

A focus on the markets that the CTC and its partners are active in

January 2007

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## key highlights

In January 2007, visits from CTC's key overseas markets increased 2.3% over January 2006. Notable is that 7 of the 8 overseas key markets posted increases.

Trips from the U.S. fell 5.7% in January 2007 – non-automobile trips fell at a slower pace (-3.9%) than automobile trips (-7.1%).

Survey data shows Canada's occupancy rate remained steady over January 2006 (+0.1 percentage point).

## tourism review

### International trips

- International travellers made 723,181 overnight trips to Canada, a decline of -4.4% over January 2006.
- Canada's key overseas markets posted an increase of 2.3% in January 2007.
- Overall, total non-US trips fell 0.8% over January 2006. Regionally, Canada saw declines from Asia (-9.6%) and Africa (-5.6%) in January 2007.

### United States

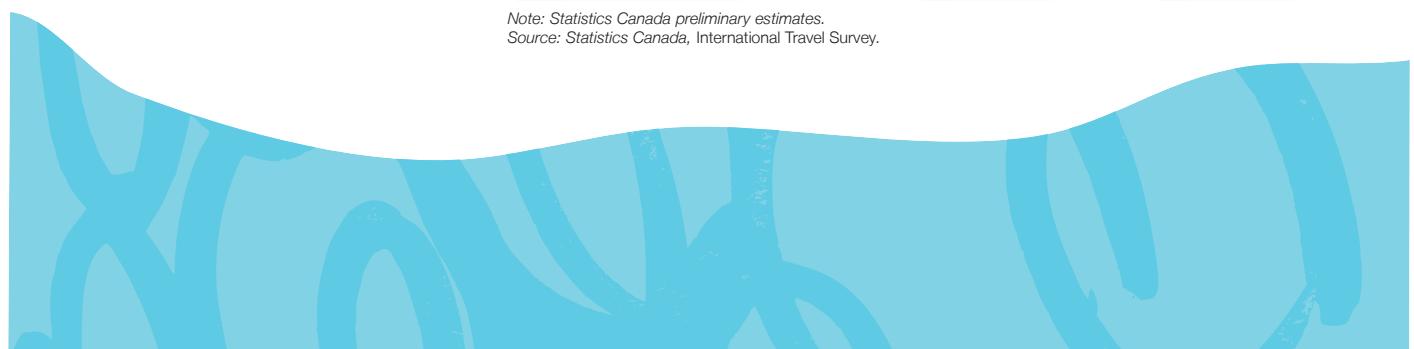
- In January 2007, total overnight trips from the US decreased by 5.7% - automobile trips fell 7.1%, plane trips were down 2.3% and 'other non-automobile trips' fell by 12.5%.
- US automobile trips to all provinces decreased, however, US non-automobile trips increased to Alberta (+3,647 trips or +18%), Nova Scotia (+360 trips or +19%), B.C. (+283 trips or +0.6%), Newfoundland (+16 trips or +38%), and the Yukon (+14 trips or 61%).

## Overnight Trips to Canada

	January 2007	07/06 Jan % Change
<b>United States</b>		
Automobile	297,359	-7.1
Plane	193,169	-2.3
Other	32,864	-12.5
US Total	523,392	-5.7
<b>Europe/Latin America Key Markets</b>		
France	18,176	4.6
Germany	11,397	8.6
UK	38,055	3.3
Mexico	10,797	14.3
<b>Asia/Pacific Key Markets</b>		
China	7,618	11.1
Japan	13,316	-23.1
South Korea	13,454	9.8
Australia	13,341	4.8
<b>Overseas Key Markets</b>	<b>126,154</b>	<b>2.3</b>
<b>As % of Key Markets and US</b>	<b>19.4</b>	
Other Overseas Countries	73,635	-5.6
<b>Total Non-US Countries</b>	<b>199,789</b>	<b>-0.8</b>
<b>TOTAL INTERNATIONAL COUNTRIES</b>	<b>723,181</b>	<b>-4.4</b>

Note: Statistics Canada preliminary estimates.

Source: Statistics Canada, International Travel Survey.



## Overnight trips by Canadians

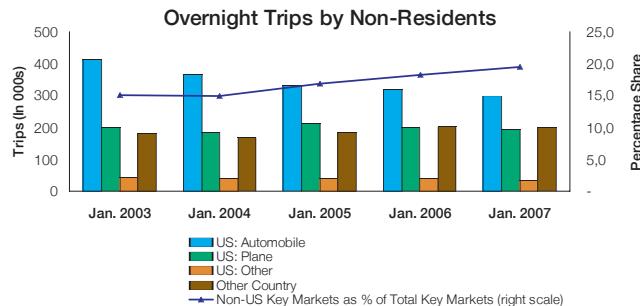
	January 2007	07/06 Jan % Change
United States	1,156,159	6.8
Other Countries	872,603	13.6
Total Trips from Canada	2,028,762	9.6

Note: Statistics Canada preliminary estimates.

Source: Statistics Canada, International Travel Survey.

## Overseas Key Markets

- In January 2007, 7 of the 8 key overseas markets posted increases.
- Mexico (+14.3%) and China (+11.1%) posted the largest growth rates, while Japan posted a decline of 23.1%.
- Compared to January 2003, trips from Mexico have increased by 50% and trips from South Korea has surpassed its 2003 level by 29%.



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, International Travel Survey.

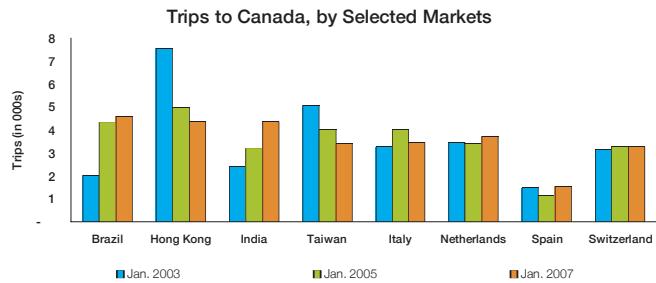
## Share of Entry

- In January 2007, there were over half a million US visitors, accounting for 81% of the total visitors from our key markets. 46% were automobile trips, 30% were plane trips, and 5% were other non-automobile trips.
- About 78,000 visitors from our key Europe/Latin America markets visited Canada, accounting for 12% of the total. Notable, trips from the UK accounted for 6% of the total.
- About 48,000 visitors from Asia/Pacific key markets visited Canada, accounting for 7% of total tourists from overseas key markets. Japan, South Korea, and Australia each accounted for 2% of the total.
- Asia/Pacific and Europe/Latin America key markets have gained share of entry over the US, reaching 19.4% in January 2007 -- up from 18.2% in January 2006 and up from 15.0% five years prior.

## Market Watch

- In January 2007, Spain posted the largest growth rate over January 2006 (+23.8% or +299 trips), followed by Italy (+17.8%, or 525 trips).
- This month, Hong Kong posted the largest decline and actual loss in trips (-37.7%, or -2,648 trips), followed by Taiwan (-36.2%, or 1,934 trips).

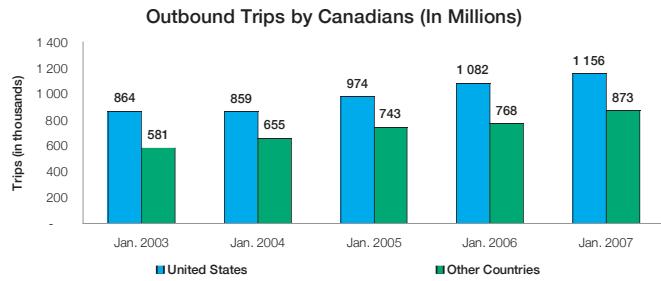
- Compared to January 2003, trips from Brazil and India posted the largest growth rates (+130%, or 2,608 trips; and +80% or 1,945 trips, respectively).
- Notable are trips from Hong Kong which have fallen 42% from its 2003 level - from 7,558 trips in 2003 to 4,385 trips in 2007.



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, International Travel Survey.

## Canadian Outbound Trips

- Canadian outbound travel continued to increase in January (+9.6% over Jan. 2006).
- Canadian outbound trips to the U.S. increased 6.8%. Visits to the US increased from all provinces in January 2007.
- Total Canadian outbound trips to non-US countries increased by 13.6%. With the exception of Newfoundland (-95.2%, or less 2,376 trips), Canadian visits increased from all other provinces.



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, International Travel Survey.

## consumer outlook

### Consumer Confidence

**CANADA:** Canadians are feeling more confident in January 2007 than they were in December 2006. Canadian consumer confidence rose 3.1 points over the previous month (0.2 point over Jan. 2006) to reach 101.1.

**UNITED STATES:** The US consumer confidence increased slightly in January 2007. The confidence index rose 0.3 point from the December 2006 (4 percentage points over Jan. 2006) to reach 110.3.

Sources: The Conference Board (USA), and the Conference Board of Canada.

## accommodations

- In January 2007, Canada's national occupancy rate remained steady (+0.1 percentage point over Jan. 2006). Alberta posted the highest occupancy rate (58.7%).
- With the exception of Quebec, New Brunswick, and P.E.I., the occupancy rate of all other provinces increased over the previous year.
- Survey data shows that the number of rooms available in Canada increased 4.2% over January 2006. The average room rate was \$105.68, up from \$97.97 over January 2006.
- The national average room revenue per available room (RevPAR) was \$47.24 (up \$3.55 from January 2006).

## Canadian Occupancy Rates, By Province

	Jan. 2007	07/06 Change ^	No. of Rooms as of Jan. 07/06 % Change
Alberta	58.7	1.3	7.1
British Columbia	51.5	2.4	4.8
Saskatchewan	56.3	3.0	-1.0
Manitoba	52.4	3.6	-6.2
Ontario	48.6	0.2	4.6
Quebec	44.0	-1.2	4.4
New Brunswick	44.5	-0.1	0.3
Nova Scotia	46.8	4.0	-2.8
Newfoundland	40.7	0.3	6.5
Prince Edward Island	30.8	-1.5	7.0
Northwest Territories	...	...	87.9
Yukon	...	...	29.3
<b>Canada</b>	<b>44.7</b>	<b>0.1</b>	<b>4.2</b>

\* Note: Data based on survey of hotels (15+ rooms) across Canada. ... - Insufficient data; ^ - Percentage points.  
 Source: HVS International and Smith Travel Research, Canadian Lodging Outlook.

## competitive review (November 2006)

- In January to November 2006, the **U.S.** (+6%) outperformed Canada (-4%), while the volume of international trips to Australia did not change over the same period in 2005.
- The U.S. saw strong growth from its top 2 markets - **Canada** (+7%) and **Mexico** (+26%) while posting declines in other top markets - UK (-4%) and Japan (-5%). Overall, Canada registered stronger growth in China and France than the U.S.
- In Jan.-Nov. 2006, **Australia** saw mixed results in visitor arrivals from its top markets - UK (no change from 2005), Japan (-5%), and the US (+2%). Overall, Canada saw stronger growth from top Asian markets, China (+24%) and South Korea (+4%) than Australia.

## International Travel, January-November 2006

TRIPS FROM:	TRIPS TO:					
	Canada		United States		Australia	
#	06/05 % Change	#	06/05 % Change	#	06/05 % Change	
Total International	17,033	-4	39,807	6	4,889	0
United States	12,918	-5	...	...	412	2
Other Key Markets						
France	344	3	719	-12	60	7
Germany	288	-8	1,283	-3	132	1
United Kingdom	806	-4	3,819	-4	600	0
Mexico	193	11	5,080	29	...	...
China	135	24	426	13	281	9
Japan	370	-8	3,385	-5	596	-5
South Korea	180	7	695	7	232	2
Australia	182	-2	542	4	...	...
Canada	...	...	14,986	7	97	8
<b>Total Key Markets</b>	<b>15,415</b>	<b>-4</b>	<b>30,935</b>	<b>6</b>	<b>2,410</b>	<b>1</b>

...Not applicable or data not available. Note: 1. US figures for China includes Hong Kong, SAR; US figures for Mexico include arrivals to interior only.

Sources: Statistics Canada (preliminary statistics); Australian Bureau of Statistics; and ITA, Office of Travel and Tourism Industries (USA).

## strategic performance

Please note that the strategic performance figures will be posted in the Q1 Tourism Snapshot and subsequent issues.

**CTC Marketing  
Market Research**