



Planning & Development Services Department
Commissioner's Office

MEMORANDUM

TO: Planning and Economic Development Committee

FROM: Bryan W. Tuckey, Commissioner of Planning and Development Services

DATE: April 9, 2008

RE: **Tourism Performance Update for Ontario**

I am pleased to present to you the Ministry of Tourism, Tourism Performance Update for Ontario, reporting on the Statistics Canada results for December 2007.

The Tourism Performance Update provides research on the economic impacts of tourism in Ontario comparing the month, December 2006 to December 2007 as well as, the year 2006 over 2007 where available on the following:

- Tourism Industry Statistics (Border Crossings, Accommodation Statistics, Canadian Air Carrier Data and the Travel Price index);
- Economic Indicators (Consumer Confidence, Labour Force and Bankruptcies);
- Consumer Response Indicators (1-800 Ontario, Ontario Travel Centres, OntarioTravel.net web site)
- Attendance at Government Funded Agency Attractions

Highlights from the Provincial research include:

- Ontario experienced a significant decline in U.S. border crossings 2007 over 2006 (-14%)
- Overall overseas travel into Ontario remained stable 2007 over 2006 (+0.1%).
- In 2007, Ontario saw a +1.6% increase from the United Kingdom, but experienced declines from Germany, Japan and France.
- The emerging overseas markets of Mexico, South Korea, China, Italy and Australia demonstrated positive growth while Israel, Brazil, Netherlands and Hong visitation declined.
- In 2007 Ontario Hotel occupancy rates averaged 62.8%, unchanged from 2006.
- The McMichael Canadian Art Collection was one of 4 of the 10 provincial agencies that reported a positive increase in attendance for the year 2007 to 2006. (+23%)

More information on the economic impact of tourism in Ontario is available on www.tourism.gov.on.ca.

Research Resolutions and Consulting Ltd. will be retained to analyze this provincial data provided by Statistics Canada and report on the economic value and impact of tourism into York Region. This report will be available and reported on before year end.

The York Region Tourism Branch utilizes this research to provide market intelligence to enhance and tailor marketing strategies and to understand and respond to industry trends.

Please contact Brenda McGowan, Manager, Tourism Development at 1-877-464-9675 ext 1553 if you require additional information and copies.

BWT/bm
March 5, 2008
Attachment: Tourism Performance Update For Ontario