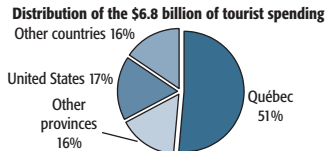
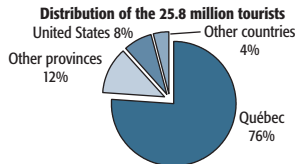




## General Overview of Québec in 2007

<b>Number of visitors (000)</b>	<b>61,705</b>
- Tourists	25,800
- Excursionists	35,905
<b>Tourism receipts (\$ million)</b>	<b>10,447</b>
Tourism spending	9,166
- Tourists	6,756
- Excursionists	2,409
Other spending	1,281
<b>Nights (000)</b>	<b>78,364</b>
Average spending per tourist	
- per night	\$86
- per stay	\$262
Average length of stay	3.0 days
Seasons share (tourists)	
- volume	Summer 46.1% Winter 27.8%
- spending	52.0% 24.4%



Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: Statistics Canada (*Travel Survey of Residents of Canada and International Travel Survey*) and ministère du Tourisme

## Overview of Québec Residents in Québec in 2007

**Number of visitors (000)** **53,252**

- Tourists 19,621

- Excursionists 33,631

**Tourism spending (\$ million)** **5,734**

- Tourists 3,475

- Excursionists 2,259

**Other spending (\$ million)** **1,198**

**Nights (000)** **48,992**

**Average spending per tourist**

- per night \$71

- per stay \$177

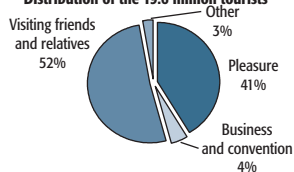
**Average length of stay** 2.5 days

**Seasons share (tourists)**

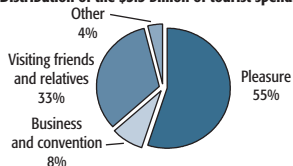
	Summer	Winter
- volume	44.8%	29.0%
- spending	52.2%	24.9%

### Trip purpose

**Distribution of the 19.6 million tourists**



**Distribution of the \$3.5 billion of tourist spending**



Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: Statistics Canada (*Travel Survey of Residents of Canada*) and ministère du Tourisme

## Overview of Other Canadians in Québec in 2007

**Number of visitors (000)** **4,396**

- Tourists 3,138

- Excursionists 1,258

**Tourism spending (\$ million)** **1,177**

- Tourists 1,074

- Excursionists 103

**Other spending (\$ million)** **84**

**Nights (000)** **10,288**

**Average spending per tourist**

- per night \$104

- per stay \$342

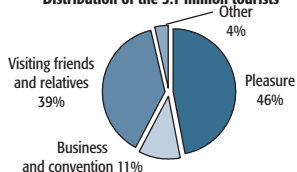
**Average length of stay** 3.3 days

**Seasons share (tourists)**

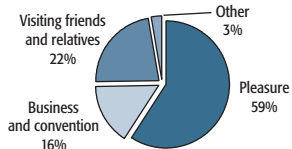
	Summer	Winter
- volume	50.0%	25.0%
- spending	51.3%	25.0%

### Trip purpose

**Distribution of the 3.1 million tourists**



**Distribution of the \$1.1 billion of tourist spending**



Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: Statistics Canada (*Travel Survey of Residents of Canada*) and ministère du Tourisme

## Overview of Americans in Québec in 2007

**Number of visitors (000)** **2,867**

- Tourists 1,982
- Excursionists 885

**Tourism spending (\$ million)** **1,206**

- Tourists 1,159
- Excursionists 47\*

**Nights (000)** **7,159**

**Average spending per tourist**

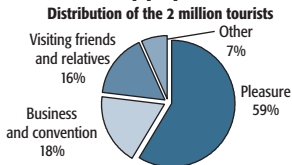
- per night \$162
- per stay \$585

**Average length of stay** **3.6 days**

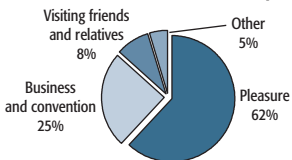
**Seasons share (tourists)**

- |            | Summer | Winter |
|------------|--------|--------|
| - volume   | 48.7%  | 23.8%  |
| - spending | 50.6%  | 23.8%  |

### Trip purpose



### Distribution of the \$1.2 billion of tourist spending



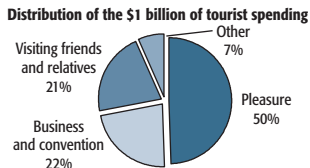
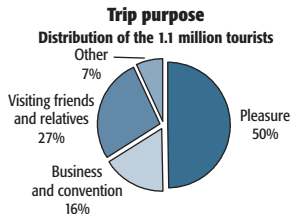
\* To be used with reserve because of the high margin of error associated with this data.

Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: Statistics Canada (*International Travel Survey*) and ministère du Tourisme

## Overview of visitors from other countries in Québec in 2007

<b>Number of visitors (000)</b>	<b>1,190</b>
- Tourists	1,059
- Excursionists	131*
<b>Tourism spending (\$ million)</b>	<b>1,049</b>
- Tourists	1,048
- Excursionists	1*
<b>Nights (000)</b>	<b>11,925</b>
<b>Average spending per tourist</b>	
- per night	\$88
- per stay	\$990
<b>Average length of stay</b>	<b>11.3 days</b>
<b>Seasons share (tourists)</b>	<b>Summer</b> <b>Winter</b>
- volume	53.3%   21.1%
- spending	53.7%   22.5%



\* To be used with reserve because of the high margin of error associated with this data.  
Due to the rounding of data, the total may not correspond to the sum of its parts.  
Sources: Statistics Canada (*International Travel Survey*) and ministère du Tourisme

## Economic Indicators in 2008

### Businesses in the tourism industry

29,592 businesses

- Accommodation services: 22.7%
- Food services: 47.6%
- Travel planning and reservation services: 3.0%
- Transportation services: 7.0%
- Others: 19.7%

### Employment

- Some 410,900 jobs in tourism-related industries
- Tourism is directly responsible for a third of these, i.e., 137,100 jobs
  - high season: 153,400 in August
  - low season: 127,300 in December
- Some 54,840 indirect jobs result from tourism

## Economic Indicators in 2007

### Total revenue from tourism in Québec

- \$10.45 billion

### Foreign exchange

- Revenue from visitors from outside Québec: \$2.26 billion
- Spending by Québec visitors abroad: \$4.06 billion
- International tourism balance: –\$1.81 billion
- Variation of tourism deficit for Québec compared to 2006: 38.3%
- Québec's seventh leading export

### Tax revenue and parafiscal taxes

Total: \$2.67 billion

- Canadian government: \$0.92 billion
  - tax revenue: \$0.80 billion
  - parafiscal taxes: \$0.11 billion
- Québec government: \$1.75 billion
  - tax revenue: \$1.25 billion
  - parafiscal taxes: \$0.51 billion

### Economic impact of tourist consumption in Québec

- Gross domestic product (GDP): \$7.62 billion
- 2.7% of Québec's GDP

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Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: Statistics Canada, Institut de la statistique du Québec (*Étude d'impact économique pour le Québec des dépenses touristiques pour l'année 2007*) and ministère du Tourisme

## Accommodation in 2008

### Classification

Québec has 7,069 classified establishments<sup>1</sup>.

	0 suns	*	**	***	****	*****	Under review	Total
Bed and breakfast	0	8	129	794	555	21	58	1,565

	0 stars	★	★★	★★★	★★★★	★★★★★	Under review	Total
Hotels	20	330	772	586	231	19	48	2,006
Tourist homes	2	59	376	1,270	348	N/A	178	2,233
Youth hostels	0	8	23	21	N/A	N/A	2	54
Educational institutions	0	1	21	11	N/A	N/A	0	33
Vacation centres	1	12	60	129	49	N/A	11	262
Hospitality villages	0	1	1	7	3	N/A	1	13
Campgrounds	81	154	237	286	99	8	38	903

1. Please note that the dynamic data recording process in the administrative database may result in variances in the results for a given period.

N/A: not applicable

Source: ministère du Tourisme

## Accommodation in 2008 (continuation)

### Accommodation establishments

Average number of units available daily	77,088
Average number of units occupied daily	39,549
Average occupancy rate	51.3%
Average daily room rate (excluding taxes)	\$121.40
Average room revenue per available unit	\$62.90
Overnight hotel stays	14,479,089

### Campgrounds

Average number of sites available daily	106,691
Average number of sites occupied daily by seasonal campers	54,096
Average number of sites occupied daily by itinerant campers	15,076
Average occupancy rate of seasonal campers	50.8%
Average occupancy rate of itinerant campers	28.9%

Source: Institut de la statistique du Québec (*Enquête sur la fréquentation des établissements d'hébergement du Québec*)

Source: Institut de la statistique du Québec (*Enquête sur la fréquentation des terrains de camping du Québec*)

## International Tourism in Canada in 2007

Province of destination	Number of visitors		Spending by visitors	
	(000)	Market share (%)	\$ million	Market share (%)
Ontario	17,428	50.8	5,269	38.3
British Columbia	7,138	20.8	3,550	25.8
Québec	4,057	11.8	2,255	16.4
Alberta	1,918	5.6	1,469	10.7
New Brunswick	1,582	4.6	180	1.3
Manitoba	590	1.7	238	1.7
Nova Scotia	529	1.5	332	2.4
Yukon	472	1.4	136	1.0
Saskatchewan	274	0.8	122	0.9
Prince Edward Island	184	0.5	72	0.5
Newfoundland	96	0.3	81	0.6
Northwest Territories	32	0.1	41	0.3
<b>Canada</b>	<b>34,299</b>	<b>100.0</b>	<b>13,744</b>	<b>100.0</b>

Due to the rounding of data, the total may not correspond to the sum of its parts.

Source: Statistics Canada (*International Travel Survey*)

## International Tourism Around the World in 2007

Spending by tourist-generating countries			Main international tourist destinations					
Country	US\$ billion	Market share (%)	Arrivals			Receipts		
			Country	Million	Market share (%)	Country	US\$ billion	Market share (%)
Germany	83.1	9.8	France	81.9	9.0	United States	96.7	11.4
United States	76.2	8.9	Spain	59.0	6.5	Spain	57.8	6.8
United Kingdom	71.4	8.4	United States	56.0	6.2	France	54.2	6.4
France	36.7	4.3	China	54.7	6.0	Italy	42.7	5.0
China	29.8	3.5	Italy	43.7	4.8	United Kingdom	37.6	4.4
Italy	27.3	3.2	United Kingdom	30.9	3.4	China	37.2	4.4
Japan	26.5	3.1	Germany	24.4	2.7	Germany	36.0	4.2
Canada	24.8	2.9	Ukraine	23.1	2.5	Australia	22.3	2.6
Russian Fed.	22.3	2.6	Turkey	22.2	2.4	Austria	18.9	2.2
Korea, Rep. of	22.0	2.6	Mexico	21.4	2.4	Turkey	18.5	2.2
			<b>Canada</b>	<b>17.9</b>	<b>2.0</b>	<b>Canada</b>	<b>15.5</b>	<b>1.8</b>
			<b>Québec</b>	<b>2.5</b>	<b>0.3</b>	<b>Québec</b>	<b>2.4</b>	<b>0.3</b>
<b>World</b>	<b>852</b>	<b>100.0</b>	<b>World</b>	<b>908</b>	<b>100.0</b>	<b>World</b>	<b>852</b>	<b>100.0</b>

Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: World Tourism Organization and Statistics Canada

The World Tourism Organization estimates that in 2010, international tourism will top one billion arrivals worldwide.

## Definitions

**Arrivals:** International tourists crossing borders (excluding same-day visitors)

**Spending by tourist-generating countries:** Resident visitor expenditures outside the economic territory of the country of reference

**Tourists:** Persons who took an overnight out-of-town trip of less than a year and who used private or commercial accommodations

**Excursionists:** Persons who took a same-day out-of-town trip of at least 40 km one way

**Visitors:** Term that includes both tourists and excursionists

**Tourism spending:** Spending in Québec by all visitors

**Other spending:** Spending in Québec by Québec residents for trips taken outside of Québec and the part of charges paid to Canadian transporters by Canadians of other provinces which is attributed to Québec

**Tourism receipts:** Includes tourism spending and other spending

**Summer season:** Months of June, July, August and September 2007

**Winter season:** Months of December 2006, January, February and March 2007

**Accommodation establishments:** Term including hotels and tourist homes

**Overnight hotel stays:** Total number of units occupied annually in accommodation establishments

For more information, consult our publications at the following address:  
[www.bonjourquebec.com/mto/publications/index.asp](http://www.bonjourquebec.com/mto/publications/index.asp)

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