

Tourisme

Québec



Tourism in figures 2005

International Tourism Around the World

Spending by tourist-generating countries for 2005			Main international tourist destinations for 2005					
			Arrivals			Spending		
	US \$ billion	Market share (%)		Market share (%)		US \$ billion	Market share (%)	
			Million					
Germany	72.7	10.7	France	76.0	9.4	United States	81.7	12.0
United States	69.2	10.2	Spain	55.6	6.9	Spain	47.9	7.0
United Kingdom	59.6	8.8	United States	49.4	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	Austria	15.5	2.3
The Netherlands	16.2	2.4	Austria	20.0	2.5	Australia	14.9	2.2
			Québec	2.7	0.3	Québec	3.0	0.4
The World	680	100.0	The World	806	100.0	The World	680	100.0

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*

	Volume		Spending	
	2005 (000)	Market share (%)	2005 (\$ million)	Market share (%)
Ontario	21,759	53.9	5,522	38.6
British Columbia	7,768	19.3	3,514	24.6
Québec	4,555	11.3	2,444	17.1
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
Canada	40,342	100.0	14,302	100.0

* Includes results for both tourists and excursionists

Source: Statistics Canada

General Overview of Québec¹

In 2005, Québec was made up of 21 tourism regions and welcomed 28,771,862 tourists. The total tourism revenue was \$10.19 billion.

Tourist volume			Tourism revenue		
Total	Summer	Winter	Total	Summer	Winter
28,771,862	47.0 %	27.9 %	\$10,19 billion	43.3 %	29.7 %

Sources: Statistics Canada and Ministère du Tourisme

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)	28,772	75.7 %	13.0 %	7.6 %	1.0 %	0.5 %	0.2 %	0.2 %	0.2 %
Revenue (\$ billion)	10.19	62.6 %	13.4 %	13.5 %	3.3 %	1.1 %	0.5 %	0.6 %	0.4 %

Sources: Statistics Canada and Ministère du Tourisme

¹ Ministère du Tourisme estimates

Economic Indicators

Total revenue from tourism in Québec in 2005¹

- \$10.19 billion

Foreign Exchange

- Revenue from visitors from outside Québec: \$2.44 billion
- Spending by Québec visitors abroad: \$3.28 billion
- Tourism balance in 2005: -\$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

- Gross domestic product (GDP): \$7.42 billion
- 2.7% of Québec's GDP

Businesses in the tourism industry

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

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

Total: \$2.7 billion

- Canadian government: \$1 billion
- Québec government: \$1.7 billion

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

¹ Ministère du Tourisme estimates

Information Facilities and Services

In 2005, there were **214 visitor centers** in operation in Québec, including 7 Infotourist centers managed by Ministère du Tourisme that welcome over 318,000 visitors annually.

The Ministère du Tourisme website, **Bonjour Québec.com**, was visited by close to **11,600,000 Internet users** in 2005. The visitors 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 by Quebecers, 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.

Every year, the **tourist information services of Ministère du Tourisme** handle nearly 195,000 phone calls (average length: 5 minutes) and 67,000 emails, and mail over 185,000 information packages.

Source: Ministère du Tourisme

Accommodation

Classification in 2005:

Québec has 5,756 classified establishments, including 2,010 hotels and 1,656 bed & breakfasts, broken down as follows:

• 2,010 hotels						
0 stars	*	**	***	****	*****	Under review
29	363	784	580	201	20	33
• 1,656 bed & breakfasts						
0 stars	*	**	***	****	*****	Under review
0	5	174	854	540	24	59

Source: Ministère du Tourisme

Accommodation establishments in 2005:

Average number of units available daily	74,651
Average number of units occupied daily	38,250
Average occupancy rate	51.2%
Average daily room rate	\$109.50
Number of person-nights-hotel	13,965,736

Campgrounds in 2005:

Average number of sites available daily	104,463
Average number of sites occupied daily	66,636
Average occupancy rate	64%

Source: Institut de la statistique du Québec

Overview of the Regions

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

Tourism region	Breakdown		Average spending		Average length of stay days
	Volume 000	Revenue % \$ million	per stay \$		
01 Îles-de-la-Madeleine	75	0.2	39	0.6	8.7
02 Gaspésie	856	2.8	196	2.8	4.1
03 Bas-Saint-Laurent	1,095	3.5	218	3.1	2.8
04 Québec region	5,288	17.1	1,480	21.1	2.8
05 Charlevoix	670	2.2	154	2.2	2.5
06 Chaudière-Appalaches	1,287	4.2	153	2.2	2.5
07 Mauricie	1,512	4.9	196	2.8	2.4
08 Cantons-de-l'Est	2,366	7.6	327	4.7	2.2
09 Montérégie	1,501	4.8	192	2.7	2.7
10 Lanaudière	1,340	4.3	139	2.0	2.5
11 Laurentides	2,927	9.5	504	7.2	2.7
12 Montréal	6,478	20.9	2,330	33.2	3.0
13 Outaouais	1,422	4.6	180	2.6	2.6
14 Abitibi-Témiscamingue	646	2.1	111	1.6	3.6
15 Saguenay-Lac-Saint-Jean	1,274	4.1	250	3.6	3.2
16 Manicouagan	460	1.5	93	1.3	2.7
17 Duplessis	149	0.5	53	0.8	4.6
18 Nord-du-Québec	25	0.1	8	0.1	2.4
19 Laval	179	0.6	29	0.4	2.5
20 Centre-du-Québec	816	2.6	61	0.9	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	—	3.0

* Data for 2005 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
04 Québec region	66.2	12.2	13.2	8.4
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
12 Montréal	38.1	30.0	19.8	12.1
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 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	03 Capitale Nationale	14,600	16,800
04 Québec region	2,438	04 Mauricie	4,000	5,400
05 Charlevoix	605	05 Estrie	4,700	5,700
06 Chaudière-Appalaches	1,518	06 Montréal	39,000	49,500
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
12 Montréal	6,436	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 Central 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			

Sources: Statistics Canada and Emploi-Québec

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

Accommodations in the Regions

Accommodation establishments in 2005

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	356	132	37.1	65.00
02 Gaspésie	2,752	1,083	39.4	77.50
03 Bas-Saint-Laurent	2,188	1,092	49.9	77.80
04 Québec region	11,681	6,572	56.3	115.10
05 Charlevoix	2,203	852	38.7	106.30
06 Chaudière-Appalaches	2,003	783	39.1	72.10
07 Mauricie	2,573	1,043	40.5	82.10
08 Cantons-de-l'Est	4,101	1,565	38.2	82.60
09 Montérégie	4,746	2,203	46.4	86.90
10 Lanaudière	1,506	568	37.7	83.30
11 Laurentides	7,216	2,964	41.1	125.70
12 Montréal	19,941	13,034	65.4	128.90
13 Outaouais	3,100	1,572	50.7	112.30
14 Abitibi-Témiscamingue	1,588	820	51.6	73.50
15 Saguenay-Lac-Saint-Jean	2,910	1,123	38.6	74.30
16 Manicouagan	1,102	511	46.4	71.40
17 Duplessis	935	373	39.9	72.20
18 Nord-du-Québec	911	372	40.8	104.40
19 Laval	1,624	1,078	66.4	98.00
20 Centre-du-Québec	1,211	511	42.2	77.30
Québec	74,651	38,250	51.2	109.50

Source: Institut de la statistique du Québec

Campgrounds in 2005

Tourism region	Average number of sites available daily	Average number of sites occupied daily	Average occupancy rate (%)
01 Îles-de-la-Madeleine	689	287	44.4
02 Gaspésie	5,842	2,685	46.5
03 Bas-Saint-Laurent	3,244	1,804	56.1
04 Québec region	5,710	3,552	62.6
05 Charlevoix	1,978	969	49.4
06 Chaudière-Appalaches	7,142	4,760	66.7
07 Mauricie	6,761	3,480	51.9
08 Cantons-de-l'Est	12,551	8,882	70.9
09 Montérégie	19,608	14,575	74.4
10 Lanaudière	7,562	5,209	68.9
11 Laurentides	9,955	6,461	65.0
12 Montréal	-	-	-
13 Outaouais	5,920	4,191	71.2
14 Abitibi-Témiscamingue	2,818	1,551	55.0
15 Saguenay-Lac-Saint-Jean	5,845	3,560	60.8
16 Manicouagan	1,305	542	41.6
17 Duplessis	986	533	54.9
18 Baie-James	c	c	c
19 Laval	c	c	c
20 Centre-du-Québec	5,990	3,136	52.4
21 Nunavik	c	c	c
Québec	104,463	66,636	64.0

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.

December 2006