



## International Tourism Around the World

Spending by tourist-generating countries for 2006			Main international tourist destinations for 2006					
			Arrivals			Receipts		
	US \$ billion	Market share (%)	Million	Market share (%)		US \$ billion	Market share (%)	
Germany	73.9	10.0	France	79.1	9.3	United States	85.7	11.6
United States	72.0	9.7	Spain	58.2	6.9	Spain	51.1	6.9
United Kingdom	63.1	8.5	United States	51.1	6.0	France	46.3	6.2
France	31.2	4.2	China	49.9	5.9	Italy	38.1	5.1
Japan	26.9	3.6	Italy	41.1	4.9	China	33.9	4.6
China	24.3	3.3	United Kingdom	30.7	3.6	United Kingdom	33.7	4.5
Italy	23.1	3.1	Germany	23.6	2.8	Germany	32.8	4.4
Canada	20.5	2.8	Mexico	21.4	2.5	Australia	17.8	2.4
Korea, Rep. of	18.9	2.6	Austria	20.3	2.4	Turkey	16.9	2.3
Russian Fed.	18.2	2.5	Russian Fed.	20.2	2.4	Austria	16.7	2.3
			<b>Canada</b>	<b>18.3</b>	<b>2.2</b>	<b>Canada</b>	<b>14.6</b>	<b>2.0</b>
			<b>Québec</b>	<b>2.6</b>	<b>0.3</b>	<b>Québec</b>	<b>2.6</b>	<b>0.4</b>
<b>World</b>	<b>741</b>	<b>100.0</b>	<b>World</b>	<b>846</b>	<b>100.0</b>	<b>World</b>	<b>741</b>	<b>100.0</b>

Sources: World Tourism Organization and Statistics Canada

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

## International Tourism in Canada<sup>1</sup>

	Number of visitors		Spending	
	2006 (000)	Market share (%)	2006 (\$ million)	Market share (%)
Ontario	19,931	53.1	5,547	39.8
British Columbia	7,379	19.7	3,478	24.9
<b>Québec</b>	<b>4,348</b>	<b>11.6</b>	<b>2,294</b>	<b>16.4</b>
Alberta	1,895	5.0	1,453	10.4
New Brunswick	1,748	4.7	185	1.3
Manitoba	630	1.7	209	1.5
Nova Scotia	559	1.5	351	2.5
Yukon	410	1.1	103	0.7
Saskatchewan	293	0.8	137	1.0
Prince Edward Island	206	0.5	78	0.6
Newfoundland	103	0.3	73	0.5
Northwest Territories	35	0.1	45	0.3
<b>Canada</b>	<b>37,538</b>	<b>100.0</b>	<b>13,954</b>	<b>100.0</b>

<sup>1</sup> Includes results for both tourists and excursionists

Source: Statistics Canada

## General Overview of Québec<sup>1</sup>

In 2006, Québec welcomed 26,220,000 tourists. The total tourism revenue was \$10.07 billion.

### Tourist volume

Total	Summer	Winter
26,220,000	46.6%	27.2%

### Tourism receipts

Total	Summer	Winter
\$10.07 billion	44.1%	28.6%

The **main clienteles** (in order of importance) were from Québec, other Canadian provinces, the United States, France, the United Kingdom, Mexico, Germany, and Japan.

	Total	Québec	Other provinces	United States	France	United Kingdom	Mexico	Germany	Japan
Volume (000)	<b>26,220</b>	76.2%	11.6%	8.0%	1.1%	0.5%	0.3%	0.3%	0.1%
Receipts (\$ billion)	<b>10.07</b>	64.6%	12.6%	12.6%	3.3%	1.1%	0.8%	0.6%	0.4%

<sup>1</sup> Preliminary data from the *Travel Survey of Residents of Canada (TSRC)*, which replaced the *Canadian Travel Survey (CTS)* in 2005. Due to methodological changes, data for 2006 are not comparable to data for previous years.

Sources: Statistics Canada and Ministère du Tourisme

## Economic Indicators

### Total revenue from tourism in Québec in 2006<sup>1</sup>

- \$10.07 billion

### Foreign exchange in 2006

- Revenue from visitors from outside Québec: \$2.29 billion
- Spending by Québec visitors abroad: \$3.60 billion
- International tourism balance: –\$1.31 billion
- Variation of tourism deficit for Québec compared to 2005: 56.3%
- Québec's sixth leading export

### Tax revenue and parafiscal taxes in 2006<sup>1</sup>

Total: \$2.5 billion

- Canadian government: \$0.9 billion (tax revenue: \$0.8 billion, parafiscal taxes: \$0.1 billion)
- Québec government: \$1.6 billion (tax revenue: \$1.1 billion, parafiscal taxes: \$0.5 billion)

### Businesses in the tourism industry in 2007

30,079 businesses

- Accommodation services: 24.8%
- Food services: 49%
- Travel planning and reservation services: 3%
- Transportation services: 6.8%
- Others: 16.4%

### Employment in 2007

- Some 396,700 jobs in tourism-related industries
- Tourism is directly responsible for a third of these, i.e., 133,700 jobs (high season: 147,300 in September, low season: 118,500 in January)
- Some 53,480 indirect jobs resulting from tourism

### Economic impact of tourist consumption in Québec in 2006<sup>1</sup>

- Gross domestic product (GDP): \$7.2 billion
- 2.7% of Québec's GDP

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<sup>1</sup> Preliminary data from the *Travel Survey of Residents of Canada (TSRC)*, which replaced the *Canadian Travel Survey (CTS)* in 2005. Due to methodological changes, data for 2006 are not comparable to data for previous years.

Sources: Statistics Canada, Institut de la statistique du Québec, *Étude d'impact économique pour le Québec des dépenses touristiques pour l'année 2006*, and Ministère du Tourisme

## Information Facilities and Services

In 2007, there were **243 visitor centers** in operation in Québec, including 7 Infotourist centers managed by Ministère du Tourisme that welcome nearly 290,000 visitors annually.

The promotional website of Ministère du Tourisme, **Bonjour Québec.com**, was visited by more than **4,100,000 internet users** in 2007, representing an increase of 18% compared to the previous year. The visitor breakdown is as follows:

- 52% from Québec
- 24% from countries other than the United States
- 14% from other Canadian provinces
- 10% from the United States

Over **83,000 person-nights were reserved** in 2007 via Bonjour Québec.com, of which 36% were made by visitors from Québec, 26% by visitors from countries other than the United States, 25% by visitors from other Canadian provinces, and 13% by visitors from the United States.

In 2007, **Ministère du Tourisme tourist information services** handled nearly 140,000 phone calls (average length: 5 minutes) and 54,000 emails, and mailed out over 147,000 information packages.

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Source: Ministère du Tourisme

## Accommodation

### Classification in 2007

Québec has 6,061 classified establishments, including 1,974 hotels, 1,920 tourist homes, and 1,539 bed & breakfasts, broken down as follows:

• 1,974 hotels						
0 stars	*	**	***	****	*****	Under review
20	325	767	595	218	19	30
• 1,920 tourist homes						
0 stars	*	**	***	****	*****	Under review
3	59	361	1 143	306	—	48
• 1,539 bed & breakfasts						
0 suns	*	**	***	****	*****	Under review
0	8	136	791	553	25	26

—: Do not apply

Source: Ministère du Tourisme

### Accommodation establishments in 2007

Average number of units available daily	76,135
Average number of units occupied daily	38,955
Average occupancy rate	51.2%
Average daily room rate (excluding taxes)	\$117.80
Room revenue per unit <sup>1</sup>	\$60.30
Number of person-nights-hotel	14,227,194

### Campgrounds in 2007

Average number of sites available daily	104,008
Average number of sites occupied daily by seasonal campers	51,733
Average number of sites occupied daily by itinerant campers	16,355
Average occupancy rate of seasonal campers	49.9%
Average occupancy rate of itinerant campers	31.5%

<sup>1</sup> Equal to the amount of the average occupancy rate multiplied by the average daily room rate

Source: Institut de la statistique du Québec

## Overview of the Regions<sup>1</sup>

### Tourists in the Regions in 2006 (for all markets)

Tourism region	Volume		Breakdown Spending		Average spending per stay (\$)
	(000)	(%)	(\$ million)	(%)	
01 Îles-de-la-Madeleine	37	0.1	23	0.3	631
02 Gaspésie	690	2.4	225	3.2	327
03 Bas-Saint-Laurent	829	2.9	133	1.9	160
04 Québec region	4,392	15.5	1,358	19.5	309
05 Charlevoix	615	2.2	143	2.0	233
06 Chaudière-Appalaches	1,138	4.0	157	2.3	138
07 Mauricie	1,237	4.4	178	2.6	144
08 Cantons-de-l'Est	2,274	8.0	334	4.8	147
09 Montérégie	1,505	5.3	238	3.4	158
10 Lanaudière	1,712	6.0	184	2.6	108
11 Laurentides	2,808	9.9	587	8.4	209
12 Montréal	5,807	20.5	2,348	33.6	404
13 Outaouais	1,511	5.3	273	3.9	181
14 Abitibi-Témiscamingue	495	1.7	106	1.5	215
15 Saguenay-Lac-Saint-Jean	1,105	3.9	212	3.0	192
16 Manicouagan	328	1.2	72	1.0	219
17 Duplessis	64	0.2	25	0.4	397
18 Nord-du-Québec	86	0.3	15	0.2	175
19 Laval	201	0.7	51	0.7	254
20 Centre-du-Québec	962	3.4	102	1.5	107
21 Nunavik	2	0.0	3	0.0	1,427
Not specified	592	2.1	210	3.0	354
Québec	28,389	100.0	6,978	100.0	246

<sup>1</sup> Preliminary data from the *Travel Survey of Residents of Canada (TSRC)*, which replaced the *Canadian Travel Survey (CTS)* in 2005. Due to methodological changes, data for 2006 are not comparable to data for previous years.

## Origin of Tourists in 2006<sup>1</sup> (%)

Tourism region	Volume		Spending	
	Québec and other Canadian provinces	United States and other countries	Québec and other Canadian provinces	United States and other countries
01 Îles-de-la-Madeleine	88.9	11.1	92.6	7.4
02 Gaspésie	88.8	11.2	81.0	19.0
03 Bas-Saint-Laurent	93.6	6.4	89.9	10.1
04 Québec region	75.3	24.7	60.2	39.8
05 Charlevoix	90.6	9.4	85.3	14.7
06 Chaudière-Appalaches	92.3	7.7	78.6	21.4
07 Mauricie	93.0	7.0	82.0	18.0
08 Cantons-de-l'Est	93.5	6.5	82.0	18.0
09 Montérégie	92.0	8.0	82.2	17.8
10 Lanaudière	97.8	2.2	92.6	7.4
11 Laurentides	92.4	7.6	76.5	23.5
12 Montréal	65.2	34.8	53.5	46.5
13 Outaouais	94.9	5.1	88.0	12.0
14 Abitibi-Témiscamingue	96.2	3.8	91.3	8.7
15 Saguenay-Lac-Saint-Jean	93.3	6.7	87.7	12.3
16 Manicouagan	79.6	20.4	80.3	19.7
17 Duplessis	82.9	17.1	89.7	10.3
18 Baie-James	90.8	9.2	81.0	19.0
19 Laval	85.5	14.5	75.9	24.1
20 Centre-du-Québec	97.1	2.9	92.7	7.3
21 Nunavik	55.6	44.4	9.3	90.7
Québec	84.2	15.8	68.1	31.9

<sup>1</sup> Preliminary data from the *Travel Survey of Residents of Canada (TSRC)*, which replaced the *Canadian Travel Survey (CTS)* in 2005. Due to methodological changes, data for 2006 are not comparable to data for previous years.

Source: Statistics Canada



## Economic Indicators for the Regions

Tourism region	Businesses operating in the tourism sector in 2007	Administrative region	Jobs generated by tourism in 2007
01 Îles-de-la-Madeleine	435	01 Bas-Saint-Laurent	3,700
02 Gaspésie	1,124	02 Saguenay–Lac-Saint-Jean	3,500
03 Bas-Saint-Laurent	939	03 Capitale-Nationale	13,700
04 Québec region	2,591	04 Mauricie	5,100
05 Charlevoix	637	05 Estrie	2,800
06 Chaudière-Appalaches	1,377	06 Montréal	40,600
07 Mauricie	1,106	07 Outaouais	7,300
08 Cantons-de-l'Est	2,072	08 Abitibi-Témiscamingue	2,300
09 Montérégie	3,323	09 Côte-Nord and 10 Nord-du-Québec	2,700
10 Lanaudière	1,294	11 Gaspésie–Îles-de-la-Madeleine	1,300
11 Laurentides	2,268	12 Chaudière-Appalaches	5,000
12 Montréal	6,592	13 Laval	5,800
13 Outaouais	1,044	14 Lanaudière	5,600
14 Abitibi-Témiscamingue	623	15 Laurentides	11,000
15 Saguenay–Lac-Saint-Jean	1,221	16 Montérégie	20,700
16 Manicouagan	338	17 Centre-du-Québec	2,600
17 Duplessis	319	Québec	133,700
18 Baie-James	114		
19 Laval	959		
20 Centre-du-Québec	763		
21 Nunavik	36		
22 Eeyou Istchee	12		
Businesses not itemized on a regional basis	892		
Québec	30,079		

Sources: Statistics Canada, Institut de la statistique du Québec, Emploi-Québec, and Ministère du Tourisme

## Accommodations in the Regions

### Accommodation establishments in 2007

Tourism region	Average number of units available daily	Average number of units occupied daily	Average occupancy rate (%)	Average daily room rate (\$)	Room revenue per available unit (\$)¹
01 Îles-de-la-Madeleine	285	122	42.6	68.70	29.30
02 Gaspésie	2,697	1,119	41.5	79.50	33.00
03 Bas-Saint-Laurent	2,306	1,058	45.9	83.70	38.40
04 Québec region	11,954	6,681	55.9	118.80	66.40
05 Charlevoix	2,276	877	38.5	113.60	43.70
06 Chaudière-Appalaches	2,147	884	41.2	87.80	36.20
07 Mauricie	2,506	1,071	42.7	108.40	46.30
08 Cantons-de-l'Est	3,786	1,507	39.8	94.80	37.70
09 Montérégie	4,768	1,973	41.4	94.60	39.20
10 Lanaudière	1,561	556	35.6	89.30	31.80
11 Laurentides	7,324	2,824	38.6	141.50	54.60
12 Montréal	21,012	13,725	65.3	136.30	89.00
13 Outaouais	3,081	1,657	53.8	115.20	62.00
14 Abitibi-Témiscamingue	1,517	766	50.5	83.00	41.90
15 Saguenay-Lac-Saint-Jean	2,947	1,148	38.9	82.40	32.10
16 Manicouagan	1,131	502	44.4	76.80	34.10
17 Duplessis	918	405	44.1	76.50	33.70
18 Baie-James	753	323	42.9	82.70	35.50
19 Laval	1,718	1,138	66.2	105.90	70.10
20 Centre-du-Québec	1,269	557	43.9	84.30	37.00
21 Nunavik	191	87	45.5	201.30	91.60
Québec	76,135	38,955	51.2	117.80	60.30

¹ Equal to the amount of the average occupancy rate multiplied by the average daily room rate

## Campgrounds in 2007

Tourism region	Average number of sites available daily for all campers	Average number of sites occupied daily		Average occupancy rate (%)	
		Seasonal campers	Itinerant campers	Seasonal campers	Itinerant campers
01 Îles-de-la-Madeleine	645	93	147	14.4	26.8
02 Gaspésie	5,415	1,061	1,220	19.8	28.3
03 Bas-Saint-Laurent	3,332	1,086	823	32.7	36.9
04 Québec region	5,221	2,055	1,458	40.0	46.0
05 Charlevoix	1,968	294	661	14.9	39.7
06 Chaudière-Appalaches	7,243	3,754	1,082	51.8	31.1
07 Mauricie	6,507	2,719	931	41.8	24.7
08 Cantons-de-l'Est	12,889	6,830	2,249	53.0	37.3
09 Montérégie	19,397	13,628	1,181	70.2	21.4
10 Lanaudière	8,244	5,296	512	64.4	17.8
11 Laurentides	9,741	4,716	1,871	48.5	36.5
12 Montréal	—	—	—	—	—
13 Outaouais	5,511	2,938	984	53.6	38.8
14 Abitibi-Témiscamingue	3,010	1,594	425	52.9	27.7
15 Saguenay-Lac-Saint-Jean	5,820	2,190	1,276	37.8	35.6
16 Manicouagan	1,386	250	434	18.0	38.5
17 Duplessis	834	328	170	39.9	32.7
18 Baie-James	c	c	c	c	c
19 Laval	c	c	c	c	c
20 Centre-du-Québec	6,278	3,154	682	50.2	21.9
21 Nunavik	c	c	c	c	c
Québec	104,008	51,733	16,355	49.9	31.5

—: Do not apply

c: Confidential figures due to the limited number of campgrounds or respondents

Source: Institut de la statistique du Québec

## 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

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

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

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

**Tourism revenue:** Spending in Québec by all visitors and spending by Québec residents for trips outside the province

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

**Person-nights-hotel:** Total number of units occupied annually in accommodation establishments

**Note to the reader:**

In 2007, the Baie-James tourist region was separated into two distinct regions: Baie-James (Region 18) and Eeyou Istchee (Region 22). The only table which presents data for these two regions concerns businesses operating in the tourism sector.

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