



Tourism in figures 2004 (Final version)

Tourism Around the World

Spending by tourist-generating countries (US\$ billion)			Main international tourist destinations					
			Arrivals (million)			Spending (US\$ billion)		
	2003*	Market share		2004	Market share		2004	Market share
Germany	64.7	12.4%	France	75.1	9.8%	United States	74.5	12.0%
United States	56.6	10.8%	Spain	53.6	7.0%	Spain	45.2	7.3%
United Kingdom	48.5	9.3%	United States	46.1	6.0%	France	40.8	6.6%
Japan	29.0	5.5%	China	41.8	5.5%	Italy	35.7	5.7%
France	23.6	4.5%	Italy	37.1	4.9%	Germany	27.7	4.5%
Italy	20.5	3.9%	United Kingdom	27.7	3.6%	United Kingdom	27.3	4.4%
China	15.2	2.9%	Hong Kong	21.8	2.9%	China	25.7	4.1%
Netherlands	14.6	2.8%	Mexico	20.6	2.7%	Turkey	15.9	2.6%
Canada	13.3	2.5%	Germany	20.1	2.6%	Austria	15.4	2.5%
Russia	12.9	2.5%	Austria	19.4	2.5%	Australia	13.0	2.1%
			Québec	2.7	0.4%	Québec	3.2	0.5%
Worldwide	523.0	100.0%	Worldwide	762.5	100.0%	Worldwide	622.0	100.0%

*2004 data is not available.

Source: World Tourism Organization

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

International Tourism in Canada*

	Volume (000)		Spending (\$ million)	
	2004	Market share	2004	Market share
Ontario	23,703	54.7%	5,694	38.4%
British Columbia	8,028	18.5%	3,707	25.0%
Québec	4,873	11.2%	2,432	16.4%
New Brunswick	2,119	4.9%	242	1.6%
Alberta	2,023	4.7%	1,541	10.4%
Manitoba	766	1.8%	269	1.8%
Nova Scotia	647	1.5%	405	2.7%
Yukon	407	0.9%	103	0.7%
Saskatchewan	364	0.8%	172	1.2%
P.E.I.	254	0.6%	102	0.7%
Newfoundland	110	0.3%	105	0.7%
N.W.T.	34	0.1%	60	0.4%
Canada	43,330	100.0%	14,832	100.0%

*Includes results for both tourists and excursionists

Source: Statistics Canada

Overview of Québec

In 2004, Québec was made up of 21 tourism regions and welcomed 28,344,000 tourists. The total tourism revenue was \$9.75 billion.

Tourist volume		
Total	Summer	Winter
28,344,000	47.2%	27.5%

Tourism revenue		
Total	Summer	Winter
\$9.75 billion	44.2%	29.1%

Sources: Statistics Canada and Ministère du Tourisme

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

	Total	Québec	Other provinces	United States	France	Great Britain	Germany	Mexico	Japan
Volume (000)	28,344	75.4%	12.9%	8.3%	0.9%	0.4%	0.2%	0.2%	0.1%
Revenue (\$ million)	9,750	61.7%	13.3%	15.1%	3.0%	0.9%	0.6%	0.5%	0.4%

Sources: Statistics Canada and Ministère du Tourisme

Economic Indicators

Total tourism revenue in Québec

- \$9.75 billion

Foreign Exchange

- Revenue from visitors from outside Québec: \$2.43 billion
- Spending by Québec visitors abroad: \$3.11 billion
- Tourism balance in 2004: –\$675 million
- Variation in Québec tourist deficit versus 2003: 2.9%
- Québec's fifth leading export

Economic impact of tourist consumption in Québec

- Gross domestic product (GDP): \$6.99 billion
- 2.6% of Québec GDP

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

Tourism industry businesses

29,000 businesses

- Accommodation services: 25.3%
- Food services: 50.3%
- Travel planning and reservation services: 3.1%
- Transportation services: 7.2%
- Others: 14.1%

Employment

- 130,000 direct jobs
- 48,000 indirect jobs

Tax revenue

Total: \$2.6 billion

- Canadian government: \$1 billion
- Québec government: \$1.6 billion

Information Facilities and Services

In 2004, there were **252 visitor centers** in operation in Québec, including 7 Infotourist centers managed by Ministère du Tourisme that welcome over 288,000 visitors annually.

The Ministère du Tourisme website, **BonjourQuébec.com**, is visited by close to **9,000,000 Internet users annually, who spend an average of 11.4 minutes each**. The visitor breakdown is as follows:

- 37% from the United States
- 30% from Québec
- 17% from countries other than the United States
- 16% from the other Canadian provinces

Over **72,000 person-nights were reserved** in 2004 via Bonjour Québec.com, of which 32% were by visitors from the other Canadian provinces, 26% from Québec, 22% by visitors from countries other than the United States, and 20% by visitors from the United States.

Every year, the **tourist information services of Ministère du Tourisme** handle over 215,000 phone calls (average length: 5 1/2 minutes) and 70,000 emails, and mail nearly 214,000 information packages.

Source: Ministère du Tourisme

Accommodation

Classification in 2004:

Québec has 5,637 classified establishments, including 2,002 hotels and 1,668 bed & breakfasts, broken down as follows:

• 2,002 hotels						
0 stars	*	**	***	****	*****	Under review
33	403	774	570	180	23	19
• 1,668 bed & breakfasts						
0 soleil	*	**	**	****	*****	Under review
0	8	199	886	498	24	53

Source: Ministère du Tourisme

Accommodation establishments in 2004:

Average number of units available daily	74,468
Average number of units occupied daily	38,122
Average occupancy rate	51.2%
Average daily room rate	\$105.00
Number of person-nights-hotel	13,962,390

Campgrounds in 2004:

Average number of sites available daily	102,155
Average number of sites occupied daily	64,156
Average occupancy rate	63.1%

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	
	Volume (000)	Revenue (\$ million)	per stay	per stay		
01 Îles-de-la-Madeleine	75	0.2%	39	0.6%	\$522	8.7 days
02 Gaspésie	856	2.8%	196	2.8%	\$229	4.1 days
03 Bas-Saint-Laurent	1,095	3.5%	218	3.1%	\$199	2.8 days
04 Québec region	5,288	17.1%	1,480	21.1%	\$280	2.8 days
05 Charlevoix	670	2.2%	154	2.2%	\$229	2.5 days
06 Chaudière-Appalaches	1,287	4.2%	153	2.2%	\$119	2.5 days
07 Mauricie	1,512	4.9%	196	2.8%	\$130	2.4 days
08 Cantons-de-l'Est	2,366	7.6%	327	4.7%	\$138	2.2 days
09 Montérégie	1,501	4.8%	192	2.7%	\$128	2.7 days
10 Lanaudière	1,340	4.3%	139	2.0%	\$104	2.5 days
11 Laurentides	2,927	9.5%	504	7.2%	\$172	2.7 days
12 Montréal	6,478	20.9%	2,330	33.2%	\$360	3.0 days
13 Outaouais	1,422	4.6%	180	2.6%	\$127	2.6 days
14 Abitibi-Témiscamingue	646	2.1%	111	1.6%	\$171	3.6 days
15 Saguenay-Lac-Saint-Jean	1,274	4.1%	250	3.6%	\$196	3.2 days
16 Manicouagan	460	1.5%	93	1.3%	\$202	2.7 days
17 Duplessis	149	0.5%	53	0.8%	\$356	4.6 days
18 Nord-du-Québec	25	0.1%	8	0.1%	\$319	2.4 days
19 Laval	179	0.6%	29	0.4%	\$160	2.5 days
20 Centre-du-Québec	816	2.6%	61	0.9%	\$75	2.1 days
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 days

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%

Source: Statistics Canada

Economic Indicators for the Regions

Tourism region	Businesses operating in the tourism sector in 2004	Administrative region	Jobs generated by tourism in 2004
01 Îles-de-la-Madeleine	501	01 Bas-Saint-Laurent	2,800
02 Gaspésie	1,106	02 Saguenay–Lac-Saint-Jean	4,000
03 Bas-Saint-Laurent	897	03 Capitale-Nationale	13,600
04 Québec region	2,427	04 Mauricie	3,200
05 Charlevoix	523	05 Estrie	3,900
06 Chaudière-Appalaches	1,391	06 Montréal	36,900
07 Mauricie	1,002	07 Outaouais	5,600
08 Cantons-de-l'Est	1,972	08 Abitibi-Témiscamingue	2,200
09 Montérégie	3,173	09 Côte-Nord and 10 Nord-du-Québec	1,600
10 Lanaudière	1,164	11 Gaspésie-Îles-de-la-Madeleine	1,500
11 Laurentides	2,104	12 Chaudière-Appalaches	5,200
12 Montréal	6,465	13 Laval	6,600
13 Outaouais	1,041	14 Lanaudière	6,300
14 Abitibi-Témiscamingue	627	15 Laurentides	10,300
15 Saguenay–Lac-Saint-Jean	1,242	16 Montérégie	22,200
16 Manicouagan	349	17 Centre-du-Québec	3,600
17 Duplessis	321	Québec	129,600
18 Nord-du-Québec	141	Sources: Statistics Canada and Emploi-Québec	
19 Laval	826		
20 Centre-du-Québec	801		
Businesses not itemized on a regional basis	771		
Québec	28,844		

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

Accommodation in the Regions

Accommodation establishments in 2004

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	354	143	40.5%	\$64.80
02 Gaspésie	2,816	1,124	39.9%	\$65.10
03 Bas-Saint-Laurent	2,130	1,042	48.9%	\$76.20
04 Québec region	11,513	6,478	56.3%	\$111.90
05 Charlevoix	2,224	911	41.0%	\$105.20
06 Chaudière-Appalaches	2,014	831	41.3%	\$71.10
07 Mauricie	2,575	953	37.0%	\$70.90
08 Cantons-de-l'Est	4,191	1,626	38.8%	\$90.90
09 Montérégie	4,789	2,180	45.5%	\$81.10
10 Lanaudière	1,528	618	40.4%	\$81.40
11 Laurentides	7,249	3,098	42.7%	\$118.70
12 Montréal	19,849	12,986	65.4%	\$122.80
13 Outaouais	3,039	1,474	48.5%	\$107.70
14 Abitibi-Témiscamingue	1,611	758	47.1%	\$68.20
15 Saguenay-Lac-Saint-Jean	2,816	1,014	36.0%	\$71.50
16 Manicouagan	1,125	531	47.2%	\$69.00
17 Duplessis	956	459	48.0%	\$67.10
18 Nord-du-Québec	933	334	35.8%	\$101.20
19 Laval	1,556	1,033	66.4%	\$97.90
20 Centre-du-Québec	1,202	545	45.3%	\$74.10
Québec	74,468	38,122	51.2%	\$105.00

Source: Institut de la statistique du Québec

Campgrounds in 2004

Tourism region	Average number of sites available daily	Average number of sites occupied daily	Average occupancy rate
01 Îles-de-la-Madeleine	684	292	44.3%
02 Gaspésie	5,630	2,311	41.8%
03 Bas-Saint-Laurent	3,207	1,506	47.5%
04 Québec region	5,514	3,268	59.5%
05 Charlevoix	1,963	963	49.8%
06 Chaudière-Appalaches	7,015	4,598	65.6%
07 Mauricie	6,522	3,582	55.0%
08 Cantons-de-l'Est	12,736	8,807	69.3%
09 Montérégie	19,482	14,581	75.2%
10 Lanaudière	7,299	5,000	68.6%
11 Laurentides	9,650	6,075	63.0%
12 Montréal	—	—	—
13 Outaouais	5,645	3,848	68.3%
14 Abitibi-Témiscamingue	2,809	1,638	58.4%
15 Saguenay-Lac-Saint-Jean	5,752	3,421	59.4%
16 Manicouagan	1,371	628	46.7%
17 Duplessis	948	521	55.9%
18 Nord-du-Québec	c	c	c
19 Laval	c	c	c
20 Centre-du-Québec	5,375	2,850	53.6%
Québec	102,155	64,156	63.1%

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 80 km, 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:

For this edition, the Nord-du-Québec region (18) includes the data of the two new regions of Baie-James (18) and Nunavik (21).

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