

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 Q4 2015
- During Oct-Dec 2015, Ontario occupancy rates averaged 60.9% up 1.2 percentage points over 2014
- The average daily rate grew 4.5% to \$135.43
- Revenue per available room increased 6.7% to \$82.97

Location	Occupancy Percentage		Average Daily Rate	
	Q4 2015	Point Change	Q4 2015	% change
ONTARIO	60.9%	1.2	\$135.43	4.5%
Greater Toronto Area (GTA)	67.4%	1.3	\$147.13	5.5%
Eastern Ontario	50.1%	-0.6	\$110.10	3.6%
Ottawa	68.7%	-0.1	\$148.14	0.9%
Southern Ontario	54.9%	3.0	\$121.01	6.8%
Central Ontario	47.6%	0.8	\$126.80	3.0%
North Eastern Ontario	56.1%	-0.4	\$113.62	2.8%
North Central Ontario	50.7%	1.2	\$99.48	0.2%
North Western Ontario	55.1%	-3.3	\$107.09	1.8%

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

Note: Quarterly averages calculated by MTCS

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

Q4 2015 Highlights

- Border crossings from the U.S. to Ontario increased 10.6%, with same-day crossings up 10.5% and overnight crossings up 10.7%.
- Entries from overseas markets to Ontario grew 5.0%.
- Ontario hotel occupancy rose 1.2 percentage points.
- Ontario's Travel Price Index increased 1.9%.
- Employment in Ontario's tourism-related industries declined 2.5%.

ON the Road

Border Crossings

- In Q4 2015, there were 3.0 million international entries to Ontario, 9.7% more than in 2014.

	Entries	% chg
International	3,026,548	9.7%
US	2,565,600	10.6%
Same-day	1,389,938	10.5%
Overnight	1,175,662	10.7%
Overseas	460,948	5.0%

US Border Crossings

- There were 2.6 million US entries to Ontario in Q4 2015, 10.6% more than in Q4 2014.
- Same-day entries increased 10.5% and overnight crossings grew 10.7%

Overseas Border Crossings

- In Q4 2015, there were 461 thousand overseas entries to Ontario, an increase of 5.0% compared to 2014
- Arrivals were up from all tracked countries with the Netherlands +39%, Mexico +27%, South Korea +17%, the UK +12%, and India +8%

	Entries	% chg
U.K	69,408	11.5%
China	38,708	-1.9%
Germany	25,720	3.7%
Japan	25,473	4.2%
France	17,300	4.7%
Italy	14,035	0.6%
India	18,071	7.8%
South Korea	22,292	16.8%



(Continued.)	Entries	% chg
Brazil	15,660	-3.4%
Australia	15,172	-1.0%
Mexico	11,170	27.3%
Netherlands	10,299	39.4%
Hong Kong	10,201	7.0%

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 2.5% in Q4 2015

- Employment in the Transportation industry grew while the number of jobs in the Retail, Accommodation, Food & Beverage, Arts, Entertainment and Recreation, and Travel Services sectors declined.
- Ontario's tourism related employment decreased 2.5% in Oct-Dec 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 1.9% in Q3 2015

- Ontario's Travel Price Index (TPI) grew 1.9% in Oct-Dec 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 fourth quarter of 2015, TPI grew 1.9% while CPI grew 1.7% over 2014.

Source: Statistics Canada, Ontario Ministry of Tourism, Culture and Sport **Detailed data available at:** <http://www.mtc-currentperformance.com/TPI.aspx>



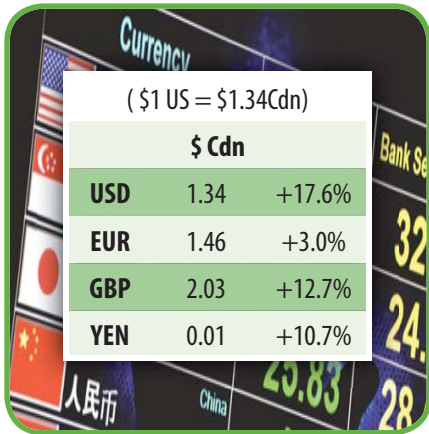
Visitor Inquires

Visits to Ontario's Travel Information Centres and user sessions at ontariotravel.net grew in Q4 2015 while call volume to 1-800-Ontario declined

- In the fourth quarter of 2015, there were about 140,000 visits to Ontario's Travel Information Centres, 3.4% more than in 2014.
- Calls to the 1-800-ONTARIO Call Centre totaled nearly 5,000 throughout Oct-Dec 2015, a decrease of 10.0% over Oct-Dec 2014.
- During Q4 2015, there were approximately 852 thousand user sessions at www.OntarioTravel.net, up 134.1% over Q4 2014

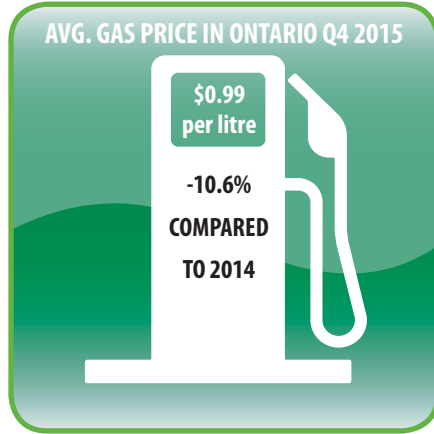
Source: Ontario Tourism Marketing Partnership Corp. (OTMPC)
Detailed data available at: <http://www.mtc-currentperformance.com/CallsTICs.aspx>

Exchange Rates

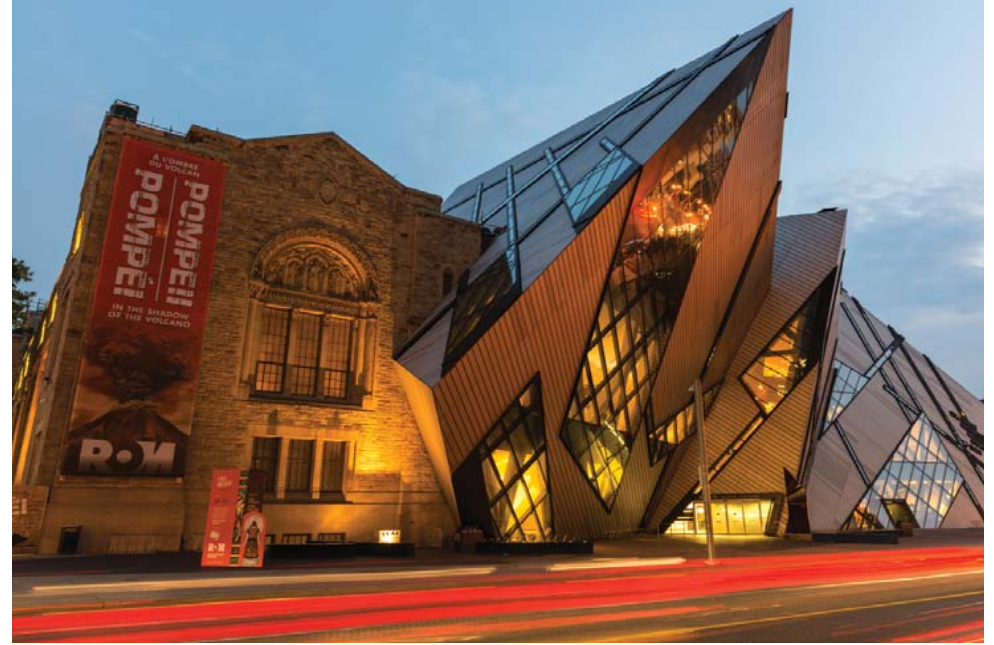


Source: Bank Of Canada
Detailed Data Available At: <http://www.mtc-currentperformance.com/ExchangeRate.aspx>

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 has delivered the data to the Ministry and the Ministry is busy generating provincial and regional tourism reports which will be posted on our website in the near future.



Main Purpose of Trip

This article summarizes key characteristics of visitors and visitor spending by 4 main purposes: pleasure, visiting friends/relatives, business and shopping. Data was sourced from Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey, 2012

VFR = Visiting friends or relatives

Visits and Visitor Spending by Main Purpose of Trip

	Pleasure	VFR	Business	Shopping
Visits	33%	46%	10%	5%
Spending	38%	32%	18%	4%
\$/trip	\$181	\$110	\$271	\$152

- In 2012 there were 142 million visits in Ontario. 46% of these trips were to visit friends/relatives, 33% pleasure, 10% business and 5% shopping.
- Visitors spent \$22 billion in the province with pleasure travellers accounting for 38% of the expenditures, VFR 32%, business 18% and shopping 4%.
- Business travellers spent the most at \$271/trip while VFR visitors spent the least at \$100/trip.

Visitor Spending by Category by Main Purpose of Trip

	Pleasure	VFR	Business	Shopping
Total Spending \$B	8.4	7.1	3.9	1.0
Transportation	26%	43%	41%	16%
Accommodation	19%	6%	29%	2%
Food & Beverage	30%	32%	20%	19%
Recreation/Entertainment	13%	6%	2%	4%
Retail/Other	11%	13%	7%	59%

- Pleasure and VFR visitors spent the majority of their dollars on Food & Beverage and Transportation
- Business travellers spent 29% on accommodations, more than any other group
- Not surprisingly, shoppers spent 59% on retail

Visitor by Origin by Main Purpose of Trip

	Total	Ontario	US	Overseas
Pleasure	33%	32%	46%	32%
VFR	46%	48%	23%	34%
Business	10%	10%	11%	17%
Shopping	5%	5%	>0.1%	>0.1%



- Ontario residents were more likely to make a VFR trips, 46% of US visits were for pleasure while overseas visitors came to Ontario for both pleasure and VFR visits.

Visits by Length of Stay by Main Purpose of Trip

	Pleasure	VFR	Business	Shopping
Sameday	59%	64%	68%	96%
Overnight	41%	36%	32%	4%

- All types of visitors were more likely to take sameday trips, especially shoppers with 96% sameday visits. Of the 4 trip purposes, pleasure travellers made the largest proportion of overnight trips at 41%.

Visits by Accommodation Type by Main Purpose of Trip

	Pleasure	VFR	Business	Shopping
Paid	41%	11%	78%	73%
Unpaid	44%	89%	18%	26%

- Overnight business travellers and shoppers were more likely to stay in paid accommodations, pleasure tourists used both while VFR visitors mainly stayed in private residences
- VFR and business trips took place throughout the calendar year, while pleasure trips primarily took place in the summer and shopping trips were more likely to take place in Oct-Dec
- 46% of business travellers were aged 45-64; 41% of shoppers were 25-44

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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/tourismresearch