotel occupancy grew 0.5 percentage points.
- Ontario's Travel Price Index increased by 4.5%.
- Employment in Ontario's tourism-related industries decreased by 1.4%.

2011 versus 2010:

- U.S. crossings to Ontario decreased 2.6%, with same-day crossings down 3.7% and overnight crossings down 1.5%.
- Crossings from overseas markets to Ontario grew 6.6%.
- Ontarians' crossings to the U.S. grew by 8.2% (same-day visits up 10.6% and overnight entries up 4.5%), and travel to overseas countries increased 5.4%.
- Ontario hotel occupancy grew 0.6 percentage points.
- Ontario's Travel Price Index increased by 6.3%.
- Employment in Ontario's tourism-related industries was unchanged.

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Tourism Industry Statistics

Border Crossings

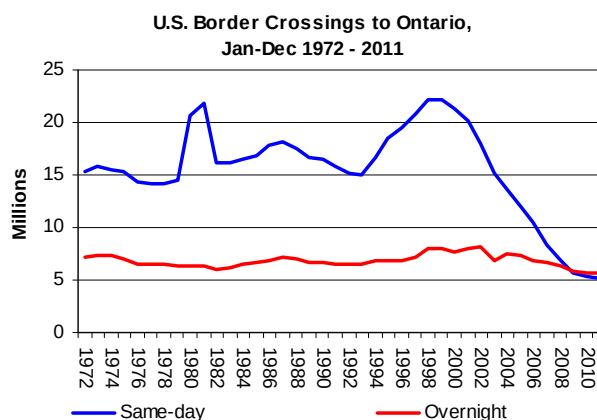
Total International Entries

In December 2011, there were 891,000 (U.S. and overseas) border crossings into Ontario, an increase of 6.7% compared to December 2010. In 2010, December accounted for 6.5% of Ontario's annual international border crossings.

During 2011, total international border crossings declined by 1.4% over 2010 to 12.6 million entries.

U.S. Entries

U.S. entries accounted for 86% of international entries into Ontario in December 2011. During this month, U.S. border crossings into Ontario grew 6.1% over December 2010 to 762 thousand crossings. Same-day entries increased 7.2% and overnight entries were up 5.0%.



Source: Statistics Canada

In Jan-Dec 2011, there were 10.8 million border crossings from the U.S. to Ontario, a decrease of 2.6% over 2010. Same-day crossings declined 3.7% with 200,000 fewer crossings and overnight crossings decreased 1.5% or 88,000 fewer crossings.

In December 2011, U.S. entries grew to all regions of Canada with Ontario leading the growth. Conversely during 2011, U.S. entries declined to all regions of Canada. Ontario accounted for 58% of U.S. entries into Canada in December 2011.

Region	U.S. Entries, Dec 2011 over Dec 2010		U.S. Entries, 2011 over 2010	
	Entries*	% change	Entries*	% change
Canada	1,322,040	4.1%	19,558,583	-3.2%
B.C.	271,714	2.8%	4,168,532	-4.7%
Ontario	762,080	6.1%	10,783,486	-2.6%
Quebec	148,328	0.6%	2,037,460	-1.4%

Source: Statistics Canada

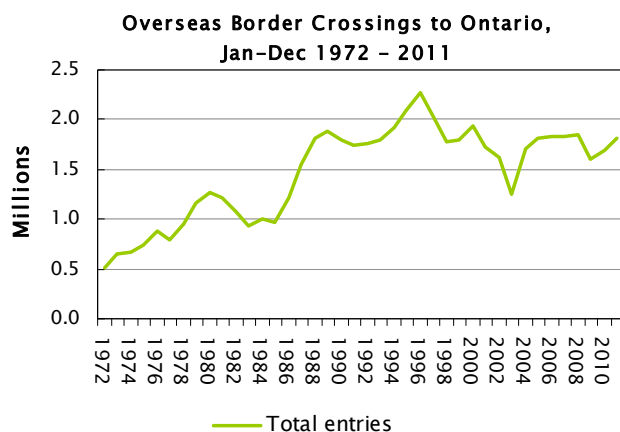
U.S. Entries: Mode of Transportation

In December 2011, 78% of U.S. entries to Ontario were via automobile, 16% by commercial air travel¹, 5% by bus and 1% by other modes. Entries by automobile were up 6.4% in December 2011 but down 4.4% in 2011 compared with 2010. Commercial air travel from the U.S. was down 0.2% in December 2011 and entries by bus grew 22.9%.

Overseas Entries

In December 2011, the 129,000 overseas entries into Ontario accounted for 14% of the province's total international entries, an increase of 10.3% compared to December 2010. December accounted for 6.9% of overseas entries in 2010.

During 2011, overseas entries to Ontario grew 6.6% over 2010.



Source: Statistics Canada

In December 2011, overseas entries grew to all regions of Canada. During 2011, overseas entries to Ontario and Quebec grew while entries to B.C. declined. Ontario accounted for 43% of Canada's overseas entries during December 2011.

Region	Overseas Entries, Dec 2011 over Dec 2010		Overseas Entries, 2011 over 2010	
	Entries*	% change	Entries*	% change
Canada	302,726	7.0%	4,522,675	1.5%
B.C.	92,356	6.6%	1,385,488	-3.3%
Ontario	129,052	10.3%	1,804,683	6.6%
Quebec	57,458	1.7%	881,012	4.5%

Source: Statistics Canada

Overseas Entries: Traditional Markets

In December 2011, arrivals from all traditional overseas markets increased with Germany up 22%, Japan up 20% and the U.K. up 12% over December 2010.

During 2011, arrivals from France and Japan grew 2% each, entries from Germany increased 1% while arrivals from the U.K. declined 1% compared to 2010.

Market	Dec 2011 over Dec 2010		2011 over 2010	
	Entries*	% change	Entries*	% change
U.K.	21,129	12.3%	286,144	-1.7%
Germany	7,140	21.6%	123,076	1.2%
Japan	5,165	19.6%	83,064	1.7%
France	4,702	7.8%	80,833	1.6%

Source: Statistics Canada

Overseas Entries: Emerging Markets

Arrivals from all reporting overseas emerging countries other than South Korea and Hong Kong grew in December 2011 compared to December 2010 with arrivals from China up 36% and arrivals from India up 40%.

During 2011, arrivals were up from all reported emerging markets except South Korea where they declined 2%. Entries from China increased 42%, arrivals from Hong Kong grew 18%, and entries from India gained 15% in 2011 versus 2010.

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

* 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	Dec 2011 over Dec 2010		2011 over 2010	
	Entries*	% change	Entries*	% change
China	7,150	35.7%	101,829	41.8%
India	6,622	39.6%	78,309	15.0%
Brazil	7,247	15.7%	63,474	9.9%
Italy	3,092	1.2%	55,730	8.8%
South Korea	2,943	-22.7%	51,508	-1.8%
Australia	4,406	0.3%	50,864	11.5%
Hong Kong	2,911	-7.2%	44,843	17.5%
Mexico	3,269	31.3%	44,806	1.1%
Netherlands	2,114	1.9%	40,763	5.4%

Source: Statistics Canada

Outbound Travel

Total International Travel

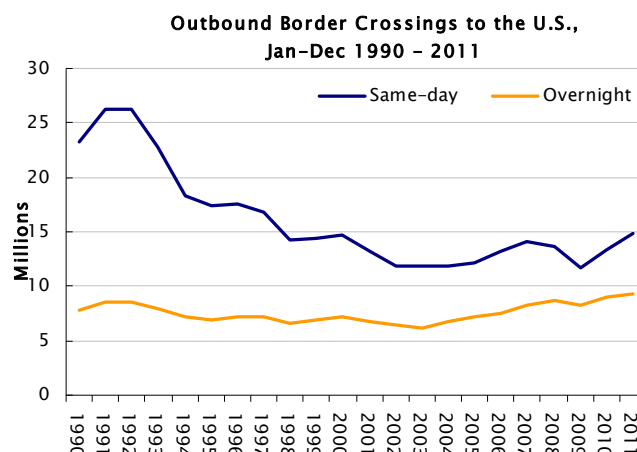
During December 2011, Ontarians made 2.2 million international border crossings (U.S. and overseas), an increase of 1.5% versus December 2010.

Total international border crossings by Ontarians increased 7.8% to 28.6 million crossings during Jan-Dec 2011 compared to 2010.

Ontario continues to generate more visitors to international destinations than it receives. In 2011, there were 12.6 million international entries into Ontario compared to 28.6 million international border crossings made by Ontarians.

Travel to the U.S.

In December 2011, travel to the U.S. accounted for 85% of Ontarians' international visits. Ontario residents made 1.9 million entries into the U.S. in December 2011, 2.3% more than in December 2010. Same-day visits, which represented 68% of entries, grew 3.5% while overnight visits decreased 0.3%.



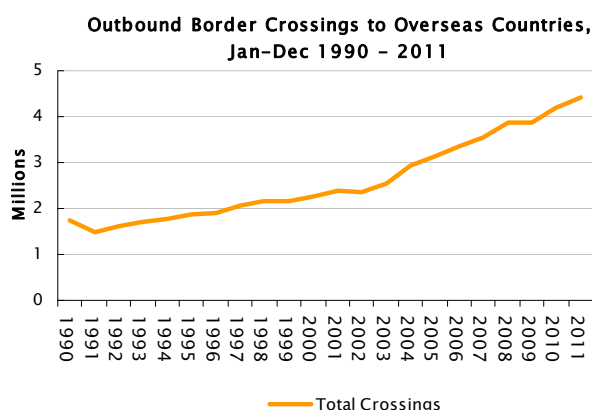
Source: Statistics Canada

In 2011, there were 24.2 million border crossings from Ontario to the U.S., an increase of 8.2% over 2010. Same-day visits grew 10.6% or 1.4 million entries and overnight visits increased 4.5% or 405,000 entries compared to 2010.

Travel to Overseas Countries

In December 2011, overseas travel represented 15% of Ontario residents' international border crossings with 330,000 crossings. Travel to overseas countries declined 2.4% in December 2011 compared to December 2010.

During 2011, Ontarians made 4.4 million overseas crossings, up 5.4% from 2010.



Source: Statistics Canada

Accommodation

Occupancy Rates

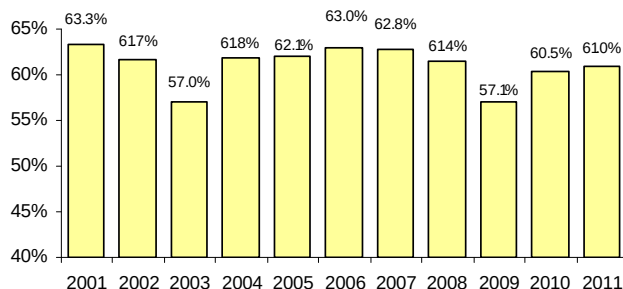
In December 2011, the occupancy rate at Ontario hotels was 45.5%, an increase of 0.5 points compared to December 2010.

Downtown Toronto, Ottawa and Thunder Bay all reported occupancy rates over 50%. Compared to December 2010, occupancy was up in all regions except the GTA, Central and North Western Ontario.

During Jan-Dec 2011, hotel occupancy in Ontario was 61.0%, up 0.6 percentage points compared to Jan-Dec 2010.

Downtown Toronto, Ottawa and North Western Ontario all posted a 12 month occupancy rate over 70%. Thunder Bay had the highest 12 month rate at 73.8%. Occupancy rates increased in all regions other than North Eastern, Central and North Central Ontario where they declined in Jan-Dec 2011 compared to Jan-Dec 2010.

Ontario Hotel Occupancy Rates,
Jan-Dec 2001-2011



Average Daily Rates (ADR)

The average daily rate (ADR) of \$113.98 declined 0.1% in December 2011 compared to December 2010.

In December 2011, ADR was highest in downtown Toronto at \$140 and lowest in other Niagara at \$88. ADR grew compared to the previous year in all regions except Southern and Central Ontario.

During 2011, Ontario ADR was up 0.6% to \$122.10 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-Dec 2001-2011



Revenue per Available Room

Revenue per available room (revPAR) was \$51.84 in December 2011, up 1.1% versus December 2010. During 2011, revPAR grew 1.6% to \$74.48 compared to 2010.

Source: PKF Consulting, Hotel Trends²

Travel Price Index (TPI)

Ontario's TPI grew 4.5% in December 2011 compared to December 2010. Costs increased for most components, especially transportation and food. This compares to a 2.0% increase in the Ontario Consumer Price Index (CPI).

During Jan-Dec 2011, the Ontario TPI grew 6.3% compared to 2010 while Ontario's CPI increased 3.1%.

Ontario Index	Dec 2011 over Dec 2010	2011 over 2010
TPI	4.5%	6.3%
CPI	2.0%	3.1%

Source: Statistics Canada, Ontario Ministry of Tourism and Culture

The U.S. Travel Price Index for December 2011 was up 3.7% over December 2010 while the U.S. CPI grew 3.0%.

U.S. Index	Dec 2011 over Dec 2010	2011 over 2010
TPI	3.7%	6.5%
CPI	3.0%	3.2%

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 dropped 6.5 points in December 2011 and the index stands at 69.9 (2002 = 100). Confidence declined on all factors, especially the question related to making a major purchase in the near future.

Confidence decreased in all regions especially in the Atlantic provinces. Ontario confidence dropped 6.2 points in December to 60.6.

Region	Dec 2011	Point change Dec 2011 vs Nov 2011
Canada	69.9	-6.5
B.C.	73.6	-10.4
Prairie provinces	97.2	-1.6
Ontario	60.6	-6.2
Quebec	64.0	-4.8
Atlantic provinces	65.0	-19.4

Source: The Conference Board of Canada

The U.S. Consumer Confidence Index gained 9.3 points in December 2011 and now stands at 64.5 (1985=100).

Source: The Conference Board of Canada

Employment

In December 2011, employment in Ontario's tourism-related industries declined 1.4% compared to December 2010. Employment in the Accommodation and Arts/Entertainment/Recreation industries increased while employment in Transportation and Travel Services declined. This compares to a 1.2% increase in total employment in Ontario.

During 2011, tourism-related employment was unchanged versus 2010 while total employment grew 1.8%.

Ontario Employment	Dec 2011 over Dec 2010	2011 over 2010
Tourism Employment	-1.4%	0.0%
Total Employment	1.2%	1.8%

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

Consumer Response Indicators

1-800-ONTARIO

There were approximately 1,700 calls to the 1-800-ONTARIO call centre in December 2011, a decrease of 10.8% over December 2010.

Throughout 2011, there were about 115,000 calls, a drop of 37.7% over 2010.

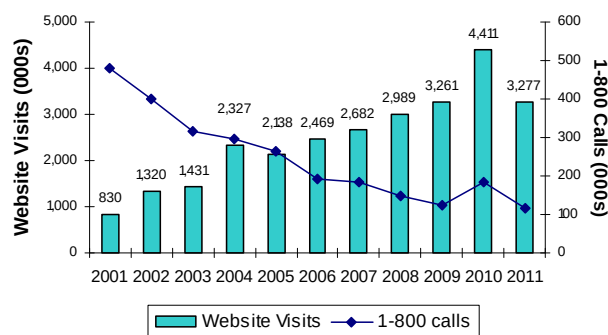
Source: Ontario Tourism Marketing Partnership Corporation

OntarioTravel.net

In December 2011, there were approximately 103,000 user sessions on www.ontariotravel.net, Ontario's travel website, a decrease of 62.4% in the number of user sessions on the main website compared to December 2010.

During Jan-Dec 2011, there were approximately 3.3 million user sessions on the main site of the province's travel website, down 25.7% from Jan-Dec 2010.

Visits to ontariotravel.net & Calls to 1-800-ONTARIO
Jan-Dec 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 December 2011, a decrease of 0.2% over December 2010.

During 2011, there were approximately 928,000 visits to Ontario TICs, 6.7% less than in 2010.

Change in Visits to Ontario's TICs		
Location	Dec 2011 over Dec 2010	2011 over 2010
Bainsville	68.7%	157.1%
Barrie	-21.4%	-21.6%
Cornwall	-2.9%	2.7%
Fort Erie	-36.3%	-32.6%
Fort Frances	-51.2%	-29.2%
Niagara Falls	2.2%	-8.3%
Sarnia	-16.1%	-18.5%
Sault Ste. Marie	-17.4%	-8.8%
St. Catharines	29.8%	-7.4%
Tilbury	-1.1%	38.0%
Toronto	20.8%	9.3%
Windsor Park	-14.0%	-23.1%
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%
TOTAL:	-0.2%	-6.7%

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	Dec 2011 over Dec 2010	2011 over 2010
AGO	23%	-16%
Fort William Historical Park	53%	65%
Huronian Historical Parks	1483%	1%
McMichael Gallery	13%	1%
Niagara Parks Commission ³	-22%	-10%
Ontario Heritage Trust	-1%	23%
Ontario Place	51%	7%
Ontario Science Centre	-2%	-19%
Royal Botanical Gardens	3%	-4%
Royal Ontario Museum	-22%	-16%
Science North	34%	-11%
St. Lawrence Parks ⁴	-28%	-10%

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

A large variation in December attendance at some agencies is due to the small number of visitors.

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.