



ONtourism

We know. Just ask.

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ON the net

You can now get more detailed information about the statistics in our newsletter on our website

HOTEL STATISTICS

Occupancy Rates, Average Daily Rates and Revenue per Available Room all grew in Q2 2015

- » During Apr - Jun 2015, Ontario occupancy rates averaged 67.4% up 0.9 percentage points over 2014
- » The average daily rate grew 6.1% to \$138.11
- » Revenue per available room increased 7.6% to \$93.37

	Occupancy Percentage		Average Daily Rate	
	Q2 2015	Point Change	Q2 2015	% change
ONTARIO	67.4%	0.9	\$138.11	6.1%
Greater Toronto Area (GTA)	73.5%	0.4	\$149.00	7.1%
Eastern ON	57.0%	-3.3	\$111.59	4.8%
Ottawa	76.5%	2.6	\$157.49	6.9%
Southern ON	62.1%	1.3	\$124.71	6.4%
Central ON	49.1%	3.4	\$120.32	2.6%
North Eastern ON	59.4%	3.2	\$113.31	2.1%
North Central ON	56.0%	4.5	\$97.94	-4.8%
North Western ON	68.3%	-2.2	\$109.48	3.9%

Source: PPKF CONSULTING INC. with reproduction and use of information subject to PKF Disclaimer and Restrictions as detailed at www.pkfcanada.com

Note: Quarterly averages calculated by MTCS

Detailed data is available at: <http://www.mtc-currentperformance.com/Hotel.aspx>

Q2 2015 Highlights

- » Border crossings from the U.S. to Ontario increased 7.6%, with same-day crossings up 6.5% and overnight crossings up 8.7%.
- » Entries from overseas markets to Ontario grew 7.3%.
- » Ontario hotel occupancy rose 0.9 percentage points.
- » Ontario's Travel Price Index increased 2.4%.
- » Employment in Ontario's tourism-related industries declined 3.9%.

ON THE ROAD

Border Crossings

In Q2 2015, there were 3.9 million international entries to Ontario, 7.5% more than in 2014

	Entries	% chg
International	3,858,079	7.5%
US	3,213,029	7.6%
Same-day	1,579,228	6.5%
Overnight	1,633,801	8.7%
Overseas	645,050	7.3%



US Border Crossings

- » There were 3.2 million US entries to Ontario in Q2 2015, 7.6% more than in Q2 2014
- » Same-day entries increased 6.5% while overnight crossings grew 8.7%

ON the Job

Employment in tourism related industries declined 3.9% in Q2 2015

- » Employment in the Arts, Entertainment and Recreation industries was unchanged while the number of jobs in the Retail, Travel Services, Accommodation and Food & Beverage sectors declined
- » Ontario's tourism related employment decreased 3.9% in Apr-Jun 2015 while total employment in Ontario increased 0.8%.

Source: Statistics Canada, Ontario Ministry of Tourism, Culture and Sport

Detailed data available at: <http://www.mtc-currentperformance.com/Employment.aspx>

OVERSEAS BORDER CROSSING

- » In Q2 2015, there were 645 thousand overseas entries to Ontario, an increase of 7.3% compared to 2014
- » Arrivals were up from most countries with South Korea (+26%), Brazil (+20%), Mexico (+20%), and India (+19%)

	Entries	% chg
U.K	91,627	7.8%
China	51,901	9.7%
India	38,551	19.4%
Germany	37,969	-2.4%
Japan	29,539	8.5%
South Korea	29,062	26.2%
France	23,352	-0.3%
Australia	20,637	11.5%
Italy	20,307	-1.8%
Mexico	19,588	19.9%
Brazil	19,169	20.5%
Hong Kong	15,277	5.2%
Netherlands	14,181	15.80%

Source: Statistics Canada

Detailed data available at: <http://www.mtc-currentperformance.com/Home.aspx>

Note: Border Crossings by port are available from Statistics Canada, cansim table 427-0001

Travel Price Indexes

The price of travel in Ontario grew 2.4% in Q2 2015

- » Ontario's Travel Price Index (TPI) grew 2.4% in Apr-Jun 2015 compared to 2014. Prices of Accommodations, Food & Beverage, Recreation & Entertainment, and Transportation all grew versus 2014 while costs of Operation of Passenger Vehicles and Retail declined.
- » Ontario's TPI increased more than Ontario's Consumer Price Index (CPI). During the second quarter of 2015, TPI grew 2.4% while CPI grew 0.9% over 2014.

Source: Statistics Canada, Ontario Ministry of Tourism, Culture and Sport

Detailed data available at: <http://www.mtc-currentperformance.com/TPI.aspx>

Visitor Inquiries

Visits to Ontario's Travel Information Centres and user sessions at ontariotravel.net increased while call volume to 1-800-Ontario declined in Q2 2015

- » In the second quarter of 2015, there were about 281,000 visits to Ontario's Travel Information Centres (TICs), 9.4% more than in 2014.
- » Calls to the 1-800-ONTARIO Call Centre totalled almost 20,000 throughout Apr-Jun 2015, a drop of 6.3% over Apr-Jun 2014.
- » During Q2 2015, there were approximately 683,000 user sessions at www.OntarioTravel.net, up 103.2% over Q2 2014.

Source: Ontario Tourism Marketing Partnership Corp. (OTMPC)

Detailed data available at <http://www.mtc-currentperformance.com/CallsTICs.aspx>



Exchange Rates



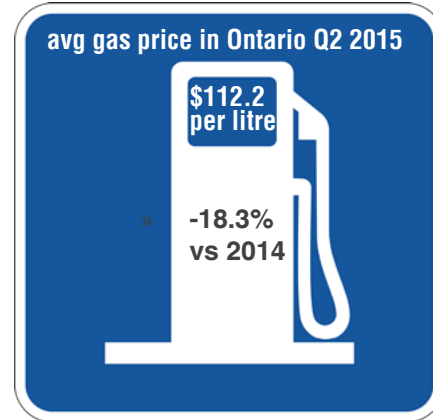
(\$1 US = \$1.23 Cdn)

	\$CDN	
USD	1.23	+12.7
EUR	1.36	-9.1%
GBP	1.88	+2.7%
YEN	0.01	-5.1%

Source: Bank of Canada

Detailed data available at <http://www.mtc-currentperformance.com/ExchangeRate.aspx>

Gas Prices



Source: Ontario Ministry of Energy

Detailed data available at <http://www.energy.gov.on.ca/en/fuel-prices/?fuel=REG&yr=2015>

ON trends in Tourism Research

Delay in Releasing 2013 Data

Statistics Canada made changes to the International Travel Survey in 2013 and as a result there has been a delay in releasing the 2013 Ontario tourism data. Statistics Canada continues to do quality checks on the data and once they release the data to the Ministry, we will publish it on our website.



ONTopic

Tourism Regional Economic Impact Model (TREIM)

- » TREIM is the Ministry's proprietary econometric model that estimates the economic impact of visitor and business spending on the provincial and local economies
- » TREIM estimates number of jobs, GDP and taxes associated with tourism spending
- » **Example: Tourism is an important economic driver in Ontario. In 2012, tourism supported over 359,000 jobs and contributed nearly \$25 B in GDP and over \$12 B in taxes.**

TREIM Design

- » Econometric model based on Statistics Canada's provincial input/output tables
- » Multiregional - can provide estimates at the provincial, travel region, census division or census metropolitan levels
- » Impact Year – users can select the year of impact, TREIM currently supports analysis for the years 2001- 2018

Choose this option if you are investigating the economic impact of visitors' spending.

VISITORS' SPENDING

Choose this option if you are investigating the economic impact of investment in a tourism facility

INVESTMENT EXPENDITURES

Choose this option if you are investigating the economic impact of the operations of a business.

OPERATIONAL EXPENSES

Choose this option if you are investigating the economic impact of a convention

CONVENTION CENTER ACTIVITY

TREIM Features

- » Publicly accessible 24/7 via the Ministry's website:
<http://www.mtc.gov.on.ca/en/research/treim/treim.shtml>
- » Users are guided through a series of steps to enter their inputs
- » An output report can be printed or saved
- » Once the report is run all inputs are deleted
- » No user fees
- » Complete methodology available at:

<http://www.mtc.gov.on.ca/en/research/treim/TREIM%20Model%20Design.pdf>

TREIM Precision



- » TREIM is a model and models make assumptions
- » TREIM is updated annually with Statistics Canada's economic accounts input-output tables as well as Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey at the provincial, travel region, census division and census metropolitan levels

- » **Users should focus on accuracy of their inputs**
- » Survey guidelines to collect inputs available at:
<http://www.mtc.gov.on.ca/en/research/resources/resources.shtml>
- » Please contact the Tourism Research Unit with any TREIM questions

ONTourism

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Ministry of Tourism, Culture and Sport
900 Bay Street, 10th Floor, Heast Block
Toronto, ON M7A 2E1 416.325.8247
tourism.research@ontario.ca
ontario.ca/tourism research