

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 Q4 2014

- » During Oct - Dec 2014, Ontario occupancy rates averaged **59.8%** up 0.7 percentage points over 2013
- » The average daily rate grew 3.2% to \$128.82
- » Revenue per available room increased 4.3% to \$77.26

Location	Occupancy Percentage		Average Daily Rate	
	Q4 2014	Point Change	Q4 2014	% change
ONTARIO	59.8%	0.7	\$128.82	3.2%
Greater Toronto Area (GTA)	66.1%	-0.1	\$137.95	3.0%
Eastern Ontario	50.5%	0.2	\$105.42	1.3%
Ottawa	68.6%	4.0	\$147.40	4.7%
Southern Ontario	52.1%	1.0	\$113.40	4.7%
Central Ontario	46.9%	1.9	\$122.15	2.5%
North Eastern Ontario	56.1%	1.7	\$110.92	0.7%
North Central Ontario	49.7%	0.7	\$99.67	-2.9%
North Western Ontario	58.0%	-3.2	\$105.21	5.1%

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

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Q4 2014 Highlights

- » Border crossings from the U.S. to Ontario increased 0.3%, with same-day crossings down 0.5% and overnight crossings up 1.2%.
- » Entries from overseas markets to Ontario grew 11.5%.
- » Ontario hotel occupancy rose 0.7 percentage points.
- » Ontario's Travel Price Index increased 2.8%.
- » Employment in Ontario's tourism-related industries declined 1.0%.

ON the Road

Border Crossings

- » In Q4 2014, there were 2.8 million international entries to Ontario, **2.0%** more than in 2013

	Entries	% chg
International	2,759,199	2.0%
US	2,320,145	0.3%
Same-day	1,179,720	-0.5%
Overnight	1,140,425	1.2%
Overseas	439,054	11.5%

US Border Crossings

- » There were 2.3 million US entries to Ontario in Q4 2014, **0.3%** more than in Q4 2013
- » Same-day entries decreased 0.5% while overnight crossings grew 1.2%

Source: Statistics Canada

Overseas Border Crossings

- » In Q4 2014, there were 439 thousand overseas entries to Ontario, an increase of 11.5% compared to 2013
- » Arrivals were up from most countries with South Korea (+40%), Italy (+32%), China (+29%), Japan (+20%), and Australia (+15%)



	Entries	% chg
U.K	62,267	6.6%
China	39,464	29.0%
Germany	24,797	-4.0%
Japan	24,445	20.2%
South Korea	19,079	40.5%
India	16,766	14.0%
France	16,531	6.8%
Brazil	16,219	10.4%
Australia	15,328	15.2%
Italy	13,958	32.3%
Hong Kong	9,536	4.7%
Mexico	8,773	8.8%
Netherlands	7,387	3.3%

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

ON the Job

Employment in tourism related industries declined

1.0% in Q4 2014

- » Employment in the Accommodation, Food & Beverage and Travel Services industries grew while the number of jobs in the Retail, Transportation and Arts, Entertainment and Recreation sectors declined
- » Ontario's tourism related employment decreased 1.0% in Oct-Dec 2014 while total employment in Ontario increased 0.8%

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 2.8% in Q4 2014

- » Ontario's Travel Price Index (TPI) grew 2.8% in Oct-Dec 2014 compared to 2013. Costs of Accommodations Transportation, Food & Beverage, Recreation & Entertainment, and Retail all grew versus 2013 while Operation of Passenger Vehicles declined.
- » Ontario's Consumer Price Index (CPI) increased less than TPI. During the fourth quarter of 2014, Ontario's CPI grew 2.4% while TPI grew 2.8% 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, call volume to 1-800-Ontario and user sessions at ontariotravel.net all increased

- » In the fourth quarter of 2014, there were about 135,000 visits to Ontario's Travel Information Centres (TICs), 4.3% more than in 2013.
- » Calls to the 1-800-ONTARIO Call Centre totalled almost 5,500 throughout Oct-Dec 2014, an increase of 8.9% over Oct-Dec 2013.
- » During Q4 2014, there were approximately 436,000 user sessions at www.OntarioTravel.net, up 21.3% over Q4 2013.

Source: Ontario Tourism Marketing Partnership Corp. (OTMPC)

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



Exchange Rates

(\$1 US = \$1.14 Cdn)

\$ Cdn

USD	1.14	+8.2%
EUR	1.42	-0.8%
GBP	1.80	+5.7%
YEN	0.01	-5.0%

Source: Bank of Canada

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

Gas Prices

Average gas price in Ontario Q4 2014



Source: Ontario Ministry of Energy

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

ON trends

Quick Facts updated to 2012

Quick Facts gives an overview of World Tourism, Ontario Tourism, Ontario's Sources of Tourism Receipts, Ontario's Share of Spending, and the World's Top Destinations, Earners and Spenders. Quick Facts can be accessed via http://www.mtc.gov.on.ca/en/research/quick_facts/facts.shtml

> [View the Quick Facts](#)

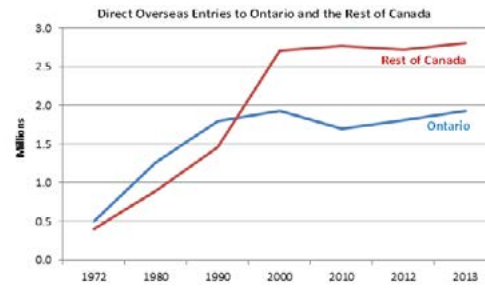
ON topic

Overseas Visitors to Ontario and Canada

The Research Unit recently completed an analysis on Overseas Visitors to Ontario and Canada 1972-2013. These are some highlights:

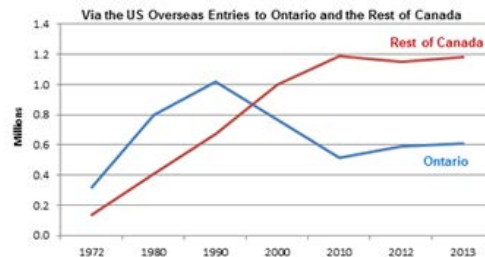
1. How have Ontario's direct entries from overseas countries changed over time?

- » Direct overseas entries to Ontario grew 283% or from about 500 thousand entries in 1972 to 1.9 million entries in 2013.
- » Direct overseas entries to the rest of Canada grew faster (603%) and surpassed Ontario in number of entries.
- » Ontario's share of direct overseas entries to Canada's declined from 56% in 1972 to 41% in 2013.



2. How have Ontario's overseas entries via the United States changed over time?

- » Overseas entries to Ontario via the US grew 91% or from about 320 thousand entries in 1972 to 610 thousand entries in 2013.
- » Overseas entries to the rest of Canada via the US grew significantly more (788%) and surpassed Ontario in number of entries.
- » Ontario's share of overseas entries to Canada's via the US declined from 70% in 1972 to 34% in 2013.



3. How do the overseas visitors who visit Ontario enter Canada?

- » In 2012 there were 2.9 million overseas entries to Ontario:
- » 1.8 million direct entries
- » 0.6 million entries via the US
- » 0.4 million entries via another province direct
- » 0.1 million entries via another province via the US

In 2012 there were 2.2 million overseas visits to Ontario, suggesting that 0.7 million overseas visitors who entered Canada via Ontario did not visit Ontario (e.g. connecting flight)

Source: Statistics Canada's International Travel Survey; cansim tables 427-0003 and 427-0001



ONtourism

We know. Just ask.

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