

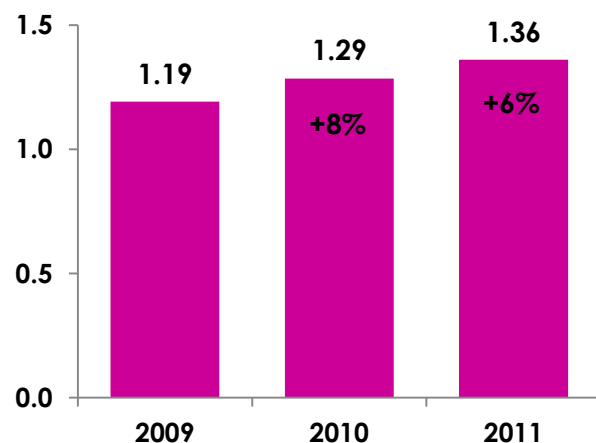
SNAPSHOT: OVERSEAS

1,360,600 visitors
in 2011

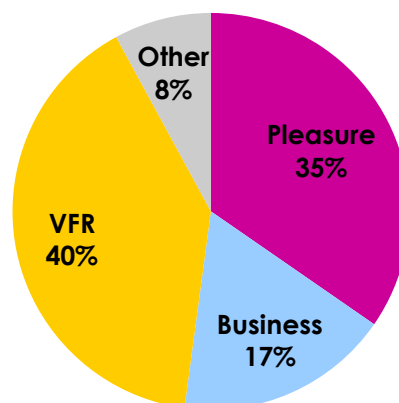
\$1,035,830,000
visitor spending

Total nights: 13,939,900
Paid room nights: 2,199,000

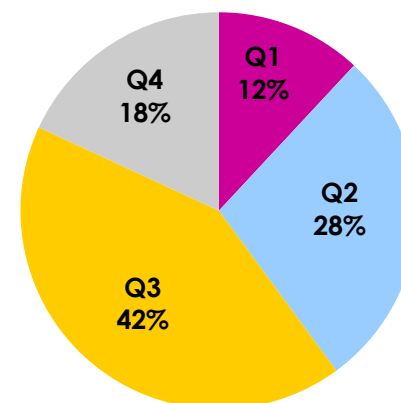
Visitors (millions)



Trip Purpose



Season



Trip Profile

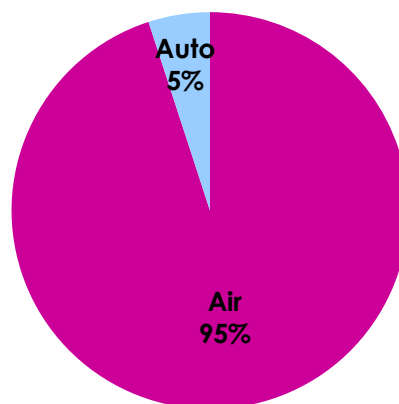
AVG NIGHTS

Total	10.2
Pleasure	6.4
Business	8.5
VFR	14.8

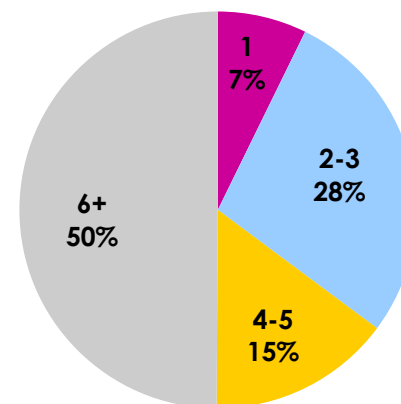
AVG SPENDING BY TRIP PARTY

Total	\$1,130
Pleasure	\$1,103
Business	\$1,493
VFR	\$980

Mode of Entry

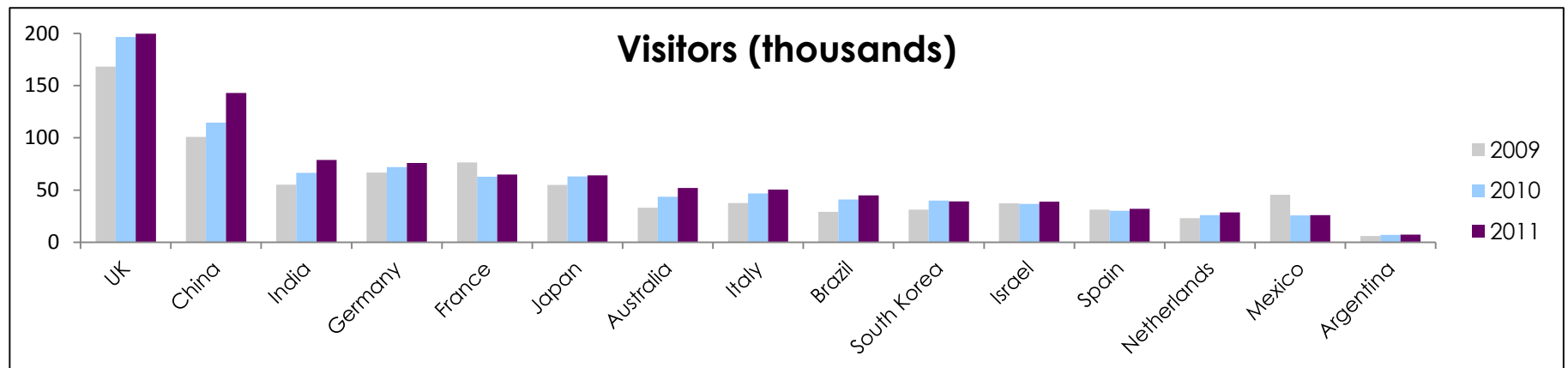


Nights



Overseas Visitors

Country	Visitors	Visitor Spending (\$ millions)	Total Nights	Avg Nights
TOTAL	1,360,600	1,035.8	13,939,900	10.2
UK	199,600	142.2	1,583,800	7.9
China	142,800	125.9	1,787,400	12.5
India	78,800	62.8	1,432,500	18.2
Germany	75,800	52.7	419,200	5.5
France	64,900	36.2	358,300	5.5
Japan	64,000	45.1	404,700	6.3
Australia	52,100	41.8	444,100	8.5
Italy	50,500	31.1	377,400	7.5
Brazil	45,000	45.0	342,100	7.6
South Korea	39,200	38.0	414,400	10.6
Israel	38,800	19.9	373,900	9.6
Spain	32,100	18.7	153,600	4.8
Netherlands	28,500	16.4	160,500	5.6
Mexico	25,900	27.2	274,900	10.6
Argentina	7,300	8.2	45,700	6.3



Overseas - Room Nights Sold

	2010	2011	Growth
TOTAL	2,078,000	2,199,000	121,000
UK	324,000	329,000	5,000
China	202,000	251,000	49,000
Germany	138,000	145,000	7,000
Australia	103,000	123,000	20,000
India	103,000	122,000	19,000
Japan	101,000	103,000	2,000
Mexico	85,000	85,000	0
Italy	73,000	79,000	6,000
France	73,000	75,000	2,000
Brazil	56,000	61,000	5,000
South Korea	59,000	58,000	-1,000
Spain	52,000	55,000	3,000
Netherlands	38,000	42,000	4,000
Argentina	12,000	12,000	0

SNAPSHOT: UNITED KINGDOM

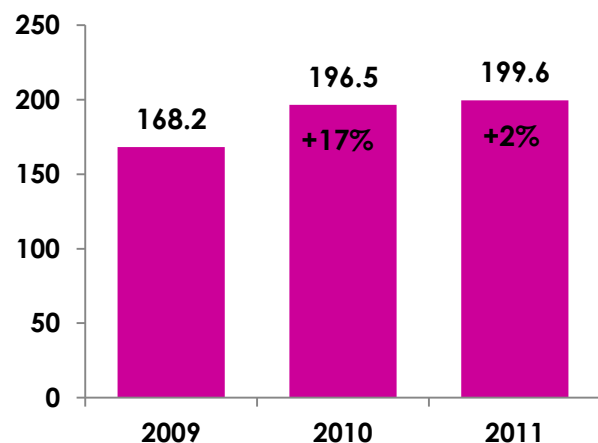


199,600 visitors
in 2011

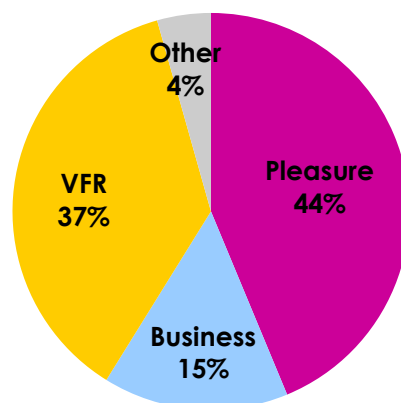
\$142,160,000
visitor spending

Total nights: 1,583,800
Paid room nights: 329,000

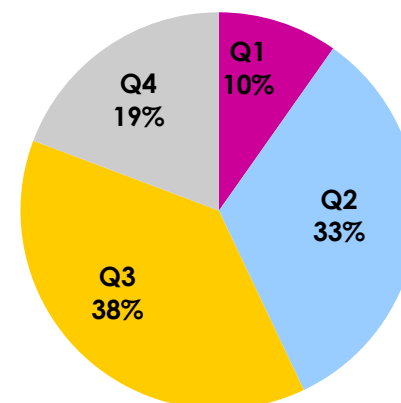
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	7.9
Pleasure	5.0
Business	6.7
VFR	8.8

AVG SPENDING BY TRIP PARTY

Total	\$1,071
Pleasure	\$1,146
Business	\$1,493
VFR	\$798

Top Activities (%)

Restaurant	90.8
Visiting friends/family	72.4
Shopping	67.4
Attraction	59.0
Bar	38.1
Museum/Gallery	22.2
Nightclub	11.7
Festival	8.4
Spectator Sport	8.4
Theatre	2.1

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	56.9
Waterfront	49.0
Queen West	36.0
Chinatown	28.5
Entertainment District	24.7
Financial District	21.3
U of T Area/Annex	18.4
Yorkville	17.2
Distillery District	15.5
Mississauga	13.8

SNAPSHOT: CHINA

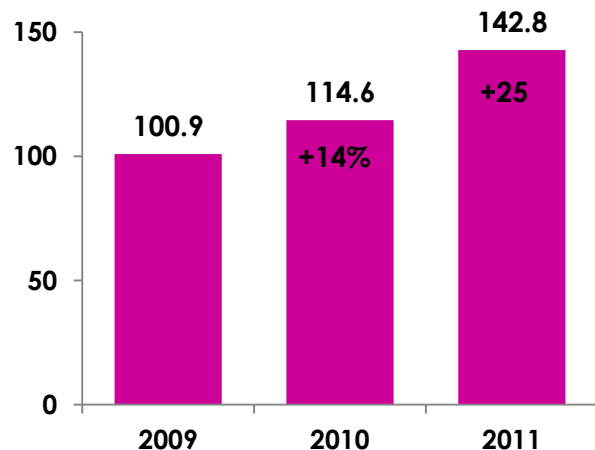


142,800 visitors
in 2011

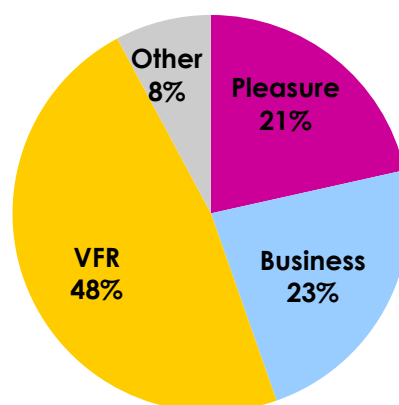
\$125,850,000
visitor spending

Total nights: 1,787,400
Paid room nights: 251,000

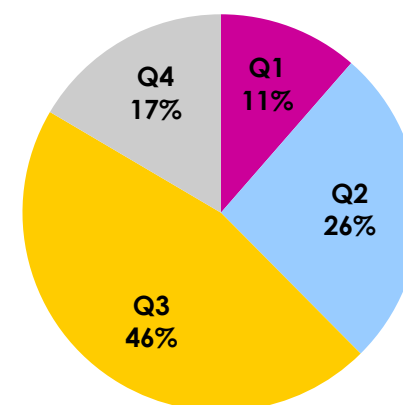
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	12.5
Pleasure	7.9
Business	6.4
VFR	17.2

AVG SPENDING BY TRIP PARTY

Total	\$1,134
Pleasure	\$1,341
Business	\$1,405
VFR	\$919

Top Activities (%)

Restaurant	98.8
Shopping	81.1
Visiting friends/family	77.4
Attraction	76.4
Museum/Gallery	30.1
Bar	22.8
Spectator Sport	11.4
Nightclub	7.1
Festival	3.9
Theatre	3.1

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	75.2
Chinatown	63.1
Waterfront	51.1
U of T Area/Annex	40.1
Queen West	34.0
Scarborough	23.0
Yorkville	21.4
Financial District	18.9
St. Lawrence/Old Town	15.9
Mississauga	14.9

SNAPSHOT: INDIA

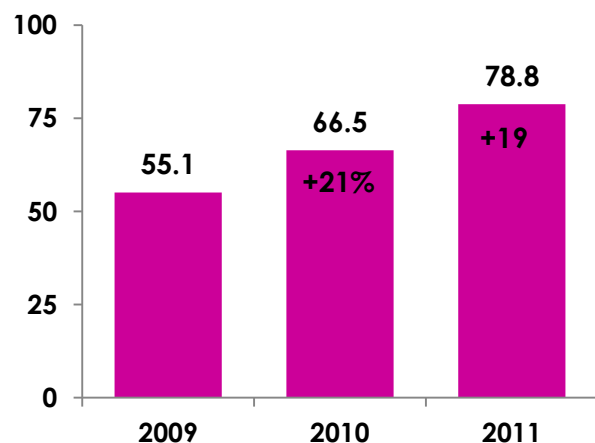


78,800 visitors
in 2011

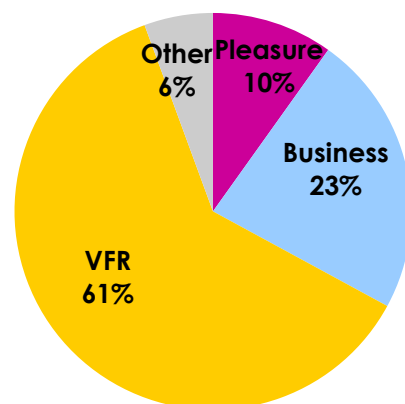
\$62,800,000
visitor spending

Total nights: 1,432,500
Paid room nights: 122,000

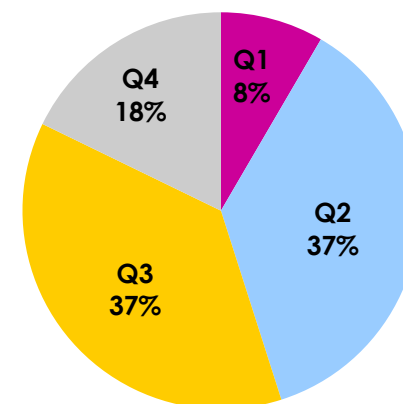
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	18.2
Pleasure	16.2
Business	15.0
VFR	20.9

AVG SPENDING BY TRIP PARTY

Total	\$1,337
Pleasure	\$1,177
Business	\$1,637
VFR	\$1,354

Top Activities (%)

Restaurant	90.3
Visiting friends/family	78.2
Shopping	73.9
Attraction	70.0
Museum/Gallery	28.0
Bar	17.9
Nightclub	9.7
Festival	9.3
Spectator Sport	5.8
Theatre	3.9

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	53.3
Waterfront	40.9
Mississauga	35.8
Brampton	34.2
U of T Area/Annex	24.9
Chinatown	23.7
Scarborough	22.6
Little India	21.0
Queen West	19.8
Financial District	18.3

SNAPSHOT: GERMANY

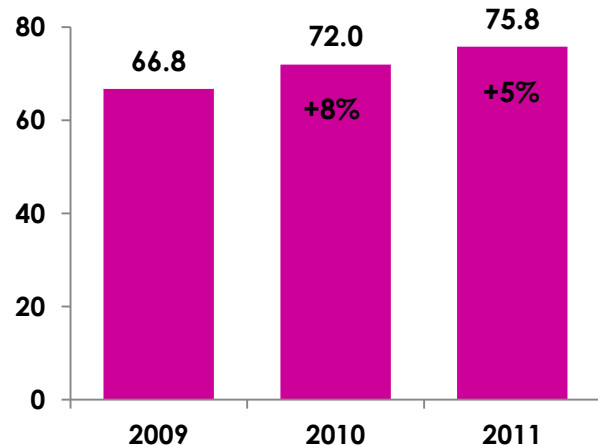


75,800 visitors
in 2011

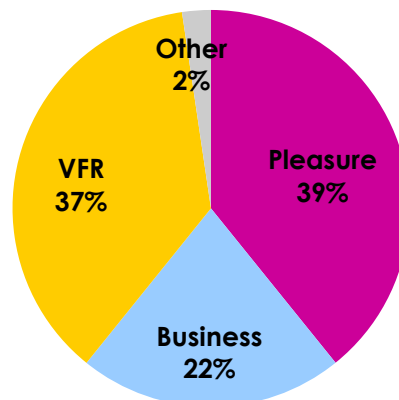
\$52,710,000
visitor spending

Total nights: 419,200
Paid room nights: 145,000

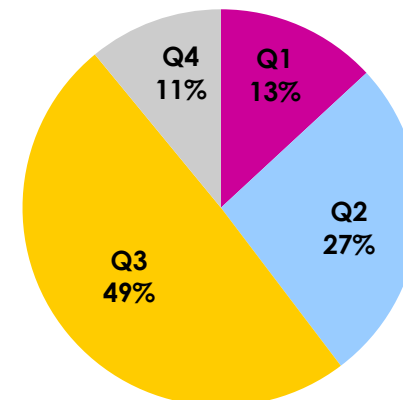
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	5.5
Pleasure	4.2
Business	4.1
VFR	10.5

AVG SPENDING BY TRIP PARTY

Total	\$994
Pleasure	\$1,074
Business	\$1,170
VFR	\$712

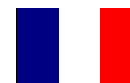
Top Activities (%)

Restaurant	91.1
Attraction	67.9
Shopping	66.2
Visiting friends/family	49.4
Bar	35.0
Museum/Gallery	30.4
Spectator Sport	10.5
Nightclub	9.7
Festival	6.8
Theatre	3.0

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	54.9
Waterfront	54.4
Chinatown	40.5
Queen West	32.5
Financial District	30.0
Entertainment District	25.7
U of T Area/Annex	25.3
Kensington Market	24.5
St. Lawrence/Old Town	23.6
Toronto Islands	22.8

SNAPSHOT: FRANCE

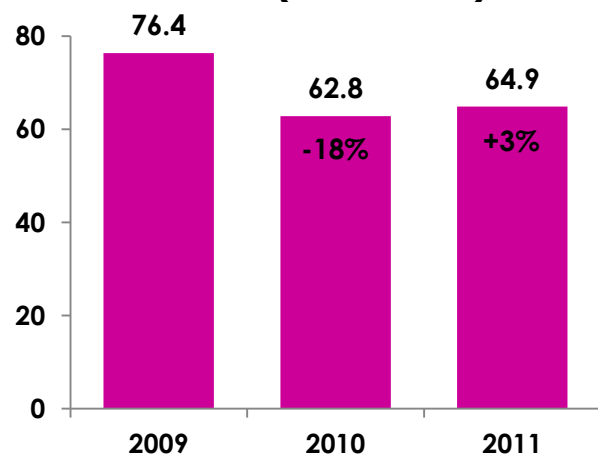


64,900 visitors
in 2011

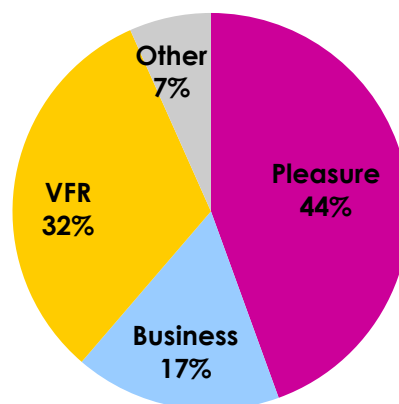
\$36,210,000
visitor spending

Total nights: 358,300
Paid room nights: 75,000

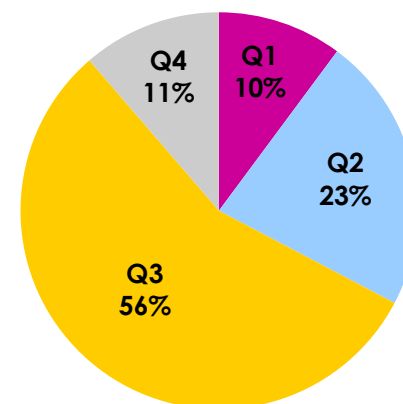
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

	AVG NIGHTS
Total	5.5
Pleasure	3.8
Business	5.5
VFR	8.2

AVG SPENDING BY TRIP PARTY

	AVG SPENDING BY TRIP PARTY
Total	\$921
Pleasure	\$860
Business	\$1,165
VFR	\$770

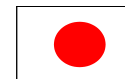
Top Activities (%)

Activity	Percentage (%)
Restaurant	90.5
Attraction	72.2
Shopping	72.2
Visiting friends/family	57.1
Museum/Gallery	38.1
Bar	36.5
Spectator Sport	15.9
Festival	11.9
Nightclub	11.1
Theatre	4.8

Top Neighbourhoods (%)

Neighbourhood	Percentage (%)
Yonge/Dundas/Eaton Ctr	64.3
Waterfront	46.8
U of T Area/Annex	38.9
Chinatown	37.3
Queen West	35.7
Yorkville	33.3
St. Lawrence/Old Town	31.0
Financial District	27.0
Kensington Market	26.2
Entertainment District	22.2

SNAPSHOT: JAPAN

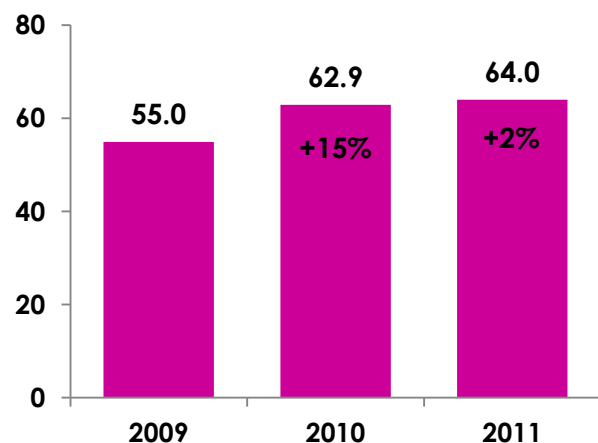


64,000 visitors
in 2011

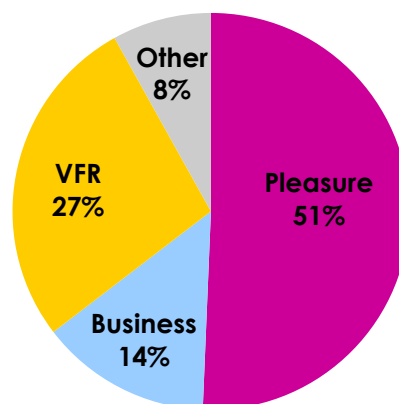
\$45,110,000
visitor spending

Total nights: 404,700
Paid room nights: 103,000

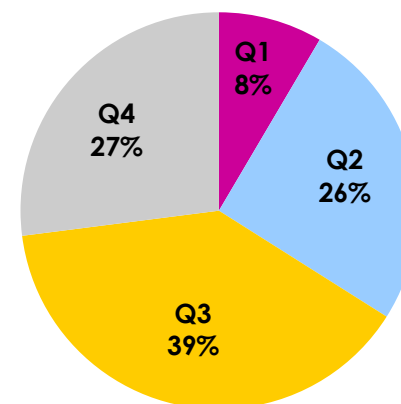
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	6.3
Pleasure	3.8
Business	3.5
VFR	18.2

AVG SPENDING BY TRIP PARTY

Total	\$976
Pleasure	\$1,024
Business	\$1,120
VFR	\$854

Top Activities (%)

Restaurant	97.1
Attraction	72.1
Shopping	66.2
Visiting friends/family	51.5
Museum/Gallery	31.6
Bar	29.4
Spectator Sport	11.8
Nightclub	10.3
Festival	7.4
Theatre	2.2

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	70.6
Waterfront	50.0
Chinatown	40.4
Queen West	33.8
U of T Area/Annex	29.4
Yorkville	24.3
St. Lawrence/Old Town	19.1
Distillery District	17.6
Toronto Islands	17.6
Kensington Market	16.9

SNAPSHOT: AUSTRALIA

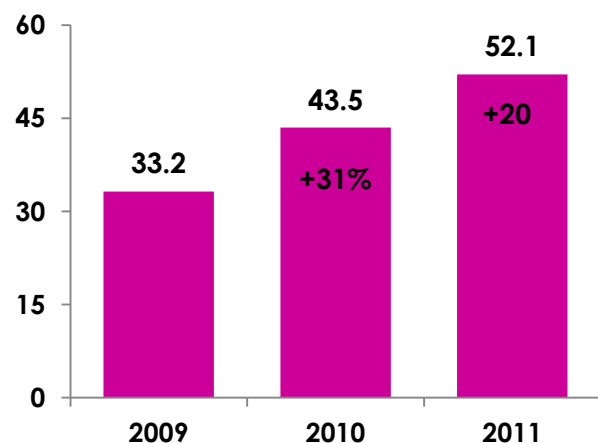


52,100 visitors
in 2011

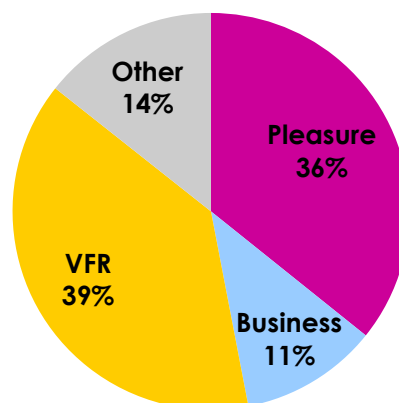
\$41,790,000
visitor spending

Total nights: 444,100
Paid room nights: 123,000

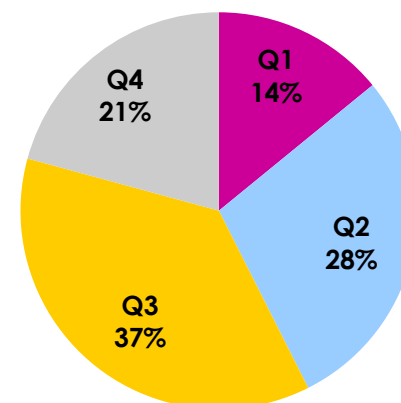
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	8.5
Pleasure	3.8
Business	7.3
VFR	13.0

AVG SPENDING BY TRIP PARTY

Total	\$1,435
Pleasure	\$1,060
Business	\$1,377
VFR	\$1,485

Top Activities (%)

Restaurant	82.1
Shopping	61.2
Attraction	59.7
Visiting friends/family	58.2
Bar	40.3
Museum/Gallery	26.9
Festival	17.9
Nightclub	16.4
Spectator Sport	14.9
Theatre	4.5

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	64.3
U of T Area/Annex	46.7
Waterfront	39.3
Chinatown	33.9
Queen West	33.9
Yorkville	33.9
Entertainment District	23.2
Distillery District	19.6
St. Lawrence/Old Town	19.6
Little Italy	16.1

SNAPSHOT: ITALY

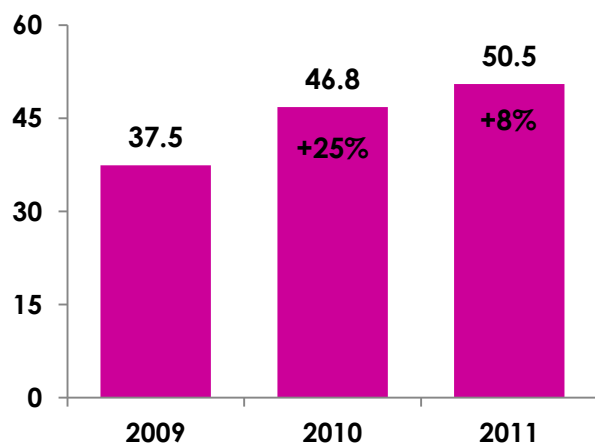


50,500 visitors
in 2011

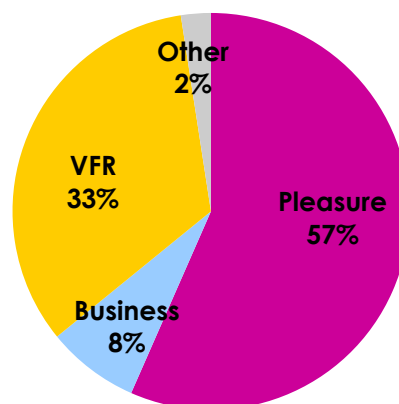
\$31,050,000
visitor spending

Total nights: 377,400
Paid room nights: 79,000

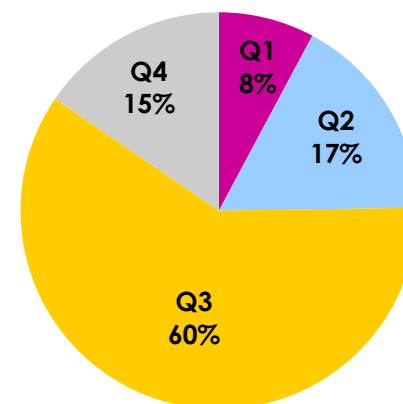
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	7.5
Pleasure	4.6
Business	5.2
VFR	13.0

AVG SPENDING BY TRIP PARTY

Total	\$1,102
Pleasure	\$951
Business	\$1,616
VFR	\$857

Top Activities (%)

Restaurant	97.0
Shopping	78.6
Attraction	70.2
Visiting friends/family	56.5
Bar	44.6
Museum/Gallery	28.6
Festival	10.1
Spectator Sport	10.1
Nightclub	8.3
Theatre	1.8

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	67.3
Waterfront	50.0
Little Italy	37.5
Queen West	36.3
Chinatown	35.7
Financial District	35.7
U of T Area/Annex	34.5
St. Lawrence/Old Town	31.0
Yorkville	29.8
Entertainment District	25.0

SNAPSHOT: BRAZIL

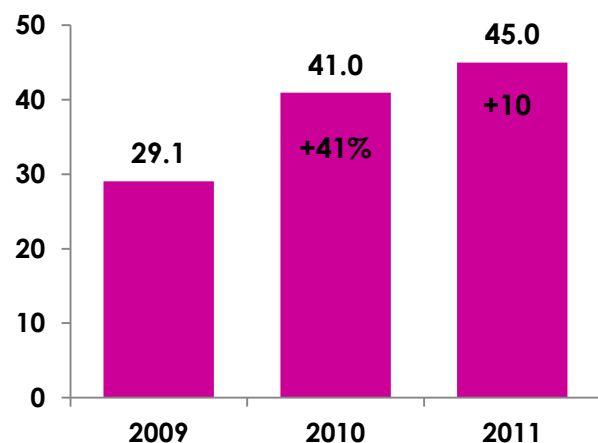


45,000 visitors
in 2011

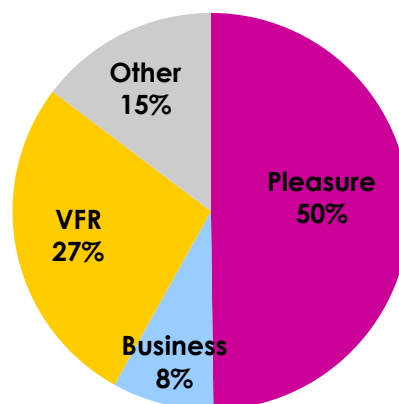
\$45,000,000
visitor spending

Total nights: 342,100
Paid room nights: 61,000

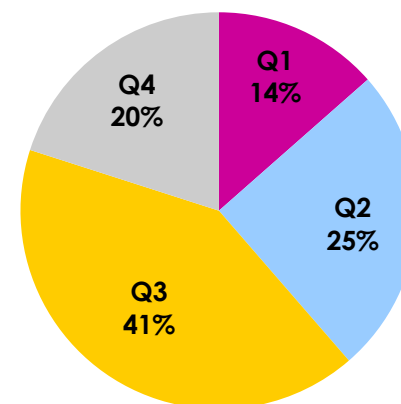
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	7.6
Pleasure	4.1
Business	9.8
VFR	9.7

AVG SPENDING BY TRIP PARTY

Total	\$1,689
Pleasure	\$2,072
Business	\$2,012
VFR	\$1,402

Top Activities (%)

Restaurant	91.2
Shopping	88.2
Attraction	84.8
Museum/Gallery	52.0
Bar	46.1
Visiting friends/family	35.8
Nightclub	23.5
Spectator Sport	23.5
Festival	15.2
Theatre	7.8

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	78.9
Chinatown	55.9
U of T Area/Annex	47.5
Waterfront	37.3
Financial District	34.3
Queen West	30.9
Yorkville	28.9
Entertainment District	27.5
St. Lawrence/Old Town	24.0
Toronto Islands	24.0

SNAPSHOT: SOUTH KOREA

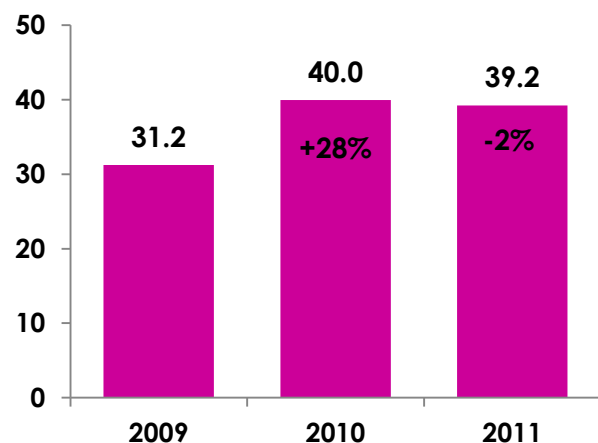


39,200 visitors
in 2011

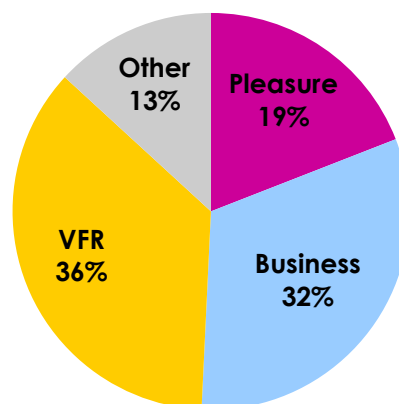
\$37,960,000
visitor spending

Total nights: 414,400
Paid room nights: 58,000

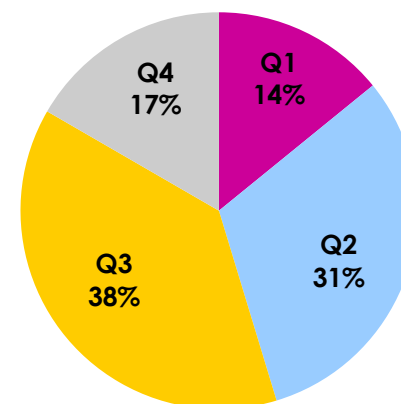
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	10.6
Pleasure	9.0
Business	5.4
VFR	17.5

AVG SPENDING BY TRIP PARTY

Total	\$1,224
Pleasure	\$1,470
Business	\$1,480
VFR	\$1,137

Top Activities (%)

Restaurant	96.1
Shopping	73.6
Attraction	66.7
Visiting friends/family	58.1
Museum/Gallery	37.2
Bar	26.4
Festival	10.1
Nightclub	9.3
Spectator Sport	8.5
Theatre	7.0

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	71.3
Chinatown	45.0
Waterfront	40.3
U of T Area/Annex	34.9
Queen West	24.8
St. Lawrence/Old Town	22.5
Yorkville	19.4
Kensington Market	18.6
Financial District	17.8
Mississauga	16.3

SNAPSHOT: SPAIN

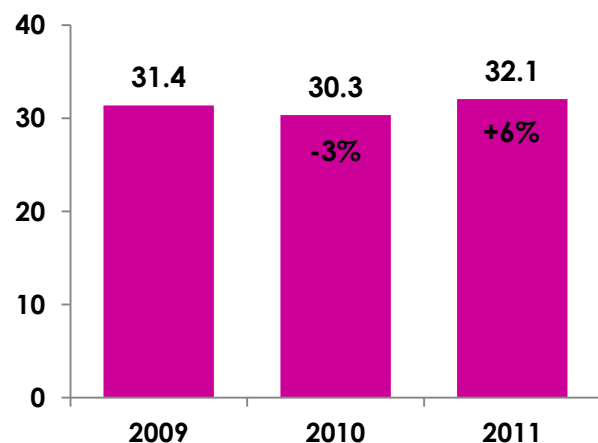


32,100 visitors
in 2011

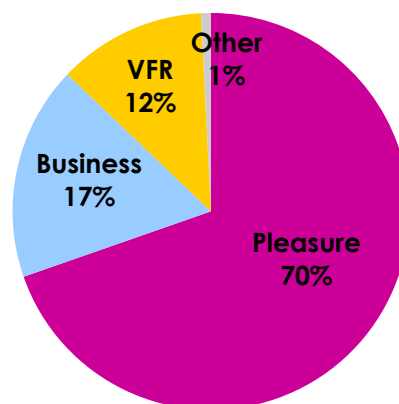
\$18,670,000
visitor spending

Total nights: 153,600
Paid room nights: 55,000

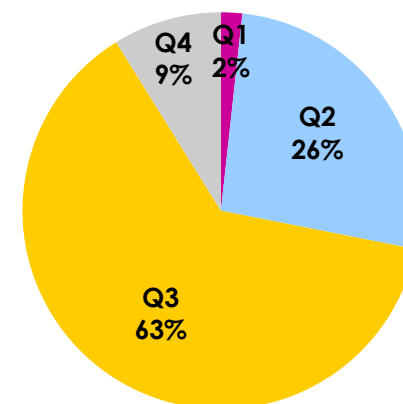
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	4.8
Pleasure	3.0
Business	3.4
VFR	11.2

AVG SPENDING BY TRIP PARTY

Total	\$914
Pleasure	\$866
Business	\$1,149
VFR	\$909

Top Activities (%)

Restaurant	95.4
Shopping	89.7
Attraction	87.4
Bar	51.7
Museum/Gallery	44.8
Visiting friends/family	41.4
Nightclub	20.7
Festival	19.5
Spectator Sport	19.5
Theatre	2.3

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	85.1
Chinatown	65.5
Waterfront	59.8
Queen West	52.9
U of T Area/Annex	51.7
Yorkville	48.3
St. Lawrence/Old Town	42.5
Financial District	41.4
Toronto Islands	39.1
Entertainment District	35.6

SNAPSHOT: NETHERLANDS

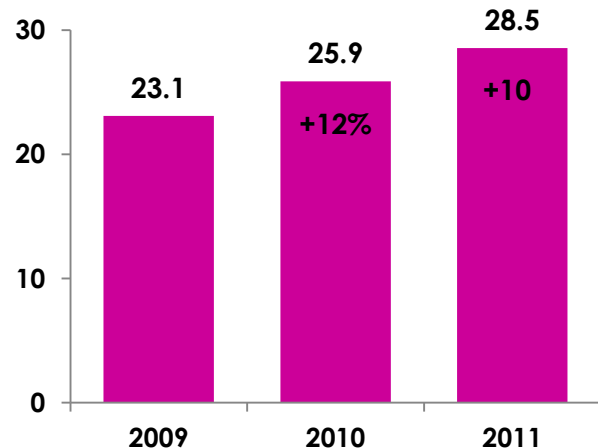


28,500 visitors
in 2011

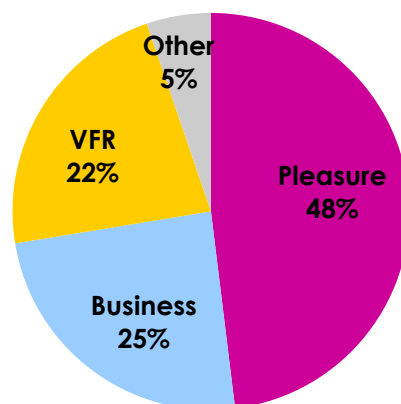
\$16,380,000
visitor spending

Total nights: 160,500
Paid room nights: 42,000

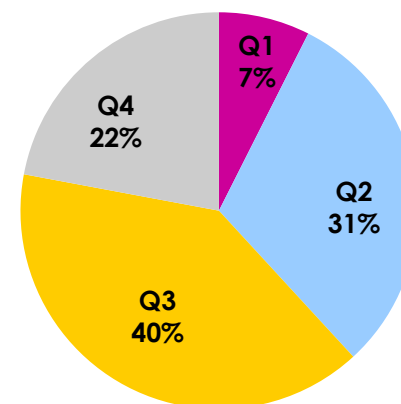
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	5.6
Pleasure	4.5
Business	3.8
VFR	9.1

AVG SPENDING BY TRIP PARTY

Total	\$819
Pleasure	\$748
Business	\$937
VFR	\$693

Top Activities (%)

Restaurant	92.7
Attraction	68.5
Shopping	63.7
Visiting friends/family	61.3
Bar	36.3
Museum/Gallery	16.9
Spectator Sport	12.1
Nightclub	8.1
Theatre	3.2
Festival	2.4

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	62.9
Waterfront	45.2
Chinatown	33.9
Queen West	28.2
St. Lawrence/Old Town	25.8
Entertainment District	22.6
Financial District	20.2
U of T Area/Annex	17.7
Yorkville	16.9
Mississauga	13.7

SNAPSHOT: MEXICO

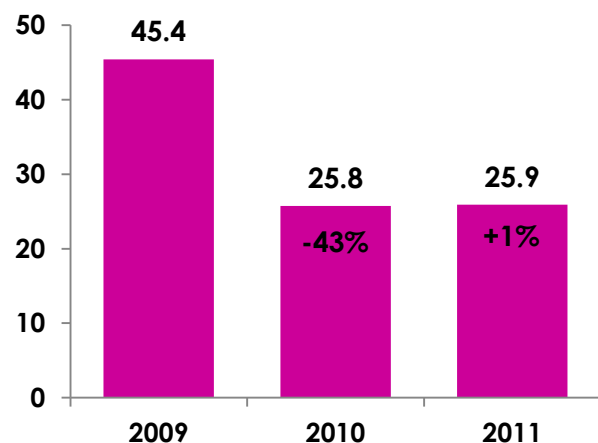


25,900 visitors
in 2011

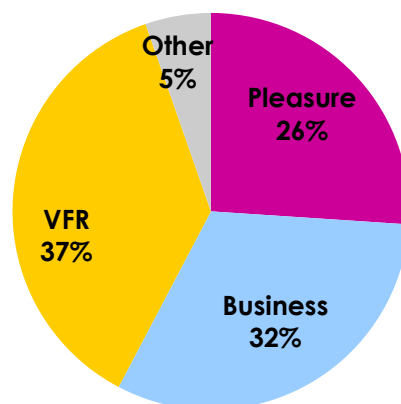
\$27,210,000
visitor spending

Total nights: 274,900
Paid room nights: 85,000

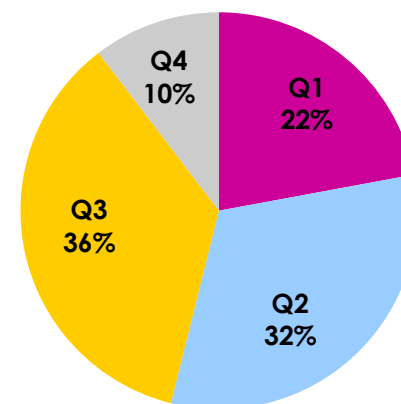
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	10.6
Pleasure	6.2
Business	11.4
VFR	13.8

AVG SPENDING BY TRIP PARTY

Total	\$1,434
Pleasure	\$992
Business	\$1,750
VFR	\$1,558

Top Activities (%)

Restaurant	90.2
Attraction	82.0
Shopping	78.2
Visiting friends/family	54.1
Bar	37.6
Museum/Gallery	36.1
Spectator Sport	20.3
Nightclub	15.0
Festival	12.8
Theatre	7.5

Top Neighbourhoods (%)

Yonge/Dundas/Eaton Ctr	77.4
Chinatown	53.4
Waterfront	36.1
U of T Area/Annex	33.1
Queen West	32.3
Yorkville	24.8
Kensington Market	23.3
St. Lawrence/Old Town	20.3
Financial District	19.5
Toronto Islands	18.8