

# tourism snapshot

Canadian Tourism Commission  
[www.canada.travel/research](http://www.canada.travel/research)

## year-in-review

## 2006 facts & figures

### key highlights

- Tourism spending in Canada totaled \$66.8 billion in 2006, a 6.5% increase compared to 2005.
- Canadian residents accounted for 75.3% or \$50.3 billion while foreigners spent \$16.5 billion or 24.7%.
- Total tourism Gross Domestic Product (GDP) reached \$27.4 billion in 2006 or 2.0% of Canada's GDP.

- Canada's international travel account deficit was at \$6.7 billion in 2006. The deficit increased 24.7% over 2005, and was almost double the deficit reached in 1996.
- Employment in Canada's tourism sector reached 633,600 jobs in 2006, for an increase of 1.9% over the previous year.

- Trips taken by overseas residents reached 4.3 million for a gain of 2.4%, partially offsetting the setback in trips from the U.S., which declined by 3.7% to 13.9 million overnight trips.
- Foreign residents made 18.1 million overnight trips to Canada in 2006, a 2.6% decline over 2005.

### Tourism in the Canadian Economy

	\$ billions	06/05 %
<b>Total Demand</b>	<b>66.8</b>	<b>6.5</b>
Domestic	50.3	10.1
International	16.5	-3.2
Tourism GDP	27.4	6.4

Source: Statistics Canada, National Tourism Indicators

### Overnight Trips to Canada

	Trips '000	06/05 %	Spending \$ B	06/05 %
United States Leisure	11,906	-4.2	5.7	-3.6
United States MC & IT	1,950	-0.7	1.5	1.5
Total United States	13,856	-3.7	7.3	-2.6
<b>U.S. Proportion of all countries %</b>	<b>76.4</b>		<b>55.4</b>	
United Kingdom	842	-5.2	1.1	-7.8
France	361	2.8	0.5	0.1
Germany	298	-4.2	0.4	-0.7
Mexico	202	13.0	0.3	14.2
Japan	364	-8.7	0.5	-11.4
South Korea	189	9.1	0.3	9.6
China	139	22.8	0.3	17.1
Australia	178	-0.5	0.3	-3.0
Total Overseas Core Markets	2,573	-0.8	3.6	-2.1
<b>Overseas Core Markets' Proportion of all countries %</b>	<b>14.2</b>		<b>27.7</b>	
Other Overseas Countries	1,699	4.2	2.1	2.1
<b>Other Overseas Countries' proportion of all countries %</b>	<b>9.4</b>		<b>16.9</b>	
Total Countries	18,128	-2.6	13.0	-1.7

Source: Statistics Canada, International Travel Survey

### Canada's International Travel Account

	All Countries	U.S.	Overseas
	\$ billions		
Receipts	16.6	8.7	7.9
Payments	23.3	12.9	10.4
Balance	-6.7	-4.3	-2.5

Source: Statistics Canada, International Travel Account

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## Analysis of CTC's Core Markets Travel Characteristics

In an increasingly competitive environment, tourism market intelligence is an ingredient for success. It provides a foundation for informed decision making and underpins strategic business planning.

The inside table of the **Tourism Snapshot Facts and Figures 2006 Year Review** provides various travel characteristics for the markets that the Canadian Tourism Commission (CTC) is active in. To assist in delineating the salient points, the following are key highlights.

Other valuable tourism CTC intelligence reports include: the Tourism Snapshot which provides a monthly and year-to-date update on key CTC market performance, occupancy rates, key economic figures, and other tourism-related statistics; the Short Term Markets Outlook and the Tourism Intelligence Bulletin produced for the CTC by the Conference Board of Canada. These reports, as well as many consumer and travel trade studies are available on CTC's website [www.canada.travel/research](http://www.canada.travel/research), under the research and statistics section.

### Key Highlights by market:

#### U.S. Leisure

- In 2006, U.S. overnight leisure travel to Canada suffered a second consecutive year over year decline; despite the slowdown, the U.S. remains Canada's most important market.
- Of all CTC core markets, in 2006, U.S. leisure travellers had the:
  - highest average party size (2.3), but the second lowest average trip duration (4.1 nights);
  - 3<sup>rd</sup> highest average spending per night (\$117).
  - 3<sup>rd</sup> highest proportion of summer travellers, although gaining popularity in the spring and winter seasons;
  - highest proportion of pleasure travellers.
  - lowest proportion of travellers in the 25 to 34 year old.
- In line to the aging of the U.S. population, Canada appears to be getting more attractive to the over 45 age groups.
- The top activities in 2006 were shopping, sightseeing, and participating in sport/outdoor activities. Visits to a national park or state nature park, as well as visits to a zoo, aquarium/botanical park also became more popular.
- Despite declines, Ontario, followed by British Columbia remained the U.S. leisure travellers' preferred destinations; Prince Edward Island and New Brunswick gained in popularity.
- For 2007 and 2008, given the economic slowdown led by the housing crisis, the continued increases in the price of gas, the weakening \$U.S., new WHTI security measures and border crossing hassles, overnight U.S. leisure travel volume and receipts to Canada are not expected to rebound.

#### U.S. MC & IT

- In 2006, U.S. MC & IT travel to Canada suffered a mild setback.
- Of all CTC core markets, in 2006 U.S. MC & IT travellers had the:
  - lowest average trip duration (3.2 nights).
  - highest average spending per night (\$248), but the second lowest average spent per trip (\$793) after U.S. Leisure.
  - largest ratio of male to female travellers.
  - lowest proportion of travellers 24 year old and under, but the highest proportion of 45-54 year old travellers.
- The top activities in 2006 were shopping, sightseeing, and going to a bar or night club. Attending cultural events and participating in sports/outdoor activities also became more popular.
- Although registering declines, Ontario followed by British Columbia remained the U.S. MC & IT travellers preferred destinations; Alberta, Manitoba & Saskatchewan gained popularity in 2006.

- For 2007, given the economic slowdown in the U.S., corporate profits taking a hit, the weakening of the \$U.S. and its potential to reduce perceived value and competitive pricing, new air travel WHTI security measures, no rebound in overnight U.S. MC & IT travel volume and receipts to Canada is anticipated, but a possible moderate surge could occur in 2008.

#### U.K.

- In 2006, the U.K. remains the top overseas market in terms of inbound travel volume and spending to Canada.
- Of all CTC core overseas markets, British travellers had the:
  - highest average party size (1.7).
  - 2<sup>nd</sup> greatest share of VFR travel, even though pleasure travel was their main purpose for travel.
  - 2<sup>nd</sup> highest proportion of travellers aged 55 and over after Australia.
- The top activities in 2006 were shopping, sightseeing, and visiting friends or relatives. British travellers also participated in a blend of culture, soft adventure and activities such as golf, aboriginal tourism and spas.
- Ontario was the most popular destination for travellers from the U.K.; British Columbia and Alberta were their next preferred destinations.
- Travel demand for Canada is expected to increase in 2007 and 2008, despite the anticipated slight easing back in the U.K.'s economic growth. Assisted by cuts in personal income tax and low stable unemployment rates, consumer spending could be constrained by growing concern over inflation. On balance, it is still expected to be trending up.

#### Germany

- In 2006, Germany hosted the World FIFA Soccer Cup, keeping Germans at home; as a result, Canada registered a decline in travel volumes.
- Of all CTC core markets, in 2006 German travellers had the:
  - lowest average party size (1.2), with an average trip duration of 15.4 nights and average spending per night of \$89.
  - highest proportion of summer travellers, however the lowest proportion of winter and fall travellers.
- Although the German population is aging, Canada appeared to be getting more attractive to the under 44 age group.
- The top activities in 2006 were shopping, sightseeing, and visiting a national or state nature park; German travellers are becoming more interested in food, culture, landscapes and customs.
- Although registering declines, Ontario, followed by British Columbia remained Germans' preferred destinations; Quebec and Manitoba gained popularity in 2006.
- For 2007 and 2008, Germany's international overnight travel volume and receipts are expected to increase. While the current economy remains strong, it is expected to dip slightly. The price sensitivities of Germans and the strong Canadian dollar are creating a competitive disadvantage for Canada compared to the U.S., Caribbean and most Asian destinations.

#### France

- In 2006, France registered a second consecutive increase in travel to Canada.
- French travellers had the lowest average spending per trip (\$1,285) of CTC core overseas markets.
- Of all CTC core markets, French travellers had the:
  - 2<sup>nd</sup> highest proportion of summer travellers and lowest proportion of spring travellers, emphasizing a preference for warmer weather.
  - 2<sup>nd</sup> highest proportion of 45-54 year old travellers and registered a significant increase in the 35-44 age group.

- French travel to Canada was primarily for pleasure with their largest increase in travel for other purposes (includes travel by students and personal travel, such as weddings).
- The top activities in 2006 were shopping, sightseeing, and visiting friends and relatives as travellers from France were looking for a combination of nature and activities, with a focus on well-being.
- Quebec and Ontario remained the most popular destinations as French travellers continued to make a French language and cultural connection with Canada.
- For 2007 and 2008, the forecast for overall arrivals from France is for modest growth as policies of a new President are implemented, high unemployment levels hindering consumer spending could have a dampening impact on travel. Quebec's 400th anniversary is expected to boost travel as deluxe tour operators promote Canada in their product lines.

## Mexico

- Mexico registered a strong increase in travel to Canada in 2006, reaching a record level.
- Compared to other Europe-Latin America CTC core markets, Mexican visitors had the lowest average spending per person-night (\$68), but recorded the highest average trip duration (19.8 nights).
- Of all CTC core markets, travellers from Mexico had the:
  - 2<sup>nd</sup> highest proportion of travellers 24 years and under after South Korea; Canada has also gained popularity with those aged 45 and older.
  - highest percentage increase in spring travellers, while the summer continued to capture the majority of travellers.
- While the top activities in 2006 were shopping and sightseeing; other preferred activities included visiting a national or state nature park, visiting a historic site, and visiting friends or relatives.
- Preferred Canadian destinations for Mexican travellers were Ontario, British Columbia and Quebec.
- For 2007 and 2008, Mexico's international overnight travel volume and receipts are expected to climb, though at a slower pace than in 2006. While Mexico is experiencing healthy annual growth, the close economic ties on the export front with the U.S. which is experiencing a slowdown, could have a dampening effect on Mexico; as well, the strength of the Canadian dollar is making travel to Canada less competitive.

## Japan

- In 2006, despite declines in visits and receipts, Japan ranked as Canada's 3<sup>rd</sup> largest inbound international market.
- The average length of stay for Japanese visitors in 2006 was the lowest (11.2 nights) of all CTC overseas markets.
- Of all CTC core markets, in 2006 Japanese travellers had the:
  - 3<sup>rd</sup> highest average spend per night.
  - lowest proportion of travellers visiting friends and relatives, as pleasure was the primary travel purpose.
  - largest ratio of female to male travellers.
- Despite that Japan experienced the largest drop in those aged 25 to 34, that age group represented the largest proportion of all CTC core overseas markets.
- The top activities in 2006 were shopping, sightseeing, and visiting a national or state nature park. Japanese travellers were shifting towards customized products that offered "original and simple" personal experiences. Heritage and cultural experiences were also becoming more popular.
- British Columbia remained the most popular destination for Japanese, although Ontario gained in popularity.
- For 2007, the forecasts for Japanese international travel demand are for a continued slowdown; Japan will require continued economic growth in order to sustain improvement in overall consumer confidence - air capacity, pricing, exchange rates and revitalizing Canada's image are factors that need to be addressed in order to improve Japanese travel to Canada. A mild rebound is expected in 2008.

## South Korea

- In 2006, South Korea reached a record level in overnight trips and became Canada's 2<sup>nd</sup> largest Asian inbound market.
- Compared to other CTC core markets, in 2006 South Koreans had the:
  - 2<sup>nd</sup> highest average length of stay (22.2 nights), however, registered the 2<sup>nd</sup> lowest average spend per day.
  - 2<sup>nd</sup> highest proportion of winter travellers, even though summer was the peak season.
  - highest proportion of travellers visiting friends and relatives.
  - largest proportion of age groups 35 to 44 and 24 and under, however, the lowest proportion of those aged 55 and over.
- British Columbia was the most popular destination by far; Ontario was the second most popular, while Alberta followed closely behind.
- In 2007 and 2008, the forecast for South Korean international travel demand remains upbeat as the Korean economy is expected to maintain its growth with strong exports, high technology products and unemployment rates at a low level.

## China

- Stimulated by the world's fastest growing economy, travel to Canada from China reached a record high in 2006.
- Of all CTC core markets, Chinese travellers had the:
  - highest average length of stay (28.8 nights), but the lowest average spend per night.
  - least travel during shoulder season (winter, spring and fall) as they preferred to travel to Canada mainly during summer.
  - least proportion of travellers visiting for pleasure as most of their travel to Canada was to visit friends and relatives or for business.
- While the top activities in 2006 were shopping, sightseeing & visiting friends or relatives, the greatest increase in activities for Chinese travellers was to visit a historic site.
- Ontario was China's preferred destination, while British Columbia was second.
- Chinese travel to Canada is forecasted to continue its expansion in 2007 and 2008, spurred by a strengthening currency and a continued buoyant economy that is expected to stimulate further gains in private consumption.

## Australia

- Australia registered a moderate decline in travel to Canada in 2006.
- Compared to other CTC core markets, Australian travellers had the:
  - 2<sup>nd</sup> highest average spending per trip and 2<sup>nd</sup> highest average spending per night.
  - highest proportion of spring travellers, even though summer was their peak season.
  - highest proportion of pleasure travellers and lowest proportion of business travellers to Canada.
  - largest proportion of travellers aged 55 and over, and lowest proportion of those aged 34 to 44.
- Top activities in 2006 were shopping and sightseeing, closely followed by visiting a national or state nature park as Australians' interest in lifestyle, experiential and culture travel continued to grow.
- British Columbia was the most popular destination by far; Ontario was the second most popular, followed by Alberta.
- Australian international travel demand is expected to increase in 2007 and 2008 as the strong Australian economy continues to bolster the value of the Australian dollar - fuelling demand for overseas travel. The launch of non-stop flights will help facilitate the growth of visitors from Australia to Canada.
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# CTC Core International Markets - Overnight Travellers' Characteristics

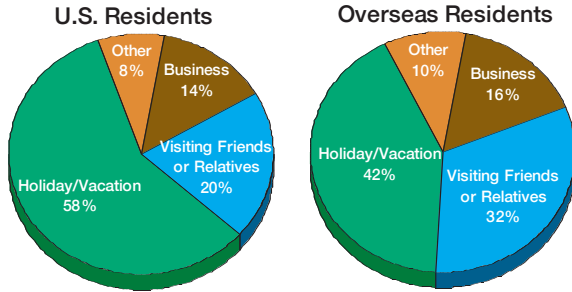
	Total INTL Markets		Total CTC Core Markets		United States					
	06/05	06/05	06/05	06/05	US	06/05	US Leisure	06/05	MC & IT	06/05
Overnight Person-trips ('000)	18,128.0	-2.6%	16,427.6	-3.3%	13,855.6	-3.7%	11,905.9	-4.2%	1,949.7	-0.7%
Overnight Travel Spending (\$M)	13,002.9	-1.7%	10,862.6	-2.4%	7,270.6	-2.6%	5,725.0	-3.6%	1,545.6	1.5%
Average Party Size	1.8	-9.5%	1.5	-4.4%	2.1	1.0%	2.3	2.2%	1.4	1.4%
Average Trip Duration (Nights)	6.8	0.0%	5.8	-0.6%	4.0	0.3%	4.1	-0.7%	3.2	3.6%
Average Spending per Trip (\$)	716.7	0.8%	660.6	0.8%	524.8	1.2%	480.9	0.6%	792.8	2.2%
Average Spending per Person-Night (\$)	143.9	36.6%	114.6	1.4%	131.5	1.0%	116.7	0.7%	247.7	-1.4%
<b>Seasonality ('000)</b>										
1 <sup>st</sup> Quarter	2,528.0	-7.1%	2,292.0	-8.3%	1,910.0	-9.1%	1,501.4	-9.8%	408.6	-6.3%
2 <sup>nd</sup> Quarter	4,852.7	0.7%	4,383.2	0.2%	3,706.3	-0.5%	3,150.5	-0.5%	555.8	0.0%
3 <sup>rd</sup> Quarter	7,498.7	-4.2%	6,818.4	-4.8%	5,780.5	-5.2%	5,258.9	-5.6%	521.6	-1.8%
4 <sup>th</sup> Quarter	3,248.7	0.0%	2,934.0	-0.3%	2,458.8	-0.3%	1,995.2	-1.5%	463.7	5.3%
<b>Main Trip Purpose ('000)</b>										
Business	2,650.5	1.1%	2,346.8	0.7%	1,949.7	-0.7%	0.0	0.0%	1,949.7	-0.7%
VFR	4,133.0	-0.7%	3,477.6	-2.1%	2,753.8	-2.5%	2,753.8	-2.5%	0.0	0.0%
Pleasure	9,744.4	-2.1%	9,176.3	-2.2%	7,969.5	-2.1%	6,550.4	-0.8%	0.0	0.0%
Other	1,600.2	-14.8%	1,427.0	-17.0%	1,182.6	-19.1%	2,601.8	-13.2%	0.0	0.0%
<b>Gender (%)</b>										
Male	50.6%	-0.5%	50.4%	-0.6%	50.5%	-0.4%	47.9%	-0.6%	66.7%	-0.1%
Female	49.4%	0.5%	49.6%	0.6%	49.5%	0.4%	52.1%	0.6%	33.3%	0.3%
<b>Age ('000)</b>										
24 & Under	2,486.9	-5.2%	2,222.4	-5.9%	1,801.6	-5.3%	1,746.8	-4.7%	55.0	-20.7%
25-34	1,923.1	-11.5%	1,642.7	-11.7%	1,208.8	-10.7%	1,002.6	-11.8%	206.1	-4.8%
35-44	2,633.9	-5.8%	2,335.1	-7.1%	1,911.6	-9.2%	1,485.0	-11.2%	426.6	-1.3%
45-54	3,304.0	-2.0%	2,990.7	-3.1%	2,577.4	-4.0%	2,024.1	-4.4%	553.3	-2.5%
55+	6,269.7	0.5%	5,807.9	-0.4%	5,037.7	-1.4%	4,523.2	-1.5%	514.4	-0.4%
<b>Accommodation Types ('000 Person-Trips)</b>										
Hotel Only	7,253.1	-0.7%	6,797.0	-0.8%	5,829.6	-1.0%	4,277.8	-1.7%	1,551.7	0.9%
Motel Only	1,308.1	-13.4%	1,292.2	-12.8%	1,271.4	-12.4%	1,171.5	-11.6%	99.9	-20.0%
Home of Friends or Relatives Only	3,331.6	0.4%	2,732.1	-1.1%	2,173.6	-1.3%	2,123.2	-1.7%	50.4	23.5%
Camping or Trailer Park Only	475.5	-2.1%	466.0	-1.6%	448.6	-1.6%	445.7	-1.2%	2.9	-37.0%
Cottage or Cabin Only	1,058.6	-6.8%	1,050.0	-7.4%	1,032.0	-7.4%	1,025.0	-7.4%	7.0	-14.6%
Hotel & Motel	312.5	-7.3%	283.2	-7.3%	247.8	-7.2%	209.9	-2.8%	42.2	-17.3%
Other Combinations of Two or More Types	2,619.2	0.0%	2,152.2	-1.8%	1,428.4	-2.8%	1,349.0	-3.4%	79.6	-35.4%
<b>Top Activities ('000)*</b>										
Visit Friends or Relatives	6,989.2	0.0%	5,833.6	-1.3%	4,437.1	-1.9%	4,184.7	-2.3%	252.4	5.4%
Attend a Festival or Fair	1,572.1	-5.8%	1,346.0	-6.7%	1,001.4	-7.7%	925.8	-8.7%	75.6	6.9%
Attend Cultural Events	2,123.9	-6.7%	1,870.0	-8.1%	1,506.2	-9.3%	1,397.7	-11.4%	108.5	29.9%
Visit a Zoo, Aquarium/Botanical Garden	2,701.4	2.0%	2,288.2	1.6%	1,585.6	0.6%	1,498.6	1.9%	87.0	-18.3%
Visit a Historic Site	5,752.4	-0.4%	5,079.8	-1.4%	3,990.7	-1.5%	3,629.8	-1.9%	360.9	2.8%
Go Shopping	11,972.1	-3.1%	10,499.0	-4.0%	8,227.2	-4.9%	7,422.3	-5.0%	804.9	-3.6%
Go Sightseeing	10,342.9	-1.0%	9,141.2	-1.6%	7,106.7	-1.9%	6,461.2	-2.1%	645.5	-0.3%
Go to a Bar or Night Club	4,364.1	-4.7%	3,905.2	-5.7%	3,032.7	-6.1%	2,442.1	-6.3%	590.7	-5.3%
Visit a Museum or Art Gallery	4,466.1	-2.2%	3,920.5	-2.9%	2,954.5	-4.1%	2,698.6	-3.8%	255.9	-6.9%
Visit a National or State Nature Park	5,152.0	0.0%	4,401.4	-0.6%	3,060.4	0.7%	2,880.0	0.5%	180.5	2.8%
Participate in Sports/Outdoor Activities	5,325.1	-3.0%	4,963.7	-2.8%	4,173.4	-2.3%	3,966.4	-3.3%	207.1	21.3%
<b>Provinces Visited ('000)*</b>										
Newfoundland	72.3	-5.6%	58.0	-5.7%	49.1	-3.0%	37.8	-14.3%	11.2	72.3%
Prince Edward Island	187.6	-8.8%	180.4	-7.2%	154.2	-0.4%	150.6	-0.9%	3.5	20.7%
Nova Scotia	516.1	-8.4%	455.9	-9.8%	373.5	-9.2%	349.3	-9.3%	24.2	-8.7%
New Brunswick	426.0	-1.9%	403.2	-2.0%	367.2	-1.3%	351.6	0.2%	15.7	-26.6%
Quebec	3,198.1	-1.8%	2,788.2	-2.4%	2,107.7	-4.0%	1,736.4	-4.9%	371.4	0.1%
Ontario	8,944.9	-2.8%	8,019.7	-3.6%	6,898.6	-4.4%	5,911.7	-4.4%	986.8	-3.9%
Manitoba	361.8	-0.9%	332.9	-2.5%	283.1	-3.3%	245.0	-4.9%	38.2	8.5%
Saskatchewan	209.7	-8.0%	192.6	-9.4%	158.9	-12.2%	136.6	-14.8%	22.3	8.3%
Alberta	1,730.8	-2.9%	1,459.6	-4.2%	937.9	-2.4%	735.9	-6.9%	202.0	18.4%
British Columbia	4,951.1	-0.6%	4,479.4	-0.7%	3,518.1	-0.5%	3,160.2	-0.5%	358.0	-0.1%
Yukon	261.1	-5.8%	250.8	-3.6%	225.1	-2.5%	218.3	-2.9%	6.8	11.5%
Northwest Territories	33.9	-7.1%	32.9	-6.5%	26.3	0.8%	23.8	6.7%	2.5	-34.2%

\*Travellers may visit more than one province and participate in more than one activity while on a trip. Source: Statistics Canada. International Travel Survey

Note: Travel characteristic levels do not include 'not stated ' responses

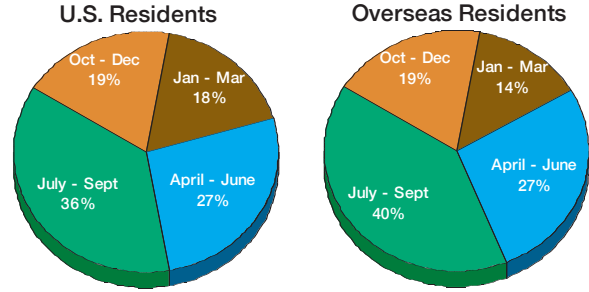
Europe/Latin America								Asia/Pacific							
UK	06/05	France	06/05	Germany	06/05	Mexico	06/05	Japan	06/05	China	06/05	Australia	06/05	S Korea	06/05
841.9	-5.2%	361.1	2.8%	297.8	-4.2%	202.1	13.0%	363.7	-8.7%	139.0	22.8%	177.9	-0.5%	188.5	9.1%
1,148.1	-7.8%	463.9	0.1%	407.3	-0.7%	273.8	14.2%	493.4	-11.4%	256.6	17.1%	278.4	-3.0%	270.5	9.6%
1.7	0.0%	1.5	-6.3%	1.2	-25.0%	1.6	4.7%	1.4	0.0%	1.3	8.3%	1.6	0.0%	1.4	7.7%
12.6	-6.0%	15.8	-4.8%	15.4	-2.5%	19.8	12.6%	11.2	-5.9%	28.8	-12.5%	12.6	-8.0%	22.2	-14.3%
1,363.7	-2.8%	1,284.8	-2.6%	1,367.4	3.7%	1,354.5	1.1%	1,356.7	-3.0%	1,846.5	-4.6%	1,564.5	-2.6%	1,434.6	0.4%
108.3	3.3%	81.3	2.4%	88.7	6.0%	68.4	-10.1%	121.5	3.6%	64.0	8.7%	124.4	6.0%	64.5	16.6%
126.2	-11.6%	54.8	0.9%	35.2	-1.9%	27.7	-3.1%	60.1	0.5%	17.7	9.9%	27.5	-12.4%	32.8	5.8%
233.7	0.2%	76.5	3.0%	79.2	1.3%	56.4	27.9%	95.2	-5.3%	35.1	19.0%	54.4	7.5%	46.4	10.0%
333.0	-5.9%	163.3	0.9%	139.4	-8.7%	80.2	8.4%	131.2	-9.7%	55.5	37.0%	63.8	-5.3%	71.5	6.9%
149.0	-5.8%	66.4	9.6%	44.0	-0.5%	37.9	18.1%	77.2	-16.7%	30.6	12.9%	32.2	8.8%	37.9	15.9%
98.1	6.7%	48.1	12.6%	57.0	-0.2%	37.0	7.9%	61.4	8.9%	43.4	3.8%	20.4	23.6%	31.7	20.1%
274.4	-4.0%	108.7	-2.2%	74.6	-4.7%	41.8	15.2%	69.6	-2.5%	44.4	9.4%	43.0	-14.7%	67.3	26.0%
428.9	-7.0%	172.7	0.6%	146.6	-7.1%	102.1	19.1%	184.1	-16.2%	23.7	182.1%	105.0	2.7%	43.7	24.9%
40.4	-17.6%	31.6	23.4%	19.5	9.6%	21.3	-5.8%	48.6	-4.1%	27.5	22.2%	9.6	-2.0%	45.9	-20.7%
47.1%	-3.5%	53.0%	-2.0%	58.0%	9.6%	53.6%	-7.8%	40.5%	-3.1%	57.0%	-6.4%	45.0%	-12.6%	54.8%	-4.4%
52.9%	3.3%	47.0%	2.4%	42.0%	-10.8%	46.4%	10.6%	59.5%	2.2%	42.9%	9.7%	55.0%	13.6%	45.2%	5.9%
100.8	-14.6%	59.6	-15.8%	47.2	3.5%	47.3	4.6%	69.1	-4.7%	23.6	24.2%	24.4	-12.9%	48.8	-19.2%
109.3	-16.5%	64.7	-5.1%	53.0	-2.9%	36.2	-17.4%	84.9	-31.6%	27.4	79.1%	22.7	-25.8%	35.7	-9.8%
121.7	-4.1%	55.9	15.0%	59.4	-6.6%	44.1	24.9%	46.0	-18.7%	30.8	-0.6%	18.3	-1.1%	47.3	59.8%
135.7	-11.8%	65.9	8.6%	51.9	-12.5%	35.3	98.3%	45.4	23.0%	22.9	16.2%	25.4	-10.6%	30.8	20.8%
345.7	4.4%	96.6	9.4%	69.0	-9.9%	34.7	45.8%	95.3	5.0%	31.7	15.3%	77.3	15.7%	19.9	38.2%
308.4	-3.5%	82.6	6.2%	97.4	6.7%	95.1	13.9%	227.2	-7.5%	46.5	15.7%	63.3	9.7%	46.9	7.8%
4.9	-50.5%	2.4	-45.5%	7.0	40.0%	0.6	50.0%	0.5	-79.2%	1.3	-58.1%	2.1	5.0%	2.0	-55.6%
194.7	-8.6%	85.5	14.5%	55.8	-12.4%	51.0	45.3%	42.7	-21.4%	42.2	7.9%	35.3	2.3%	51.3	11.8%
3.5	133.3%	3.0	-11.8%	9.7	-19.2%	-	-	-	-	-	-	1.2	500.0%	-	-
9.3	52.5%	1.5	-42.3%	3.8	-26.9%	0.4	-20.0%	0.7	-63.2%	0.7	0.0%	1.6	-27.3%	-	-
13.9	-4.8%	8.1	32.8%	5.8	-34.8%	0.4	-77.8%	0.5	-50.0%	0.5	25.0%	4.2	-22.2%	2.0	400.0%
249.5	-3.6%	140.7	-0.1%	99.9	-8.5%	35.0	11.1%	47.6	-18.1%	33.8	82.7%	54.9	-15.8%	62.4	56.4%
496.9	-6.0%	224.5	7.8%	140.0	-7.7%	94.8	18.4%	129.2	-8.9%	96.3	31.4%	98.9	-3.1%	115.9	17.9%
104.6	-20.1%	61.5	2.0%	36.0	4.3%	47.2	60.5%	35.9	-16.5%	13.8	35.3%	18.6	-12.7%	27.0	-4.6%
119.2	-18.9%	72.8	-4.5%	41.3	-9.6%	36.8	26.0%	26.6	-9.8%	11.9	21.4%	30.7	48.3%	24.5	40.0%
221.6	-5.6%	130.5	5.7%	77.0	-0.8%	76.5	27.3%	56.8	-4.2%	29.1	2.1%	72.0	26.1%	39.1	16.0%
404.8	-0.5%	189.0	1.7%	142.4	-9.5%	96.8	19.4%	68.1	-28.1%	62.4	64.2%	85.7	-1.5%	39.9	-20.2%
766.5	-3.6%	318.9	3.4%	250.2	-5.1%	187.6	12.4%	310.9	-8.2%	126.2	18.5%	158.9	1.0%	152.6	4.0%
680.3	-4.3%	254.4	-1.1%	233.6	-4.5%	142.1	14.2%	297.4	-5.4%	115.5	17.3%	154.3	-1.4%	156.9	15.5%
373.0	-11.2%	141.9	6.1%	95.1	8.8%	67.8	-2.7%	60.3	-12.4%	22.8	15.2%	75.5	1.1%	36.1	-6.7%
325.7	-4.4%	185.5	2.3%	121.9	-1.9%	74.5	12.7%	84.4	-3.4%	43.7	43.8%	70.6	-4.2%	59.7	14.8%
446.4	-6.6%	175.5	-8.0%	165.8	-13.0%	99.4	4.6%	180.0	-1.5%	65.0	18.8%	105.6	1.9%	103.3	13.5%
284.8	-10.4%	128.5	-1.2%	118.8	3.7%	48.9	20.1%	56.0	-37.4%	18.3	-14.9%	79.0	9.9%	56.0	19.7%
4.7	6.8%	0.4	-42.9%	2.3	-20.7%	-	-	0.2	-90.5%	0.1	0.0%	1.2	140.0%	-	-
14.0	-11.9%	0.4	-76.5%	4.3	-44.9%	-	-	4.1	-55.4%	0.3	-82.4%	2.1	-32.3%	1.0	0.0%
41.0	-6.6%	5.2	-32.5%	21.3	-7.8%	1.8	20.0%	5.4	-37.9%	2.0	233.3%	4.9	-38.0%	0.8	100.0%
14.6	-12.0%	5.0	-2.0%	9.4	4.4%	0.7	250.0%	2.0	-41.2%	1.3	44.4%	1.8	-52.6%	1.2	200.0%
132.8	0.2%	293.6	4.2%	72.5	8.4%	73.7	39.3%	36.9	-16.7%	31.9	-0.6%	19.0	-40.1%	20.1	9.8%
401.7	-6.5%	109.8	1.3%	121.9	-1.1%	95.8	17.0%	168.8	-2.9%	97.3	51.6%	56.1	-5.1%	69.7	1.6%
20.1	-2.9%	2.7	145.5%	8.2	28.1%	1.6	-27.3%	7.3	-28.4%	1.6	433.3%	6.3	10.5%	2.0	-4.8%
18.6	14.1%	2.3	130.0%	4.8	-2.0%	1.1	450.0%	1.1	-69.4%	0.8	-20.0%	2.2	-43.6%	2.8	250.0%
224.6	-0.7%	16.0	-9.1%	69.8	-20.1%	18.2	4.6%	87.9	-19.7%	16.5	-5.7%	46.3	5.2%	42.4	-1.2%
289.0	-3.2%	19.0	11.8%	104.3	-6.5%	61.6	3.5%	183.0	-10.1%	65.2	-0.5%	119.3	6.0%	119.9	11.7%
4.4	-33.3%	2.7	-22.9%	12.9	-12.2%	-	-	3.0	7.1%	-	-	2.7	68.8%	-	-
0.9	0.0%	-	-	3.4	78.9%	-	-	2.3	-67.1%	-	-	-	-	-	-

Distribution of International Tourists to Canada by Purpose



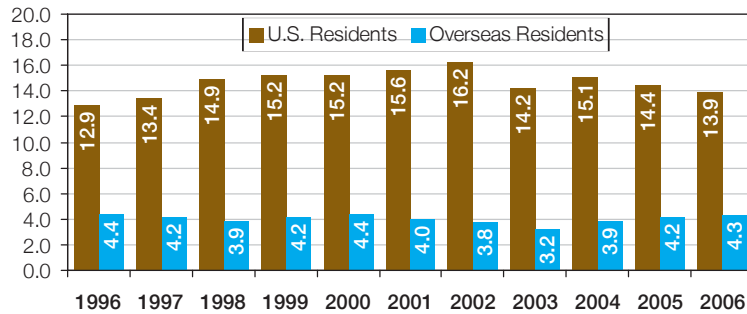
Source: Statistics Canada, International Travel Survey

Distribution of International Tourists to Canada by Quarter



Source: Statistics Canada, International Travel Survey

International Tourists to Canada, overnight trips (millions)



Source: Statistics Canada, International Travel Survey

Top Ten Overseas Countries Visited by Canadians

	Trips '000	Nights '000	Spending \$ millions
Mexico	841.3	9,177.0	893.8
United Kingdom	778.3	9,627.6	941.5
France	645.0	8,263.3	872.0
Cuba	638.5	5,294.6	578.6
Dominican Republic	536.2	4,644.1	507.7
Germany	333.8	3,035.2	290.6
Italy	314.9	3,497.6	489.7
Netherlands	239.3	1,966.9	193.8
China	250.2	5,290.4	450.7
Spain	181.8	1,997.9	252.2

Source: Statistics Canada, International Travel Survey

Sources of Information

International Travel Survey (ITS)

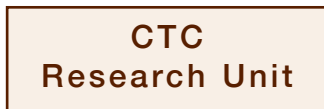
**Travel Characteristics** - The ITS is an ongoing quarterly survey conducted by Statistics Canada that provides a wealth of data on international trip characteristics such as expenditures, activities, places visited and length of stay.

**Volume of International Travellers**

- With the help of Canada Border Services Agency, all ports of entry across Canada participate in collecting monthly census counts of vehicles and passengers entering or re-entering Canada by country of residence and mode.

For more current information, please refer to the monthly Tourism Snapshot

[www.canada.travel/research](http://www.canada.travel/research)



International Travel Competitive Review ('000)

TRIPS FROM:	OVERNIGHT TRIPS TO:							
	Canada		United States		Australia		United Kingdom	
	#	06/05 Change	#	06/05 Change	#	06/05 Change	#	06/05 Change
Total International	18,128	-4	43,502	6	5,532	1	32,136	7
United States	13,856	-4	...	...	456	2	3,694	7
<b>Other Core Markets</b>								
France	361	1	790	-10	67	6	3,714	12
Germany	298	-8	1,386	-2	148	1	3,398	3
United Kingdom	842	-7	4,176	-4	734	4	...	...
Mexico	202	7	5,841	27	...	...	81	5
China	139	19	458	13	309	8	128	-2
Japan	364	-14	3,673	-5	651	-5	324	-2
South Korea	189	5	758	8	261	4	...	...
Australia	178	-12	603	4	...	...	911	-1
Canada	...	...	15,995	8	110	7	845	6
Total Core Markets	16,428	-4	17,685	5	2,736	2	13,095	6

...Not applicable or data not available.  
 Note: US figures for China includes Hong Kong, SAR; U.S. figures for Mexico include arrivals to interior only.  
 Sources: Statistics Canada; Australian Bureau of Statistics; National Statistics (U.K.); and ITA, Office of Travel and Tourism Industries (USA).