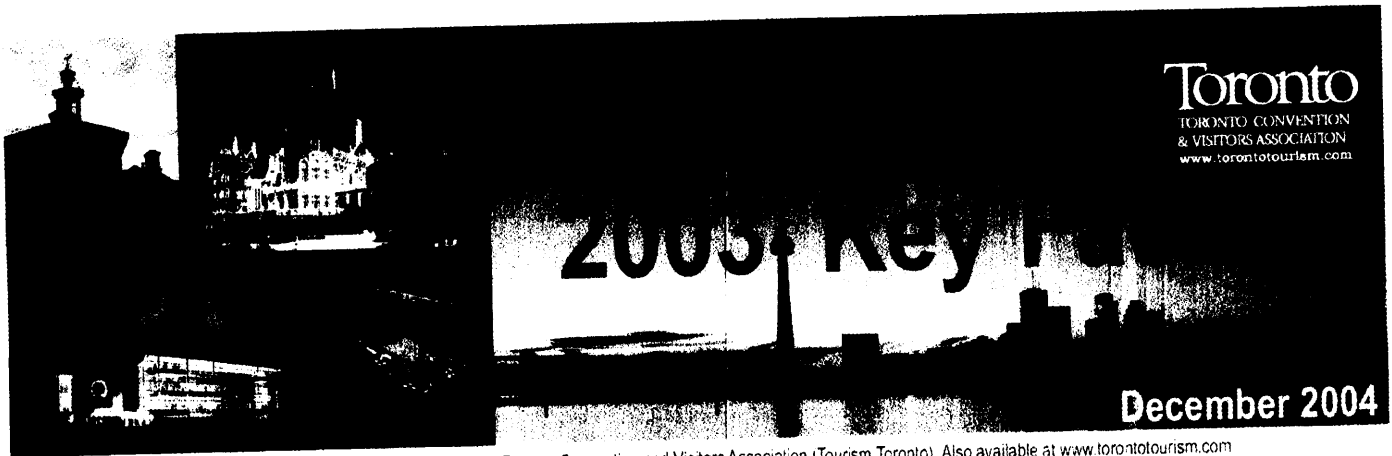




December 2004

Key Facts is published yearly by the Toronto Convention and Visitors Association (Tourism Toronto). Also available at www.torontotourism.com

Travel and Tourism Fast Facts

All Visitors	17.8	17.0	18.9	19.4	n/a
Overnight	n/a	8.9	10.1	10.1	n/a
Same day	n/a	8.1	8.8	9.3	n/a
All Business	n/a	3.1	3.7	3.8	n/a
All Non-Business	n/a	13.9	15.2	15.6	n/a
All Domestic	n/a	13.3	14.4	14.6	n/a
All US	n/a	2.8	3.2	3.4	n/a
All Overseas	n/a	1.1	1.3	1.4	n/a
Total Expenditures	3.90	3.67	4.12	4.37	n/a
Overnight	n/a	3.24	3.70	3.76	n/a
Same day	n/a	0.43	0.42	0.61	n/a
Total Business	n/a	1.34	1.55	1.60	n/a
Total Non-Business	n/a	2.32	2.58	2.76	n/a
Total Domestic	n/a	2.05	2.08	2.20	n/a
Total US	n/a	0.91	1.16	1.24	n/a
Total Overseas	n/a	0.71	0.89	0.93	n/a
Economic Impact (\$ B)	9.1	8.6	9.6	10.2	n/a
Jobs Created (000's)	78.7	76.6	89.4	97.8	n/a
Accommodations	16.2	15.2	18.9	20.0	n/a
Restaurants	23.6	22.2	24.1	25.5	n/a
Taxes Generated (\$ B)	2.05	1.93	2.17	2.30	n/a
Federal	0.94	0.88	0.99	1.05	n/a
Provincial	0.79	0.75	0.84	0.89	n/a
Municipal	0.32	0.30	0.34	0.36	n/a

*estimates; TEAM used for economic impact estimates

Source: Tourism Toronto - data compiled from Statistics Canada revised releases

All Visitors

• Toronto received 17 M visitors in 2003, a decrease of 10% over 2002, due to economic slow down, War/Terrorism and SARS. As a consequence, Toronto received \$3.7 B in direct visitor spending in 2003, a decrease of 11% over 2002.

• Canadians represented 78% of all Toronto visitors and accounted for 56% of all visitor spending in 2003. US residents represented 16% of the visitors and 25% of the spending. While 6% of the visitors were from overseas and accounted for 19% of the spending.

• Toronto visitors spent \$216 per trip on average and stayed 1.9 nights.

Overnight Visitors

• Toronto received 9 M overnight visitors in 2003, a decrease of 11% over 2002, and \$3.2 B in direct visitor spending, a decrease of 12% over 2002.

• Canadian overnight visitors accounted for 67% of the overnight volume and 51% of the overnight spending. American visitors accounted for 22% of the overnight volume and 27% of the overnight spending. Overseas visitors were responsible for 11% of the overnight volume and 22% of the overnight spending.

Visitors

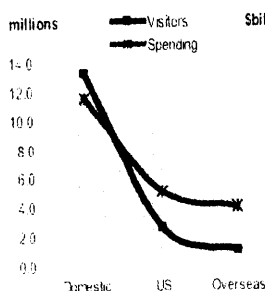


Spending

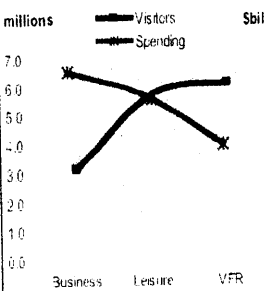


IMPORTANT NOTE: Domestic Trips under 80 km are not included. Statistics Canada numbers used in this release are not always comparable with Statistics Canada numbers from previous Key Facts released, due to methodological changes introduced by Statistics Canada since 2000.

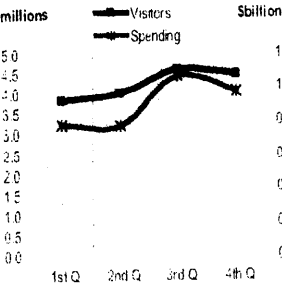
By Origin



By Purpose



By Quarter



Visitors by Market Segment

• As in past years, overseas visitors stayed longer and spent more per trip, however, US visitors spent more per day (see column by origin at left).

• Business visitors spent more than the leisure and Visiting Friends and Relatives (VFR) visitors while in Toronto; mostly because higher percentages of overnight visitors stayed at hotels. The opposite was true for VFR visitors; they spent less than the other two categories even though they stayed longer in Toronto. (see column By Purpose at left).

• Visitor distribution also differed by quarter. Visitors and spending peaked during the summer months, followed by the fall months (see column by quarter at left).

Overnight Stay:	Overnight Spend per Trip:
Domestic - 2.7	Domestic - \$275
US - 2.9	US - \$440
Overseas - 10.2	Overseas - \$752

Overnight Stay:	Overnight Spend per Trip:
Business - 3.3	Business - \$650
Leisure - 2.7	Leisure - \$331
VFR - 4.1	VFR - \$212

Overnight Stay:	Overnight Spend per Trip:
1st Q - 3.2	1st Q - \$355
2nd Q - 3.3	2nd Q - \$332
3rd Q - 4.3	3rd Q - \$384
4th Q - 3.3	4th Q - \$367



Tourism Toronto is the official destination-marketing agency for Toronto's tourism industry. Tourism Toronto focuses on promoting and selling the greater Toronto region as a remarkable destination for tourists, convention delegates and business travellers. Officially operating as a not-for-profit association, Tourism Toronto has nearly 800 members and is a partnership of public and private sectors. 207 Queens Quay West, Ste. 590, Toronto, ON, M5J 1A7 • 416-203-2600 • www.torontotourism.com