



ECHO tourism STAT istics

*Performance Report on Québec City and Area
Tourist Industry*

**DECEMBER 2004
YEAR 2004**



QUÉBEC CITY AND AREA TOURISM AND CONVENTION BUREAU

ECHO tourism STAT istics
Québec City and Area



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Thank you

to all our partners and collaborators



Québec

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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 2004

4,6% INCREASE IN AGGREGATE INDEX FOR YEAR 2004, ALL SECTORIAL INDEX CLOSED YEAR 2004 HIGHER ON 2003, 80% OF 2003 LOSSES HAVE BEEN REGAINED

	2002	2003	2004	
	Index (*)	Index (*)	Index (*)	% Change
Total tourist activity - aggregate index (**)				
December	100,0	91,4	96,4	↑ 5,5%
Annual	100,0	94,2	98,5	↗ 4,6%
Lodging - room occupancy evolution index				
December	100,0	91,9	100,9	↑ 9,8%
Annual	100,0	95,6	100,7	↑ 5,3%
Sites and attractions - admissions evolution index				
December	100,0	101,4	103,4	↗ 2,0%
Annual	100,0	91,7	99,4	↑ 8,4%
Retail stores - transactions evolution index				
December	100,0	90,8	92,6	↗ 2,0%
Annual	100,0	84,6	95,8	↑ 13,2%
Restaurant indus. - meals served evolution index				
December	100,0	87,8	89,7	↗ 2,2%
Annual	100,0	95,8	96,1	↗ 0,3%
	Request	Request	Request	% Change
QC&A TCB information centres - at-the-counter information request				
December	1 455	1 125	1 138	↗ 1,2%
Annual	77 843	64 383	60 164	↓ -6,6%
	Accesses	Accesses	Accesses	% Change
QC&A TCB Web site - number of user accesses				
December		126 101	163 496	↑ 29,7%
Annual		1 562 984	1 898 209	↑ 21,4%

(*) **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:

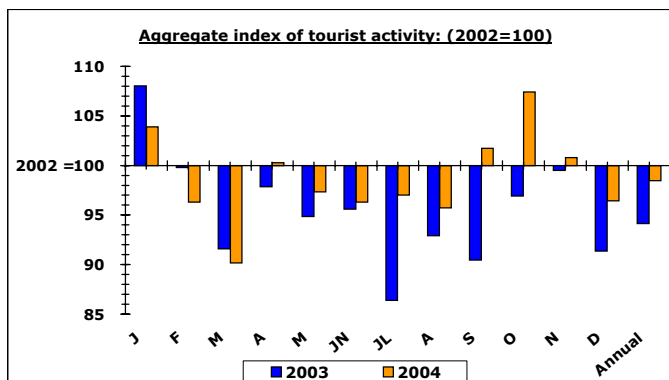
- Leading monthly statistics on the hotel industry.
- A forecast of upcoming events and conventions held in the region.
- Socio-economic and demographic information on the region.
- A short profile of the tourists visiting our region, notably where they are from, the length of their stay, their expenditures and their activities.

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

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

MONTHLY TOURISM PERFORMANCE INDICATORS (2002 = 100)
DECEMBER 2004

	2 002	2 003	2 004	
	Index	Index	Index	% Var.
TOTAL TOURIST ACTIVITY				
<i>Aggregate index of tourist activity (1)</i>				
January	100,0	108,0	103,9	-3,8%
February	100,0	99,8	96,3	-3,5%
March	100,0	91,6	90,2	-1,5%
April	100,0	97,8	100,3	2,5%
May	100,0	94,9	97,3	2,6%
June	100,0	95,6	96,3	0,7%
July	100,0	86,4	97,0	12,3%
August	100,0	92,9	95,7	3,0%
September	100,0	90,5	101,7	12,4%
October	100,0	96,9	107,4	10,8%
November	100,0	99,5	100,8	1,3%
December	100,0	91,4	96,4	5,5%
Annual	100,0	94,2	98,5	4,6%



(1) Obtained by weighting the indexes for "Lodging" (44,6%), "Restaurant Industry" (34,8%), "Sites and Attractions" (10,6%) 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 2002 Project). The index enables measuring the monthly and seasonal variations of regional tourist activity.

IN BRIEF

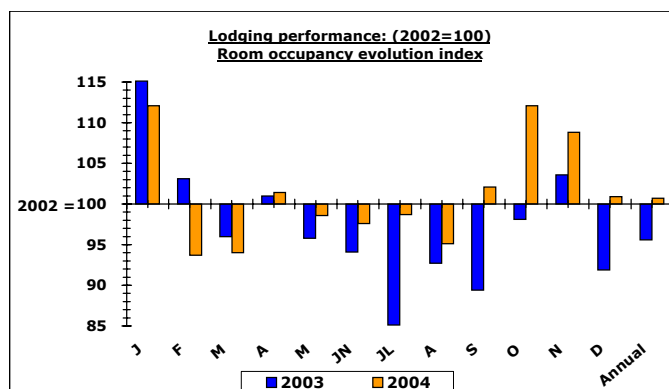
AGGREGATE INDEX OF TOURIST ACTIVITY

DECEMBER: 6 POINT INCREASE
YEAR TO DATE: 5 POINT INCREASE

LODGING

DECEMBER: 10 POINT INCREASE
YEAR-TO-DATE: 5 POINT INCREASE

LODGING				
<i>Room occupancy evolution index (2)</i>				
4 to 39 rooms				
December	100,0	85,9	85,8	-0,1%
Annual	100,0	94,5	97,9	3,6%
40 to 199 rooms				
December	100,0	93,6	100,7	7,6%
Annual	100,0	100,0	103,3	3,3%
200 rooms or more				
December	100,0	92,1	107,4	16,6%
Annual	100,0	90,8	98,1	8,0%
Total				
January	100,0	115,1	112,1	-2,6%
February	100,0	103,1	93,7	-9,1%
March	100,0	96,0	94,0	-2,1%
April	100,0	101,0	101,4	0,4%
May	100,0	95,8	98,6	2,9%
June	100,0	94,1	97,6	3,7%
July	100,0	85,1	98,7	16,0%
August	100,0	92,7	95,1	2,6%
September	100,0	89,4	102,1	14,2%
October	100,0	98,1	112,1	14,3%
November	100,0	103,6	108,8	5,0%
December	100,0	91,9	100,9	9,8%
Annual	100,0	95,6	100,7	5,3%



(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 2004 (cont.)

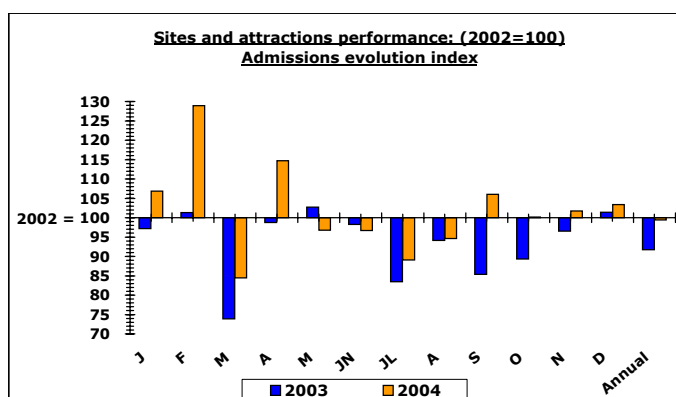
	2 002	2 003	2 004	
	Index	Index	Index	% Var.
SITES AND ATTRACTIONS				
<i>Admissions evolution index (1)</i>				
Indoor activities				
December	100,0	92,4	88,1	-4,7%
Annual	100,0	91,5	95,7	4,6%
Outdoor activities				
December	100,0	115,9	128,9	11,2%
Annual	100,0	92,0	104,7	13,8%
Total				
January	100,0	97,2	106,9	10,0%
February	100,0	101,3	128,9	27,2%
March	100,0	73,9	84,5	14,3%
April	100,0	98,8	114,7	16,1%
May	100,0	102,7	96,8	-5,7%
June	100,0	98,3	96,7	-1,6%
July	100,0	83,5	89,1	6,7%
August	100,0	94,1	94,6	0,5%
September	100,0	85,4	106,0	24,1%
October	100,0	89,3	100,2	12,2%
November	100,0	96,5	101,7	5,4%
December	100,0	101,4	103,4	2,0%
Annual	100,0	91,7	99,4	8,4%

BOUTIQUES/RETAIL STORES				
<i>Transactions evolution index (2)</i>				
January	100,0	105,1	96,7	-8,0%
February	100,0	107,1	92,8	-13,4%
March	100,0	87,8	90,5	3,1%
April	100,0	89,5	96,8	8,2%
May	100,0	78,4	99,1	26,4%
June	100,0	76,1	92,1	21,0%
July	100,0	80,0	102,2	27,8%
August	100,0	87,8	103,7	18,1%
September	100,0	79,6	93,1	17,0%
October	100,0	79,8	90,4	13,3%
November	100,0	89,2	85,1	-4,6%
December	100,0	90,8	92,6	2,0%
Annual	100,0	84,6	95,8	13,2%

IN BRIEF

SITES AND ATTRACTIONS

DECEMBER: 2 POINT INCREASE
YEAR-TO-DATE: 8 POINT INCREASE

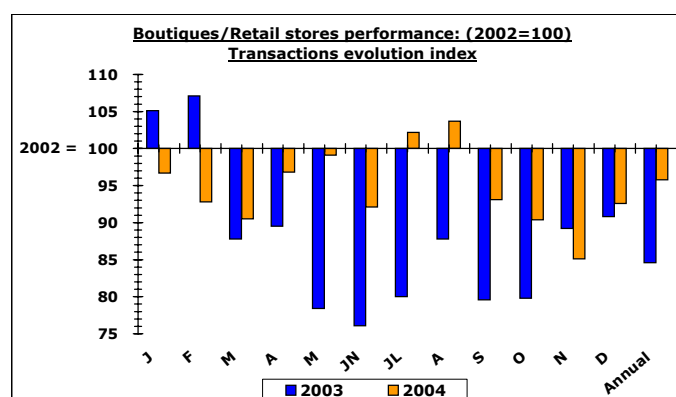


(1) Based on the number of paying and non-paying entrance fees taken from 38 regional sites and attractions. The index enables measuring monthly and seasonal attendance variations.

IN BRIEF

BOUTIQUES/RETAIL STORES

DECEMBER: 2 POINT INCREASE
YEAR-TO-DATE: 13 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 2004 (end)**

	2 002	2 003	2 004	
	Index	Index	Index	% Var.
RESTAURANT INDUSTRY				
<i>Meals served evolution index (1)</i>				
Restaurants - 1 to 99 seats				
December	100,0	99,4	99,7	0,3%
Annual	100,0	92,1	92,5	0,4%
Restaurants - 100 seats or more				
December	100,0	86,8	88,9	2,4%
Annual	100,0	96,2	96,5	0,3%
Total				
January	100,0	103,1	94,5	-8,3%
February	100,0	93,0	90,7	-2,5%
March	100,0	92,4	86,9	-6,0%
April	100,0	95,9	95,4	-0,5%
May	100,0	96,0	95,4	-0,6%
June	100,0	102,3	95,7	-6,5%
July	100,0	90,8	95,8	5,5%
August	100,0	94,3	94,6	0,3%
September	100,0	96,5	102,4	6,1%
October	100,0	102,6	108,5	5,8%
November	100,0	98,1	94,8	-3,4%
December	100,0	87,8	89,7	2,2%
Annual	100,0	95,8	96,1	0,3%

IN BRIEF

RESTAURANT INDUSTRY

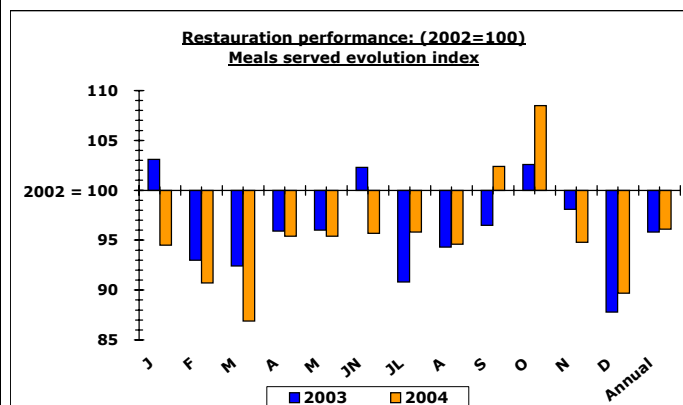
**DECEMBER: 2 POINT INCREASE
 YEAR-TO-DATE: 0,3 POINT INCREASE**

Full service restaurants - Canadian statistics

	April 2004			
	Nominal growth		Real growth	
	Jan./Apr.	Year-t-d	Jan./Apr.	Year-t-d
Inflation rate	2,8%	2,6%		
Sales	8,6%	6,3%	5,6%	3,7%

Note: Real growth is adjusted for menu inflation

Source : Statistics Canada

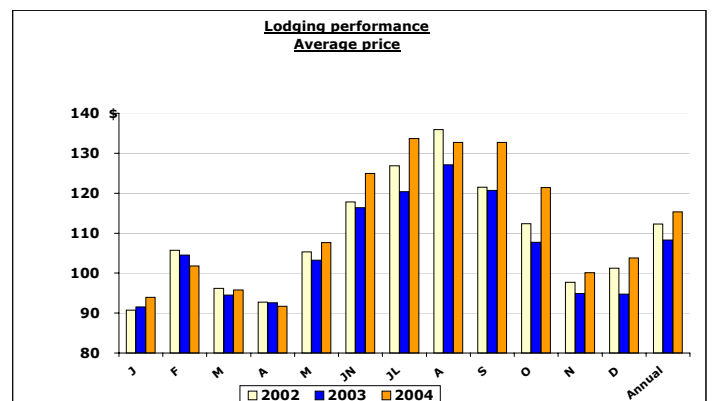
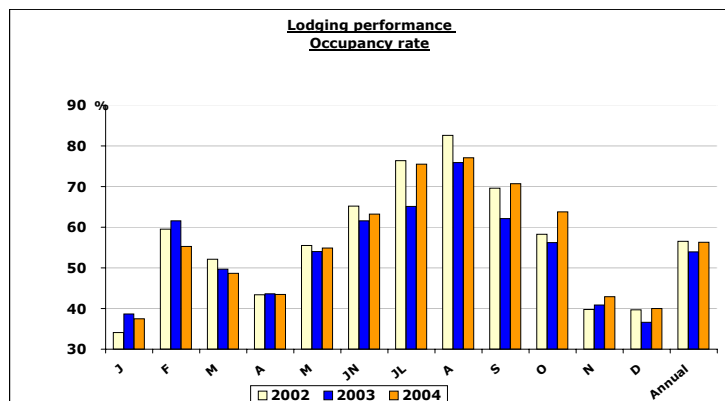


(1) Based on the number of meals served in 35 restaurants of the region. The index enables measuring the monthly and seasonal variations of clients.

LODGING STATISTICS - QUÉBEC CITY AND AREA
DECEMBER 2004

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2002	2003	2004	% Var	2002	2003	2004	% Var	2002	2003	2004	% Var	2002	2003	2004	% Var
January	Available rooms Occupancy rate Average price	2 307 24,8 67,60 \$	2 303 30,2 71,50 \$	2 220 26,3 64,00 \$	-3,6% -12,9% -10,5%	4 977 35,9 89,60 \$	5 154 41,5 84,90 \$	5 291 41,3 94,60 \$	2,7% -0,5% 11,4%	3 916 38,4 100,80 \$	3 917 40,2 110,20 \$	3 912 39,0 105,00 \$	-0,1% -3,0% -4,7%	11 195 34,1 90,70 \$	11 370 38,7 91,50 \$	11 419 37,5 93,90 \$	0,4% -3,1% 2,6%
February	Available rooms Occupancy rate Average price	2 378 40,6 70,00 \$	2 291 43,2 75,10 \$	2 313 38,7 73,20 \$	1,0% -10,4% -2,5%	5 120 61,1 92,90 \$	5 147 63,2 94,20 \$	5 271 58,9 97,60 \$	2,4% -6,8% 3,6%	3 909 69,5 133,70 \$	3 917 70,7 127,50 \$	3 912 60,8 118,40 \$	-0,1% -14,0% -7,1%	11 403 59,5 105,70 \$	11 353 61,6 104,50 \$	11 493 55,3 101,80 \$	1,2% -10,2% -2,6%
March	Available rooms Occupancy rate Average price	2 204 33,1 75,90 \$	2 191 34,8 64,40 \$	2 314 32,3 65,40 \$	5,6% -7,2% 1,6%	5 182 55,6 90,30 \$	5 243 53,3 90,90 \$	5 131 52,1 94,60 \$	-2,1% -2,3% 4,1%	3 918 58,8 110,10 \$	3 917 53,5 110,40 \$	3 912 54,0 108,20 \$	-0,1% 0,9% -2,0%	11 292 52,1 96,20 \$	11 346 49,7 94,50 \$	11 357 48,7 95,80 \$	0,1% -2,0% 1,4%
April	Available rooms Occupancy rate Average price	2 181 33,1 70,90 \$	2 168 34,8 67,10 \$	2 326 27,7 65,00 \$	7,3% 0,4% -3,1%	5 132 43,5 79,50 \$	5 205 46,2 84,20 \$	5 098 46,4 87,00 \$	-2,1% 0,4% 3,3%	3 918 54,0 112,40 \$	3 917 49,3 112,20 \$	3 912 49,5 107,20 \$	-0,1% 0,4% -4,5%	11 219 43,4 92,70 \$	11 282 43,6 92,60 \$	11 335 43,5 91,70 \$	0,5% -0,2% -1,0%
May	Available rooms Occupancy rate Average price	2 444 33,6 73,80 \$	2 263 34,9 68,30 \$	2 408 33,1 71,00 \$	6,4% -5,2% 4,0%	5 216 55,8 91,40 \$	5 216 55,6 94,50 \$	5 214 55,3 95,10 \$	0,0% -0,5% 0,6%	3 904 68,9 130,20 \$	3 917 63,6 124,90 \$	3 912 67,7 131,80 \$	-0,1% 6,4% 5,5%	11 564 55,5 105,30 \$	11 387 54,0 103,20 \$	11 534 54,9 107,60 \$	1,3% 1,7% 4,3%
June	Available rooms Occupancy rate Average price	2 472 44,5 82,10 \$	2 373 46,2 77,50 \$	2 512 42,4 86,10 \$	5,9% -8,2% 11,1%	5 194 68,3 97,10 \$	5 251 62,3 100,20 \$	5 235 65,5 125,30 \$	-0,3% 5,1% 25,0%	3 919 74,0 156,30 \$	3 917 70,4 151,40 \$	3 912 73,7 139,10 \$	-0,1% 4,7% -8,1%	11 585 65,2 117,80 \$	11 537 61,6 116,40 \$	11 659 63,2 124,90 \$	1,1% 2,6% 7,3%
July	Available rooms Occupancy rate Average price	2 615 68,2 78,20 \$	2 497 58,2 80,90 \$	2 605 63,7 100,10 \$	4,3% 9,5% 23,7%	5 165 76,7 112,80 \$	5 251 69,8 116,20 \$	5 242 77,1 128,20 \$	-0,2% 10,5% 10,3%	3 909 81,7 172,20 \$	3 917 63,6 150,30 \$	3 823 81,5 159,70 \$	-2,4% 28,1% 6,3%	11 688 76,4 126,90 \$	11 661 65,1 120,40 \$	11 669 75,5 133,70 \$	0,0% 16,0% 11,0%
August	Available rooms Occupancy rate Average price	2 483 69,9 91,60 \$	2 398 66,0 85,20 \$	2 536 65,1 97,10 \$	5,8% -1,4% 14,0%	5 099 83,1 119,10 \$	5 276 77,9 119,10 \$	5 254 79,8 123,30 \$	-0,4% 2,4% 3,5%	3 909 90,0 178,30 \$	3 910 79,4 159,60 \$	3 912 81,3 163,70 \$	0,1% 2,4% 2,6%	11 490 82,6 135,90 \$	11 582 75,9 127,10 \$	11 702 77,1 132,70 \$	1,0% 1,6% 4,4%
September	Available rooms Occupancy rate Average price	2 478 48,7 70,60 \$	2 398 44,8 78,10 \$	2 497 47,7 85,00 \$	4,1% 6,5% 8,8%	5 193 71,7 106,60 \$	5 289 65,2 102,50 \$	5 224 73,6 121,10 \$	-1,2% 12,9% 18,1%	3 914 80,5 159,40 \$	3 916 68,7 161,50 \$	3 912 81,2 163,80 \$	-0,1% 18,2% 1,4%	11 581 69,6 121,50 \$	11 602 62,1 120,70 \$	11 635 63,8 132,70 \$	0,3% 13,8% 9,9%
October	Available rooms Occupancy rate Average price	2 406 38,5 72,40 \$	2 368 36,5 73,20 \$	2 447 41,6 78,00 \$	3,3% 14,0% 6,6%	5 018 58,5 96,70 \$	5 256 58,7 99,00 \$	5 239 63,7 104,00 \$	-0,3% 8,5% 5,1%	3 912 70,5 142,80 \$	3 912 64,7 129,90 \$	3 912 77,5 154,70 \$	0,0% 19,8% 19,1%	11 333 58,3 112,40 \$	11 537 56,2 107,70 \$	11 600 63,8 121,40 \$	0,5% 13,5% 12,7%
November	Available rooms Occupancy rate Average price	2 286 25,6 64,10 \$	2 240 23,9 58,20 \$	2 197 24,8 63,70 \$	-1,9% 3,8% 9,5%	5 080 37,6 88,60 \$	5 238 44,8 93,40 \$	5 279 42,8 89,70 \$	0,8% -4,5% -4,0%	3 917 51,3 116,40 \$	3 912 45,7 108,30 \$	3 912 53,4 121,10 \$	0,0% 16,8% 11,8%	11 279 39,8 97,70 \$	11 388 40,9 94,90 \$	11 382 42,9 100,10 \$	-0,1% 4,9% 5,5%
December	Available rooms Occupancy rate Average price	2 311 31,2 74,50 \$	2 199 28,1 71,00 \$	2 237 27,6 78,90 \$	1,7% -1,8% 11,1%	5 134 43,3 98,50 \$	5 208 40,0 93,20 \$	5 218 42,9 97,90 \$	0,2% 7,3% 5,0%	3 915 40,2 117,70 \$	3 912 37,0 107,90 \$	3 912 43,2 121,30 \$	0,0% 16,8% 12,4%	11 355 39,7 101,20 \$	11 315 36,6 94,70 \$	11 365 40,0 103,80 \$	0,4% 9,3% 9,6%
Annual average	Available rooms Occupancy rate Average price	2 380 40,9 74,31 \$	2 308 40,0 74,79 \$	2 385 39,9 81,82 \$	3,3% -0,3% 9,4%	5 126 57,7 96,93 \$	5 228 56,6 99,63 \$	5 225 58,3 107,86 \$	-0,1% 3,0% 8,3%	3 913 64,8 135,86 \$	3 915 58,8 133,21 \$	3 904 63,5 137,62 \$	-0,3% 8,0% 3,3%	11 415 56,5 112,28 \$	11 448 53,9 108,25 \$	11 513 56,3 115,36 \$	0,6% 4,5% 6,6%

Québec City and Area



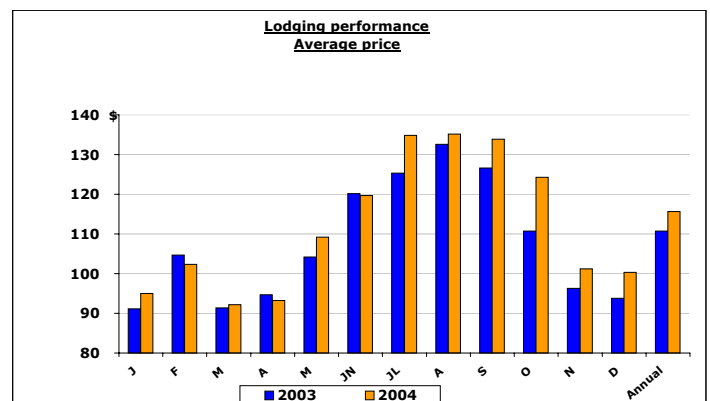
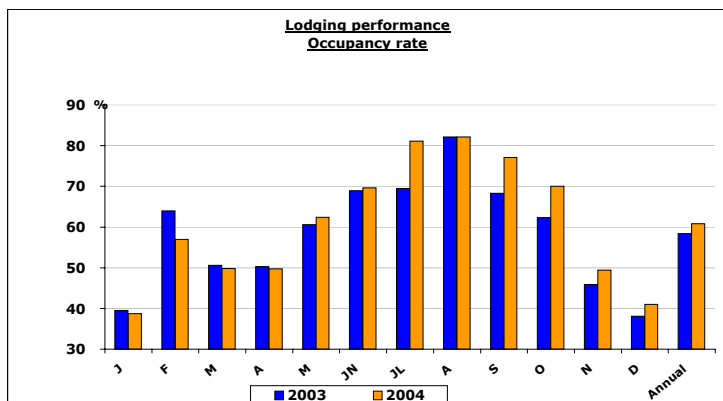
ECHO tourism STATistics Québec City and Area



LODGING STATISTICS - QUÉBEC CITY DECEMBER 2004

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2002	2003	2004	% Var	2002	2003	2004	% Var	2002	2003	2004	% Var	2002	2003	2004	% Var
January	Available rooms	n/d	1 235	1 150	-6,9%	n/d	4 107	4 276	4,1%	n/d	3 672	3 672	0,0%	n/d	9 006	9 087	0,9%
	Occupancy rate	n/d	31,4	27,0	-14,0%	n/d	41,8	41,7	-0,2%	n/d	39,9	39,8	-0,3%	n/d	39,5	38,7	-2,0%
	Average price	n/d	71,90 \$	58,60 \$	-18,5%	n/d	82,50 \$	91,70 \$	11,2%	n/d	107,10 \$	106,60 \$	-0,5%	n/d	91,10 \$	95,00 \$	4,3%
February	Available rooms	n/d	1 213	1 236	1,9%	n/d	4 114	4 311	4,8%	n/d	3 672	3 672	0,0%	n/d	9 001	9 215	2,4%
	Occupancy rate	n/d	42,9	37,0	-13,8%	n/d	64,2	59,9	-6,7%	n/d	70,7	60,8	-14,0%	n/d	64,0	57,0	-10,9%
	Average price	n/d	74,90 \$	73,60 \$	-1,7%	n/d	90,90 \$	92,50 \$	1,8%	n/d	124,00 \$	121,40 \$	-2,1%	n/d	104,70 \$	102,30 \$	-2,3%
March	Available rooms	n/d	1 198	1 186	-1,0%	n/d	4 183	4 206	0,5%	n/d	3 672	3 672	0,0%	n/d	9 044	9 059	0,2%
	Occupancy rate	n/d	32,7	31,5	-3,7%	n/d	54,5	52,6	-3,5%	n/d	52,5	52,8	0,6%	n/d	50,6	49,8	-1,6%
	Average price	n/d	64,50 \$	60,00 \$	-7,0%	n/d	85,10 \$	89,30 \$	4,9%	n/d	104,60 \$	103,10 \$	-1,4%	n/d	91,40 \$	92,20 \$	0,9%
April	Available rooms	n/d	1 252	1 252	0,0%	n/d	4 108	4 204	2,3%	n/d	3 672	3 672	0,0%	n/d	9 028	9 124	1,1%
	Occupancy rate	n/d	34,0	37,2	9,4%	n/d	54,9	53,3	-2,9%	n/d	51,3	51,1	-0,4%	n/d	50,3	49,7	-1,2%
	Average price	n/d	64,00 \$	63,00 \$	-1,6%	n/d	85,70 \$	86,60 \$	1,1%	n/d	112,60 \$	108,40 \$	-3,7%	n/d	94,70 \$	93,20 \$	-1,6%
May	Available rooms	n/d	1 268	1 312	3,5%	n/d	4 154	4 217	1,5%	n/d	3 672	3 672	0,0%	n/d	9 097	9 200	1,1%
	Occupancy rate	n/d	47,6	45,2	-5,0%	n/d	61,9	61,4	-0,8%	n/d	63,6	69,9	9,9%	n/d	60,6	62,4	3,0%
	Average price	n/d	69,10 \$	69,80 \$	1,0%	n/d	92,90 \$	94,00 \$	1,2%	n/d	124,90 \$	133,60 \$	7,0%	n/d	104,20 \$	109,20 \$	4,8%
June	Available rooms	n/d	1 313	1 366	4,0%	n/d	4 149	4 245	2,3%	n/d	3 672	3 672	0,0%	n/d	9 135	9 283	1,6%
	Occupancy rate	n/d	57,1	54,0	-5,4%	n/d	69,3	70,4	1,6%	n/d	73,1	74,8	2,3%	n/d	68,9	69,6	1,0%
	Average price	n/d	79,60 \$	81,60 \$	2,5%	n/d	100,20 \$	109,50 \$	9,3%	n/d	153,60 \$	142,10 \$	-7,5%	n/d	120,20 \$	119,70 \$	-0,4%
July	Available rooms	n/d	1 345	1 384	2,9%	n/d	4 147	4 245	2,4%	n/d	3 672	3 582	-2,5%	n/d	9 164	9 211	0,5%
	Occupancy rate	n/d	68,1	73,4	7,8%	n/d	73,3	82,5	12,6%	n/d	65,7	82,5	25,6%	n/d	69,5	81,1	16,7%
	Average price	n/d	82,80 \$	104,50 \$	26,2%	n/d	117,40 \$	122,20 \$	4,1%	n/d	152,60 \$	163,10 \$	6,9%	n/d	125,30 \$	134,80 \$	7,6%
August	Available rooms	n/d	1 300	1 356	4,3%	n/d	4 190	4 258	1,6%	n/d	3 665	3 672	0,2%	n/d	9 153	9 286	1,5%
	Occupancy rate	n/d	75,9	75,7	-0,3%	n/d	84,9	84,4	-0,6%	n/d	81,2	82,0	1,0%	n/d	82,1	82,1	0,0%
	Average price	n/d	88,70 \$	92,40 \$	4,2%	n/d	120,60 \$	120,80 \$	0,2%	n/d	162,30 \$	167,90 \$	3,5%	n/d	132,60 \$	135,20 \$	2,0%
September	Available rooms	n/d	1 303	1 356	4,1%	n/d	4 181	4 244	1,5%	n/d	3 671	3 672	0,0%	n/d	9 155	9 272	1,3%
	Occupancy rate	n/d	58,2	60,6	4,1%	n/d	70,2	77,9	11,0%	n/d	69,8	82,1	17,6%	n/d	68,3	77,1	12,9%
	Average price	n/d	79,80 \$	87,40 \$	9,5%	n/d	106,60 \$	114,10 \$	7,0%	n/d	164,40 \$	168,00 \$	2,2%	n/d	126,60 \$	133,90 \$	5,8%
October	Available rooms	n/d	1 291	1 341	3,9%	n/d	4 174	4 235	1,5%	n/d	3 667	3 672	0,1%	n/d	9 130	9 246	1,3%
	Occupancy rate	n/d	45,8	51,5	12,4%	n/d	63,9	69,1	8,1%	n/d	66,6	78,2	17,4%	n/d	62,3	70,0	12,4%
	Average price	n/d	79,20 \$	83,80 \$	5,8%	n/d	100,70 \$	102,60 \$	1,9%	n/d	131,50 \$	158,40 \$	20,5%	n/d	110,70 \$	124,30 \$	12,3%
November	Available rooms	n/d	1 199	1 224	2,1%	n/d	4 160	4 260	2,4%	n/d	3 672	3 672	0,0%	n/d	9 035	9 145	1,2%
	Occupancy rate	n/d	31,4	35,1	11,8%	n/d	50,3	49,7	-1,2%	n/d	45,7	55,3	21,0%	n/d	45,9	49,4	7,6%
	Average price	n/d	57,10 \$	58,70 \$	2,8%	n/d	93,60 \$	89,90 \$	-4,0%	n/d	108,30 \$	121,90 \$	12,6%	n/d	96,30 \$	101,20 \$	5,1%
December	Available rooms	n/d	1 148	1 227	6,9%	n/d	4 194	4 261	1,6%	n/d	3 672	3 672	0,0%	n/d	9 015	9 152	1,5%
	Occupancy rate	n/d	31,0	30,5	-1,6%	n/d	41,7	43,5	4,3%	n/d	37,0	42,5	14,9%	n/d	38,1	41,0	7,6%
	Average price	n/d	60,20 \$	62,40 \$	3,7%	n/d	88,80 \$	93,80 \$	5,6%	n/d	107,90 \$	117,00 \$	8,4%	n/d	93,80 \$	100,30 \$	6,9%
Annual average	Available rooms	n/d	1 256	1 283	2,1%	n/d	4 156	4 247	2,2%	n/d	3 671	3 664	-0,2%	n/d	9 081	9 190	1,2%
	Occupancy rate	n/d	46,9	47,5	1,3%	n/d	60,9	62,2	2,1%	n/d	59,7	64,3	7,7%	n/d	58,4	60,8	4,1%
	Average price	n/d	75,68 \$	80,32 \$	6,1%	n/d	99,32 \$	103,20 \$	3,9%	n/d	133,69 \$	139,56 \$	4,4%	n/d	110,70 \$	115,63 \$	4,5%

Québec City



Source : Institut de la statistique du Québec (compilation spéciale OTCQ)

ECHO tourism STAT istics Québec City and Area



TOURIST INFORMATION CENTRES (TIC)



?	Services									
	TIC Information request				Number of TIC visitors					
	2002	2003	2004	% Var	2002	2003	2004	% Var	average of visitors per action 2003 2004	
January	1 593	1 535	1 160	-24,4%	3 429	4 190	2 515	-40,0%	2,7	2,2
February	2 640	2 135	2 000	-6,3%	7 110	6 950	6 165	-11,3%	3,3	3,1
March	2 545	2 270	1 745	-23,1%	6 420	5 590	4 310	-22,9%	2,5	2,5
April	2 760	2 365	2 340	-1,1%	6 330	5 250	6 025	14,8%	2,2	2,6
May	4 340	4 470	3 760	-15,9%	12 410	10 660	10 120	-5,1%	2,4	2,7
June	10 021	7 205	6 312	-12,4%	27 134	18 647	16 508	-11,5%	2,6	2,6
July	18 698	15 770	15 687	-0,5%	54 506	44 071	47 169	7,0%	2,8	3,0
August	18 440	16 708	15 540	-7,0%	48 241	47 284	49 248	4,2%	2,8	3,2
September	9 200	6 200	5 830	-6,0%	24 830	15 125	14 920	-1,4%	2,4	2,6
October	4 810	3 400	3 370	-0,9%	11 695	7 660	9 240	20,6%	2,3	2,7
November	1 341	1 200	1 282	6,8%	2 913	2 685	3 081	14,7%	2,2	2,4
December	1 455	1 125	1 138	1,2%	3 366	3 605	2 929	-18,8%	3,2	2,6
Year-to-date	77 843	64 383	60 164	-6,6%	208 384	171 717	172 230	0,3%	2,7	2,9

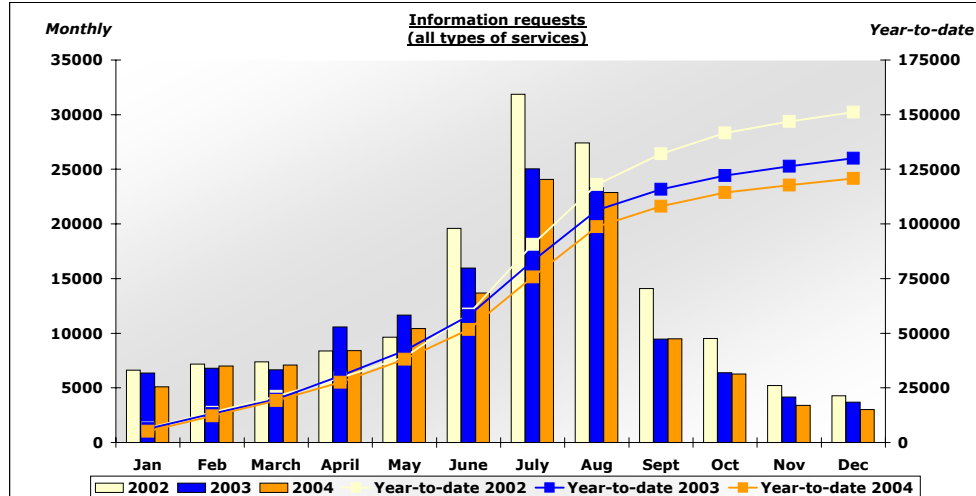
1,2% increase in TIC information requests December 2004

	Telephone assistance			
	2002	2003	2004	% Var
December	795	715	788	10,2%
Year-to date	18 347	15 084	15 580	3,3%

	Shipping and answers by mail			
	2002	2003	2004	% Var
December	1 176	1 062	790	-25,6%
Year-to date	31 241	27 594	23 444	-15,0%

	Answers by Email			
	2002	2003	2004	% Var
December	815	755	269	-64,4%
Year-to date	18 391	18 793	17 694	-5,8%

	Service sales (lodging reservations and service provision)			
	2002	2003	2004	% Var
December	49	34	30	-11,8%
Year-to date	5 338	4 150	3 918	-5,6%



**Total results
(All types of services)**

December 2004 / December 2003

-18,3%

Year-to-date 2004 /
Year-to-date 2003

-7,1%

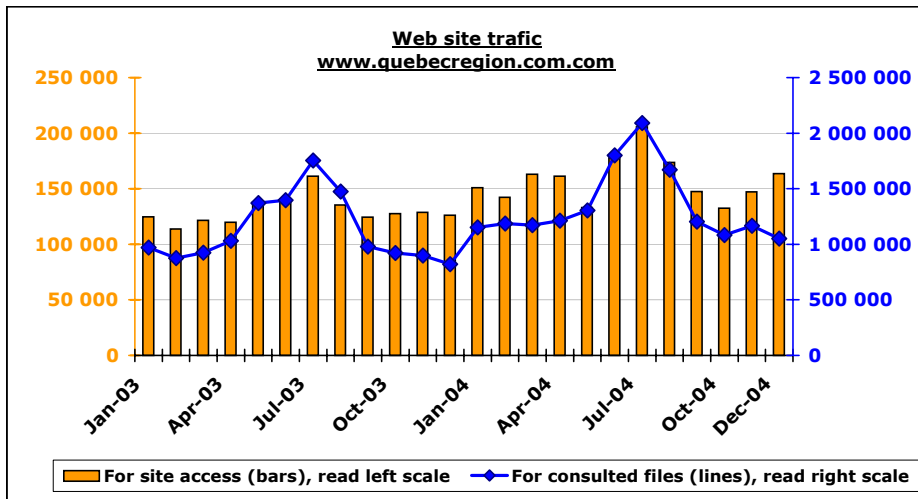
Source : TIC Survey, QC&A TCB

QUÉBEC CITY AND AREA TOURISM AND CONVENTION BUREAU WEB SITE
www.quebecregion.com



	Number of user accesses			Number of pages viewed		
	2003	2004	% Var	2003	2004	% Var
January	124 707	150 872	21,0%	969 534	1 153 288	19,0%
February	113 870	142 368	25,0%	874 430	1 187 661	35,8%
March	121 649	162 929	33,9%	925 514	1 172 885	26,7%
April	119 876	161 337	34,6%	1 031 350	1 212 257	17,5%
May	138 281	133 127	-3,7%	1 369 548	1 304 806	-4,7%
June	140 950	177 629	26,0%	1 396 517	1 800 669	28,9%
July	161 427	205 707	27,4%	1 753 007	2 092 110	19,3%
August	135 422	173 532	28,1%	1 475 400	1 671 317	13,3%
September	124 424	147 404	18,5%	977 846	1 205 181	23,2%
October	127 515	132 613	4,0%	922 366	1 083 200	17,4%
November	128 762	147 195	14,3%	898 122	1 167 793	30,0%
December	126 101	163 496	29,7%	821 089	1 051 673	28,1%
Year-to-date	1 562 984	1 898 209	21,4%	13 414 723	16 102 840	20,0%

Source : QC&A TCB, Statistics Server



WEB SITE USER ACCESSES

DECEMBER: 29,7% INCREASE
YEAR-TO-DATE: 21,4% INCREASE

IMPORTANT

Please note that Web site statistics take into account our six thematic affiliated sites.

Ratio
pages viewed / access to site

	December	Year-to-date
2003 :	6,5 pages	8,6 pages
2004 :	6,4 pages	8,5 pages

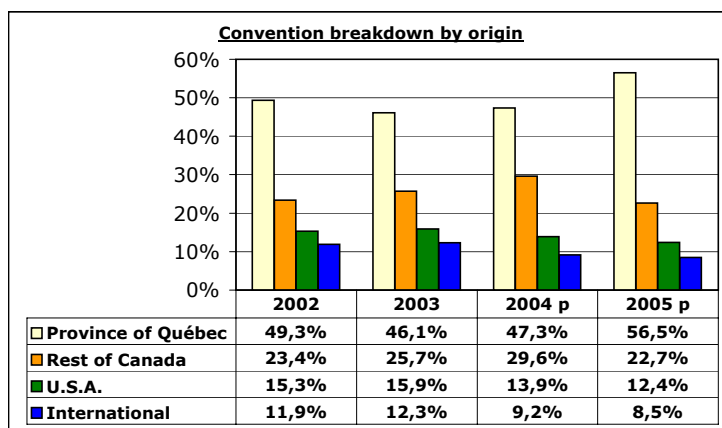
OVERVIEW OF CONFIRMED CONVENTIONS AND EVENTS FOR 2004 AND 2005

Partial data on confirmed conventions with 50 delegates or more as of January 7, 2005

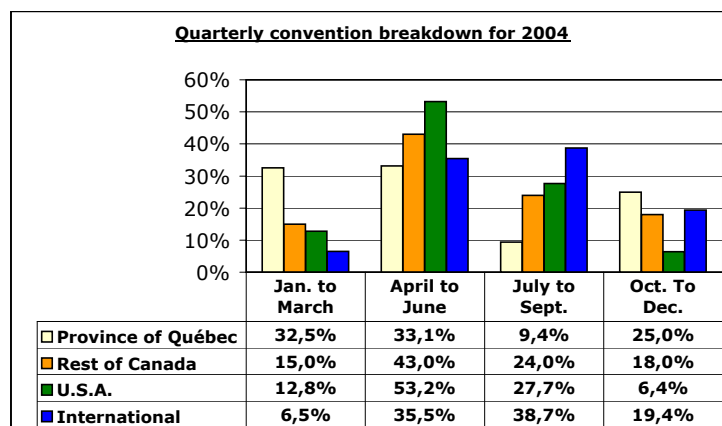
CAUTION

These statistics have been compiled with data received on a voluntary basis. We have since added new sources of information, consequently the statistics beginning in 2005 cannot be compared to the preceding years. They are presented for your information and therefore are not representative of all conventions and events held in the Greater Québec City Area.

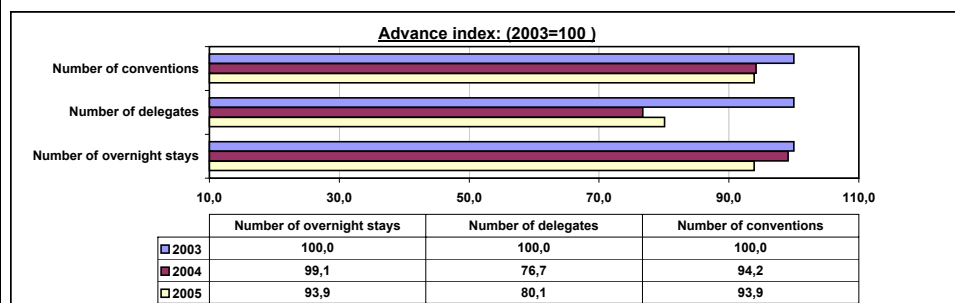
Type			partial data	
	2002	2003	2004 p	2005 p
Number of conventions				
Associations	235	203	196	199
Companies	90	58	62	62
Others	61	49	34	30
Sub-total convention	386	310	292	291
Events	58	48	46	40
Total	444	358	338	331
Average length (days)	3,3	3,6	3,1	3,3



Number of delegates				
Associations	83 334	82 036	63 250	68 844
Companies	19 704	12 736	13 809	11 427
Others	15 198	13 094	5 691	6 127
Sub-total convention	118 236	107 866	82 750	86 398
Events (attendance)	1 024 365	839 765	865 995	924 270
Total	1 142 601	947 631	948 745	1 010 668
Average stay (days)	3,2	3,3	3,2	4,1



Number of overnight stays				
Associations	92 094	85 741	89 422	81 181
Companies	23 653	22 748	21 945	23 922
Others	20 216	14 532	10 537	10 391
Sub-total convention	135 963	123 021	121 904	115 494
Events	33 090	22 112	14 560	61 337
Total	169 053	145 133	136 464	176 831



NOTE

Calculated by dividing the number of conventions for 2004 by the number of conventions for 2003. The same equation can be used for the delegates index and the overnight stays index.

ECHO tourism STAT istics
Québec City and Area

RÉGION'S SOCIOECONOMIC STATISTICS
DECEMBER 2004

	Québec City and Area			Province of Québec			Canada		
	Dec. 2003	Dec. 2004	%cha	Dec. 2003	Dec. 2004	%cha	Dec. 2003	Dec. 2004	%cha
Population over 15 years old ('000)	541,4	547,4	1,1%	6 106,7	6 174,3	1,1%	25 403,9	25 765,5	1,4%
Labor force ('000)	343,2	346,2	0,9%	4 022,4	4 042,2	0,5%	17 021,5	17 214,0	1,1%
Employment ('000)	319,4	328,5	2,8%	3 669,3	3 705,8	1,0%	15 834,0	16 069,8	1,5%
Unemployment ('000)	23,9	17,7	-25,9%	353,1	336,4	-4,7%	1 187,5	1 144,2	-3,6%
Unemployment rate (%)	7,0	5,1	-27,1%	8,8	8,3	-5,7%	7,0	6,6	-5,7%
Consumer price index (1992=100)	119,4	122,1	2,3%	118,6	121,5	2,4%	122,8	125,4	2,1%

Source : Statistics Canada, CANSIM II

BRIEF DEMOGRAPHIC PROFILE
QUÉBEC CITY AND AREA - 2001

	POPULATION 2001	AREA KM ²
Québec City	507 995	542,7
La Cité (1)	62 110	11,8
Les Rivières (2)	59 195	51,2
Sainte-Foy - Sillery (3)	68 410	29,0
Charlesbourg (4)	70 310	67,5
Beauport (5)	72 810	71,3
Limoilou (6)	44 980	8,2
La-Haute-Saint-Charles (7)	47 215	73,8
Laurentien (8)	82 965	229,9
RCM of La Côte-de-Beaupré	20 984	707,2
RCM of L'Île-d'Orléans	6 779	191,8
RCM of Portneuf	46 050	4 095,7
RCM of La Jacques-Cartier	26 459	3 310,1
TOTAL	608 267	8 847,5

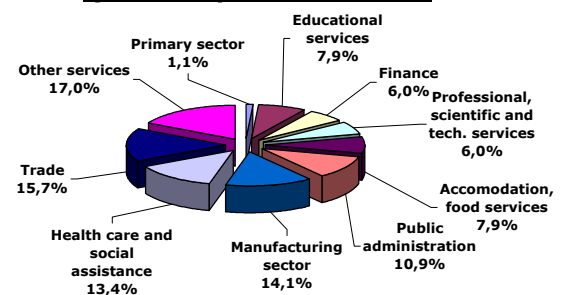
Source : Statistics Canada, 2001 Census

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 - 2002



Source : Statistics Canada, Labour force survey

TEMPERATURES

	Average (30 years) °C	Average 2002 °C
January		
Daily minimum	-17,6	-12,0
Daily maximum	-7,9	-4,3
July		
Daily minimum	13,4	14,2
Daily maximum	25,0	25,4

PRECIPITATIONS

Annual average-rain (mm)	923,8	531,2
Annual average-snow (cm)	315,9	273,3

Source : Environment Canada

Jobs linked to tourist activity in 2001

Direct jobs	22 013
Indirect jobs	7 924
Total	29 937

Source : QC&A TCB, Development, Strategy and Planning Division

ECHO tourism STATistics
Québec City and Area

OVERVIEW OF TOURISTS WHO VISITED THE QUÉBEC CITY AND AREA IN 2003
(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	3 565	70,2%	7 764	60,2%	675 375	49,2%
Rest of Canada	623	12,3%	2 139	16,6%	213 876	15,6%
Total-Canada	4 188	82,5%	9 903	76,7%	889 251	64,8%
United States	572	11,3%	1 735	13,4%	324 962	23,7%
Overseas	316	6,2%	1 268	9,8%	158 914	11,6%
Total	5 076	100,0%	12 906	100,0%	1 373 127	100,0%

	Average expenditures	Visit	Average expenditures
	per visit	duration	per night
	\$	(nights)	\$
Province of Québec	189,45	2,18	86,99
Rest of Canada	343,30	3,43	99,99
Total-Canada	212,32	2,36	89,80
United States	568,33	3,03	187,30 \$
Overseas	503,68	4,01	125,33 \$
Total	272,04	2,54	107,32

Same-day visitors	Origin		Total expenditures	
	(person-visits)		(in CDN dollars)	
	'000	%	'000 \$	%
Province of Québec	3 116	95,1%	166 478	97,2%
Rest of Canada	33	1,0%	1 491	1,6%
Total-Canada	3 149	96,1%	167 969	98,0%
United States	78	2,4%	3 350	2,0%
Overseas	49	1,5%	n/d	
Total	3 276	100,0%	171 319	100,0%
Visitors:	8 352	100,0%	1 544 446	100,0%

Définitions:

Visitor: Any person who is passing through the region and whose residence is located **outside of an 80-km radius.**

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

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

Source : Statistics Canada, CITIES 2003 Project (special QC&A TCB compilation)

ECHO tourism STAT istics
Québec City and Area



OVERVIEW OF TOURISTS WHO VISITED THE QUÉBEC CITY AND AREA IN 2003 (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	21.4	23.8	30.9	23.9
Rest of Canada	28.4	13.2	43.8	14.6
Total-Canada	22.4	22.2	32.8	22.5
United States	12.1	20.1	44.4	23.4
Overseas	11.7	24.4	49.1	14.9
Total	20.6	22.1	35.1	22.2

Primary Purpose of trip

	Pleasure	Business	Visiting friends or relatives	Others
	%	%	%	%
Province of Québec	43.5	12.4	37.0	7.1
Rest of Canada	66.6	11.4	16.7	5.3
Total-Canada	46.9	12.2	34.0	6.9
United States	79.4	10.0	6.1	4.5
Overseas	65.2	13.9	19.6	1.3
Total	51.7	12.1	29.9	6.3

Accommodation

	Commercial	Private	Not specified
	%	%	%
Province of Québec	40.7	55.1	4.2
Rest of Canada	75.0	19.4	5.6
Total-Canada	45.7	50.0	4.3
United States	86.5	5.6	7.9
Overseas	75.9	13.7	10.4
Total	53.2	42.5	4.3

Source : Statistics Canada, CITIES 2003 Project (special QC&A TCB compilation)

ECHO tourism STAT istics
Québec City and Area



OVERVIEW OF TOURISTS WHO VISITED THE QUÉBEC CITY AND AREA IN 2003 (cont.)
(Results of this survey are updated annually)

	Average expenditures					
	Accommodation		Food & beverage		Vehicle operation (incl. rental)	
	\$	%	\$	%	\$	%
Province of Québec	54,48 \$	28,8%	53,48 \$	28,2%	34,93 \$	18,4%
Rest of Canada	133,47 \$	38,9%	95,02 \$	27,7%	53,95 \$	15,7%
Total-Canada	66,21 \$	31,2%	59,66 \$	28,1%	37,77 \$	17,8%
United States	253,22 \$	44,6%	149,46 \$	26,3%	45,06 \$	7,9%
Overseas	200,03 \$	39,7%	121,58 \$	24,1%	55,31 \$	11,0%
Total	96,14 \$	35,3%	74,03 \$	27,2%	39,89 \$	14,7%
Total - pleasure	110,22 \$	36,0%	83,71 \$	27,3%	35,66 \$	11,6%
Total - business	259,30 \$	48,1%	134,58 \$	25,0%	78,58 \$	14,6%
Total - visiting friends/relative:	18,18 \$	14,6%	36,18 \$	29,1%	31,01 \$	24,9%
	Recreation & entertainment		Others		TOTAL	
	\$	%	\$	%	\$	%
	Province of Québec	16,35 \$	8,6%	30,21 \$	15,9%	189,45 \$
Rest of Canada	26,34 \$	7,7%	34,52 \$	10,1%	343,30 \$	100,0%
Total-Canada	17,84 \$	8,4%	30,84 \$	14,5%	212,32 \$	100,0%
United States	41,25 \$	7,3%	79,34 \$	14,0%	568,33 \$	100,0%
Overseas	45,19 \$	9,0%	81,57 \$	16,2%	503,68 \$	100,0%
Total	22,30 \$	8,2%	39,68 \$	14,6%	272,04 \$	100,0%
Total - pleasure	31,76 \$	10,4%	44,81 \$	14,6%	306,16 \$	100,0%
Total - business	17,08 \$	3,2%	49,65 \$	9,2%	539,19 \$	100,0%
Total - visiting friends/relative:	9,88 \$	7,9%	29,07 \$	23,4%	124,32 \$	100,0%

	Leading tourist activities (total > 100%)			
	Visiting friends or relatives	Shopping	Sightseeing	Visiting national or provincial parks
	%	%	%	%
Province of Québec	84.6	43.9	28.8	7.7
Rest of Canada	64.4	59.6	63.9	12.2
Total-Canada	81.6	46.2	34.0	9.9
United States	12.9	81.3	86.4	29.9
Overseas	43.7	87.7	84.2	52.8
Total	71.5	52.8	43.0	14.8
	Sports/outdoor activities	Nightlife	Visiting zoo, aquarium or botanical gardens	
	%	%	%	
	Province of Québec	32.8	16.9	5.0
Rest of Canada	43.0	24.2	10.1	
Total-Canada	34.3	18.0	5.8	
United States	22.6	29.5	14.7	
Overseas	38.9	41.8	34.8	
Total	33.3	20.7	8.6	

Source : Statistics Canada, CITIES 2003 Project (special QC&A TCB compilation)

ECHO tourism STATistics
Québec City and Area

OVERVIEW OF TOURISTS WHO VISITED THE QUÉBEC CITY AND AREA IN 2003 (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	763	72,9%	847	75,6%	1 102	61,8%
Rest of Canada	177	16,9%	82	7,3%	273	15,3%
Total-Canada	940	89,9%	929	82,9%	1375	77,1%
United States	69	6,6%	115	10,3%	254	14,2%
Overseas	37	3,5%	77	6,9%	155	8,7%
Total	1046	100,0%	1121	100,0%	1784	100,0%

	IV (fall)		TOTAL	
	('000)	%	('000)	%
Province of Québec	853	75,8%	3 565	70,2%
Rest of Canada	91	8,1%	623	12,3%
Total-Canada	944	83,9%	4 188	82,5%
United States	134	11,9%	572	11,3%
Overseas	47	4,2%	316	6,2%
Total	1125	100,0%	5 076	100,0%

Visit Quarter by origin (person-visits) - 1999-2003 comparative

	I (winter)		II (spring)		III (summer)	
	('000)	%	('000)	%	('000)	%
1999	613	17,0%	787	21,9%	1 511	42,0%
2000	793	17,1%	982	21,2%	1 840	39,8%
2001	854	19,1%	1 175	26,2%	1 532	34,2%
2002	1 165	21,2%	1 169	21,3%	2 264	41,1%
2003	1 046	20,6%	1 121	22,1%	1 784	35,1%

	IV (fall)		TOTAL	
	('000)	%	('000)	%
1999	689	19,1%	3 600	100,0%
2000	1 013	21,9%	4 628	100,0%
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%

Source : Statistics Canada, CITIES 2003 Project (special QC&A TCB compilation)