

ECHOtourism STATistics

QUÉBEC CITY AND AREA

**DECEMBER 2002
YEAR 2002**



Designed and produced by:

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

Partners and collaborators:

- Association hôtelière de la région de Québec
- Tourisme Québec
- Musée national des beaux-arts du Québec
- Musée de la Civilisation
- Parks Canada
- Mont Sainte-Anne
- The Capital Observatory
- Cap Tourmente National Wildlife Area
- The Citadelle of Québec, Musée du Royal 22e Régiment
- Sainte-Anne Museum
- Valcartier Vacation Village
- Réserve faunique de Portneuf
- Stoneham Mountain Resort

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Development, Strategy and Planning Division

HIGHLIGHTS

MAJOR HOTELS MONTHLY AVERAGE OCCUPANCY RATE

OCCUPANCY RATE OF 43,3% FOR SEPTEMBER 2002 AND 66,8% FOR YEAR 2002

1997	1998	1999	2000	2001 (**)	2002	Variation 2002/2001
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Major hotels monthly average occupancy rate

	1997	1998	1999	2000	2001 (**)	2002	Variation 2002/2001
January	34,7	34,3	42,0	46,6	41,9	39,3	-6,3%
February	59,9	58,9	63,0	68,6	67,4	69,8	3,6%
March	51,9	50,8	53,5	55,6	59,2	60,7	2,5%
April	49,3	54,3	53,5	56,4	68,9	56,6	-18,3%
May	63,0	73,5	70,3	75,5	72,6	70,3	-2,9%
June	73,5	76,7	79,3	82,4	75,5	77,0	2,5%
July	80,2	88,0	87,8	85,0	76,4	83,5	9,5%
August	86,9	91,0	94,1	90,7	88,0	91,4	3,6%
September	82,9	85,9	90,0	88,8	73,2	81,5	9,5%
October	70,9	75,6	79,9	79,2	69,3	73,9	6,5%
November	43,6	49,7	52,3	54,1	53,5	55,2	3,1%
December	38,1	42,6	46,2	41,9	44,9	43,3	-3,7%
Year-to-date	61,3	65,1	67,7	68,7	65,9	66,8	1,5%
Total	61,3	65,1	67,7	68,7	65,9	66,8	1,5%

1997	1998	1999	2000	2001 (**)	2002	Variation 2002/2001
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Major hotels average room rate (\$ CAN)

	1997	1998	1999	2000	2001 (**)	2002	Variation 2002/2001
January	82,15	82,42	93,20	95,85	96,75	103,26	6,7%
February	86,43	88,91	96,65	103,89	111,94	118,89	6,2%
March	85,87	86,94	88,73	98,00	102,85	110,11	7,1%
April	84,66	86,28	92,36	98,74	138,42	112,13	-17,0%
May	97,40	99,88	107,07	115,34	124,84	130,61	6,1%
June	110,20	113,48	122,69	131,93	146,14	155,14	8,0%
July	120,40	125,00	135,85	147,75	160,88	170,92	7,9%
August	120,74	125,61	138,83	151,50	163,22	177,73	8,9%
September	113,69	118,28	127,18	139,89	149,46	159,34	6,6%
October	104,98	109,78	120,31	129,70	137,53	143,44	4,4%
November	86,73	90,84	97,63	102,47	108,05	110,03	2,0%
December	87,52	93,66	107,02	103,91	110,47	115,54	4,6%
Year-to-date	104,05	107,43	116,01	124,69	132,85	139,37	5,4%
Total	102,25	105,86	114,75	122,67	132,85	139,37	5,4%

Major hotels rooms occupied

Year-to-date	1997	1998	1999	2000	2001	2002	Variation
Year-to-date	935 054	1 050 360	1 089 932	1 116 867	1 040 557	1 056 734	1,6%
Total	935 054	1 050 360	1 089 932	1 116 867	1 040 557	1 056 734	1,6%

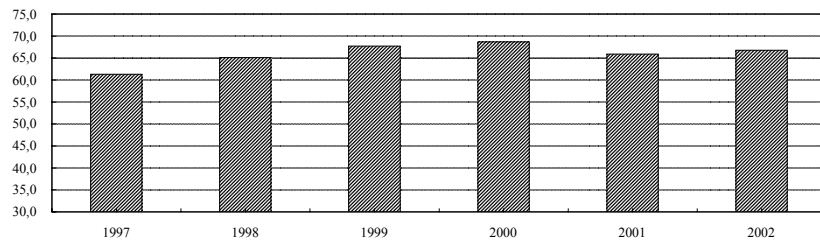
Hotel sample	1997	1998	1999	2000	2001	2002
Hotel sample	18	21	21	21	18	18

Major hotels available rooms

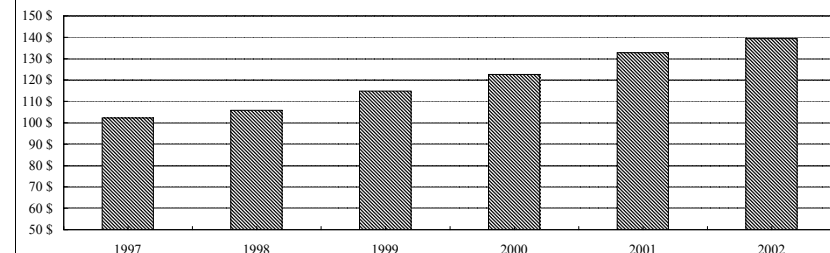
Year-to-date	1997	1998	1999	2000	2001	2002	Variation
Year-to-date	152 115	1 612 297	1 610 349	1 625 061	1 579 472	1 580 784	2,0%
Total	1 526 115	1 612 297	1 610 349	1 625 061	1 579 472	1 580 784	2,0%

Hotel sample	1997	1998	1999	2000	2001	2002
Hotel sample	18	21	21	21	18	18

Occupancy rate (%)



Average price per room (\$)



Source: Hostelry Association of the Québec region
Compiling and processing: Development, Strategy and Planning division, QCATCB

* Summit of the Americas
** Data obtained with 18 hotels for 2001 to be comparable with 2002
*** Terrorist attacks in United States (September 11, 2001)

Tourisme Quebec - Lodging statistics

		2002		Quebec City and Area			
		Global	Var.	Global	4-39 rms	40-199 rms	200 rms and more
January	Available rooms	11 195		11 058	2 185	4 988	3 883
	Occupancy rate	34,1	-5,5%	36,1	27,2	35,8	41,7
	Average price	90,70\$	6,1%	85,50\$	74,20\$	76,10\$	100,20\$
February	Available rooms	11 403		11 232	2 350	4 974	3 904
	Occupancy rate	59,5	9,2%	54,5	37,2	52,7	66,9
	Average price	105,70\$	15,4%	91,60\$	70,40\$	79,40\$	111,10\$
March	Available rooms	11 292		11 043	2 142	4 989	3 918
	Occupancy rate	52,1	2,0%	51,1	37,3	51,6	59,1
	Average price	96,20\$	13,3%	84,90\$	67,50\$	72,70\$	105,00\$
April	Available rooms	11 219		Nota : Summit of the Americas			
	Occupancy rate	43,4	-19,9%	11 333	2 348	5 059	3 929
	Average price	92,70\$	-12,6%	54,2	34,7	52,8	68,0
				106,10\$	69,50\$	88,70\$	135,40\$
May	Available rooms	11 564		11 258	2 424	4 931	3 906
	Occupancy rate	55,5	-0,5%	55,8	36,0	55,1	69,4
	Average price	105,30\$	4,5%	100,80\$	67,10\$	87,00\$	125,60\$
June	Available rooms	11 585		11 505	2 572	5 016	3 918
	Occupancy rate	65,2	8,3%	60,2	43,2	58,5	73,7
	Average price	117,80\$	4,8%	112,40\$	78,80\$	93,80\$	143,40\$
July	Available rooms	11 688		11 716	2 633	5 166	3 918
	Occupancy rate	76,4	11,4%	68,6	60,4	69,7	73,0
	Average price	126,90\$	4,7%	121,20\$	83,90\$	105,60\$	161,30\$
August	Available rooms	11 490		11 717	2 593	5 211	3 918
	Occupancy rate	82,3	6,9%	77,0	63,9	75,9	87,4
	Average price	135,90\$	8,5%	125,20\$	87,70\$	107,00\$	164,20\$
September	Available rooms	11 581		11 733	2 611	5 210	3 918
	Occupancy rate	69,6	11,0%	62,7	43,6	67,1	70,8
	Average price	121,50\$	7,3%	113,20\$	78,20\$	92,70\$	153,20\$
October	Available rooms	11 333		11 521	2 482	5 122	3 918
	Occupancy rate	58,3	6,8%	54,6	36,5	56,3	63,7
	Average price	112,40\$	11,0%	101,30\$	71,30\$	85,10\$	130,20\$
November	Available rooms	11 279		11 246	2 206	5 114	3 941
	Occupancy rate	39,8	1,5%	39,2	21,4	38,8	49,9
	Average price	97,70\$	10,3%	88,60\$	62,90\$	78,90\$	104,30\$
December	Available rooms	11 355		11 362	2 231	5 235	3 916
	Occupancy rate	39,7	2,8%	38,6	27,9	39,3	44,1
	Average price	101,20\$	1,3%	99,90\$	73,50\$	88,10\$	123,10\$
Annual average	Available rooms	11 415		11 394	2 398	5 085	3 916
	Occupancy rate	56,5	3,5%	54,6	39,8	54,6	64,0
	Average price	112,27\$	9,4%	102,60\$	73,80\$	87,90\$	129,80\$

Source: Quebec Government, Tourisme Quebec (special processing)

Commercial lodging profile (QCATCB members) - Greater Quebec Area (2002-2003)

Number of hotels				Number of rooms or sites				
Hosteltry	Others (**)	B & B	Camping	Total	Hosteltry	Others (**)	B & B	Camping
169	22	111	20		9 984	500	360	3 296
60	1	41	-	District 1 (Quebec)	4 279	14	122	-
42	1	12	-	Vieux-Quebec (Old Quebec)	1 781	14	36	-
18	-	29	-	Quebec Downtown	2 498	-	86	-
48	1	27	5	Rest of Quebec City	4 157	14	86	588
9	-	-	-	District 2	499	-	-	-
17	-	12	-	District 3	2 474	-	39	-
-	-	2	1	District 4	-	-	5	115
10	-	4	1	District 5	438	-	17	136
1	-	4	-	District 6	64	-	12	-
11	1	5	3	District 8	682	14	13	337
12	2	3	5	Portneuf	157	45	12	833
12	1	4	7	Jacques-Cartier	465	2	11	1 274
29	11	8	2	Côte-de-Beaupré	845	413	31	465
8	6	28	1	Ile-d'Orléans	81	12	98	136

(**) Camps, chalets, apartments, condominiums
 Source: QCATCB, research and development division

STATISTICS ON INFORMATION DISPENSED IN OUR TOURISM INFORMATION CENTRES (TIC)



At-the-counter service



Information requests in TIC

	1999	2000	2001	2002	2002/2001
January	1 440	1 488	1 668	1 593	-4,5%
February	3 021	2 172	2 112	2 640	25,0%
March	2 382	2 364	2 300	2 545	10,7%
April	3 010	3 100	2 500	2 708	8,3%
May	4 640	5 490	5 530	4 340	-21,5%
June	10 467	11 445	9 969	10 021	0,5%
July	19 772	23 840	20 005	18 698	-6,5%
August	18 661	18 598	18 622	18 440	-1,0%
September	10 845	9 661	8 561	9 200	7,5%
October	5 680	4 710	3 805	4 810	26,4%
November	1 848	1 692	1 540	1 341	-12,9%
December	1 500	987	1 323	1 455	10,0%
Year-to-date	83 266	85 547	77 935	77 843	-0,1%
Total	83 266	85 547	77 935	77 843	-0,1%

Number of visitors in TIC

	1999	2000	2001	2001	2002/2001	Average of visitors by act	
						en 2001	en 2002
	3 039	4 107	3 993	3 429	-14,1%	2,4	2,2
	8 373	5 847	5 877	7 110	21,0%	2,8	2,7
	5 412	5 646	5 670	6 420	13,2%	2,5	2,5
	7 510	7 500	5 480	6 330	15,5%	2,2	2,3
	10 600	14 245	19 020	12 410	-34,8%	3,4	2,9
	25 211	35 362	32 092	27 134	-15,4%	3,2	2,7
	52 379	66 060	52 381	54 506	4,1%	2,6	2,9
	52 532	54 445	54 789	48 241	-12,0%	2,9	2,6
	32 425	29 953	25 826	24 830	-3,9%	3,0	2,7
	20 340	14 950	9 965	11 695	17,4%	2,6	2,4
	4 092	4 176	3 500	2 913	-16,8%	2,3	2,2
	3 792	2 049	2 979	3 366	13,0%	2,3	2,3
	225 705	244 340	221 572	208 384	-6,0%	2,8	2,7
	225 705	244 340	221 572	208 384	-6,0%	2,8	2,7

INCREASE IN INFORMATION REQUESTS (all types of services) AT THE TOURISM INFORMATION CENTER IN SEPTEMBER 2002

Telephone assistance



	1999	2000	2001	2002	Var. 02/01
December	1 257	969	763	795	4,2%
Jan-Dec.	31 367	23 374	20 831	18 347	-11,9%
Total	31 367	23 374	20 831	18 347	

Shipping and answers by mail



	1999	2000	2001	2002	Var. 02/01
December	416	689	745	1 176	57,9%
Jan-Dec.	19 334	11 072	15 281	31 241	104,4%
Total	19 334	11 072	15 281	31 241	

Answers by Email (Internet)



	1999	2000	2001	2002	Var. 02/01
December	589	537	637	932	46,3%
Jan-Dec.	5 935	6 500	13 773	19 527	41,8%
Total	5 935	6 500	13 773	19 527	

Service sales

(lodging reservations + provision of a service)



	1999	2000	2001	2002	Var. 02/01
December	34	17	34	49	44,1%
Jan-Dec.	7 642	5 969	4 428	5 338	20,6%
Total	7 642	5 969	4 428	5 338	



INFORMATION CHANNELS USED BY VISITORS BY AMERICAN VISITORS BEFORE THEIR ARRIVAL TO THE QUÉBEC AREA

	1998 (%)	1999 (%)	2000 (%)	2001 (%)
Already knew	37,5	43,4	46,0	56,4
Comments friends/relatives	35,7	39,8	47,7	41,4
Folders and brochures	29,9	21,1	30,6	22,9
Newspaper et magazine	12,6	9,0	14,2	17,3
Radio and TV	5,6	3,7	6,9	12,2
Travel agent	4,4	4,9	6,1	12,8
Internet site	3,9	9,3	15,4	15,2
On the occasion of cultural/ sport events	1,2	1,7	5,6	5,4
Commercial fairs	0,7	0,4	1,1	3,1

Nota : Multiple Responses
 Source : Survey on TIC, Q&ATCB

Important

Since 1998, TIC offers the possibility of reserving hotel rooms and buying tickets for attractions and events.

This service requires more time with each customer.

Global results (All types of services)

September 2001 / September 2000
+20,0 %

Year-to-date 2002 /
 Year-to-date 2001
+7,4 %

ECHOtourism STATistics

QUEBEC CITY AND AREA

DECEMBER 2002

QC&ATCB WEB SITE

Years 1999 to 2002

	Number of user accesses					Number of files consulted				
	1999	2000	2001	2002	var. 02-01	1999	2000	2001	2002	var. 02-01
January	38 022	59 809	86 759	124 124	43,1%	922 418	1 150 359	3 740 896	5 343 848	42,8%
February	39 500	65 668	96 554	114 603	18,7%	942 050	1 134 778	3 493 602	5 218 652	49,4%
March	42 690	69 254	80 384	126 363	57,2%	969 552	1 283 234	3 570 935	5 945 010	66,5%
April	44 851	74 790	78 961	116 299	47,3%	1 050 220	1 616 847	3 830 852	5 748 025	50,0%
May	55 265	90 539	87 680	148 339	69,2%	1 362 625	2 199 492	4 638 703	8 078 568	74,2%
June	60 121	99 058	101 055	142 541	41,1%	1 525 350	2 772 219	5 699 865	8 375 941	46,9%
July	63 052	101 492	115 524	186 274	61,2%	1 673 926	2 909 351	7 479 458	10 916 473	46,0%
August	54 575	80 379	100 358	163 754	63,2%	1 205 246	2 375 804	6 091 237	9 296 454	52,6%
September	43 087	58 340	67 436	93 671	38,9%	822 457	1 538 107	3 356 848	2 891 147	-13,9%
October	41 079	61 315	69 210	85 493	23,5%	762 875	1 609 966	3 597 066	2 774 099	-22,9%
November	41 471	64 026	67 904	81 139	19,5%	752 870	1 901 123	3 172 235	2 742 111	-13,6%
December	43 471	57 918	80 804	92 185	14,1%	807 459	2 252 079	3 385 276	3 082 498	-8,9%
Year-to-date	567 484	882 588	1 032 629	1 474 785	42,8%	12 797 048	22 743 359	52 056 973	70 412 826	35,3%
Total	567 184	882 588	1 032 629	1 474 785	42,8%	12 797 048	22 743 359	52 056 973	70 412 826	35,5%

Source: QC&ATCB, WebTrends

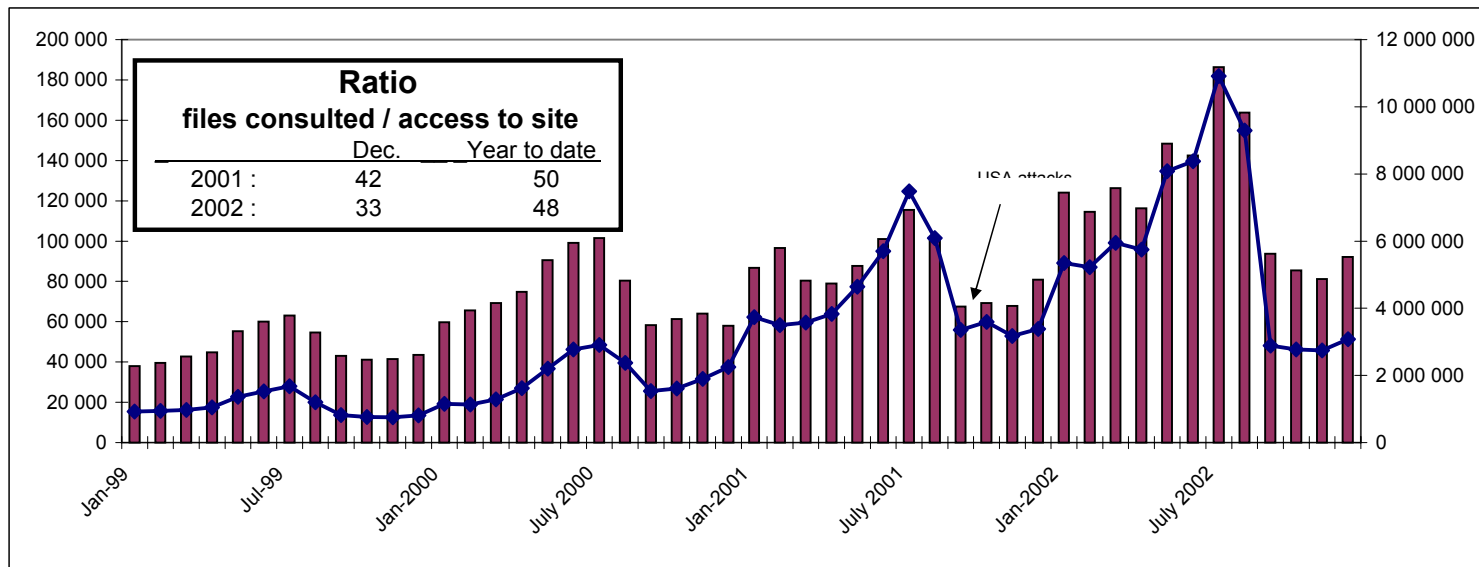
**Sustained increase of
tourism information
requests on Internet**

WWW.QUEBECREGION.COM

QC&ATCB Web site:

www.quebecregion.com

VISIT OUR WEB SITE



For site access (bars), read the left scale.

For consulted files (line), read the right scale.





CAUTION

These statistics have been processed with data received on a voluntary basis. Note there are not representative of all conventions and events held in the Greater Quebec Area.

OVERVIEW ON CONFIRMED CONVENTIONS

Partial data carrying on confirmed conventions with 50 delegates and more on December 5, 2002

Number of conventions		Partial data						
Type of event	1996	1997	1998	1999	2000	2001 p	2002 p	2003 p
Association	231	289	272	236	246	231	238	156
Company	48	84	101	87	60	87	90	32
Others	30	63	66	51	54	58	68	35
Sub-total convention	309	436	439	374	360	376	396	223
Events	35	47	67	48	53	38	54	41
Total	344	389	506	422	413	414	450	264
Average length (days)	2,8	3,6	3,0	3,4	3,3	3,3	3,3	3,9

CONVENTION TRENDS FOR 2001 AND 2002 (year-to-date)

Number of delegates		Partial data						
Type of event	1996	1997	1998	1999	2000	2001 p	2002 p	2003 p
Association	75 082	91 480	97 508	113 807	83 124	94 902	88 331	69 547
Company	9 755	28 327	21 837	18 698	23 735	18 624	19 662	8 651
Others	8 376	11 452	6 413	10 308	16 921	15 549	19 496	10 575
Sub-total convention	93 213	131 259	125 758	142 813	123 780	129 075	127 489	88 773
Events (attendance)	765 922	589 452	1 202 793	1 218 031	1 130 100	889 585	985 950	342 305
Total	859 135	720 711	1 328 551	1 360 844	1 253 880	1 018 660	1 113 439	431 078
Average stay (days)	3,1	3,2	3,1	3,2	3,3	3,5	3,3	4,1

Index 2002/2001

conventions : 105

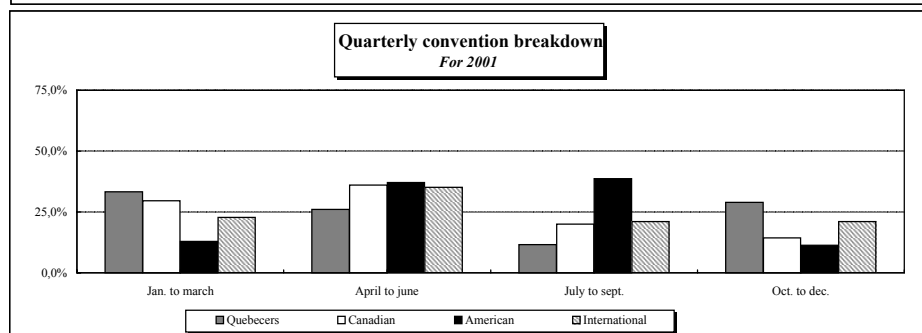
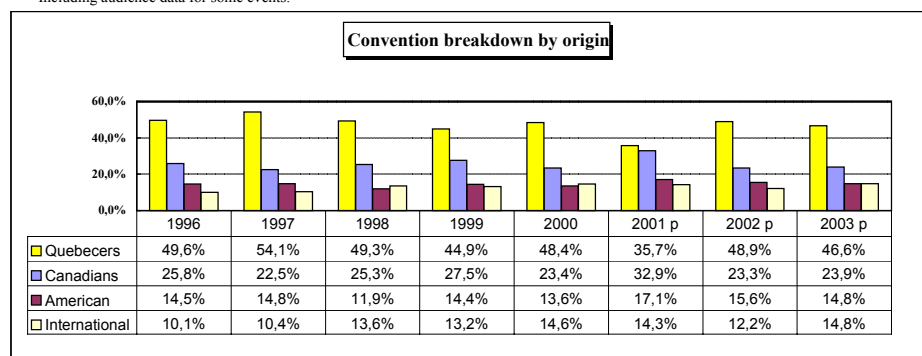
delegates : 102

room nights : 96

Note:
 Calculated by dividing the number of conventions for 2002 by the number of conventions for 2001. The same definition can be used for the delegates index and the room nights index.

Number of overnight stays		Partial data						
Type of event	1996	1997	1998	1999 p	2000	2001 p	2002 p	2003 p
Association	82 947	87 917	91 677	102 851	125 075	111 778	101 279	100 276
Company	10 139	18 861	25 323	19 189	20 639	20 149	24 056	12 573
Others	9 448	18 200	12 141	17 020	22 312	43 448	32 745	17 406
Sub-total convention	102 534	124 978	129 141	139 060	168 026	175 375	158 080	130 255
Events	8 421	11 504	33 681	12 035	14 424	18 557	24 282	17 051
Total	110 955	136 482	162 822	151 095	182 450	193 932	182 362	147 306

p = partial data on december 5, 2002
 * = Including audience data for some events.

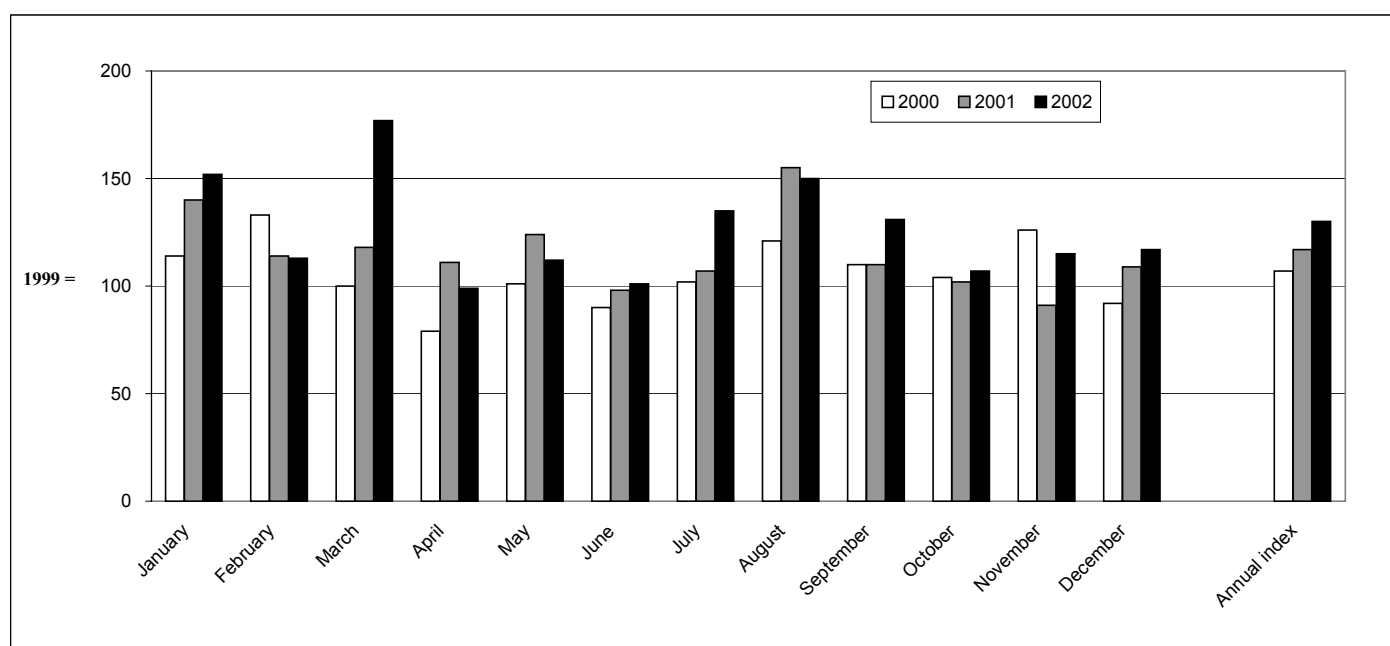


ECHOtourism *STAT*istics
 QUEBEC CITY AND AREA



**Monthly Tourism Performance Indicator
 for the Québec City & Areas' major attractions
 Year of reference 1999=100**

	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>
January	100	114	140	152
February	100	133	114	113
March	100	100	118	177
April	100	79	111	99
May	100	101	124	112
June	100	90	98	101
July	100	102	107	135
August	100	121	155	150
September	100	110	110	131
October	100	104	102	107
November	100	126	91	115
December	100	92	109	117
Annual index	100	107	117	130



**OVERVIEW OF TOURISTS WHO VISITED
THE QUEBEC AREA IN 2001**



	Origin (person-visits)		Total - number of nights		Total expenditures (in cdn dollars)	
	'000	%	'000	%	'000 \$	%
Quebec	2 191	57,7%	5 263	52,5%	396 374	37,5%
Rest of Canada	595	15,7%	1 730	17,2%	187 880	17,8%
Total-Canada	2 786	73,4%	6 993	69,7%	584 254	55,2%
United States	564	14,9%	1 581	15,8%	294 008	27,8%
Overseas	446	11,7%	1 455	14,5%	179 691	17,0%
Total	3 796	100,0%	10 029	100,0%	1 057 953	100,0%

	Average expenditures per visit (in dollars)	Visit duration (nights)	Average expenditures per night (in dollars)
Quebec	180,91	2,40	75,31 \$
Rest of Canada	315,76	2,91	108,60 \$
Total-Canada	209,71	2,51	83,55 \$
United States	520,86	2,80	185,93 \$
Overseas	402,71	3,26	123,46 \$
Total	278,64	2,64	105,48 \$

Same-day visitors

	Origin (person-visits)		Total (in cdn dollars)	
	'000	%	'000 \$	%
Quebec	2 139	92,9%	112 846	97,9%
Rest of Canada	41	1,8%	1 531	1,3%
Total-Canada	2 180	94,7%	114 377	99,3%
United States	66	100,0%	838	100,0%
Overseas	56	2,4%	1	0,0%
Total	2 302	100,0%	115 216	100,0%

Source : Statistics Canada, CITIES project 2001 (special compiling)

**OVERVIEW OF TOURISTS WHO VISITED
THE QUEBEC AREA IN 2001 (ctd)**



Quarter of visits

	I (winter) %	II (spring) %	III (summer) %	IV (fall) %
Quebec	25.0	25.4	26.1	23.5
Rest of Canada	20.3	21.7	34.3	23.7
Total-Canada	24.0	24.6	27.9	23.5
United States	10.5	26.0	46.3	17.2
Overseas	7.8	27.8	53.5	10.9
Total	20.1	25.2	33.6	21.1

Primary trip purpose

	Pleasure %	Business %	Visit friends or relatives %	Others %
Quebec	40.8	11.5	43.1	4.5
Rest of Canada	43.7	20.0	27.9	8.4
Total-Canada	41.5	13.7	39.9	4.9
United States	77.3	11.9	6.2	4.6
Overseas	72.9	9.8	15.5	1.8
Total	50.5	12.7	32.0	4.8

Accommodation

	Commercial %	Private %	Not specified %
Quebec	36.9	59.1	4.0
Rest of Canada	67.8	28.7	3.5
Total-Canada	43.5	52.6	3.9
United States	86.2	5.1	8.7
Overseas	76.1	15.7	8.2
Total	55.6	36.4	8.0

Source : Statistics Canada, CITIES project 2001 (special compiling)

**OVERVIEW OF TOURISTS WHO VISITED
THE QUEBEC AREA IN 2001 (end)**



Average expenditures

	Accommodation		Food & beverage		Vehicle operation (incl. location)	
	\$	%	\$	%	\$	%
Quebec	47,46	26,2%	55,28	30,6%	33,94	18,8%
Rest of Canada	113,57	37,8%	94,93	31,6%	57,46	19,1%
Total-Canada	61,57	29,4%	63,73	30,4%	38,95	18,6%
United States	242,25	46,5%	128,36	24,6%	39,81	7,6%
Overseas	156,77	38,9%	91,42	22,7%	50,19	12,5%
Total	99,60	35,7%	76,59	27,5%	40,39	14,5%

	Recreation & entertainment		Others		TOTAL	
	\$	%	\$	%	\$	%
Quebec	14,92	8,2%	29,34	16,2%	180,94	100,0%
Rest of Canada	23,02	7,7%	11,40	3,8%	300,38	100,0%
Total-Canada	16,64	7,9%	28,81	13,7%	209,70	100,0%
United States	43,78	8,4%	66,67	12,8%	520,86	100,0%
Overseas	35,43	8,8%	60,90	15,1%	402,71	100,0%
Total	22,88	8,2%	39,18	14,1%	278,64	100,0%

Principal activities during the trip (total > 100 %)

	Visit friends or relatives	Shopping	Sightseeing	Visit national/prov./reg. parks
	%	%	%	%
Quebec	52.8	38.6	22.4	8.0
Rest of Canada	39.2	48.2	57.8	15.6
Total-Canada	49.9	40.6	30.0	9.7
United States	16.8	79.9	87.0	37.2
Overseas	40.1	89.7	88.1	60.3
Total	52.9	52.2	45.3	19.7

	Sports/outdoor activities	Participate in nightlife/entertainment	Visit zoo, aquarium or botanic garden
	%	%	%
Quebec	31.7	15.5	1.9
Rest of Canada	40.5	21.7	7.6
Total-Canada	33.6	16.8	3.1
United States	20.0	31.7	15.2
Overseas	28.0	32.7	41.7
Total	30.9	20.9	9.4

Source : Statistics Canada, CITIES project 2001 (special compiling)