



# ***ECHO tourism STAT istics***

*Performance Report on Québec City and Area  
Tourist Industry*

**DECEMBER 2003  
YEAR 2003**



QUÉBEC CITY AND AREA TOURISM AND CONVENTION BUREAU

## **Designed and produced by:**

**Marc Giguère and Michel Goupil**

**Québec City and Area Tourism and Convention Bureau  
Development, Strategy and Planning Division**

### **For information or comments, please contact:**

Marc Giguère  
Tel: 418-641-6654 extension 5404  
Fax: 418-641-6578  
Email: marc.giguere@quebecregion.com

Michel Goupil  
Tel: 418-641-6654 extension 5406  
Fax: 418-641-6578  
Email: michel.goupil@quebecregion.com

## **Thank you**

### **to all our partners and collaborators**



**Québec** 



**Canada** 

#### **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.**

## ***ECHO tourism STATistics*** ***Québec City and Area***



For the past few years, the Québec City and Area Tourism and Convention Bureau has been assuring the follow-up and distribution activities of various statistical indicators aiming to measure tourism performance in the Québec City region. These indicators are compiled, analysed and edited on a monthly basis in the ECHOtourism STATistics brochure. This publication went through major changes in 2003 and now includes the following statistics:

- **A monthly base index of 100** (1) for each of the four leading sectors of regional tourist activity, namely lodging, tourist attractions, boutiques and retail stores as well as the **monthly aggregate index** (2) of tourist activity.
- Leading monthly statistics on the hotel industry.
- Customer traffic and the information services offered at our Tourist Information Centres.
- The Bureau's monthly Web site traffic.
- 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.

(1) **The monthly base index of 100** is equal to the ratio between the  $\Sigma$  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  $\Sigma$  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  $\Sigma$  of rooms occupied in January of year X / the  $\Sigma$  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.

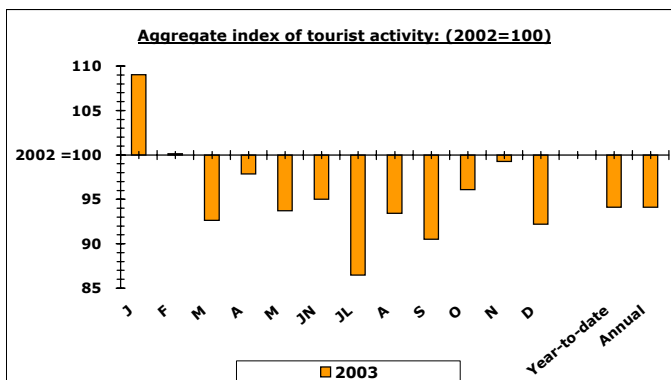
(2) **The monthly aggregate index** is obtained through weighting the four leading sectors of tourist activity. The weighting mode is explained in detail in the brochure on the page presenting the index.

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

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

**MONTHLY TOURISM PERFORMANCE INDICATORS ( 2002 = 100 )  
 DECEMBER 2003**

	2 002	2 003	
	Index	Index	% Var.
<b>TOTAL TOURIST ACTIVITY</b>			
<i>Aggregate index of tourist activity (1)</i>			
January	100,0	109,0	9,0%
February	100,0	100,1	0,1%
March	100,0	92,6	-7,4%
April	100,0	97,9	-2,1%
May	100,0	93,7	-6,3%
June	100,0	95,0	-5,0%
July	100,0	86,5	-13,5%
August	100,0	93,4	-6,6%
September	100,0	90,5	-9,5%
October	100,0	96,1	-3,9%
November	100,0	99,3	-0,7%
<b>December</b>	<b>100,0</b>	<b>92,2</b>	<b>-7,8%</b>
<b>Annual</b>	<b>100,0</b>	<b>94,1</b>	<b>-5,9%</b>



(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 2001 Project). The index enables measuring the monthly and seasonal variations of regional tourist activity.

<b>LODGING</b>			
<i>Room occupancy evolution index (2)</i>			
<b>4 to 39 rooms</b>			
December	100,0	85,9	-14,1%
Annual	100,0	94,5	
<b>40 to 199 rooms</b>			
December	100,0	93,6	-6,4%
Annual	100,0	100,0	
<b>200 rooms or more</b>			
December	100,0	92,1	-7,9%
Annual	100,0	90,8	
<b>Total</b>			
January	100,0	115,1	15,1%
February	100,0	103,1	3,1%
March	100,0	96,0	-4,0%
April	100,0	101,0	1,0%
May	100,0	95,8	-4,2%
June	100,0	94,1	-5,9%
July	100,0	85,1	-14,9%
August	100,0	92,7	-7,3%
September	100,0	89,4	-10,6%
October	100,0	98,1	-1,9%
November	100,0	103,6	3,6%
<b>December</b>	<b>100,0</b>	<b>91,9</b>	<b>-8,1%</b>
<b>Annual</b>	<b>100,0</b>	<b>95,6</b>	<b>-4,4%</b>

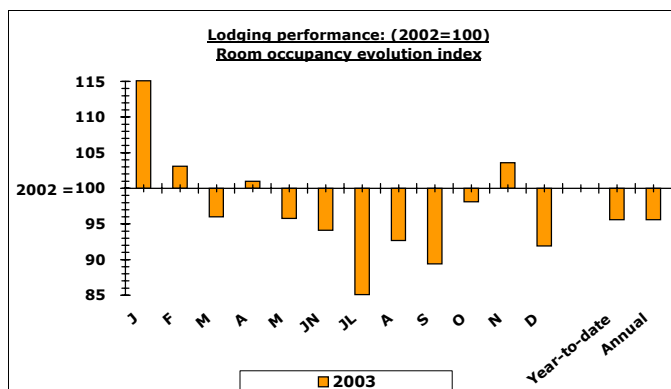
**IN BRIEF**

**AGGREGATE INDEX OF TOURIST ACTIVITY**

**DECEMBER: 8 POINT DECREASE**  
**YEAR TO DATE: 6 POINT DECREASE**

**LODGING**

**DECEMBER: 8 POINT DECREASE**  
**YEAR-TO-DATE: 4 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 ( 2002 = 100 )**  
**DECEMBER 2003 (cont.)**

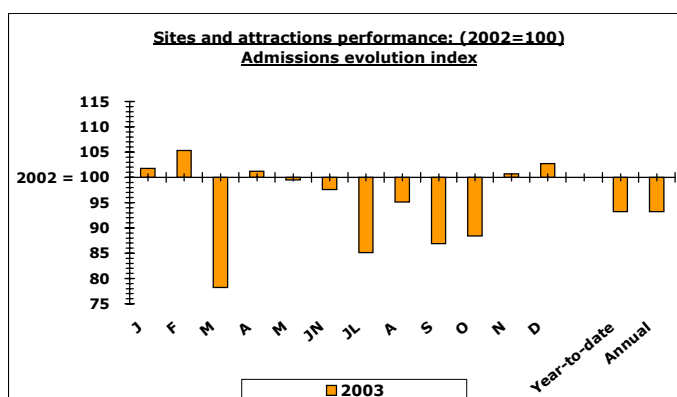
	2 002	2 003	
	Index	Index	% Var.
<b>SITES AND ATTRACTIONS</b>			
<i>Admissions evolution index (1)</i>			
<b>Indoor activities</b>			
December	100,0	95,5	-4,5%
Year-to-date Annual	100,0	94,0	-6,0%
<b>Outdoor activities</b>			
December	100,0	115,4	15,4%
Year-to-date Annual	100,0	91,9	-8,1%
<b>Total</b>			
January	100,0	101,8	1,8%
February	100,0	105,3	5,3%
March	100,0	78,2	-21,8%
April	100,0	101,2	1,2%
May	100,0	99,5	-0,5%
June	100,0	97,6	-2,4%
July	100,0	85,1	-14,9%
August	100,0	95,1	-4,9%
September	100,0	86,9	-13,1%
October	100,0	88,4	-11,6%
November	100,0	100,7	0,7%
<b>December</b>	<b>100,0</b>	<b>102,7</b>	<b>2,7%</b>
<b>Annual</b>	<b>100,0</b>	<b>93,2</b>	<b>-6,8%</b>

<b>BOUTIQUES/RETAIL STORES</b>			
<i>Transactions evolution index (2)</i>			
January	100,0	105,1	5,1%
February	100,0	107,1	7,1%
March	100,0	87,8	-12,2%
April	100,0	89,5	-10,5%
May	100,0	78,4	-21,6%
June	100,0	76,1	-23,9%
July	100,0	80,0	-20,0%
August	100,0	87,8	-12,2%
September	100,0	79,6	-20,4%
October	100,0	79,8	-20,2%
November	100,0	89,2	-10,8%
<b>December</b>	<b>100,0</b>	<b>90,8</b>	<b>-9,2%</b>
<b>Annual</b>	<b>100,0</b>	<b>84,6</b>	<b>-15,4%</b>

**IN BRIEF**

**SITES AND ATTRACTIONS**

**DECEMBER: 3 POINT INCREASE**  
**YEAR-TO-DATE: 7 POINT DECREASE**

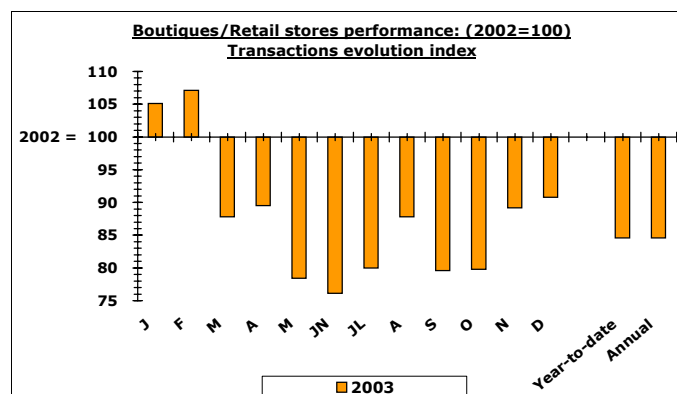


(1) Based on the number of paying and non-paying entrance fees taken from 39 regional sites and attractions. The index enables measuring monthly and seasonal attendance variations.

**IN BRIEF**

**BOUTIQUES/RETAIL STORES**

**DECEMBER: 9 POINT DECREASE**  
**YEAR-TO-DATE: 15 POINT DECREASE**



(2) Based on the number of transactions performed at 10 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 2003 (end)**

	2 002	2 003	
	Index	Index	% Var.
<b>RESTAURANT INDUSTRY</b>			
<i>Meals served evolution index (1)</i>			
<b>Restaurants - 1 to 99 seats</b>			
December	100,0	100,0	0,0%
Annual	100,0	92,2	-7,8%
<b>Restaurants - 100 seats or more</b>			
December	100,0	88,9	-11,1%
Annual	100,0	95,6	-4,4%
<b>Total</b>			
January	100,0	104,6	4,6%
February	100,0	92,7	-7,3%
March	100,0	94,1	-5,9%
April	100,0	95,2	-4,8%
May	100,0	93,7	-6,3%
June	100,0	100,8	0,8%
July	100,0	90,5	-9,5%
August	100,0	95,5	-4,5%
September	100,0	96,2	-3,8%
October	100,0	100,6	0,6%
November	100,0	96,2	-3,8%
<b>December</b>	<b>100,0</b>	<b>89,8</b>	<b>-10,2%</b>
<b>Annual</b>	<b>100,0</b>	<b>95,2</b>	<b>-4,8%</b>

**IN BRIEF**

**RESTAURANT INDUSTRY**

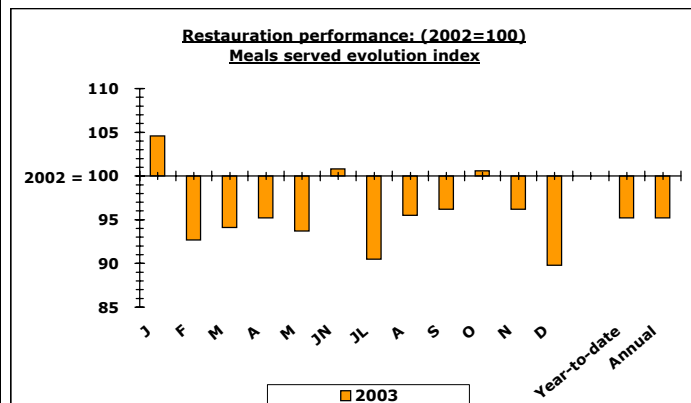
**DECEMBER: 10 POINT DECREASE  
 YEAR-TO-DATE: 5 POINT DECREASE**

**Full service restaurants - Canadian statistics**

	October 2003			
	Nominal growth		Real growth	
	Oct./Oct.	Year-t-d	Oct./Oct.	Year-t-d
Inflation rate	2,5%	2,5%		
Sales	4,9%	3,9%	2,4%	1,4%

Note: Real growth is adjusted for menu inflation

Source : Statistics Canada



(1) Based on the number of meals served in 39 restaurants of the region. The index enables measuring the monthly and seasonal variations of clients.

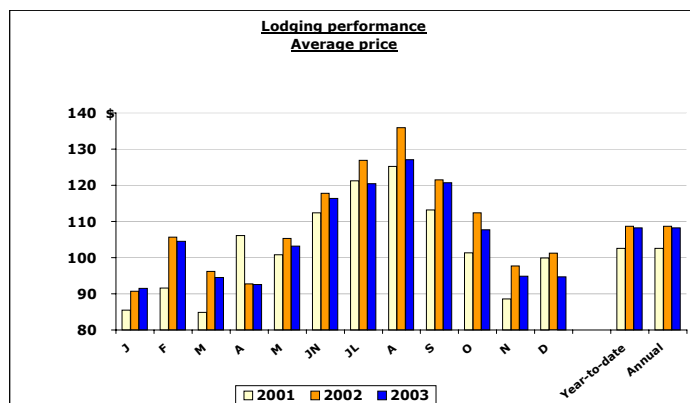
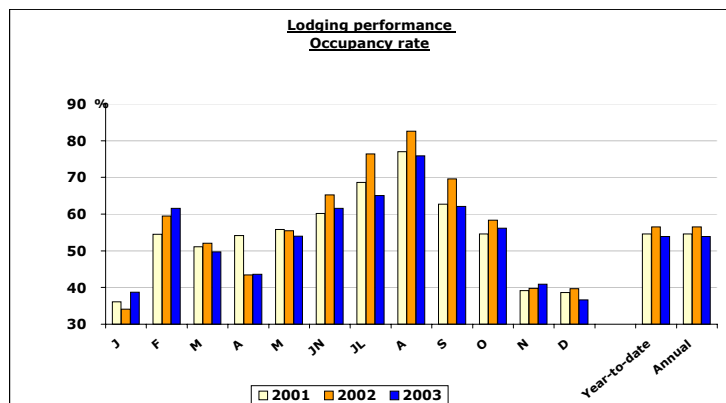
# ECHO tourism STATistics Québec City and Area



## LODGING STATISTICS - QUÉBEC CITY AND AREA DECEMBER 2003

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2 001	2 002	2 003	% Var	2 001	2 002	2003	% Var	2 001	2 002	2003	% Var	2 001	2 002	2 003	% Var
January	Available rooms Occupancy rate Average price	2 185 27,2 74,20 \$	2 307 24,8 67,60 \$	2 303 30,2 71,50 \$	-0,2% 21,8% 5,8%	4 988 35,8 76,10 \$	4 977 35,9 89,60 \$	5 154 41,5 84,90 \$	3,6% 15,6% -5,2%	3 883 41,7 100,20 \$	3 916 38,4 100,80 \$	3 917 40,2 110,20 \$	0,0% 4,7% 9,3%	11 058 36,1 85,50 \$	11 195 34,1 90,70 \$	11 370 38,7 91,50 \$	1,6% 13,5% 0,9%
February	Available rooms Occupancy rate Average price	2 350 37,2 70,40 \$	2 378 40,6 70,00 \$	2 291 43,2 75,10 \$	-3,7% 6,4% 7,3%	4 974 52,7 79,40 \$	5 120 61,1 92,90 \$	5 147 63,2 94,20 \$	0,5% 3,4% 1,4%	3 904 66,9 111,10 \$	3 909 69,5 133,70 \$	3 917 70,7 127,50 \$	0,2% 1,7% -4,6%	11 232 54,5 91,60 \$	11 403 59,5 105,70 \$	11 353 61,6 104,50 \$	-0,4% 3,5% -1,1%
March	Available rooms Occupancy rate Average price	2 142 37,3 67,50 \$	2 204 33,1 75,90 \$	2 191 34,8 64,40 \$	-0,6% 5,1% -15,2%	4 989 51,6 72,70 \$	5 182 55,6 90,30 \$	5 243 53,3 90,90 \$	1,2% -4,1% 0,7%	3 918 59,1 105,00 \$	3 918 58,8 110,10 \$	3 917 53,5 110,40 \$	0,0% -9,0% 0,3%	11 043 51,1 84,90 \$	11 292 52,1 96,20 \$	11 346 49,7 94,50 \$	0,5% -4,6% -1,8%
April	Available rooms Occupancy rate Average price	2 348 34,7 69,50 \$	2 181 25,3 70,90 \$	2 168 27,6 67,10 \$	-0,6% 9,1% -5,4%	5 059 52,8 88,70 \$	5 132 43,5 79,50 \$	5 205 46,2 84,20 \$	1,4% 6,2% 5,9%	3 929 68,0 135,40 \$	3 918 54,0 112,40 \$	3 917 49,3 112,20 \$	0,0% -8,7% -0,2%	11 333 54,2 106,10 \$	11 219 43,4 92,70 \$	11 282 43,6 92,60 \$	0,6% 0,5% -0,1%
May	Available rooms Occupancy rate Average price	2 424 36,0 67,10 \$	2 444 33,6 73,80 \$	2 263 34,9 68,30 \$	-7,4% 3,9% -7,5%	4 931 55,1 87,00 \$	5 216 55,8 91,40 \$	5 216 55,6 94,50 \$	0,0% -0,4% 3,4%	3 906 69,4 125,60 \$	3 904 68,9 130,20 \$	3 917 63,6 124,90 \$	0,3% -7,7% -4,1%	11 258 55,8 100,80 \$	11 564 55,5 105,30 \$	11 387 54,0 103,20 \$	-1,5% -2,7% -2,0%
June	Available rooms Occupancy rate Average price	2 572 43,2 78,80 \$	2 472 44,5 82,10 \$	2 373 46,2 77,50 \$	-4,0% 3,8% -5,6%	5 016 58,5 93,80 \$	5 194 68,3 97,10 \$	5 251 62,3 100,20 \$	1,1% -8,8% 3,2%	3 918 73,7 143,40 \$	3 919 74,0 156,30 \$	3 917 70,4 151,40 \$	-0,1% -4,9% -3,1%	11 505 60,2 112,40 \$	11 585 65,2 117,80 \$	11 537 61,6 116,40 \$	-0,4% -5,5% -1,2%
July	Available rooms Occupancy rate Average price	2 633 60,4 83,90 \$	2 615 68,2 78,20 \$	2 497 58,2 80,90 \$	-4,5% -14,7% 3,5%	5 166 69,7 105,60 \$	5 165 76,7 112,80 \$	5 251 69,8 116,20 \$	1,7% -9,0% 3,0%	3 918 73,0 161,30 \$	3 909 81,7 172,20 \$	3 917 63,6 150,30 \$	0,2% -22,2% -12,7%	11 716 68,6 121,20 \$	11 688 76,4 126,90 \$	11 666 65,1 120,40 \$	-0,2% -14,8% -5,1%
August	Available rooms Occupancy rate Average price	2 593 63,9 87,70 \$	2 483 69,9 91,60 \$	2 398 66,0 85,20 \$	-3,4% -5,6% -7,0%	5 211 75,9 107,00 \$	5 099 83,1 119,10 \$	5 276 77,9 119,10 \$	3,5% -6,3% 0,0%	3 918 87,4 164,20 \$	3 909 90,0 178,30 \$	3 910 79,4 159,60 \$	0,0% -11,8% -10,5%	11 717 77,0 125,20 \$	11 490 82,6 135,90 \$	11 582 75,9 127,10 \$	0,8% -8,1% -6,5%
September	Available rooms Occupancy rate Average price	2 611 43,6 78,20 \$	2 478 48,7 70,60 \$	2 398 44,8 78,10 \$	-3,2% -8,0% 10,6%	5 210 67,1 92,70 \$	5 193 71,7 106,60 \$	5 289 65,2 102,50 \$	1,8% -9,1% -3,8%	3 918 70,8 153,20 \$	3 914 80,5 159,40 \$	3 916 68,7 161,50 \$	0,1% -14,7% 1,3%	11 733 62,7 113,20 \$	11 581 69,6 121,50 \$	11 602 62,1 120,70 \$	0,2% -10,8% -0,7%
October	Available rooms Occupancy rate Average price	2 482 36,5 71,30 \$	2 406 38,5 72,40 \$	2 368 36,5 73,20 \$	-1,6% -5,2% 1,1%	5 122 56,3 85,10 \$	5 018 58,5 96,70 \$	5 256 58,7 99,00 \$	4,7% 0,3% 2,4%	3 918 63,7 130,20 \$	3 912 70,5 142,80 \$	3 912 64,7 129,90 \$	0,0% -8,2% -9,0%	11 521 54,6 101,30 \$	11 333 58,3 112,40 \$	11 537 56,2 107,70 \$	1,8% -3,6% -4,2%
November	Available rooms Occupancy rate Average price	2 206 21,4 62,90 \$	2 286 25,6 64,10 \$	2 240 23,9 58,20 \$	-2,0% -6,6% -9,2%	5 114 38,8 78,90 \$	5 080 37,6 88,60 \$	5 238 44,8 93,40 \$	3,1% 19,1% 5,4%	3 941 49,9 104,30 \$	3 917 51,3 116,40 \$	3 912 45,7 108,30 \$	-0,1% -10,9% -7,0%	11 246 39,2 88,60 \$	11 279 39,8 97,70 \$	11 388 40,9 94,90 \$	1,0% 2,8% -2,9%
<b>December</b>	<b>Available rooms Occupancy rate Average price</b>	<b>2 231 27,9 73,50 \$</b>	<b>2 311 31,2 74,50 \$</b>	<b>2 199 28,1 71,00 \$</b>	<b>-4,8% -9,9% -4,7%</b>	<b>5 235 39,3 88,10 \$</b>	<b>5 134 43,3 98,50 \$</b>	<b>5 208 40,0 93,20 \$</b>	<b>1,4% -7,6% -5,4%</b>	<b>3 916 44,1 123,10 \$</b>	<b>3 915 40,2 117,70 \$</b>	<b>3 912 37,0 107,90 \$</b>	<b>-0,1% -8,0% -8,3%</b>	<b>11 362 38,6 99,90 \$</b>	<b>11 355 39,7 101,20 \$</b>	<b>11 315 36,6 94,70 \$</b>	<b>-0,4% -7,8% -6,4%</b>
<b>Annual average</b>	<b>Available rooms Occupancy rate Average price</b>	<b>2 398 39,8 73,80 \$</b>	<b>2 380 40,9 74,31 \$</b>	<b>2 308 40,0 74,79 \$</b>	<b>-3,0% -2,2% 0,6%</b>	<b>5 085 54,6 87,90 \$</b>	<b>5 126 57,7 96,93 \$</b>	<b>5 228 56,6 99,63 \$</b>	<b>2,0% -1,9% 2,8%</b>	<b>3 916 64,0 129,80 \$</b>	<b>3 913 64,8 135,86 \$</b>	<b>3 915 58,8 133,21 \$</b>	<b>0,0% -9,3% -1,9%</b>	<b>11 394 54,6 102,60 \$</b>	<b>11 415 56,5 108,67 \$</b>	<b>11 448 53,9 108,25 \$</b>	<b>0,3% -4,6% -0,4%</b>

### Québec City and Area



Source : Institut de la statistique du Québec (special QC&A TCB compilation)

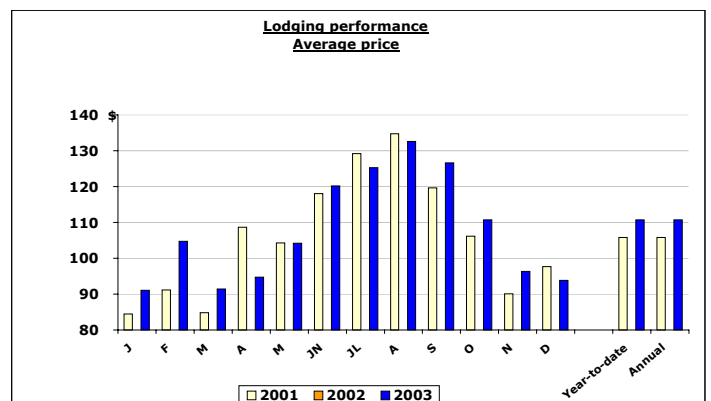
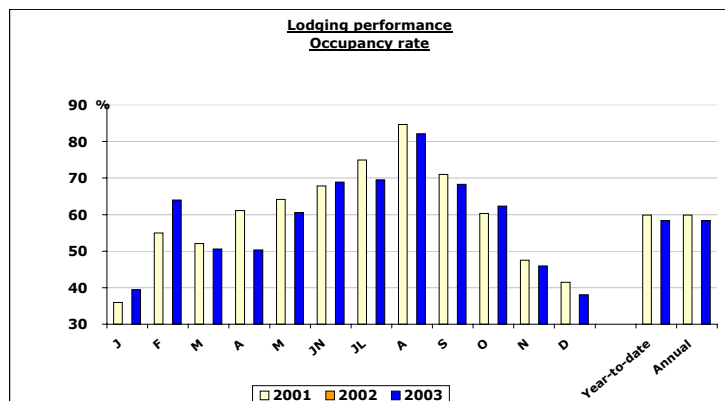
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		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2 001	2 002	2 003	% Var	2 001	2 002	2003	% Var	2 001	2 002	2003	% Var	2 001	2 002	2 003	% Var
January	Available rooms Occupancy rate Average price	1 193 31,6 67,60 \$	n/d n/d n/d	1 235 31,4 71,90 \$	n/a n/a n/a	3 857 35,1 75,20 \$	n/d n/d n/d	4 107 41,8 82,50 \$	n/a n/a n/a	3 639 42,0 97,30 \$	n/d n/d n/d	3 672 39,9 107,10 \$	n/a n/a n/a	8 651 36,0 84,50 \$	n/d n/d n/d	9 006 39,5 91,10 \$	n/a n/a n/a
February	Available rooms Occupancy rate Average price	1 319 35,2 73,30 \$	n/d n/d n/d	1 213 42,9 74,90 \$	n/a n/a n/a	3 844 52,3 78,30 \$	n/d n/d n/d	4 114 64,2 90,90 \$	n/a n/a n/a	3 659 66,5 107,20 \$	n/d n/d n/d	3 672 70,7 124,00 \$	n/a n/a n/a	8 817 55,0 91,20 \$	n/d n/d n/d	9 001 64,0 104,70 \$	n/a n/a n/a
March	Available rooms Occupancy rate Average price	1 161 41,8 69,80 \$	n/d n/d n/d	1 198 32,7 64,50 \$	n/a n/a n/a	3 858 52,3 73,70 \$	n/d n/d n/d	4 183 54,5 85,10 \$	n/a n/a n/a	3 673 58,5 99,50 \$	n/d n/d n/d	3 672 52,5 104,60 \$	n/a n/a n/a	8 662 52,1 84,80 \$	n/d n/d n/d	9 044 50,6 91,40 \$	n/a n/a n/a
April	Available rooms Occupancy rate Average price	1 301 45,1 72,90 \$	n/d n/d n/d	1 252 34,0 64,00 \$	n/a n/a n/a	3 907 59,9 89,80 \$	n/d n/d n/d	4 108 54,9 85,70 \$	n/a n/a n/a	3 684 69,2 136,30 \$	n/d n/d n/d	3 672 51,3 112,60 \$	n/a n/a n/a	8 882 61,1 108,70 \$	n/d n/d n/d	9 028 50,3 94,70 \$	n/a n/a n/a
May	Available rooms Occupancy rate Average price	1 362 44,3 69,10 \$	n/d n/d n/d	1 268 47,6 69,10 \$	n/a n/a n/a	3 896 64,4 89,30 \$	n/d n/d n/d	4 154 61,9 92,90 \$	n/a n/a n/a	3 661 71,8 126,40 \$	n/d n/d n/d	3 672 63,6 124,90 \$	n/a n/a n/a	8 917 64,2 104,30 \$	n/d n/d n/d	9 097 60,6 104,20 \$	n/a n/a n/a
June	Available rooms Occupancy rate Average price	1 399 53,2 84,20 \$	n/d n/d n/d	1 313 57,1 79,60 \$	n/a n/a n/a	3 920 64,9 96,70 \$	n/d n/d n/d	4 149 69,3 100,20 \$	n/a n/a n/a	3 673 76,5 144,90 \$	n/d n/d n/d	3 672 73,1 153,60 \$	n/a n/a n/a	8 990 67,8 118,00 \$	n/d n/d n/d	9 135 68,9 120,20 \$	n/a n/a n/a
July	Available rooms Occupancy rate Average price	1 431 70,6 92,50 \$	n/d n/d n/d	1 345 68,1 82,80 \$	n/a n/a n/a	4 017 76,2 108,50 \$	n/d n/d n/d	4 147 73,3 117,40 \$	n/a n/a n/a	3 673 75,4 163,80 \$	n/d n/d n/d	3 672 65,7 152,60 \$	n/a n/a n/a	9 119 74,9 129,20 \$	n/d n/d n/d	9 164 69,5 125,30 \$	n/a n/a n/a
August	Available rooms Occupancy rate Average price	1 378 76,4 100,10 \$	n/d n/d n/d	1 300 75,9 88,70 \$	n/a n/a n/a	4 019 83,8 110,10 \$	n/d n/d n/d	4 190 84,9 120,60 \$	n/a n/a n/a	3 673 88,4 167,40 \$	n/d n/d n/d	3 665 81,2 162,30 \$	n/a n/a n/a	9 072 84,7 134,70 \$	n/d n/d n/d	9 153 82,1 132,60 \$	n/a n/a n/a
September	Available rooms Occupancy rate Average price	1 391 56,6 84,80 \$	n/d n/d n/d	1 303 58,2 79,80 \$	n/a n/a n/a	4 026 75,0 95,30 \$	n/d n/d n/d	4 181 70,2 106,60 \$	n/a n/a n/a	3 673 72,9 155,90 \$	n/d n/d n/d	3 671 69,8 164,40 \$	n/a n/a n/a	9 086 71,0 119,60 \$	n/d n/d n/d	9 155 68,3 126,60 \$	n/a n/a n/a
October	Available rooms Occupancy rate Average price	1 411 43,3 82,80 \$	n/d n/d n/d	1 291 45,8 79,20 \$	n/a n/a n/a	4 018 62,6 88,50 \$	n/d n/d n/d	4 174 63,9 100,70 \$	n/a n/a n/a	3 673 64,4 132,50 \$	n/d n/d n/d	3 667 66,6 131,50 \$	n/a n/a n/a	9 102 60,3 106,20 \$	n/d n/d n/d	9 130 62,3 110,70 \$	n/a n/a n/a
November	Available rooms Occupancy rate Average price	1 190 30,5 61,60 \$	n/d n/d n/d	1 199 31,4 57,10 \$	n/a n/a n/a	4 018 48,8 79,90 \$	n/d n/d n/d	4 160 50,3 93,60 \$	n/a n/a n/a	3 696 51,5 104,70 \$	n/d n/d n/d	3 672 45,7 108,30 \$	n/a n/a n/a	8 905 47,5 90,10 \$	n/d n/d n/d	9 035 45,9 96,30 \$	n/a n/a n/a
<b>December</b>	<b>Available rooms Occupancy rate Average price</b>	<b>1 176 30,5 67,30 \$</b>	<b>n/d n/d n/d</b>	<b>1 148 31,0 60,20 \$</b>	<b>n/a n/a n/a</b>	<b>4 095 42,3 81,20 \$</b>	<b>n/d n/d n/d</b>	<b>4 194 41,7 88,80 \$</b>	<b>n/a n/a n/a</b>	<b>3 670 44,2 120,00 \$</b>	<b>n/d n/d n/d</b>	<b>3 672 37,0 107,90 \$</b>	<b>n/a n/a n/a</b>	<b>8 923 41,5 97,70 \$</b>	<b>n/d n/d n/d</b>	<b>9 015 38,1 93,80 \$</b>	<b>n/a n/a n/a</b>
<b>Annual average</b>	<b>Available rooms Occupancy rate Average price</b>	<b>1 309 47,4 76,30 \$</b>	<b>n/d n/d n/d</b>	<b>1 256 46,9 75,68 \$</b>	<b>n/a n/a n/a</b>	<b>3 956 59,9 88,90 \$</b>	<b>n/d n/d n/d</b>	<b>4 156 60,9 99,32 \$</b>	<b>n/a n/a n/a</b>	<b>3 671 65,1 129,70 \$</b>	<b>n/d n/d n/d</b>	<b>3 671 59,7 133,69 \$</b>	<b>n/a n/a n/a</b>	<b>8 927 59,9 105,80 \$</b>	<b>n/d n/d n/d</b>	<b>9 081 58,4 110,70 \$</b>	<b>n/a n/a n/a</b>

### Québec City



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



# ECHO tourism STAT istics

## Québec City and Area



### TOURIST INFORMATION CENTRES (TIC)



?	At-the-counter service									
	TIC Information request				Number of TIC visitors					
	2001	2002	2003	% Var	2001	2002	2003	% Var	average of visitors per action 2002 2003	
January	1 668	1 593	1 535	-3,6%	3 993	3 429	4 190	22,2%	2,2	2,7
February	2 112	2 640	2 135	-19,1%	5 877	7 110	6 950	-2,3%	2,7	3,3
March	2 300	2 545	2 270	-10,8%	5 670	6 420	5 590	-12,9%	2,5	2,5
April	2 500	2 760	2 365	-14,3%	5 480	6 330	5 250	-17,1%	2,3	2,2
May	5 530	4 340	4 470	3,0%	19 020	12 410	10 660	-14,1%	2,9	2,4
June	9 969	10 021	7 205	-28,1%	32 092	27 134	18 647	-31,3%	2,7	2,6
July	20 005	18 698	15 770	-15,7%	52 381	54 506	44 071	-19,1%	2,9	2,8
August	18 622	18 440	16 708	-9,4%	54 789	48 241	47 284	-2,0%	2,6	2,8
September	8 561	9 200	6 200	-32,6%	25 826	24 830	15 125	-39,1%	2,7	2,4
October	3 805	4 810	3 400	-29,3%	9 965	11 695	7 660	-34,5%	2,4	2,3
November	1 540	1 341	1 200	-10,5%	3 500	2 913	2 685	-7,8%	2,2	2,2
December	1 323	1 455	1 125	-22,7%	2 979	3 366	3 605	7,1%	2,3	3,2
Year-to-date	77 935	77 843	64 383	-17,3%	221 572	208 384	171 717	-17,6%	2,7	2,7

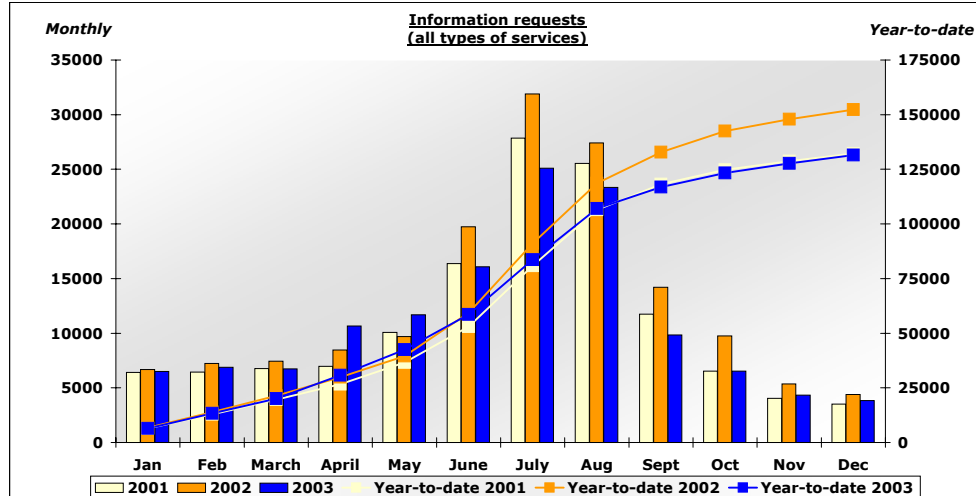
**22,7% decrease in TIC information requests December 2003**

	Telephone assistance			
	2001	2002	2003	% Var
December	763	795	715	-10,1%
Year-to date	20 831	18 347	15 084	-17,8%

	Shipping and answers by mail			
	2001	2002	2003	% Var
December	745	1 176	1 062	-9,7%
Year-to date	15 281	31 241	27 594	-11,7%

	Answers by Email			
	2001	2002	2003	% Var
December	637	932	899	-3,5%
Year-to date	13 773	19 527	20 339	4,2%

	Service sales (lodging reservations and service provision)			
	2001	2002	2003	% Var
December	34	49	34	-30,6%
Year-to date	4 428	5 338	4 150	-22,3%



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

December 2003 / December 2002

**-13,0%**

Year-to-date 2003 /  
Year-to-date 2002

**-13,6%**

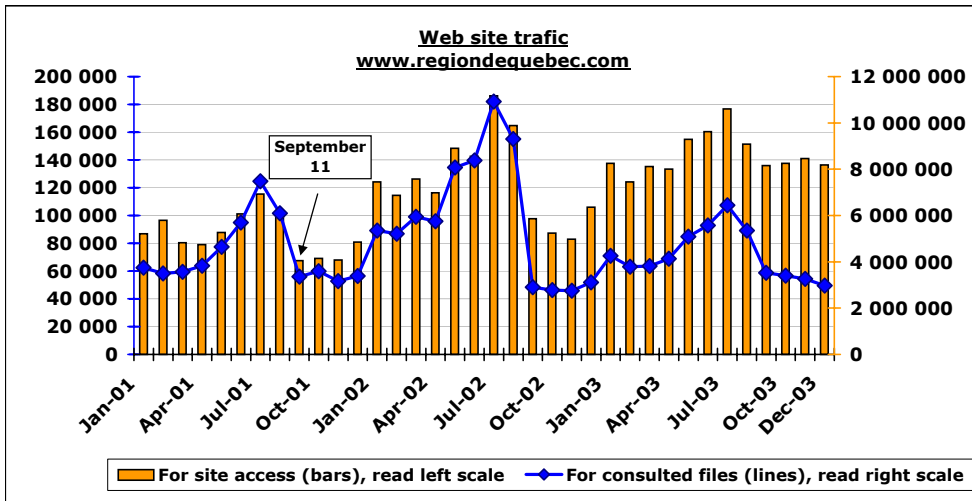
Source : TIC Survey, QC&A TCB

**QUÉBEC CITY AND AREA TOURISM AND CONVENTION BUREAU WEB SITE**  
[www.regiondequebec.com](http://www.regiondequebec.com)



	Number of user accesses				Number of files consulted			
	2001	2002	2003	% Var	2001	2002	2003	% Var
January	86 759	124 124	137 536	10,8%	3 740 896	5 343 848	4 256 357	-20,4%
February	96 554	114 603	124 120	8,3%	3 493 602	5 218 652	3 793 283	-27,3%
March	80 384	126 363	135 333	7,1%	3 570 935	5 945 010	3 818 622	-35,8%
April	78 961	116 299	133 316	14,6%	3 830 852	5 748 025	4 139 754	-28,0%
May	87 680	148 339	154 831	4,4%	4 638 703	8 078 568	5 081 968	-37,1%
June	101 055	142 541	160 375	12,5%	5 699 865	8 375 941	5 564 977	-33,6%
July	115 524	186 274	176 668	-5,2%	7 479 458	10 916 473	6 446 699	-40,9%
August	100 358	164 758	151 325	-8,2%	6 091 237	9 300 457	5 343 856	-42,5%
September	67 436	97 624	135 998	39,3%	3 356 848	2 898 878	3 519 660	21,4%
October	69 210	87 395	137 630	57,5%	3 597 066	2 780 244	3 406 568	22,5%
November	67 904	83 048	140 970	69,7%	3 172 235	2 745 814	3 269 508	19,1%
December	80 804	106 093	136 436	28,6%	3 385 276	3 111 140	2 972 167	-4,5%
Year-to-date	1 032 629	1 497 461	1 724 538	15,2%	52 056 973	70 463 050	51 613 419	-26,8%

Source : QC&A TCB, Statistics Server



**WEB SITE USER ACCESSES**

**DECEMBER: 28,6% INCREASE**  
**YEAR-TO-DATE: 15,2% INCREASE**

**IMPORTANT**

Please note that the Web site was entirely renewed in September 2002 and that data's compiling method was modified.

**Ratio**  
**files consulted / access to site**

	December	Year-to-date
2002 :	29 files	47 files
2003 :	22 files	30 files

**OVERVIEW OF CONFIRMED CONVENTIONS AND EVENTS FOR 2003 AND 2004**

Partial data on confirmed conventions with 50 delegates or more as of January 12, 2004

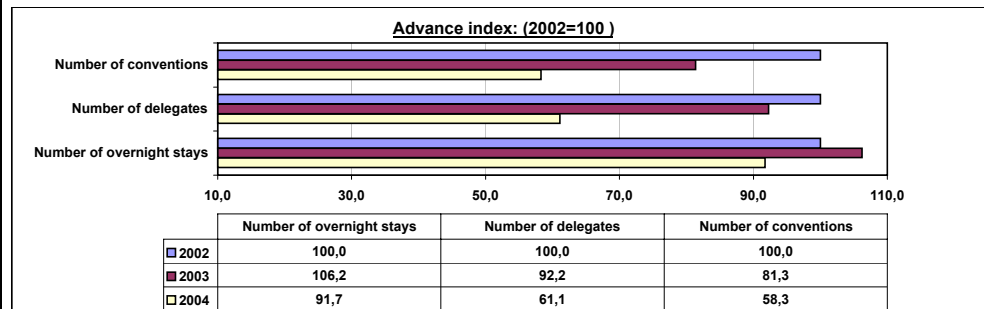
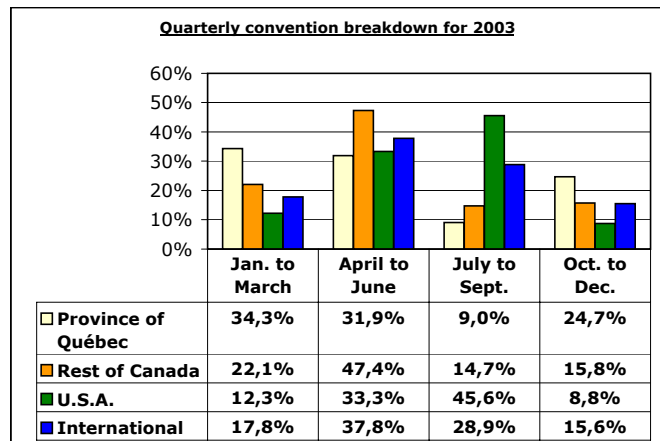
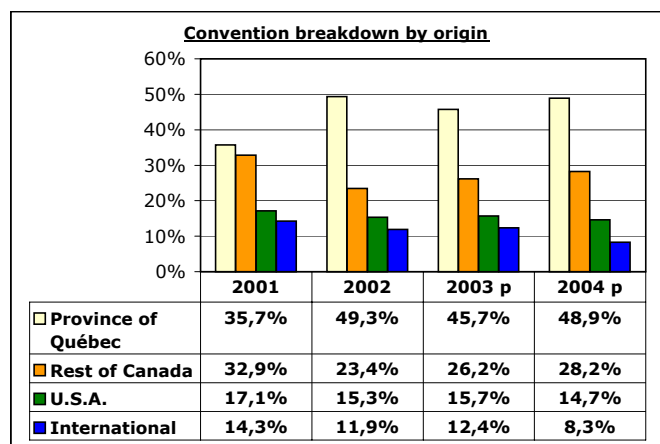
**CAUTION**

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	2000	2001	2002	partial data	
				2003 p	2004 p
<b>Number of conventions</b>					
Associations	246	231	235	203	151
Companies	60	88	90	62	43
Others	54	57	61	49	31
<b>Sub-total convention</b>	<b>360</b>	<b>376</b>	<b>386</b>	<b>314</b>	<b>225</b>
Events	53	38	58	49	41
<b>Total</b>	<b>413</b>	<b>414</b>	<b>444</b>	<b>363</b>	<b>266</b>
<b>Average length (days)</b>	<b>3,3</b>	<b>3,3</b>	<b>3,3</b>	<b>3,5</b>	<b>3,4</b>

Number of delegates					
Associations	83 124	94 902	82 857	82 220	54 637
Companies	23 735	18 674	19 789	13 305	11 460
Others	16 921	11 057	15 123	13 116	5 838
<b>Sub-total convention</b>	<b>123 780</b>	<b>124 633</b>	<b>117 769</b>	<b>108 641</b>	<b>71 935</b>
Events (attendance)	1 130 100	889 585	1 024 365	840 025	413 595
<b>Total</b>	<b>1 253 880</b>	<b>1 014 218</b>	<b>1 142 134</b>	<b>948 666</b>	<b>485 530</b>
<b>Average stay (days)</b>	<b>3,3</b>	<b>3,5</b>	<b>3,2</b>	<b>3,5</b>	<b>3,2</b>

Number of overnight stays					
Associations	125 075	111 778	92 094	104 017	95 182
Companies	20 639	20 149	23 653	25 290	18 141
Others	22 312	43 448	20 216	15 130	11 378
<b>Sub-total convention</b>	<b>168 026</b>	<b>175 375</b>	<b>135 963</b>	<b>144 437</b>	<b>124 701</b>
Events	14 424	18 557	33 090	22 734	14 750
<b>Total</b>	<b>182 450</b>	<b>193 932</b>	<b>169 053</b>	<b>167 171</b>	<b>139 451</b>



**NOTE**

Calculated by dividing the number of conventions for 2003 by the number of conventions for 2002. The same equation can be used for the delegates index and the overnight stays index.

## ECHO tourism STATistics Québec City and Area



### RÉGION'S SOCIOECONOMIC STATISTICS DECEMBER 2003

	Québec City and Area			Province of Québec			Canada		
	Dec. 2002	Dec. 2003	%cha	Dec. 2002	Dec. 2003	%cha	Dec. 2002	Dec. 2003	%cha
<b>Population over 15 years old ('000)</b>	536,8	541,4	0,9%	6 051,7	6 106,7	0,9%	25 087,4	25 403,9	1,3%
<b>Labor force ('000)</b>	338,1	343,2	1,5%	3 934,8	4 022,4	2,2%	16 744,1	17 021,5	1,7%
<b>Employment ('000)</b>	318,7	319,4	0,2%	3 620,3	3 669,3	1,4%	15 548,8	15 834,0	1,8%
<b>Unemployment ('000)</b>	19,4	23,9	23,2%	314,5	353,1	12,3%	1 195,2	1 187,5	-0,6%
<b>Unemployment rate (%)</b>	5,7	7,0	22,8%	8,0	8,8	10,0%	7,1	7,0	-1,4%
<b>Consumer price index (1992=100)</b>	117,6	119,4	1,5%	117,0	118,6	1,4%	120,4	122,8	2,0%

Source : Statistics Canada, CANSIM II

### BRIEF DEMOGRAPHIC PROFILE QUÉBEC CITY AND AREA - 2001

	POPULATION 2001	AREA KM <sup>2</sup>
<b>Québec City</b>	<b>507 995</b>	<b>542,7</b>
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
<b>RCM of La Côte-de-Beaupré</b>	<b>20 984</b>	<b>644,3</b>
<b>RCM of L'Île-d'Orléans</b>	<b>6 779</b>	<b>192,8</b>
<b>RCM of Portneuf</b>	<b>46 050</b>	<b>2512,8</b>
<b>RCM of La Jacques-Cartier</b>	<b>26 459</b>	<b>1508,3</b>

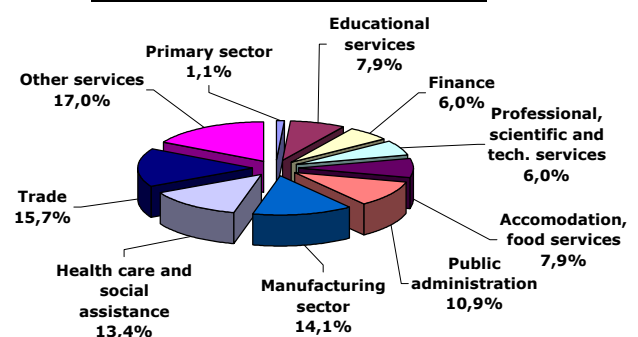
Source : Statistics Canada, 2001 Census

### ROAD DISTANCE TO QUÉBEC CITY AND AREA

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

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
<b>January</b>		
Daily minimum	-17,6	-12,0
Daily maximum	-7,9	-4,3
<b>July</b>		
Daily minimum	13,4	14,2
Daily maximum	25,0	25,4

### PRECIPITATIONS

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

Source : Environment Canada

### Jobs linked to tourist activity in 2001

<b>Direct jobs</b>	<b>22 013</b>
<b>Indirect jobs</b>	<b>7 924</b>
<b>Total</b>	<b>29 937</b>

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 2002**  
 ( Results of this survey are updated annually)

<b>Tourists:</b>	<b>Origin (person-visits)</b>		<b>Total number of nights</b>		<b>Total expenditures (in CDN dollars)</b>	
	'000	%	'000	%	'000 \$	%
Province of Québec	3 725	67,8%	8 061	58,6%	695 661	46,1%
Rest of Canada	681	12,4%	2 179	15,8%	247 470	16,4%
<b>Total-Canada</b>	<b>4 406</b>	<b>80,2%</b>	<b>10 240</b>	<b>74,4%</b>	<b>943 131</b>	<b>62,5%</b>
United States	678	12,3%	1 941	14,1%	381 198	25,2%
Overseas	413	7,5%	1 577	11,5%	185 848	12,3%
<b>Total</b>	<b>5 497</b>	<b>100,0%</b>	<b>13 758</b>	<b>100,0%</b>	<b>1 510 177</b>	<b>100,0%</b>

	<b>Average expenditures per visit</b>	<b>Visit duration (nights)</b>	<b>Average expenditures per night</b>
	\$		\$
Province of Québec	186,77	2,16	86,47
Rest of Canada	363,39	3,20	113,56
<b>Total-Canada</b>	<b>214,02</b>	<b>2,32</b>	<b>92,25</b>
United States	562,62	2,86	196,39 \$
Overseas	450,73	3,82	117,83 \$
<b>Total</b>	<b>275,93</b>	<b>2,50</b>	<b>110,37</b>

<b>Same-day visitors</b>	<b>Origin (person-visits)</b>		<b>Total expenditures (in CDN dollars)</b>	
	'000	%	'000 \$	%
Province of Québec	3 428	95,3%	181 786	97,7%
Rest of Canada	28	0,8%	3 115	1,6%
<b>Total-Canada</b>	<b>3 456</b>	<b>96,1%</b>	<b>184 901</b>	<b>99,3%</b>
United States	86	2,4%	1 227	0,7%
Overseas	54	1,5%	n/d	
<b>Total</b>	<b>3 596</b>	<b>100,0%</b>	<b>186 128</b>	<b>100,0%</b>
<b>Visitors:</b>	<b>9 093</b>	<b>100,0%</b>	<b>1 696 305</b>	<b>100,0%</b>

**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 2002 Project (special QC&A TCB compilation)**

**OVERVIEW OF TOURISTS WHO VISITED THE QUÉBEC CITY AND AREA IN 2002 (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	24.1	21.5	38.0	16.4
Rest of Canada	19.8	17.8	47.1	15.3
<b>Total-Canada</b>	<b>23.4</b>	<b>20.9</b>	<b>39.4</b>	<b>16.3</b>
United States	13.6	23.5	43.3	19.6
Overseas	9.9	21.6	56.4	12.1
<b>Total</b>	<b>21.2</b>	<b>21.3</b>	<b>41.1</b>	<b>16.4</b>

**Primary Purpose of trip**

	Pleasure	Business	Visiting friends or relatives	Others
	%	%	%	%
Province of Québec	38.1	13.9	39.2	8.8
Rest of Canada	58.3	12.3	25.9	3.5
<b>Total-Canada</b>	<b>41.3</b>	<b>13.7</b>	<b>37.1</b>	<b>7.9</b>
United States	80.3	9.4	5.9	4.4
Overseas	68.7	10.9	17.5	2.9
<b>Total</b>	<b>48.1</b>	<b>12.6</b>	<b>31.8</b>	<b>7.5</b>

**Accommodation**

	Commercial	Private	Not specified
	%	%	%
Province of Québec	39.2	55.3	5.5
Rest of Canada	67.9	27.7	4.4
<b>Total-Canada</b>	<b>43.7</b>	<b>51.0</b>	<b>5.3</b>
United States	89.8	3.2	7.0
Overseas	74.9	10.0	15.1
<b>Total</b>	<b>52.5</b>	<b>39.6</b>	<b>7.9</b>

Source : Statistics Canada, CITIES 2002 Project (special QC&A TCB compilation)

**ECHO tourism STATistics**  
**Québec City and Area**



**OVERVIEW OF TOURISTS WHO VISITED THE QUÉBEC CITY AND AREA IN 2002 (cont.)**  
 ( Results of this survey are updated annually)

	<u>Average expenditures</u>					
	Accommodation		Food & beverage		Vehicule operation (incl. rental)	
	\$	%	\$	%	\$	%
Province of Québec	47,72 \$	25,6%	56,14 \$	30,1%	34,02 \$	18,2%
Rest of Canada	120,83 \$	33,3%	110,10 \$	30,3%	49,55 \$	13,6%
<b>Total-Canada</b>	<b>59,01 \$</b>	<b>27,6%</b>	<b>64,47 \$</b>	<b>30,1%</b>	<b>36,41 \$</b>	<b>17,0%</b>
United States	272,95 \$	48,5%	128,19 \$	22,8%	44,01 \$	7,8%
Overseas	159,35 \$	35,4%	99,05 \$	22,0%	70,93 \$	15,7%
<b>Total</b>	<b>94,11 \$</b>	<b>34,1%</b>	<b>74,91 \$</b>	<b>27,1%</b>	<b>39,93 \$</b>	<b>14,5%</b>
<b>Total - pleasure</b>	<b>124,36 \$</b>	<b>36,7%</b>	<b>88,65 \$</b>	<b>26,2%</b>	<b>39,82 \$</b>	<b>11,8%</b>
<b>Total - business</b>	<b>201,70 \$</b>	<b>45,4%</b>	<b>134,86 \$</b>	<b>30,3%</b>	<b>62,68 \$</b>	<b>14,1%</b>
<b>Total - visiting friends/relative</b>	<b>14,84 \$</b>	<b>11,5%</b>	<b>34,61 \$</b>	<b>26,7%</b>	<b>30,07 \$</b>	<b>23,2%</b>

	Recreation & entertainment		Others		TOTAL	
	\$	%	\$	%	\$	%
	Province of Québec	18,61 \$	10,0%	30,28 \$	16,2%	186,77 \$
Rest of Canada	25,76 \$	7,1%	57,15 \$	15,7%	363,39 \$	100,0%
<b>Total-Canada</b>	<b>19,71 \$</b>	<b>9,2%</b>	<b>34,42 \$</b>	<b>16,1%</b>	<b>214,02 \$</b>	<b>100,0%</b>
United States	42,82 \$	7,6%	74,65 \$	13,3%	562,62 \$	100,0%
Overseas	36,02 \$	8,0%	85,38 \$	18,9%	450,73 \$	100,0%
<b>Total</b>	<b>23,78 \$</b>	<b>8,6%</b>	<b>43,20 \$</b>	<b>15,7%</b>	<b>275,93 \$</b>	<b>100,0%</b>
<b>Total - pleasure</b>	<b>33,95 \$</b>	<b>10,0%</b>	<b>52,10 \$</b>	<b>15,4%</b>	<b>338,88 \$</b>	<b>100,0%</b>
<b>Total - business</b>	<b>11,99 \$</b>	<b>2,7%</b>	<b>33,15 \$</b>	<b>7,5%</b>	<b>444,38 \$</b>	<b>100,0%</b>
<b>Total - visiting friends/relative</b>	<b>13,07 \$</b>	<b>10,1%</b>	<b>36,82 \$</b>	<b>28,5%</b>	<b>129,41 \$</b>	<b>100,0%</b>

	<u>Leading tourist activities (total &gt; 100%)</u>			
	Visiting friends or relatives	Shopping	Sightseeing	Visiting national or provincial parks
	%	%	%	%
Province of Québec	51.1	40.4	28.5	8.1
Rest of Canada	38.9	56.2	63.3	33.8
<b>Total-Canada</b>	<b>49.2</b>	<b>42.8</b>	<b>33.8</b>	<b>12.0</b>
United States	12.7	82.2	86.3	34.7
Overseas	46.2	91.8	86.2	63.4
<b>Total</b>	<b>54.5</b>	<b>51.4</b>	<b>44.2</b>	<b>18.7</b>

	Sports/outdoor activities	Nightlife	Visiting zoo, aquarium or botanical gardens
	%	%	%
	Province of Québec	35.5	16.1
Rest of Canada	38.0	25.3	10.6
<b>Total-Canada</b>	<b>35.9</b>	<b>17.5</b>	<b>4.3</b>
United States	25.7	28.2	14.9
Overseas	32.2	33.9	39.0
<b>Total</b>	<b>34.3</b>	<b>20.1</b>	<b>8.2</b>

Source : Statistics Canada, CITIES 2002 Project (special QC&A TCB compilation)

**OVERVIEW OF TOURISTS WHO VISITED THE QUÉBEC CITY AND AREA IN 2002 (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	897	77,0%	800	68,4%	1 416	62,5%
Rest of Canada	135	11,6%	121	10,4%	321	14,2%
<b>Total-Canada</b>	<b>1032</b>	<b>88,6%</b>	<b>921</b>	<b>78,8%</b>	<b>1737</b>	<b>76,7%</b>
United States	92	7,9%	159	13,6%	294	13,0%
Overseas	41	3,5%	89	7,6%	233	10,3%
<b>Total</b>	<b>1165</b>	<b>100,0%</b>	<b>1169</b>	<b>100,0%</b>	<b>2264</b>	<b>100,0%</b>

	IV (fall)		TOTAL	
	('000)	%	('000)	%
Province of Québec	612	68,1%	3 725	67,8%
Rest of Canada	104	11,6%	681	12,4%
<b>Total-Canada</b>	<b>716</b>	<b>79,6%</b>	<b>4 406</b>	<b>80,2%</b>
United States	133	14,8%	678	12,3%
Overseas	50	5,6%	413	7,5%
<b>Total</b>	<b>899</b>	<b>100,0%</b>	<b>5 497</b>	<b>100,0%</b>

**Visit Quarter by origin (person-visits) - 1997-2002 comparative**

	I (winter)		II (spring)		III (summer)	
	('000)	%	('000)	%	('000)	%
1997	655	19,8%	580	17,5%	1 438	43,4%
1998	590	16,4%	684	19,0%	1 626	45,2%
1999	613	17,0%	787	21,9%	1 511	42,0%
2001	762	20,1%	957	25,2%	1 276	33,6%
<b>2002</b>	<b>1 165</b>	<b>21,2%</b>	<b>1 169</b>	<b>21,3%</b>	<b>2 264</b>	<b>41,1%</b>

	IV (fall)		TOTAL	
	('000)	%	('000)	%
1 996	639	19,3%	3 312	100,0%
1 997	696	19,4%	3 596	100,0%
1 998	689	19,1%	3 600	100,0%
1 999	801	21,1%	3 796	100,0%
<b>2 001</b>	<b>899</b>	<b>16,4%</b>	<b>5 497</b>	<b>100,0%</b>