



***ECHO** tourism **STAT**istics*

*Performance Report on Québec City
Tourist Industry*



**DECEMBER 2008
YEAR 2008**



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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 2008

THE BEST TOURISTIC YEAR OF THE HISTORY ANNUAL AGGREGATE INDEX IS INCREASING BY 5,7%

	2007	2008	
	Index (*)	Index (*)	% Change
Total tourist activity - aggregate index (**)			
December	103,5	99,9	↘ -3,4%
Annual	101,3	107,1	↗ 5,7%
Lodging - room occupancy evolution index			
December	104,9	108,3	↗ 3,2%
Annual	103,6	113,4	↗ 9,5%
Sites and attractions - admissions evolution index			
December	114,4	89,7	↘ -21,6%
Annual	101,2	99,5	↘ -1,7%
Retail stores - transactions evolution index			
December	98,6	90,7	↘ -8,0%
Annual	92,1	102,5	↗ 11,3%
Restaurant indus. - meals served evolution index			
December	99,7	94,9	↘ -4,8%
Annual	100,9	102,5	↗ 1,6%
	Request	Request	% Change
QCT information centres - at-the-counter information request			
December	990	697	↘ -29,6%
Annual	62 291	83 028	↗ 33,3%

(*) 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 2002. The example below illustrates the equation:

(the Σ of rooms occupied in January of year X / the Σ of rooms occupied in January 2002) 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:

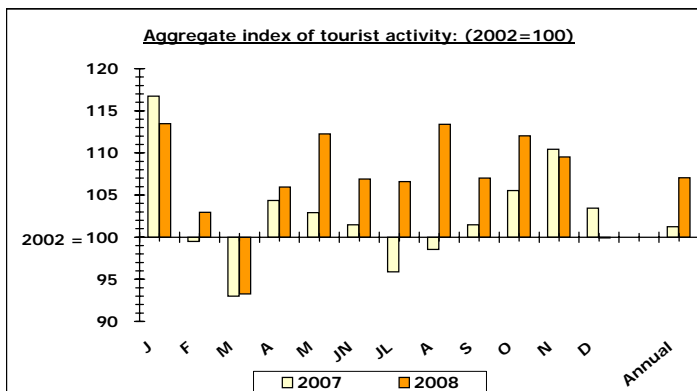
- Leading monthly statistics on the hotel industry and bed and breakfast.
- Enplaned passengers index at Jean-Lesage international Airport.
- International tourists entered in Canada by Québec boundaries.
- A forecast of upcoming events and conventions held in the region.
- Socio-economic and demographic 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.

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

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

MONTHLY TOURISM PERFORMANCE INDICATORS (2002 = 100)
DECEMBER 2008

	2 007	2 008	
	Index	Index	% Var.
TOTAL TOURIST ACTIVITY			
<i>Aggregate index of tourist activity (1)</i>			
January	116,7	113,4	-2,8%
February	99,5	102,9	3,5%
March	93,0	93,3	0,3%
April	104,3	105,9	1,5%
May	102,9	112,3	9,1%
June	101,5	106,9	5,3%
July	95,9	106,6	11,2%
August	98,5	113,4	15,1%
September	101,5	107,0	5,5%
October	105,5	112,0	6,1%
November	110,4	109,5	-0,8%
December	103,5	99,9	-3,4%
Annual	101,3	107,1	5,7%



(1) Obtained by weighting the indexes for "Lodging" (44,7%), "Restaurant Industry" (34,8%), "Sites and Attractions" (10,5%) 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 2004 Project). The index enables measuring the monthly and seasonal variations of regional tourist activity.

IN BRIEF

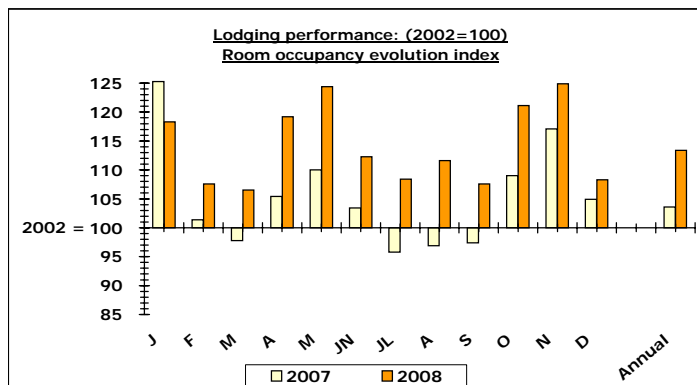
AGGREGATE INDEX OF TOURIST ACTIVITY

DECEMBER: 3 POINT DECREASE
YEAR TO DATE: 6 POINT INCREASE

LODGING

DECEMBER: 3 POINT INCREASE
YEAR-TO-DATE: 10 POINT INCREASE

LODGING			
<i>Room occupancy evolution index (2)</i>			
4 to 39 rooms			
December	91,8	84,4	-8,1%
Annual	97,2	104,2	7,2%
40 to 199 rooms			
December	101,5	106,9	5,3%
Annual	105,5	114,3	8,3%
200 rooms or more			
December	114,6	119,6	4,4%
Annual	103,0	115,4	12,0%
Total			
January	125,3	118,3	-5,6%
February	101,4	107,6	6,1%
March	97,8	106,5	8,9%
April	105,4	119,2	13,1%
May	110,0	124,4	13,1%
June	103,4	112,3	8,6%
July	95,8	108,4	13,2%
August	96,9	111,6	15,2%
September	97,4	107,6	10,5%
October	109,0	121,1	11,1%
November	117,1	124,9	6,7%
December	104,9	108,3	3,2%
Annual	103,6	113,4	9,5%



(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 (2002 = 100)
DECEMBER 2008 (cont.)

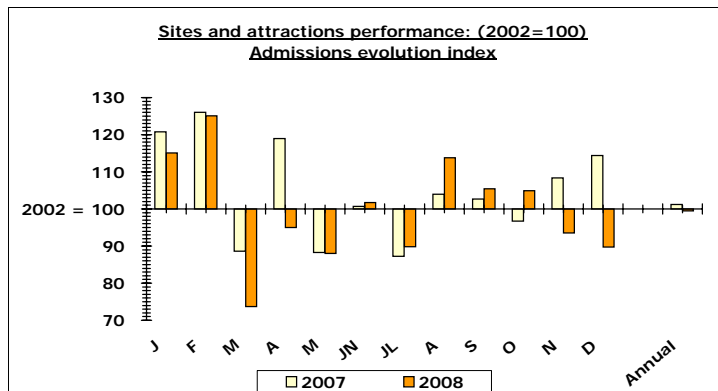
	2 007	2 008	
	Index	Index	% Var.
SITES AND ATTRACTIONS			
<i>Admissions evolution index (1)</i>			
Indoor activities			
December	93,8	85,0	-9,4%
Annual	99,0	103,8	4,8%
Outdoor activities			
December	133,8	91,0	-32,0%
Annual	103,4	93,5	-9,6%
Total			
January	120,8	115,1	-4,7%
February	126,0	125,1	-0,7%
March	88,6	73,7	-16,8%
April	119,0	95,0	-20,2%
May	88,3	88,0	-0,3%
June	100,7	101,7	1,0%
July	87,2	89,8	3,0%
August	104,0	113,8	9,4%
September	102,7	105,4	2,6%
October	96,7	104,9	8,5%
November	108,4	93,5	-13,7%
December	114,4	89,7	-21,6%
Annual	101,2	99,5	-1,7%

BOUTIQUES/RETAIL STORES			
<i>Transactions evolution index (2)</i>			
January	122,7	117,7	-4,1%
February	92,1	94,5	2,6%
March	84,9	73,4	-13,5%
April	98,0	90,0	-8,2%
May	97,1	118,9	22,5%
June	96,2	100,9	4,9%
July	97,0	117,5	21,1%
August	103,0	130,6	26,8%
September	86,2	106,7	23,8%
October	73,4	82,0	11,7%
November	80,1	66,7	-16,7%
December	98,6	90,7	-8,0%
Annual	92,1	102,5	11,3%

IN BRIEF

SITES AND ATTRACTIONS

DECEMBER: 22 POINT DECREASE
YEAR-TO-DATE: 2 POINT DECREASE

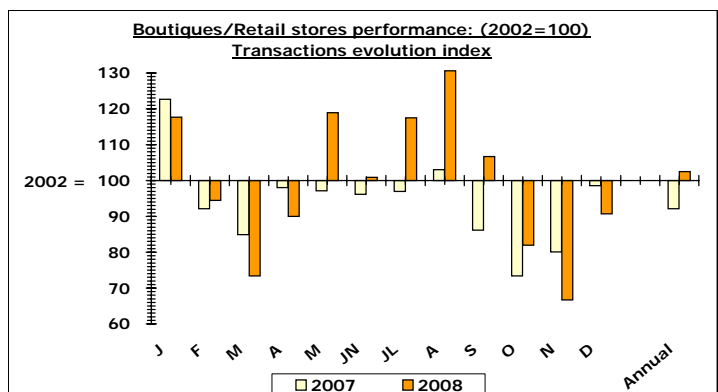


(1) Based on the number of paying and non-paying entrance fees taken from 50 regional sites and attractions. The index enables measuring monthly and seasonal attendance variations.

IN BRIEF

BOUTIQUES/RETAIL STORES

DECEMBER: 8 POINT DECREASE
YEAR-TO-DATE: 11 POINT INCREASE



(2) Based on the number of transactions performed at 25 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 (2002 = 100)
 DECEMBER 2008 (cont.)**

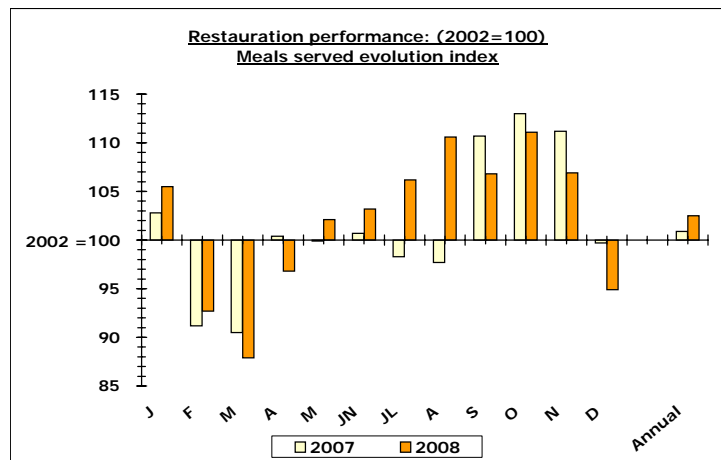
	2 007	2 008	
	Index	Index	% Var.
RESTAURANT INDUSTRY			
<i>Meals served evolution index (1)</i>			
Restaurants - 1 to 99 seats			
December	87,3	73,9	-15,3%
Annual	84,9	86,0	1,3%
Restaurants - 100 seats or more			
December	100,4	96,4	-4,0%
Annual	102,2	103,8	1,6%
Total			
January	102,8	105,5	2,6%
February	91,2	92,7	1,6%
March	90,5	87,9	-2,9%
April	100,4	96,8	-3,6%
May	99,9	102,1	2,2%
June	100,7	103,2	2,5%
July	98,3	106,2	8,0%
August	97,7	110,6	13,2%
September	110,7	106,8	-3,5%
October	113,0	111,1	-1,7%
November	111,2	106,9	-3,9%
December	99,7	94,9	-4,8%
Annual	100,9	102,5	1,6%

BED & BREAKFAST			
<i>Occupancy rate evolution (1)</i>			
January	16,2	16,0	-1,2%
February	28,2	29,2	3,5%
March	21,1	21,3	0,9%
April	19,8	20,7	4,5%
May	29,8	39,8	33,6%
June	40,7	50,8	24,8%
July	63,2	73,1	15,7%
August	66,5	77,9	17,1%
September	50,7	57,5	13,4%
October	38,0	47,7	25,5%
November	22,7	25,1	10,6%
December	24,4	19,4	-20,5%
Annual	36,9	42,3	14,6%

IN BRIEF

RESTAURANT INDUSTRY

DECEMBER: 5 POINT DECREASE
YEAR-TO-DATE: 2 POINT INCREASE

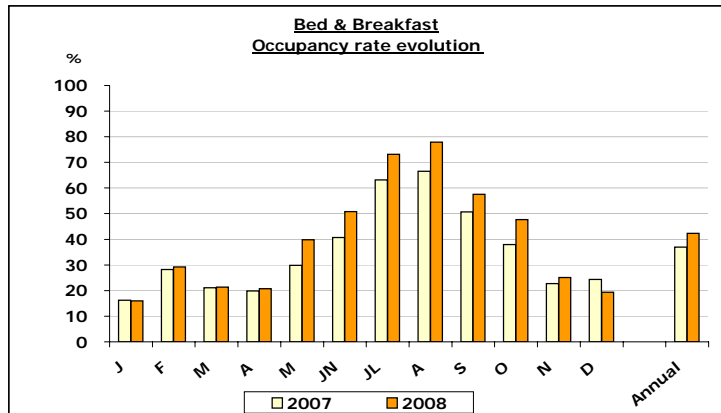


(1) Based on the number of meals served in 43 restaurants of the region. The index enables measuring the monthly and seasonal variations of clients.

IN BRIEF

BED & BREAKFAST

DECEMBER: 21 POINT DECREASE
YEAR-TO-DATE: 15 POINT INCREASE



(1) Based on occupancy rate of 23 Bed & Breakfast of the region.

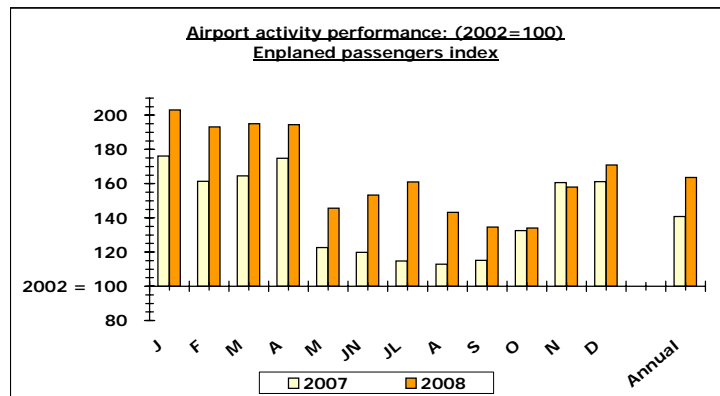
MONTHLY TOURISM PERFORMANCE INDICATORS (2002 = 100)
DECEMBER 2008 (end)

	2 007	2 008	
	Index	Index	% Var.
JEAN-LESAGE INTERNATIONAL AIRPORT			
<i>Enplaned passengers index</i>			
Domestic flights			
December	125,2	121,3	-3,1%
Annual	112,5	127,6	13,4%
Transborder and international flights			
December	258,0	305,0	18,2%
Annual	266,6	325,0	21,9%
Total			
January	176,1	203,0	15,3%
February	161,3	193,2	19,8%
March	164,6	195,1	18,5%
April	174,9	194,5	11,2%
May	122,6	145,7	18,8%
June	119,9	153,4	27,9%
July	114,8	160,9	40,2%
August	113,0	143,2	26,7%
September	115,2	134,6	16,8%
October	132,5	134,0	1,1%
November	160,6	158,0	-1,6%
December	161,1	170,9	6,1%
Annual	140,7	163,6	16,3%

IN BRIEF

JEAN-LESAGE INTERNATIONAL AIRPORT

DECEMBER: 6 POINT INCREASE
YEAR-TO-DATE: 16 POINT INCREASE



MONTHLY TOURISM PERFORMANCE INDICATORS (2002 = 100)
2002-2008 SUMMARY

	2 003	2 004	2 005	2 006	2 007	2 008		2 003	2 004	2 005	2 006	2 007	2 008
	Index	Index	Index	Index	Index	Index		Index	Index	Index	Index	Index	Index
TOTAL TOURIST ACTIVITY							BOUTIQUES/RETAIL STORES						
<i>Aggregate index of tourist activity</i>							<i>Transactions evolution index</i>						
January	110,3	106,5	112,4	113,1	116,7	113,4	January	128,1	116,7	113,3	115,5	122,7	117,7
February	101,3	101,7	103,6	99,4	99,5	102,9	February	123,0	118,3	102,1	105,8	92,1	94,5
March	93,6	92,6	89,7	92,8	93,0	93,3	March	107,3	112,6	101,3	100,8	84,9	73,4
April	99,3	103,4	100,9	101,1	104,3	105,9	April	104,6	120,0	98,0	114,2	98,0	90,0
May	95,9	98,9	95,1	99,3	102,9	112,3	May	88,6	110,6	95,5	102,4	97,1	118,9
June	96,6	97,5	100,2	95,4	101,5	106,9	June	85,2	101,8	95,0	86,8	96,2	100,9
July	87,3	97,1	100,3	93,4	95,9	106,6	July	88,7	102,4	100,3	94,7	97,0	117,5
August	93,5	95,8	94,0	94,2	98,5	113,4	August	92,8	103,8	92,8	101,4	103,0	130,6
September	90,9	100,9	98,0	99,5	101,5	107,0	September	83,6	96,2	86,3	95,6	86,2	106,7
October	97,4	108,1	103,1	103,9	105,5	112,0	October	84,4	96,1	88,0	90,9	73,4	82,0
November	100,0	102,4	99,0	109,5	110,4	109,5	November	93,9	89,1	84,3	93,4	80,1	66,7
December	91,6	97,2	97,3	102,9	103,5	99,9	December	93,6	89,6	88,5	92,0	98,6	90,7
Annual	94,8	99,1	98,6	98,7	101,3	107,1	Annual	91,4	100,8	92,7	96,4	92,1	102,5
LODGING							RESTAURANT INDUSTRY						
<i>Room occupancy evolution index</i>							<i>Meals served evolution index</i>						
January	115,1	112,1	122,7	119,6	125,3	118,3	January	103,1	94,4	98,2	101,9	102,8	105,5
February	103,1	93,7	102,0	101,7	101,4	107,6	February	92,9	94,9	97,8	89,3	91,2	92,7
March	96,0	94,0	92,0	94,4	97,8	106,5	March	92,5	86,9	84,2	92,2	90,5	87,9
April	101,0	101,4	111,3	103,0	105,4	119,2	April	95,9	95,3	89,6	94,3	100,4	96,8
May	95,8	98,6	98,5	106,7	110,0	124,4	May	96,1	95,4	90,7	92,4	99,9	102,1
June	94,1	97,6	103,2	98,6	103,4	112,3	June	102,4	95,8	97,0	94,0	100,7	103,2
July	85,1	98,7	101,1	94,1	95,8	108,4	July	90,9	95,9	100,1	93,1	98,3	106,2
August	92,7	95,1	94,2	95,2	96,9	111,6	August	94,4	94,7	92,6	91,4	97,7	110,6
September	89,4	102,1	98,2	100,5	97,4	107,6	September	96,6	102,6	102,3	102,8	110,7	106,8
October	98,1	112,1	106,7	106,8	109,0	121,1	October	102,6	108,6	107,4	106,1	113,0	111,1
November	103,6	108,8	110,4	115,3	117,1	124,9	November	98,2	94,9	92,5	105,5	111,2	106,9
December	91,9	100,9	98,4	106,4	104,9	108,3	December	87,8	91,1	93,0	98,5	99,7	94,9
Annual	95,6	100,7	101,9	101,9	103,6	113,4	Annual	95,8	96,0	95,7	96,1	100,9	102,5
SITES AND ATTRACTIONS							JEAN-LESAGE INTERNATIONAL AIRPORT						
<i>Admissions evolution index</i>							<i>Enplaned passengers index</i>						
January	97,2	113,0	114,5	120,7	120,8	115,1	January	124,1	130,9	156,1	143,3	176,1	203,0
February	101,3	142,9	131,3	116,7	126,0	125,1	February	119,3	124,3	145,9	144,3	161,3	193,2
March	73,9	86,1	87,4	80,1	88,6	73,7	March	123,2	124,5	141,3	154,1	164,6	195,1
April	98,8	122,8	97,0	102,8	119,0	95,0	April	105,9	131,2	146,7	155,2	174,9	194,5
May	102,7	100,5	95,2	87,9	88,3	88,0	May	87,4	109,7	106,3	113,1	122,6	145,7
June	98,3	98,2	102,8	94,4	100,7	101,7	June	100,4	107,1	114,4	109,1	119,9	153,4
July	83,5	89,3	97,3	89,7	87,2	89,8	July	87,2	106,9	120,4	99,2	114,8	160,9
August	94,1	94,6	98,9	92,4	104,0	113,8	August	93,0	103,8	103,3	101,4	113,0	143,2
September	85,4	94,7	93,8	88,1	102,7	105,4	September	97,2	106,7	109,3	112,5	115,2	134,6
October	89,3	100,6	88,2	97,0	96,7	104,9	October	93,0	112,7	125,1	123,6	132,5	134,0
November	96,5	113,0	85,6	113,6	108,4	93,5	November	103,7	119,7	118,3	125,5	160,6	158,0
December	101,4	109,0	115,7	113,3	114,4	89,7	December	103,6	118,3	112,8	138,3	161,1	170,9
Annual	91,7	100,8	100,1	95,8	101,2	99,5	Annual	102,5	115,5	124,0	125,2	140,7	163,6

The best index of the period

Source : QCT, 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	
	2008	08/07 %	2008	08/07 %	2008	08/07 %
January	73 726	-12,4%	35 669	1,1%	109 395	-8,4%
February	100 767	-3,6%	46 050	5,4%	146 817	-1,0%
March	96 762	-2,4%	42 748	-0,1%	139 510	-1,7%
April	106 262	-5,7%	47 662	-1,0%	153 924	-4,3%
May	135 584	-7,7%	69 761	12,7%	205 345	-1,6%
June	164 251	-13,7%	92 556	2,5%	256 807	-8,5%
July	209 675	-5,7%	132 500	10,6%	342 175	0,0%
August	229 258	-4,0%	127 177	13,0%	356 435	1,4%
September	132 055	-9,3%	106 479	8,5%	238 534	-2,1%
October	128 226	-5,1%	69 802	3,8%	198 028	-2,2%
November						
December						
Year-to-date	1 376 566	-7,0%	770 404	7,0%	2 146 970	-2,4%

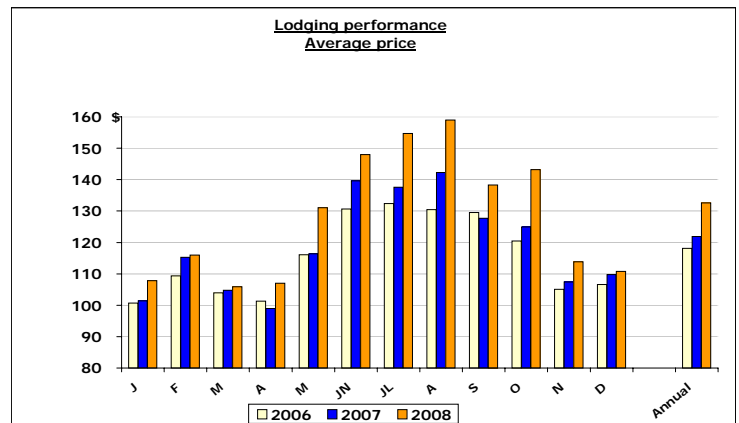
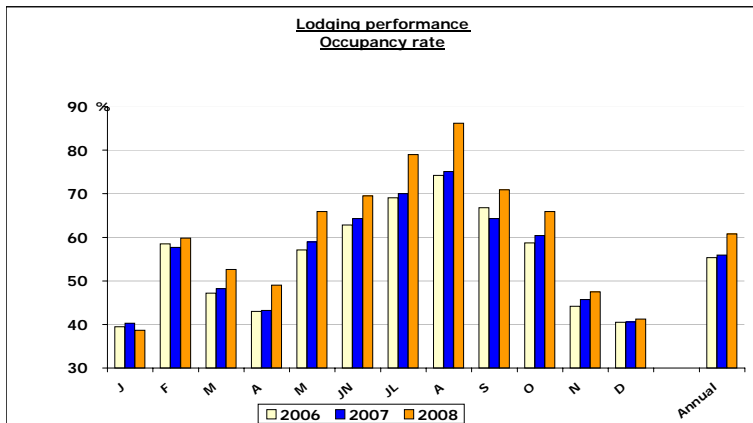
NUMBER OF TRIPS BY RESIDENTS OF COUNTRIES OTHER THAN UNITED STATES ENTERED IN CANADA VIA QUÉBEC				
	October		Year-to-date	
	2008	08/07 %	2008	08/07 %
France	23 304	16,3%	283 414	15,4%
United Kindom	7 367	-13,6%	73 311	-1,4%
Germany	5 550	29,4%	46 512	3,4%
Mexico	2 934	3,2%	45 557	6,0%
Switzerland	2 323	-8,2%	27 575	1,0%
Italy	1 591	-1,3%	24 711	-3,8%
Belgium	2 019	5,9%	22 342	7,2%
Spain	1 269	-23,5%	17 987	-4,6%
Japan	4 041	-16,8%	14 508	-1,3%
Netherlands	1 283	-0,9%	13 687	11,3%
Other countries	18 121	2,4%	200 800	4,5%
Total	69 802	3,8%	770 404	7,0%

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

LODGING STATISTICS - QUÉBEC CITY AND AREA
DECEMBER 2008

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2006	2007	2008	% Var	2006	2007	2008	% Var	2006	2007	2008	% Var	2006	2007	2008	% Var
January	Available rooms	2 227	2 277	2 217	-2,6%	5 433	5 663	5 316	-6,1%	3 921	3 941	4 169	5,8%	11 582	11 880	11 701	-1,5%
	Occupancy rate	26,7	27,0	25,5	-5,6%	41,3	43,7	40,2	-8,0%	44,2	43,3	43,8	1,2%	39,5	40,3	38,7	-4,0%
	Average price	73,20 \$	80,50 \$	99,10 \$	23,1%	97,30 \$	94,80 \$	99,30 \$	4,7%	114,40 \$	119,10 \$	120,40 \$	1,1%	100,70 \$	101,40 \$	107,80 \$	6,3%
February	Available rooms	2 340	2 324	2 273	-2,2%	5 541	5 675	5 355	-5,6%	3 921	3 936	4 169	5,9%	11 802	11 935	11 797	-1,2%
	Occupancy rate	39,3	38,1	35,6	-6,6%	60,1	58,0	62,9	8,4%	67,8	68,8	69,1	0,4%	58,5	57,7	59,8	3,6%
	Average price	76,10 \$	85,60 \$	107,80 \$	25,9%	100,50 \$	102,50 \$	105,50 \$	2,9%	132,10 \$	140,30 \$	130,20 \$	-7,2%	109,40 \$	115,30 \$	116,00 \$	0,6%
March	Available rooms	2 294	2 295	2 227	-3,0%	5 542	5 699	5 524	-3,1%	3 921	3 936	4 169	5,9%	11 756	11 928	11 918	-0,1%
	Occupancy rate	30,6	31,2	31,0	-0,6%	48,9	50,4	54,4	7,9%	54,6	55,1	62,0	12,5%	47,2	48,2	52,6	9,1%
	Average price	76,20 \$	83,70 \$	99,20 \$	18,5%	100,30 \$	97,30 \$	98,10 \$	0,8%	117,90 \$	122,00 \$	116,80 \$	-4,3%	104,00 \$	104,80 \$	105,90 \$	1,0%
April	Available rooms	2 292	2 256	2 248	-0,4%	5 422	5 671	5 435	-4,2%	3 939	3 936	4 169	5,9%	11 652	11 862	11 848	-0,1%
	Occupancy rate	26,9	28,4	26,3	-7,4%	43,0	42,8	52,4	22,4%	52,5	52,4	56,9	8,6%	43,0	43,2	49,0	13,4%
	Average price	66,70 \$	76,10 \$	81,60 \$	7,2%	94,40 \$	92,30 \$	97,40 \$	5,5%	119,30 \$	114,10 \$	125,20 \$	9,7%	101,30 \$	99,00 \$	107,00 \$	8,1%
May	Available rooms	2 459	2 405	2 409	0,2%	5 596	5 364	5 552	3,5%	3 939	4 227	4 169	-1,4%	11 990	11 998	12 130	1,1%
	Occupancy rate	35,0	35,4	42,8	20,9%	57,4	59,0	68,2	15,6%	71,1	72,0	76,3	6,0%	57,1	58,9	65,9	11,9%
	Average price	78,20 \$	77,00 \$	103,97 \$	35,0%	103,60 \$	104,90 \$	121,10 \$	15,4%	143,20 \$	139,10 \$	151,70 \$	9,1%	116,10 \$	116,40 \$	131,10 \$	12,6%
June	Available rooms	2 509	2 506	2 548	1,7%	5 408	5 406	5 473	1,2%	3 939	4 227	4 170	-1,3%	11 856	12 141	12 191	0,4%
	Occupancy rate	42,6	42,2	50,2	19,0%	64,1	67,5	71,1	5,3%	74,4	73,1	79,2	8,3%	62,8	64,3	69,5	8,1%
	Average price	88,60 \$	90,20 \$	105,30 \$	16,7%	124,10 \$	144,20 \$	135,30 \$	-6,2%	155,10 \$	150,90 \$	179,10 \$	18,7%	130,60 \$	139,60 \$	148,00 \$	6,0%
July	Available rooms	2 570	2 545	2 531	-0,6%	5 641	5 570	5 561	-0,2%	3 939	4 098	4 170	1,8%	12 149	12 211	12 261	0,4%
	Occupancy rate	57,7	59,8	66,0	10,4%	68,8	69,3	76,2	10,0%	77,3	77,3	90,6	17,2%	69,1	70,0	79,0	12,9%
	Average price	97,50 \$	98,80 \$	119,20 \$	20,6%	132,50 \$	135,60 \$	143,20 \$	5,6%	150,00 \$	158,60 \$	183,40 \$	15,6%	132,40 \$	137,60 \$	154,70 \$	12,4%
August	Available rooms	2 585	2 573	2 550	-0,9%	5 643	5 498	5 553	1,0%	3 939	4 169	4 170	0,0%	12 166	12 240	12 274	0,3%
	Occupancy rate	62,3	64,2	75,9	18,2%	74,8	75,3	85,3	13,3%	81,4	81,4	93,8	15,2%	74,2	75,1	86,2	14,8%
	Average price	97,40 \$	105,50 \$	119,00 \$	12,8%	125,50 \$	137,50 \$	149,80 \$	8,9%	153,80 \$	165,90 \$	189,80 \$	14,4%	130,40 \$	142,30 \$	159,00 \$	11,7%
September	Available rooms	2 549	2 524	2 532	0,3%	5 636	5 506	5 534	0,5%	3 939	4 169	4 170	0,0%	12 121	12 200	12 236	0,3%
	Occupancy rate	46,5	46,3	51,2	10,6%	71,4	68,3	71,6	4,8%	74,1	69,9	82,2	17,6%	66,8	64,3	70,9	10,3%
	Average price	90,70 \$	89,80 \$	121,70 \$	35,5%	122,60 \$	122,50 \$	130,20 \$	6,3%	156,60 \$	149,50 \$	154,50 \$	3,3%	129,50 \$	127,70 \$	138,30 \$	8,3%
October	Available rooms	2 457	2 395	2 462	2,8%	5 623	5 348	5 512	3,1%	3 939	4 169	4 170	0,0%	12 018	11 913	12 144	1,9%
	Occupancy rate	39,1	41,1	45,5	10,7%	60,6	61,2	64,4	5,2%	68,2	70,3	80,0	13,8%	58,7	60,4	65,9	9,1%
	Average price	83,10 \$	86,30 \$	102,70 \$	19,0%	106,50 \$	114,40 \$	125,50 \$	9,7%	151,60 \$	149,70 \$	175,90 \$	17,5%	120,50 \$	124,90 \$	143,20 \$	14,7%
November	Available rooms	2 277	2 172	2 195	1,1%	5 495	5 158	5 431	5,3%	3 939	4 169	4 170	0,0%	11 712	11 500	11 800	2,6%
	Occupancy rate	26,3	28,0	25,3	-9,6%	44,9	44,2	46,6	5,4%	53,5	56,6	60,1	6,2%	44,2	45,7	47,5	3,9%
	Average price	67,30 \$	78,20 \$	79,20 \$	1,3%	97,70 \$	100,50 \$	103,40 \$	2,9%	124,20 \$	121,20 \$	131,50 \$	8,5%	105,10 \$	107,40 \$	113,80 \$	6,0%
December	Available rooms	2 259	2 191	2 196	0,2%	5 640	5 279	5 461	3,4%	3 941	4 170	4 170	0,0%	11 840	11 642	11 830	1,6%
	Occupancy rate	30,2	30,2	27,7	-8,3%	43,3	42,7	43,5	1,9%	42,3	43,2	45,1	4,4%	40,5	40,6	41,2	1,5%
	Average price	81,00 \$	95,90 \$	109,60 \$	14,3%	102,00 \$	100,90 \$	102,20 \$	1,3%	123,60 \$	125,70 \$	121,50 \$	-3,3%	106,60 \$	109,80 \$	110,80 \$	0,9%
Annual average	Available rooms	2 402	2 372	2 366	-0,3%	5 552	5 486	5 476	-0,2%	3 935	4 097	4 170	1,8%	11 888	11 955	12 012	0,5%
	Occupancy rate	39,2	40,0	42,9	7,3%	56,6	56,9	61,5	8,1%	63,4	63,8	69,9	9,6%	55,3	55,9	60,8	8,8%
	Average price	84,69 \$	89,90 \$	108,36 \$	20,5%	111,32 \$	115,38 \$	121,50 \$	5,3%	139,76 \$	141,22 \$	153,85 \$	8,9%	118,10 \$	121,91 \$	132,62 \$	8,8%

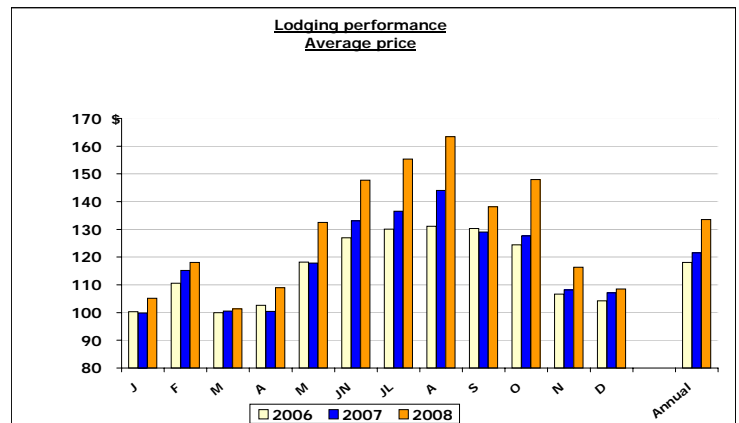
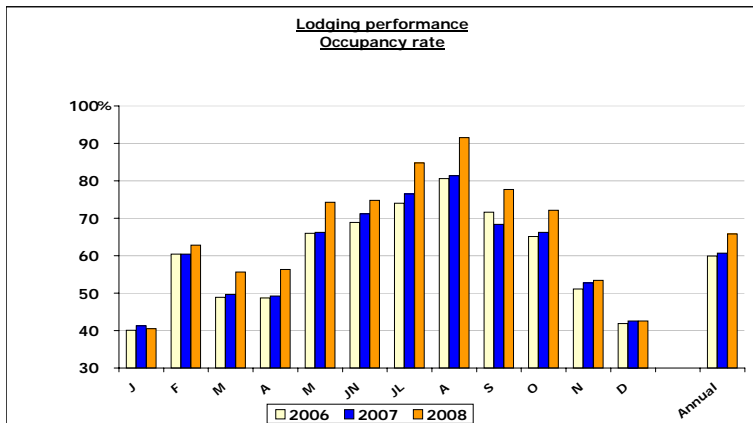
Québec City and Area



LODGING STATISTICS - QUÉBEC CITY
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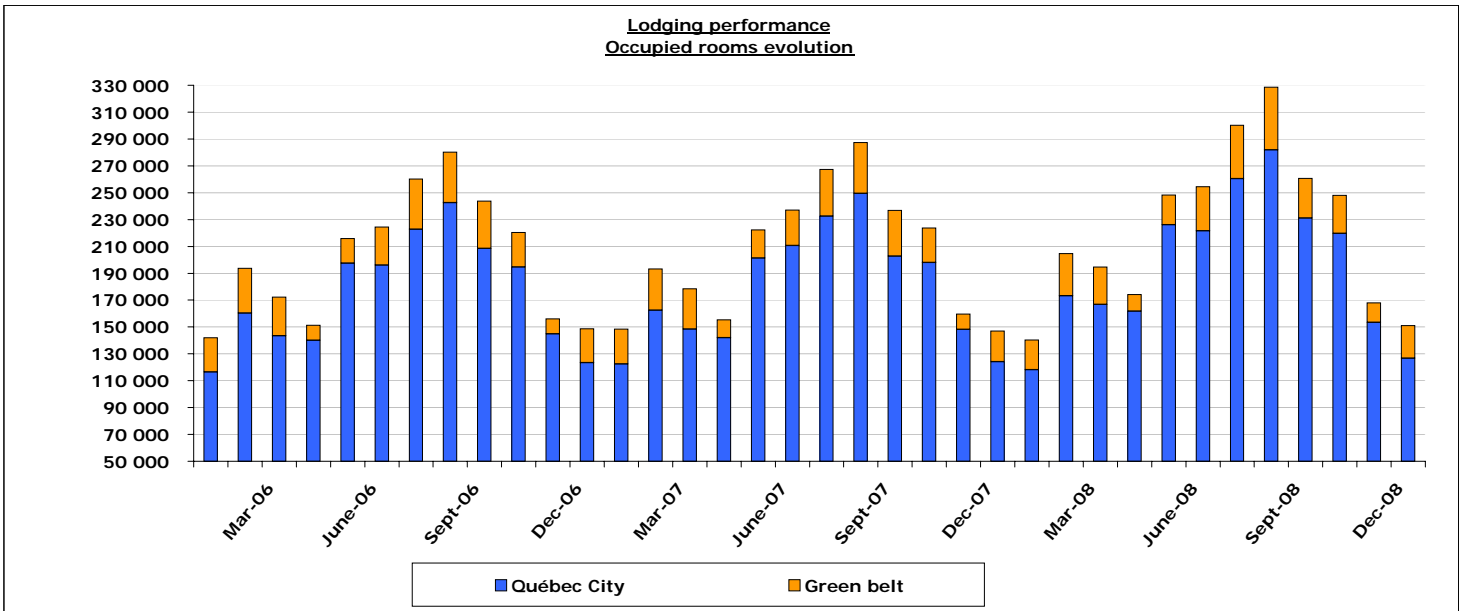
		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2006	2007	2008	% Var	2006	2007	2008	% Var	2006	2007	2008	% Var	2006	2007	2008	% Var
January	Available rooms	1 205	1 264	1 184	-6,3%	4 485	4 612	4 296	-6,9%	3 681	3 701	3 929	6,2%	9 365	9 569	9 408	-1,7%
	Occupancy rate	26,7	30,4	28,6	-5,9%	40,7	43,8	41,1	-6,2%	44,2	43,1	43,4	0,7%	40,1	41,3	40,5	-1,9%
	Average price	65,70 \$	66,20 \$	75,40 \$	13,9%	96,30 \$	93,40 \$	98,00 \$	4,9%	111,60 \$	116,50 \$	118,30 \$	1,5%	100,30 \$	99,90 \$	105,10 \$	5,2%
February	Available rooms	1 322	1 289	1 255	-2,6%	4 485	4 631	4 328	-6,5%	3 681	3 696	3 929	6,3%	9 485	9 608	9 512	-1,0%
	Occupancy rate	37,6	39,4	37,1	-5,8%	60,7	59,4	64,3	8,2%	68,5	69,3	69,2	-0,1%	60,4	60,4	62,8	4,0%
	Average price	73,30 \$	75,70 \$	91,50 \$	20,9%	100,00 \$	100,60 \$	107,60 \$	7,0%	129,60 \$	138,50 \$	132,90 \$	-4,0%	110,60 \$	115,20 \$	118,10 \$	2,5%
March	Available rooms	1 295	1 264	1 221	-3,4%	4 493	4 684	4 530	-3,3%	3 681	3 696	3 929	6,3%	9 465	9 630	9 677	0,5%
	Occupancy rate	33,4	32,0	32,2	0,6%	50,5	51,6	56,5	9,5%	53,4	54,3	61,9	14,0%	48,9	49,7	55,6	11,9%
	Average price	63,50 \$	75,50 \$	76,70 \$	1,6%	96,10 \$	93,40 \$	95,10 \$	1,8%	112,40 \$	116,40 \$	111,70 \$	-4,0%	100,00 \$	100,50 \$	101,30 \$	0,8%
April	Available rooms	1 324	1 264	1 250	-1,1%	4 572	4 656	4 408	-5,3%	3 699	3 696	3 929	6,3%	9 589	9 611	9 585	-0,3%
	Occupancy rate	33,1	35,6	36,9	3,7%	48,6	49,2	59,2	20,3%	54,7	54,1	59,3	9,6%	48,7	49,2	56,3	14,4%
	Average price	66,70 \$	76,40 \$	78,60 \$	2,9%	94,30 \$	93,60 \$	99,90 \$	6,7%	119,60 \$	114,10 \$	125,50 \$	10,0%	102,60 \$	100,40 \$	109,00 \$	8,6%
May	Available rooms	1 408	1 385	1 349	-2,6%	4 549	4 438	4 540	2,3%	3 699	3 987	3 929	-1,5%	9 657	9 811	9 819	0,1%
	Occupancy rate	49,1	46,1	59,8	29,7%	64,0	64,0	75,0	17,2%	74,8	75,6	78,5	3,8%	66,0	66,2	74,3	12,2%
	Average price	78,70 \$	77,30 \$	103,90 \$	34,4%	102,60 \$	103,00 \$	120,70 \$	17,2%	144,00 \$	139,90 \$	152,80 \$	9,2%	118,20 \$	117,80 \$	132,50 \$	12,5%
June	Available rooms	1 417	1 402	1 399	-0,2%	4 361	4 463	4 543	1,8%	3 699	3 987	3 930	-1,4%	9 480	9 853	9 872	0,2%
	Occupancy rate	54,1	54,4	64,2	18,0%	67,6	73,1	73,8	1,0%	76,4	75,1	79,7	6,1%	68,9	71,2	74,8	5,1%
	Average price	85,90 \$	88,20 \$	109,40 \$	24,0%	108,90 \$	124,60 \$	126,20 \$	1,3%	157,30 \$	153,10 \$	181,20 \$	18,4%	127,00 \$	133,10 \$	147,70 \$	11,0%
July	Available rooms	1 424	1 415	1 404	-0,8%	4 587	4 529	4 571	0,9%	3 699	3 855	3 930	1,9%	9 711	9 796	9 905	1,1%
	Occupancy rate	65,5	69,5	79,4	14,2%	72,8	76,2	81,7	7,2%	79,0	79,5	90,5	13,8%	74,0	76,5	84,8	10,8%
	Average price	98,10 \$	102,00 \$	119,70 \$	17,4%	120,80 \$	124,50 \$	138,90 \$	11,6%	151,90 \$	160,50 \$	184,00 \$	14,6%	130,10 \$	136,50 \$	155,40 \$	13,8%
August	Available rooms	1 427	1 437	1 426	-0,8%	4 589	4 517	4 574	1,3%	3 699	3 929	3 930	0,0%	9 715	9 883	9 930	0,5%
	Occupancy rate	73,0	76,3	86,9	13,9%	80,8	81,1	90,1	11,1%	83,4	83,6	94,9	13,5%	80,6	81,4	91,5	12,4%
	Average price	100,80 \$	105,00 \$	122,00 \$	16,2%	119,60 \$	133,50 \$	148,70 \$	11,4%	155,60 \$	168,50 \$	193,00 \$	14,5%	131,10 \$	144,00 \$	163,40 \$	13,5%
September	Available rooms	1 427	1 421	1 423	0,1%	4 581	4 523	4 565	0,9%	3 699	3 929	3 930	0,0%	9 707	9 873	9 918	0,5%
	Occupancy rate	57,0	57,9	67,9	17,3%	74,3	70,5	75,2	6,7%	74,4	69,9	84,2	20,5%	71,6	68,4	77,7	13,6%
	Average price	89,10 \$	96,70 \$	131,90 \$	36,4%	115,40 \$	115,70 \$	122,40 \$	5,8%	161,30 \$	154,20 \$	156,30 \$	1,4%	130,30 \$	129,00 \$	138,10 \$	7,1%
October	Available rooms	1 376	1 320	1 411	6,9%	4 568	4 404	4 483	1,8%	3 699	3 929	3 930	0,0%	9 641	9 649	9 824	1,8%
	Occupancy rate	47,6	52,6	58,3	10,8%	66,1	64,8	68,5	5,7%	70,7	72,6	81,3	12,0%	65,1	66,2	72,1	8,9%
	Average price	83,90 \$	87,80 \$	104,70 \$	19,2%	107,30 \$	114,80 \$	128,90 \$	12,3%	154,00 \$	151,80 \$	177,60 \$	17,0%	124,40 \$	127,70 \$	148,00 \$	15,9%
November	Available rooms	1 264	1 186	1 213	2,3%	4 491	4 259	4 443	4,3%	3 699	3 929	3 930	0,0%	9 448	9 372	9 589	2,3%
	Occupancy rate	34,6	36,7	32,2	-12,3%	52,3	50,2	50,9	1,4%	55,7	60,3	62,7	4,0%	51,1	52,7	53,4	1,3%
	Average price	71,20 \$	69,90 \$	77,60 \$	11,0%	98,30 \$	101,20 \$	106,20 \$	4,9%	124,90 \$	121,60 \$	132,00 \$	8,6%	106,60 \$	108,20 \$	116,40 \$	7,6%
December	Available rooms	1 201	1 190	1 181	-0,8%	4 615	4 282	4 483	4,7%	3 701	3 930	3 930	0,0%	9 502	9 399	9 593	2,1%
	Occupancy rate	33,5	34,3	30,4	-11,4%	44,2	44,5	43,6	-2,0%	98,0	43,1	45,2	4,9%	41,9	42,6	42,6	0,0%
	Average price	77,30 \$	75,80 \$	84,40 \$	11,3%	98,50 \$	99,70 \$	103,20 \$	3,5%	120,80 \$	122,90 \$	119,30 \$	-2,9%	104,20 \$	107,10 \$	108,50 \$	1,3%
Annual average	Available rooms	1 341	1 320	1 310	-0,8%	4 532	4 499	4 481	-0,4%	3 695	3 856	3 930	1,9%	9 565	9 672	9 720	0,5%
	Occupancy rate	46,2	48,0	52,6	9,6%	60,2	60,7	65,2	7,4%	64,8	65,2	70,9	8,7%	59,9	60,7	65,8	8,4%
	Average price	83,63 \$	87,45 \$	106,07 \$	21,3%	106,62 \$	110,70 \$	119,95 \$	8,4%	140,37 \$	141,90 \$	154,56 \$	8,9%	118,06 \$	121,52 \$	133,59 \$	9,9%

Québec City



LODGING STATISTICS - OCCUPIED ROOMS
DECEMBER 2008

		Québec City				Green belt				Québec City and Area			
		2006	2007	2008	% Var	2006	2007	2008	% Var	2006	2007	2008	% Var
January	Daily	3 757	3 953	3 811	-3,6%	821	837	715	-14,6%	4 571	4 791	4 524	-5,6%
	Monthly	116 474	122 552	118 135	-3,6%	25 464	25 945	22 180	-14,5%	141 712	148 536	140 255	-5,6%
February	Daily	5 725	5 799	5 970	2,9%	1 189	1 103	1 088	-1,4%	6 907	6 881	7 049	2,4%
	Monthly	160 306	162 363	173 124	6,6%	33 294	30 891	31 557	2,2%	193 403	192 680	204 434	6,1%
March	Daily	4 627	4 784	5 379	12,4%	930	976	899	-7,9%	5 547	5 752	6 273	9,1%
	Monthly	143 422	148 300	166 759	12,4%	28 816	30 258	27 878	-7,9%	171 956	178 302	194 454	9,1%
April	Daily	4 667	4 730	5 396	14,1%	379	451	413	-8,4%	5 012	5 129	5 801	13,1%
	Monthly	140 015	141 891	161 870	14,1%	11 359	13 524	12 394	-8,4%	150 348	153 862	174 017	13,1%
May	Daily	6 371	6 496	7 296	12,3%	590	675	712	5,5%	6 850	7 066	7 996	13,2%
	Monthly	197 491	201 377	226 180	12,3%	18 294	20 932	22 070	5,4%	212 362	219 061	247 864	13,1%
June	Daily	6 535	7 018	7 384	5,2%	944	885	1 095	23,7%	7 446	7 806	8 474	8,6%
	Monthly	196 035	210 532	221 505	5,2%	28 334	26 547	32 839	23,7%	223 368	234 170	254 233	8,6%
July	Daily	7 185	7 498	8 403	12,1%	1 209	1 128	1 281	13,6%	8 398	8 552	9 684	13,2%
	Monthly	222 735	232 443	260 493	12,1%	37 491	34 961	39 715	13,6%	260 340	265 127	300 195	13,2%
August	Daily	7 826	8 044	9 090	13,0%	1 213	1 222	1 510	23,6%	9 031	9 189	10 585	15,2%
	Monthly	242 603	249 367	281 780	13,0%	37 617	37 869	46 818	23,6%	279 972	284 869	328 139	15,2%
September	Daily	6 948	6 756	7 707	14,1%	1 175	1 138	980	-13,9%	8 093	7 848	8 676	10,6%
	Monthly	208 448	202 687	231 204	14,1%	35 236	34 154	29 386	-14,0%	242 789	235 443	260 272	10,5%
October	Daily	6 276	6 388	7 084	10,9%	835	830	920	10,8%	7 054	7 198	7 998	11,1%
	Monthly	194 570	198 025	219 613	10,9%	25 886	25 731	28 520	10,8%	218 666	223 234	247 930	11,1%
November	Daily	4 828	4 939	5 117	3,6%	370	382	484	26,7%	5 177	5 257	5 611	6,7%
	Monthly	144 840	148 163	153 521	3,6%	11 094	11 460	14 508	26,6%	155 302	157 695	168 319	6,7%
December	Daily	3 984	4 004	4 089	2,1%	812	741	781	5,4%	4 792	4 742	4 872	2,7%
	Monthly	123 500	124 113	126 757	2,1%	25 173	22 958	24 199	5,4%	148 549	146 392	151 022	3,2%
Average annual	Daily	5 727	5 867	6 394	9,0%	872	864	907	4,9%	6 573	6 684	7 295	9,1%
Average annual	Monthly	174 203	178 484	195 078	9,3%	26 505	26 269	27 672	5,3%	199 897	203 281	222 594	9,5%
Total annual		2 090 439	2 141 813	2 340 941	9,3%	318 058	315 230	332 064	5,3%	2 398 767	2 439 371	2 671 132	9,5%



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

TOURIST INFORMATION CENTRES (TIC)



?	Services									
	TIC Information request				Number of TIC visitors					
	2006	2007	2008	% Var	2006	2007	2008	% Var	average of visitors per action 2007 2008	
January	1 223	1 303	1 105	-15,2%	2 787	3 191	2 437	-23,6%	2,4	2,2
February	1 739	1 751	1 722	-1,7%	4 789	4 950	4 808	-2,9%	2,8	2,8
March	1 851	1 764	1 512	-14,3%	4 796	4 645	3 726	-19,8%	2,6	2,5
April	2 276	2 024	1 891	-6,6%	5 435	4 695	4 025	-14,3%	2,3	2,1
May	3 869	3 920	4 191	6,9%	8 897	9 597	10 941	14,0%	2,4	2,6
June	6 346	7 184	9 685	34,8%	14 951	19 014	25 265	32,9%	2,6	2,6
July	14 724	15 212	23 065	51,6%	38 849	42 702	62 314	45,9%	2,8	2,7
August	15 398	14 206	25 339	78,4%	42 719	41 989	70 952	69,0%	3,0	2,8
September	6 992	6 947	8 172	17,6%	17 168	17 805	19 322	8,5%	2,6	2,4
October	5 296	5 868	4 684	-20,2%	12 039	13 691	11 260	-17,8%	2,3	2,4
November	1 235	1 122	965	-14,0%	2 680	2 460	2 195	-10,8%	2,2	2,3
December	1 174	990	697	-29,6%	3 079	2 514	1 671	-33,5%	2,5	2,4
Total	62 123	62 291	83 028	33,3%	158 189	167 253	218 916	30,9%	2,7	2,6

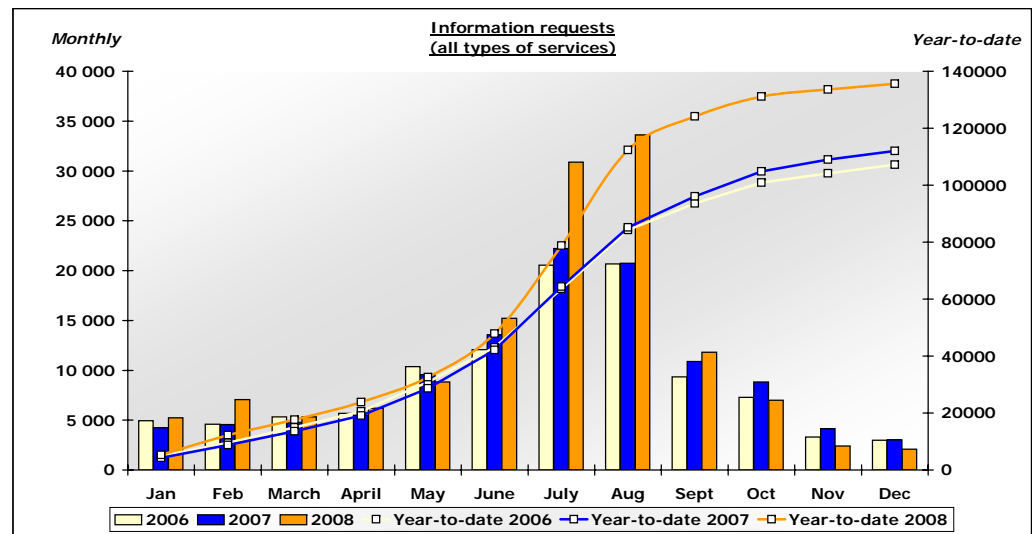
29,6% decrease in TIC information request in December 2008

Telephone assistance	2006	2007	2008	% Var
	December	532	821	564
Total	13 436	16 430	20 117	22,4%

Shipping and answers by mail	2006	2007	2008	% Var
	December	694	515	346
Total	15 210	17 771	14 376	-19,1%

Answers by Email	2006	2007	2008	% Var
	December	540	609	433
Total	13 622	11 734	12 962	10,5%

Service sales (lodging reservations and service provision)	2006	2007	2008	% Var
	December	50	82	51
Total	2 797	3 770	5 169	37,1%



Source : TIC Survey, OCT



	Total results (All types of services)	
	December	Total
2006	2 990	107 188
2007	3 017	111 996
2008	2 091	135 652
%Var	-30,7%	21,1%

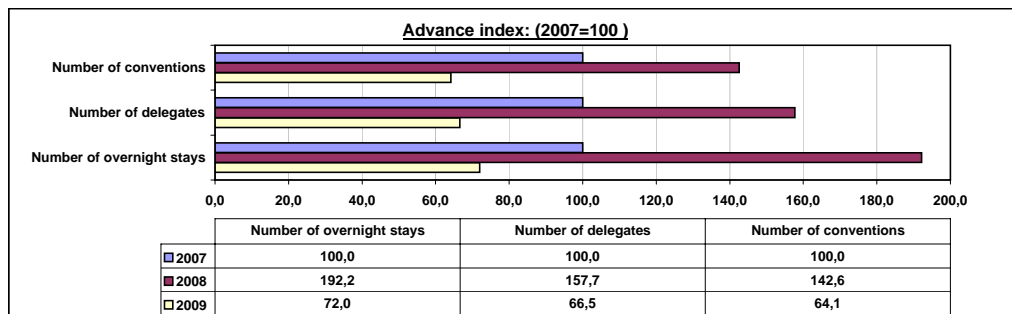
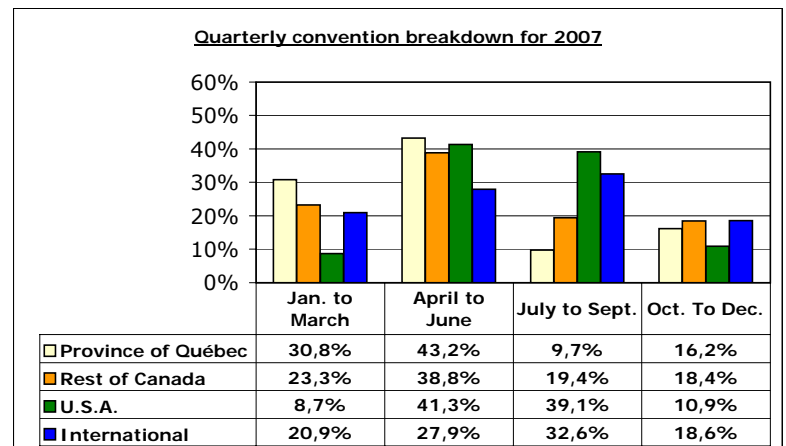
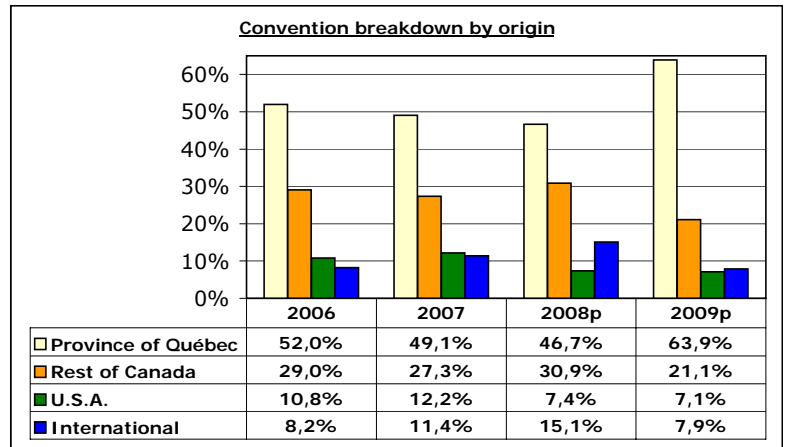
OVERVIEW OF CONFIRMED CONVENTIONS AND EVENTS FOR 2008 AND 2009

Partial data on confirmed conventions with 50 delegates or more as of January 6, 2009

CAUTION

These statistics have been compiled with data received on a voluntary basis. They are presented for your information and therefore are not representative of all conventions and events held in the Greater Québec City Area.

Type	2006	2007	partial data	
			2008p	2009p
Number of conventions				
Associations	246	201	319	136
Companies	79	94	92	54
Others	43	48	78	30
Sub-total convention	368	343	489	220
Events	59	34	55	46
Total	427	377	544	266
Average length (days)	2,6	2,6	2,7	2,9
Number of delegates				
Associations	68 854	62 158	117 497	47 217
Companies	20 337	17 877	16 575	13 875
Others	14 621	17 519	19 759	3 824
Sub-total convention	103 812	97 554	153 831	64 916
Events (attendance)	999 989	123 245	303 735	543 225
Total	1 103 801	220 799	457 566	608 141
Average stay (days)	3,4	3,7	4,1	3,2
Number of overnight stays				
Associations	99 852	98 186	221 201	87 276
Companies	34 430	32 604	25 652	17 404
Others	25 023	26 204	54 829	8 279
Sub-total convention	159 305	156 994	301 682	112 959
Events	26 463	50 922	51 596	12 034
Total	185 768	207 916	353 278	124 993



NOTE

Calculated by dividing the number of conventions for 2008 by the number of conventions for 2007. The same equation can be used for the delegates index and the overnight stays index.

RÉGION'S SOCIOECONOMIC STATISTICS									
DECEMBER 2008									
	Québec City and Area			Province of Québec			Canada		
	Dec. 2007	Dec. 2008	%cha	Dec. 2007	Dec. 2008	%cha	Dec. 2007	Dec. 2008	%cha
Population over 15 years old ('000)	565,3	569,9	0,8%	6 335,4	6 395,5	0,9%	26 719,5	27 098,7	1,4%
Labor force ('000)	372,7	367,0	-1,5%	4 157,6	4 176,5	0,5%	17 929,1	18 155,8	1,3%
Employment ('000)	355,7	352,3	-1,0%	3 876,2	3 883,8	0,2%	16 929,8	17 010,5	0,5%
Unemployment ('000)	17,0	14,7	-13,5%	281,4	292,7	4,0%	999,3	1 145,3	14,6%
Unemployment rate (%)	4,6	4,0	-13,0%	6,8	7,0	2,9%	5,6	6,3	12,5%
Consumer price index (2002=100)	110,8	111,3	0,5%	111,1	111,7	0,5%	112,0	113,3	1,2%

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-Beauport	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 : Institut de la statistique du Québec, 2006 Estimation

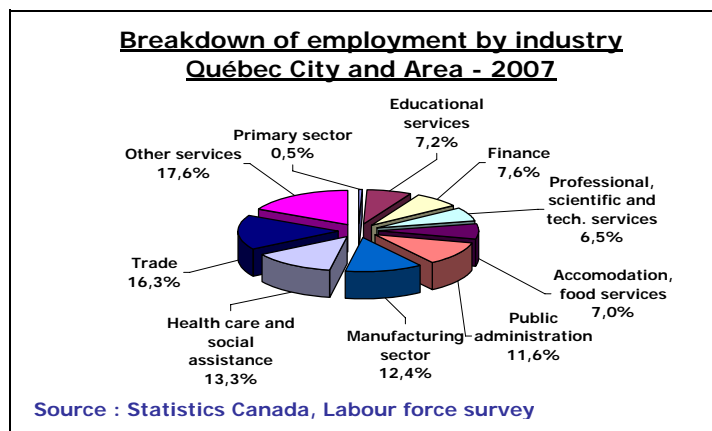
ROAD DISTANCE TO QUÉBEC CITY AND AREA	
	KM
Montreal	253
Ottawa	453
Boston	761
Toronto	798
New York	863
Philadelphia	995
Halifax	1043
Detroit	1194
Washington	1295
Chicago	1621

Source : Transport Quebec

TEMPERATURES		
	Average (30 years) °C	Average 2008 °C
January		
Daily minimum	-17,6	-14,1
Daily maximum	-7,9	-4,9
July		
Daily minimum	13,4	14,6
Daily maximum	25,0	24,3

PRECIPITATIONS		
Annual average-rain (mm)	1230,3	1314,4

Source : Environment Canada



Jobs linked to tourist activity in 2007	
Direct jobs	29 171
Indirect jobs	10 501
Total	39 672

Source : QCT, Development, Strategy and Planning Division

OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2006
 (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	2 905	66,4%	6 410	54,8%	547 983	42,4%
Rest of Canada	393	9,0%	1 360	11,6%	187 860	14,5%
Total-Canada	3 298	75,3%	7 770	66,4%	735 843	57,0%
United States	643	14,7%	1 887	16,1%	356 865	27,6%
Overseas	436	10,0%	2 040	17,4%	198 726	15,4%
Total	4 377	100,0%	11 697	100,0%	1 291 434	100,0%

	Average expenditures	Visit	Average expenditures
	per visit	duration	per night
	\$	(nights)	\$
Province of Québec	156,90	2,21	72,23
Rest of Canada	391,79	3,46	110,77
Total-Canada	185,26	2,36	79,53
United States	555,05	2,93	184,67
Overseas	455,32	4,68	82,53
Total	255,66	2,67	95,97

Same-day visitors	Origin		Total expenditures	
	(person-visits)		(in CDN dollars)	
	'000	%	'000 \$	%
Province of Québec	3 639	94,9%	280 262	95,8%
Rest of Canada	52	1,4%	3 963	1,4%
Total-Canada	3 691	96,2%	284 225	97,2%
United States	65	1,7%	4 575	1,6%
Overseas	79	2,1%	3 753	1,3%
Total	3 835	100,0%	292 553	100,0%
Visitors:	8 212	100,0%	1 583 987	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 2006 Project (special QCT compilation)

OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2006 (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	22,5	26,2	29,8	21,5
Rest of Canada	15,5	27,0	42,5	15,0
Total-Canada	21,7	26,3	31,3	20,7
United States	11,7	21,8	46,3	20,2
Overseas	9,2	22,9	56,7	11,2
Total	19,0	25,3	36,0	19,7

Primary Purpose of trip

	Pleasure	Business	Visiting friends or relatives	Others
	%	%	%	%
Province of Québec	38,3	8,6	50,7	2,4
Rest of Canada	61,8	12,2	21,9	4,1
Total-Canada	41,0	9,1	47,2	2,7
United States	71,7	15,9	8,4	4,0
Overseas	65,8	9,9	21,8	2,5
Total	48,0	19,1	39,0	2,9

Accommodation

	Commercial	Private	Not specified
	%	%	%
Province of Québec	39,7	54,1	6,2
Rest of Canada	58,5	35,2	6,3
Total-Canada	43,0	50,7	6,3
United States	78,7	7,3	14,0
Overseas	62,4	35,6	2,0
Total	52,1	41,1	6,8

Source : Statistics Canada, CITIES 2006 Project (special QCT compilation)

OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2006 (cont.)
 (Results of this survey are updated annually)

	<u>Average expenditures</u>					
	Accommodation		Food & beverage		Vehicule operation (incl. rental)	
	\$	%	\$	%	\$	%
Province of Québec	42,15 \$	26,9%	49,94 \$	31,8%	26,32 \$	16,8%
Rest of Canada	128,26 \$	32,7%	105,87 \$	27,0%	96,45 \$	24,6%
Total-Canada	52,57 \$	28,4%	56,69 \$	30,6%	34,77 \$	18,8%
United States	251,42 \$	45,3%	121,94 \$	22,0%	60,44 \$	10,9%
Overseas	176,26 \$	38,7%	96,46 \$	21,2%	62,39 \$	13,7%
Total	88,56 \$	34,6%	68,43 \$	26,8%	40,42 \$	15,8%
Total - pleasure	119,55 \$	37,7%	80,48 \$	25,4%	42,49 \$	13,4%
Total - business	244,85 \$	51,0%	109,75 \$	22,9%	70,45 \$	14,7%
Total - visiting friends/relative	16,86 \$	12,9%	44,98 \$	34,5%	30,01 \$	23,0%
	Recreation & entertainment		Others		TOTAL	
	\$	%	\$	%	\$	%
Province of Québec	13,90 \$	8,9%	24,59 \$	15,7%	156,90 \$	100,0%
Rest of Canada	29,72 \$	7,6%	31,49 \$	8,0%	391,79 \$	100,0%
Total-Canada	15,81 \$	8,5%	25,42 \$	13,7%	185,26 \$	100,0%
United States	44,27 \$	8,0%	76,98 \$	13,9%	555,05 \$	100,0%
Overseas	41,66 \$	9,1%	78,55 \$	17,3%	455,32 \$	100,0%
Total	21,67 \$	8,5%	36,58 \$	14,3%	255,66 \$	100,0%
Total - pleasure	33,34 \$	10,5%	41,29 \$	13,0%	317,15 \$	100,0%
Total - business	18,62 \$	3,9%	36,60 \$	7,6%	480,27 \$	100,0%
Total - visiting friends/relative	8,11 \$	6,2%	30,57 \$	23,4%	130,53 \$	100,0%

	<u>Primary transportation mode</u>			
	Car private	Car rented	Airplane commercial	Bus
	%	%	%	%
Province of Québec	89,5	2,7	0,4	4,4
Rest of Canada	71,5	1,7	15,0	6,4
Total-Canada	87,3	2,6	2,2	4,6
United States	28,5	15,0	1,5	19,1
Overseas	15,4	21,0	8,7	23,7
Total	66,0	7,6	3,1	10,1
	Rail	Ship/Boat	Other Not stated	
	%	%	%	
Province of Québec	1,4	0,1	1,5	
Rest of Canada	4,6	0,0	0,8	
Total-Canada	1,8	0,1	1,4	
United States	3,5	5,6	26,8	
Overseas	4,9	5,1	21,2	
Total	2,6	1,8	8,8	

Source : Statistics Canada, CITIES 2006 Project (special QCT compilation)

OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2006 (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	654	78,8%	761	68,7%	866	54,9%
Rest of Canada	62	7,5%	106	9,6%	166	10,5%
Total-Canada	716	86,3%	867	78,3%	1032	65,4%
United States	75	9,0%	140	12,6%	298	18,9%
Overseas	39	4,7%	100	9,0%	247	15,7%
Total	830	100,0%	1107	100,0%	1577	100,0%

	IV (fall)		TOTAL	
	('000)	%	('000)	%
Province of Québec	624	72,3%	2 905	66,4%
Rest of Canada	59	6,8%	393	9,0%
Total-Canada	683	79,1%	3 298	75,3%
United States	130	15,1%	643	14,7%
Overseas	50	5,8%	436	10,0%
Total	863	100,0%	4 377	100,0%

Visit Quarter by origin (person-visits) - 2001-2006 comparative

	I (winter)		II (spring)		III (summer)	
	('000)	%	('000)	%	('000)	%
2001	854	19,1%	1 175	26,2%	1 532	34,2%
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%

	IV (fall)		TOTAL	
	('000)	%	('000)	%
2001	917	20,5%	4 478	100,0%
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%

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

Source : Statistics Canada, CITIES 2006 Project (special QCT compilation)