



ECHO tourism STATistics

*Performance Report on Québec City
Tourist Industry*

**DECEMBER 2009
YEAR 2009**



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Thank you

to all our partners and collaborators



Caution

The statistics and analyses presented in this document are produced according to the information available at the time of production. Modifications could be made to subsequent publications.

HIGHLIGHTS - YEAR 2009

2,1% INCREASE IN AGREGATE INDEX IN DECEMBER, FIRST INCREASE OF THE YEAR, ANNUAL INDEX IS DECREASING BY 8,7%, ALL OF TOURIST SECTORS HAD DECREASING OF THEIR ACTIVITY

	2007	2008	2009	
	Index (*)	Index (*)	Index (*)	% Change
Total tourist activity - aggregate index (**)				
December	100,0	97,3	99,4	↗ 2,1%
Annual	100,0	106,7	97,4	↘ -8,7%
Lodging - room occupancy evolution index				
December	100,0	103,2	102,3	↘ -0,9%
Annual	100,0	109,5	97,9	↘ -10,6%
Sites and attractions - admissions evolution index				
December	100,0	78,9	83,4	↗ 5,7%
Annual	100,0	100,1	89,9	↘ -10,2%
Retail stores - transactions evolution index				
December	100,0	97,8	108,8	↗ 11,2%
Annual	100,0	118,6	101,8	↘ -14,2%
Restaurant indus. - meals served evolution index				
December	100,0	95,2	97,8	↗ 2,7%
Annual	100,0	101,6	97,9	↘ -3,6%
	Request	Request	Request	% Change
QCT information centres - at-the-counter information request				
December	990	697	875	↗ 25,5%
Annual	62 291	83 028	66 357	↘ -20,1%

(*) **The monthly base index of 100** is equal to the ratio between the Σ of results (number of rooms occupied, number of meals served, etc.) obtained from a sample taken during the month or over a given period and the Σ of results obtained from the same sample during the same month or given period of the base year. **The base year chosen for the current index is 2007.** The example below illustrates the equation:

(the Σ of rooms occupied in January of year X / the Σ of rooms occupied in January 2007) X 100. If the index is superior to 100, the number of rooms occupied has increase with reference to the base year.

(**) **The monthly aggregate index** is obtained through weighting the four leading sectors of tourist activity. The weighting mode is explained in detail in the publication on the page presenting the index.

This publication also includes the following statistics:

- Leading monthly statistics on the hotel industry and bed and breakfast.
- Enplaned passengers index at Jean-Lesage international Airport.
- International tourists entered in Canada by Québec boundaries.
- A forecast of upcoming events and conventions held in the region.
- Socio-economic and demographic information on the region.
- A short profile of the tourists visiting our region, notably where they are from, the length of their stay, their expenditures and their activities.

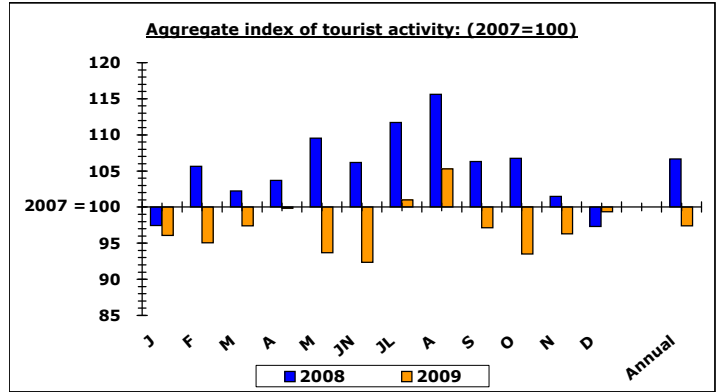
ÉCHO tourism STATistics is also available on the Bureau's Web site:

<http://www.quebecregion.com/e/otq-dev-echostat.asp>

MONTHLY TOURISM PERFORMANCE INDICATORS (2007 = 100)
DECEMBER 2009

	2 007	2 008	2 009	
	Index	Index	Index	% Var.
TOTAL TOURIST ACTIVITY				
<i>Aggregate index of tourist activity (1)</i>				
January	100,0	97,5	96,1	-1,4%
February	100,0	105,7	95,0	-10,1%
March	100,0	102,2	97,4	-4,7%
April	100,0	103,7	99,9	-3,7%
May	100,0	109,6	93,7	-14,5%
June	100,0	106,2	92,4	-13,0%
July	100,0	111,7	101,0	-9,6%
August	100,0	115,6	105,3	-8,9%
September	100,0	106,3	97,1	-8,6%
October	100,0	106,7	93,5	-12,4%
November	100,0	101,5	96,3	-5,1%
December	100,0	97,3	99,4	2,1%
Annual	100,0	106,7	97,4	-8,7%

LODGING				
<i>Room occupancy evolution index (2)</i>				
4 to 39 rooms				
December	100,0	91,9	79,7	-13,3%
Annual	100,0	107,2	93,2	-13,1%
40 to 199 rooms				
December	100,0	105,3	105,4	0,1%
Annual	100,0	108,3	99,0	-8,6%
200 rooms or more				
December	100,0	104,4	106,6	2,1%
Annual	100,0	112,0	98,0	-12,5%
Total				
January	100,0	94,4	95,8	1,5%
February	100,0	106,1	94,3	-11,1%
March	100,0	108,9	96,7	-11,2%
April	100,0	113,1	100,5	-11,1%
May	100,0	113,1	88,1	-22,1%
June	100,0	108,6	92,7	-14,6%
July	100,0	113,2	104,7	-7,5%
August	100,0	115,2	106,6	-7,5%
September	100,0	110,5	102,1	-7,6%
October	100,0	111,1	92,7	-16,6%
November	100,0	106,7	93,5	-12,4%
December	100,0	103,2	102,3	-0,9%
Annual	100,0	109,5	97,9	-10,6%



(1) Obtained by weighting the indexes for "Lodging" (44,7%), "Restaurant Industry" (34,5%), "Sites and Attractions" (10,8%) and "Boutiques/Retail Stores" (10,0%) based on the results of the survey on the breakdown of expenditures incurred by tourists who visited the Québec City region, performed by Statistics Canada (CITIES 2006 Project). The index enables measuring the monthly and seasonal variations of regional tourist activity.

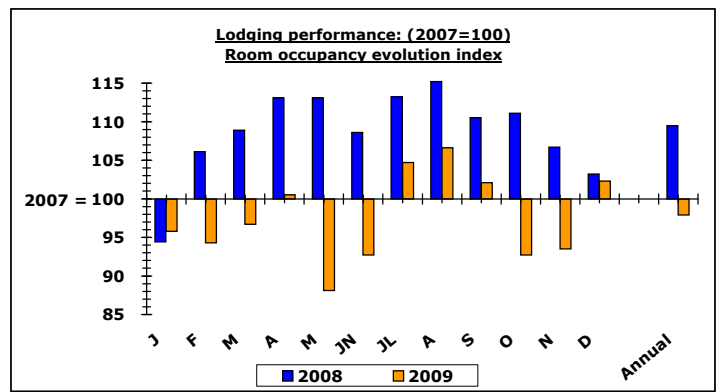
IN BRIEF

AGGREGATE INDEX OF TOURIST ACTIVITY

DECEMBER: 2 POINT INCREASE
ANNUAL: 9 POINT DECREASE

LODGING

DECEMBER: 1 POINT DECREASE
ANNUAL: 11 POINT DECREASE



(2) Performed at all hotel establishments (approximately 245). The index enables measuring the monthly and seasonal variations in the number of occupied rooms.

MONTHLY TOURISM PERFORMANCE INDICATORS (2007 = 100)
DECEMBER 2009 (cont.)

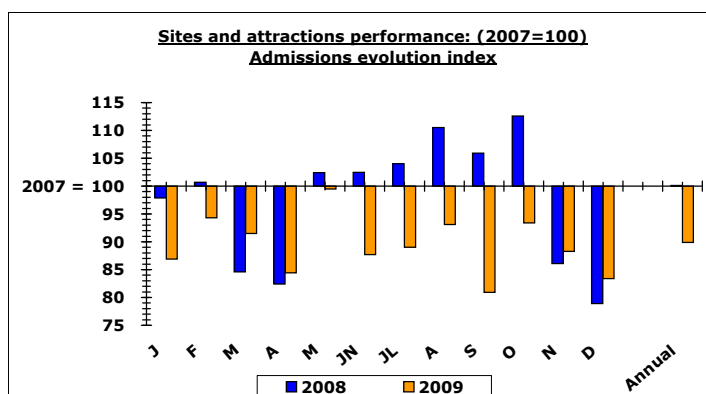
	2 007	2 008	2 009	
	Index	Index	Index	% Var.
SITES AND ATTRACTIONS				
<i>Admissions evolution index (1)</i>				
Indoor activities				
December	100,0	92,6	109,2	17,9%
Annual	100,0	108,6	94,3	-13,2%
Outdoor activities				
December	100,0	68,0	62,8	-7,6%
Annual	100,0	90,4	84,8	-6,2%
Total				
January	100,0	97,9	86,9	-11,2%
February	100,0	100,7	94,3	-6,4%
March	100,0	84,6	91,5	8,2%
April	100,0	82,4	84,4	2,4%
May	100,0	102,4	99,5	-2,8%
June	100,0	102,5	87,7	-14,4%
July	100,0	104,0	89,0	-14,4%
August	100,0	110,5	93,1	-15,7%
September	100,0	105,9	80,9	-23,6%
October	100,0	112,6	93,4	-17,1%
November	100,0	86,1	88,3	2,6%
December	100,0	78,9	83,4	5,7%
Annual	100,0	100,1	89,9	-10,2%

BOUTIQUES/RETAIL STORES				
<i>Transactions evolution index (2)</i>				
January	100,0	92,8	91,4	-1,5%
February	100,0	123,1	113,4	-7,9%
March	100,0	108,9	111,5	2,4%
April	100,0	109,6	116,6	6,4%
May	100,0	126,9	96,2	-24,2%
June	100,0	111,9	89,3	-20,2%
July	100,0	125,9	100,8	-19,9%
August	100,0	131,2	103,3	-21,3%
September	100,0	122,2	98,5	-19,4%
October	100,0	110,4	101,8	-7,8%
November	100,0	113,2	114,6	1,2%
December	100,0	97,8	108,8	11,2%
Annual	100,0	118,6	101,8	-14,2%

IN BRIEF

SITES AND ATTRACTIONS

DECEMBER: 6 POINT INCREASE
ANNUAL: 10 POINT DECREASE

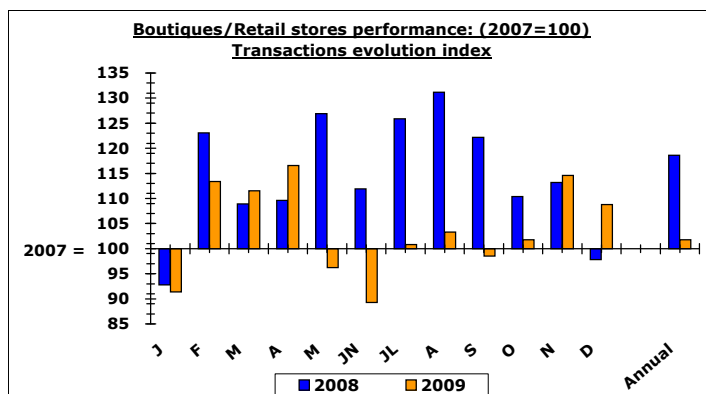


(1) Based on the number of paying and non-paying entrance fees taken from 49 regional sites and attractions. The index enables measuring monthly and seasonal attendance variations.

IN BRIEF

BOUTIQUES/RETAIL STORES

DECEMBER: 11 POINT INCREASE
ANNUAL: 14 POINT DECREASE



(2) Based on the number of transactions performed at 19 boutiques/retail stores located in the Old-Québec and Lower Town areas. The index enables measuring the monthly and seasonal variations of clients.

**MONTHLY TOURISM PERFORMANCE INDICATORS (2007 = 100)
 DECEMBER 2009 (cont.)**

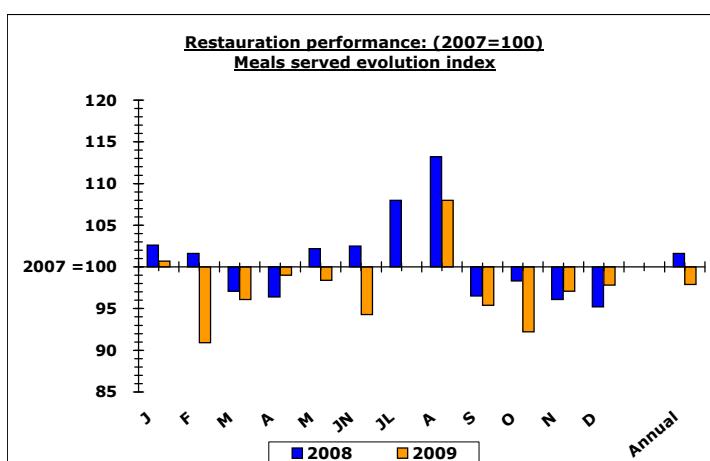
	2 007	2 008	2 009	
	Index	Index	Index	% Var.
RESTAURANT INDUSTRY				
<i>Meals served evolution index (1)</i>				
Restaurants - 1 to 99 seats				
December	100,0	84,7	78,6	-7,2%
Annual	100,0	101,3	92,8	-8,4%
Restaurants - 100 seats or more				
December	100,0	96,0	99,2	3,3%
Annual	100,0	101,6	98,3	-3,2%
Total				
January	100,0	102,6	100,7	-1,9%
February	100,0	101,6	90,9	-10,5%
March	100,0	97,1	96,1	-1,0%
April	100,0	96,4	99,0	2,7%
May	100,0	102,2	98,4	-3,7%
June	100,0	102,5	94,3	-8,0%
July	100,0	108,0	100,0	-7,4%
August	100,0	113,2	108,0	-4,6%
September	100,0	96,5	95,4	-1,1%
October	100,0	98,3	92,2	-6,2%
November	100,0	96,1	97,1	1,0%
December	100,0	95,2	97,8	2,7%
Annual	100,0	101,6	97,9	-3,6%

BED & BREAKFAST				
<i>Occupancy rate evolution (1)</i>				
January	16,2	16,0	12,7	-20,6%
February	28,2	29,2	21,8	-25,3%
March	21,1	21,3	16,7	-21,6%
April	19,8	20,7	18,9	-8,7%
May	29,8	39,8	25,9	-34,9%
June	40,7	50,8	39,2	-22,8%
July	63,2	73,1	65,3	-10,7%
August	66,5	77,9	70,0	-10,1%
September	50,7	57,5	51,7	-10,1%
October	38,0	47,7	35,3	-26,0%
November	22,7	25,1	17,9	-28,7%
December	24,4	19,6	23,2	18,4%
Annual	36,9	42,1	34,9	-17,1%

IN BRIEF

RESTAURANT INDUSTRY

DECEMBER: 3 POINT INCREASE
ANNUAL: 4 POINT DECREASE

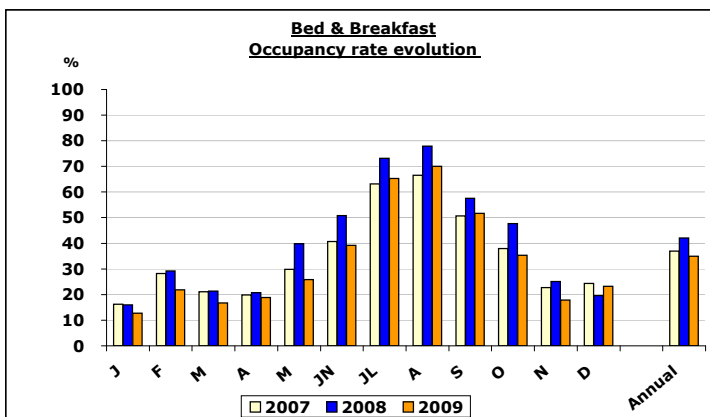


(1) Based on the number of meals served in 40 restaurants of the region. The index enables measuring the monthly and seasonal variations of clients.

IN BRIEF

BED & BREAKFAST

DECEMBER: 18 POINT INCREASE
ANNUAL: 17 POINT DECREASE



(1) Based on occupancy rate of 22 Bed & Breakfast of the region.

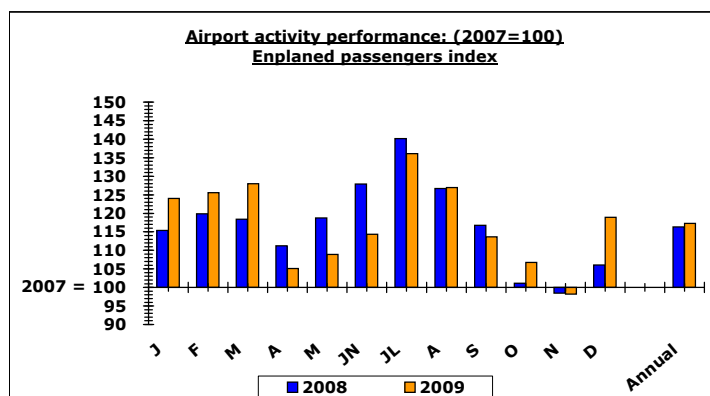
**MONTHLY TOURISM PERFORMANCE INDICATORS (2007 = 100)
 DECEMBER 2009 (end)**

	2 007	2 008	2 009	
	Index	Index	Index	% Var.
JEAN-LESAGE INTERNATIONAL AIRPORT				
<i>Enplaned passengers index</i>				
Domestic flights				
December	100,0	96,9	106,0	9,4%
Annual	100,0	113,4	102,1	-10,0%
Transborder and international flights				
December	100,0	118,2	135,8	14,9%
Annual	100,0	121,9	146,0	19,8%
Total				
January	100,0	115,3	124,0	7,5%
February	100,0	119,8	125,6	4,8%
March	100,0	118,4	128,0	8,1%
April	100,0	111,2	105,1	-5,5%
May	100,0	118,8	108,9	-8,3%
June	100,0	127,9	114,3	-10,6%
July	100,0	140,2	136,1	-2,9%
August	100,0	126,7	127,0	0,3%
September	100,0	116,8	113,7	-2,6%
October	100,0	101,1	106,8	5,6%
November	100,0	98,4	98,2	-0,2%
December	100,0	106,1	118,9	12,1%
Annual	100,0	116,3	117,3	0,8%

IN BRIEF

JEAN-LESAGE INTERNATIONAL AIRPORT

DECEMBER: 12 POINT INCREASE
ANNUAL: 1 POINT INCREASE



MONTHLY TOURISM PERFORMANCE INDICATORS (2002 = 100)
2002-2009 SUMMARY

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index
TOTAL TOURIST ACTIVITY							
<i>Aggregate index of tourist activity touristique</i>							
January	110,3	106,5	112,4	113,1	116,7	113,8	112,2
February	101,3	101,7	103,6	99,4	99,5	105,2	94,6
March	93,6	92,6	89,7	92,8	93,0	95,0	90,5
April	99,3	103,4	100,9	101,1	104,3	108,2	104,2
May	95,9	98,9	95,1	99,3	102,9	112,8	96,4
June	96,6	97,5	100,2	95,4	101,5	107,8	93,8
July	87,3	97,1	100,3	93,4	95,9	107,1	96,8
August	93,5	95,8	94,0	94,2	98,5	113,9	103,8
September	90,9	100,9	98,0	99,5	101,5	107,9	98,6
October	97,4	108,1	103,1	103,9	105,5	112,6	98,6
November	100,0	102,4	99,0	109,5	110,4	112,1	106,4
December	91,6	97,2	97,3	102,9	103,5	100,7	102,8
Annual	94,8	99,1	98,6	98,7	101,3	108,1	98,7

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index
LODGING							
<i>Room occupancy evolution index de chambres occupées</i>							
January	115,1	112,1	122,7	119,6	125,3	118,3	120,1
February	103,1	93,7	102,0	101,7	101,4	107,6	95,7
March	96,0	94,0	92,0	94,4	97,8	106,5	94,6
April	101,0	101,4	111,3	103,0	105,4	119,2	106,0
May	95,8	98,6	98,5	106,7	110,0	124,4	96,9
June	94,1	97,6	103,2	98,6	103,4	112,3	95,9
July	85,1	98,7	101,1	94,1	95,8	108,4	100,3
August	92,7	95,1	94,2	95,2	96,9	111,6	103,2
September	89,4	102,1	98,2	100,5	97,4	107,6	99,4
October	98,1	112,1	106,7	106,8	109,0	121,1	101,0
November	103,6	108,8	110,4	115,3	117,1	124,9	109,4
December	91,9	100,9	98,4	106,4	104,9	108,3	107,3
Annual	95,6	100,7	101,9	101,9	103,6	113,4	101,4

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index
SITES AND ATTRACTIONS							
<i>Admissions evolution index des sites et attraites touristiques</i>							
January	97,2	113,0	114,5	120,7	120,8	118,3	105,0
February	101,3	142,9	131,3	116,7	126,0	126,9	118,8
March	73,9	86,1	87,4	80,1	88,6	75,0	81,2
April	98,8	122,8	97,0	102,8	119,0	98,1	100,5
May	102,7	100,5	95,2	87,9	88,3	90,4	87,9
June	98,3	98,2	102,8	94,4	100,7	103,2	88,3
July	83,5	89,3	97,3	89,7	87,2	90,7	77,6
August	94,1	94,6	98,9	92,4	104,0	114,9	96,9
September	85,4	94,7	93,8	88,1	102,7	108,8	83,1
October	89,3	100,6	88,2	97,0	96,7	108,9	90,3
November	96,5	113,0	85,6	113,6	108,4	93,3	95,7
December	101,4	109,0	115,7	113,3	114,4	90,3	95,4
Annual	91,7	100,8	100,1	95,8	101,2	101,3	91,0

The best index of the period

Source : OTQ, Development, Strategy and Planning Division

MONTHLY TOURISM PERFORMANCE INDICATORS (2002 = 100)
2002-2009 SUMMARY (end)

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index
<u>BOUTIQUES/RETAIL STORES</u>							
<i>Transactions evolution index transactions de vente</i>							
January	128,1	116,7	113,3	115,5	122,7	113,9	112,2
February	123,0	118,3	102,1	105,8	92,1	113,4	104,4
March	107,3	112,6	101,3	100,8	84,9	92,5	94,7
April	104,6	120,0	98,0	114,2	98,0	107,4	114,3
May	88,6	110,6	95,5	102,4	97,1	123,2	93,4
June	85,2	101,8	95,0	86,8	96,2	107,6	85,9
July	88,7	102,4	100,3	94,7	97,0	122,1	97,8
August	92,8	103,8	92,8	101,4	103,0	135,1	106,3
September	83,6	96,2	86,3	95,6	86,2	105,3	84,9
October	84,4	96,1	88,0	90,9	73,4	81,0	74,7
November	93,9	89,1	84,3	93,4	80,1	90,7	91,8
December	93,6	89,6	88,5	92,0	98,6	96,4	107,2
Annual	91,4	100,8	92,7	96,4	92,1	109,2	93,7

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index
<u>RESTAURANT INDUSTRY</u>							
<i>Meals served evolution index de repas servis</i>							
January	103,1	94,4	98,2	101,9	102,8	105,5	103,5
February	92,9	94,9	97,8	89,3	91,2	92,7	83,0
March	92,5	86,9	84,2	92,2	90,5	87,9	87,0
April	95,9	95,3	89,6	94,3	100,4	96,8	94,2
May	96,1	95,4	90,7	92,4	99,9	102,1	98,3
June	102,4	95,8	97,0	94,0	100,7	103,2	94,9
July	90,9	95,9	100,1	93,1	98,3	106,2	98,3
August	94,4	94,7	92,6	91,4	97,7	110,6	105,5
September	96,6	102,6	102,3	102,8	110,7	106,8	105,6
October	102,6	108,6	107,4	106,1	113,0	111,1	104,2
November	98,2	94,9	92,5	105,5	111,2	106,9	108,0
December	87,8	91,1	93,0	98,5	99,7	94,9	97,5
Annual	95,8	96,0	95,7	96,1	100,9	102,5	98,8

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index
<u>JEAN-LESAGE INTERNATIONAL AIRPORT</u>							
<i>Enplaned passengers index de passagers embarqués</i>							
January	124,1	130,9	156,1	143,3	176,1	203,0	218,2
February	119,3	124,3	145,9	144,3	161,3	193,2	202,5
March	123,2	124,5	141,3	154,1	164,6	195,1	210,9
April	105,9	131,2	146,7	155,2	174,9	194,5	183,8
May	87,4	109,7	106,3	113,1	122,6	145,7	133,6
June	100,4	107,1	114,4	109,1	119,9	153,4	137,1
July	87,2	106,9	120,4	99,2	114,8	160,9	156,2
August	93,0	103,8	103,3	101,4	113,0	143,2	143,6
September	97,2	106,7	109,3	112,5	115,2	134,6	131,1
October	93,0	112,7	125,1	123,6	132,5	134,0	141,5
November	103,7	119,7	118,3	125,5	160,6	158,0	157,7
December	103,6	118,3	112,8	138,3	161,1	170,9	191,6
Annual	102,5	115,5	124,0	125,2	140,7	163,6	164,9

The best index of the period

Source : OTQ, Development, Strategy and Planning Division

NUMBER OF TRIPS OF INTERNATIONAL TOURISTS ENTERED IN CANADA VIA QUÉBEC ONE OR MORE NIGHT TRIP						
	United States		Overseas		Total	
	2009	09/08 %	2009	09/08 %	2009	09/08 %
January	73 920	0,3%	32 828	-8,0%	106 748	-2,4%
February	90 128	-10,5%	44 160	-4,1%	134 288	-8,5%
March	80 954	-16,3%	34 464	-19,4%	115 418	-17,2%
April	108 548	2,2%	50 981	7,0%	159 529	3,6%
May	127 786	-5,8%	62 808	-10,0%	190 594	-7,2%
June	141 294	-13,8%	83 407	-9,9%	224 701	-12,4%
July	209 146	-0,4%	118 815	-10,3%	327 961	-4,2%
August	203 774	-11,5%	112 312	-11,7%	316 086	-11,6%
September	139 988	5,8%	89 885	-15,6%	229 873	-3,7%
October	126 143	-1,8%	72 989	4,6%	199 132	0,4%
November						
December						
Year-to-date	1 301 681	-5,6%	702 649	-8,8%	2 004 330	-6,7%

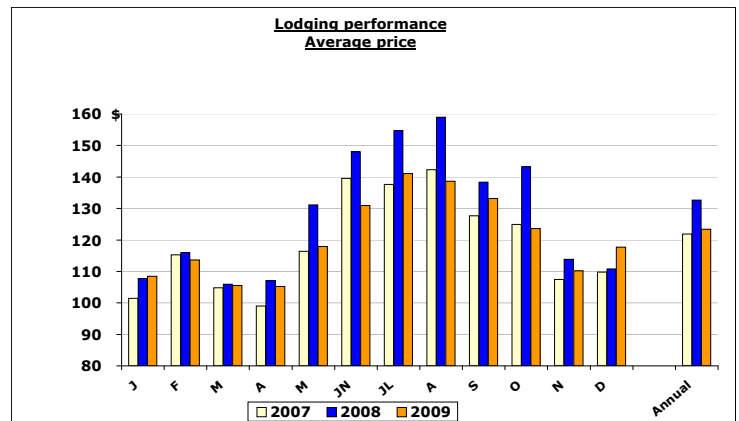
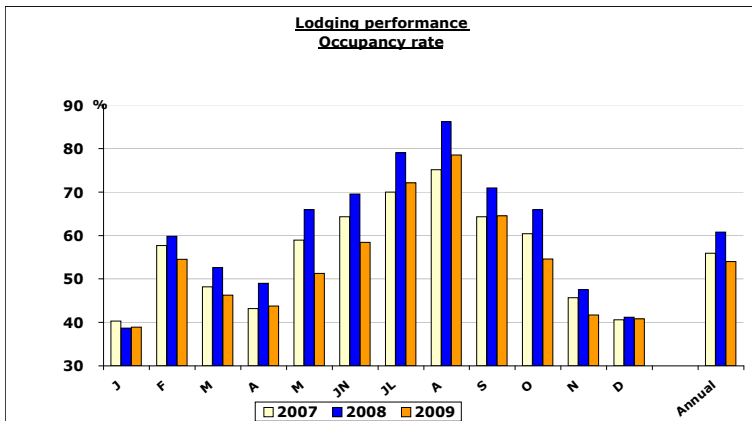
NUMBER OF TRIPS BY RESIDENTS OF COUNTRIES OTHER THAN UNITED STATES ENTERED IN CANADA VIA QUÉBEC				
	October		Year-to-date	
	2009	09/08 %	2009	09/08 %
France	23 155	-0,6%	270 817	-4,4%
United Kindom	6 802	-7,7%	56 238	-23,3%
Germany	7 565	36,3%	46 376	-0,3%
Switzerland	2 829	21,8%	31 186	13,1%
Mexico	1 200	-59,1%	29 258	-35,8%
Italy	3 570	124,4%	24 843	0,5%
Belgium	1 838	-9,0%	21 599	-3,3%
Spain	1 663	31,1%	16 682	-7,3%
Netherlands	1 223	-4,7%	12 528	-8,5%
Australia	1 334	2,9%	10 707	-14,7%
Other countries	21 810	4,5%	182 415	-10,0%
Total	72 989	4,6%	702 649	-8,8%

Source : Statistics Canada, International travel, cat #66-001-PIF

LODGING STATISTICS - QUÉBEC CITY AND AREA
DECEMBER 2009

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2007	2008	2009	% Var	2007	2008	2009	% Var	2007	2008	2009	% Var	2007	2008	2009	% Var
January	Available rooms	2 277	2 217	2 211	-0,3%	5 663	5 316	5 413	1,8%	3 941	4 169	4 170	0,0%	11 880	11 701	11 797	0,8%
	Occupancy rate	27,0	25,5	25,7	0,8%	43,7	40,2	42,4	5,5%	43,3	43,8	41,3	-5,7%	40,3	38,7	38,9	0,5%
	Average price	80,50 \$	99,10 \$	108,50 \$	9,5%	94,80 \$	99,30 \$	101,70 \$	2,4%	119,10 \$	120,40 \$	116,90 \$	-2,9%	101,40 \$	107,80 \$	108,50 \$	0,6%
February	Available rooms	2 324	2 273	2 292	0,8%	5 675	5 355	5 442	1,6%	3 936	4 169	4 170	0,0%	11 935	11 797	11 906	0,9%
	Occupancy rate	38,1	35,6	32,7	-8,1%	58,0	62,9	56,2	-10,7%	68,8	69,1	64,1	-7,2%	57,7	59,8	54,5	-8,9%
	Average price	85,60 \$	107,80 \$	102,00 \$	-5,4%	102,50 \$	105,50 \$	102,80 \$	-2,6%	140,30 \$	130,20 \$	129,00 \$	-0,9%	115,30 \$	116,00 \$	113,60 \$	-2,1%
March	Available rooms	2 295	2 227	2 179	-2,2%	5 699	5 524	5 667	2,6%	3 936	4 169	4 170	0,0%	11 928	11 918	12 018	0,8%
	Occupancy rate	31,2	31,0	27,7	-10,6%	50,4	54,4	49,0	-9,9%	55,1	62,0	52,1	-16,0%	48,2	52,6	46,3	-12,0%
	Average price	83,70 \$	99,20 \$	92,40 \$	-6,9%	97,30 \$	98,10 \$	97,40 \$	-0,7%	122,00 \$	116,80 \$	119,20 \$	2,1%	104,80 \$	105,90 \$	105,50 \$	-0,4%
April	Available rooms	2 256	2 248	2 191	-2,5%	5 671	5 435	5 414	-0,4%	3 936	4 169	4 170	0,0%	11 862	11 848	11 777	-0,6%
	Occupancy rate	28,4	26,3	24,4	-7,2%	42,8	52,4	46,0	-12,2%	52,4	56,9	51,0	-10,4%	43,2	49,0	43,8	-10,6%
	Average price	76,10 \$	81,60 \$	89,70 \$	9,9%	92,30 \$	97,40 \$	98,50 \$	1,1%	114,10 \$	125,20 \$	116,70 \$	-6,8%	99,00 \$	107,00 \$	105,20 \$	-1,7%
May	Available rooms	2 405	2 409	2 363	-1,9%	5 364	5 552	5 607	1,0%	4 227	4 169	4 173	0,1%	11 998	12 130	12 145	0,1%
	Occupancy rate	35,4	42,8	33,5	-21,7%	59,0	68,2	51,8	-24,0%	72,0	76,3	60,4	-20,8%	58,9	65,9	51,3	-22,2%
	Average price	77,00 \$	103,97 \$	85,40 \$	-17,9%	104,90 \$	121,10 \$	106,00 \$	-12,5%	139,10 \$	151,70 \$	141,90 \$	-6,5%	116,40 \$	131,10 \$	117,90 \$	-10,1%
June	Available rooms	2 506	2 548	2 500	-1,9%	5 406	5 473	5 708	4,3%	4 227	4 170	4 173	0,1%	12 141	12 191	12 383	1,6%
	Occupancy rate	42,2	50,2	39,4	-21,5%	67,5	71,1	58,6	-17,6%	73,1	79,2	69,5	-12,2%	64,3	69,5	58,4	-16,0%
	Average price	90,20 \$	105,30 \$	95,20 \$	-9,6%	144,20 \$	135,30 \$	123,90 \$	-8,4%	150,90 \$	179,10 \$	151,00 \$	-15,7%	139,60 \$	148,00 \$	130,90 \$	-11,6%
July	Available rooms	2 545	2 531	2 524	-0,3%	5 570	5 561	5 718	2,8%	4 098	4 170	4 173	0,1%	12 211	12 261	12 416	1,3%
	Occupancy rate	59,8	66,0	61,4	-7,0%	69,3	76,2	71,4	-6,3%	77,3	90,6	79,3	-12,5%	70,0	79,0	72,1	-8,7%
	Average price	98,80 \$	119,20 \$	113,00 \$	-5,2%	135,60 \$	143,20 \$	135,70 \$	-5,2%	158,60 \$	183,40 \$	160,60 \$	-12,4%	137,60 \$	154,70 \$	141,10 \$	-8,8%
August	Available rooms	2 573	2 550	2 484	-2,6%	5 498	5 553	5 774	4,0%	4 169	4 170	4 229	1,4%	12 240	12 274	12 489	1,8%
	Occupancy rate	64,2	75,9	69,1	-9,0%	75,3	85,3	76,1	-10,8%	81,4	93,8	87,1	-7,1%	75,1	86,2	78,5	-8,9%
	Average price	105,50 \$	119,00 \$	109,70 \$	-7,8%	137,50 \$	149,80 \$	134,30 \$	-10,3%	165,90 \$	189,80 \$	157,00 \$	-17,3%	142,30 \$	159,00 \$	138,70 \$	-12,8%
September	Available rooms	2 524	2 532	2 495	-1,5%	5 506	5 534	5 590	1,0%	4 169	4 170	4 229	1,4%	12 200	12 236	12 413	1,4%
	Occupancy rate	46,3	51,2	46,8	-8,6%	68,3	71,6	66,5	-7,1%	69,9	82,2	72,2	-12,2%	64,3	70,9	64,5	-9,0%
	Average price	89,80 \$	121,70 \$	106,80 \$	-12,2%	122,50 \$	130,20 \$	122,40 \$	-6,0%	149,50 \$	154,50 \$	156,60 \$	1,4%	127,70 \$	138,30 \$	133,20 \$	-3,7%
October	Available rooms	2 395	2 462	2 273	-7,7%	5 348	5 512	5 728	3,9%	4 169	4 170	4 229	1,4%	11 913	12 144	12 234	0,7%
	Occupancy rate	41,1	45,5	38,0	-16,5%	61,2	64,4	56,0	-13,0%	70,3	80,0	61,3	-23,4%	60,4	65,9	54,6	-17,1%
	Average price	86,30 \$	102,70 \$	94,90 \$	-7,6%	114,40 \$	125,50 \$	110,90 \$	-11,6%	149,70 \$	175,90 \$	148,90 \$	-15,3%	124,90 \$	143,20 \$	123,60 \$	-13,7%
November	Available rooms	2 172	2 195	2 035	-7,3%	5 158	5 431	5 514	1,5%	4 169	4 170	4 230	1,4%	11 500	11 800	11 778	-0,2%
	Occupancy rate	28,0	25,3	25,5	0,8%	44,2	46,6	42,5	-8,8%	56,6	60,1	48,6	-19,1%	45,7	47,5	41,7	-12,2%
	Average price	78,20 \$	79,20 \$	83,30 \$	5,2%	100,50 \$	103,40 \$	103,20 \$	-0,2%	121,20 \$	131,50 \$	125,10 \$	-4,9%	107,40 \$	113,80 \$	110,20 \$	-3,2%
December	Available rooms	2 191	2 196	2 109	-4,0%	5 279	5 461	5 572	2,0%	4 170	4 170	4 164	-0,1%	11 642	11 830	11 846	0,1%
	Occupancy rate	30,2	27,7	25,0	-9,7%	42,7	43,5	42,7	-1,8%	43,2	45,1	46,1	2,2%	40,6	41,2	40,8	-1,0%
	Average price	95,90 \$	109,60 \$	116,00 \$	5,8%	100,90 \$	102,20 \$	106,20 \$	3,9%	125,70 \$	121,50 \$	132,50 \$	9,1%	109,80 \$	110,80 \$	117,70 \$	6,2%
Annual average	Available rooms	2 372	2 366	2 305	-2,6%	5 486	5 476	5 606	2,4%	4 097	4 170	4 190	0,5%	11 955	12 012	12 102	0,7%
	Occupancy rate	40,0	42,9	38,3	-10,7%	56,9	61,5	55,1	-10,4%	63,8	69,9	61,1	-12,6%	55,9	60,8	54,0	-11,2%
	Average price	89,90 \$	108,36 \$	101,94 \$	-5,9%	115,38 \$	121,50 \$	114,61 \$	-5,7%	141,22 \$	153,85 \$	141,15 \$	-8,3%	121,91 \$	132,62 \$	123,36 \$	-7,0%

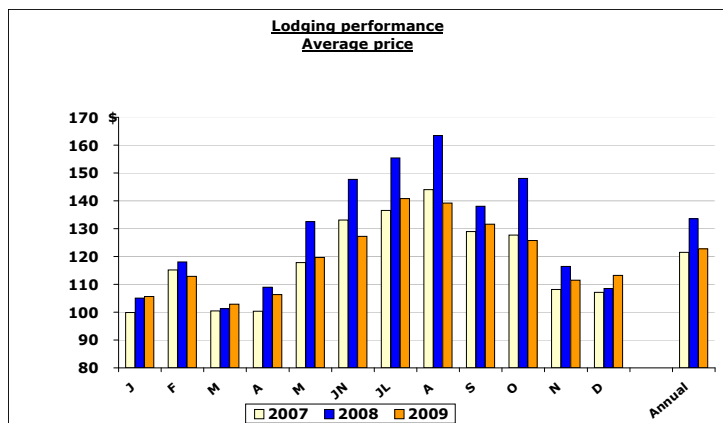
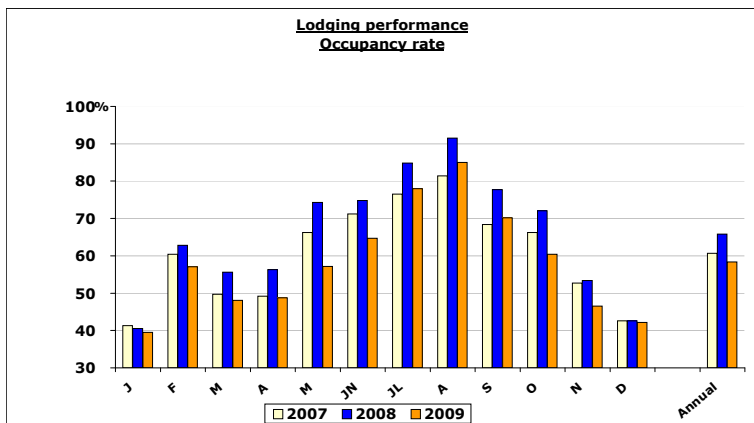
Québec City and Area



LODGING STATISTICS - QUÉBEC CITY
DECEMBER 2009

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2007	2008	2009	% Var	2007	2008	2009	% Var	2007	2008	2009	% Var	2007	2008	2009	% Var
January	Available rooms	1 264	1 184	1 197	1,1%	4 612	4 296	4 481	4,3%	3 701	3 929	3 930	0,0%	9 569	9 408	9 610	2,1%
	Occupancy rate	30,4	28,6	25,2	-11,9%	43,8	41,1	42,2	2,7%	43,1	43,4	40,8	-6,0%	41,3	40,5	39,5	-2,5%
	Average price	66,20 \$	75,40 \$	73,60 \$	-2,4%	93,40 \$	98,00 \$	102,20 \$	4,3%	116,50 \$	118,30 \$	115,40 \$	-2,5%	99,90 \$	105,10 \$	105,60 \$	0,5%
February	Available rooms	1 289	1 255	1 279	1,9%	4 631	4 328	4 472	3,3%	3 696	3 929	3 930	0,0%	9 608	9 512	9 682	1,8%
	Occupancy rate	39,4	37,1	33,6	-9,4%	59,4	64,3	57,5	-10,6%	69,3	69,2	64,3	-7,1%	60,4	62,8	57,1	-9,1%
	Average price	75,70 \$	91,50 \$	88,60 \$	-3,2%	100,60 \$	107,60 \$	103,00 \$	-4,3%	138,50 \$	132,90 \$	127,30 \$	-4,2%	115,20 \$	118,10 \$	112,90 \$	-4,4%
March	Available rooms	1 264	1 221	1 230	0,7%	4 684	4 530	4 642	2,5%	3 696	3 929	3 930	0,0%	9 630	9 677	9 803	1,3%
	Occupancy rate	32,0	32,2	28,4	-11,8%	51,6	56,5	50,1	-11,3%	54,3	61,9	51,8	-16,3%	49,7	55,6	48,1	-13,5%
	Average price	75,50 \$	76,70 \$	76,60 \$	-0,1%	93,40 \$	95,10 \$	95,70 \$	0,6%	116,40 \$	111,70 \$	115,80 \$	3,7%	100,50 \$	101,30 \$	102,90 \$	1,6%
April	Available rooms	1 264	1 250	1 283	2,6%	4 656	4 408	4 605	4,5%	3 696	3 929	3 930	0,0%	9 611	9 585	9 819	2,4%
	Occupancy rate	35,6	36,9	30,3	-17,9%	49,2	59,2	50,4	-14,9%	54,1	59,3	53,0	-10,6%	49,2	56,3	48,8	-13,3%
	Average price	76,40 \$	78,60 \$	87,00 \$	10,7%	93,60 \$	99,90 \$	99,50 \$	-0,4%	114,10 \$	125,50 \$	117,10 \$	-6,7%	100,40 \$	109,00 \$	106,30 \$	-2,5%
May	Available rooms	1 385	1 349	1 318	-2,3%	4 438	4 540	4 654	2,5%	3 987	3 929	3 933	0,1%	9 811	9 819	9 907	0,9%
	Occupancy rate	46,1	59,8	43,3	-27,6%	64,0	75,0	57,1	-23,9%	75,6	78,5	62,0	-21,0%	66,2	74,3	57,2	-23,0%
	Average price	77,30 \$	103,90 \$	88,20 \$	-15,1%	103,00 \$	120,70 \$	104,90 \$	-13,1%	139,90 \$	152,80 \$	143,00 \$	-6,4%	117,80 \$	132,50 \$	119,60 \$	-9,7%
June	Available rooms	1 402	1 399	1 371	-2,0%	4 463	4 543	4 723	4,0%	3 987	3 930	3 933	0,1%	9 853	9 872	10 027	1,6%
	Occupancy rate	54,4	64,2	47,5	-26,0%	73,1	73,8	63,8	-13,6%	75,1	79,7	71,6	-10,2%	71,2	74,8	64,7	-13,5%
	Average price	88,20 \$	109,40 \$	100,30 \$	-8,3%	124,60 \$	126,20 \$	109,10 \$	-13,5%	153,10 \$	181,20 \$	152,60 \$	-15,8%	133,10 \$	147,70 \$	127,20 \$	-13,9%
July	Available rooms	1 415	1 404	1 408	0,3%	4 529	4 571	4 735	3,6%	3 855	3 930	3 933	0,1%	9 796	9 905	10 077	1,7%
	Occupancy rate	69,5	79,4	71,1	-10,5%	76,2	81,7	77,0	-5,8%	79,5	90,5	81,4	-10,1%	76,5	84,8	78,0	-8,0%
	Average price	102,00 \$	119,70 \$	115,90 \$	-3,2%	124,50 \$	138,90 \$	129,20 \$	-7,0%	160,50 \$	184,00 \$	161,70 \$	-12,1%	136,50 \$	155,40 \$	140,80 \$	-9,4%
August	Available rooms	1 437	1 426	1 396	-2,1%	4 517	4 574	4 721	3,2%	3 929	3 930	3 989	1,5%	9 883	9 930	10 107	1,8%
	Occupancy rate	76,3	86,9	80,1	-7,8%	81,1	90,1	82,3	-8,7%	83,6	94,9	89,8	-5,4%	81,4	91,5	85,0	-7,1%
	Average price	105,00 \$	122,00 \$	110,00 \$	-9,8%	133,50 \$	148,70 \$	130,00 \$	-12,6%	168,50 \$	193,00 \$	158,00 \$	-18,1%	144,00 \$	163,40 \$	139,20 \$	-14,8%
September	Available rooms	1 421	1 423	1 400	-1,6%	4 523	4 565	4 724	3,5%	3 929	3 930	3 989	1,5%	9 873	9 918	10 113	2,0%
	Occupancy rate	57,9	67,9	59,4	-12,5%	70,5	75,2	70,0	-6,9%	69,9	84,2	74,3	-11,8%	68,4	77,7	70,2	-9,7%
	Average price	96,70 \$	131,90 \$	107,20 \$	-18,7%	115,70 \$	122,40 \$	114,40 \$	-6,5%	154,20 \$	156,30 \$	157,60 \$	0,8%	129,00 \$	138,10 \$	131,60 \$	-4,7%
October	Available rooms	1 320	1 411	1 269	-10,1%	4 404	4 483	4 728	5,5%	3 929	3 930	3 989	1,5%	9 649	9 824	9 988	1,7%
	Occupancy rate	52,6	58,3	47,4	-18,7%	64,8	68,5	61,1	-10,8%	72,6	81,3	63,5	-21,9%	66,2	72,1	60,4	-16,2%
	Average price	87,80 \$	104,70 \$	92,80 \$	-11,4%	114,80 \$	128,90 \$	111,30 \$	-13,7%	151,80 \$	177,60 \$	149,90 \$	-15,6%	127,70 \$	148,00 \$	125,80 \$	-15,0%
November	Available rooms	1 186	1 213	1 132	-6,7%	4 259	4 443	4 673	5,2%	3 929	3 930	3 990	1,5%	9 372	9 589	9 793	2,1%
	Occupancy rate	36,7	32,2	30,6	-5,0%	50,2	50,9	46,7	-8,3%	60,3	62,7	50,7	-19,1%	52,7	53,4	46,5	-12,9%
	Average price	69,90 \$	77,60 \$	73,80 \$	-4,9%	101,20 \$	106,20 \$	104,60 \$	-1,5%	121,60 \$	132,00 \$	125,40 \$	-5,0%	108,20 \$	116,40 \$	111,50 \$	-4,2%
December	Available rooms	1 190	1 181	1 146	-3,0%	4 282	4 483	4 637	3,4%	3 930	3 930	3 925	-0,1%	9 399	9 593	9 710	1,2%
	Occupancy rate	34,3	30,4	25,2	-17,1%	44,5	43,6	43,2	-0,9%	43,1	45,2	45,9	1,5%	42,6	42,6	42,2	-0,9%
	Average price	75,80 \$	84,40 \$	81,00 \$	-4,0%	99,70 \$	103,20 \$	104,40 \$	1,2%	122,90 \$	119,30 \$	128,00 \$	7,3%	107,10 \$	108,50 \$	113,20 \$	4,3%
Annual average	Available rooms	1 320	1 310	1 286	-1,8%	4 499	4 481	4 651	3,8%	3 856	3 930	3 950	0,5%	9 672	9 720	9 887	1,7%
	Occupancy rate	48,0	52,6	44,7	-15,0%	60,7	65,2	58,6	-10,1%	65,2	70,9	62,5	-11,8%	60,7	65,8	58,4	-11,2%
	Average price	87,45 \$	106,07 \$	97,39 \$	-8,2%	110,70 \$	119,95 \$	111,21 \$	-7,3%	141,90 \$	154,56 \$	141,28 \$	-8,6%	121,52 \$	133,59 \$	122,75 \$	-8,1%

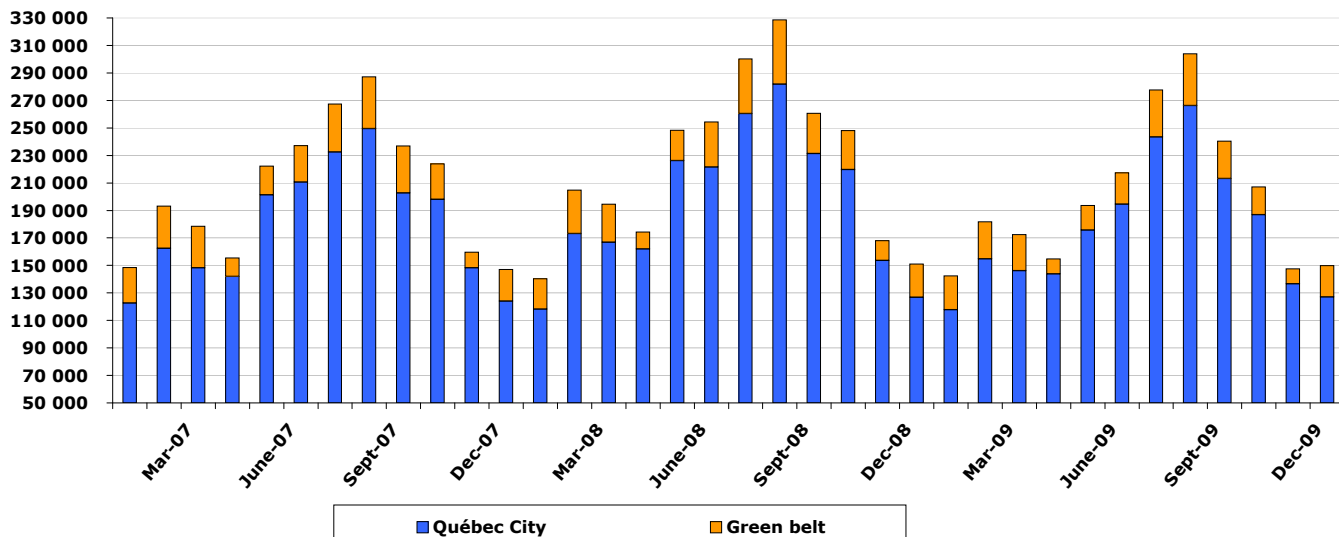
Québec City



LODGING STATISTICS - OCCUPIED ROOMS
DECEMBER 2009

		Québec City				Green belt				Québec City and Area			
		2007	2008	2009	% Var	2007	2008	2009	% Var	2007	2008	2009	% Var
January	Daily	3 953	3 811	3 801	-0,3%	837	715	792	10,8%	4 791	4 524	4 593	1,5%
	Monthly	122 552	118 135	117 818	-0,3%	25 945	22 180	24 545	10,7%	148 536	140 255	142 371	-1,5%
February	Daily	5 799	5 970	5 530	-7,4%	1 103	1 088	959	-11,9%	6 881	7 049	6 492	-7,9%
	Monthly	162 363	173 124	154 836	-10,6%	30 891	31 557	26 850	-14,9%	192 680	204 434	181 770	-11,1%
March	Daily	4 784	5 379	4 711	-12,4%	976	899	849	-5,6%	5 752	6 273	5 560	-11,4%
	Monthly	148 300	166 759	146 032	-12,4%	30 258	27 878	26 333	-5,5%	178 302	194 452	172 357	-11,4%
April	Daily	4 730	5 396	4 794	-11,2%	451	413	366	-11,4%	5 129	5 801	5 154	-11,2%
	Monthly	141 891	161 870	143 816	-11,2%	13 524	12 394	10 976	-11,4%	153 862	174 017	154 634	-11,1%
May	Daily	6 496	7 296	5 668	-22,3%	675	712	577	-19,0%	7 066	7 996	6 225	-22,1%
	Monthly	201 377	226 180	175 718	-22,3%	20 932	22 070	17 876	-19,0%	219 061	247 864	192 972	-22,1%
June	Daily	7 018	7 384	6 486	-12,2%	885	1 095	755	-31,1%	7 806	8 474	7 236	-14,6%
	Monthly	210 532	221 505	194 588	-12,2%	26 547	32 839	22 644	-31,0%	234 170	254 233	217 086	-14,6%
July	Daily	7 498	8 403	7 856	-6,5%	1 128	1 281	1 097	-14,4%	8 552	9 684	8 952	-7,6%
	Monthly	232 443	260 493	243 522	-6,5%	34 961	39 715	34 022	-14,3%	265 127	300 195	277 503	-7,6%
August	Daily	8 044	9 090	8 590	-5,5%	1 222	1 510	1 214	-19,6%	9 189	10 585	9 798	-7,4%
	Monthly	249 367	281 780	266 302	-5,5%	37 869	46 818	37 621	-19,6%	284 869	328 139	303 728	-7,4%
September	Daily	6 756	7 707	7 103	-7,8%	1 138	980	910	-7,1%	7 848	8 676	8 010	-7,7%
	Monthly	202 687	231 204	213 092	-7,8%	34 154	29 386	27 312	-7,1%	235 443	260 272	240 313	-7,7%
October	Daily	6 388	7 084	6 028	-14,9%	830	920	650	-29,3%	7 198	7 998	6 675	-16,5%
	Monthly	198 025	219 613	186 862	-14,9%	25 731	28 520	20 158	-29,3%	223 234	247 930	206 926	-16,5%
November	Daily	4 939	5 117	4 550	-11,1%	382	484	369	-23,8%	5 257	5 611	4 915	-12,4%
	Monthly	148 163	153 521	136 507	-11,1%	11 460	14 508	11 072	-23,7%	157 695	168 319	147 442	-12,4%
December	Daily	4 004	4 089	4 097	0,2%	741	781	734	-6,0%	4 742	4 872	4 831	-0,8%
	Monthly	124 113	126 757	127 007	0,2%	22 958	24 199	22 759	-6,0%	146 392	151 022	149 767	-0,8%
Average annual	Daily	5 867	6 394	5 768	-9,8%	864	907	773	-14,8%	6 684	7 295	6 537	-10,4%
Average annual	Monthly	178 484	195 078	175 508	-10,0%	26 269	27 672	23 514	-15,0%	203 281	222 594	198 906	-10,6%
Total annual		2 141 813	2 340 941	2 106 100	-10,0%	315 230	332 064	282 168	-15,0%	2 439 371	2 671 132	2 386 869	-10,6%

Lodging performance
Occupied rooms evolution



Source : Institut de la statistique du Québec (special QCT compilation)

TOURIST INFORMATION CENTRES (TIC)



?	Services									
	TIC Information request				Number of TIC visitors					
	2007	2008	2009	% Var	2007	2008	2009	% Var	average of visitors per action	
									2008	2009
January	1 303	1 105	815	-26,2%	3 191	2 437	1 657	-32,0%	2,2	2,0
February	1 751	1 722	1 424	-17,3%	4 950	4 808	4 001	-16,8%	2,8	2,8
March	1 764	1 512	1 386	-8,3%	4 645	3 726	3 329	-10,7%	2,5	2,4
April	2 024	1 891	1 722	-8,9%	4 695	4 025	4 406	9,5%	2,1	2,6
May	3 920	4 191	3 737	-10,8%	9 597	10 941	9 213	-15,8%	2,6	2,5
June	7 184	9 685	6 806	-29,7%	19 014	25 265	16 252	-35,7%	2,6	2,4
July	15 212	23 065	16 060	-30,4%	42 702	62 314	43 287	-30,5%	2,7	2,7
August	14 206	25 339	18 015	-28,9%	41 989	70 952	51 837	-26,9%	2,8	2,9
September	6 947	8 172	8 325	1,9%	17 805	19 322	19 581	1,3%	2,4	2,4
October	5 868	4 684	6 180	31,9%	13 691	11 260	13 304	18,2%	2,4	2,2
November	1 122	965	1 012	4,9%	2 460	2 195	2 072	-5,6%	2,3	2,0
December	990	697	875	25,5%	2 514	1 671	2 088	25,0%	2,4	2,4
Total	62 291	83 028	66 357	-20,1%	167 253	218 916	171 027	-21,9%	2,6	2,6

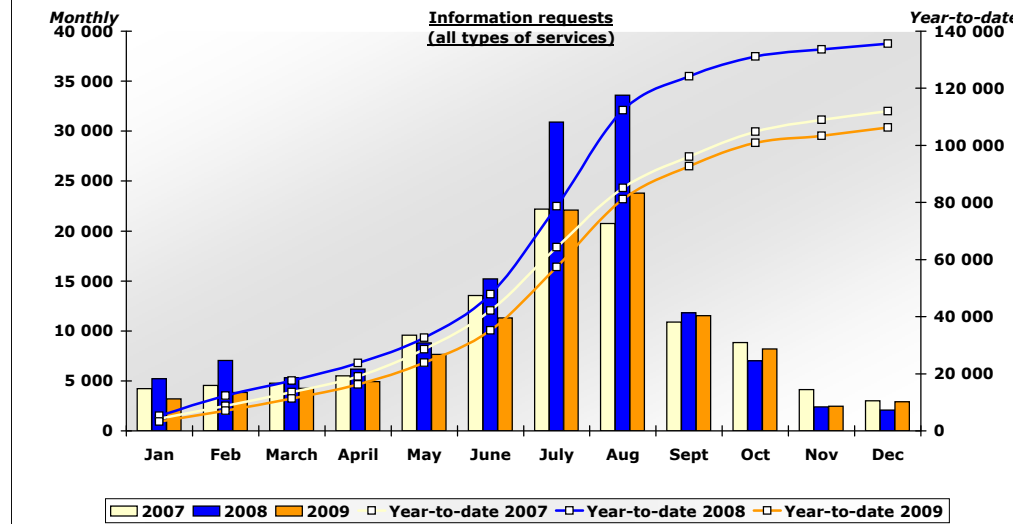
25,5% increase in TIC information request in December 2009

	Telephone assistance			
	2007	2008	2009	% Var
December	821	564	643	14,0%
Total	16 430	20 117	15 052	-25,2%

	Shipping and answers by mail			
	2007	2008	2009	% Var
December	515	346	482	39,3%
Total	17 771	14 376	9 241	-35,7%

	Answers by Email			
	2007	2008	2009	% Var
December	609	433	836	93,1%
Total	11 734	12 962	11 198	-13,6%

	Service sales (lodging reservations and service provision)			
	2007	2008	2009	% Var
December	82	51	70	37,3%
Total	3 770	5 169	4 386	-15,1%



Source : TIC Survey, QCT



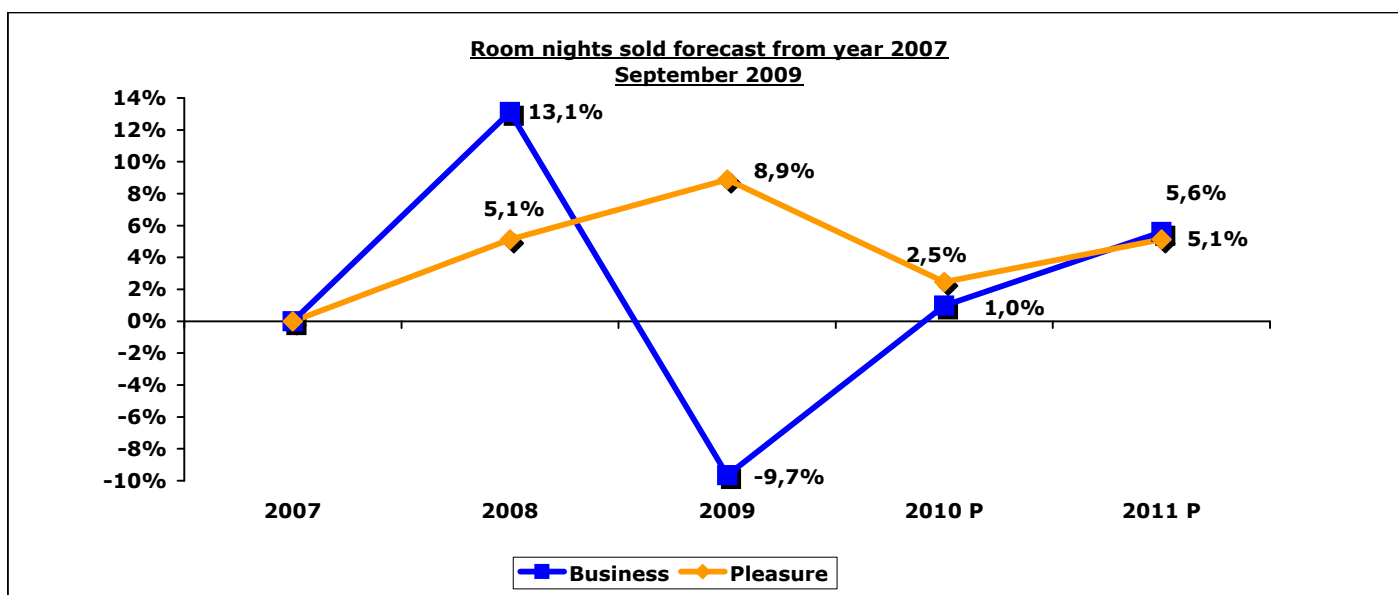
	Total results (All types of services)	
	December	Total
2007	3 017	111 996
2008	2 091	135 652
2009	2 906	106 234
%Var	39,0%	-21,7%

ON THE BOOKS HOTEL DEMAND (BACKLOG)
SEPTEMBER 2009

Data collected from 15 of the most sizeable hotels of the region

	2007		2008		2009 P		2010 P		2011 P		2012 P	
	%		%		%		%		%		%	
Room nights sold ('000)												
Business market												
Groups - conventions	782	37%	917	39%	688	32%	804	37%	844	37%		
Individuals - corporate	346	16%	359	15%	331	16%	335	15%	347	15%		
	1 128	53%	1 276	55%	1 019	48%	1 139	52%	1 191	53%		
Pleasure market												
Groups - tours	251	12%	268	11%	267	13%	270	12%	271	12%		
Individuals	762	36%	797	34%	836	39%	768	35%	794	35%		
	1 013	47%	1 065	45%	1 103	52%	1 038	48%	1 065	47%		
Total groups	1 033	48%	1 185	51%	955	45%	1 074	49%	1 115	49%		
Total individuals	1 108	52%	1 156	49%	1 167	55%	1 103	51%	1 141	51%		
Total	2 141		2 341		2 122		2 177		2 256			

P : Booking rooms; estimated data subject to change



Source: PriceWaterhouseCoopers

RÉGION'S SOCIOECONOMIC STATISTICS
DECEMBER 2009

	Québec City and Area			Province of Québec			Canada		
	Dec. 2008	Dec. 2009	%cha	Dec. 2008	Dec. 2009	%cha	Dec. 2008	Dec. 2009	%cha
Population over 15 years old ('000)	569,9	575,0	0,9%	6 395,5	6 465,3	1,1%	27 098,7	27 490,7	1,4%
Labor force ('000)	367,0	371,4	1,2%	4 176,5	4 172,8	-0,1%	18 155,8	18 259,7	0,6%
Employment ('000)	352,3	352,4	0,0%	3 883,8	3 851,7	-0,8%	17 010,5	16 826,5	-1,1%
Unemployment ('000)	14,7	19,1	29,9%	292,7	321,1	9,7%	1 145,3	1 433,3	25,1%
Unemployment rate (%)	4,0	5,1	27,5%	7,0	7,7	10,0%	6,3	7,8	23,8%
Consumer price index (2002=100)	111,3	114,0	2,4%	111,7	114,0	2,1%	113,3	114,8	1,3%

Source : Statistics Canada, CANSIM II

BRIEF DEMOGRAPHIC PROFILE
QUÉBEC CITY AND AREA - 2006

	POPULATION 2006	AREA KM ²
Québec City	491 140	464,3
La Cité (1)	62 330	13,9
Les Rivières (2)	62 585	51,9
Sainte-Foy - Sillery (3)	71 475	29,4
Charlesbourg (4)	72 810	66,9
Beauport (5)	74 865	78,9
Limoilou (6)	45 245	9,9
La-Haute-Saint-Charles (7)	48 945	71,9
Laurentien (8)	52 885	141,5
L'Ancienne-Lorette	16 717	8,0
Saint-Augustin-de-Desmaures	17 477	105,0
RCM of La Côte-de-Beaupré	22 842	707,2
RCM of L'Île-d'Orléans	6 746	191,8
RCM of Portneuf	46 727	4 095,7
RCM of La Jacques-Cartier	30 835	3 310,1
TOTAL	632 484	8 882,1

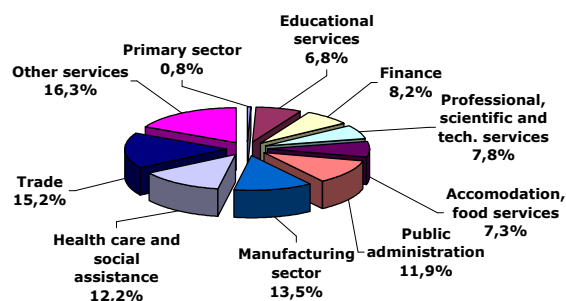
Source : Statistics Canada, 2006 Census

ROAD DISTANCE TO QUÉBEC CITY AND AREA

	KM
Montreal	253
Ottawa	453
Boston	761
Toronto	798
New York	863
Philadelphia	995
Halifax	1043
Detroit	1194
Washington	1295
Chicago	1621

Source : Transport Quebec

Breakdown of employment by industry
Québec City and Area - 2008



Source : Statistics Canada, Labour force survey

TEMPERATURES

	Average (30 years) °C	Average 2009 °C
January		
Daily minimum	-17,6	-21,2
Daily maximum	-7,9	-10,6
July		
Daily minimum	13,4	13,5
Daily maximum	25,0	22,0

PRECIPITATIONS

Annual average-rain (mm)	1230,3	1113,6
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Source : Environment Canada

Jobs linked to tourist activity in 2007

Direct jobs	20 700
Indirect jobs	8 300
Total	29 000

Source : QCT, Development, Strategy and Planning Division

OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2007
 (Results of this survey are updated annually)

Tourists:	Origin		Total		Total expenditures	
	(person-visits)		number of nights		(in CDN dollars)	
	'000	%	'000	%	'000 \$	%
Province of Québec	2 965	66,2%	6 144	54,0%	601 481	43,5%
Rest of Canada	383	8,5%	1 157	10,2%	160 176	11,6%
Total-Canada	3 348	74,7%	7 301	64,2%	761 657	55,1%
United States	650	14,5%	1 935	17,0%	381 251	27,6%
Overseas	484	10,8%	2 143	18,8%	239 333	17,3%
Total	4 482	100,0%	11 379	100,0%	1 382 241	100,0%

	Average expenditures	Visit	Average expenditures
	per visit	duration	per night
	\$	(nights)	\$
Province of Québec	169,51	2,11	80,47
Rest of Canada	363,05	3,05	118,92
Total-Canada	190,92	2,21	86,35
United States	587,00	3,02	194,65
Overseas	494,18	4,97	99,37
Total	269,80	2,54	106,30

Same-day visitors	Origin		Total expenditures	
	(person-visits)		(in CDN dollars)	
	'000	%	'000 \$	%
Province of Québec	3 575	94,9%	247 863	94,3%
Rest of Canada	67	1,8%	7 919	3,1%
Total-Canada	3 642	96,7%	255 782	97,4%
United States	56	1,5%	3 754	1,4%
Overseas	69	1,8%	3 183	1,2%
Total	3 767	100,0%	262 719	100,0%
Visitors:	8 249	100,0%	1 644 960	100,0%

Définitions:

Visitor: Any person who is passing through the region and whose residence is located **outside of an 40-km radius**.

Tourist: Visitor staying **at least one night** in the region.

Same-day visitor: Visitor **not staying overnight**.

Source : Statistics Canada, CITIES 2007 Project (special QCT compilation)

OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2007 (cont.)
 (Results of this survey are updated annually)

Visit Quarter (distribution of persons-travels)

	I (winter)	II (spring)	III (summer)	IV (fall)
	%	%	%	%
Province of Québec	25,1	19,9	32,3	22,7
Rest of Canada	12,5	18,8	49,6	19,1
Total-Canada	23,6	19,8	34,3	22,3
United States	11,1	22,8	45,3	20,8
Overseas	9,1	23,3	52,3	15,3
Total	20,2	20,6	37,9	21,3

Primary Purpose of trip

	Pleasure	Business	Visiting friends or relatives	Others
	%	%	%	%
Province of Québec	38,4	10,1	48,2	3,4
Rest of Canada	57,7	8,4	29,5	4,4
Total-Canada	40,6	9,9	46,1	3,5
United States	73,7	16,3	6,2	3,8
Overseas	68,4	8,1	21,3	2,3
Total	48,4	10,6	37,6	3,4

Accommodation

	Commercial	Private	Not specified
	%	%	%
Province of Québec	42,8	51,6	5,6
Rest of Canada	62,0	34,4	3,6
Total-Canada	45,8	48,9	5,3
United States	80,7	6,1	13,2
Overseas	52,0	29,1	18,9
Total	52,9	37,9	9,2

Source : Statistics Canada, CITIES 2007 Project (special QCT compilation)

OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2007 (cont.)
 (Results of this survey are updated annually)

<u>Average expenditures</u>						
	Accommodation		Food & beverage		Vehicule operation (incl. rental)	
	\$	%	\$	%	\$	%
Province of Québec	45,52 \$	26,9%	56,05 \$	33,1%	28,16 \$	16,6%
Rest of Canada	125,25 \$	34,5%	98,55 \$	27,1%	70,72 \$	19,5%
Total-Canada	54,34 \$	28,5%	60,74 \$	31,8%	32,89 \$	17,2%
United States	276,13 \$	47,0%	127,76 \$	21,8%	66,58 \$	11,3%
Overseas	167,37 \$	33,9%	97,18 \$	19,7%	98,19 \$	19,9%
Total	93,14 \$	34,5%	72,68 \$	26,9%	43,34 \$	16,1%
Total - pleasure	123,45 \$	37,4%	86,15 \$	26,1%	42,13 \$	12,8%
Total - business	247,55 \$	47,7%	125,95 \$	24,3%	82,01 \$	15,8%
Total - visiting friends/relative:	15,65 \$	11,8%	43,20 \$	32,6%	35,19 \$	26,6%
	Recreation & entertainment		Others		TOTAL	
	\$	%	\$	%	\$	%
Province of Québec	15,35 \$	9,1%	24,43 \$	14,4%	169,51 \$	100,0%
Rest of Canada	25,30 \$	7,0%	43,23 \$	11,9%	363,05 \$	100,0%
Total-Canada	16,45 \$	8,6%	26,50 \$	13,9%	190,92 \$	100,0%
United States	46,75 \$	8,0%	69,78 \$	11,9%	587,00 \$	100,0%
Overseas	46,83 \$	9,5%	84,61 \$	17,1%	494,18 \$	100,0%
Total	23,16 \$	8,6%	37,48 \$	13,9%	269,80 \$	100,0%
Total - pleasure	34,74 \$	10,5%	43,21 \$	13,1%	329,68 \$	100,0%
Total - business	15,59 \$	3,0%	47,86 \$	9,2%	518,96 \$	100,0%
Total - visiting friends/relative:	10,06 \$	7,6%	28,44 \$	21,5%	132,54 \$	100,0%

<u>Primary transportation mode</u>				
	Car private	Car rented	Airplane commercial	Bus
	%	%	%	%
Province of Québec	89,7	3,0	1,0	3,0
Rest of Canada	66,6	3,9	12,2	10,1
Total-Canada	87,1	3,1	2,3	3,8
United States	26,9	16,1	1,1	18,5
Overseas	13,2	23,7	7,7	22,1
Total	64,5	8,8	3,0	9,4
	Rail	Ship/Boat	Other Not stated	
	%	%	%	
Province of Québec	0,9	0,1	2,3	
Rest of Canada	6,2	0,5	0,5	
Total-Canada	1,5	0,1	2,1	
United States	3,6	5,1	28,7	
Overseas	4,8	6,5	22,0	
Total	2,4	2,0	9,9	

Source : Statistics Canada, CITIES 2007 Project (special QCT compilation)

OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2007 (end)
 (Results of this survey are updated annually)

Visit Quarter by origin (person-visits)

	I (winter)		II (spring)		III (summer)	
	('000)	%	('000)	%	('000)	%
Province of Québec	743	81,9%	590	63,9%	959	56,5%
Rest of Canada	48	5,3%	72	7,8%	190	11,2%
Total-Canada	791	87,2%	662	71,7%	1149	67,7%
United States	72	7,9%	148	16,0%	295	17,4%
Overseas	44	4,9%	113	12,2%	253	14,9%
Total	907	100,0%	923	100,0%	1697	100,0%

	IV (fall)		TOTAL	
	('000)	%	('000)	%
Province of Québec	673	70,5%	2 965	66,2%
Rest of Canada	73	7,6%	383	8,5%
Total-Canada	746	78,1%	3 348	74,7%
United States	135	14,1%	650	14,5%
Overseas	74	7,7%	484	10,8%
Total	955	100,0%	4 482	100,0%

Visit Quarter by origin (person-visits) - 2002-2007 comparative

	I (winter)		II (spring)		III (summer)	
	('000)	%	('000)	%	('000)	%
2002	1 165	21,2%	1 169	21,3%	2 264	41,2%
2003	1 046	20,6%	1 121	22,1%	1 784	35,1%
2004	942	17,9%	1 051	20,0%	2 158	41,1%
2006 (1)	830	19,0%	1 107	25,3%	1 577	36,0%
2007 (1)	907	20,2%	923	20,6%	1 697	37,9%

	IV (fall)		TOTAL	
	('000)	%	('000)	%
2002	899	16,4%	5 497	100,0%
2003	1 125	22,2%	5 076	100,0%
2004	1 099	20,9%	5 250	100,0%
2006 (1)	863	19,7%	4 377	100,0%
2007 (1)	955	21,3%	4 482	100,0%

(1) Change in methodology of data collect for canadian market

Source : Statistics Canada, CITIES 2007 Project (special QCT compilation)