

TOURISM IN TORONTO

2010 - THE YEAR IN REVIEW



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Executive Summary

- In 2010, the Toronto region welcomed 9.9 million overnight visitors, an increase of over 3% from 2009. Visitors to Toronto spent \$4.4 billion during their visits (p. 2).
- Toronto benefits from three major types of travellers – pleasure, business and visiting friends and relatives – with spending by the three types in nearly equal proportion (p. 4).
- Canadians comprise the largest geographic group of Toronto’s overnight visitors, increasing to 6.6 million visitors in 2010 (p. 8).
- The continued decline in U.S. travellers arriving by car (-4%) is being largely offset by the sharp increase in arrivals from the U.S. by air (+7%) (p. 12).
- The number of overseas visitors increased by 11% in 2010, making it the most rapidly expanding market segment. Brazil (59%), India (28%), South Korea (26%) and China (26%) were the fastest growing markets (p. 15).
- Toronto visitors engage in a variety of activities and visit a wide range of neighbourhoods. Overseas visitors, pleasure visitors, and first-time visitors tend to be the most active visitors (p. 30-31).
- In 2010, 574,000 room nights were booked for future meetings and conventions from 2011 through 2029 (p. 34).
- Toronto had the 6th highest hotel occupancy rate (68.3%) among major North American cities in 2010, up from 10th place in 2009 (p. 38). Also, in 2010 a record 8.9 million room nights were sold throughout the year.
- Visitors to the Toronto region support 224,000 people who work in tourism and hospitality (p. 36).
- The tourism economy generated \$1.08 billion in federal, provincial and municipal taxes (p. 36).

About this Report

This report presents an overview of tourism in the Toronto region for 2010. The majority of figures in this report are derived from surveys conducted by Statistics Canada and Tourism Toronto’s proprietary visitor survey, as well as additional sources as noted.

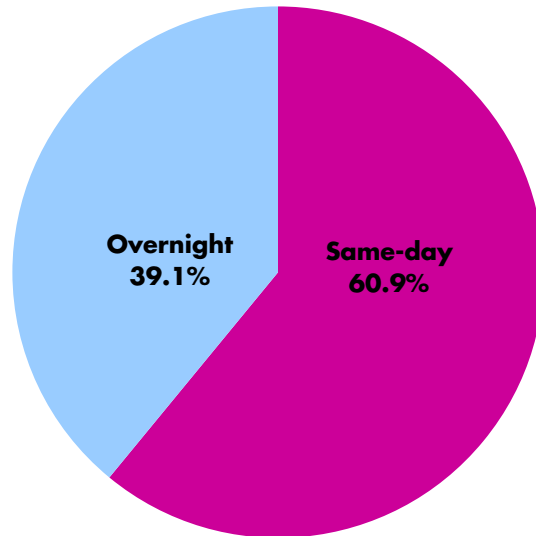
Unless otherwise indicated, all numbers refer to overnight visitors. A “visitor” is someone who takes a non-routine trip of at least 40km.

Any data cited from this report should be attributed to Tourism Toronto.

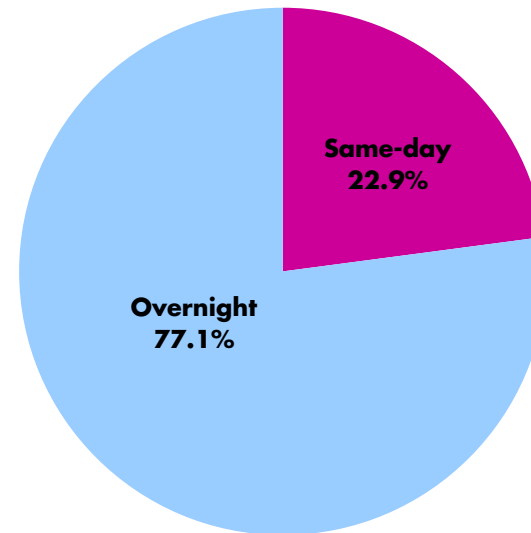
2010 Visitors: Same-day and Overnight

	Visitors (millions)	Visitor Spending (\$ billions)
Same-day	15.42	1.00
Overnight	9.88	3.36
Total	25.30	4.35

Visitors



Visitor Spending



Overnight Visitors by Origin

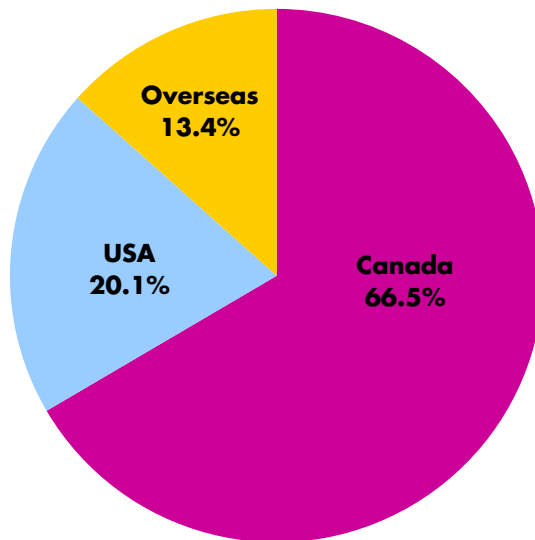
Visitors (millions)

	2008	2009	2010	'09-'10 Change (%)
Canada	6.56	6.34	6.57	3.7
USA	2.15	2.05	1.98	-3.2
Overseas	1.39	1.19	1.32	11.0
Total	10.10	9.58	9.88	3.2

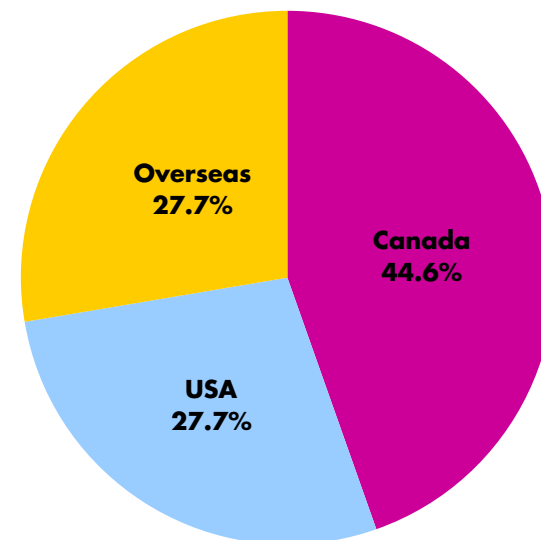
Visitor Spending (\$ billions)

	2008	2009	2010	'09-'10 Change (%)
Canada	1.49	1.42	1.50	5.7
USA	1.04	0.94	0.93	-1.4
Overseas	1.03	0.82	0.93	13.1
Total	3.56	3.18	3.36	5.5

2010 Visitors



2010 Visitor Spending



Overnight Visitors by Trip Purpose

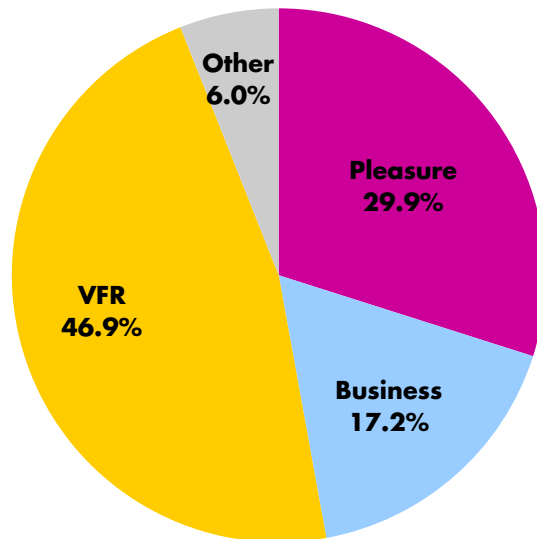
Visitors (millions)

	2008	2009	2010	'09-'10 Change (%)
Pleasure	3.01	2.86	2.95	3.1
Business	1.83	1.67	1.70	2.1
VFR*	4.64	4.47	4.63	3.6
Other	0.62	0.58	0.59	3.0
Total	10.10	9.58	9.88	3.2

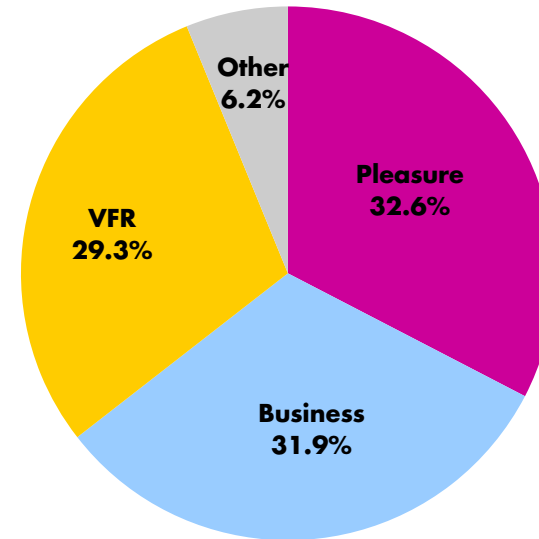
Visitor Spending (\$ billions)

	2008	2009	2010	'09-'10 Change (%)
Pleasure	1.11	1.04	1.11	7.4
Business	1.24	1.03	1.09	6.2
VFR	1.01	0.92	1.00	8.7
Other	0.19	0.20	0.21	8.2
Total	3.56	3.18	3.36	5.5

2010 Visitors



2010 Visitor Spending



*Visiting friends/relatives

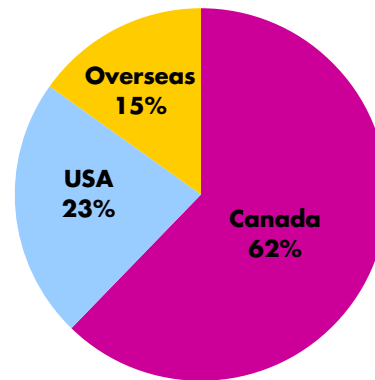
SNAPSHOT: PLEASURE VISITORS

2,953,200 visitors in 2010	\$1,114,800,000 visitor spending	Total nights: 8,634,600 Paid room nights: 3,270,000
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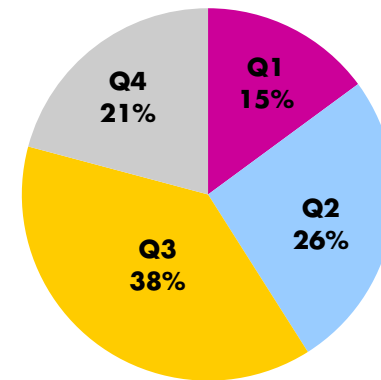
Visitors (millions)



Origin



Season



Trip Profile

AVG NIGHTS

Total	2.9
Canada	2.2
USA	3.0
Overseas	6.1

AVG SPENDING BY TRIP PARTY

Total	\$564
Canada	\$400
USA	\$957
Overseas	\$1,041

Top Activities (%)

Restaurant	90.4
Attraction	66.1
Shopping	57.5
Visiting friends/family	57.2
Bar	30.0
Museum/Gallery	25.4
Spectator Sport	8.9
Nightclub	7.6
Theatre	6.2
Festival	4.4

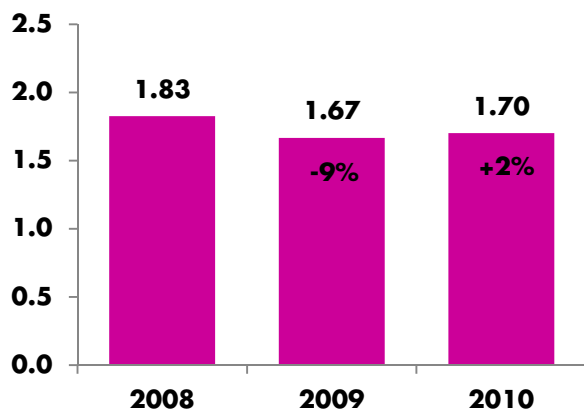
Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	62.8
Waterfront	52.9
Chinatown	32.0
Queen West	28.3
Midtown	22.9
U of T area/Annex	22.7
Mississauga	18.1
Entertainment District	17.7
St. Lawrence/Old Town	17.6
Yorkville	16.2

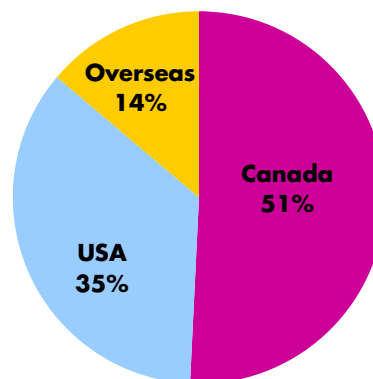
SNAPSHOT: BUSINESS VISITORS

1,702,900 visitors in 2010	\$1,090,200,000 visitor spending	Total nights: 5,368,300 Paid room nights: 4,250,000
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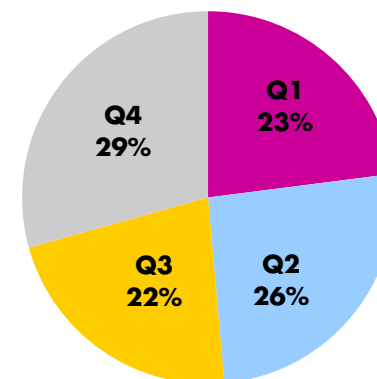
Visitors (millions)



Origin



Season



Trip Profile

AVG NIGHTS

Total	3.2
Canada	2.4
USA	2.8
Overseas	7.1

AVG SPENDING BY TRIP PARTY

Total	\$711
Canada	\$435
USA	\$922
Overseas	\$1,314

Top Activities (%)

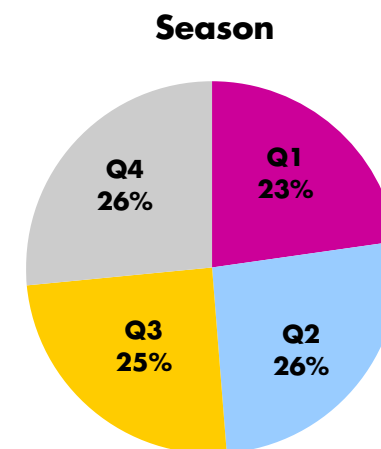
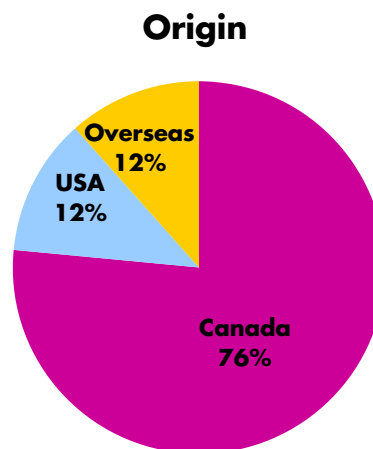
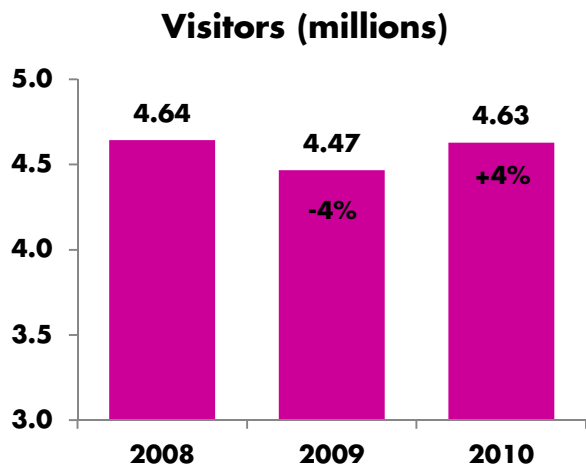
Restaurant	87.5
Shopping	38.4
Attraction	34.5
Bar	33.5
Visiting friends/family	24.2
Museum/Gallery	10.6
Spectator Sport	8.7
Nightclub	5.8
Festival	3.2
Theatre	2.8

Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	42.7
Waterfront	31.2
Financial District	20.3
Mississauga	19.9
Queen West	19.2
Entertainment District	17.2
Chinatown	15.8
Midtown	15.3
Yorkville	13.7
Airport area (non-flight)	12.0

SNAPSHOT: VISITING FRIENDS/RELATIVES (VFR)

4,628,900 visitors in 2010	\$1,003,300,000 visitor spending	Total nights: 17,469,700
		Paid room nights: 1,010,000



Trip Profile

AVG NIGHTS	
Total	3.8
Canada	2.4
USA	4.1
Overseas	13.0

AVG SPENDING BY TRIP PARTY	
Total	\$271
Canada	\$169
USA	\$483
Overseas	\$920

Top Activities (%)

Restaurant	83.8
Shopping	61.8
Attraction	49.1
Bar	27.9
Museum/Gallery	20.6
Nightclub	8.4
Spectator Sport	5.9
Theatre	4.7
Festival	4.4

Top Neighbourhoods (%)

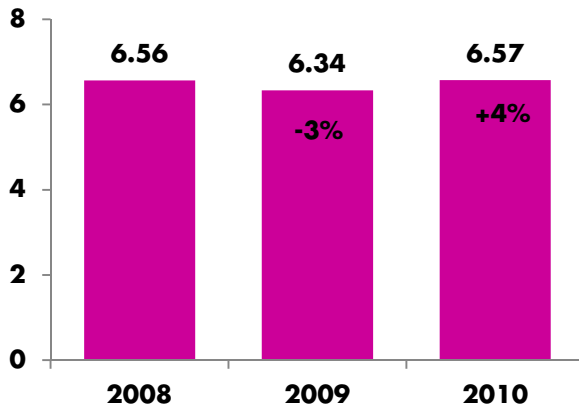
Yonge/Dundas (Eaton Ctr)	53.3
Waterfront	31.1
Chinatown	21.1
Midtown	20.2
Mississauga	20.1
Queen West	19.4
Yorkville	17.1
U of T area/Annex	16.4
Entertainment District	13.7
Kensington Market	12.8

SNAPSHOT: CANADA

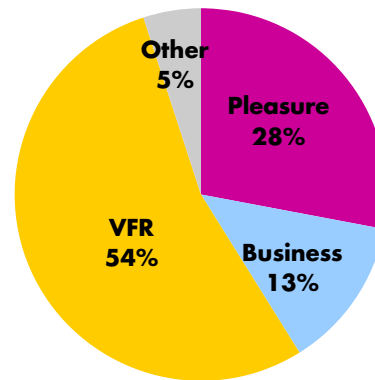


6,573,200 visitors in 2010	\$1,497,300,000 visitor spending	Total nights: 15,558,000 Paid room nights: 4,130,000
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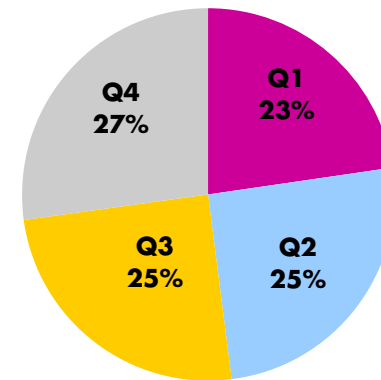
Visitors (millions)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	2.4
Pleasure	2.2
Business	2.4
VFR	2.4

AVG SPENDING BY TRIP PARTY

Total	\$279
Pleasure	\$400
Business	\$435
VFR	\$169

Top Activities (%)

Restaurant	79.1
Visiting friends/family	57.1
Shopping	46.7
Attraction	29.2
Bar	26.7
Museum/Gallery	12.9
Spectator Sport	8.7
Nightclub	7.2
Theatre	5.2
Festival	2.5

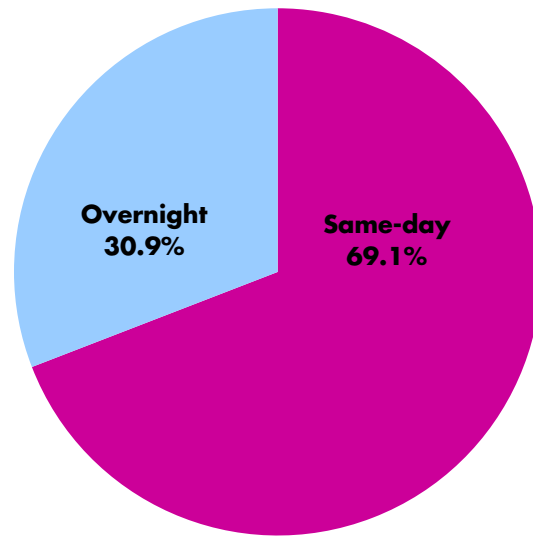
Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	39.5
Mississauga	19.8
Waterfront	19.5
Queen West	14.5
Midtown	12.9
Entertainment District	12.7
Chinatown	10.3
U of T area/Annex	10.0
Airport area (non-flight)	10.0
Yorkville	9.1

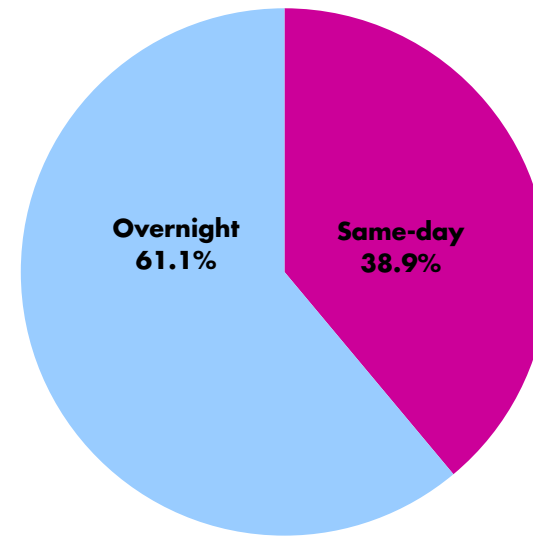
Canadian Visitors: Same-day and Overnight

	Visitors (millions)	Visitor Spending (\$ billions)
Same-day	14.72	0.95
Overnight	6.57	1.50
Total	21.29	2.45

Visitors



Visitor Spending

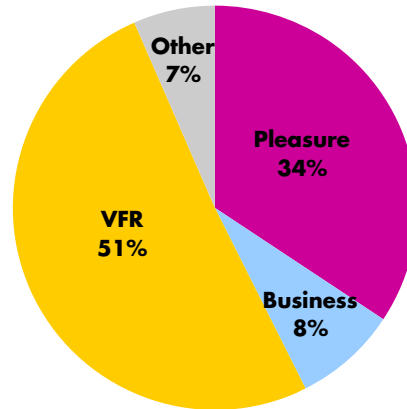


Canadian Same-day Visitors

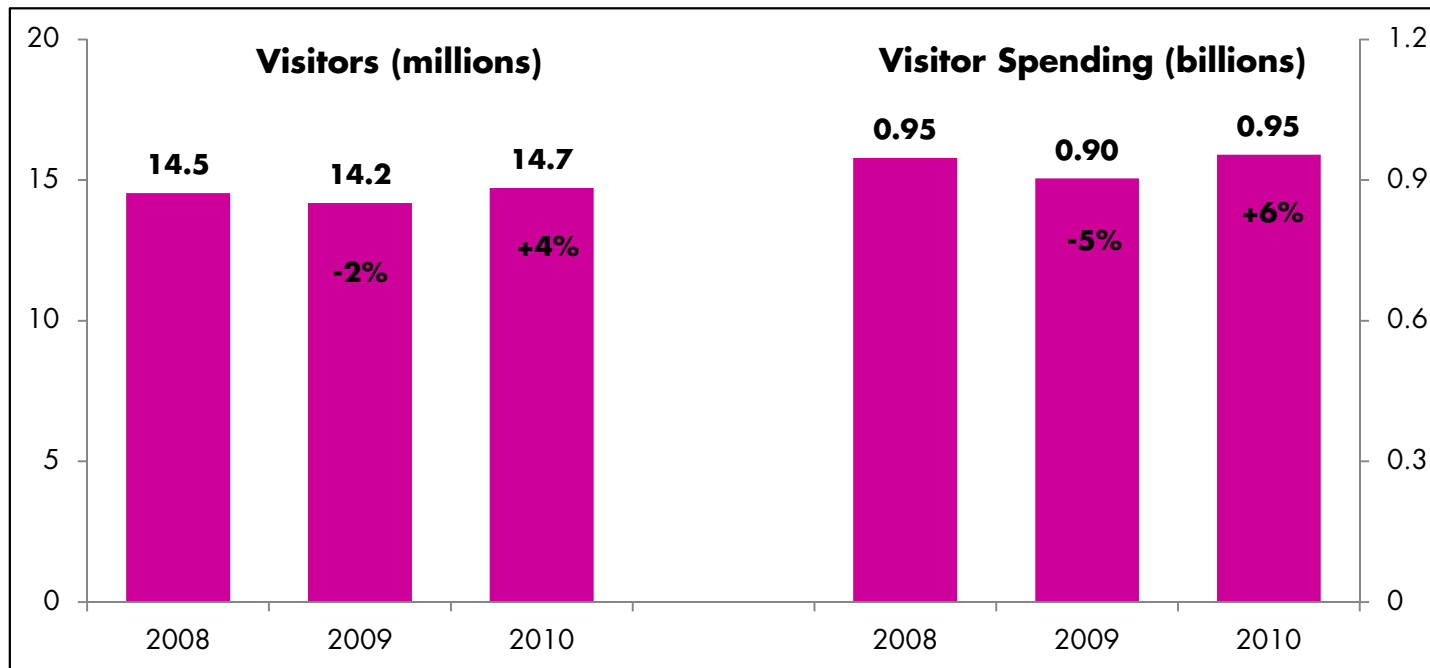
Visitors

TOTAL	14,718,700
Ontario	14,601,800
Toronto*	5,488,400
Niagara	739,400
Ottawa	75,100
Windsor	48,700
Quebec	85,900
Montreal	66,100
Other	30,900

Trip Purpose



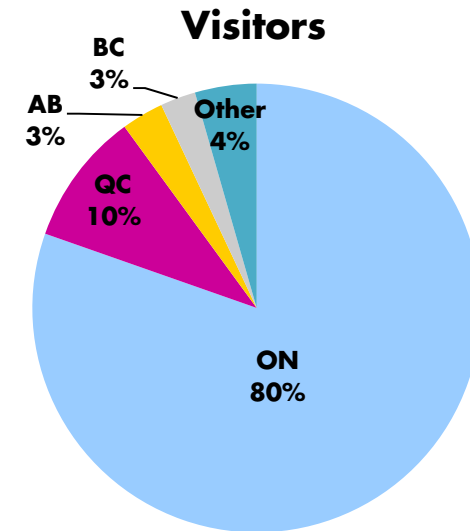
Average Party Spending: \$86.46



* The "Toronto region" refers to the Toronto Census Metropolitan Area (CMA), which reaches from Oakville to Lake Simcoe to Ajax. Because a "visitor" is someone who takes a non-routine trip of 40km or more, someone who lives in the Toronto CMA can also be a visitor to the Toronto CMA.

Canadian Overnight Visitors

Province	Visitors	Visitor Spending (\$ millions)	Total Nights	Avg Nights
TOTAL	6,573,200	1,497.3	15,558,000	2.4
ON	5,282,900	956.6	10,797,900	2.0
QC	631,800	175.6	1,638,500	2.6
AB	198,400	117.7	778,100	3.9
BC	168,100	80.9	881,000	5.2
NS	80,700	50.1	380,600	4.7
MB	78,600	47.2	354,900	4.5
SK	41,600	17.2	166,700	4.0
NB	40,700	23.5	246,400	6.0
NL	38,700	20.9	244,200	6.3
PE	11,600	7.6	69,600	6.0

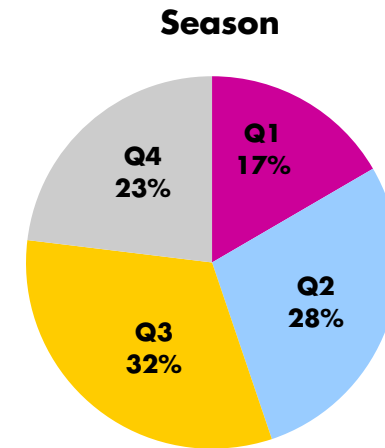
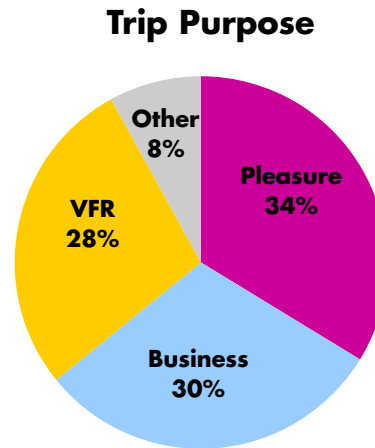
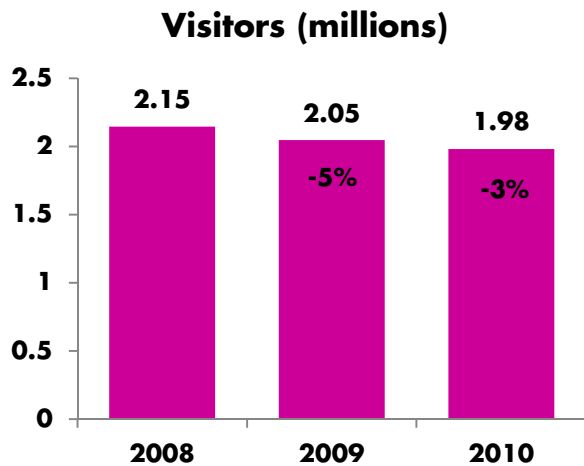


Province	Trip Purpose (%)				Season (%)			
	Pleasure	Business	VFR	Other	Q1	Q2	Q3	Q4
TOTAL	28.0	13.2	53.9	5.0	22.7	25.3	24.9	27.2
ON	27.8	10.8	56.5	4.9	23.5	26.0	23.5	27.0
QC	23.6	17.3	51.3	7.9	14.8	21.8	29.5	33.9
AB	44.6	21.1	33.1	1.2	22.4	26.7	29.5	21.4
BC	17.9	26.4	50.3	5.3	25.4	15.7	34.4	24.5
NS	32.6	23.4	40.7	3.3	17.6	22.5	30.7	29.3
MB	34.9	38.9	22.8	3.3	28.0	21.2	26.1	24.8
SK	26.3	48.4	22.1	3.1	15.4	28.8	39.4	16.4
NB	36.1	35.0	26.8	2.1	34.8	20.4	34.4	10.3
NL	43.5	20.4	31.1	5.1	20.6	28.5	33.6	17.3
PE	35.1	44.5	9.8	10.6	23.8	34.4	18.0	23.8

SNAPSHOT: UNITED STATES



1,981,800 visitors in 2010	\$931,300,000 visitor spending	Total nights: 6,438,500 Paid room nights: 2,820,000
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Trip Profile

AVG NIGHTS	
Total	3.2
Pleasure	3.0
Business	2.8
VFR	4.1

AVG SPENDING BY TRIP PARTY	
Total	\$783
Pleasure	\$957
Business	\$922
VFR	\$483

Top Activities (%)

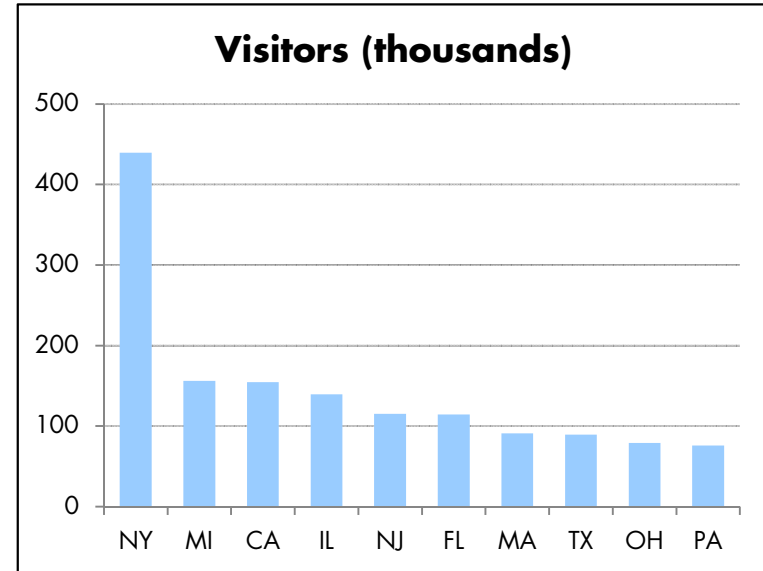
Restaurant	86.1
Visiting friends/family	50.7
Attraction	41.7
Shopping	36.3
Bar	28.1
Museum/Gallery	15.2
Spectator Sport	6.5
Nightclub	5.8
Festival	4.4
Theatre	3.0

Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	44.0
Waterfront	36.1
Queen West	20.5
Midtown	19.4
Mississauga	18.4
Chinatown	17.4
Yorkville	15.9
Entertainment District	14.0
U of T area/Annex	13.4
Financial District	13.2

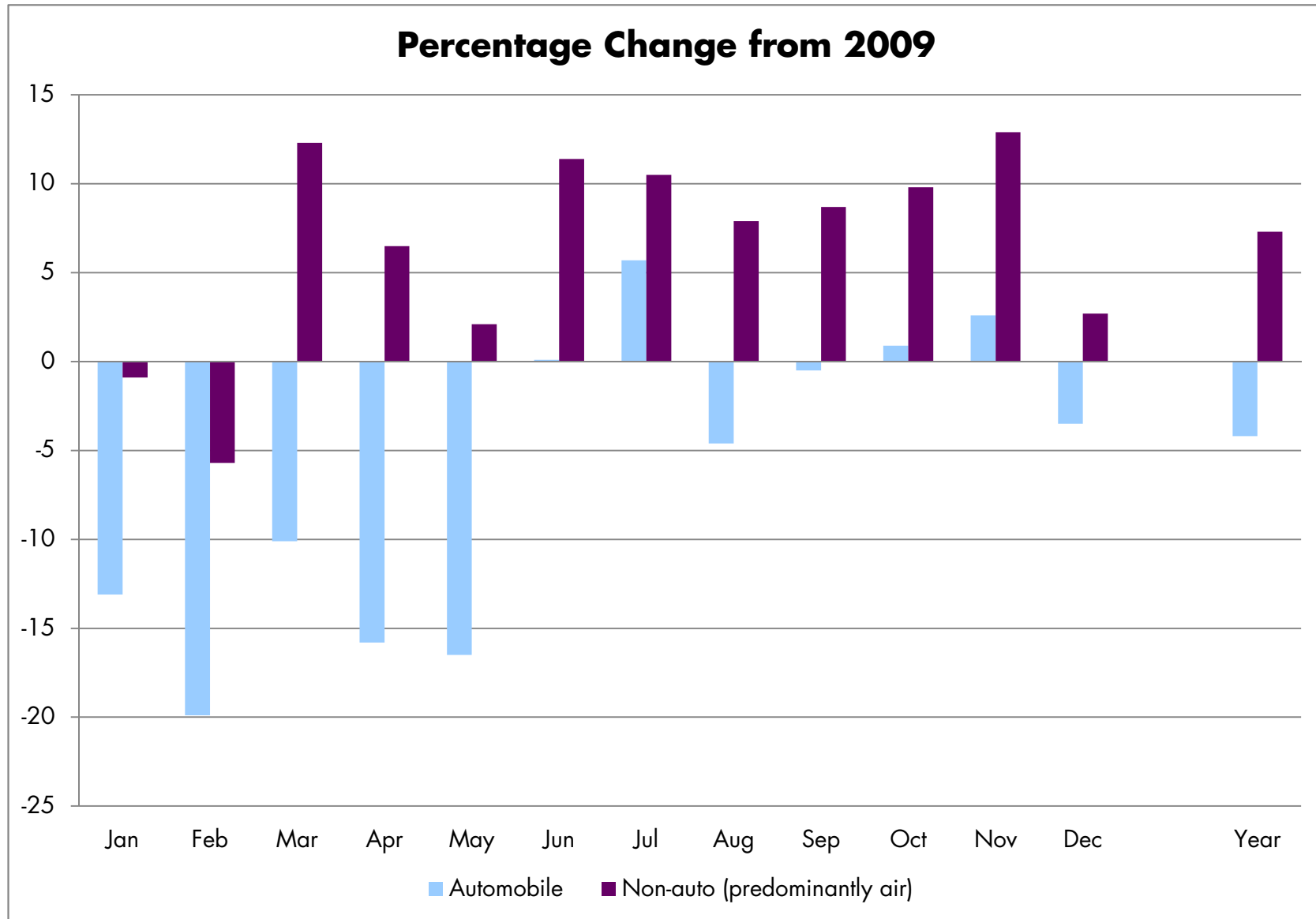
United States Visitors

State	Visitors	Visitor Spending (\$ millions)	Total Nights	
			Total Nights	Avg Nights
TOTAL USA	1,981,800	931.3	6,438,500	3.2
New York	439,500	145.5	1,246,000	2.8
Michigan	156,000	49.8	350,900	2.2
California	154,600	84.1	611,600	4.0
Illinois	139,600	67.5	504,000	3.6
New Jersey	115,200	46.9	350,600	3.0
Florida	114,500	64.4	648,100	5.7
Massachusetts	90,900	46.9	260,800	2.9
Texas	89,200	56.3	344,900	3.9
Ohio	78,900	31.0	194,300	2.5
Pennsylvania	75,900	25.6	188,100	2.5



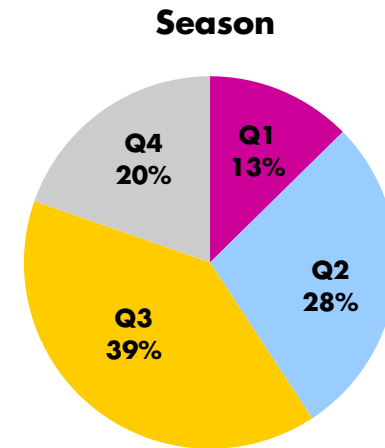
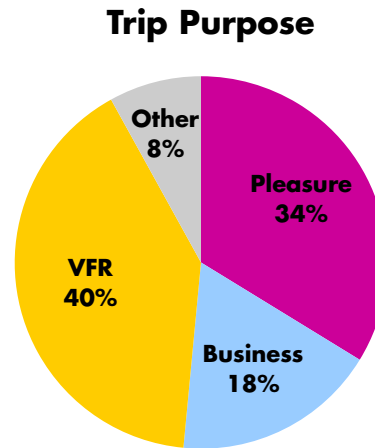
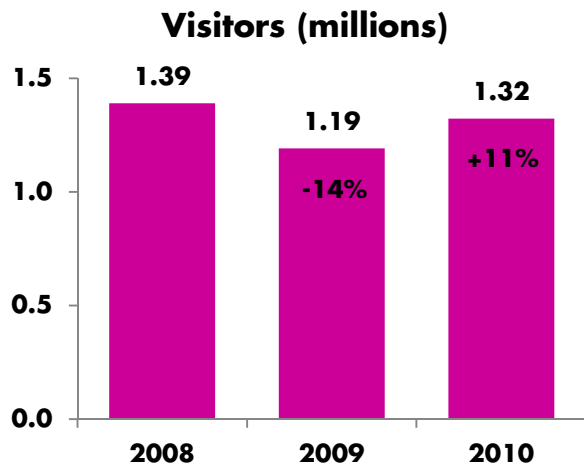
State	Trip Purpose (%)				Season (%)			
	Pleasure	Business	VFR	Other	Q1	Q2	Q3	Q4
TOTAL USA	33.7	30.4	27.8	8.0	16.6	28.2	32.1	23.1
New York	48.5	15.0	24.7	11.8	19.9	26.4	29.9	23.8
Michigan	47.9	17.8	26.7	7.6	22.7	28.1	26.1	23.2
California	22.7	23.0	50.2	4.1	17.5	23.7	33.1	25.7
Illinois	29.2	28.5	33.5	8.9	12.5	32.4	27.8	27.3
New Jersey	27.6	32.4	36.4	3.6	16.2	24.3	31.5	28.0
Florida	24.4	28.7	34.0	13.0	8.6	32.9	41.9	16.5
Massachusetts	15.8	38.1	43.6	2.6	14.4	21.8	41.0	22.8
Texas	37.8	38.9	16.1	7.2	9.8	28.6	38.3	23.3
Ohio	46.2	31.9	16.1	5.8	21.0	33.9	20.5	24.6
Pennsylvania	38.8	37.4	14.1	9.6	15.9	26.1	40.0	18.0

United States Visitors: Arrivals to Ontario



SNAPSHOT: OVERSEAS

1,323,200 visitors in 2010	\$928,400,000 visitor spending	Total nights: 12,316,300 Paid room nights: 1,970,000
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Trip Profile

AVG NIGHTS	
Total	9.3
Pleasure	6.1
Business	7.1
VFR	13.0

AVG SPENDING BY TRIP PARTY	
Total	\$1,045
Pleasure	\$1,041
Business	\$1,314
VFR	\$920

Top Activities (%)

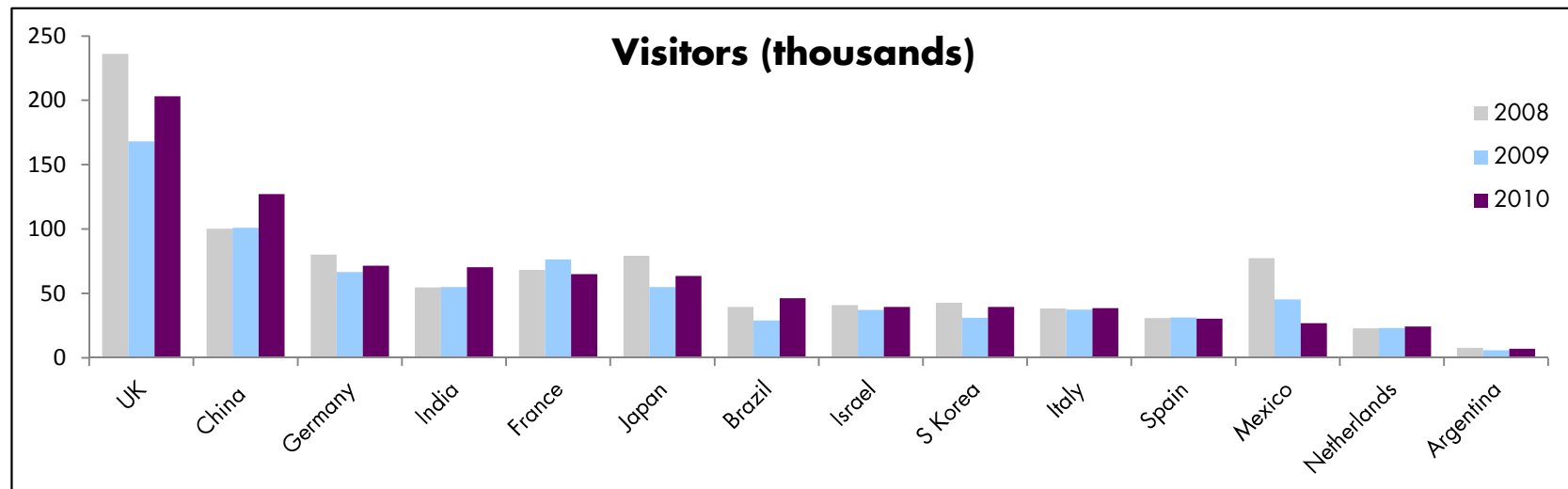
Restaurant	91.7
Shopping	74.4
Attraction	71.0
Visiting friends/family	61.9
Bar	35.2
Museum/Gallery	28.9
Nightclub	12.0
Spectator Sport	11.3
Festival	7.1
Theatre	6.5

Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	71.2
Waterfront	49.4
Chinatown	38.8
Queen West	29.9
U of T area/Annex	28.6
Midtown	24.3
Entertainment District	22.7
Yorkville	20.7
St. Lawrence/Old Town	19.7
Financial District	19.3

Overseas Visitors

Country	Visitors	Visitor Spending (\$ millions)	Total Nights	Avg Nights
TOTAL OVERSEAS	1,323,200	928.4	12,316,300	9.3
UK	203,100	138.8	1,351,400	6.7
China	127,100	105.0	1,648,500	13.0
Germany	71,600	45.7	396,000	5.5
India	70,300	49.6	1,278,100	18.2
France	65,100	27.1	310,200	4.8
Japan	63,700	42.2	503,400	7.9
Brazil	46,300	51.6	419,100	9.1
Israel	39,500	21.5	340,300	8.6
South Korea	39,500	31.5	423,200	10.7
Italy	38,600	27.7	268,800	7.0
Spain	30,400	15.5	145,700	4.8
Mexico	27,000	22.5	264,600	9.8
Netherlands	24,400	12.8	141,400	5.8
Argentina	7,100	8.3	68,000	9.6



SNAPSHOT: UNITED KINGDOM

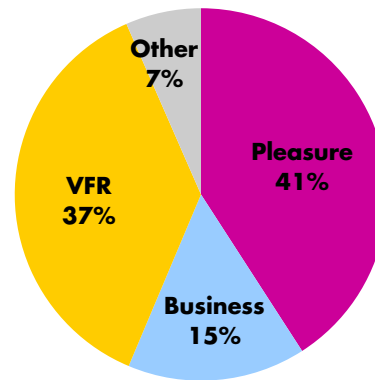


203,100 visitors in 2010	\$138,800,000 visitor spending	Total nights: 1,351,400 Paid room nights: 360,000
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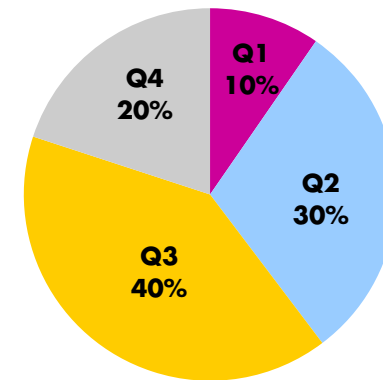
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	6.7
Pleasure	5.0
Business	8.1
VFR	8.0

AVG SPENDING BY TRIP PARTY

Total	\$1,036
Pleasure	\$1,171
Business	\$1,308
VFR	\$804

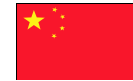
Top Activities (%)

Restaurant	87.2
Shopping	68.7
Attraction	66.5
Visiting friends/family	59.4
Bar	39.5
Museum/Gallery	24.6
Spectator Sport	12.3
Nightclub	6.8
Theatre	6.0
Festival	4.6

Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	65.8
Waterfront	51.2
Chinatown	29.2
Queen West	27.8
Entertainment District	27.8
Toronto Islands	21.0
St. Lawrence/Old Town	20.3
Yorkville	19.9
U of T area/Annex	19.6
Midtown	19.2

SNAPSHOT: CHINA

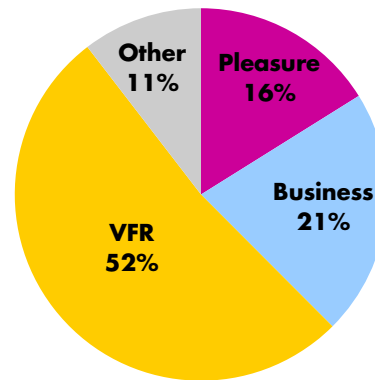


127,100 visitors in 2010	\$105,000,000 visitor spending	Total nights: 1,648,500 Paid room nights: 120,000
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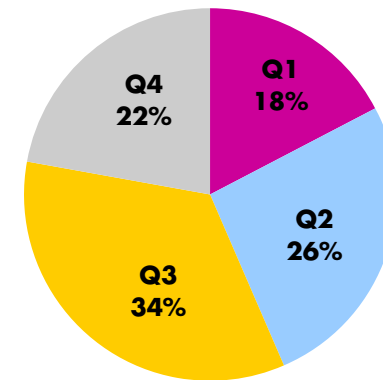
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	13.0
Pleasure	8.4
Business	5.1
VFR	18.3

AVG SPENDING BY TRIP PARTY

Total	\$1,153
Pleasure	\$1,206
Business	\$1,374
VFR	\$1,047

Top Activities (%)

Restaurant	94.1
Shopping	79.8
Visiting friends/family	78.2
Attraction	70.2
Museum/Gallery	28.2
Bar	18.6
Festival	9.0
Theatre	9.0
Spectator Sport	7.5
Nightclub	4.8

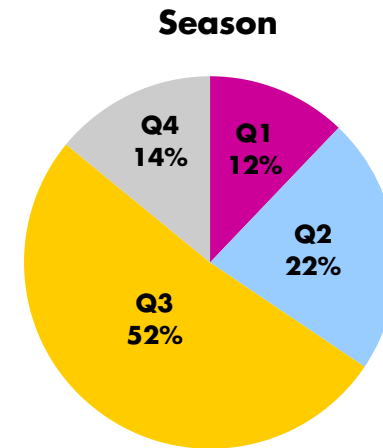
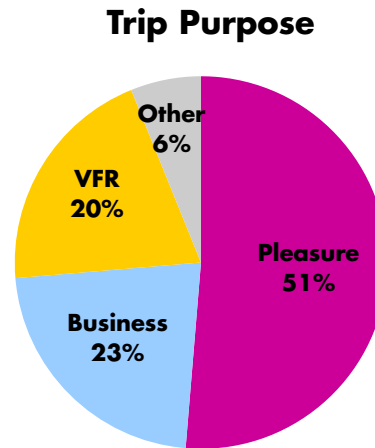
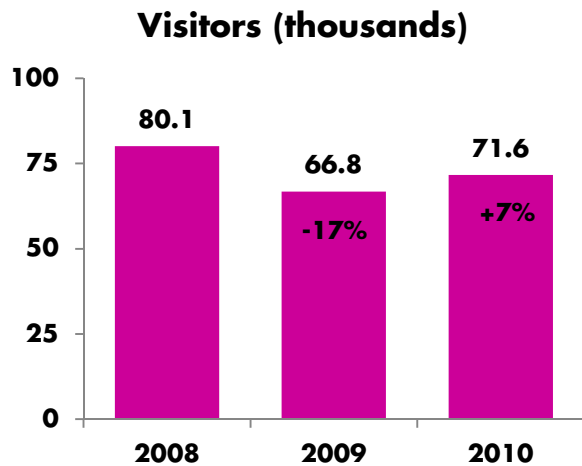
Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	70.2
Chinatown	60.6
Waterfront	42.0
Queen West	35.1
U of T area/Annex	31.9
Midtown	21.8
Mississauga	20.7
Yorkville	18.1
Entertainment District	15.4
Kensington Market	13.8

SNAPSHOT: GERMANY



71,600 visitors in 2010	\$45,700,000 visitor spending	Total nights: 396,000 Paid room nights: 140,000
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Trip Profile

AVG NIGHTS	
Total	5.5
Pleasure	4.2
Business	4.1
VFR	10.5

AVG SPENDING BY TRIP PARTY	
Total	\$941
Pleasure	\$1,017
Business	\$1,108
VFR	\$674

Top Activities (%)

Restaurant	94.4
Attraction	72.8
Shopping	63.2
Visiting friends/family	49.6
Bar	34.4
Museum/Gallery	28.0
Nightclub	14.4
Theatre	8.0
Spectator Sport	7.3
Festival	4.0

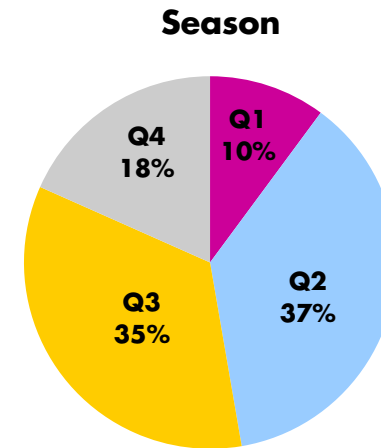
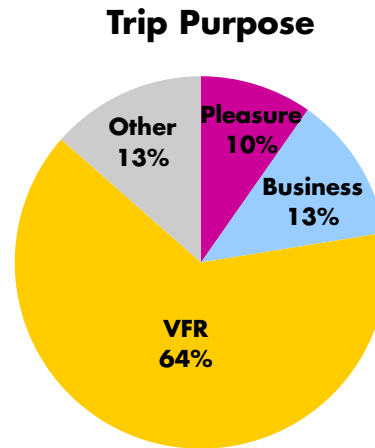
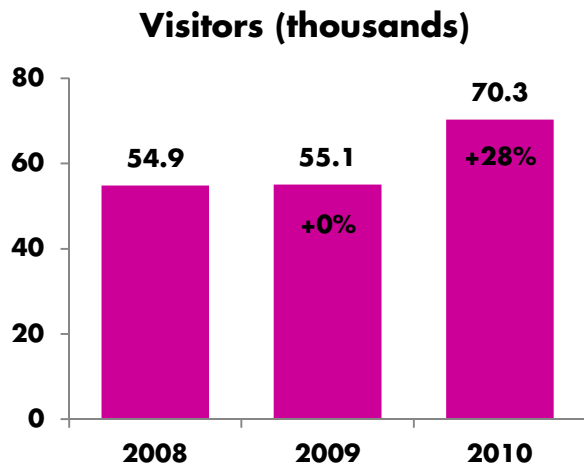
Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	71.2
Waterfront	62.4
Chinatown	41.6
U of T area/Annex	32.0
Financial District	32.0
Entertainment District	31.2
St. Lawrence/Old Town	31.2
Kensington Market	28.0
Midtown	24.8
Queen West	23.2

SNAPSHOT: INDIA



70,300 visitors in 2010	\$49,600,000 visitor spending	Total nights: 1,278,100 Paid room nights: 110,000
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Trip Profile

AVG NIGHTS	
Total	18.2
Pleasure	16.2
Business	15.0
VFR	20.9

AVG SPENDING BY TRIP PARTY	
Total	\$1,266
Pleasure	\$1,114
Business	\$1,550
VFR	\$1,282

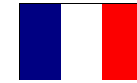
Top Activities (%)

Restaurant	94.9
Shopping	86.1
Attraction	79.7
Visiting friends/family	74.7
Bar	22.8
Museum/Gallery	22.8
Spectator Sport	9.0
Nightclub	7.6
Festival	7.6
Theatre	5.1

Top Neighbourhoods (%)

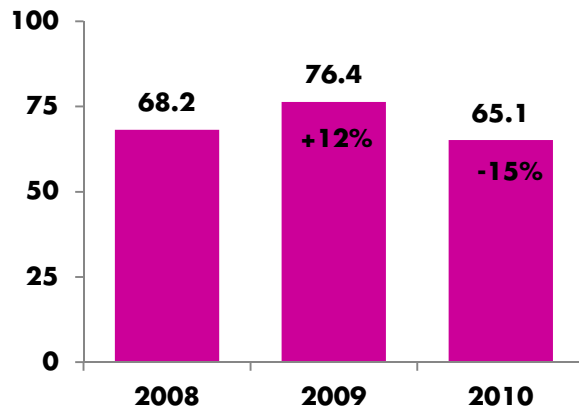
Yonge/Dundas (Eaton Ctr)	74.7
Waterfront	49.4
Mississauga	32.9
Chinatown	27.8
U of T area/Annex	25.3
Midtown	21.5
Queen West	17.7
Entertainment District	17.7
St. Lawrence/Old Town	16.5
Toronto Islands	13.9

SNAPSHOT: FRANCE

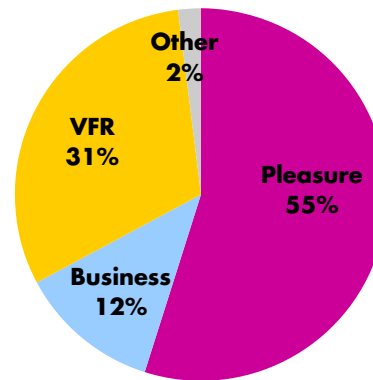


65,100 visitors in 2010	\$27,100,000 visitor spending	Total nights: 310,200 Paid room nights: 81,000
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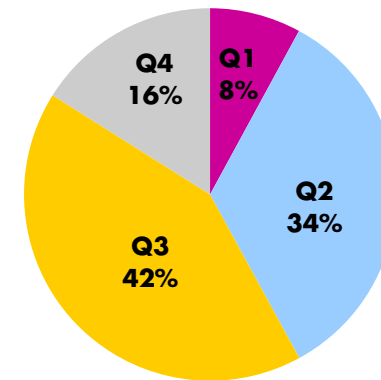
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	4.8
Pleasure	3.1
Business	10.5
VFR	5.5

AVG SPENDING BY TRIP PARTY

Total	\$623
Pleasure	\$627
Business	\$891
VFR	\$445

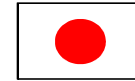
Top Activities (%)

Restaurant	89.5
Attraction	64.5
Shopping	64.5
Visiting friends/family	50.0
Bar	43.4
Museum/Gallery	35.5
Nightclub	13.2
Spectator Sport	9.3
Theatre	5.3
Festival	3.9

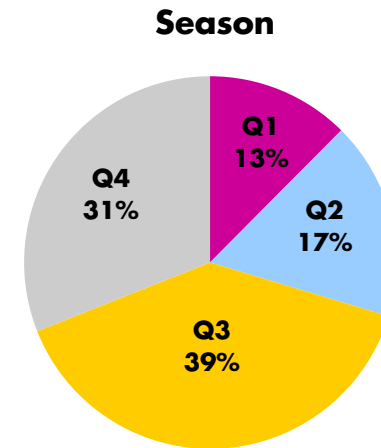
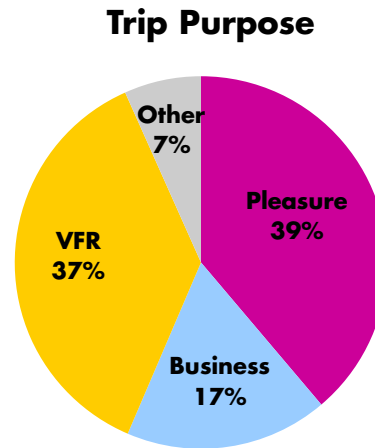
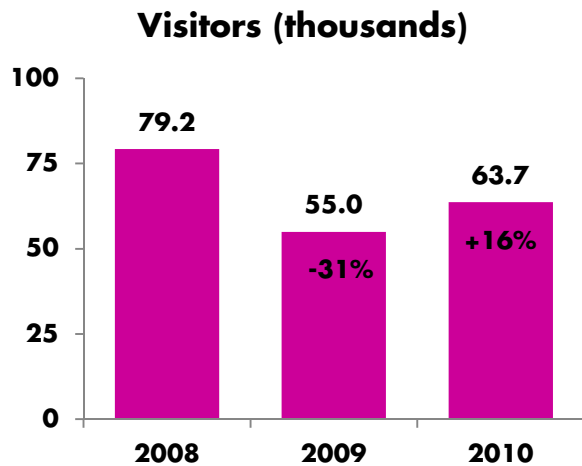
Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	71.1
Waterfront	43.4
U of T area/Annex	35.5
Midtown	32.9
Queen West	31.6
Entertainment District	30.3
Financial District	28.9
Chinatown	26.3
Yorkville	19.7
St. Lawrence/Old Town	19.7

SNAPSHOT: JAPAN



63,700 visitors in 2010	\$42,200,000 visitor spending	Total nights: 503,400 Paid room nights: 71,000
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Trip Profile

AVG NIGHTS	
Total	7.9
Pleasure	5.5
Business	3.7
VFR	12.7

AVG SPENDING BY TRIP PARTY	
Total	\$881
Pleasure	\$869
Business	\$981
VFR	\$868

Top Activities (%)

Restaurant	92.9
Shopping	76.8
Attraction	73.2
Visiting friends/family	60.7
Bar	30.4
Museum/Gallery	30.4
Spectator Sport	17.9
Nightclub	10.7
Festival	8.9
Theatre	8.9

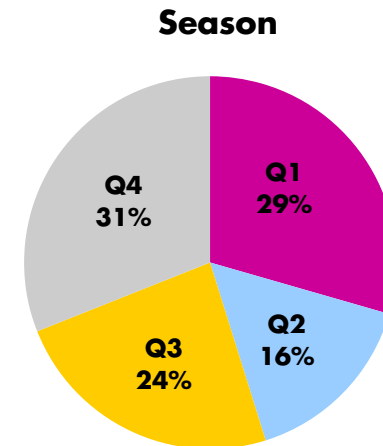
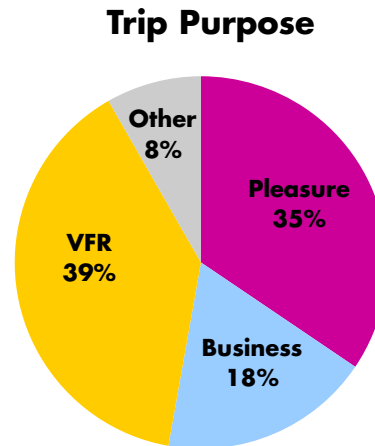
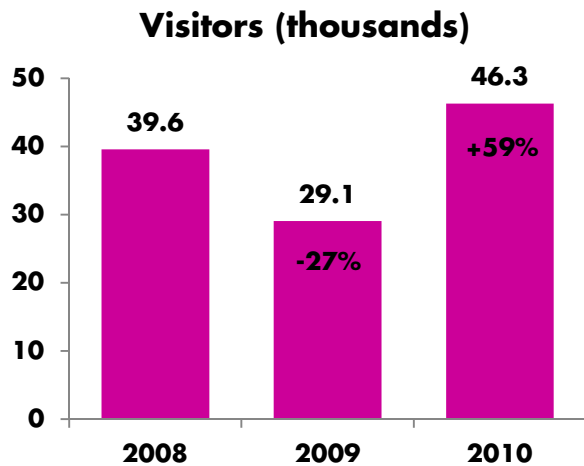
Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	66.1
Waterfront	58.9
Queen West	46.4
Chinatown	39.3
Midtown	35.7
U of T area/Annex	30.4
Yorkville	28.6
St. Lawrence/Old Town	21.4
Kensington Market	17.9
Toronto Islands	17.9

SNAPSHOT: BRAZIL



46,300 visitors in 2010	\$51,600,000 visitor spending	Total nights: 419,100 Paid room nights: 140,000
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Trip Profile

AVG NIGHTS	
Total	9.1
Pleasure	7.2
Business	9.8
VFR	10.4

AVG SPENDING BY TRIP PARTY	
Total	\$1,599
Pleasure	\$1,962
Business	\$1,905
VFR	\$1,327

Top Activities (%)

Restaurant	94.9
Attraction	94.9
Shopping	87.2
Museum/Gallery	55.1
Bar	53.8
Visiting friends/family	43.6
Nightclub	29.5
Spectator Sport	20.8
Festival	10.3
Theatre	7.7

Top Neighbourhoods (%)

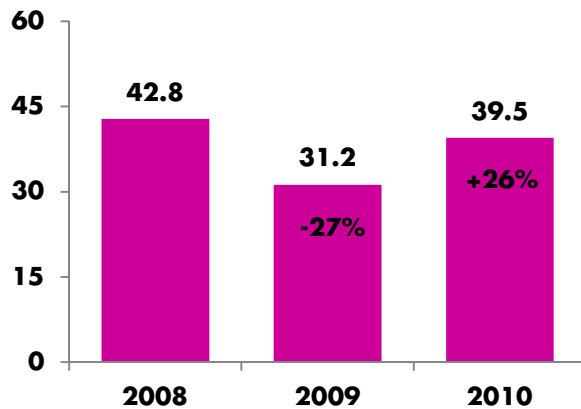
Yonge/Dundas (Eaton Ctr)	88.5
Chinatown	65.4
U of T area/Annex	51.3
Waterfront	48.7
Queen West	41.0
Midtown	38.5
St. Lawrence/Old Town	35.9
Yorkville	32.1
Distillery District	30.8
Toronto Islands	29.5

SNAPSHOT: SOUTH KOREA

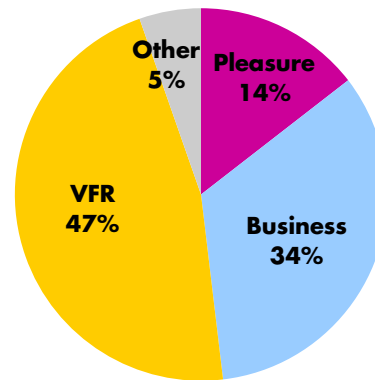


39,500 visitors in 2010	\$31,500,000 visitor spending	Total nights: 423,200 Paid room nights: 78,000
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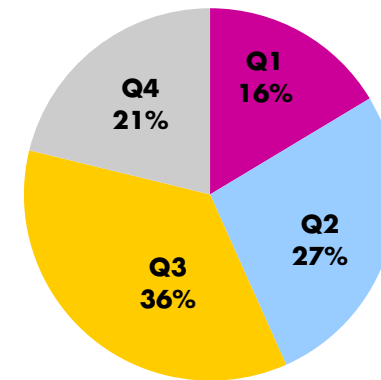
Visitors (thousands)



Trip Purpose



Season



Trip Profile

AVG NIGHTS

Total	10.7
Pleasure	10.0
Business	7.3
VFR	13.8

AVG SPENDING BY TRIP PARTY

Total	\$1,021
Pleasure	\$1,209
Business	\$1,489
VFR	\$655

Top Activities (%)

Restaurant	95.3
Shopping	90.7
Attraction	83.7
Visiting friends/family	69.0
Museum/Gallery	48.8
Bar	46.5
Nightclub	23.3
Spectator Sport	16.7
Theatre	16.3
Festival	9.3

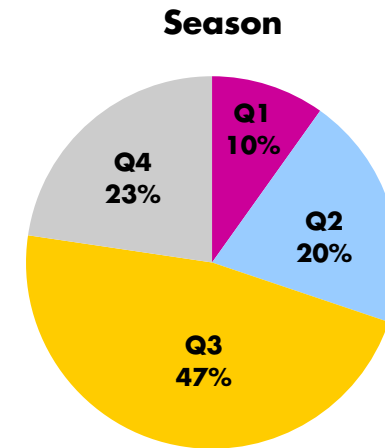
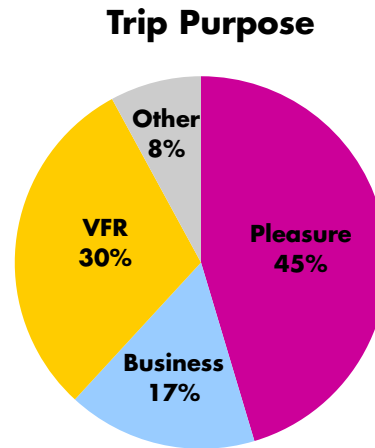
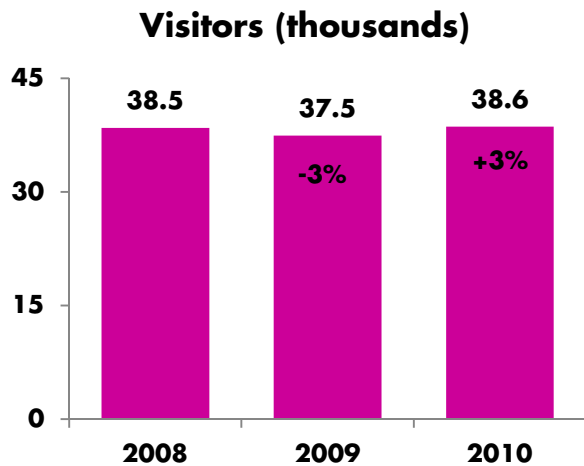
Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	85.7
Chinatown	47.6
U of T area/Annex	43.9
Waterfront	42.9
Midtown	33.3
Yorkville	31.0
St. Lawrence/Old Town	28.6
Queen West	28.6
Kensington Market	23.8
Financial District	22.5

SNAPSHOT: ITALY



38,600 visitors in 2010	\$27,700,000 visitor spending	Total nights: 268,800 Paid room nights: 48,000
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Trip Profile

AVG NIGHTS	
Total	7.0
Pleasure	4.1
Business	4.0
VFR	12.7

AVG SPENDING BY TRIP PARTY	
Total	\$1,043
Pleasure	\$900
Business	\$1,530
VFR	\$811

Top Activities (%)

Restaurant	91.3
Attraction	76.8
Visiting friends/family	72.5
Shopping	65.2
Bar	33.3
Museum/Gallery	33.3
Nightclub	18.8
Spectator Sport	13.2
Festival	13.0
Theatre	2.9

Top Neighbourhoods (%)

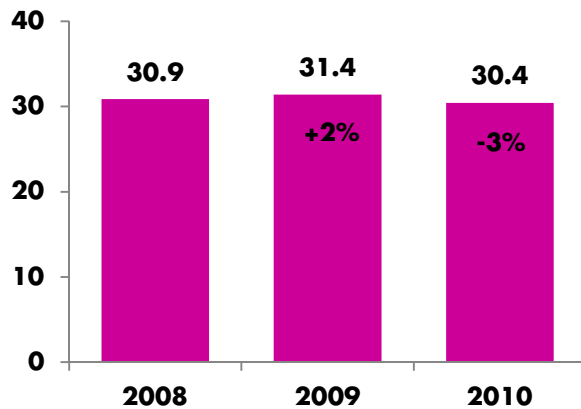
Yonge/Dundas (Eaton Ctr)	72.5
Waterfront	53.6
Little Italy	46.4
Chinatown	30.4
Toronto Islands	27.5
Kensington Market	26.1
Midtown	26.1
Queen West	24.6
Yorkville	24.6
Entertainment District	23.2

SNAPSHOT: SPAIN

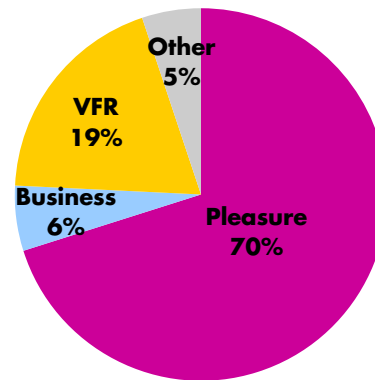


30,400 visitors in 2010	\$15,500,000 visitor spending	Total nights: 145,700 Paid room nights: 35,000
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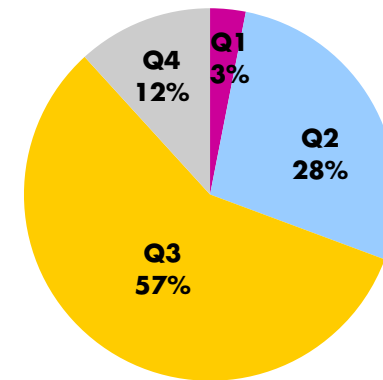
Visitors (thousands)



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	\$865
Pleasure	\$820
Business	\$1,088
VFR	\$861

Top Activities (%)

Restaurant	94.3
Attraction	74.3
Shopping	71.4
Bar	54.3
Visiting friends/family	51.4
Nightclub	34.3
Museum/Gallery	28.6
Spectator Sport	25.0
Festival	17.1
Theatre	2.9

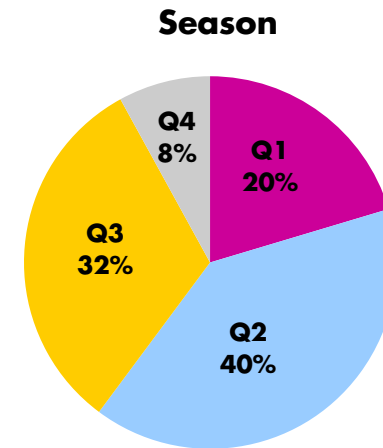
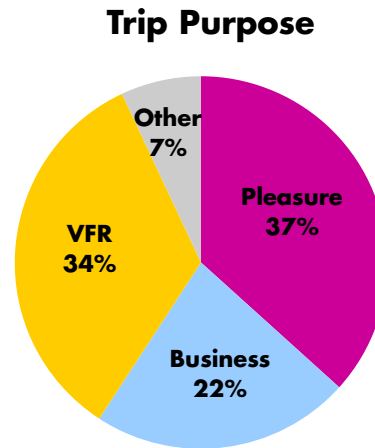
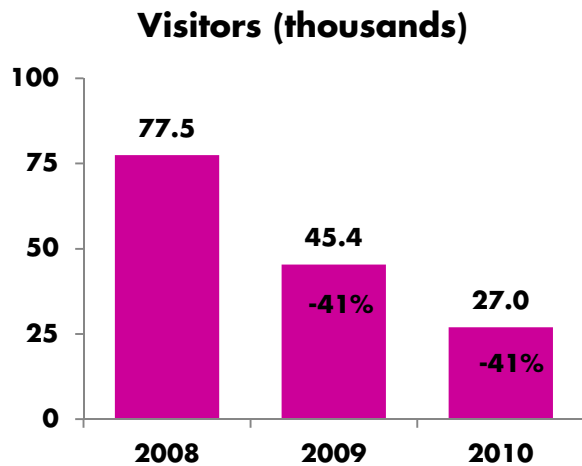
Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	71.9
Waterfront	59.4
U of T area/Annex	58.6
Chinatown	56.3
Toronto Islands	43.8
Queen West	37.5
Entertainment District	37.5
St. Lawrence/Old Town	37.5
Kensington Market	34.4
Distillery District	31.3

SNAPSHOT: MEXICO



27,000 visitors in 2010	\$22,500,000 visitor spending	Total nights: 264,600 Paid room nights: 88,000
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Trip Profile

AVG NIGHTS	
Total	9.8
Pleasure	3.3
Business	19.3
VFR	11.1

AVG SPENDING BY TRIP PARTY	
Total	\$1,229
Pleasure	\$815
Business	\$1,568
VFR	\$1,503

Top Activities (%)

Restaurant	94.6
Shopping	76.8
Attraction	73.2
Visiting friends/family	64.3
Bar	37.5
Museum/Gallery	28.6
Spectator Sport	14.3
Nightclub	14.3
Festival	7.1
Theatre	5.4

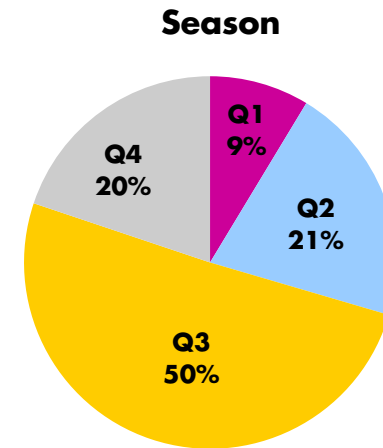
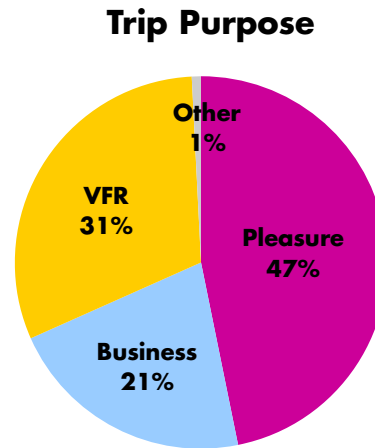
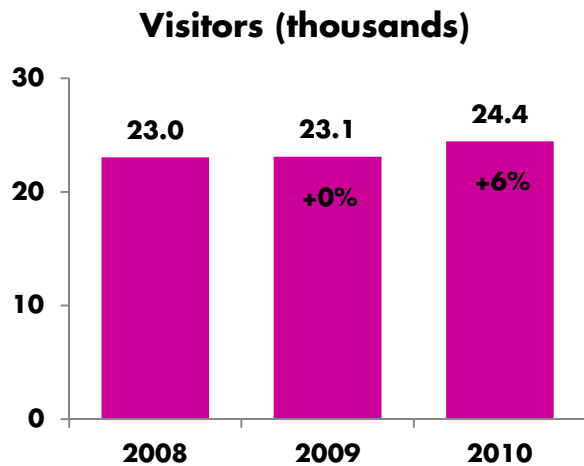
Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	76.8
Waterfront	53.6
Queen West	44.6
Chinatown	41.1
Mississauga	33.9
U of T area/Annex	30.4
Midtown	26.8
Yorkville	25.0
Entertainment District	17.9
Little Italy	16.1

SNAPSHOT: NETHERLANDS



24,400 visitors in 2010	\$12,800,000 visitor spending	Total nights: 141,400 Paid room nights: 38,000
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Trip Profile

AVG NIGHTS	
Total	5.8
Pleasure	4.9
Business	4.8
VFR	7.7

AVG SPENDING BY TRIP PARTY	
Total	\$930
Pleasure	\$937
Business	\$1,229
VFR	\$774

Top Activities (%)

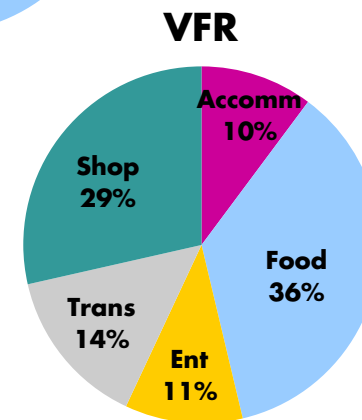
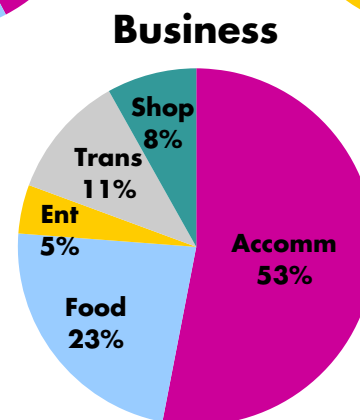
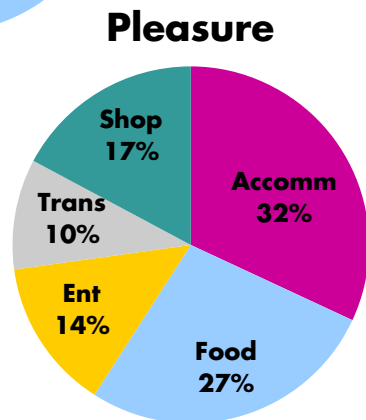
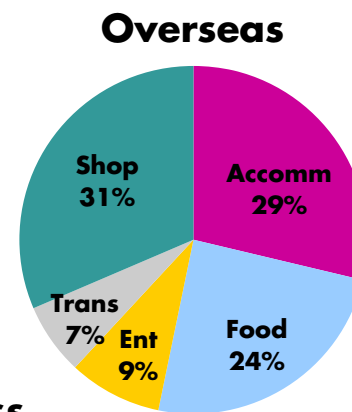
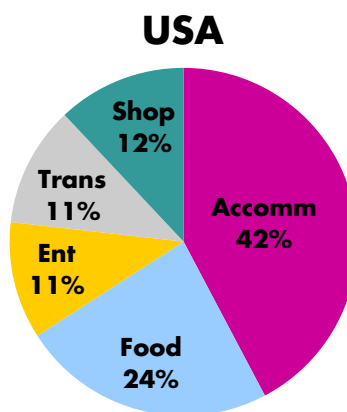
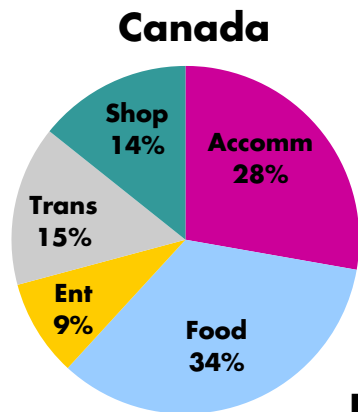
Restaurant	86.6
Shopping	76.1
Attraction	55.2
Visiting friends/family	52.2
Bar	46.3
Museum/Gallery	31.3
Spectator Sport	10.4
Festival	7.5
Nightclub	6.0
Theatre	4.5

Top Neighbourhoods (%)

Yonge/Dundas (Eaton Ctr)	66.7
Chinatown	41.3
Waterfront	38.1
Queen West	30.2
Entertainment District	30.2
U of T area/Annex	28.0
Kensington Market	27.0
Financial District	25.5
Midtown	23.8
St. Lawrence/Old Town	22.2

Average Spending by Trip Party (\$)

	TOTAL	Accommodation	Food	Entertainment	Transportation*	Shopping
TOTAL	450.11	145.43	128.28	42.68	52.64	81.08
Canada	279.07	77.47	95.04	25.17	41.60	39.79
USA	782.68	330.80	184.99	85.24	87.87	93.78
Overseas	1,044.79	300.00	256.04	90.53	69.83	328.39
Pleasure	563.99	180.19	153.05	77.31	56.47	96.98
Business	710.97	377.03	164.69	31.51	79.92	57.82
VFR	271.23	27.62	97.96	28.91	39.26	77.49



*Transportation within Toronto. Does not include transportation to Toronto.

Neighbourhoods Visited (%)

	Yonge/Dundas (Eaton Ctr)	Waterfront	Chinatown	Queen West	Midtown	Mississauga	U of T area/Annex	Entertainment District	Yorkville	Financial District	St. Lawrence/Old Town	Distillery District	Kensington Market	Toronto Islands	Airport area (non-flight)	Little Italy	North TO/North York	Greektown
Total	52.9	37.1	23.5	22.4	19.5	18.8	18.3	16.8	16.0	14.2	12.5	11.8	11.2	9.9	9.0	8.2	6.4	4.5
Canada	39.5	19.5	10.3	14.5	12.9	19.8	10.0	12.7	9.1	7.8	6.5	7.3	7.9	3.5	10.0	5.0	7.4	2.9
USA	44.0	36.1	17.4	20.5	19.4	18.4	13.4	14.0	15.9	13.2	9.4	11.0	6.8	5.7	10.7	6.4	5.4	4.0
Lat Am	84.0	52.8	51.4	39.6	32.6	18.8	41.0	20.1	27.1	20.8	28.5	21.5	20.1	21.5	9.7	19.4	4.2	9.0
Europe	68.4	51.8	33.1	28.1	23.8	15.7	26.0	28.1	20.1	24.0	21.8	20.0	21.5	21.8	4.9	14.9	5.0	6.5
Asia	73.1	47.4	44.9	30.7	23.7	23.0	30.9	16.0	20.3	13.5	14.9	7.7	13.8	12.9	7.9	6.5	10.2	5.0
Pleasure	62.8	52.9	32.0	28.3	22.9	18.1	22.7	17.7	16.2	13.3	17.6	14.6	13.8	14.7	10.7	9.5	5.3	4.3
Business	42.7	31.2	15.8	19.2	15.3	19.9	12.0	17.2	13.7	20.3	9.0	10.5	6.0	3.5	12.0	4.3	4.0	2.4
VFR	53.3	31.1	21.1	19.4	20.2	20.1	16.4	13.7	17.1	8.0	11.9	10.4	12.8	9.8	3.7	9.7	8.8	5.3
First-time	67.2	51.0	37.2	29.6	25.8	14.1	26.1	22.3	19.7	19.7	20.3	16.8	17.1	17.7	7.6	12.1	4.6	6.0
Repeat	46.4	30.7	17.2	19.2	16.6	21.0	14.7	14.2	14.3	11.6	8.9	9.6	8.4	6.4	9.6	6.5	7.2	3.8
Key cities	58.2	44.2	30.2	27.2	22.8	19.5	21.9	17.8	18.5	15.5	15.2	13.0	12.2	11.9	9.0	8.0	5.7	4.9
Other	46.0	28.3	15.7	17.3	15.9	18.6	13.4	16.6	13.5	12.8	9.4	10.2	9.9	7.1	8.7	8.2	7.0	4.0
Q1	43.3	16.1	13.9	16.9	12.8	17.8	13.1	7.8	12.2	10.0	4.7	8.1	7.5	4.4	11.1	5.6	9.2	3.9
Q2	49.7	28.8	17.9	16.1	16.4	16.4	17.7	19.4	14.0	14.9	11.6	12.0	11.4	10.1	8.8	9.0	7.7	3.5
Q3	50.5	46.1	21.9	22.2	20.2	19.6	17.1	15.3	15.0	12.4	9.9	10.7	9.6	12.7	9.3	8.6	5.0	4.0
Q4	61.3	39.0	32.6	29.1	23.2	20.1	21.9	19.4	19.8	17.2	18.7	14.4	14.1	8.1	8.0	8.1	6.2	6.0

Visitor Activities (%)

	Restaurant	Visit friends / fam	Shopping	Attraction*	Bar	Museum / Gallery	Spectator sport	Nightclub	Festival	Theatre
Total	86.5	56.3	52.7	49.4	30.3	19.6	8.8	8.3	4.9	4.8
Canada	79.1	57.1	46.7	29.2	26.7	12.9	8.7	7.2	2.5	5.2
USA	86.1	50.7	36.3	41.7	28.1	15.2	6.5	5.8	4.4	3.0
Lat Am	94.4	51.4	81.9	87.5	45.8	41.0	17.5	21.5	8.3	6.3
Europe	90.0	57.5	69.3	67.5	39.7	27.5	11.5	11.8	6.2	5.4
Asia	94.1	72.7	80.4	74.0	25.7	28.7	9.8	9.7	8.6	8.6
Pleasure	90.4	57.2	57.5	66.1	30.0	25.4	8.9	7.6	4.4	6.2
Business	87.5	24.2	38.4	34.5	33.5	10.6	8.7	5.8	3.2	2.8
VFR	83.8	91.8	61.8	49.1	27.9	20.6	5.9	8.4	4.4	4.7
First-time	90.9	46.0	62.1	70.2	35.0	28.5	11.4	12.3	5.8	4.9
Repeat	84.4	61.0	48.4	39.8	28.1	15.6	7.6	6.5	4.4	4.8
Key cities	89.5	56.2	54.6	57.9	30.3	23.1	8.6	8.2	5.9	5.4
Other	83.5	58.3	50.7	39.2	30.7	15.7	8.4	8.5	4.2	4.2
Q1	74.2	58.8	55.3	35.6	22.8	11.7	5.4	10.6	1.9	3.9
Q2	81.8	53.0	58.2	41.1	30.2	17.5	10.3	7.3	5.0	4.3
Q3	87.3	52.6	36.2	51.3	28.4	21.0	8.2	7.0	6.0	4.2
Q4	92.8	62.4	67.7	57.4	35.1	22.1	9.5	9.9	4.4	6.2

*Attractions include Canada's Wonderland, Casa Loma, Centreville, CN Tower, Eaton Centre, Hockey Hall of Fame, Ontario Place, Toronto Zoo, bus tour, and boat tour. Museums and galleries are categorized separately.

Other Cities Visited on Same Trip (%)

Canadian Cities

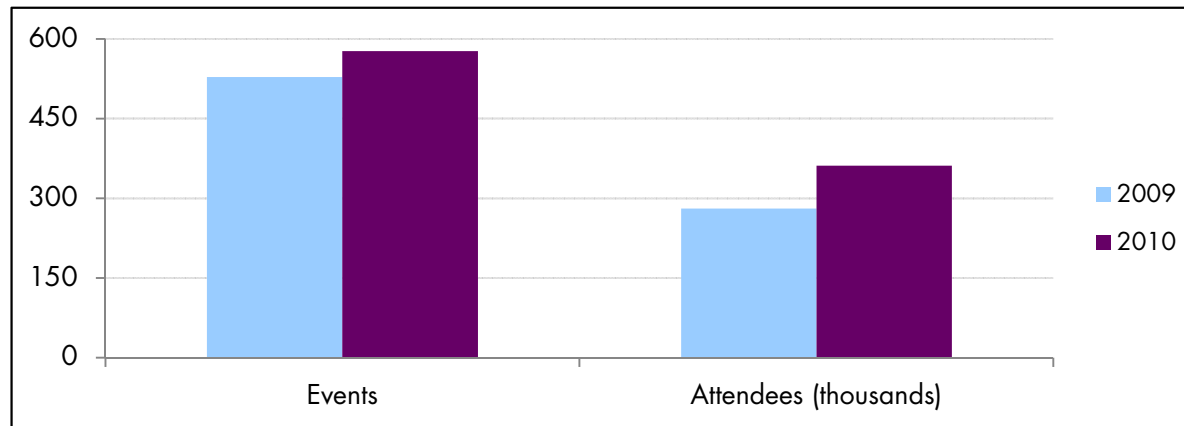
Visitors	Niagara	Montreal	Ottawa	Quebec City	Vancouver
Total	16.7	5.5	4.1	2.8	1.8
Canada	6.6	1.8	1.5	0.6	0.6
USA	9.0	2.8	2.2	1.6	0.8
Overseas	31.6	10.8	7.7	5.6	3.5

U.S. Cities

Visitors	New York City	Buffalo	Boston	Chicago	Los Angeles
Total	1.5	0.7	0.5	0.4	0.2
Canada	0.8	0.7	0.5	0.1	0.1
USA	0.3	0.3	0.1	0.2	0.1
Overseas	3.3	1.1	0.9	0.8	0.2

Meetings and Conventions Hosted in 2010

	2009	2010	Change (%)
Events	528	577	9.3
Attendees	280,439	361,487	28.9



2010 Citywide Conventions*	Month	Attendance
American College of Physicians	Apr	10,000
American Academy of Neurology	Apr	10,000
National Society of Black Engineers	Apr	5,000
American Association for Thoracic Surgery	May	4,000
G8/G20 Summit 2010	Jun	22,600
Shriners - Imperial Council	Jul	10,000
International Continence Society	Aug	3,500
American Society Of Plastic Surgeons	Oct	5,000
American Society For Bone & Mineral Research	Oct	5,000

*At least 1,500 peak room nights, booked in at least three hotels

Meetings and Conventions Booked in 2010

	2009	2010	Change (%)
Total Definite Room Nights	592,524	573,644	-3.2
Total Citywide Room Nights	194,943	134,915	-30.8
Total Tentative Room Nights	1,512,979	1,814,524	19.9
SMERF* Room Nights	131,639	95,061	-27.8
US Corporate Room Nights	24,958	39,434	58.0
US Association Room Nights	180,533	160,849	-10.9
Canadian Corporate Room Nights	69,972	89,276	27.6
Cdn. & Prov. Associations Room Nights	169,542	173,926	2.6
International Room Nights	15,880	15,098	-4.9
Regional (East & West) Room Nights	126,410	109,747	-13.2

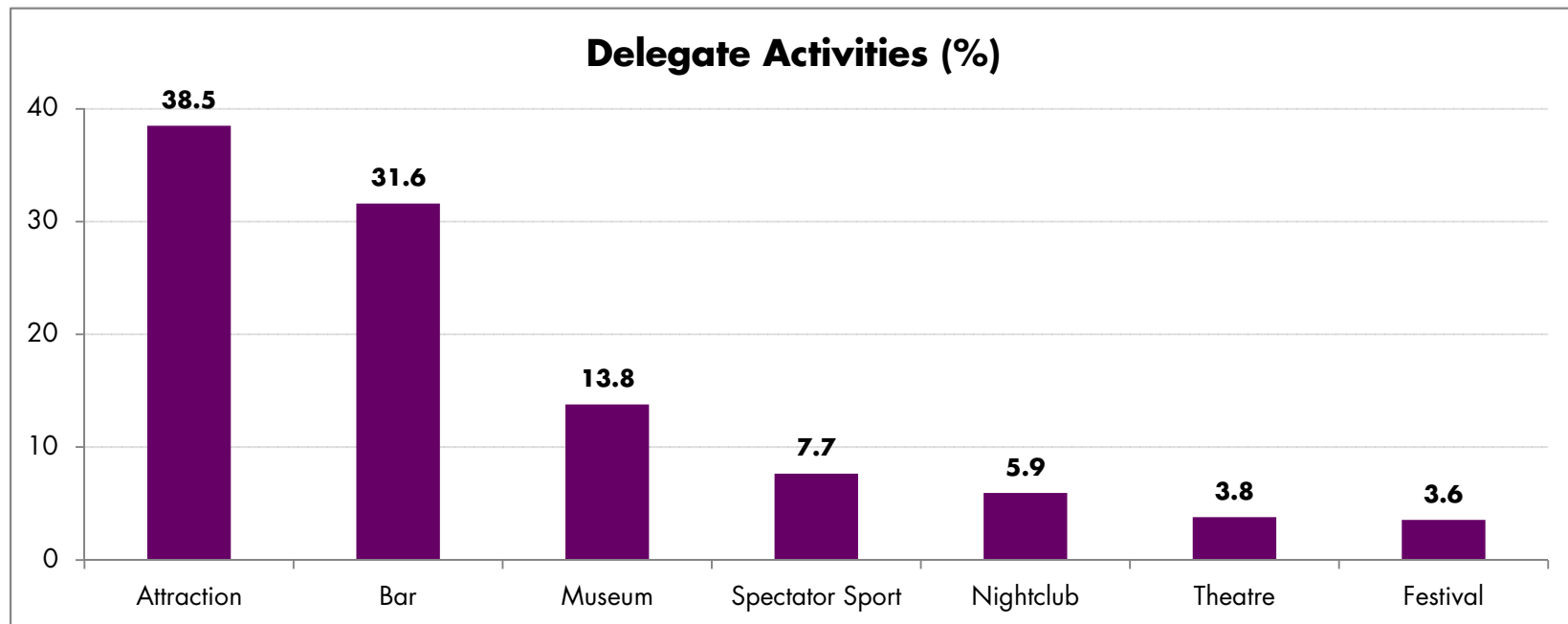
Citywide Conventions**	Date	Attendance
Shoppers Drug Mart	Feb 2012	2,200
Assembly of First Nations	Jul 2012	3,000
Toronto Sports Council/Ontario Summer Games	Aug 2012	8,000
Confidential Group	Jul 2014	3,200
Teachers of English to Speakers of Other Languages	Mar 2015	6,500
Canadian Wind Energy Association	Sep 2015	3,000
Government Finance Officers Association	May 2016	7,500
ASAE & The Centre for Association Leadership	Aug 2017	6,500
Canadian Union of Public Employees	Sep 2017	2,500
American Water Works Association	Jun 2023	11,000
American Water Works Association	Jun 2029	11,000

*Social, Military, Educational, Religious, Fraternal

**At least 1,500 peak room nights, booked in at least three hotels

Meeting and Convention Delegate Profiles

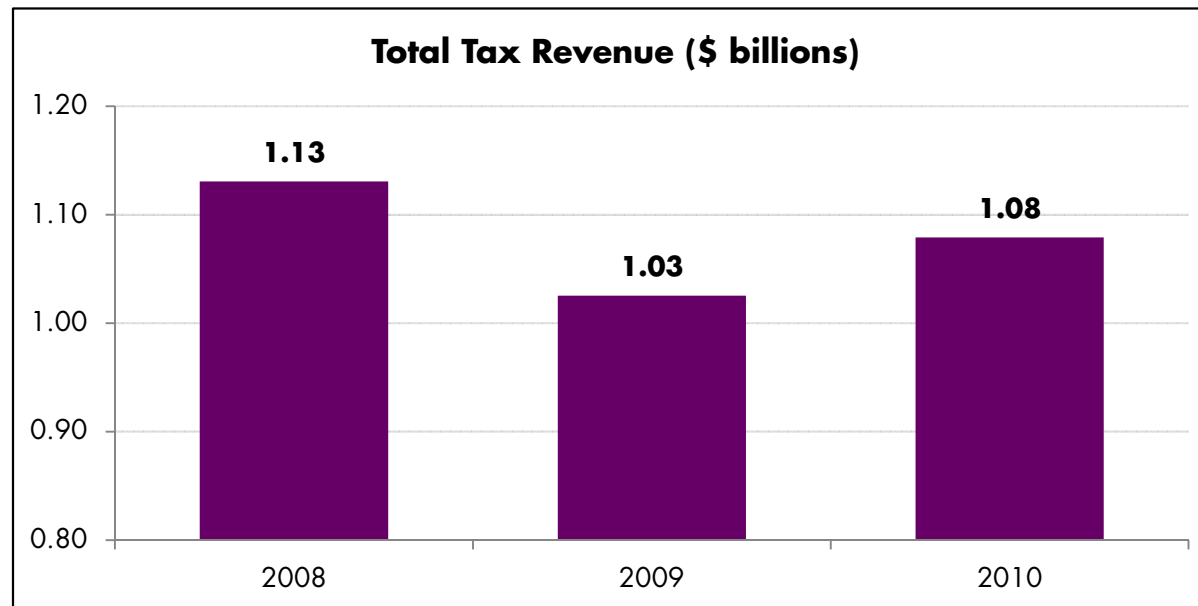
- 41.1% spent time in Toronto beyond the requirements of their meeting or convention.
 - 48.9% of those who spent extra time in Toronto stayed for at least two extra nights.
- 33.8% stated they planned on returning for pleasure in the next two years.
- 29.0% were first-time visitors.
- 8.8% brought a spouse.



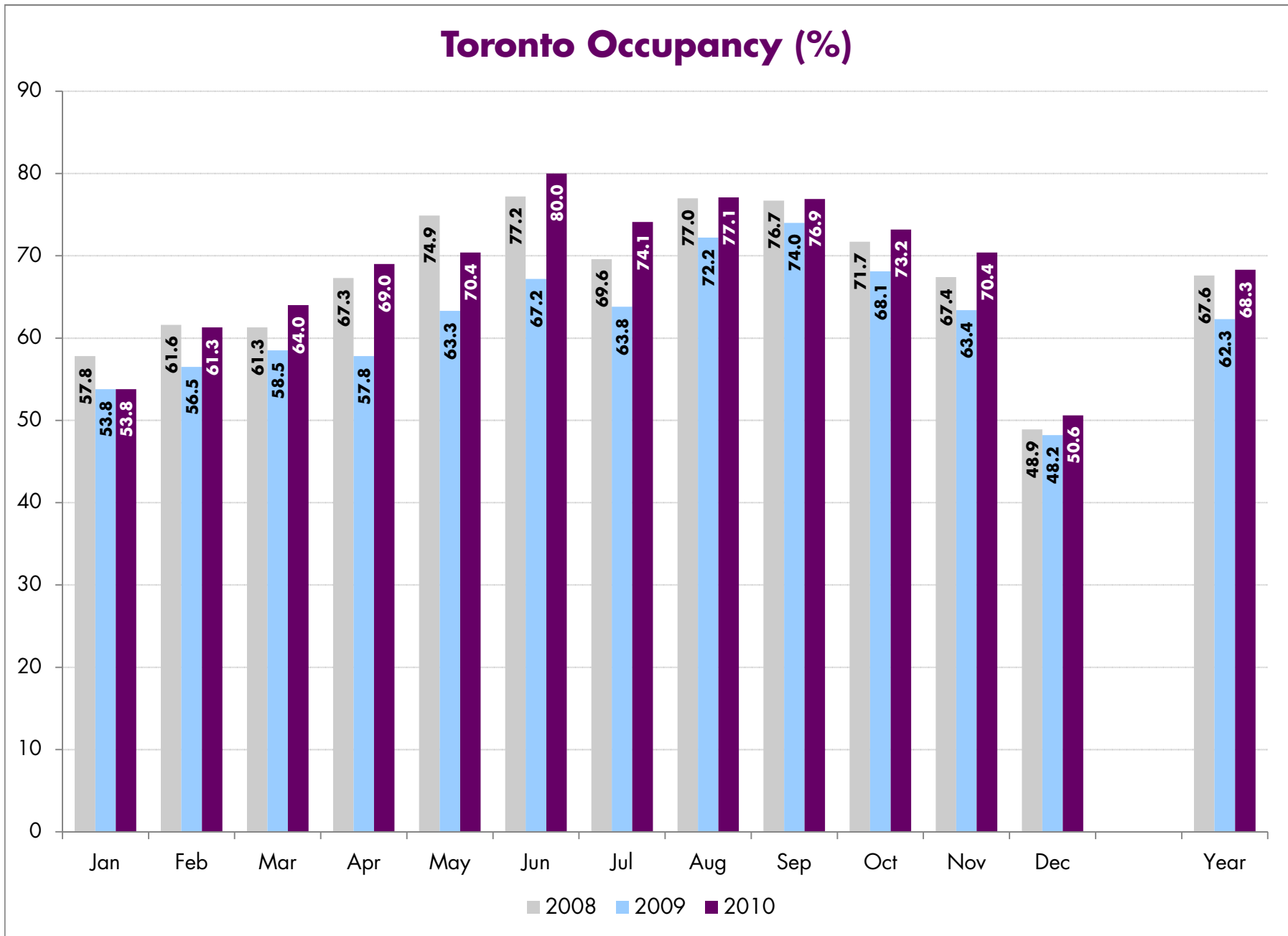
Economic Impacts of Tourism

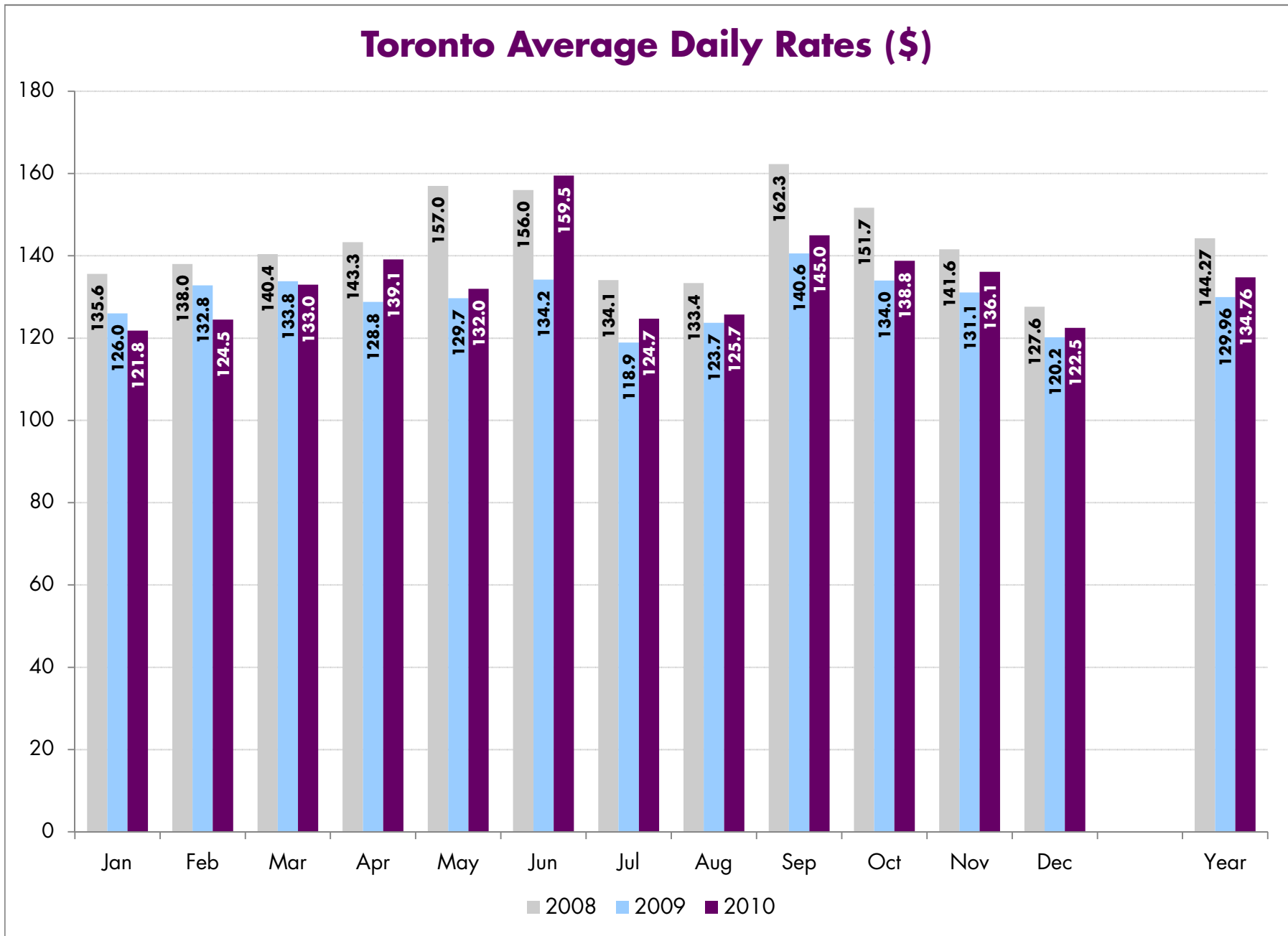
Direct Taxes Generated in Toronto by Tourism Spending (\$ millions)

	2008	2009	2010
Federal	591.0	534.0	560.0
Provincial	535.4	487.4	514.8
Municipal	4.3	4.0	4.3



224,000 people work in tourism and hospitality within the Toronto region.





Top North American Cities - Occupancy (%)

Ranked by 2010 occupancy (%)

City	2009	2010	Change		
			%	2009 Rank	2010 Rank
New York City	77.0	80.9	5.0	1	1
Oahu Island	72.3	78.2	8.1	2	2
San Francisco	71.2	75.2	5.7	3	3
Miami	65.1	70.2	7.9	4	4
Boston	62.2	68.7	10.4	11	5
Toronto	62.3	68.3	9.7	10	6
Anaheim	63.6	68.1	7.1	8	7
Los Angeles	64.0	68.0	6.4	7	8
Vancouver	64.2	67.7	5.5	6	9
Washington, DC	64.6	67.0	3.8	5	10
San Diego	62.9	66.7	6.1	9	11
Seattle	61.4	65.7	7.0	12	12
New Orleans	57.4	64.7	12.7	17	13
Philadelphia	61.2	64.2	5.0	13	14
Orlando	59.5	63.2	6.3	14	15
Denver	57.5	62.9	9.3	16	16
Montreal	57.9	62.9	8.6	15	16
Chicago	56.3	61.8	9.8	18	18
Minneapolis-St Paul	55.7	61.0	9.4	19	19
Canada	58.9	60.9	3.5		
Nashville	54.4	58.2	6.9	21	20
USA	54.5	57.6	5.7		
Atlanta	52.5	57.5	9.7	24	21
St Louis	54.4	57.0	4.9	21	22
Phoenix	52.1	55.8	7.2	25	23
Tampa	52.1	55.3	6.1	25	24
Houston	55.2	55.1	-0.3	20	25
Dallas	51.0	54.6	6.9	27	26
Detroit	47.5	54.3	14.2	28	27
Virginia Beach	52.8	53.3	0.9	23	28

Ranked by growth

City	Change	
	%	Rank
Detroit	14.2	1
New Orleans	12.7	2
Boston	10.4	3
Chicago	9.8	4
Toronto	9.7	5
Atlanta	9.7	5
Minneapolis-St Paul	9.4	7
Denver	9.3	8
Montreal	8.6	9
Oahu Island	8.1	10
Miami	7.9	11
Phoenix	7.2	12
Anaheim	7.1	13
Seattle	7.0	14
Dallas	6.9	15
Nashville	6.9	15
Los Angeles	6.4	17
Orlando	6.3	18
San Diego	6.1	19
Tampa	6.1	19
San Francisco	5.7	21
USA	5.7	
Vancouver	5.5	22
New York City	5.0	23
Philadelphia	5.0	23
St Louis	4.9	25
Washington, DC	3.8	26
Canada	3.5	
Virginia Beach	0.9	27
Houston	-0.3	28

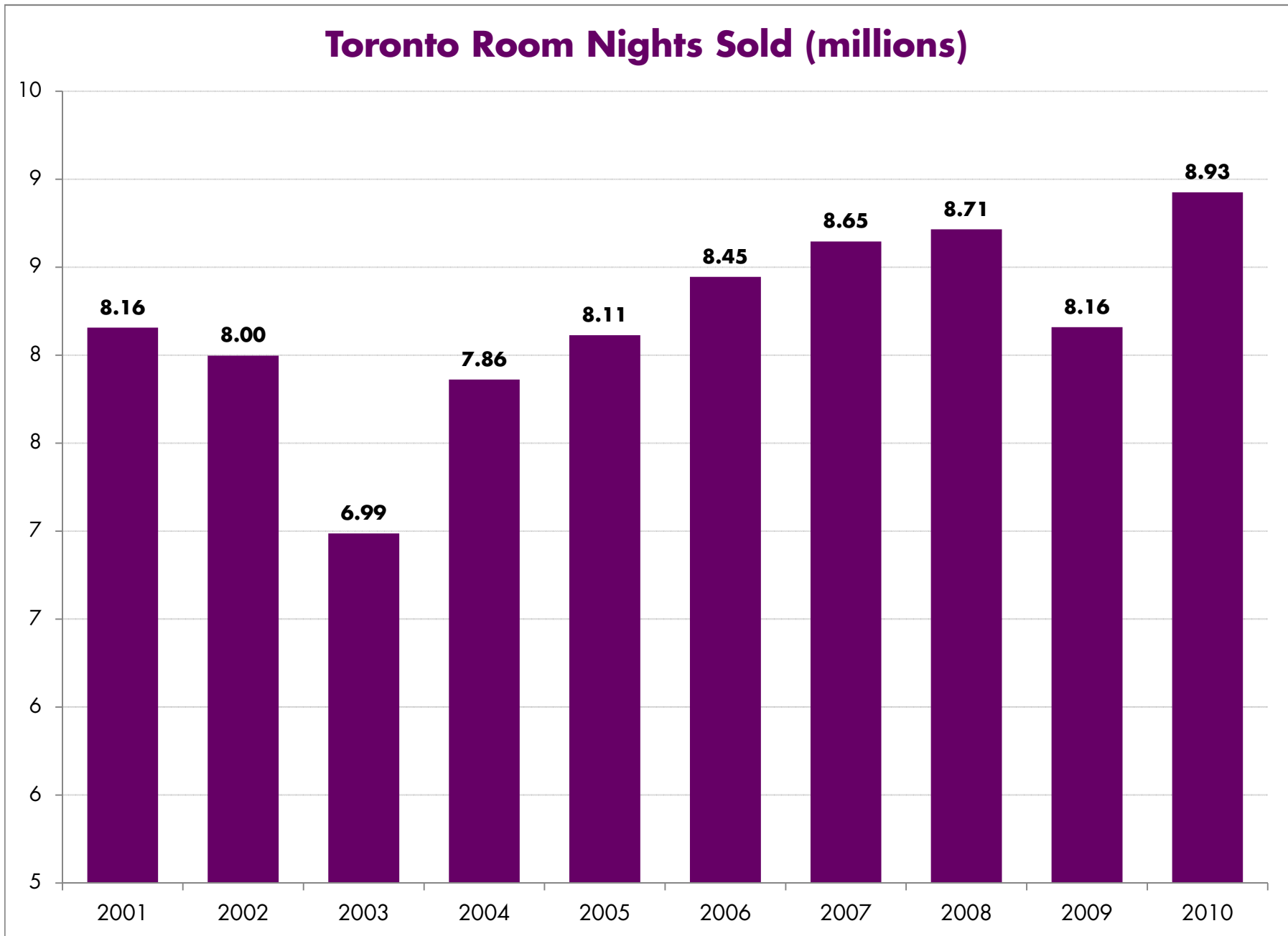
Top North American Cities - Average Daily Rates (\$)

Ranked by 2010 ADR (\$)

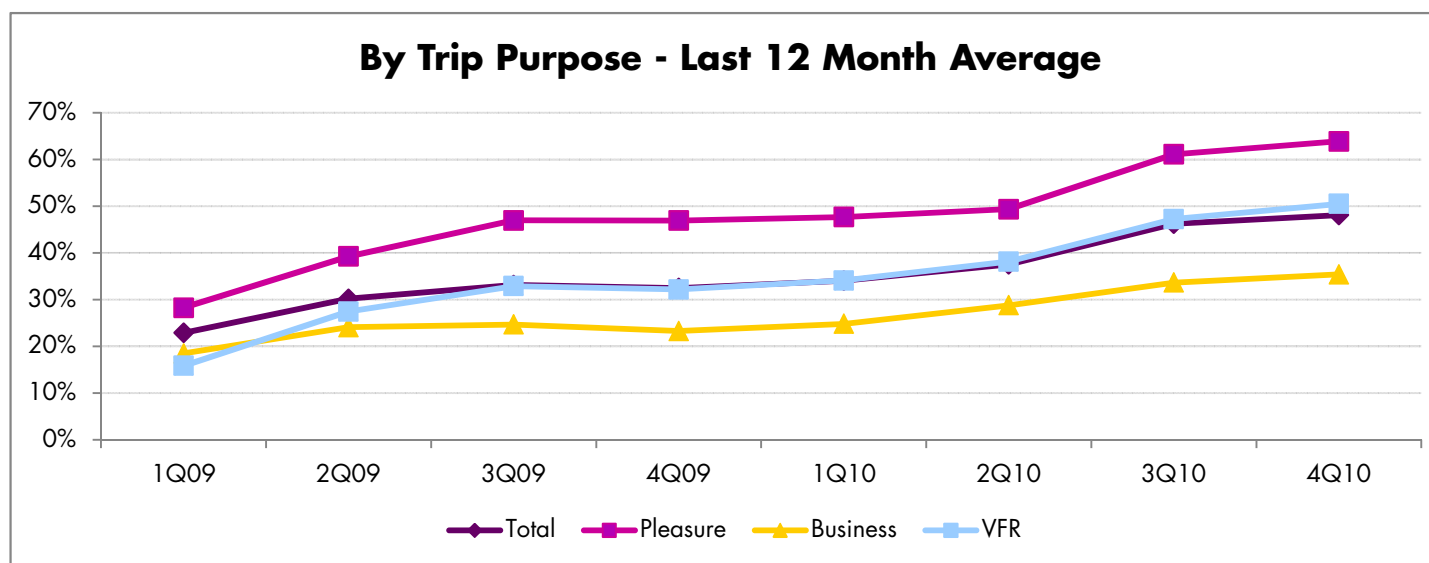
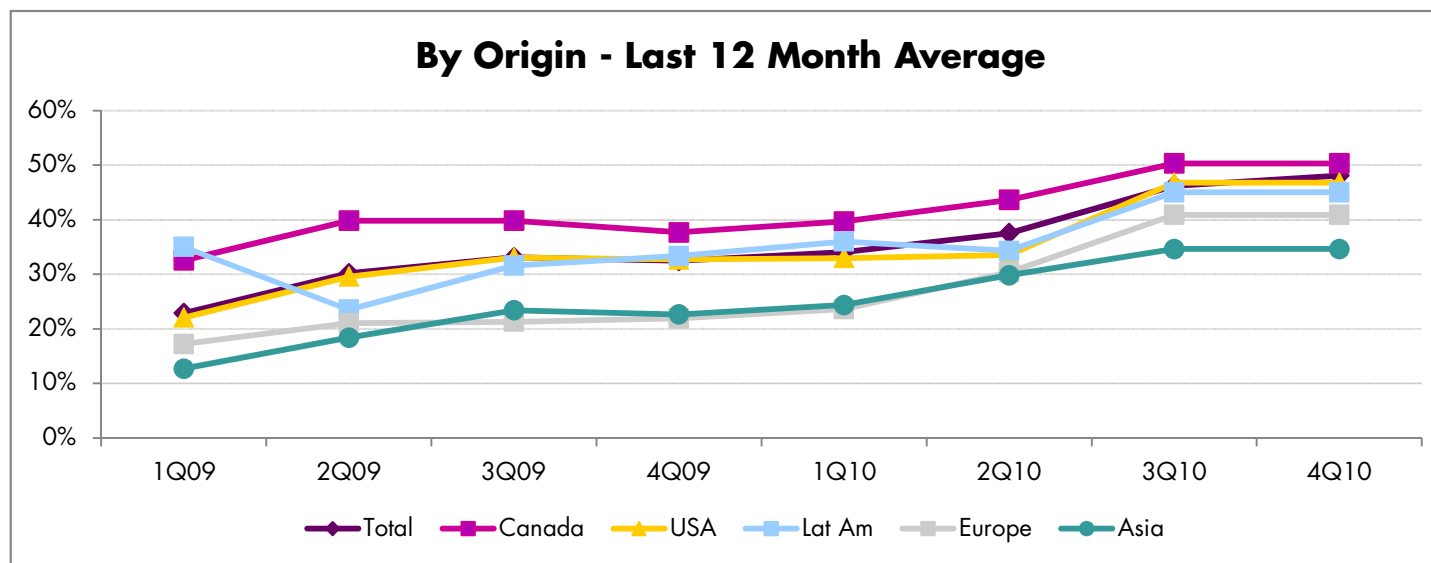
City	2009	2010	Change	2009	2010
			%	Rank	Rank
New York City	216.1	232.3	7.5	1	1
Vancouver	136.1	151.8	11.5	6	2
Oahu Island	150.1	149.7	-0.3	2	3
Miami	140.2	144.1	2.8	4	4
Washington, DC	145.2	143.4	-1.3	3	5
Boston	138.1	141.5	2.4	5	6
San Francisco	133.4	136.0	1.9	7	7
Toronto	130.0	134.8	3.7	8	8
Montreal	128.0	132.4	3.5	9	9
Canada	126.3	128.8	2.0		
San Diego	125.0	121.9	-2.4	10	10
Los Angeles	114.6	116.2	1.4	11	11
New Orleans	113.8	115.9	1.8	12	12
Chicago	113.4	112.7	-0.6	13	13
Seattle	112.8	110.3	-2.2	14	14
Anaheim	109.1	108.5	-0.6	16	15
Philadelphia	111.2	108.1	-2.7	15	16
Phoenix	106.4	100.9	-5.1	17	17
USA	98.2	98.1	-0.1		
Denver	93.2	94.2	1.1	20	18
Orlando	93.3	92.0	-1.5	19	19
Tampa	98.6	91.4	-7.2	18	20
Minneapolis-St Paul	91.3	90.9	-0.4	22	21
Houston	92.1	88.6	-3.9	21	22
Nashville	90.3	86.6	-4.1	23	23
Virginia Beach	86.6	85.8	-0.9	24	24
Dallas	86.2	83.9	-2.7	25	25
Atlanta	83.5	82.9	-0.8	26	26
St Louis	81.8	81.1	-0.9	27	27
Detroit	78.6	74.5	-5.2	28	28

Ranked by growth

City	Change	Rank
	%	
Vancouver	11.5	1
New York City	7.5	2
Toronto	3.7	3
Montreal	3.5	4
Miami	2.8	5
Boston	2.4	6
Canada	2.0	
San Francisco	1.9	7
New Orleans	1.8	8
Los Angeles	1.4	9
Denver	1.1	10
USA	-0.1	
Oahu Island	-0.3	11
Minneapolis-St Paul	-0.4	12
Anaheim	-0.6	13
Chicago	-0.6	13
Atlanta	-0.8	15
Virginia Beach	-0.9	16
St Louis	-0.9	16
Washington, DC	-1.3	18
Orlando	-1.5	19
Seattle	-2.2	20
San Diego	-2.4	21
Dallas	-2.7	22
Philadelphia	-2.7	22
Houston	-3.9	24
Nashville	-4.1	25
Phoenix	-5.1	26
Detroit	-5.2	27
Tampa	-7.2	28



Intent to Return for Pleasure in the Next Two Years



Sources and Further Information

Data Sources

- **Statistics Canada:** Data from Statistics Canada's International Travel Survey and Travel Survey of Residents of Canada (as modified by Research Resolutions & Consulting Ltd.) for 2009 have been adjusted by Tourism Toronto to provide 2010 estimates of visitor numbers, expenditure amounts, and trip characteristics. Data from Statistics Canada's Labour Force Survey are used for the tourism industry employment estimate. Statistics Canada data for the Toronto region refer to the Toronto Census Metropolitan Area.
- **Ontario Ministry of Tourism:** The Ministry's Tourism Regional Economic Impact Model is used to estimate tax revenue generated by tourism expenditure.
- **Tourism Toronto Visitor Survey:** Data on trip behaviours and perceptions of Toronto are collected through Tourism Toronto's Visitor Survey, which is conducted at Pearson Airport throughout the year, specifically targeting overnight visitors from a select group of approximately 50 international urban markets.
- **Smith Travel Research:** All hotel performance data are collected by Smith Travel Research.

Citations

When citing data from this report, credit Tourism Toronto.

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