

# 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: [ontario.ca/tourism.research](http://ontario.ca/tourism.research)

## Hotel Statistics

- Occupancy Rates, Average Daily Rates and Revenue per Available Room all grew in Q1 2016
- During Jan-Mar 2016, Ontario occupancy rates averaged 56.7% up 1.6 percentage points over 2015
- The average daily rate grew 3.1% to \$132.84
- Revenue per available room increased 6.1% to \$75.42

Location	Occupancy Percentage		Average Daily Rate	
	Q1 2016	Point Change	Q1 2016	% change
ONTARIO	56.7%	1.6	\$132.84	3.1%
Greater Toronto Area (GTA)	64.7%	3.0	\$145.40	4.3%
Eastern Ontario	43.8%	-1.5	\$109.02	2.1%
Ottawa	64.7%	0.3	\$146.88	0.7%
Southern Ontario	48.5%	2.6	\$111.19	3.2%
Central Ontario	43.4%	-1.9	\$133.61	3.5%
North Eastern Ontario	52.2%	-1.4	\$112.07	-1.0%
North Central Ontario	40.4%	-4.9	\$97.77	2.7%
North Western Ontario	54.2%	0.1	\$108.49	-0.2%

**Source** CBRE Hotel Trends in the Hotel Industry National Market Report  
**Detailed data available at:** <http://www.cbre.ca/EN/services/valuationservices/hotels/Pages/hotels-vas-disclaimer.aspx>

## Q1 2016 Highlights

- Border crossings from the U.S. to Ontario increased 17.9%, with same-day crossings up 17.3% and overnight crossings up 18.8%.
- Entries from overseas markets to Ontario grew 10.3%.
- Ontario hotel occupancy rose 1.6 percentage points.
- Employment in Ontario's tourism-related industries declined 1.5%.
- Ontario's Travel Price Index increased 2.8%.

# ON the Road

## Border Crossings

- In Q1 2016, there were 2.4 million international entries to Ontario, 16.8% more than in 2015.

	Entries	% chg
<b>International</b>	2,423,168	16.8%
<b>US</b>	2,073,943	17.9%
<b>Same-day</b>	1,209,744	17.3%
<b>Overnight</b>	864,199	18.8%
<b>Overseas</b>	349,225	10.3%

### US Border Crossings

- There were 2.1 million US entries to Ontario in Q1 2016, 17.9% more than in Q1 2015.
- Same-day entries increased 17.3% and overnight crossings grew 18.8%

### Overseas Border Crossings

- In Q1 2016, there were 349 thousand overseas entries to Ontario, an increase of 10.3% compared to 2015
- Arrivals were up from most tracked countries with the Netherlands +36%, South Korea +29%, Mexico +24%, the UK +18%, and India +16%

	Entries	% chg
<b>U.K</b>	45,771	17.6%
<b>China</b>	35,532	3.3%
<b>Germany</b>	19,588	11.9%
<b>Japan</b>	16,708	-2.0%
<b>South Korea</b>	15,038	28.9%
<b>Brazil</b>	14,152	-14.4%
<b>Mexico</b>	13,912	24.0%
<b>India</b>	13,369	16.1%



(Continued.)	Entries	% chg
<b>France</b>	11,976	-0.2%
<b>Hong Kong</b>	8,931	5.7%
<b>Australia</b>	8,652	9.2%
<b>Italy</b>	8,263	-11.1%
<b>Netherlands</b>	6,049	35.8%

**Source:** Statistics Canada

**Note:** Border Crossings by port are available from Statistics Canada, cansim table 427-0001 <http://www5.statcan.gc.ca/cansim/a26?lang=eng&retrLang=eng&id=4270001&pattern=427-0001..427-0006&tabMode=dataTable&srchLan=-1&p1=-1&p2=315>

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

## ON the Job

### Employment in tourism related industries grew 1.5% in Q1 2016

- Employment in the Transportation, Arts, Entertainment and Recreation, and Food & Beverage industries grew while the number of jobs in the Retail, Accommodation, and Travel Services sectors declined.
- Ontario's tourism related employment grew 1.5% in Jan-Mar 2016 while total employment in Ontario increased 1.3%.

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

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

## Travel Price Index

### The price of travel in Ontario grew 2.8% in Q1 2016

- Ontario's Travel Price Index (TPI) grew 2.8% in Jan-Mar 2016 compared to 2015. Prices of Accommodations, Food & Beverage, and Transportation all grew versus 2015 while costs of Operation of Passenger Vehicles, Recreation & Entertainment and Retail declined.
- Ontario's TPI increased more than Ontario's Consumer Price Index (CPI). During the first quarter of 2016, TPI grew 2.8% while CPI grew 1.6% over 2015.

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

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



## Visitor Inquiries

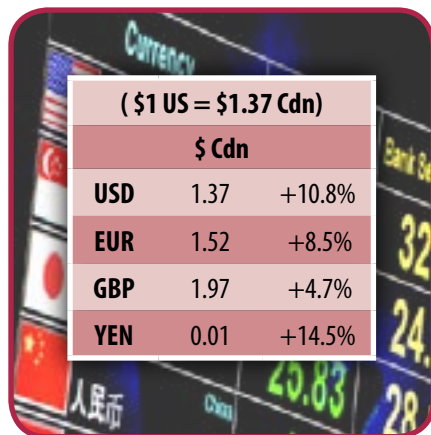
Visits to Ontario's Travel Information Centres and user sessions at ontariotravel.net grew in Q1 2016 while call volume to 1-800-Ontario declined slightly

- In the first quarter of 2016, there were over 111,000 visits to Ontario's Travel Information Centres, 4.9% more than in 2015.
- Calls to the 1-800-ONTARIO Call Centre totaled nearly 12,000 throughout Jan-Mar 2016, a decrease of 0.3% over Jan-Mar 2015.
- During Q1 2016, there were approximately 754 thousand user sessions at www.OntarioTravel.net, up 103.2% over Q1 2015.

**Source:** Ontario Tourism Marketing Partnership Corp. (OTMPC)

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

## Exchange Rates

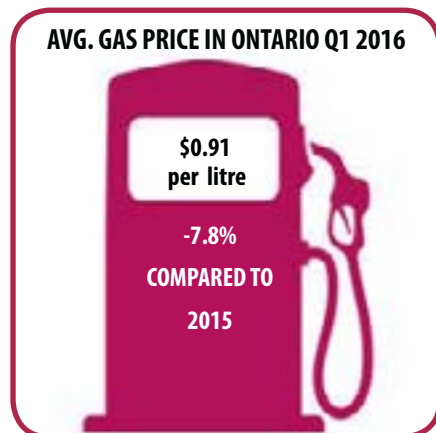


(\$1 US = \$1.37 Cdn)		
	\$ Cdn	
USD	1.37	+10.8%
EUR	1.52	+8.5%
GBP	1.97	+4.7%
YEN	0.01	+14.5%

**Source:** Bank Of Canada

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

## Gas Prices



**Source:** Ontario Ministry of Energy

**Detailed data available at:** <http://www.energy.gov.on.ca/en/fuel-prices/>



## ON Trends

### What's New In The Ministry's Tourism Research?

### Regional Tourism Profiles 2013

This tool provides key tourism data for the Province and Tourism Regions:

- Visits and Visitor Spending by various characteristics
- Hotel Statistics
- Number of Establishments

Please use caution when comparing 2013 international data to previous years as Statistics Canada made methodological changes.

<http://www.mtc.ov.on.ca/en/research/rtp/rtp.shtml>

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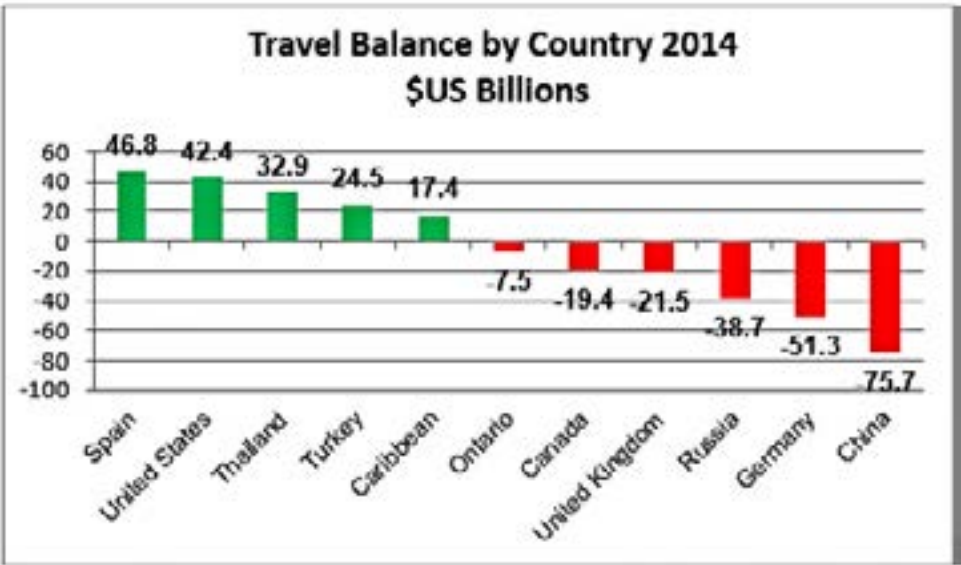
# ON Topic

## Travel Balance

Tourism's relative performance, like other major sectors of the economy that involve trade, can be measured in surpluses and deficits. A travel balance is defined as the difference between 'inbound international spending' and 'outbound international spending'. If the travel balance is a positive number then it is referred to as a travel surplus while a negative balance is called a travel deficit.

For example, in 2014, US and Overseas residents spent US\$12.9 B while visiting Canada while Canadians paid out US\$32.3 B travelling internationally, leading to a US\$19.4 B travel deficit in Canada (\$12.9 B - \$32.3 B = \$19.4 B).

The following chart compares the top 5 travel surplus countries, the top 5 travel deficits countries and Ontario. In 2014, Spain had the largest travel surplus at US\$46.8 B (inbound \$63.8 B – outbound \$16.9 B) while China experienced the greatest travel deficit of US\$75.7 B (inbound \$56.1 B – outbound \$131.8 B). Ontario's travel deficit was US\$7.5 B.



Source: Oxford Economics, MTCS

In 2012, Ontarians spent \$8.2 B visiting the US compared with Americans spending \$3.3 B in Ontario. Ontario residents spent \$1.2 B on Caribbean holidays resulting in a \$1.0 B travel deficit with the Caribbean.

Ontario had a travel surplus with China and Germany. In 2012, visitors from China spent \$354 M in Ontario while Ontarians spent \$264 M in China. Germans spent \$175 M in Ontario compared to \$132 M of Ontarian spending in Germany.



## Ontario's Travel Balance by Country 2012 \$Cdn Millions

Country	Inbound Spending by Tourists	Outbound Spending by Ontariens	Balance
<b>US</b>	<b>3,338.3</b>	<b>8,238.4</b>	<b>-4,900.1</b>
<b>Total Overseas</b>	<b>2,911.6</b>	<b>5,600.2</b>	<b>-2,688.6</b>
UK	423.3	577.0	-153.8
Mainland China	354.3	263.6	90.6
Germany	175.3	132.5	42.7
Caribbean	142.2	1,186.1	-1,043.9
France	104.2	303.2	-199.1
Mexico	72.7	450.0	-377.3
Italy	64.2	252.5	-188.3
Spain	55.6	136.9	-81.2
Ireland	38.3	118.7	-80.4
Netherlands	32.8	87.2	-54.3
Portugal	14.1	109.1	-95.0
Greece	4.5	129.4	-124.8
<b>Total International</b>	<b>6,249.9</b>	<b>13,838.6</b>	<b>-7,588.7</b>

Source: Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey; MTCS

# ONtourism

We know. Just ask.

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