

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/tourismresearch

Hotel Statistics

- Occupancy Rates, Average Daily Rates and Revenue per Available Room all grew in Q3 2015
- During Jul-Sep 2015, Ontario occupancy rates averaged 76.9% up 2.1 percentage points over 2014
- The average daily rate grew 7.1% to \$146.56
- Revenue per available room increased 10.1% to \$112.82

Location	Occupancy Percentage		Average Daily Rate	
	Q3 2015	Point Change	Q3 2015	% change
ONTARIO	76.9%	2.1	\$146.56	7.1%
Greater Toronto Area (GTA)	80.4%	1.2	\$152.49	6.1%
Eastern Ontario	73.7%	2.1	\$120.79	5.1%
Ottawa	78.0%	1.5	\$144.10	4.1%
Southern Ontario	74.7%	3.4	\$152.00	12.6%
Central Ontario	71.6%	4.7	\$157.23	9.6%
North Eastern Ontario	67.4%	3.6	\$113.02	1.4%
North Central Ontario	74.4%	3.9	\$108.93	2.3%
North Western Ontario	78.7%	-1.4	\$111.08	2.8%

SOURCE: CBRE Ltd with reproduction and use of information subject to CBRE Disclaimer / Terms of Use as detailed at www.CBRE.com

Note: Quarterly averages calculated by MTCS

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

Q3 2015 Highlights

- Border crossings from the U.S. to Ontario increased 10.7%, with same day crossings up 12.0% and overnight crossings up 9.7%.
- Entries from overseas markets to Ontario grew 11.9%.
- Ontario hotel occupancy rose 2.1 percentage points.
- Ontario's Travel Price Index increased 2.7%.
- Employment in Ontario's tourism-related industries declined 1.8%.

ON the Road

Border Crossings

- In Q3 2015, there were 5.4 million international entries to Ontario, 10.9 more than in 2014.

	Entries	% chg
International	5,432,965	10.9%
US	4,473,129	10.7%
Same-day	1,999,109	12.0%
Overnight	2,474,020	9.7%
Overseas	959,836	11.9%

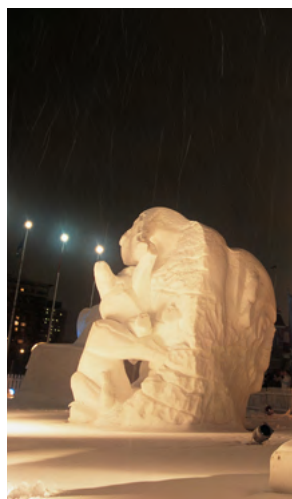
US Border Crossings

- There were 4.5 million US entries to Ontario in Q3 2015, 10.7% more than in Q3 2014.
- Same-day entries increased 12.0% and overnight crossings grew 9.7%

Overseas Border Crossings

- In Q3 2015, there were 960 thousand overseas entries to Ontario, an increase of 11.9% compared to 2014
- Arrivals were up from all tracked countries with Brazil +40%, Netherlands +32%, Mexico +31%, France +18%, and China +16%

	Entries	% chg
U.K	140,615	10.8%
China	91,723	15.7%
Germany	56,179	1.2%
Japan	48,819	4.0%
France	47,066	18.5%
Italy	39,597	2.0%
India	36,594	5.4%
South Korea	34,424	12.4%



(Continued.)	Entries	% chg
Brazil	31,168	39.5%
Australia	28,920	10.3%
Mexico	25,218	31.2%
Netherlands	24,897	31.7%
Hong Kong	18,838	11.9%

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 declined 1.8% in Q3 2015

- Employment in the Arts, Entertainment and Recreation, Travel Services and Transportation industries grew while the number of jobs in the Retail, Accommodation, and Food & Beverage sectors declined.
- Ontario's tourism related employment decreased 1.8% in Jul-Sep 2015 while total employment in Ontario increased 0.7%.

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 2.7% in Q3 2015

- Ontario's Travel Price Index (TPI) grew 2.7% in Jul-Sep 2015 compared to 2014. Prices of Accommodations, Food & Beverage, Recreation & Entertainment, and Transportation all grew versus 2014 while costs of Operation of Passenger Vehicles declined and Retail remained unchanged.
- Ontario's TPI increased more than Ontario's Consumer Price Index (CPI). During the third quarter of 2015, TPI grew 2.7% while CPI grew 1.2% over 2014.

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

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

Visitor Inquires

Visits to Ontario's Travel Information Centres, call volume to 1-800-Ontario and user sessions at ontariotravel.net all grew in Q3 2015

- In the third quarter of 2015, there were about 500,000 visits to Ontario's Travel Information Centres (TICs), 8.2% more than in 2014.
- Calls to the 1-800-ONTARIO Call Centre totalled over 30,000 throughout Jul-Sep 2015, an increase of 2.0% over Jul-Sep 2014.
- During Q3 2015, there were approximately 1.0 million user sessions at www.OntarioTravel.net, up 145.2% over Q3 2014.

Source: Ontario Tourism Marketing Partnership Corp. (OTMPC)

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

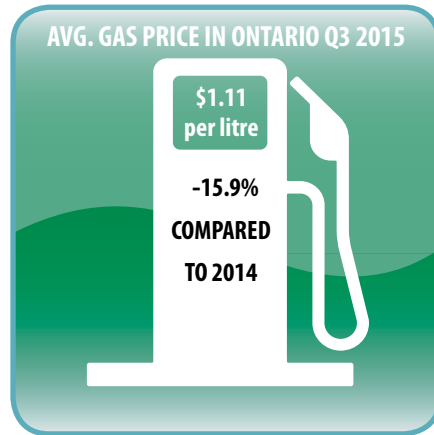
Exchange Rates



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: <http://www.energy.gov.on.ca/en/fuelprices/?fuel=REG&yr=2015>



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

2013 Data Release

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 plans to deliver the data to the Ministry in early 2016. The Ministry will then generate provincial and regional tourism reports which will be posted on our website.

Historical Statistics

The Ministry's historical statistics page has been redesigned to a more user friendly and accessible version. Tables are grouped by category e.g. Inbound, Outbound, Economic Impact, etc. and clicking the links opens the tables in Excel. http://www.mtc.gov.on.ca/en/research/historicalstats/historical_statistics_tables.shtml



How Important is Tourism to Ontarians?

- Tourism is an important part of Ontarians' lives. In 2012, an average of 35.6% of Ontario's adult population took one or more trips anywhere in the world. August was the month with the highest incidence of travel (47.5%) while January was the month with the lowest incidence (27.8%).
- In 2012, Ontario residents took a total of 157.7 million trips throughout the world, of which 141.6 million were for non-business purposes. This number of non-business trips represents an average of 13.4 trips per capita. 78% of these non-business trips were to destinations within Ontario.
- Ontarians took 56.8 million overnight trips in 2012, of which 51.6 million were for non-business purposes. This total number of overnight trips represents an average of 5.4 total overnight trips per capita and 4.9 overnight non-business trips per capita.
- Tourism is the 5th largest spending item for Ontario households, following only Shelter, Income Tax, Transportation and Food. The \$33 billion Ontarians spent on non-business travel represented 8.2% of total household expenditures, up from 6.7% in 2000, indicating tourism grew in importance relative to other household expenditures.
- In 2012, Ontarians spent \$38 billion on travel, with \$33 billion spent on non-business trips. Non-business spending grew 84% from 2000 to 2012, almost double the rate of total household expenditures which increased 51%.



Ontario Household Expenditures (\$ B)

Item of Expenditure	2000		2012		2012 vs 2000
	\$ B	% of Total	\$ B	% of Total	
1. Shelter	51.5	19.5%	87.3	21.8%	70%
2. Income tax	58.0	22.0%	70.9	17.7%	22%
3. Transportation	35.7	13.5%	58.7	14.7%	64%
4. Food (including restaurants)	27.6	10.4%	38.0	9.5%	38%
5. TOURISM	17.8	6.7%	32.7	8.2%	84%
6. Household operations	11.9	4.5%	22.3	5.6%	87%
7. Personal insurance & pension contributions	22.0	8.3%	22.2	5.5%	1%
8. Clothing & accessories	11.3	4.3%	18.3	4.6%	62%
9. Recreation (services & equipment)	14.4	5.5%	18.1	4.5%	26%
10. Household furnishings & equipment	7.6	2.9%	11.9	3.0%	57%
11. Gifts of money, alimony & charity	6.7	2.5%	11.0	2.7%	64%
12. Health care	5.0	1.9%	9.7	2.4%	94%
13. Education	4.3	1.6%	9.5	2.4%	121%
14. Miscellaneous	3.5	1.3%	7.9	2.0%	126%
15. Tobacco & alcohol	5.0	1.9%	5.6	1.4%	12%
16. Personal care	3.4	1.3%	6.4	1.6%	88%
17. Reading materials & other printed matter	1.3	0.5%	1.2	0.3%	-8%
18. Games of chance	1.1	0.4%	1.1	0.3%	0%
Total	264.2	100%	400.1	100%	51%

Source: Statistics Canada's Survey of Household Spending and Travel Survey of Residents of Canada

ONtourism
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