

ONTourism

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Q4 2017 vs Q4 2016 Highlights

- Border crossings from the U.S.A. to Ontario increased 0.8%, with same-day crossings down 1.6% and overnight crossings up 3.4%.
- Entries from overseas markets to Ontario increased 4.3%.
- Ontario hotel occupancy rose 2.5 percentage points to 66.2%.
- Employment in Ontario's tourism-related industries grew 5.3%.
- Ontario's Travel Price Index increased 3.7%.

International Border Crossings



- In Q4 2017, there were 3.3 million international entries into Ontario, 1.4% more than in Q4 2016.

Q4 2017 International Entries into Ontario

	Entries Q4 2017	Change (Percent) vs Q4 2016
International	3,311,580	1.4%
United States Total	2,722,977	0.8%
United States Same-day	1,374,712	-1.6%
United States Overnight	1,348,265	3.4%
Overseas	588,603	4.3%

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

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

United States Border Crossings

http://www.mtc.gov.on.ca/en/tourism/ontourism/q4_2017.shtml

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- There were 2.7 million U.S.A. entries into Ontario in Q4 2017, 0.8% more than in Q4 2016.
- While same-day entries declined by 1.6%, overnight crossings increased by 3.4%.

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

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

Detailed data is available at Current Performance: Border Crossings

Overseas Border Crossings



- In Q4 2017, there were 589 thousand overseas entries into Ontario, an increase of 4.3% compared to Q4 2016.
- Arrivals were up from Mexico +61%, India +44%, Brazil +38%, South Korea +37%, Italy +12%, China +6%, and the Netherlands +3%.

Q4 2017 Overseas Entries into Ontario

	Entries Q4 2017	Change (Percent) vs Q4 2016
United Kingdom	69,867	-14.5%
China	53,407	5.9%
South Korea	39,763	36.8%
India	34,091	43.8%
Mexico	29,217	61.3%
Japan	29,035	-10.0%
Germany	28,530	-11.5%
Brazil	26,423	38.2%
France	19,807	-10.7%
Australia	15,321	-7.5%
Italy	15,086	12.3%
Netherlands	11,615	3.4%
Hong Kong	10,883	-3.4%

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

Detailed data is available at Current Performance: Border Crossings

Hotel Statistics



- Occupancy rates, average daily rates and revenue per available room all grew in Q4 2017.
- During October to December 2017, Ontario occupancy rates averaged 66.2% -- up 2.5 percentage points over the same time in 2016.
- The average daily rate grew 6.7% to \$151.01.
- Revenue per available room increased 11.1% to \$100.68.

Occupancy Rate and Average Daily Rate Changes for Q4 2017

	Occupancy Q4 2017	Occupancy Point Change vs Q4 2016	Average Daily Rate Q4 2017	Average Daily Rate % Change vs Q4 2016
Ontario	66.2%	2.5	\$151.01	6.7%
Greater Toronto Area (GTA)	73.0%	2.8	\$170.27	8.5%
Eastern Ontario	55.4%	1.3	\$118.35	3.2%
Ottawa	73.6%	4.7	\$171.20	7.8%
Southern Ontario	60.4%	1.9	\$124.42	2.2%
Central Ontario	54.1%	2.2	\$133.85	4.7%
North Eastern Ontario	57.5%	-0.1	\$115.76	2.2%
North Central Ontario	51.9%	-1.5	\$107.01	2.6%
North Western Ontario	62.0%	3.1	\$114.91	3.3%

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

Employment



- Employment in tourism related industries grew 5.3% in Q4 2017 compared to Q4 2016.
- Employment in the transportation, accommodation and retail industries grew while the number of jobs in the food and beverage, travel service and arts, entertainment and recreation sectors declined.
- Ontario's tourism-related employment grew 5.3% in October to December 2017 while total employment in Ontario increased 2.4%.

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

Detailed data is available at Current Performance: Employment

Travel Price Index



- Ontario's Travel Price Index (TPI) grew 3.7% in October to December 2017 compared to the same period in 2016. Prices of accommodations, food & beverage, recreation & entertainment, and transportation all grew while retail prices declined.
- Ontario's TPI increased more than Ontario's Consumer Price Index (CPI). During the fourth quarter of 2017, TPI grew 3.7% while CPI grew 1.6% over 2016.

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

Detailed data is available at Current Performance: Travel Price Index

Exchange Rates



- The value of the US dollar decreased 4.7%, to \$1.27 CAD in Q4 2017 compared to Q4 2016.

Q4 2017 Exchange Rates (\$1 USD = \$1.27 CAD)

Currency	Value (\$CAD) Q4 2017	Change (Percent) vs Q4 2016
USD	1.27	-4.7%
EUR	1.50	4.1%
GBP	1.69	1.9%
YEN	0.01	-7.7%

Source: Bank of Canada; Ontario Ministry of Tourism, Culture and Sport

Detailed data is available at Current Performance: Exchange Rates

Gas Prices



- The average gas price in Ontario was \$1.19 per litre in Q4 2017.

Source: Ontario Ministry of Energy; Ontario Ministry of Tourism, Culture and Sport

Note: Newsletter is based on calendar year. "Q4" refers to October to December 2017.

Special Topic: Quebec and Ontario Tourism Statistics, 2015

Ontario and Quebec Tourism Account

- Quebec travellers spent \$906 million in Ontario in 2015, while Ontarians spent \$1.1 billion in Quebec.

Quebec to Ontario

- In 2015, there were 4.3 million visits from Quebec to Ontario, representing 3.0% of total visits in Ontario. For comparison there were 2.7 million visits from all overseas countries to Ontario in 2015.
- Quebec visitors spent \$906 million in Ontario, accounting for 3.6% of total visitor spending in Ontario. Quebec visitors spent more in Ontario than visitors of any country other than the US.
- 48% of Quebec visits and 28% of Quebec spending took place in Region 10 (Ottawa and Countryside), and 20% of visits and 42% of spending took place in Region 5 (Greater Toronto Area).
- About half of Quebec visits to Ontario were same-day visits and half are overnight visits. The majority of Quebec visits to Regions 2 (Niagara) and 5 (Greater Toronto Area) were overnight while the majority of visits to Regions 9 (South Eastern Ontario), 10 (Ottawa and Countryside) and 13 (Northern Ontario) were same-day.
- Quebec visitors spent an average of \$210/trip in Ontario. Average spending was higher on trips to Regions 2 (Niagara) (\$380) and 5 (Greater Toronto Area) (\$430).
- The largest proportions of expenditures were spent on food and beverage, accommodation and transportation.
- Quebec visits to Region 2 (Niagara) were mainly pleasure trips. Trips to Region 5 (Greater Toronto Area) were split between pleasure, business and visiting friends and relatives.
- 25% of Quebec visitors visited friends/relatives, 18% participated in outdoor activities and 8% went to a museum or art gallery.
- Overnight Quebec visitors to Regions 2 (Niagara) and 5 (Greater Toronto Area) were more likely to stay at a hotel/motel while the majority of nights spent in Regions 10 (Ottawa and Countryside) and 13 (Northern Ontario) were in private accommodations.
- Visits from Quebec were spread out throughout the year. Quebec visits to Region 2 (Niagara) predominantly took place in the spring/summer.
- Males made the majority (54%) of visits, especially to Regions 5 (Greater Toronto Area) and 9 (South Eastern Ontario). 64% of Quebec visits to Region 2 (Niagara) were made by female visitors.
- 38% of Quebec visits were made by one person travelling alone, 35% were made by two people and 27% were made by three or more people travelling together. The average party size was 2.7 people, with an average of 4.0 people travelling from Quebec to Region 2 (Niagara) and 5 (Greater Toronto Area). 13% of Quebec visits to Ontario included children, 28% for Region 2 (Niagara) visits.
- 37% of Quebec visitors to Ontario had a household income greater than \$100,000.
- 42% of Quebec visitors to Ontario had a university degree.

Ontario to Quebec

- In 2015, there were 4.8 million visits from Ontario to Quebec, representing 15.2% of total outbound visits.
- Ontarians spent \$1.1 billion in Quebec, accounting for 5.5% of total outbound visitor spending.

Source: Statistics Canada's Travel Survey of the Residents of Canada 2015; Ontario Ministry of Tourism, Culture and Sport

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Ontario.ca/tourismresearch

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