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ONTourism

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Q4 2016 Highlights



- Border crossings from the U.S.A. to Ontario increased by 5.3%, with same-day crossings up 2.8% and overnight crossings up 8.1%.
- Entries from overseas markets to Ontario grew 22.4%.
- Ontario hotel occupancy rose 2.6 percentage points.
- Employment in Ontario's tourism-related industries grew 2.0%.
- Ontario's Travel Price Index increased 2.4%.



International Border Crossings



- In Q4 2016, there were 3.3 million international entries into Ontario, 7.9% more than in Q4 2015.

Q4 2016 International Entries into Ontario

	Entries	Change (Percent)
International	3,265,768	7.9%
United States Total	2,701,569	5.3%
United States Same-day	1,393,456	2.8%
United States Overnight	1,308,113	8.1%
Overseas	564,199	22.4%

Source: Statistics Canada
Note: Border Crossings by port are available from [Statistics Canada, cansim table 427-0001](#). Detailed data is available at [Current Performance: Border Crossings](#)

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United States Border Crossings

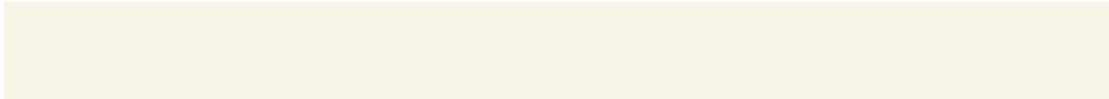


- There were 2.7 million U.S.A. entries into Ontario in Q4 2016, 5.3% more than in Q4 2015.
- Same-day entries increased 2.8% and overnight crossings grew 8.1%.

Source: Statistics Canada
Note: Border Crossings by port are available from [Statistics Canada, cansim table 427-0001](#). Detailed data is available at [Current Performance: Border Crossings](#)

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Overseas Border Crossings





- In Q4 2016, there were 564,000 overseas entries into Ontario, an increase of 22.4% compared to Q4 2015.
- Arrivals were up from most tracked countries with Mexico +62%, India +31%, China +30%, South Korea +30%, and France +28%.

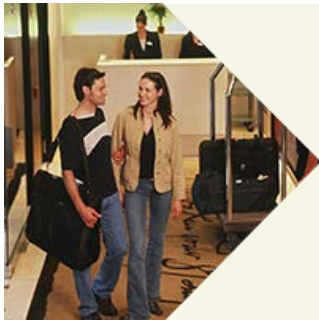
Q4 2016 Overseas Entries into Ontario

	Entries	Change (Percent)
United Kingdom	81,757	17.8%
China	50,430	30.3%
Japan	32,266	26.7%
Germany	32,222	25.3%
South Korea	29,057	30.3%
India	23,714	31.2%
France	22,181	28.2%
Brazil	19,126	22.1%
Mexico	18,112	62.1%
Australia	16,570	9.2%
Italy	13,434	-4.3%
Hong Kong	11,262	10.4%
Netherlands	11,238	9.1%

Source: Statistics Canada
Detailed data is available at [Current Performance: Border Crossings](#)

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Hotel Statistics



- Occupancy rates, average daily rates and revenue per available room all grew in Q4 2016.
- During October to December 2016, Ontario occupancy rates averaged 63.4% up 2.6 percentage points over the same time in 2015.
- The average daily rate grew 3.6% to \$141.53.
- Revenue per available room increased 8.0% to \$90.56.

Occupancy Rate and Average Daily Rate Changes for Q4 2016

	Occupancy Q4 2016	Occupancy Change	Average Daily Rate Q4 2016	Average Daily Rate Change (Percent)

Ontario	63.7%	2.6	\$141.53	3.6%
Greater Toronto Area (GTA)	70.3%	2.9	\$156.63	4.9%
Eastern Ontario	54.2%	3.4	\$114.32	3.6%
Ottawa	68.6%	-0.2	\$159.14	5.1%
Southern Ontario	58.4%	3.4	\$122.25	1.5%
Central Ontario	51.6%	3.8	\$127.93	0.4%
North Eastern Ontario	57.6%	0.8	\$113.00	-0.1%
North Central Ontario	52.1%	1.4	\$104.13	4.9%
North Western Ontario	58.7%	3.4	\$110.65	2.5%

Source: [CBRE Hotels Trends in the Hotel Industry National Market Report](#)
Note: Quarterly averages are calculated by MTCS. Detailed data is available at [Current Performance: Hotel Industry](#)

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Employment



- Employment in the transportation, arts, entertainment and recreation, food and beverage, retail and accommodation industries grew while the number of jobs in the travel services sector declined.
- Employment in tourism related sectors grew 2.0% in October to December 2016. During the same time period, total employment in Ontario increased 1.3%.

Source: Statistics Canada; Ontario Ministry of Tourism, Culture and Sport
Detailed data is available at [Current Performance: Employment](#)

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Travel Price Index



- Ontario's Travel Price Index (TPI) grew 2.4% in October to December 2016 compared to 2015. Prices of accommodations, food and beverage, recreation and entertainment, and transportation all grew over 2015 while retail prices declined slightly.
- Ontario's TPI increased more than Ontario's Consumer Price Index (CPI). During the fourth quarter of 2016, TPI grew 2.4% while CPI grew 2.0% over 2015.

Source: Statistics Canada; Ontario Ministry of Tourism, Culture and Sport
Detailed data is available at [Current Performance: Travel Price Index](#)

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Visitor Inquiries

- In the fourth quarter of 2016, there were over 150,000 visits to Ontario's Travel Information Centres, 8.8% more than in 2015.
- Calls to the 1-800-ONTARIO Call Centre totaled over 4,700 throughout



- October to December 2016, a decrease of 4.7% over October to December 2015.
- During Q4 2016, there were approximately 484,000 user sessions at www.OntarioTravel.net, down 43.2% over Q4 2015. (Note: 2015 marketing efforts were specifically designed to drive website visits resulting in a 134% increase over 2014).

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Exchange Rates



- The value of the US dollar declined slightly, -0.1%, to \$1.33 CAD.

Q4 2016 Exchange Rates (\$1 USD = \$1.33 CAD)

Currency	Value (\$CAD)	Change (Percent)
USD	1.33	-0.1%
EUR	1.44	-1.6%
GBP	1.66	-18.2%
YEN	0.01	11.1%

Source: Bank of Canada
Detailed data is available at [Current Performance: Exchange Rates](#)

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Gas Prices



- The average gas price in Ontario was \$1.03 per litre in Q4 2016, 2.9% more than in Q4 2015.

Source: Ontario Ministry of Energy

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Cycling Tourism in Ontario



- In April 2017, the Ministry of Tourism, Culture and Sport launched [Tour By Bike](#): Ontario's first Cycling Tourism Plan.
- In 2014, there were 1.7 million visits in Ontario that participated in cycling. This represents 1.2% of total visits in Ontario. Cycling visitors spent \$428 million, accounting for 1.8% of total visitor spending.
- Ontario residents accounted for the majority of visits (88%) and spending (67%), residents of Other Canada accounted for 7% of visits and 10% of spending, U.S. visitors represented 2% of visits and expenditures, and overseas visitors accounted for 3% of visits and 21% of spending.

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