

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

Hotel Statistics

Occupancy Rates, Average Daily Rates and Revenue per Available Room all grew in Q3 2014

- » During Jul - Sep 2014, Ontario occupancy rates averaged **74.8%** up 3.0 percentage points over 2013
- » The average daily rate grew 4.5% to \$136.17
- » Revenue per available room increased 9.0% to \$101.87

Location	Occupancy Percentage		Average Daily Rate	
	Q3 2014	Point Change	Q3 2014	% change
ONTARIO	74.8%	3.0	\$136.17	4.5%
Greater Toronto Area (GTA)	79.2%	4.3	\$142.08	5.8%
Eastern Ontario	71.3%	2.4	\$114.81	1.6%
Ottawa	76.5%	1.9	\$138.61	3.6%
Southern Ontario	71.2%	2.1	\$135.45	5.0%
Central Ontario	67.2%	2.4	\$142.92	-1.0%
North Eastern Ontario	63.7%	1.9	\$111.48	1.9%
North Central Ontario	70.8%	4.5	\$106.72	-3.6%
North Western Ontario	79.9%	0.6	\$107.99	2.3%

Source: PPKF CONSULTING INC. with reproduction and use of information subject to PKF Disclaimer and Restrictions as detailed at www.pkfcanada.com

Note: Quarterly averages calculated by MTCS

> Detailed data is available

Q3 2014 Highlights (July to September)

- » Ontario hotel occupancy rose 3.0 percentage points.
- » Border crossings from the U.S. to Ontario decreased 0.7%, with same-day crossings down 2.9% and overnight crossings up 0.9%.
- » Entries from overseas markets to Ontario grew 19.4%.
- » Ontario's Travel Price Index increased 2.2%.
- » Employment in Ontario's tourism-related industries grew 0.3%.

ON the Road

Border Crossings

- » In Q3 2014, there were 4.9 million international entries to Ontario, 2.3% more than in 2013

	Entries	% chg
International	4,899,636	2.3%
US	4,041,492	-0.7%
Same-day	1,641,436	-2.9%
Overnight	2,400,056	0.9%
Overseas	858,144	19.4%

US Border Crossings

- » There were 4.0 million US entries to Ontario in Q3 2014, 0.7% less than in Q3 2013
- » Same-day entries decreased 2.9% while overnight crossings grew 0.9%

Overseas Border Crossings

- » In Q3 2014, there were over 850 thousand overseas entries to Ontario, an increase of 19.4% compared to 2013
- » Arrivals were up from Italy (+55%), China (+43%), Japan (+42%), India (+40%), and South Korea (+26%)



	Entries	% chg
U.K	126,859	13.1%
China	79,282	42.6%
Germany	55,512	17.0%
Japan	46,958	42.0%
France	39,721	12.5%
Italy	38,818	54.8%
India	34,715	40.1%
S. Korea	30,623	26.4%
Australia	26,217	18.2%
Brazil	22,339	4.5%
Mexico	19,225	5.2%
Netherlands	18,900	15.7%
Hong Kong	16,835	4.8%

> [View table for more detailed information](#)

ON the Job

Employment in tourism related industries increased

0.3% in Q3 2014

- » Employment in the Accommodation, Food & Beverage, Arts, Entertainment and Recreation and Transportation industries grew while the number of jobs in the Retail and Travel Services sectors declined
- » Ontario's tourism related employment increased 0.3% in Jul-Sep 2014 while total employment in Ontario increased 0.7%

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

> [View table for more detailed information](#)

Travel Price Indexes

The price of travel in Ontario grew 2.2% in Q3 2014

- » Ontario's Travel Price Index (TPI) grew 2.2% in Jul-Sep 2014 compared to 2013. Costs of Accommodations Transportation, Food & Beverage, Recreation & Entertainment, and Retail all grew versus 2013.
- » Ontario's Consumer Price Index (CPI) increased more than TPI. During the third quarter of 2014, Ontario's CPI grew 2.5% while TPI grew 2.2% over 2013

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

> [View table for more detailed information](#)

Visitor inquiries

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

- » In the third quarter of 2014, there were about 462,000 visits to Ontario's Travel Information Centres (TICs), 8.5% more than in 2013.
- » Calls to the 1-800-ONTARIO Call Centre totalled almost 30,000 throughout Jul-Sep 2014, a decrease of 2.2% over Jul-Sep 2013.
- » During Q3 2014, there were approximately 417,000 user sessions at www.OntarioTravel.net, down 25.4% over Q3 2013.

Source: Ontario Tourism Marketing Partnership Corp. (OTMPC)

> [View table for more detailed information](#)



Exchange Rates

(\$1 US = \$1.09 Cdn)

\$ Cdn

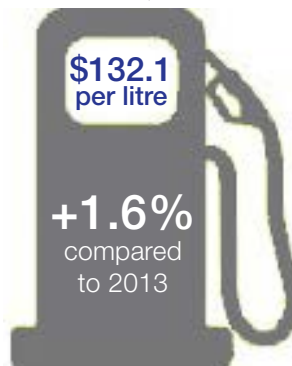
USD	1.09	+4.9
EUR	1.50	+4.8%
GBP	1.84	+12.7%
YEN	0.01	-0.3%

Source: Bank of Canada

> [View table for more detailed information](#)

Gas Prices

Average gas price in Ontario Q3 2014



Source: Ontario Ministry of Energy

> [View table for more detailed information](#)

ON trends

Historical Statistics updated to 2012

Historical Statistics include Inbound and Outbound Visits and Spending, Economic Impact, Accommodation data, Employment and Establishment data. Most tables include annual data from 2000 to 2012.

> [View the Historical statistics](#)

The Economic Impact of Tourism in Ontario 2012

This webpage shows Total and Direct GDP, Employment and Tax impacts from Tourism Receipts and Visitor Spending.

> [View the reports](#)

ON topic

The Economic Impact of Tourism

The Research Unit recently completed a report on the **Economic Impact of Tourism in Ontario and its Regions 2000-2012**. These are some highlights from the analysis:

- » On a per capita basis (adults of 18 years and over only), Ontarians took an average of 13.4 non-business trips in 2012 and spent, on average, a total of \$3,091 per person on travel. Tourism was the 5th largest spending item for Ontario households.
- » Ontario is the largest travel destination in Canada. Ontario received 41% of all visitors to Canada and 36% of the country's total visitor spending in 2012.
- » Ontario exports 31% of its travel products (tourism receipts) to non-Ontario residents. Tourism accounted for 2.5% of Ontario's total exports and was the province's 9th largest international export industry.
- » In 2012, tourism generated \$24.7 billion of GDP, accounting for 3.7% of Ontario's total GDP. In real terms, the GDP produced by the tourism industry in 2012 at basic prices exceeded that of Agriculture and forestry, and that of Mining and oil and gas extraction.
- » Tourism receipts generated 359,401 jobs in Ontario, accounting for 5.2% of provincial employment, making the tourism industry the 14th largest employer out of 21 industries.
- » In 2012, tourism generated \$12.1 billion of taxes for all levels of government, of which \$4.9 billion were provincial tax revenues. Tourism accounted for 4.3% of total provincial revenues, 2.9% of the total municipal revenues and 5.2% of total federal revenues collected in Ontario.
- » For every \$1 million of visitor spending in Ontario, the Ontario economy generates 13 jobs, \$845,000 in GDP and \$173,000 in provincial tax revenues.
- » For every 500 visitors to Ontario, the economy generates 1 job, \$79,000 in GDP and \$14,000 in provincial tax revenues.



ONtourism

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