



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

*Performance Report on Québec City  
Tourist Industry*

**DECEMBER 2006  
YEAR 2006**



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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 2006

**FIFTH CONSECUTIVE INCREASE IN AGREGATE INDEX IN DECEMBER, IN SPITE OF A SIGNIFICANT SUMMER DECREASE IN TOURIST ACTIVITY, AGREGATE INDEX CLOSE THE YEAR AT THE SAME LEVEL THAN LAST YEAR**

	2004	2005	2006	
	Index (*)	Index (*)	Index (*)	% Change
<b>Total tourist activity - aggregate index (**)</b>				
December	97,2	96,9	102,7	↑ 6,0%
Annual	99,1	98,1	98,1	= 0,0%
<i>Lodging - room occupancy evolution index</i>				
December	100,9	98,4	106,4	↑ 8,1%
Annual	100,7	101,9	101,9	= 0,0%
<i>Sites and attractions - admissions evolution index</i>				
December	109,0	115,7	113,3	↓ -2,1%
Annual	100,8	100,1	95,8	↓ -4,3%
<i>Retail stores - transactions evolution index</i>				
December	89,6	88,5	92,0	↗ 4,0%
Annual	100,8	92,7	96,4	↗ 4,0%
<i>Restaurant indus. - meals served evolution index</i>				
December	91,1	91,6	97,8	↑ 6,8%
Annual	96,0	94,2	94,4	↗ 0,2%
	<b>Request</b>	<b>Request</b>	<b>Request</b>	<b>% Change</b>
<b>QCT information centres - at-the-counter information request</b>				
December	1 138	986	1 174	↑ 19,1%
Annual	60 164	58 924	62 123	↑ 5,4%

(\*) 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:**

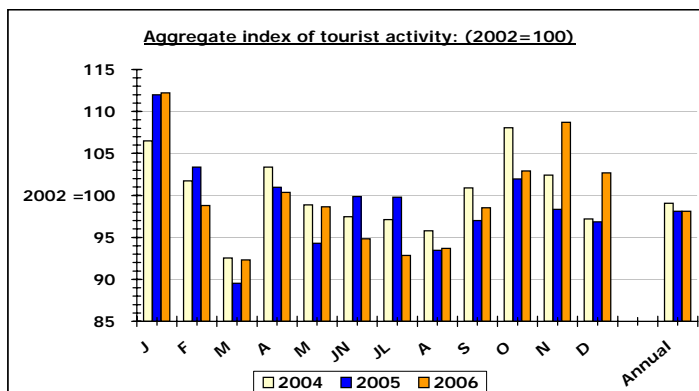
- Leading monthly statistics on the hotel industry and bed and breakfast.
- Enplaned passengers index at Jean-Lesage international Airport.
- A forecast of upcoming events and conventions held in the region.
- Socio-economic and demographic information on the region.
- A short profile of the tourists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

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

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

**MONTHLY TOURISM PERFORMANCE INDICATORS ( 2002 = 100)**  
**DECEMBER 2006**

	2 004	2 005	2 006	
	Index	Index	Index	% Var.
<b>TOTAL TOURIST ACTIVITY</b>				
<i>Aggregate index of tourist activity (1)</i>				
January	106,5	112,0	112,2	0,2%
February	101,7	103,4	98,8	-4,4%
March	92,6	89,5	92,3	3,1%
April	103,4	101,0	100,4	-0,6%
May	98,9	94,3	98,7	4,6%
June	97,5	99,9	94,8	-5,1%
July	97,1	99,8	92,9	-6,9%
August	95,8	93,5	93,7	0,2%
September	100,9	97,0	98,5	1,6%
October	108,1	102,0	102,9	1,0%
November	102,4	98,3	108,7	10,6%
<b>December</b>	<b>97,2</b>	<b>96,9</b>	<b>102,7</b>	<b>6,0%</b>
<b>Annual</b>	<b>99,1</b>	<b>98,1</b>	<b>98,1</b>	<b>0,0%</b>



(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.

<b>LODGING</b>				
<i>Room occupancy evolution index (2)</i>				
<b>4 to 39 rooms</b>				
December	85,8	79,9	94,8	18,6%
Annual	97,9	94,9	96,5	1,7%
<b>40 to 199 rooms</b>				
December	100,7	99,0	109,8	10,9%
Annual	103,3	104,7	106,3	1,5%
<b>200 rooms or more</b>				
December	107,4	105,2	106,1	0,9%
Annual	98,1	100,4	98,5	-1,9%
<b>Total</b>				
January	112,1	122,7	119,6	-2,5%
February	93,7	102,0	101,7	-0,3%
March	94,0	92,0	94,4	2,6%
April	101,4	111,3	103,0	-7,5%
May	98,6	98,5	106,7	8,3%
June	97,6	103,2	98,6	-4,5%
July	98,7	101,1	94,1	-6,9%
August	95,1	94,2	95,2	1,1%
September	102,1	98,2	100,5	2,3%
October	112,1	106,7	106,8	0,1%
November	108,8	110,4	115,3	4,4%
<b>December</b>	<b>100,9</b>	<b>98,4</b>	<b>106,4</b>	<b>8,1%</b>
<b>Annual</b>	<b>100,7</b>	<b>101,9</b>	<b>101,9</b>	<b>0,0%</b>

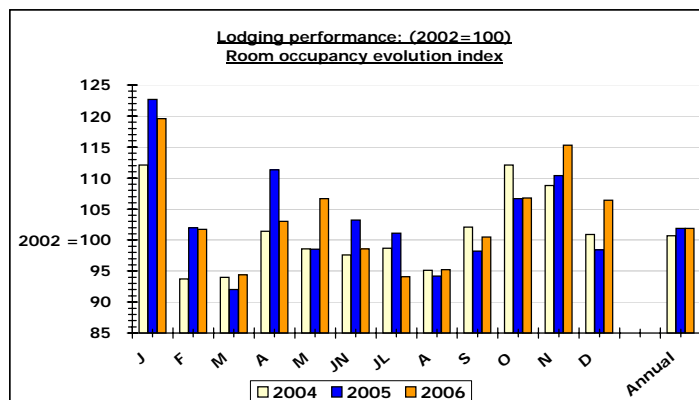
**IN BRIEF**

**AGGREGATE INDEX OF TOURIST ACTIVITY**

**DECEMBER: 6 POINT INCREASE**  
**YEAR TO DATE: NO CHANGE**

**LODGING**

**DECEMBER: 8 POINT INCREASE**  
**YEAR-TO-DATE: NO CHANGE**



(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 2006 (cont.)**

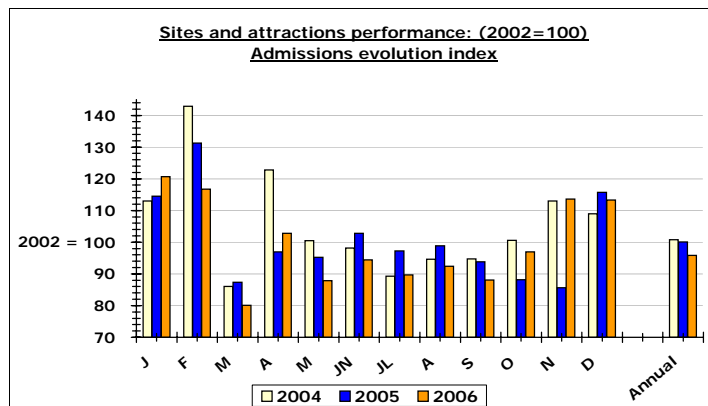
	2 004	2 005	2 006	
	Index	Index	Index	% Var.
<b>SITES AND ATTRACTIONS</b>				
<i>Admissions evolution index (1)</i>				
<b>Indoor activities</b>				
December	87,9	99,2	112,6	13,5%
Annual	97,0	93,3	88,6	-5,0%
<b>Outdoor activities</b>				
December	128,9	131,3	114,0	-13,2%
Annual	104,7	107,0	103,0	-3,7%
<b>Total</b>				
January	113,0	114,5	120,7	5,4%
February	142,9	131,3	116,7	-11,1%
March	86,1	87,4	80,1	-8,4%
April	122,8	97,0	102,8	6,0%
May	100,5	95,2	87,9	-7,7%
June	98,2	102,8	94,4	-8,2%
July	89,3	97,3	89,7	-7,8%
August	94,6	98,9	92,4	-6,6%
September	94,7	93,8	88,1	-6,1%
October	100,6	88,2	97,0	10,0%
November	113,0	85,6	113,6	32,7%
<b>December</b>	<b>109,0</b>	<b>115,7</b>	<b>113,3</b>	<b>-2,1%</b>
<b>Annual</b>	<b>100,8</b>	<b>100,1</b>	<b>95,8</b>	<b>-4,3%</b>

<b>BOUTIQUES/RETAIL STORES</b>				
<i>Transactions evolution index (2)</i>				
January	116,7	113,3	115,5	2,0%
February	118,3	102,1	105,8	3,7%
March	112,6	101,3	100,8	-0,5%
April	120,0	98,0	114,2	16,6%
May	110,6	95,5	102,4	7,3%
June	101,8	95,0	86,8	-8,6%
July	102,4	100,3	94,7	-5,6%
August	103,8	92,8	101,4	9,2%
September	96,2	86,3	95,6	10,8%
October	96,1	88,0	90,9	3,2%
November	89,1	84,3	93,4	10,8%
<b>December</b>	<b>89,6</b>	<b>88,5</b>	<b>92,0</b>	<b>4,0%</b>
<b>Annual</b>	<b>100,8</b>	<b>92,7</b>	<b>96,4</b>	<b>4,0%</b>

**IN BRIEF**

**SITES AND ATTRACTIONS**

**DECEMBER: 2 POINT DECREASE**  
**YEAR-TO-DATE: 4 POINT DECREASE**

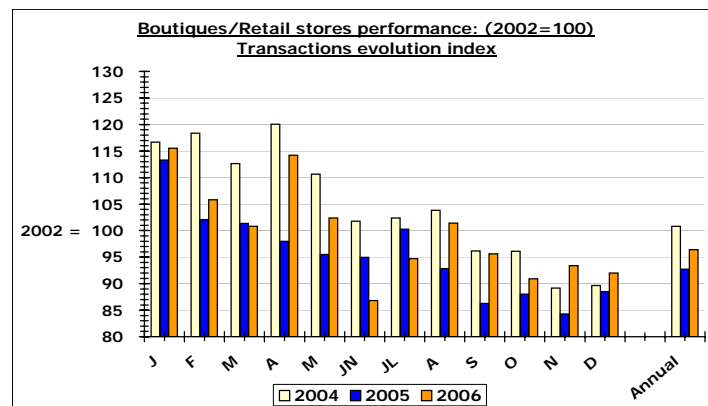


(1) Based on the number of paying and non-paying entrance fees taken from 38 regional sites and attractions. The index enables measuring monthly and seasonal attendance variations.

**IN BRIEF**

**BOUTIQUES/RETAIL STORES**

**DECEMBER: 4 POINT INCREASE**  
**YEAR-TO-DATE: 4 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 2006 (cont.)**

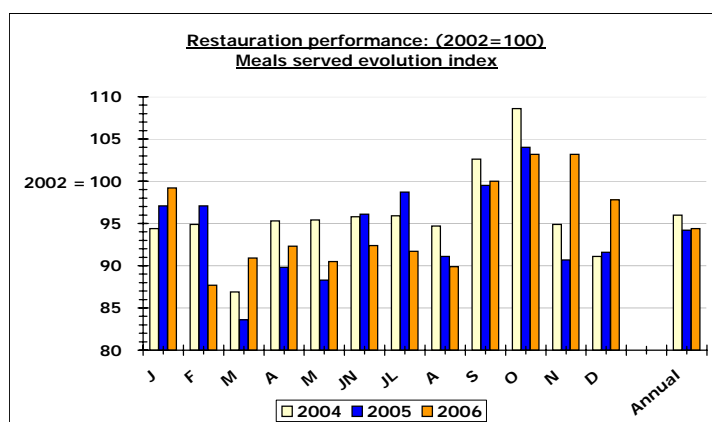
	2 004	2 005	2 006	
	Index	Index	Index	% Var.
<b>RESTAURANT INDUSTRY</b>				
<i>Meals served evolution index (1)</i>				
<b>Restaurants - 1 to 99 seats</b>				
December	98,1	85,9	82,5	-4,0%
Annual	94,0	87,9	78,6	-10,6%
<b>Restaurants - 100 seats or more</b>				
December	90,7	92,0	98,7	7,3%
Annual	96,1	94,6	95,5	1,0%
<b>Total</b>				
January	94,4	97,1	99,2	2,2%
February	94,9	97,1	87,7	-9,7%
March	86,9	83,6	90,9	8,7%
April	95,3	89,8	92,3	2,8%
May	95,4	88,3	90,5	2,5%
June	95,8	96,1	92,4	-3,9%
July	95,9	98,7	91,7	-7,1%
August	94,7	91,1	89,9	-1,3%
September	102,6	99,5	100,0	0,5%
October	108,6	104,0	103,2	-0,8%
November	94,9	90,7	103,2	13,8%
<b>December</b>	<b>91,1</b>	<b>91,6</b>	<b>97,8</b>	<b>6,8%</b>
<b>Annual</b>	<b>96,0</b>	<b>94,2</b>	<b>94,4</b>	<b>0,2%</b>

<b>BED &amp; BREAKFAST</b>				
<i>Occupancy rate evolution (1)</i>				
January	16,6	21,9	15,8	-27,9%
February	34,3	39,7	31,4	-20,9%
March	23,7	25,7	22,9	-10,9%
April	29,8	20,9	18,9	-9,6%
May	38,7	38,8	38,2	-1,5%
June	47,8	57,2	44,0	-23,1%
July	86,2	75,3	67,2	-10,8%
August	87,5	79,2	73,8	-6,8%
September	63,9	54,2	53,9	-0,6%
October	50,5	40,8	39,2	-3,9%
November	27,1	12,5	17,7	41,6%
<b>December</b>	<b>26,3</b>	<b>23,8</b>	<b>28,0</b>	<b>17,6%</b>
<b>Annual</b>	<b>45,6</b>	<b>42,4</b>	<b>38,9</b>	<b>-8,3%</b>

**IN BRIEF**

**RESTAURANT INDUSTRY**

**DECEMBER: 7 POINT INCREASE**  
**YEAR-TO-DATE: 0.2 POINT INCREASE**

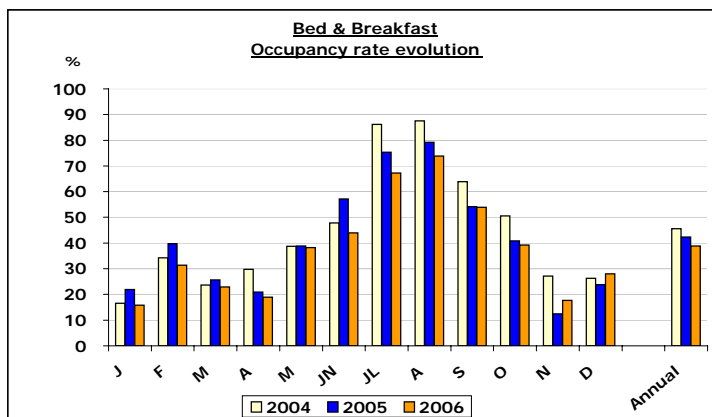


(1) Based on the number of meals served in 35 restaurants of the region. The index enables measuring the monthly and seasonal variations of clients.

**IN BRIEF**

**BED & BREAKFAST**

**DECEMBER: 18 POINT INCREASE**  
**YEAR-TO-DATE: 8 POINT DECREASE**



(1) Based on occupancy rate of 15 Bed & Breakfast of the region.

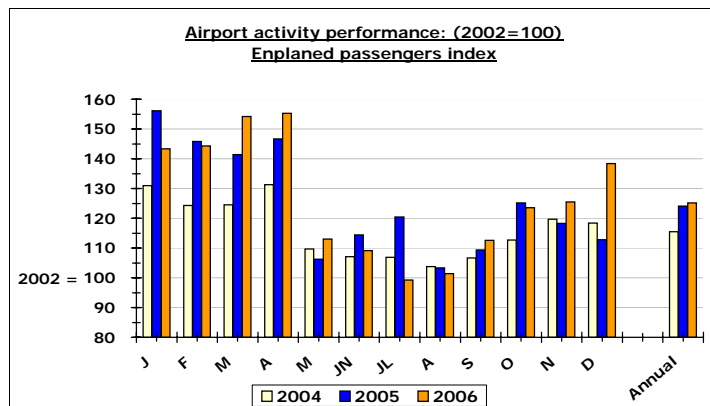
**MONTHLY TOURISM PERFORMANCE INDICATORS ( 2002 = 100 )**  
**DECEMBER 2006 (end)**

	2 004	2 005	2 006	
	Index	Index	Index	% Var.
<b>JEAN-LESAGE INTERNATIONAL AIRPORT</b>				
<i>Enplaned passengers index</i>				
<b>Domestic flights</b>				
December	114,6	109,5	111,8	2,1%
Annual	109,6	108,1	104,2	-3,6%
<b>Transborder and international flights</b>				
December	128,4	121,7	210,1	72,6%
Annual	141,8	195,3	218,8	12,0%
<b>Total</b>				
January	130,9	156,1	143,3	-8,2%
February	124,3	145,9	144,3	-1,1%
March	124,5	141,3	154,1	9,1%
April	131,2	146,7	155,2	5,8%
May	109,7	106,3	113,1	6,4%
June	107,1	114,4	109,1	-4,6%
July	106,9	120,4	99,2	-17,6%
August	103,8	103,3	101,4	-1,9%
September	106,7	109,3	112,5	3,0%
October	112,7	125,1	123,6	-1,3%
November	119,7	118,3	125,5	6,1%
<b>December</b>	<b>118,3</b>	<b>112,8</b>	<b>138,3</b>	<b>22,7%</b>
<b>Annual</b>	<b>115,5</b>	<b>124,0</b>	<b>125,2</b>	<b>0,9%</b>

**IN BRIEF**

**JEAN-LESAGE INTERNATIONAL AIRPORT**

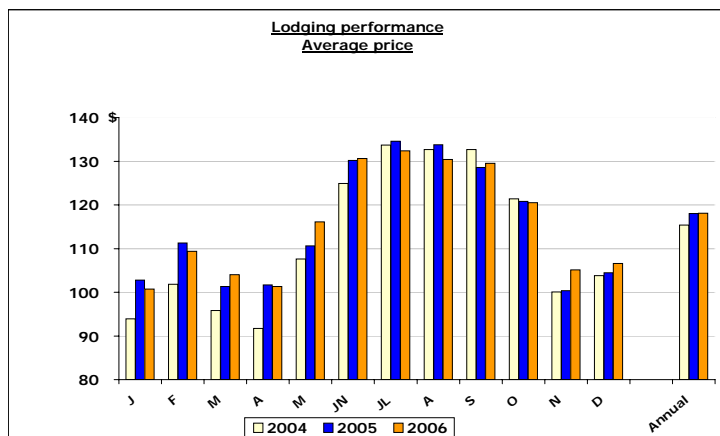
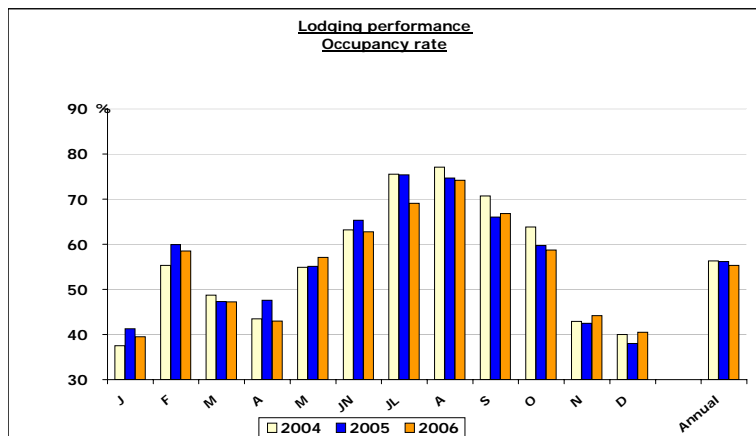
**DECEMBER: 23 POINT INCREASE**  
**YEAR-TO-DATE: 1 POINT INCREASE**



**LODGING STATISTICS - QUÉBEC CITY AND AREA**  
**DECEMBER 2006**

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2004	2005	2006	% Var	2004	2005	2006	% Var	2004	2005	2006	% Var	2004	2005	2006	% Var
January	Available rooms	2 220	2 234	2 227	-0,3%	5 291	5 222	5 433	4,0%	3 912	3 912	3 921	0,2%	11 419	11 366	11 582	1,9%
	Occupancy rate	26,3	32,4	26,7	-17,6%	41,3	41,6	41,3	-0,7%	39,0	49,9	44,2	-11,4%	37,5	41,3	39,5	-4,4%
	Average price	64,00 \$	78,80 \$	73,20 \$	-7,1%	94,60 \$	93,00 \$	97,30 \$	4,6%	105,00 \$	121,10 \$	114,40 \$	-5,5%	93,90 \$	102,80 \$	100,70 \$	-2,0%
February	Available rooms	2 313	2 393	2 340	-2,2%	5 271	5 259	5 541	5,4%	3 912	3 912	3 921	0,2%	11 493	11 562	11 802	2,1%
	Occupancy rate	38,7	38,2	39,3	2,9%	58,9	62,7	60,1	-4,1%	60,8	69,6	67,8	-2,6%	55,3	59,9	58,5	-2,3%
	Average price	73,20 \$	81,30 \$	76,10 \$	-6,4%	97,60 \$	100,30 \$	100,50 \$	0,2%	118,40 \$	134,70 \$	132,10 \$	-1,9%	101,80 \$	111,30 \$	109,40 \$	-1,7%
March	Available rooms	2 314	2 354	2 294	-2,5%	5 131	5 170	5 542	7,2%	3 912	3 912	3 921	0,2%	11 357	11 435	11 756	2,8%
	Occupancy rate	32,3	31,7	30,6	-3,5%	52,1	51,0	48,9	-4,1%	54,0	52,0	54,6	5,0%	48,7	47,3	47,2	-0,2%
	Average price	65,40 \$	75,70 \$	76,20 \$	0,7%	94,60 \$	94,90 \$	100,30 \$	5,7%	108,20 \$	118,90 \$	117,90 \$	-0,8%	95,80 \$	101,30 \$	104,00 \$	2,7%
April	Available rooms	2 326	2 326	2 292	-1,5%	5 098	5 140	5 422	5,5%	3 912	3 912	3 939	0,7%	11 335	11 381	11 652	2,4%
	Occupancy rate	27,7	26,5	26,9	1,5%	46,4	48,2	43,0	-10,8%	49,5	59,0	52,5	-11,0%	43,5	47,6	43,0	-9,7%
	Average price	65,00 \$	62,00 \$	66,70 \$	7,6%	87,00 \$	91,40 \$	94,40 \$	3,3%	107,20 \$	122,60 \$	119,30 \$	-2,7%	91,70 \$	101,70 \$	101,30 \$	-0,4%
May	Available rooms	2 408	2 419	2 459	1,7%	5 214	5 129	5 596	9,1%	3 912	3 921	3 939	0,5%	11 534	11 471	11 990	4,5%
	Occupancy rate	33,1	32,7	35,0	7,0%	55,3	57,7	57,4	-0,5%	67,7	65,5	71,1	8,5%	54,9	55,1	57,1	3,6%
	Average price	71,00 \$	74,40 \$	78,20 \$	5,1%	95,10 \$	99,50 \$	103,60 \$	4,1%	131,80 \$	134,00 \$	143,20 \$	6,9%	107,60 \$	110,60 \$	116,10 \$	5,0%
June	Available rooms	2 512	2 520	2 509	-0,4%	5 235	5 485	5 408	-1,4%	3 912	3 921	3 939	0,5%	11 659	11 925	11 856	-0,6%
	Occupancy rate	42,4	43,3	42,6	-1,6%	65,5	67,2	64,1	-4,6%	73,7	77,0	74,4	-3,4%	63,2	65,3	62,8	-3,8%
	Average price	86,10 \$	84,60 \$	88,60 \$	4,7%	125,30 \$	126,40 \$	124,10 \$	-1,8%	139,10 \$	151,40 \$	155,10 \$	2,4%	124,90 \$	130,20 \$	130,60 \$	0,3%
July	Available rooms	2 605	2 595	2 570	-1,0%	5 242	5 451	5 641	3,5%	3 823	3 921	3 939	0,5%	11 669	11 967	12 149	1,5%
	Occupancy rate	63,7	61,2	57,7	-5,7%	77,1	76,2	68,8	-9,7%	81,5	83,8	77,3	-7,8%	75,5	75,4	69,1	-8,4%
	Average price	100,10 \$	98,40 \$	97,50 \$	-0,9%	128,20 \$	132,30 \$	132,50 \$	0,2%	159,70 \$	155,10 \$	150,00 \$	-3,3%	133,70 \$	134,60 \$	132,40 \$	-1,6%
August	Available rooms	2 536	2 593	2 585	-0,3%	5 254	5 451	5 643	3,5%	3 912	3 921	3 939	0,5%	11 702	11 966	12 166	1,7%
	Occupancy rate	65,1	61,2	62,3	1,8%	79,8	76,0	74,8	-1,6%	81,3	81,7	81,4	-0,4%	77,1	74,7	74,2	-0,7%
	Average price	97,10 \$	98,40 \$	97,40 \$	-1,0%	123,30 \$	128,60 \$	125,50 \$	-2,4%	163,70 \$	157,90 \$	153,80 \$	-2,6%	132,70 \$	133,80 \$	130,40 \$	-2,5%
September	Available rooms	2 497	2 575	2 549	-1,0%	5 224	5 477	5 636	2,9%	3 912	3 921	3 939	0,5%	11 635	11 974	12 121	1,2%
	Occupancy rate	47,7	44,9	46,5	3,6%	73,6	70,3	71,4	1,6%	81,2	73,6	74,1	0,7%	70,7	66,0	66,8	1,2%
	Average price	85,00 \$	86,70 \$	90,70 \$	4,6%	121,10 \$	121,90 \$	122,60 \$	0,6%	163,80 \$	153,90 \$	156,60 \$	1,8%	132,70 \$	128,60 \$	129,50 \$	0,7%
October	Available rooms	2 447	2 455	2 457	0,1%	5 239	5 432	5 623	3,5%	3 912	3 921	3 939	0,5%	11 600	11 810	12 018	1,8%
	Occupancy rate	41,6	36,9	39,1	6,0%	63,7	60,7	60,6	-0,2%	77,5	72,4	68,2	-5,8%	63,8	59,7	58,7	-1,7%
	Average price	78,00 \$	79,50 \$	83,10 \$	4,5%	104,00 \$	108,50 \$	106,50 \$	-1,8%	154,70 \$	148,00 \$	151,60 \$	2,4%	121,40 \$	120,80 \$	120,50 \$	-0,2%
November	Available rooms	2 197	2 253	2 277	1,1%	5 279	5 487	5 495	0,1%	3 912	3 921	3 939	0,5%	11 382	11 660	11 712	0,4%
	Occupancy rate	24,8	25,0	26,3	5,2%	42,8	41,8	44,9	7,4%	53,4	53,4	53,5	0,2%	42,9	42,5	44,2	4,0%
	Average price	63,80 \$	61,30 \$	67,30 \$	9,8%	89,70 \$	93,80 \$	97,70 \$	4,2%	121,10 \$	118,10 \$	124,20 \$	5,2%	100,10 \$	100,40 \$	105,10 \$	4,7%
<b>December</b>	<b>Available rooms</b>	<b>2 237</b>	<b>2 261</b>	<b>2 259</b>	<b>-0,1%</b>	<b>5 218</b>	<b>5 469</b>	<b>5 640</b>	<b>3,1%</b>	<b>3 912</b>	<b>3 921</b>	<b>3 941</b>	<b>0,5%</b>	<b>11 365</b>	<b>11 652</b>	<b>11 840</b>	<b>1,6%</b>
	<b>Occupancy rate</b>	<b>27,6</b>	<b>25,4</b>	<b>30,2</b>	<b>18,9%</b>	<b>42,9</b>	<b>40,2</b>	<b>43,3</b>	<b>7,7%</b>	<b>43,2</b>	<b>42,2</b>	<b>42,3</b>	<b>0,2%</b>	<b>40,0</b>	<b>38,0</b>	<b>40,5</b>	<b>6,6%</b>
	<b>Average price</b>	<b>78,90 \$</b>	<b>81,60 \$</b>	<b>81,00 \$</b>	<b>-0,7%</b>	<b>97,90 \$</b>	<b>101,60 \$</b>	<b>102,00 \$</b>	<b>0,4%</b>	<b>121,30 \$</b>	<b>115,90 \$</b>	<b>123,60 \$</b>	<b>6,6%</b>	<b>103,80 \$</b>	<b>104,50 \$</b>	<b>106,60 \$</b>	<b>2,0%</b>
<b>Annual average</b>	<b>Available rooms</b>	<b>2 385</b>	<b>2 415</b>	<b>2 402</b>	<b>-0,5%</b>	<b>5 225</b>	<b>5 348</b>	<b>5 552</b>	<b>3,8%</b>	<b>3 904</b>	<b>3 918</b>	<b>3 935</b>	<b>0,4%</b>	<b>11 513</b>	<b>11 681</b>	<b>11 888</b>	<b>1,8%</b>
	<b>Occupancy rate</b>	<b>39,9</b>	<b>38,4</b>	<b>39,2</b>	<b>2,1%</b>	<b>58,3</b>	<b>57,9</b>	<b>56,6</b>	<b>-2,2%</b>	<b>63,5</b>	<b>65,0</b>	<b>63,4</b>	<b>-2,5%</b>	<b>56,3</b>	<b>56,2</b>	<b>55,3</b>	<b>-1,6%</b>
	<b>Average price</b>	<b>81,82 \$</b>	<b>83,95 \$</b>	<b>84,69 \$</b>	<b>0,9%</b>	<b>107,86 \$</b>	<b>110,87 \$</b>	<b>111,32 \$</b>	<b>0,4%</b>	<b>137,62 \$</b>	<b>139,01 \$</b>	<b>139,76 \$</b>	<b>0,5%</b>	<b>115,36 \$</b>	<b>118,05 \$</b>	<b>118,10 \$</b>	<b>0,0%</b>

**Québec City and Area**

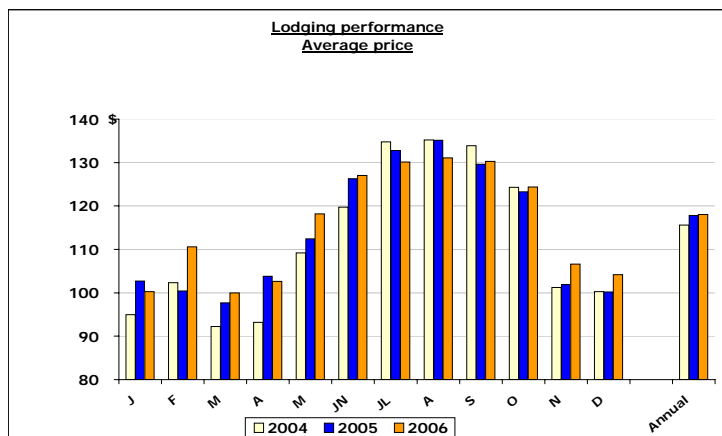
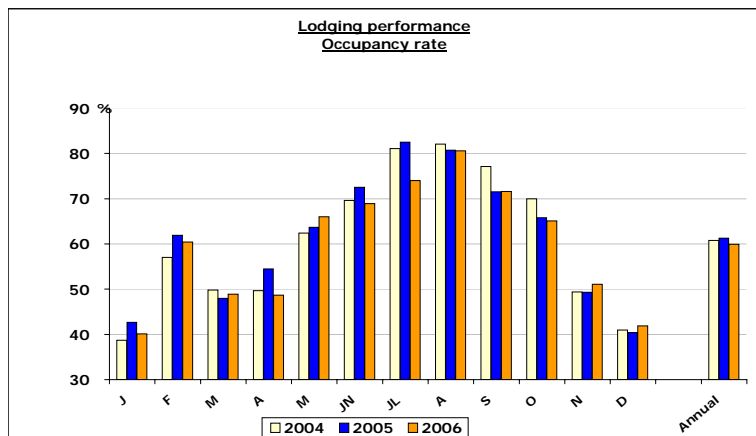




**LODGING STATISTICS - QUÉBEC CITY**  
**DECEMBER 2006**

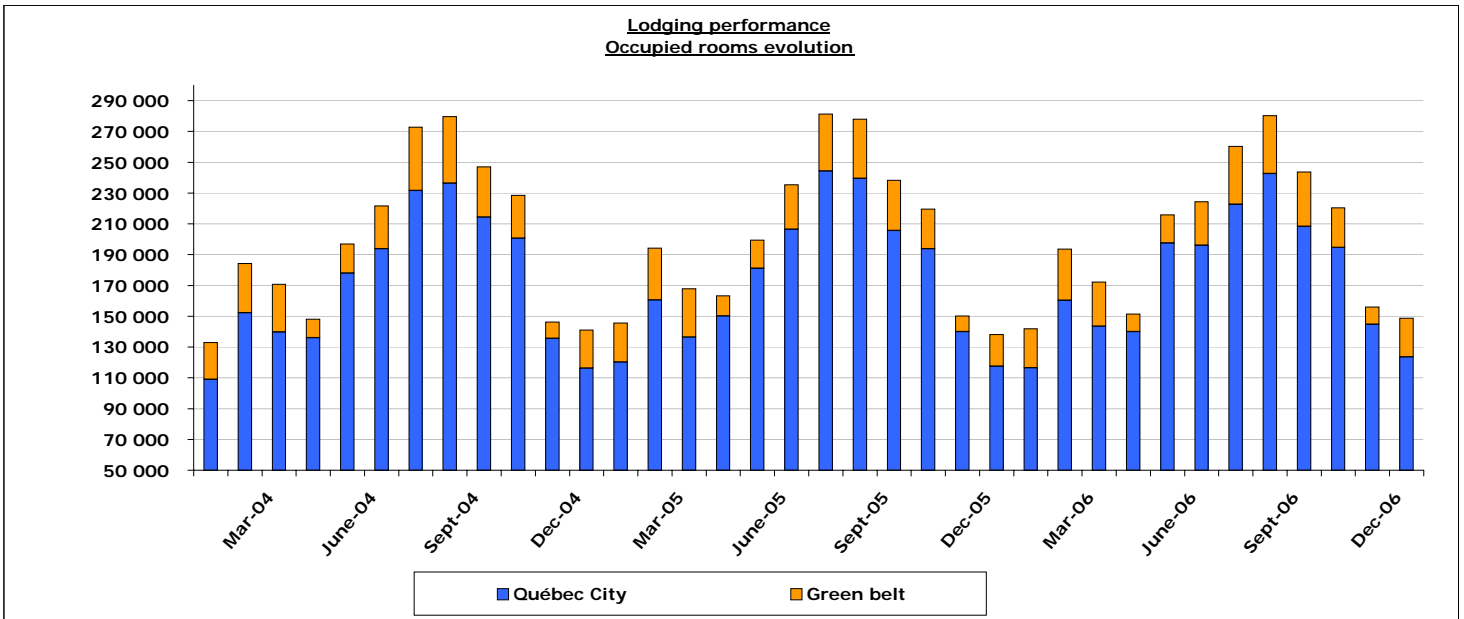
		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2004	2005	2006	% Var	2004	2005	2006	% Var	2004	2005	2006	% Var	2004	2005	2006	% Var
January	Available rooms	1 150	1 187	1 205	1,5%	4 276	4 226	4 485	6,1%	3 672	3 672	3 681	0,2%	9 087	9 080	9 365	3,1%
	Occupancy rate	27,0	26,0	26,7	2,7%	41,7	41,8	40,7	-2,6%	39,8	49,7	44,2	-11,1%	38,7	42,7	40,1	-6,1%
	Average price	58,60 \$	64,40 \$	65,70 \$	2,0%	91,70 \$	91,20 \$	96,30 \$	5,6%	106,60 \$	120,20 \$	111,60 \$	-7,2%	95,00 \$	102,70 \$	100,30 \$	-2,3%
February	Available rooms	1 236	1 343	1 322	-1,6%	4 311	4 239	4 485	5,8%	3 672	3 672	3 681	0,2%	9 215	9 252	9 485	2,5%
	Occupancy rate	37,0	37,9	37,6	-0,8%	59,9	64,3	60,7	-5,6%	60,8	68,6	68,5	-0,1%	57,0	61,9	60,4	-2,4%
	Average price	73,60 \$	77,80 \$	73,30 \$	-5,8%	92,50 \$	97,10 \$	100,00 \$	3,0%	121,40 \$	132,50 \$	129,60 \$	-2,2%	102,30 \$	100,40 \$	110,60 \$	10,2%
March	Available rooms	1 186	1 294	1 295	0,1%	4 206	4 220	4 493	6,5%	3 672	3 672	3 681	0,2%	9 059	9 178	9 465	3,1%
	Occupancy rate	31,5	32,2	33,4	3,7%	52,6	51,9	50,5	-2,7%	52,8	50,7	53,4	5,3%	49,8	48,0	48,9	1,9%
	Average price	60,00 \$	64,30 \$	63,50 \$	-1,2%	89,30 \$	89,50 \$	96,10 \$	7,4%	103,10 \$	114,70 \$	112,40 \$	-2,0%	92,20 \$	97,70 \$	100,00 \$	2,4%
April	Available rooms	1 252	1 297	1 324	2,1%	4 204	4 222	4 572	8,3%	3 672	3 672	3 699	0,7%	9 124	9 187	9 589	4,4%
	Occupancy rate	37,2	33,9	33,1	-2,4%	53,3	55,5	48,6	-12,4%	51,1	61,4	54,7	-10,9%	49,7	54,5	48,7	-10,6%
	Average price	63,00 \$	62,40 \$	66,70 \$	6,9%	86,60 \$	92,80 \$	94,30 \$	1,6%	108,40 \$	123,00 \$	119,60 \$	-2,8%	93,20 \$	103,80 \$	102,60 \$	-1,2%
May	Available rooms	1 312	1 323	1 408	6,4%	4 217	4 165	4 549	9,2%	3 672	3 681	3 699	0,5%	9 200	9 174	9 657	5,3%
	Occupancy rate	45,2	43,4	49,1	13,1%	61,4	65,9	64,0	-2,9%	69,9	68,8	74,8	8,7%	62,4	63,7	66,0	3,6%
	Average price	69,80 \$	76,70 \$	78,70 \$	2,6%	94,00 \$	98,70 \$	102,60 \$	4,0%	133,60 \$	134,60 \$	144,00 \$	7,0%	109,20 \$	112,40 \$	118,20 \$	5,2%
June	Available rooms	1 366	1 355	1 417	4,6%	4 245	4 457	4 361	-2,2%	3 672	3 681	3 699	0,5%	9 283	9 491	9 480	-0,1%
	Occupancy rate	54,0	55,2	54,1	-2,0%	70,4	72,2	67,6	-6,4%	74,8	79,4	76,4	-3,8%	69,6	72,5	68,9	-5,0%
	Average price	81,60 \$	85,90 \$	85,90 \$	0,0%	109,50 \$	111,10 \$	108,90 \$	-2,0%	142,10 \$	153,50 \$	157,30 \$	2,5%	119,70 \$	126,30 \$	127,00 \$	0,6%
July	Available rooms	1 384	1 397	1 424	1,9%	4 245	4 472	4 587	2,6%	3 582	3 681	3 699	0,5%	9 211	9 551	9 711	1,7%
	Occupancy rate	73,4	72,7	65,5	-9,9%	82,5	83,2	72,8	-12,5%	82,5	85,7	79,0	-7,8%	81,1	82,5	74,0	-10,3%
	Average price	104,50 \$	97,60 \$	98,10 \$	0,5%	122,20 \$	121,30 \$	120,80 \$	-0,4%	163,10 \$	158,10 \$	151,90 \$	-3,9%	134,80 \$	132,80 \$	130,10 \$	-2,0%
August	Available rooms	1 356	1 415	1 427	0,8%	4 258	4 472	4 589	2,6%	3 672	3 681	3 699	0,5%	9 286	9 568	9 715	1,5%
	Occupancy rate	75,7	73,2	73,0	-0,3%	84,4	81,2	80,8	-0,5%	82,0	83,1	83,4	0,4%	82,1	80,7	80,6	-0,1%
	Average price	92,40 \$	101,30 \$	100,80 \$	-0,5%	120,80 \$	123,00 \$	119,60 \$	-2,8%	167,90 \$	160,80 \$	155,60 \$	-3,2%	135,20 \$	135,10 \$	131,10 \$	-3,0%
September	Available rooms	1 356	1 411	1 427	1,1%	4 244	4 497	4 581	1,9%	3 672	3 681	3 699	0,5%	9 272	9 589	9 707	1,2%
	Occupancy rate	60,6	55,9	57,0	2,0%	77,9	73,9	74,3	0,5%	82,1	74,8	74,4	-0,5%	77,1	71,5	71,6	0,1%
	Average price	87,40 \$	92,70 \$	89,10 \$	-3,9%	114,10 \$	115,50 \$	115,40 \$	-0,1%	168,00 \$	157,30 \$	161,30 \$	2,5%	133,90 \$	129,60 \$	130,30 \$	0,5%
October	Available rooms	1 341	1 369	1 376	0,5%	4 235	4 452	4 568	2,6%	3 672	3 681	3 699	0,5%	9 246	9 502	9 641	1,5%
	Occupancy rate	51,5	46,6	47,6	2,1%	69,1	65,1	66,1	1,5%	78,2	73,7	70,7	-4,1%	70,0	65,8	65,1	-1,1%
	Average price	83,80 \$	80,90 \$	83,90 \$	3,7%	102,60 \$	107,00 \$	107,30 \$	0,3%	158,40 \$	150,50 \$	154,00 \$	2,3%	124,30 \$	123,30 \$	124,40 \$	0,9%
November	Available rooms	1 224	1 237	1 264	2,2%	4 260	4 547	4 491	-1,2%	3 672	3 681	3 699	0,5%	9 145	9 455	9 448	-0,1%
	Occupancy rate	35,1	35,4	34,6	-2,3%	49,7	48,5	52,3	7,8%	55,3	55,7	55,7	0,0%	49,4	49,3	51,1	3,7%
	Average price	58,70 \$	59,20 \$	71,20 \$	20,3%	89,90 \$	94,10 \$	98,30 \$	4,5%	121,90 \$	119,20 \$	124,90 \$	4,8%	101,20 \$	101,90 \$	106,60 \$	4,6%
<b>December</b>	<b>Available rooms</b>	<b>1 227</b>	<b>1 197</b>	<b>1 201</b>	<b>0,3%</b>	<b>4 261</b>	<b>4 521</b>	<b>4 615</b>	<b>2,1%</b>	<b>3 672</b>	<b>3 681</b>	<b>3 701</b>	<b>0,5%</b>	<b>9 152</b>	<b>9 391</b>	<b>9 502</b>	<b>1,2%</b>
	<b>Occupancy rate</b>	<b>30,5</b>	<b>28,7</b>	<b>33,5</b>	<b>16,7%</b>	<b>43,5</b>	<b>42,0</b>	<b>44,2</b>	<b>5,2%</b>	<b>42,5</b>	<b>42,5</b>	<b>42,2</b>	<b>-0,7%</b>	<b>41,0</b>	<b>40,4</b>	<b>41,9</b>	<b>3,7%</b>
	<b>Average price</b>	<b>62,40 \$</b>	<b>66,70 \$</b>	<b>77,30 \$</b>	<b>15,9%</b>	<b>93,80 \$</b>	<b>97,10 \$</b>	<b>98,50 \$</b>	<b>1,4%</b>	<b>117,00 \$</b>	<b>111,30 \$</b>	<b>120,80 \$</b>	<b>8,5%</b>	<b>100,30 \$</b>	<b>100,20 \$</b>	<b>104,20 \$</b>	<b>4,0%</b>
<b>Annual average</b>	<b>Available rooms</b>	<b>1 283</b>	<b>1 318</b>	<b>1 341</b>	<b>1,7%</b>	<b>4 247</b>	<b>4 375</b>	<b>4 532</b>	<b>3,6%</b>	<b>3 664</b>	<b>3 678</b>	<b>3 695</b>	<b>0,5%</b>	<b>9 190</b>	<b>9 368</b>	<b>9 565</b>	<b>2,1%</b>
	<b>Occupancy rate</b>	<b>47,5</b>	<b>45,9</b>	<b>46,2</b>	<b>0,7%</b>	<b>62,2</b>	<b>62,2</b>	<b>60,2</b>	<b>-3,2%</b>	<b>64,3</b>	<b>66,1</b>	<b>64,8</b>	<b>-2,0%</b>	<b>60,8</b>	<b>61,3</b>	<b>59,9</b>	<b>-2,3%</b>
	<b>Average price</b>	<b>80,32 \$</b>	<b>82,72 \$</b>	<b>83,63 \$</b>	<b>1,1%</b>	<b>103,20 \$</b>	<b>105,74 \$</b>	<b>106,62 \$</b>	<b>0,8%</b>	<b>139,56 \$</b>	<b>139,87 \$</b>	<b>140,37 \$</b>	<b>0,4%</b>	<b>115,63 \$</b>	<b>117,78 \$</b>	<b>118,06 \$</b>	<b>0,2%</b>

**Québec City**



**LODGING STATISTICS - OCCUPIED ROOMS**  
**DECEMBER 2006**

		Québec City				Green belt				Québec City and Area			
		2004	2005	2006	% Var	2004	2005	2006	% Var	2004	2005	2006	% Var
January	Daily	3 517	3 879	3 757	-3,1%	773	819	821	0,2%	4 282	4 691	4 571	-2,6%
	Monthly	109 017	120 258	116 474	-3,1%	23 949	25 400	25 464	0,3%	132 746	145 436	141 712	-2,6%
February	Daily	5 253	5 732	5 725	-0,1%	1 100	1 203	1 189	-1,2%	6 356	6 927	6 907	-0,3%
	Monthly	152 324	160 482	160 306	-0,1%	31 890	33 707	33 294	-1,2%	184 313	193 948	193 403	-0,3%
March	Daily	4 511	4 404	4 627	5,1%	997	1 010	930	-7,9%	5 531	5 410	5 547	2,5%
	Monthly	139 853	136 520	143 422	5,1%	30 898	31 298	28 816	-7,9%	171 457	167 707	171 956	2,5%
April	Daily	4 535	5 005	4 667	-6,8%	403	437	379	-13,3%	4 931	5 417	5 012	-7,5%
	Monthly	136 039	150 127	140 015	-6,7%	12 083	13 115	11 359	-13,4%	147 922	162 497	150 348	-7,5%
May	Daily	5 741	5 843	6 371	9,0%	613	593	590	-0,5%	6 332	6 326	6 850	8,3%
	Monthly	177 965	181 126	197 491	9,0%	18 989	18 391	18 294	-0,5%	196 297	196 097	212 362	8,3%
June	Daily	6 461	6 880	6 535	-5,0%	925	964	944	-2,1%	7 368	7 792	7 446	-4,4%
	Monthly	193 829	206 412	196 035	-5,0%	27 751	28 920	28 334	-2,0%	221 055	233 761	223 368	-4,4%
July	Daily	7 470	7 879	7 185	-8,8%	1 332	1 195	1 209	1,2%	8 810	9 024	8 398	-6,9%
	Monthly	231 574	244 261	222 735	-8,8%	41 299	37 044	37 491	1,2%	273 113	279 745	260 340	-6,9%
August	Daily	7 624	7 726	7 826	1,3%	1 394	1 239	1 213	-2,1%	9 022	8 938	9 031	1,0%
	Monthly	236 338	239 497	242 603	1,3%	43 215	38 403	37 617	-2,0%	279 690	277 091	279 972	1,0%
September	Daily	7 149	6 856	6 948	1,3%	1 087	1 089	1 175	7,9%	8 226	7 907	8 093	2,4%
	Monthly	214 461	205 668	208 448	1,4%	32 623	32 684	35 236	7,8%	246 778	237 199	242 789	2,4%
October	Daily	6 472	6 250	6 276	0,4%	901	836	835	-0,1%	7 401	7 050	7 054	0,1%
	Monthly	200 638	193 751	194 570	0,4%	27 925	25 908	25 886	-0,1%	229 425	218 538	218 666	0,1%
November	Daily	4 518	4 666	4 828	3,5%	358	341	370	8,5%	4 883	4 955	5 177	4,5%
	Monthly	135 529	139 974	144 840	3,5%	10 733	10 234	11 094	8,4%	146 486	148 659	155 302	4,5%
December	Daily	3 752	3 790	3 984	5,1%	794	664	812	22,3%	4 546	4 432	4 792	8,1%
	Monthly	116 322	117 500	123 500	5,1%	24 628	20 596	25 173	22,2%	140 926	137 379	148 549	8,1%
<b>Average annual</b>		<b>5 584</b>	<b>5 743</b>	<b>5 727</b>	<b>-0,3%</b>	<b>890</b>	<b>866</b>	<b>872</b>	<b>0,7%</b>	<b>6 474</b>	<b>6 572</b>	<b>6 573</b>	<b>0,0%</b>
<b>Average annual</b>	<b>Monthly</b>	<b>170 324</b>	<b>174 631</b>	<b>174 203</b>	<b>-0,2%</b>	<b>27 165</b>	<b>26 308</b>	<b>26 505</b>	<b>0,7%</b>	<b>197 517</b>	<b>199 838</b>	<b>199 897</b>	<b>0,0%</b>
<b>Total annual</b>		<b>2 043 889</b>	<b>2 095 576</b>	<b>2 090 439</b>	<b>-0,2%</b>	<b>325 983</b>	<b>315 700</b>	<b>318 058</b>	<b>0,7%</b>	<b>2 370 208</b>	<b>2 398 057</b>	<b>2 398 767</b>	<b>0,0%</b>



**TOURIST INFORMATION CENTRES (TIC)**



?	Services									
	TIC Information request				Number of TIC visitors					
	2004	2005	2006	% Var	2004	2005	2006	% Var	average of visitors per action	
									2005	2006
January	1 160	1 426	1 223	-14,2%	2 515	3 739	2 787	-25,5%	2,6	2,3
February	2 000	2 242	1 739	-22,4%	6 165	6 882	4 789	-30,4%	3,1	2,8
March	1 745	1 997	1 851	-7,3%	4 310	5 692	4 796	-15,7%	2,9	2,6
April	2 340	2 056	2 276	10,7%	6 025	5 256	5 435	3,4%	2,6	2,4
May	3 760	3 288	3 869	17,7%	10 120	7 548	8 897	17,9%	2,3	2,3
June	6 312	6 752	6 346	-6,0%	16 508	18 600	14 951	-19,6%	2,8	2,4
July	15 687	14 973	14 724	-1,7%	47 169	41 780	38 849	-7,0%	2,8	2,6
August	15 540	13 101	15 398	17,5%	49 248	36 399	42 719	17,4%	2,8	2,8
September	5 830	6 184	6 992	13,1%	14 920	15 284	17 168	12,3%	2,5	2,5
October	3 370	4 792	5 296	10,5%	9 240	11 567	12 039	4,1%	2,4	2,3
November	1 282	1 127	1 235	9,6%	3 081	2 528	2 680	6,0%	2,2	2,2
December	1 138	986	1 174	19,1%	2 929	2 400	3 079	28,3%	2,4	2,6
<b>Total</b>	<b>60 164</b>	<b>58 924</b>	<b>62 123</b>	<b>5,4%</b>	<b>172 230</b>	<b>157 675</b>	<b>158 189</b>	<b>0,3%</b>	<b>2,7</b>	<b>2,5</b>

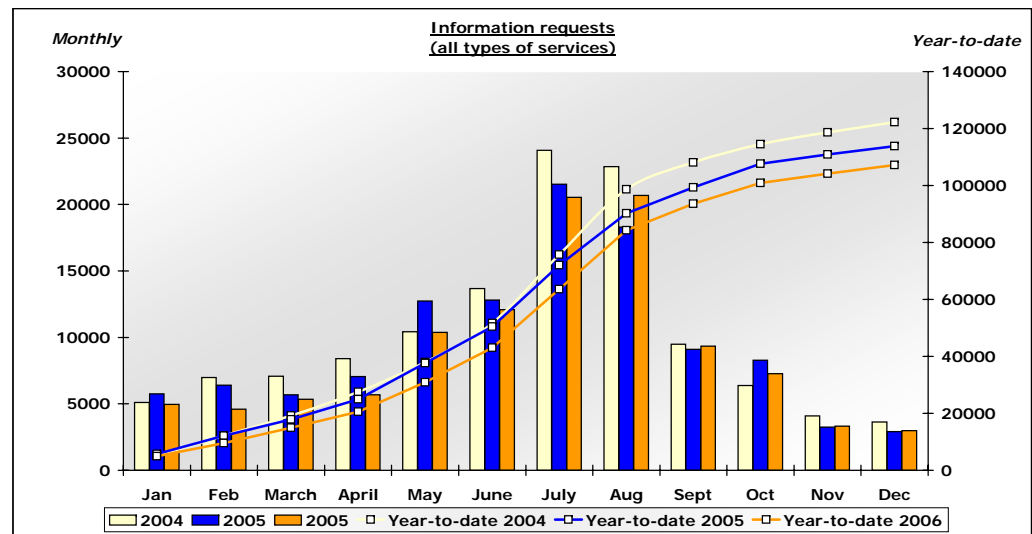
**19,1% increase in TIC information request in December 2006**

Telephone assistance	2004	2005	2006	% Var
	December	788	727	532
<b>Total</b>	<b>15 580</b>	<b>14 490</b>	<b>13 436</b>	<b>-7,3%</b>

Shipping and answers by mail	2004	2005	2006	% Var
	December	790	503	694
<b>Total</b>	<b>23 444</b>	<b>20 227</b>	<b>15 210</b>	<b>-24,8%</b>

Answers by Email	2004	2005	2006	% Var
	December	890	645	540
<b>Total</b>	<b>19 126</b>	<b>16 052</b>	<b>13 622</b>	<b>-15,1%</b>

Service sales (lodging reservations and service provision)	2004	2005	2006	% Var
	December	30	49	50
<b>Total</b>	<b>3 918</b>	<b>4 100</b>	<b>2 797</b>	<b>-31,8%</b>



Source : TIC Survey, OCT



	Total results (All types of services)	
	December	Total
2004	3 636	122 232
2005	2 910	113 793
2006	2 990	107 188
<b>%Var</b>	<b>2,7%</b>	<b>-5,8%</b>

**OVERVIEW OF CONFIRMED CONVENTIONS AND EVENTS FOR 2006 AND 2007**

Partial data on confirmed conventions with 50 delegates or more as of January 5, 2007

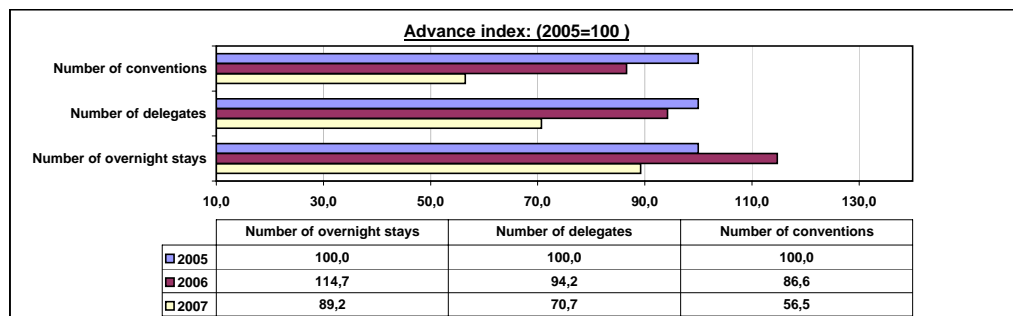
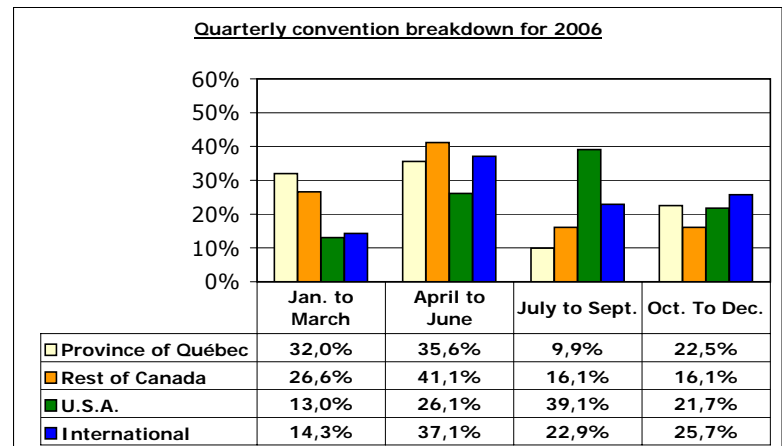
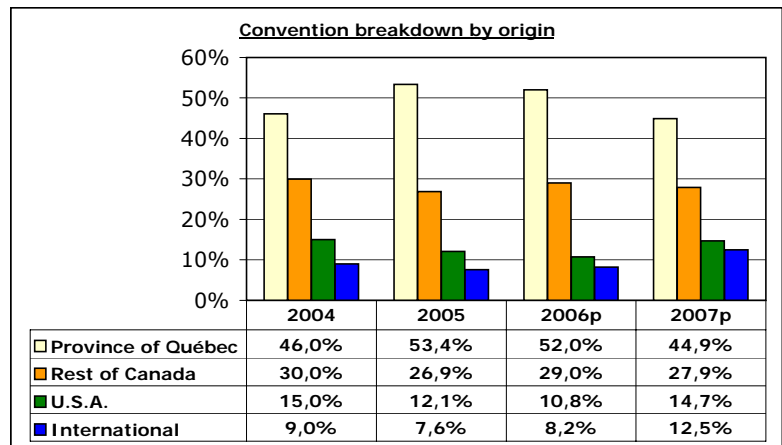
**CAUTION**

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	2004	2005	partial data	
			2006 p	2007 p
<b>Number of conventions</b>				
Associations	210	284	250	141
Companies	71	94	79	69
Others	40	47	39	30
<b>Sub-total convention</b>	<b>321</b>	<b>425</b>	<b>368</b>	<b>240</b>
Events	46	47	59	25
<b>Total</b>	<b>367</b>	<b>472</b>	<b>427</b>	<b>265</b>
<b>Average length (days)</b>	<b>3,1</b>	<b>3,1</b>	<b>2,6</b>	<b>3,2</b>

<b>Number of delegates</b>				
Associations	64 770	87 373	74 145	51 976
Companies	14 964	15 135	20 337	15 380
Others	6 706	7 619	9 297	10 534
<b>Sub-total convention</b>	<b>86 440</b>	<b>110 127</b>	<b>103 779</b>	<b>77 890</b>
Events (attendance)	862 995	941 586	999 989	80 745
<b>Total</b>	<b>949 435</b>	<b>1 051 713</b>	<b>1 103 768</b>	<b>158 635</b>
<b>Average stay (days)</b>	<b>3,0</b>	<b>3,3</b>	<b>3,4</b>	<b>4,0</b>

<b>Number of overnight stays</b>				
Associations	78 969	104 493	109 939	87 435
Companies	20 630	24 767	34 430	23 641
Others	12 435	11 759	17 413	14 742
<b>Sub-total convention</b>	<b>112 034</b>	<b>141 019</b>	<b>161 782</b>	<b>125 818</b>
Events	13 351	32 350	26 463	45 295
<b>Total</b>	<b>125 385</b>	<b>173 369</b>	<b>188 245</b>	<b>171 113</b>



**NOTE**

Calculated by dividing the number of conventions for 2006 by the number of conventions for 2005. The same equation can be used for the delegates index and the overnight stays index.

**RÉGION'S SOCIOECONOMIC STATISTICS**  
**DECEMBER 2006**

	Québec City and Area			Province of Québec			Canada		
	Dec. 2005	Dec. 2006	%cha	Dec. 2005	Dec. 2006	%cha	Dec. 2005	Dec. 2006	%cha
Population over 15 years old ('000)	556,8	561,9	0,9%	6 210,5	6 277,7	1,1%	25 986,9	26 357,6	1,4%
Labor force ('000)	354,8	352,3	-0,7%	4 059,5	4 084,9	0,6%	17 287,9	17 577,9	1,7%
Employment ('000)	339,0	330,7	-2,4%	3 737,2	3 779,6	1,1%	16 228,1	16 574,5	2,1%
Unemployment ('000)	15,8	21,6	36,7%	322,3	305,3	-5,3%	1 059,9	1 003,4	-5,3%
Unemployment rate (%)	4,5	6,1	35,6%	7,9	7,5	-5,1%	6,1	5,7	-6,6%
Consumer price index (1992=100)	124,8	125,9	0,9%	124,1	125,5	1,1%	128,1	130,2	1,6%

Source : Statistics Canada, CANSIM II

**BRIEF DEMOGRAPHIC PROFILE**  
**QUÉBEC CITY AND AREA - 2005**

	POPULATION 2005	AREA KM <sup>2</sup>
Québec City	532 329	547,9
La Cité (1)	65 086	12,8
Les Rivières (2)	62 030	51,4
Sainte-Foy - Sillery (3)	71 687	28,8
Charlesbourg (4)	73 678	66,4
Beauport (5)	76 298	73,9
Limoilou (6)	47 134	9,7
La-Haute-Saint-Charles (7)	49 477	71,6
Laurentien (8)	86 939	233,3
RCM of La Côte-de-Beaupré	22 556	707,2
RCM of L'Île-d'Orléans	6 781	191,8
RCM of Portneuf	46 665	4 095,7
RCM of La Jacques-Cartier	29 708	3 310,1
<b>TOTAL</b>	<b>638 039</b>	<b>8 852,7</b>

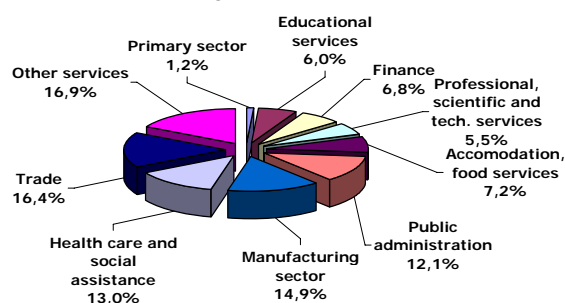
Source : Institut de la statistique du Québec, 2005 Estimation

**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

**Breakdown of employment by industry**  
**Québec City and Area - 2005**



Source : Statistics Canada, Labour force survey

**TEMPERATURES**

	Average (30 years) °C	Average 2006 °C
<b>January</b>		
Daily minimum	-17,6	-10,9
Daily maximum	-7,9	-3,2
<b>July</b>		
Daily minimum	13,4	15,2
Daily maximum	25,0	26,3

**PRECIPITATIONS**

Annual average-rain (mm)	1230,3	1214,6
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Source : Environment Canada

**Jobs linked to tourist activity in 2004**

Direct jobs	28 015
Indirect jobs	10 085
<b>Total</b>	<b>38 100</b>

Source : QCT, Development, Strategy and Planning Division

**OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2004**  
 ( Results of this survey are updated annually)

<b>Tourists:</b>	<b>Origin</b>		<b>Total</b>		<b>Total expenditures</b>	
	<b>(person-visits)</b>		<b>number of nights</b>		<b>(in CDN dollars)</b>	
	'000	%	'000	%	'000 \$	%
Province of Québec	3 502	66,7%	8 396	58,4%	640 683	43,4%
Rest of Canada	645	12,3%	2 328	16,2%	231 482	15,7%
<b>Total-Canada</b>	<b>4 147</b>	<b>79,0%</b>	<b>10 724</b>	<b>74,6%</b>	<b>872 165</b>	<b>59,0%</b>
United States	685	13,0%	2 112	14,7%	420 755	28,5%
Overseas	418	8,0%	1 547	10,8%	184 568	12,5%
<b>Total</b>	<b>5 250</b>	<b>100,0%</b>	<b>14 383</b>	<b>100,0%</b>	<b>1 477 488</b>	<b>100,0%</b>

	<b>Average expenditures</b>	<b>Visit</b>	<b>Average expenditures</b>
	<b>per visit</b>	<b>duration</b>	<b>per night</b>
	\$	(nights)	\$
Province of Québec	183,00	2,40	76,31
Rest of Canada	358,89	3,61	99,43
<b>Total-Canada</b>	<b>210,36</b>	<b>2,59</b>	<b>81,33</b>
United States	613,90	3,08	199,22
Overseas	441,42	3,70	119,31
<b>Total</b>	<b>282,61</b>	<b>2,74</b>	<b>102,72</b>

<b>Same-day visitors</b>	<b>Origin</b>		<b>Total expenditures</b>	
	<b>(person-visits)</b>		<b>(in CDN dollars)</b>	
	'000	%	'000 \$	%
Province of Québec	3 427	95,2%	212 684	98,3%
Rest of Canada	31	0,9%	2 863	1,3%
<b>Total-Canada</b>	<b>3 458</b>	<b>96,1%</b>	<b>215 547</b>	<b>99,6%</b>
United States	82	2,3%	878	0,4%
Overseas	59	1,6%	n/d	
<b>Total</b>	<b>3 599</b>	<b>100,0%</b>	<b>216 425</b>	<b>100,0%</b>
<b>Visitors:</b>	<b>8 849</b>	<b>100,0%</b>	<b>1 693 913</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**.

**OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2004 (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	19,9	20,0	36,9	23,2
Rest of Canada	20,0	17,5	49,0	13,5
<b>Total-Canada</b>	<b>19,9</b>	<b>19,7</b>	<b>38,8</b>	<b>21,7</b>
United States	12,1	19,9	46,0	22,0
Overseas	7,7	23,9	56,5	12,0
<b>Total</b>	<b>17,9</b>	<b>20,0</b>	<b>41,1</b>	<b>20,9</b>

**Primary Purpose of trip**

	Pleasure	Business	Visiting friends or relatives	Others
	%	%	%	%
Province of Québec	44,0	11,1	37,0	7,9
Rest of Canada	55,5	7,6	27,9	9,0
<b>Total-Canada</b>	<b>45,8</b>	<b>10,6</b>	<b>35,6</b>	<b>8,0</b>
United States	78,7	10,5	5,5	5,3
Overseas	67,9	9,8	20,1	2,2
<b>Total</b>	<b>51,8</b>	<b>10,5</b>	<b>30,5</b>	<b>7,2</b>

**Accommodation**

	Commercial	Private	Not specified
	%	%	%
Province of Québec	42,1	55,6	2,3
Rest of Canada	67,4	28,9	3,7
<b>Total-Canada</b>	<b>46,0</b>	<b>51,5</b>	<b>2,5</b>
United States	85,7	4,8	9,5
Overseas	76,3	13,4	10,3
<b>Total</b>	<b>53,6</b>	<b>42,3</b>	<b>4,1</b>

Source : Statistics Canada, CITIES 2004 Project (special QCT compilation)

**OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2004 (cont.)**  
 ( Results of this survey are updated annually)

	<u>Average expenditures</u>					
	Accommodation		Food & beverage		Vehicule operation (incl. rental)	
	\$	%	\$	%	\$	%
Province of Québec	46,21 \$	25,3%	51,08 \$	27,9%	34,90 \$	19,1%
Rest of Canada	141,11 \$	39,3%	93,57 \$	26,1%	66,40 \$	18,5%
<b>Total-Canada</b>	<b>60,96 \$</b>	<b>29,0%</b>	<b>57,69 \$</b>	<b>27,4%</b>	<b>39,80 \$</b>	<b>18,9%</b>
United States	279,66 \$	45,6%	149,33 \$	24,3%	52,26 \$	8,5%
Overseas	159,78 \$	36,2%	104,70 \$	23,7%	61,26 \$	13,9%
<b>Total</b>	<b>97,78 \$</b>	<b>34,6%</b>	<b>73,70 \$</b>	<b>26,1%</b>	<b>43,32 \$</b>	<b>15,3%</b>
<b>Total - pleasure</b>	<b>117,73 \$</b>	<b>36,4%</b>	<b>86,50 \$</b>	<b>26,8%</b>	<b>41,66 \$</b>	<b>12,9%</b>
<b>Total - business</b>	<b>222,49 \$</b>	<b>44,8%</b>	<b>115,34 \$</b>	<b>23,2%</b>	<b>71,80 \$</b>	<b>14,5%</b>
<b>Total - visiting friends/relative</b>	<b>22,18 \$</b>	<b>15,9%</b>	<b>38,75 \$</b>	<b>27,7%</b>	<b>35,24 \$</b>	<b>25,2%</b>
	Recreation & entertainment		Others		TOTAL	
	\$	%	\$	%	\$	%
	Province of Québec	17,34 \$	9,5%	33,47 \$	18,3%	183,00 \$
Rest of Canada	17,72 \$	4,9%	40,09 \$	11,2%	358,89 \$	100,0%
<b>Total-Canada</b>	<b>17,40 \$</b>	<b>8,3%</b>	<b>34,51 \$</b>	<b>16,4%</b>	<b>210,36 \$</b>	<b>100,0%</b>
United States	46,84 \$	7,6%	85,81 \$	14,0%	613,90 \$	100,0%
Overseas	36,61 \$	8,3%	79,07 \$	17,9%	441,42 \$	100,0%
<b>Total</b>	<b>22,87 \$</b>	<b>8,1%</b>	<b>44,94 \$</b>	<b>15,9%</b>	<b>282,61 \$</b>	<b>100,0%</b>
<b>Total - pleasure</b>	<b>31,79 \$</b>	<b>9,8%</b>	<b>45,39 \$</b>	<b>14,0%</b>	<b>323,07 \$</b>	<b>100,0%</b>
<b>Total - business</b>	<b>19,74 \$</b>	<b>4,0%</b>	<b>67,28 \$</b>	<b>13,5%</b>	<b>496,65 \$</b>	<b>100,0%</b>
<b>Total - visiting friends/relative</b>	<b>12,78 \$</b>	<b>9,1%</b>	<b>30,77 \$</b>	<b>22,0%</b>	<b>139,72 \$</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	82,0	44,3	29,0	10,9
Rest of Canada	74,9	67,8	67,8	24,0
<b>Total-Canada</b>	<b>80,9</b>	<b>48,0</b>	<b>35,0</b>	<b>12,9</b>
United States	14,3	80,6	85,7	35,6
Overseas	46,7	87,8	84,0	58,9
<b>Total</b>	<b>69,4</b>	<b>55,4</b>	<b>45,5</b>	<b>19,6</b>
	Sports/outdoor activities	Nightlife	Visiting zoo, aquarium or botanical gardens	
	%	%	%	
	Province of Québec	38,2	14,1	8,5
Rest of Canada	43,9	32,2	17,7	
<b>Total-Canada</b>	<b>39,1</b>	<b>16,9</b>	<b>9,9</b>	
United States	25,7	31,4	13,1	
Overseas	35,6	34,9	38,0	
<b>Total</b>	<b>37,1</b>	<b>20,2</b>	<b>12,6</b>	



**OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2004 (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	698	74,1%	702	66,8%	1 291	59,8%
Rest of Canada	129	13,7%	113	10,8%	316	14,6%
<b>Total-Canada</b>	<b>827</b>	<b>87,8%</b>	<b>815</b>	<b>77,5%</b>	<b>1607</b>	<b>74,5%</b>
United States	83	8,8%	136	12,9%	315	14,6%
Overseas	32	3,4%	100	9,5%	236	10,9%
<b>Total</b>	<b>942</b>	<b>100,0%</b>	<b>1051</b>	<b>100,0%</b>	<b>2158</b>	<b>100,0%</b>

	IV (fall)		TOTAL	
	('000)	%	('000)	%
Province of Québec	811	73,8%	3 502	66,7%
Rest of Canada	87	7,9%	645	12,3%
<b>Total-Canada</b>	<b>898</b>	<b>81,7%</b>	<b>4 147</b>	<b>79,0%</b>
United States	151	13,7%	685	13,0%
Overseas	50	4,5%	418	8,0%
<b>Total</b>	<b>1099</b>	<b>100,0%</b>	<b>5 250</b>	<b>100,0%</b>

**Visit Quarter by origin (person-visits) - 2000-2004 comparative**

	I (winter)		II (spring)		III (summer)	
	('000)	%	('000)	%	('000)	%
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%
<b>2004</b>	<b>942</b>	<b>17,9%</b>	<b>1 051</b>	<b>20,0%</b>	<b>2 158</b>	<b>41,1%</b>

	IV (fall)		TOTAL	
	('000)	%	('000)	%
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%
<b>2004</b>	<b>1 099</b>	<b>20,9%</b>	<b>5 250</b>	<b>100,0%</b>

**Source : Statistics Canada, CITIES 2004 Project (special QCT compilation)**