



## International Tourism Around the World

Spending by tourist-generating countries for 2005*			Main international tourist destinations for 2005*					
			Arrivals			Spending		
	US \$ billion	Market share (%)	Million	Market share (%)		US \$ billion	Market share (%)	
Germany	72.7	10.6	France	75.9	9.4	United States	81.7	12.0
United States	69.2	10.1	Spain	55.9	6.9	Spain	47.9	7.0
United Kingdom	59.6	8.7	United States	49.2	6.1	France	42.3	6.2
Japan	37.5	5.5	China	46.8	5.8	Italy	35.4	5.2
France	31.2	4.6	Italy	36.5	4.5	United Kingdom	30.7	4.5
Italy	22.4	3.3	United Kingdom	30.0	3.7	China	29.3	4.3
China	21.8	3.2	Mexico	21.9	2.7	Germany	29.2	4.3
Canada	18.4	2.7	Germany	21.5	2.7	Turkey	18.2	2.7
Russia	17.8	2.6	Turkey	20.3	2.5	Australia	16.9	2.5
The Netherlands	16.2	2.4	Austria	20.0	2.5	Austria	15.5	2.3
			Québec	2.7	0.3	Québec	3.0	0.4
<b>World</b>	<b>683</b>	<b>100.0</b>	<b>World</b>	<b>806</b>	<b>100.0</b>	<b>World</b>	<b>683</b>	<b>100.0</b>

\* Data for 2006 is not available.

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\*

	2005 (000)	Volume Market share (%)	2005 (\$ million)	Spending Market share (%)
Ontario	21,759	53.9	5,522	38.6
British Columbia	7,768	19.3	3,514	24.6
<b>Québec</b>	<b>4,555</b>	<b>11.3</b>	<b>2,444</b>	<b>17.1</b>
Alberta	1,973	4.9	1,466	10.2
New Brunswick	1,940	4.8	211	1.5
Manitoba	659	1.6	249	1.7
Nova Scotia	611	1.5	372	2.6
Yukon	399	1.0	113	0.8
Saskatchewan	312	0.8	163	1.1
Prince Edward Island	223	0.6	85	0.6
Newfoundland	107	0.3	87	0.6
Northwest Territories	37	0.1	77	0.5
<b>Canada</b>	<b>40,342</b>	<b>100.0</b>	<b>14,302</b>	<b>100.0</b>

\* Includes results for both tourists and excursionists

Source: Statistics Canada

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

In 2006, Québec was made up of 21 tourism regions and welcomed 28,551,000 tourists. The total tourism revenue was \$10.64 billion.

Tourist volume			Tourism revenue		
Total	Summer	Winter	Total	Summer	Winter
28,551,000	47.1%	27.7%	\$10.64 billion	43.8%	29.4%

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

	Total	Québec	Other provinces	United States	France	United Kingdom	Germany	Mexico	Japan
Volume (000)	<b>28,551</b>	75.8%	12.9%	7.4%	1.0%	0.5%	0.2%	0.2%	0.2%
Revenue (\$ billion)	<b>10.64</b>	63.5%	13.8%	12.5%	3.2%	1.0%	0.5%	0.6%	0.4%

<sup>1</sup> Ministère du Tourisme estimates

Sources: Statistics Canada and Ministère du Tourisme

## Economic Indicators

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

- \$10.64 billion

### Foreign Exchange in 2005\*

- Revenue from visitors from outside Québec: \$2.44 billion
- Spending by Québec visitors abroad: \$3.28 billion
- International tourism balance: -\$837 million
- Variation of tourism deficit for Québec compared to 2004: 23.9%
- Québec's fifth leading export

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

- Gross domestic product (GDP): \$7.74 billion
- 2.7% of Québec's GDP

### Businesses in the tourism industry in 2005\*

29,600 businesses

- Accommodation services: 25.8%
- Food services: 48.7%
- Travel planning and reservation services: 2.9%
- Transportation services: 6.7%
- Others: 16%

### Employment in 2005\*

- Some 388,000 jobs in tourism-related industries
- Tourism is directly responsible for a third of these, meaning 133,000 jobs
- Some 53,000 jobs indirectly a result of tourism

### Tax revenue in 2006<sup>1</sup>

Total: \$2.8 billion

- Canadian government: \$1.1 billion
- Québec government: \$1.7 billion

<sup>1</sup> Ministère du Tourisme estimates

\* Data for 2006 is not available.

Sources : Statistics Canada, Institut de la statistique du Québec, *Étude d'impact économique pour le Québec des dépenses touristiques pour l'année 2005* and Ministère du Tourisme

## Information Facilities and Services

In 2006, there were **249 visitor centers** in operation in Québec, including 7 Infotourist centers managed by Ministère du Tourisme that welcome nearly 300,000 visitors annually.

The Ministère du Tourisme website, **Bonjour Québec.com**, was visited by close to **11,600,000 Internet users** in 2005\*. The visitor breakdown is as follows:

- 32% from the United States
- 30% from Québec
- 20% from countries other than the United States
- 18% from other Canadian provinces

Over **82,000 person-nights were reserved** in 2005\* via Bonjour Québec.com, of which 30% were made by visitors from Québec, 28% by visitors from other Canadian provinces, 25% by visitors from countries other than the United States, and 17% by visitors from the United States.

In 2006, **Ministère du Tourisme tourist information services** handled over 170,000 phone calls (average length: 5 minutes) and 65,000 emails, and mailed out over 170,000 information packages.

---

\* Data for 2006 is not available.

Source: Ministère du Tourisme

## Accommodation

### Classification in 2006:

Québec has 5,828 classified establishments, including 1,938 hotels and 1,554 bed & breakfasts, broken down as follows:

#### • 1,938 hotels

0 stars	*	**	***	****	*****	Under review
23	327	755	583	212	19	19

#### • 1,554 bed & breakfasts

0 stars	*	**	***	****	*****	Under review
0	6	141	812	540	23	32

Source: Ministère du Tourisme

### Accommodation establishments in 2006:

Average number of units available daily	75,529
Average number of units occupied daily	38,585
Average occupancy rate	51.1%
Average daily room rate (excluding taxes)	\$114.40
Room revenue per available unit	\$58.50
Number of person-nights-hotel	14,091,992

### Campgrounds in 2006:

Average number of sites available daily	103,829
Average number of sites occupied daily	66,429
Average occupancy rate	64.1%

Source: Institut de la statistique du Québec

## Overview of the Regions

### Tourists in the Regions in 2004\* (for all markets)

Tourism region	Breakdown		Revenue		Average spending per stay \$	Average length of stay days
	Volume 000	% \$ million	%	%		
01 Îles-de-la-Madeleine	75	0.2	39	0.6	522	8.7
02 Gaspésie	856	2.8	196	2.8	229	4.1
03 Bas-Saint-Laurent	1,095	3.5	218	3.1	199	2.8
<b>04 Québec region</b>	<b>5,288</b>	<b>17.1</b>	<b>1,480</b>	<b>21.1</b>	<b>280</b>	<b>2.8</b>
05 Charlevoix	670	2.2	154	2.2	229	2.5
06 Chaudière-Appalaches	1,287	4.2	153	2.2	119	2.5
07 Mauricie	1,512	4.9	196	2.8	130	2.4
08 Cantons-de-l'Est	2,366	7.6	327	4.7	138	2.2
09 Montérégie	1,501	4.8	192	2.7	128	2.7
10 Lanaudière	1,340	4.3	139	2.0	104	2.5
11 Laurentides	2,927	9.5	504	7.2	172	2.7
<b>12 Montréal</b>	<b>6,478</b>	<b>20.9</b>	<b>2,330</b>	<b>33.2</b>	<b>360</b>	<b>3.0</b>
13 Outaouais	1,422	4.6	180	2.6	127	2.6
14 Abitibi-Témiscamingue	646	2.1	111	1.6	171	3.6
15 Saguenay-Lac-Saint-Jean	1,274	4.1	250	3.6	196	3.2
16 Manicouagan	460	1.5	93	1.3	202	2.7
17 Duplessis	149	0.5	53	0.8	356	4.6
18 Nord-du-Québec	25	0.1	8	0.1	319	2.4
19 Laval	179	0.6	29	0.4	160	2.5
20 Centre-du-Québec	816	2.6	61	0.9	75	2.1
Not specified	577	1.9	312	4.4	—	—
Subtotal	30,941	100.0	7,023	100.0	—	—
Other revenue	—	—	207	—	—	—
Québec	30,941	—	7,230	—	255	3.0

\* Data for 2005 and 2006 is not available.

Source: Statistics Canada

### Origin of Tourists in 2004\* (%)

Tourism region	Québec	Other Canadian provinces	United States	Other countries
01 Îles-de-la-Madeleine	91.5	2.7	5.0	0.8
02 Gaspésie	83.3	7.1	4.0	5.6
03 Bas-Saint-Laurent	88.4	5.3	2.5	3.8
<b>04 Québec region</b>	<b>66.2</b>	<b>12.2</b>	<b>13.2</b>	<b>8.4</b>
05 Charlevoix	87.6	2.8	3.7	5.9
06 Chaudière-Appalaches	87.4	4.6	6.4	1.6
07 Mauricie	91.6	3.2	1.7	3.5
08 Cantons-de-l'Est	89.1	3.8	5.6	1.4
09 Montérégie	86.6	4.9	6.3	2.2
10 Lanaudière	96.3	1.2	1.0	1.5
11 Laurentides	81.2	11.5	4.6	2.7
<b>12 Montréal</b>	<b>38.1</b>	<b>30.0</b>	<b>19.8</b>	<b>12.1</b>
13 Outaouais	72.0	23.1	3.6	1.2
14 Abitibi-Témiscamingue	84.1	11.9	2.7	1.3
15 Saguenay-Lac-Saint-Jean	91.9	1.6	1.2	5.3
16 Manicouagan	77.1	3.0	2.6	17.2
17 Duplessis	87.9	1.3	7.2	3.6
18 Nord-du-Québec	80.3	–	19.3	0.4
19 Laval	77.8	7.3	11.7	3.2
20 Centre-du-Québec	93.9	2.3	2.7	1.1
Québec	75.4	12.9	8.3	3.5

\* Data for 2005 and 2006 is not available.

Source: Statistics Canada.



## Economic Indicators for the Regions

Tourism region	Businesses operating in the tourism sector in 2005*	Administrative region	Jobs generated by tourism in 2005*	
			Annual average	High season
01 Îles-de-la-Madeleine	457	01 Bas-Saint-Laurent	2,900	3,500
02 Gaspésie	1,314	02 Saguenay-Lac-Saint-Jean	4,000	5,500
03 Bas-Saint-Laurent	922	<b>03 Capitale-Nationale</b>	<b>14,600</b>	<b>16,800</b>
<b>04 Québec region</b>	<b>2,438</b>	04 Mauricie	4,000	5,400
05 Charlevoix	605	05 Estrie	4,700	5,700
06 Chaudière-Appalaches	1,518	<b>06 Montréal</b>	<b>39,000</b>	<b>49,500</b>
07 Mauricie	1,188	07 Outaouais	6,800	8,400
08 Cantons-de-l'Est	2,023	08 Abitibi-Témiscamingue	2,000	2,700
09 Montérégie	3,206	09 Côte-Nord and 10 Nord-du-Québec	2,400	3,000
10 Lanaudière	1,265	11 Gaspésie-Îles-de-la-Madeleine	1,600	2,500
11 Laurentides	2,261	12 Chaudière-Appalaches	4,400	5,900
<b>12 Montréal</b>	<b>6,436</b>	13 Laval	6,700	8,600
13 Outaouais	1,091	14 Lanaudière	5,600	6,400
14 Abitibi-Témiscamingue	725	15 Laurentides	12,800	16,700
15 Saguenay-Lac-Saint-Jean	1,299	16 Montérégie	19,100	21,800
16 Manicouagan	388	17 Centre-du-Québec	2,600	3,900
17 Duplessis	364	Québec	133,300	166,400
18 Baie-James	208			
19 Laval	898			
20 Centre-du-Québec	775			
21 Nunavik	22			
Businesses not itemized on a regional basis	152			
Québec	29,555			

\* Data for 2006 is not available.

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

## Accommodations in the Regions

### Accommodation establishments in 2006

Tourism region	Average number of units available daily	Average number of units occupied daily	Average occupancy rate (%)	Average daily room rate (\$)
01 Îles-de-la-Madeleine	314	123	39.3	66.60
02 Gaspésie	2,730	1,072	39.3	83.80
03 Bas-Saint-Laurent	2,241	1,091	48.7	77.50
<b>04 Québec region</b>	<b>11,885</b>	<b>6,572</b>	<b>55.3</b>	<b>115.40</b>
05 Charlevoix	2,213	840	38.0	111.80
06 Chaudière-Appalaches	2,093	843	40.3	79.30
07 Mauricie	2,617	1,055	40.3	100.60
08 Cantons-de-l'Est	3,991	1,527	38.2	94.80
09 Montérégie	4,764	2,109	44.3	88.30
10 Lanaudière	1,514	571	37.7	87.60
11 Laurentides	7,269	2,870	39.5	139.00
<b>12 Montréal</b>	<b>20,429</b>	<b>13,338</b>	<b>65.3</b>	<b>132.60</b>
13 Outaouais	3,115	1,722	55.3	118.50
14 Abitibi-Témiscamingue	1,523	763	50.1	79.40
15 Saguenay-Lac-Saint-Jean	2,888	1,182	40.9	74.10
16 Manicouagan	1,141	522	45.7	72.90
17 Duplessis	927	377	40.6	74.20
18 Baie-James	764	338	44.2	79.10
19 Laval	1,698	1,120	65.9	101.50
20 Centre-du-Québec	1,250	503	40.2	84.30
21 Nunavik	172	85	49.3	196.00
Québec	75,529	38,585	51.1	114.40

Source: Institut de la statistique du Québec

## Campgrounds in 2006

Tourism region	Average number of sites available daily	Average number of sites occupied daily	Average occupancy rate (%)
01 Îles-de-la-Madeleine	645	223	34.6
02 Gaspésie	5,355	2,200	41.5
03 Bas-Saint-Laurent	3,318	1,882	57.2
<b>04 Québec region</b>	<b>5,319</b>	<b>3,232</b>	<b>60.8</b>
05 Charlevoix	1,925	921	48.0
06 Chaudière-Appalaches	7,213	4,866	67.5
07 Mauricie	6,501	3,679	56.8
08 Cantons-de-l'Est	12,915	8,892	69.0
09 Montérégie	19,275	14,716	76.4
10 Lanaudière	8,162	5,492	67.4
11 Laurentides	9,818	6,328	64.6
<b>12 Montréal</b>	<b>—</b>	<b>—</b>	<b>—</b>
13 Outaouais	5,418	3,745	69.3
14 Abitibi-Témiscamingue	2,807	1,675	59.7
15 Saguenay-Lac-Saint-Jean	5,979	3,466	58.1
16 Manicouagan	1,448	653	45.3
17 Duplessis	826	479	58.7
18 Baie-James	c	c	c
19 Laval	c	c	c
20 Centre-du-Québec	6,328	3,653	58.0
21 Nunavik	c	c	c
<b>Québec</b>	<b>103,829</b>	<b>66,429</b>	<b>64.1</b>

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

Source: Institut de la statistique du Québec

## Definitions

**Tourist:** Person who travels at least 80km, stays more than 24 hours (one or more nights), and uses a commercial or private accommodation

**Excursionist:** Person who travels at least 80 km, stays less than 24 hours, and does not use a commercial or private accommodation

**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

**Other revenue:** Spending by Québec residents in one region of Québec for travel to another region

**Note to the reader:**

Because the Baie-James (18) and Nunavik (21) regions have only been in existence since May of 2005, their annual statistics are combined in the old region of Nord-du-Québec (18) in certain tables.

© Ministère du Tourisme

ISSN : 1913-2883 (Print)

ISSN : 1913-2891 (Online)

April 2007