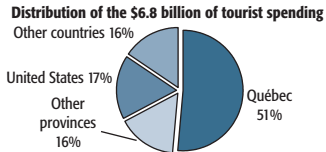
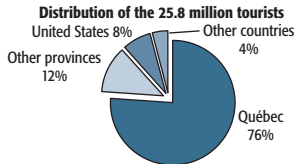


General Overview of Québec in 2007

Number of visitors (000)	61,705
- Tourists	25,800
- Excursionists	35,905
Tourism receipts (\$ million)	10,447
Tourism spending	9,166
- Tourists	6,756
- Excursionists	2,409
Other spending	1,281
Nights (000)	78,364
Average spending per tourist	
- per night	\$86
- per stay	\$262
Average length of stay	3.0 days
Seasons share (tourists)	
	<u>Summer</u> <u>Winter</u>
- volume	46.1% 27.8%
- spending	52.0% 24.4%

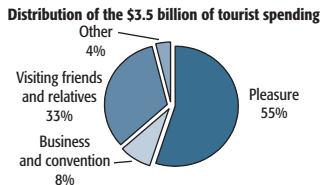
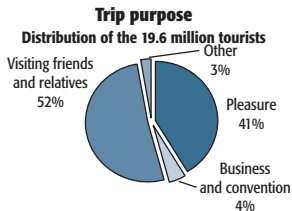


Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: Statistics Canada (*Travel Survey of Residents of Canada and International Travel Survey*) and ministère du Tourisme

Overview of Québec Residents in Québec in 2007

Number of visitors (000)	53,252	
- Tourists	19,621	
- Excursionists	33,631	
Tourism spending (\$ million)	5,734	
- Tourists	3,475	
- Excursionists	2,259	
Other spending (\$ million)	1,198	
Nights (000)	48,992	
Average spending per tourist		
- per night	\$71	
- per stay	\$177	
Average length of stay	2.5 days	
Seasons share (tourists)	Summer	Winter
- volume	44.8%	29.0%
- spending	52.2%	24.9%



Due to the rounding of data, the total may not correspond to the sum of its parts.
 Sources: Statistics Canada (*Travel Survey of Residents of Canada*) and ministère du Tourisme

Overview of Other Canadians in Québec in 2007

Number of visitors (000) **4,396**

- Tourists **3,138**

- Excursionists **1,258**

Tourism spending (\$ million) **1,177**

- Tourists **1,074**

- Excursionists **103**

Other spending (\$ million) **84**

Nights (000) **10,288**

Average spending per tourist

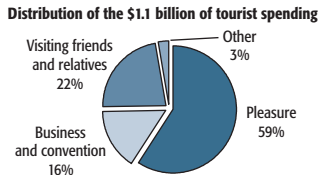
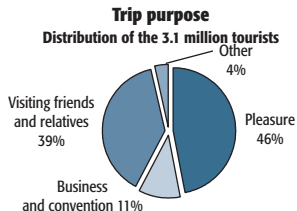
- per night **\$104**

- per stay **\$342**

Average length of stay **3.3 days**

Seasons share (tourists)

	Summer	Winter
- volume	50.0%	25.0%
- spending	51.3%	25.0%

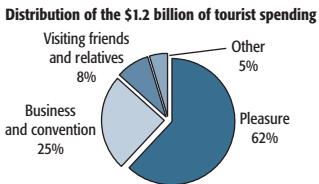
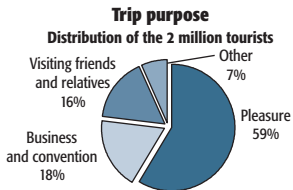


Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: Statistics Canada (*Travel Survey of Residents of Canada*) and ministère du Tourisme

Overview of Americans in Québec in 2007

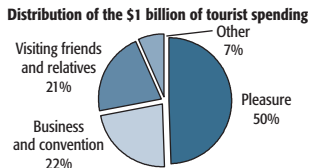
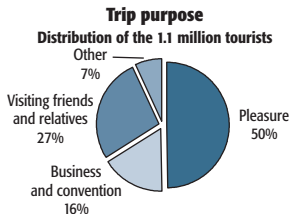
Number of visitors (000)	2,867	
- Tourists	1,982	
- Excursionists	885	
Tourism spending (\$ million)	1,206	
- Tourists	1,159	
- Excursionists	47*	
Nights (000)	7,159	
Average spending per tourist		
- per night	\$162	
- per stay	\$585	
Average length of stay	3.6 days	
Seasons share (tourists)	Summer	Winter
- volume	48.7%	23.8%
- spending	50.6%	23.8%



* To be used with reserve because of the high margin of error associated with this data.
Due to the rounding of data, the total may not correspond to the sum of its parts.
Sources: Statistics Canada (*International Travel Survey*) and ministère du Tourisme

Overview of visitors from other countries in Québec in 2007

Number of visitors (000)	1,190	
- Tourists	1,059	
- Excursionists	131*	
Tourism spending (\$ million)	1,049	
- Tourists	1,048	
- Excursionists	1*	
Nights (000)	11,925	
Average spending per tourist		
- per night	\$88	
- per stay	\$990	
Average length of stay	11.3 days	
Seasons share (tourists)	Summer	Winter
- volume	53.3%	21.1%
- spending	53.7%	22.5%



* To be used with reserve because of the high margin of error associated with this data.
Due to the rounding of data, the total may not correspond to the sum of its parts.
Sources: Statistics Canada (*International Travel Survey*) and ministère du Tourisme

Economic Indicators in 2008

Businesses in the tourism industry

29,592 businesses

- Accommodation services: 22.7%
- Food services: 47.6%
- Travel planning and reservation services: 3.0%
- Transportation services: 7.0%
- Others: 19.7%

Employment

- Some 410,900 jobs in tourism-related industries
- Tourism is directly responsible for a third of these, i.e., 137,100 jobs
 - high season: 153,400 in August
 - low season: 127,300 in December
- Some 54,840 indirect jobs result from tourism

Economic Indicators in 2007

Total revenue from tourism in Québec

- \$10.45 billion

Foreign exchange

- Revenue from visitors from outside Québec: \$2.26 billion
- Spending by Québec visitors abroad: \$4.06 billion
- International tourism balance: -\$1.81 billion
- Variation of tourism deficit for Québec compared to 2006: 38.3%
- Québec's seventh leading export

Tax revenue and parafiscal taxes

Total: \$2.67 billion

- Canadian government: \$0.92 billion
 - tax revenue: \$0.80 billion
 - parafiscal taxes: \$0.11 billion
- Québec government: \$1.75 billion
 - tax revenue: \$1.25 billion
 - parafiscal taxes: \$0.51 billion

Economic impact of tourist consumption in Québec

- Gross domestic product (GDP): \$7.62 billion
- 2.7% of Québec's GDP

Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: Statistics Canada, Institut de la statistique du Québec (*Étude d'impact économique pour le Québec des dépenses touristiques pour l'année 2007*) and ministère du Tourisme

Accommodation in 2008

Classification

Québec has 7,069 classified establishments¹.

	0 suns	*	**	***	****	*****	Under review	Total
Bed and breakfast	0	8	129	794	555	21	58	1,565

	0 stars	★	★★	★★★	★★★★	★★★★★	Under review	Total
Hotels	20	330	772	586	231	19	48	2,006
Tourist homes	2	59	376	1,270	348	N/A	178	2,233
Youth hostels	0	8	23	21	N/A	N/A	2	54
Educational institutions	0	1	21	11	N/A	N/A	0	33
Vacation centres	1	12	60	129	49	N/A	11	262
Hospitality villages	0	1	1	7	3	N/A	1	13
Campgrounds	81	154	237	286	99	8	38	903

1. Please note that the dynamic data recording process in the administrative database may result in variances in the results for a given period.

N/A: not applicable

Source: ministère du Tourisme

Accommodation in 2008 (continuation)

Accommodation establishments

Average number of units available daily	77,088
Average number of units occupied daily	39,549
Average occupancy rate	51.3%
Average daily room rate (excluding taxes)	\$121.40
Average room revenue per available unit	\$62.90
Overnight hotel stays	14,479,089

Campgrounds

Average number of sites available daily	106,691
Average number of sites occupied daily by seasonal campers	54,096
Average number of sites occupied daily by itinerant campers	15,076
Average occupancy rate of seasonal campers	50.8%
Average occupancy rate of itinerant campers	28.9%

Source: Institut de la statistique du Québec (*Enquête sur la fréquentation des établissements d'hébergement du Québec*)

Source: Institut de la statistique du Québec (*Enquête sur la fréquentation des terrains de camping du Québec*)

International Tourism in Canada in 2007

Province of destination	Number of visitors		Spending by visitors	
	(000)	Market share (%)	\$ million	Market share (%)
Ontario	17,428	50.8	5,269	38.3
British Columbia	7,138	20.8	3,550	25.8
Québec	4,057	11.8	2,255	16.4
Alberta	1,918	5.6	1,469	10.7
New Brunswick	1,582	4.6	180	1.3
Manitoba	590	1.7	238	1.7
Nova Scotia	529	1.5	332	2.4
Yukon	472	1.4	136	1.0
Saskatchewan	274	0.8	122	0.9
Prince Edward Island	184	0.5	72	0.5
Newfoundland	96	0.3	81	0.6
Northwest Territories	32	0.1	41	0.3
Canada	34,299	100.0	13,744	100.0

Due to the rounding of data, the total may not correspond to the sum of its parts.

Source: Statistics Canada (*International Travel Survey*)

International Tourism Around the World in 2007

Spending by tourist-generating countries			Main international tourist destinations					
Country	US\$ billion	Market share (%)	Arrivals			Receipts		
			Country	Million	Market share (%)	Country	US\$ billion	Market share (%)
Germany	83.1	9.8	France	81.9	9.0	United States	96.7	11.4
United States	76.2	8.9	Spain	59.0	6.5	Spain	57.8	6.8
United Kingdom	71.4	8.4	United States	56.0	6.2	France	54.2	6.4
France	36.7	4.3	China	54.7	6.0	Italy	42.7	5.0
China	29.8	3.5	Italy	43.7	4.8	United Kingdom	37.6	4.4
Italy	27.3	3.2	United Kingdom	30.9	3.4	China	37.2	4.4
Japan	26.5	3.1	Germany	24.4	2.7	Germany	36.0	4.2
Canada	24.8	2.9	Ukraine	23.1	2.5	Australia	22.3	2.6
Russian Fed.	22.3	2.6	Turkey	22.2	2.4	Austria	18.9	2.2
Korea, Rep. of	22.0	2.6	Mexico	21.4	2.4	Turkey	18.5	2.2
			Canada	17.9	2.0	Canada	15.5	1.8
			Québec	2.5	0.3	Québec	2.4	0.3
World	852	100.0	World	908	100.0	World	852	100.0

Due to the rounding of data, the total may not correspond to the sum of its parts.

Sources: World Tourism Organization and Statistics Canada

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

Definitions

Arrivals: International tourists crossing borders (excluding same-day visitors)

Spending by tourist-generating countries: Resident visitor expenditures outside the economic territory of the country of reference

Tourists: Persons who took an overnight out-of-town trip of less than a year and who used private or commercial accommodations

Excursionists: Persons who took a same-day out-of-town trip of at least 40 km one way

Visitors: Term that includes both tourists and excursionists

Tourism spending: Spending in Québec by all visitors

Other spending: Spending in Québec by Québec residents for trips taken outside of Québec and the part of charges paid to Canadian transporters by Canadians of other provinces which is attributed to Québec

Tourism receipts: Includes tourism spending and other spending

Summer season: Months of June, July, August and September 2007

Winter season: Months of December 2006, January, February and March 2007

Accommodation establishments: Term including hotels and tourist homes

Overnight hotel stays: Total number of units occupied annually in accommodation establishments

For more information, consult our publications at the following address:
www.bonjourquebec.com/mto/publications/index.asp

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