



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

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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 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.

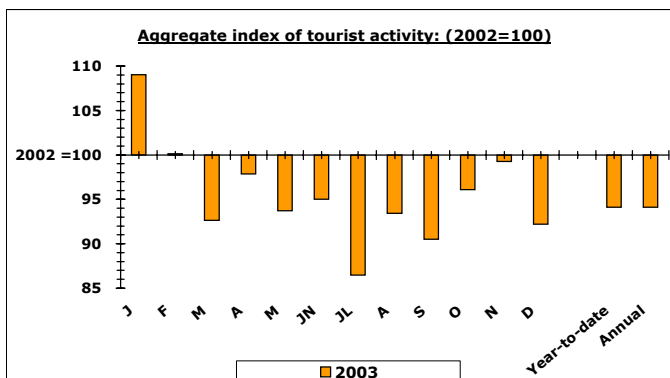
(2) **The monthly aggregate index** is obtained through weighting the four leading sectors of tourist activity. The weighting mode is explained in detail in the brochure on the page presenting the index.

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. |
| TOTAL TOURIST ACTIVITY | | | |
| <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% |
| December | 100,0 | 92,2 | -7,8% |
| Annual | 100,0 | 94,1 | -5,9% |



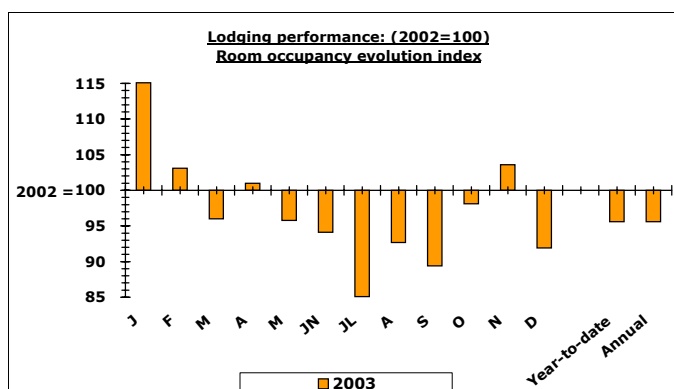
(1) Obtained by weighting the indexes for "Lodging" (44,6%), "Restaurant Industry" (34,8%), "Sites and Attractions" (10,6%) and "Boutiques/Retail Stores" (10,0%) based on the results of the survey on the breakdown of expenditures incurred by tourists who visited the Québec City region, performed by Statistics Canada (CITIES 2001 Project). The index enables measuring the monthly and seasonal variations of regional tourist activity.

| LODGING | | | |
|---|--------------|-------------|--------------|
| <i>Room occupancy evolution index (2)</i> | | | |
| 4 to 39 rooms | | | |
| December | 100,0 | 85,9 | -14,1% |
| Annual | 100,0 | 94,5 | |
| 40 to 199 rooms | | | |
| December | 100,0 | 93,6 | -6,4% |
| Annual | 100,0 | 100,0 | |
| 200 rooms or more | | | |
| December | 100,0 | 92,1 | -7,9% |
| Annual | 100,0 | 90,8 | |
| Total | | | |
| 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% |
| December | 100,0 | 91,9 | -8,1% |
| Annual | 100,0 | 95,6 | -4,4% |

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.)

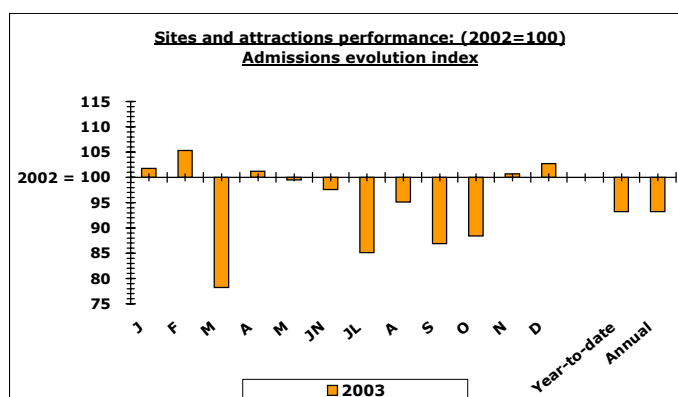
| | 2 002 | 2 003 | |
|---------------------------------------|--------------|--------------|--------------|
| | Index | Index | % Var. |
| SITES AND ATTRACTIONS | | | |
| <i>Admissions evolution index (1)</i> | | | |
| Indoor activities | | | |
| December | 100,0 | 95,5 | -4,5% |
| Year-to-date Annual | 100,0 | 94,0 | -6,0% |
| Outdoor activities | | | |
| December | 100,0 | 115,4 | 15,4% |
| Year-to-date Annual | 100,0 | 91,9 | -8,1% |
| Total | | | |
| 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% |
| December | 100,0 | 102,7 | 2,7% |
| Annual | 100,0 | 93,2 | -6,8% |

| BOUTIQUES/RETAIL STORES | | | |
|---|--------------|-------------|---------------|
| <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% |
| December | 100,0 | 90,8 | -9,2% |
| Annual | 100,0 | 84,6 | -15,4% |

IN BRIEF

SITES AND ATTRACTIONS

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

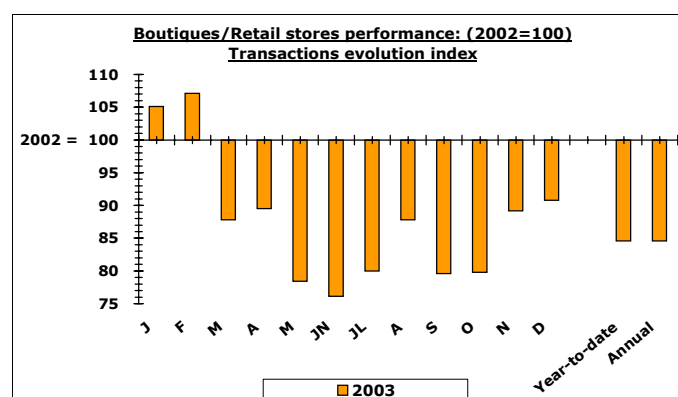


(1) Based on the number of paying and non-paying entrance fees taken from 39 regional sites and attractions. The index enables measuring monthly and seasonal attendance variations.

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. |
| RESTAURANT INDUSTRY | | | |
| <i>Meals served evolution index (1)</i> | | | |
| Restaurants - 1 to 99 seats | | | |
| December | 100,0 | 100,0 | 0,0% |
| Annual | 100,0 | 92,2 | -7,8% |
| Restaurants - 100 seats or more | | | |
| December | 100,0 | 88,9 | -11,1% |
| Annual | 100,0 | 95,6 | -4,4% |
| Total | | | |
| 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% |
| December | 100,0 | 89,8 | -10,2% |
| Annual | 100,0 | 95,2 | -4,8% |

IN BRIEF

RESTAURANT INDUSTRY

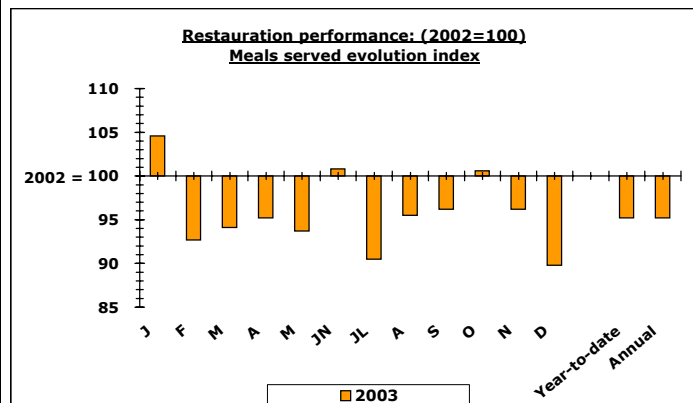
**DECEMBER: 10 POINT DECREASE
 YEAR-TO-DATE: 5 POINT DECREASE**

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.

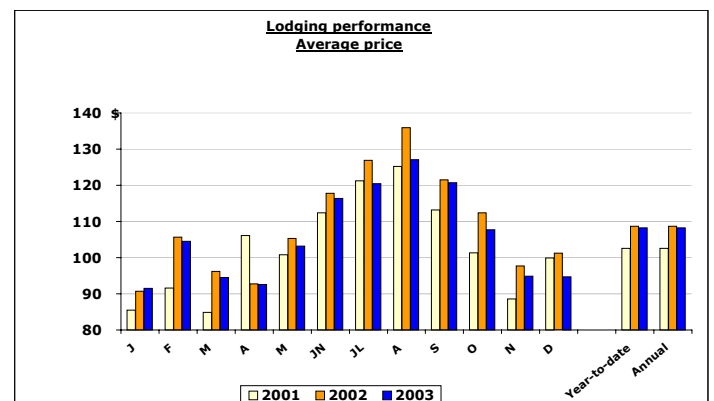
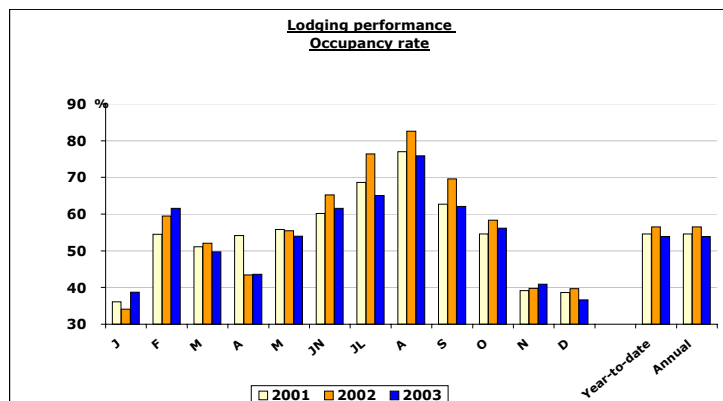
ECHO tourism STATistics Québec City and Area



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% |
| December | Available rooms Occupancy rate Average price | 2 231 27,9 73,50 \$ | 2 311 31,2 74,50 \$ | 2 199 28,1 71,00 \$ | -4,8% -9,9% -4,7% | 5 235 39,3 88,10 \$ | 5 134 43,3 98,50 \$ | 5 208 40,0 93,20 \$ | 1,4% -7,6% -5,4% | 3 916 44,1 123,10 \$ | 3 915 40,2 117,70 \$ | 3 912 37,0 107,90 \$ | -0,1% -8,0% -8,3% | 11 362 38,6 99,90 \$ | 11 355 39,7 101,20 \$ | 11 315 36,6 94,70 \$ | -0,4% -7,8% -6,4% |
| Annual average | Available rooms Occupancy rate Average price | 2 398 39,8 73,80 \$ | 2 380 40,9 74,31 \$ | 2 308 40,0 74,79 \$ | -3,0% -2,2% 0,6% | 5 085 54,6 87,90 \$ | 5 126 57,7 96,93 \$ | 5 228 56,6 99,63 \$ | 2,0% -1,9% 2,8% | 3 916 64,0 129,80 \$ | 3 913 64,8 135,86 \$ | 3 915 58,8 133,21 \$ | 0,0% -9,3% -1,9% | 11 394 54,6 102,60 \$ | 11 415 56,5 108,67 \$ | 11 448 53,9 108,25 \$ | 0,3% -4,6% -0,4% |

Québec City and Area



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

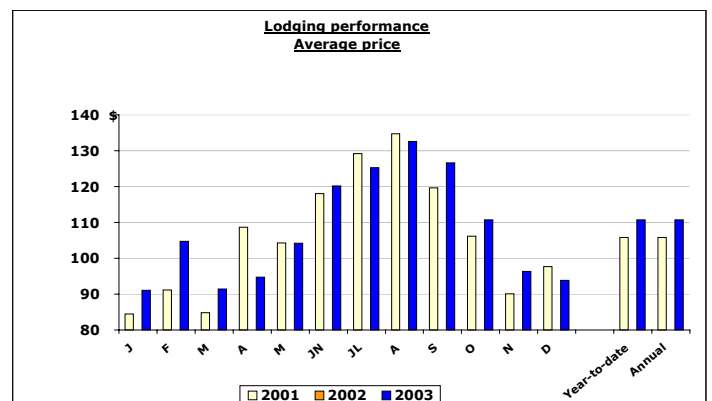
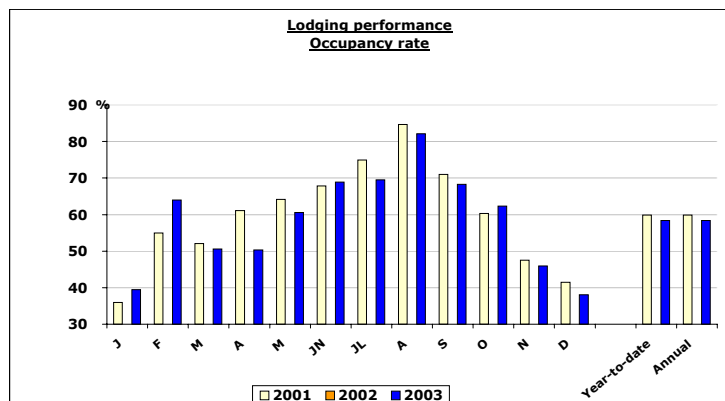
ECHO tourism STATistics Québec City and Area



LODGING STATISTICS - QUÉBEC CITY 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 | 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 |
| December | Available rooms Occupancy rate Average price | 1 176 30,5 67,30 \$ | n/d n/d n/d | 1 148 31,0 60,20 \$ | n/a n/a n/a | 4 095 42,3 81,20 \$ | n/d n/d n/d | 4 194 41,7 88,80 \$ | n/a n/a n/a | 3 670 44,2 120,00 \$ | n/d n/d n/d | 3 672 37,0 107,90 \$ | n/a n/a n/a | 8 923 41,5 97,70 \$ | n/d n/d n/d | 9 015 38,1 93,80 \$ | n/a n/a n/a |
| Annual average | Available rooms Occupancy rate Average price | 1 309 47,4 76,30 \$ | n/d n/d n/d | 1 256 46,9 75,68 \$ | n/a n/a n/a | 3 956 59,9 88,90 \$ | n/d n/d n/d | 4 156 60,9 99,32 \$ | n/a n/a n/a | 3 671 65,1 129,70 \$ | n/d n/d n/d | 3 671 59,7 133,69 \$ | n/a n/a n/a | 8 927 59,9 105,80 \$ | n/d n/d n/d | 9 081 58,4 110,70 \$ | n/a n/a n/a |

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 |

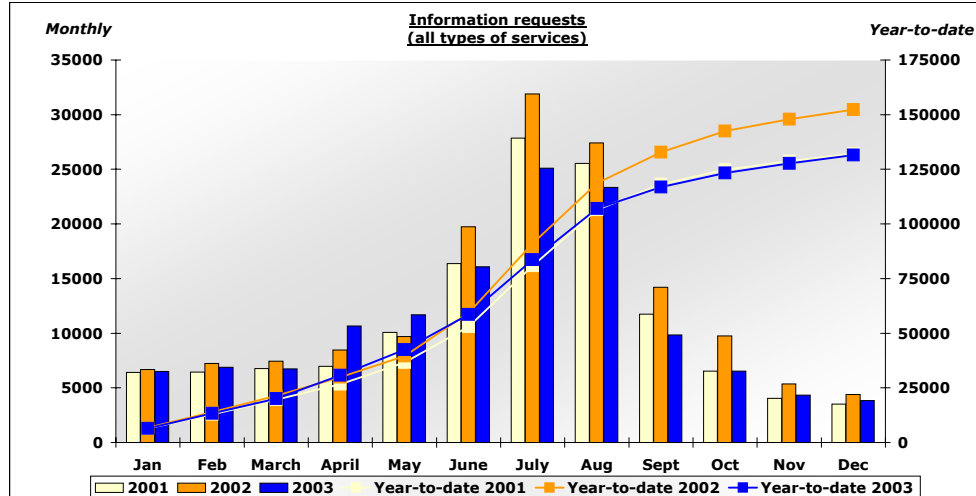
22,7% decrease in TIC information requests December 2003

| | 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%

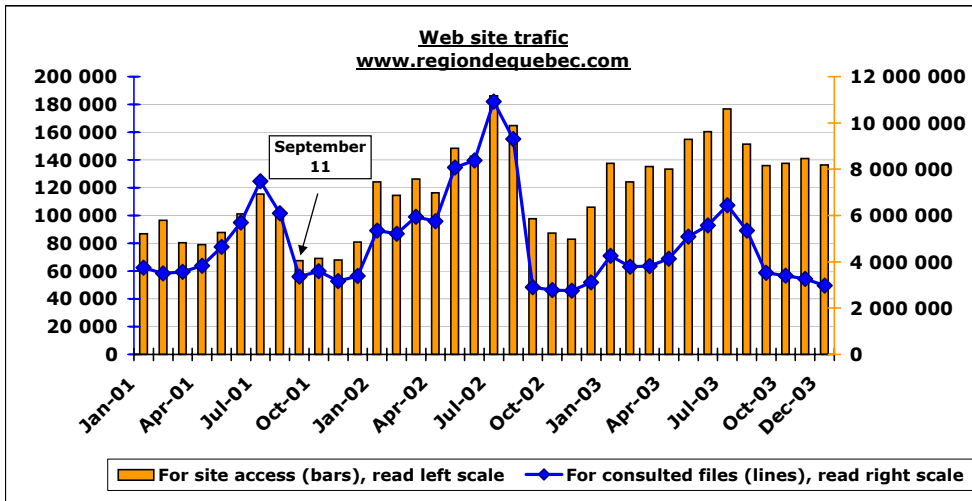
Source : TIC Survey, QC&A TCB

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



| | 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

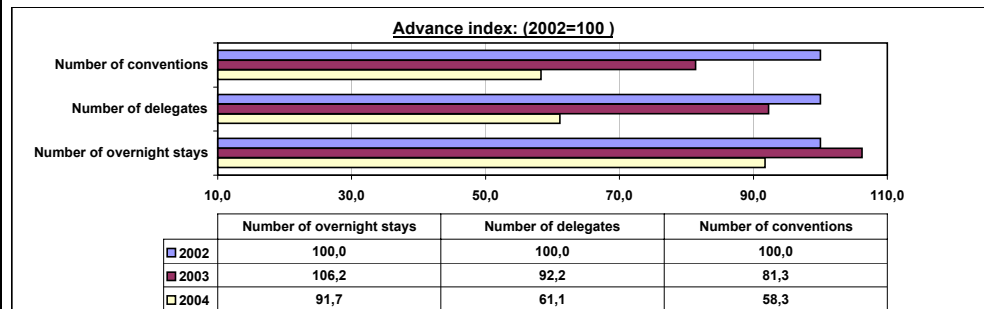
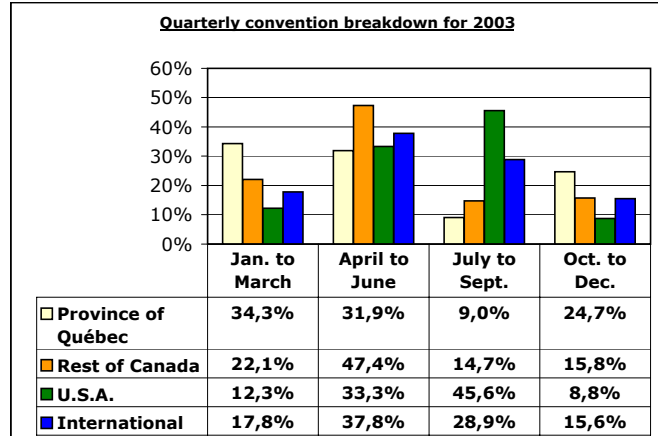
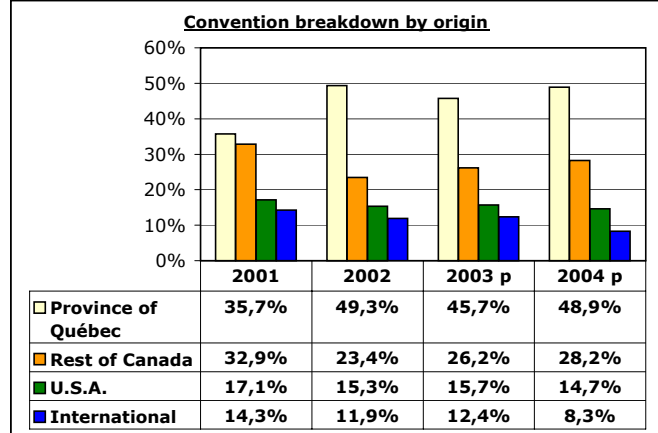
CAUTION

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 |
| Number of conventions | | | | | |
| Associations | 246 | 231 | 235 | 203 | 151 |
| Companies | 60 | 88 | 90 | 62 | 43 |
| Others | 54 | 57 | 61 | 49 | 31 |
| Sub-total convention | 360 | 376 | 386 | 314 | 225 |
| Events | 53 | 38 | 58 | 49 | 41 |
| Total | 413 | 414 | 444 | 363 | 266 |
| Average length (days) | 3,3 | 3,3 | 3,3 | 3,5 | 3,4 |

| 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 |
| Sub-total convention | 123 780 | 124 633 | 117 769 | 108 641 | 71 935 |
| Events (attendance) | 1 130 100 | 889 585 | 1 024 365 | 840 025 | 413 595 |
| Total | 1 253 880 | 1 014 218 | 1 142 134 | 948 666 | 485 530 |
| Average stay (days) | 3,3 | 3,5 | 3,2 | 3,5 | 3,2 |

| 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 |
| Sub-total convention | 168 026 | 175 375 | 135 963 | 144 437 | 124 701 |
| Events | 14 424 | 18 557 | 33 090 | 22 734 | 14 750 |
| Total | 182 450 | 193 932 | 169 053 | 167 171 | 139 451 |



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 |
| Population over 15 years old ('000) | 536,8 | 541,4 | 0,9% | 6 051,7 | 6 106,7 | 0,9% | 25 087,4 | 25 403,9 | 1,3% |
| Labor force ('000) | 338,1 | 343,2 | 1,5% | 3 934,8 | 4 022,4 | 2,2% | 16 744,1 | 17 021,5 | 1,7% |
| Employment ('000) | 318,7 | 319,4 | 0,2% | 3 620,3 | 3 669,3 | 1,4% | 15 548,8 | 15 834,0 | 1,8% |
| Unemployment ('000) | 19,4 | 23,9 | 23,2% | 314,5 | 353,1 | 12,3% | 1 195,2 | 1 187,5 | -0,6% |
| Unemployment rate (%) | 5,7 | 7,0 | 22,8% | 8,0 | 8,8 | 10,0% | 7,1 | 7,0 | -1,4% |
| Consumer price index (1992=100) | 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 ² |
|----------------------------------|--------------------|-------------------------|
| Québec City | 507 995 | 542,7 |
| La Cité (1) | 62 110 | 11,8 |
| Les Rivières (2) | 59 195 | 51,2 |
| Sainte-Foy - Sillery (3) | 68 410 | 29,0 |
| Charlesbourg (4) | 70 310 | 67,5 |
| Beauport (5) | 72 810 | 71,3 |
| Limoilou (6) | 44 980 | 8,2 |
| La-Haute-Saint-Charles (7) | 47 215 | 73,8 |
| Laurentien (8) | 82 965 | 229,9 |
| RCM of La Côte-de-Beaupré | 20 984 | 644,3 |
| RCM of L'Île-d'Orléans | 6 779 | 192,8 |
| RCM of Portneuf | 46 050 | 2512,8 |
| RCM of La Jacques-Cartier | 26 459 | 1508,3 |

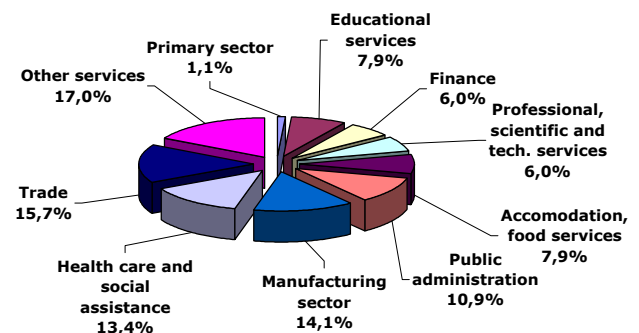
Source : Statistics Canada, 2001 Census

ROAD DISTANCE TO QUÉBEC CITY AND AREA

| | KM |
|---------------------|-------------|
| Montreal | 253 |
| Ottawa | 453 |
| Boston | 761 |
| Toronto | 798 |
| New York | 863 |
| Philadelphia | 995 |
| Halifax | 1043 |
| Detroit | 1194 |
| Washington | 1295 |
| Chicago | 1621 |

Source : Transport Quebec

Breakdown of employment by industry Québec City and Area - 2002



Source : Statistics Canada, Labour force survey

TEMPERATURES

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

PRECIPITATIONS

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

Source : Environment Canada

Jobs linked to tourist activity in 2001

| | |
|----------------------|---------------|
| Direct jobs | 22 013 |
| Indirect jobs | 7 924 |
| Total | 29 937 |

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

ECHO tourism STATistics
Québec City and Area



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

| Tourists: | Origin | | Total | | Total expenditures | |
|---------------------|------------------------|---------------|-------------------------|---------------|---------------------------|---------------|
| | (person-visits) | | number of nights | | (in CDN dollars) | |
| | '000 | % | '000 | % | '000 \$ | % |
| Province of Québec | 3 725 | 67,8% | 8 061 | 58,6% | 695 661 | 46,1% |
| Rest of Canada | 681 | 12,4% | 2 179 | 15,8% | 247 470 | 16,4% |
| Total-Canada | 4 406 | 80,2% | 10 240 | 74,4% | 943 131 | 62,5% |
| 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% |
| Total | 5 497 | 100,0% | 13 758 | 100,0% | 1 510 177 | 100,0% |

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

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

Définitions:

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

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

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

Source : Statistics Canada, CITIES 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 |
| Total-Canada | 23.4 | 20.9 | 39.4 | 16.3 |
| United States | 13.6 | 23.5 | 43.3 | 19.6 |
| Overseas | 9.9 | 21.6 | 56.4 | 12.1 |
| Total | 21.2 | 21.3 | 41.1 | 16.4 |

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 |
| Total-Canada | 41.3 | 13.7 | 37.1 | 7.9 |
| United States | 80.3 | 9.4 | 5.9 | 4.4 |
| Overseas | 68.7 | 10.9 | 17.5 | 2.9 |
| Total | 48.1 | 12.6 | 31.8 | 7.5 |

Accommodation

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

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% |
| Total-Canada | 59,01 \$ | 27,6% | 64,47 \$ | 30,1% | 36,41 \$ | 17,0% |
| 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% |
| Total | 94,11 \$ | 34,1% | 74,91 \$ | 27,1% | 39,93 \$ | 14,5% |
| Total - pleasure | 124,36 \$ | 36,7% | 88,65 \$ | 26,2% | 39,82 \$ | 11,8% |
| Total - business | 201,70 \$ | 45,4% | 134,86 \$ | 30,3% | 62,68 \$ | 14,1% |
| Total - visiting friends/relative | 14,84 \$ | 11,5% | 34,61 \$ | 26,7% | 30,07 \$ | 23,2% |

| | 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% |
| Total-Canada | 19,71 \$ | 9,2% | 34,42 \$ | 16,1% | 214,02 \$ | 100,0% |
| 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% |
| Total | 23,78 \$ | 8,6% | 43,20 \$ | 15,7% | 275,93 \$ | 100,0% |
| Total - pleasure | 33,95 \$ | 10,0% | 52,10 \$ | 15,4% | 338,88 \$ | 100,0% |
| Total - business | 11,99 \$ | 2,7% | 33,15 \$ | 7,5% | 444,38 \$ | 100,0% |
| Total - visiting friends/relative | 13,07 \$ | 10,1% | 36,82 \$ | 28,5% | 129,41 \$ | 100,0% |

| | <u>Leading tourist activities (total > 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 |
| Total-Canada | 49.2 | 42.8 | 33.8 | 12.0 |
| United States | 12.7 | 82.2 | 86.3 | 34.7 |
| Overseas | 46.2 | 91.8 | 86.2 | 63.4 |
| Total | 54.5 | 51.4 | 44.2 | 18.7 |

| | 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 |
| Total-Canada | 35.9 | 17.5 | 4.3 |
| United States | 25.7 | 28.2 | 14.9 |
| Overseas | 32.2 | 33.9 | 39.0 |
| Total | 34.3 | 20.1 | 8.2 |

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% |
| Total-Canada | 1032 | 88,6% | 921 | 78,8% | 1737 | 76,7% |
| United States | 92 | 7,9% | 159 | 13,6% | 294 | 13,0% |
| Overseas | 41 | 3,5% | 89 | 7,6% | 233 | 10,3% |
| Total | 1165 | 100,0% | 1169 | 100,0% | 2264 | 100,0% |

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

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% |
| 2002 | 1 165 | 21,2% | 1 169 | 21,3% | 2 264 | 41,1% |

| | 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% |
| 2 001 | 899 | 16,4% | 5 497 | 100,0% |