



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

*Performance Report on Québec City
Tourist Industry*



**DECEMBER 2007
YEAR 2007**



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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 2007

THE BEST TOURISTIC YEAR SINCE 2002 ANNUAL AGGREGATE INDEX IS INCREASING BY 2,6%

	2005	2006	2007	
	Index (*)	Index (*)	Index (*)	% Change
Total tourist activity - aggregate index (**)				
December	97,3	102,9	103,5	↗ 0,5%
Annual	98,6	98,7	101,3	↗ 2,6%
Lodging - room occupancy evolution index				
December	98,4	106,4	104,9	↘ -1,4%
Annual	101,9	101,9	103,6	↗ 1,7%
Sites and attractions - admissions evolution index				
December	115,7	113,3	114,4	↗ 1,0%
Annual	100,1	95,8	101,2	↗ 5,6%
Retail stores - transactions evolution index				
December	88,5	92,0	98,6	↗ 7,2%
Annual	92,7	96,4	92,1	↘ -4,5%
Restaurant indus. - meals served evolution index				
December	93,0	98,5	99,7	↗ 1,2%
Annual	95,7	96,1	100,9	↗ 5,0%
	Request	Request	Request	% Change
QCT information centres - at-the-counter information request				
December	986	1 174	990	↘ -15,7%
Annual	58 924	62 123	62 291	↗ 0,3%

(*) 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:

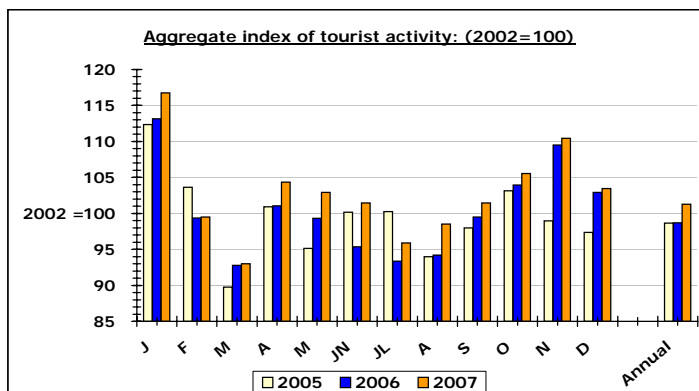
- Leading monthly statistics on the hotel industry and bed and breakfast.
- Enplaned passengers index at Jean-Lesage international Airport.
- International tourists entered in Canada by Québec boundaries.
- A forecast of upcoming events and conventions held in the region.
- Socio-economic and demographic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

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

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

MONTHLY TOURISM PERFORMANCE INDICATORS (2002 = 100)
DECEMBER 2007

	2 005	2 006	2 007	
	Index	Index	Index	% Var.
TOTAL TOURIST ACTIVITY				
<i>Aggregate index of tourist activity (1)</i>				
January	112,4	113,1	116,7	3,2%
February	103,6	99,4	99,5	0,1%
March	89,7	92,8	93,0	0,2%
April	100,9	101,1	104,3	3,2%
May	95,1	99,3	102,9	3,6%
June	100,2	95,4	101,5	6,4%
July	100,3	93,4	95,9	2,7%
August	94,0	94,2	98,5	4,6%
September	98,0	99,5	101,5	2,0%
October	103,1	103,9	105,5	1,5%
November	99,0	109,5	110,4	0,8%
December	97,3	102,9	103,5	0,5%
Annual	98,6	98,7	101,3	2,6%



(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.

LODGING				
<i>Room occupancy evolution index (2)</i>				
4 to 39 rooms				
December	79,9	94,8	91,8	-3,2%
Annual	94,9	96,5	97,2	0,7%
40 to 199 rooms				
December	99,0	109,8	101,5	-7,6%
Annual	104,7	106,3	105,5	-0,8%
200 rooms or more				
December	105,2	106,1	114,6	8,0%
Annual	100,4	98,5	103,0	4,6%
Total				
January	122,7	119,6	125,3	4,8%
February	102,0	101,7	101,4	-0,3%
March	92,0	94,4	97,8	3,6%
April	111,3	103,0	105,4	2,3%
May	98,5	106,7	110,0	3,1%
June	103,2	98,6	103,4	4,9%
July	101,1	94,1	95,8	1,8%
August	94,2	95,2	96,9	1,8%
September	98,2	100,5	97,4	-3,1%
October	106,7	106,8	109,0	2,1%
November	110,4	115,3	117,1	1,6%
December	98,4	106,4	104,9	-1,4%
Annual	101,9	101,9	103,6	1,7%

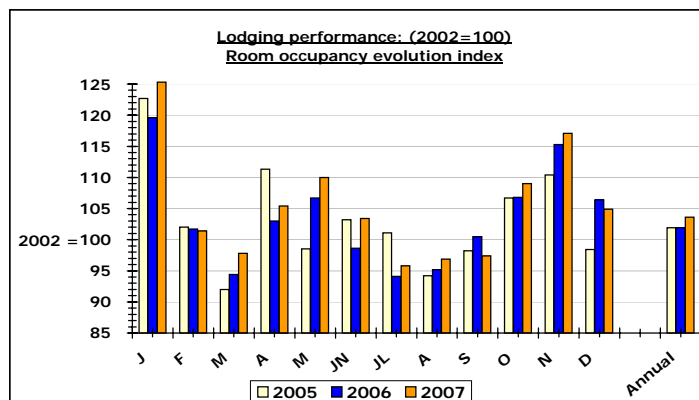
IN BRIEF

AGGREGATE INDEX OF TOURIST ACTIVITY

DECEMBER: 0.5 POINT INCREASE
YEAR TO DATE: 3 POINT INCREASE

LODGING

DECEMBER: 1 POINT DECREASE
YEAR-TO-DATE: 2 POINT INCREASE



(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 2007 (cont.)

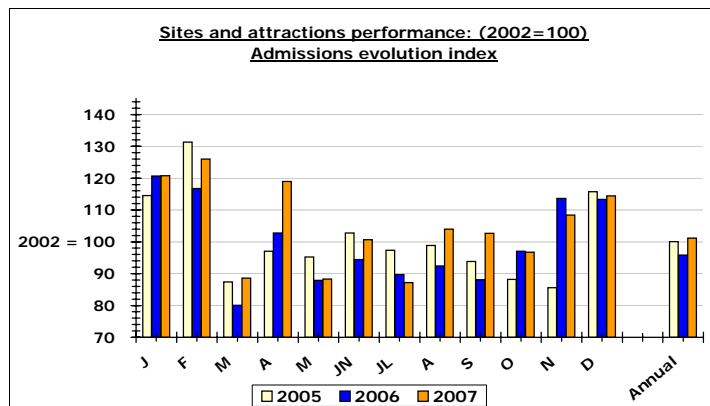
	2 005	2 006	2 007	
	Index	Index	Index	% Var.
SITES AND ATTRACTIONS				
<i>Admissions evolution index (1)</i>				
Indoor activities				
December	99,2	112,6	93,8	-16,7%
Annual	93,3	88,6	99,0	11,7%
Outdoor activities				
December	131,3	114,0	133,8	17,4%
Annual	107,0	103,0	103,4	0,4%
Total				
January	114,5	120,7	120,8	0,1%
February	131,3	116,7	126,0	8,0%
March	87,4	80,1	88,6	10,6%
April	97,0	102,8	119,0	15,8%
May	95,2	87,9	88,3	0,5%
June	102,8	94,4	100,7	6,7%
July	97,3	89,7	87,2	-2,8%
August	98,9	92,4	104,0	12,6%
September	93,8	88,1	102,7	16,6%
October	88,2	97,0	96,7	-0,3%
November	85,6	113,6	108,4	-4,6%
December	115,7	113,3	114,4	1,0%
Annual	100,1	95,8	101,2	5,6%

BOUTIQUES/RETAIL STORES				
<i>Transactions evolution index (2)</i>				
January	113,3	115,5	122,7	6,2%
February	102,1	105,8	92,1	-12,9%
March	101,3	100,8	84,9	-15,8%
April	98,0	114,2	98,0	-14,2%
May	95,5	102,4	97,1	-5,2%
June	95,0	86,8	96,2	10,8%
July	100,3	94,7	97,0	2,4%
August	92,8	101,4	103,0	1,6%
September	86,3	95,6	86,2	-9,8%
October	88,0	90,9	73,4	-19,3%
November	84,3	93,4	80,1	-14,2%
December	88,5	92,0	98,6	7,2%
Annual	92,7	96,4	92,1	-4,5%

IN BRIEF

SITES AND ATTRACTIONS

DECEMBER: 1 POINT INCREASE
YEAR-TO-DATE: 6 POINT INCREASE

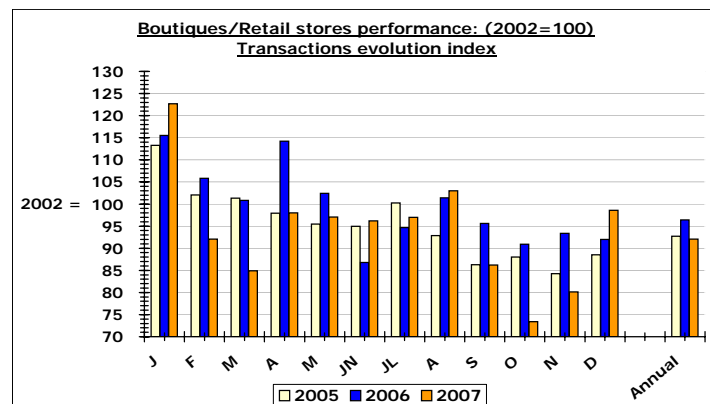


(1) Based on the number of paying and non-paying entrance fees taken from 50 regional sites and attractions. The index enables measuring monthly and seasonal attendance variations.

IN BRIEF

BOUTIQUES/RETAIL STORES

DECEMBER: 7 POINT INCREASE
YEAR-TO-DATE: 5 POINT DECREASE



(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 2007 (cont.)

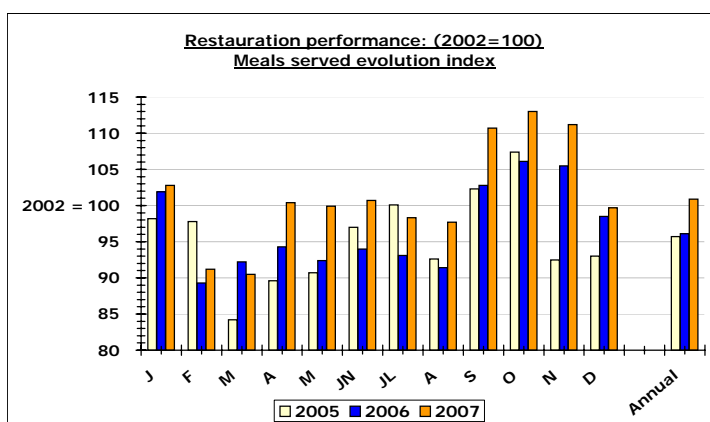
	2 005	2 006	2 007	
	Index	Index	Index	% Var.
RESTAURANT INDUSTRY				
<i>Meals served evolution index (1)</i>				
Restaurants - 1 to 99 seats				
December	85,9	82,5	87,3	5,8%
Annual	87,9	78,6	84,9	8,0%
Restaurants - 100 seats or more				
December	93,4	99,4	100,4	1,0%
Annual	96,3	97,5	102,2	4,8%
Total				
January	98,2	101,9	102,8	0,9%
February	97,8	89,3	91,2	2,1%
March	84,2	92,2	90,5	-1,8%
April	89,6	94,3	100,4	6,5%
May	90,7	92,4	99,9	8,1%
June	97,0	94,0	100,7	7,1%
July	100,1	93,1	98,3	5,6%
August	92,6	91,4	97,7	6,9%
September	102,3	102,8	110,7	7,7%
October	107,4	106,1	113,0	6,5%
November	92,5	105,5	111,2	5,4%
December	93,0	98,5	99,7	1,2%
Annual	95,7	96,1	100,9	5,0%

BED & BREAKFAST				
<i>Occupancy rate evolution (1)</i>				
January	21,9	15,8	21,5	36,1%
February	39,7	31,4	31,8	1,3%
March	25,7	22,9	25,4	10,9%
April	20,9	18,9	17,0	-10,1%
May	38,8	38,2	31,1	-18,6%
June	57,2	44,0	40,9	-7,0%
July	75,3	67,2	61,2	-8,9%
August	79,2	73,8	66,5	-9,9%
September	54,2	53,9	48,0	-10,9%
October	40,8	39,2	39,6	1,0%
November	12,5	17,7	24,3	37,3%
December	23,8	28,0	26,1	-6,8%
Annual	42,4	38,9	38,6	-0,8%

IN BRIEF

RESTAURANT INDUSTRY

DECEMBER: 1 POINT INCREASE
YEAR-TO-DATE: 5 POINT INCREASE

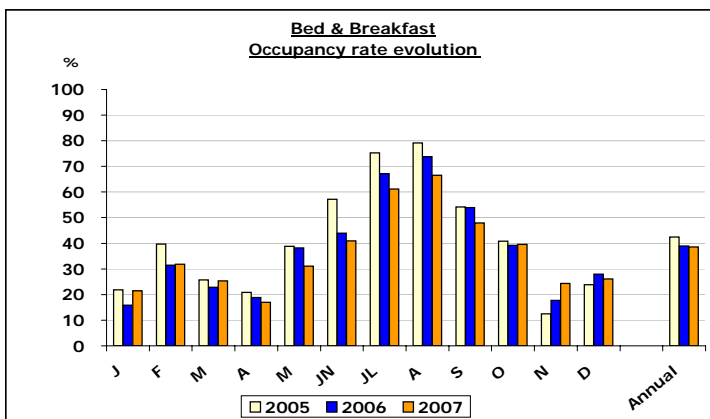


(1) Based on the number of meals served in 35 restaurants of the region. The index enables measuring the monthly and seasonal variations of clients.

IN BRIEF

BED & BREAKFAST

DECEMBER: 7 POINT DECREASE
YEAR-TO-DATE: 1 POINT DECREASE



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

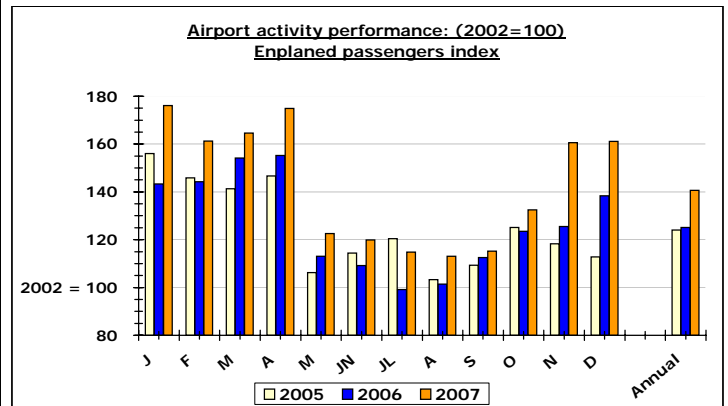
**MONTHLY TOURISM PERFORMANCE INDICATORS (2002 = 100)
 DECEMBER 2007 (end)**

	2 005	2 006	2 007	
	Index	Index	Index	% Var.
JEAN-LESAGE INTERNATIONAL AIRPORT				
<i>Enplaned passengers index</i>				
Domestic flights				
December	109,5	111,8	125,2	12,0%
Annual	108,1	104,2	112,5	8,0%
Transborder and international flights				
December	121,7	210,1	258,0	22,8%
Annual	195,3	218,8	266,6	21,8%
Total				
January	156,1	143,3	176,1	22,9%
February	145,9	144,3	161,3	11,7%
March	141,3	154,1	164,6	6,8%
April	146,7	155,2	174,9	12,7%
May	106,3	113,1	122,6	8,4%
June	114,4	109,1	119,9	9,9%
July	120,4	99,2	114,8	15,7%
August	103,3	101,4	113,0	11,5%
September	109,3	112,5	115,2	2,4%
October	125,1	123,6	132,5	7,2%
November	118,3	125,5	160,6	27,9%
December	112,8	138,3	161,1	16,4%
Annual	124,0	125,2	140,7	12,4%

IN BRIEF

JEAN-LESAGE INTERNATIONAL AIRPORT

DECEMBER: 16 POINT INCREASE
YEAR-TO-DATE: 12 POINT INCREASE



MONTHLY TOURISM PERFORMANCE INDICATORS (2002 = 100)
2002-2007 SUMMARY

	2 003	2 004	2 005	2 006	2 007		2 003	2 004	2 005	2 006	2 007
	Index	Index	Index	Index	Index		Index	Index	Index	Index	Index
TOTAL TOURIST ACTIVITY						BOUTIQUES/RETAIL STORES					
<i>Aggregate index of tourist activity</i>						<i>Transactions evolution index</i>					
January	110,3	106,5	112,4	113,1	116,7	January	128,1	116,7	113,3	115,5	122,7
February	101,3	101,7	103,6	99,4	99,5	February	123,0	118,3	102,1	105,8	92,1
March	93,6	92,6	89,7	92,8	93,0	March	107,3	112,6	101,3	100,8	84,9
April	99,3	103,4	100,9	101,1	104,3	April	104,6	120,0	98,0	114,2	98,0
May	95,9	98,9	95,1	99,3	102,9	May	88,6	110,6	95,5	102,4	97,1
June	96,6	97,5	100,2	95,4	101,5	June	85,2	101,8	95,0	86,8	96,2
July	87,3	97,1	100,3	93,4	95,9	July	88,7	102,4	100,3	94,7	97,0
August	93,5	95,8	94,0	94,2	98,5	August	92,8	103,8	92,8	101,4	103,0
September	90,9	100,9	98,0	99,5	101,5	September	83,6	96,2	86,3	95,6	86,2
October	97,4	108,1	103,1	103,9	105,5	October	84,4	96,1	88,0	90,9	73,4
November	100,0	102,4	99,0	109,5	110,4	November	93,9	89,1	84,3	93,4	80,1
December	91,6	97,2	97,3	102,9	103,5	December	93,6	89,6	88,5	92,0	98,6
Annual	94,8	99,1	98,6	98,7	101,3	Annual	91,4	100,8	92,7	96,4	92,1
LODGING						RESTAURANT INDUSTRY					
<i>Room occupancy evolution index</i>						<i>Meals served evolution index</i>					
January	115,1	112,1	122,7	119,6	125,3	January	103,1	94,4	98,2	101,9	102,8
February	103,1	93,7	102,0	101,7	101,4	February	92,9	94,9	97,8	89,3	91,2
March	96,0	94,0	92,0	94,4	97,8	March	92,5	86,9	84,2	92,2	90,5
April	101,0	101,4	111,3	103,0	105,4	April	95,9	95,3	89,6	94,3	100,4
May	95,8	98,6	98,5	106,7	110,0	May	96,1	95,4	90,7	92,4	99,9
June	94,1	97,6	103,2	98,6	103,4	June	102,4	95,8	97,0	94,0	100,7
July	85,1	98,7	101,1	94,1	95,8	July	90,9	95,9	100,1	93,1	98,3
August	92,7	95,1	94,2	95,2	96,9	August	94,4	94,7	92,6	91,4	97,7
September	89,4	102,1	98,2	100,5	97,4	September	96,6	102,6	102,3	102,8	110,7
October	98,1	112,1	106,7	106,8	109,0	October	102,6	108,6	107,4	106,1	113,0
November	103,6	108,8	110,4	115,3	117,1	November	98,2	94,9	92,5	105,5	111,2
December	91,9	100,9	98,4	106,4	104,9	December	87,8	91,1	93,0	98,5	99,7
Annual	95,6	100,7	101,9	101,9	103,6	Annual	95,8	96,0	95,7	96,1	100,9
SITES AND ATTRACTIONS						JEAN-LESAGE INTERNATIONAL AIRPORT					
<i>Admissions evolution index</i>						<i>Enplaned passengers index</i>					
January	97,2	113,0	114,5	120,7	120,8	January	124,1	130,9	156,1	143,3	176,1
February	101,3	142,9	131,3	116,7	126,0	February	119,3	124,3	145,9	144,3	161,3
March	73,9	86,1	87,4	80,1	88,6	March	123,2	124,5	141,3	154,1	164,6
April	98,8	122,8	97,0	102,8	119,0	April	105,9	131,2	146,7	155,2	174,9
May	102,7	100,5	95,2	87,9	88,3	May	87,4	109,7	106,3	113,1	122,6
June	98,3	98,2	102,8	94,4	100,7	June	100,4	107,1	114,4	109,1	119,9
July	83,5	89,3	97,3	89,7	87,2	July	87,2	106,9	120,4	99,2	114,8
August	94,1	94,6	98,9	92,4	104,0	August	93,0	103,8	103,3	101,4	113,0
September	85,4	94,7	93,8	88,1	102,7	September	97,2	106,7	109,3	112,5	115,2
October	89,3	100,6	88,2	97,0	96,7	October	93,0	112,7	125,1	123,6	132,5
November	96,5	113,0	85,6	113,6	108,4	November	103,7	119,7	118,3	125,5	160,6
December	101,4	109,0	115,7	113,3	114,4	December	103,6	118,3	112,8	138,3	161,1
Annual	91,7	100,8	100,1	95,8	101,2	Annual	102,5	115,5	124,0	125,2	140,7

The best index of the period

NUMBER OF TRIPS OF INTERNATIONAL TOURISTS ENTERED IN CANADA VIA QUÉBEC ONE OR MORE NIGHT TRIP						
	United States		Overseas		Total	
	2007	07/06 %	2007	07/06 %	2007	07/06 %
January	84 323	-5,6%	35 276	4,8%	119 599	-2,7%
February	104 462	-8,3%	43 709	5,3%	148 171	-4,7%
March	99 011	-14,5%	42 770	18,8%	141 781	-6,6%
April	112 760	-14,2%	48 143	4,7%	160 903	-9,3%
May	147 106	-3,6%	61 893	3,4%	208 999	-1,6%
June	190 810	-1,9%	90 289	9,8%	281 099	1,6%
July	221 985	-7,2%	119 772	1,9%	341 757	-4,2%
August	238 366	0,2%	112 572	9,8%	350 938	3,1%
September	145 143	-11,1%	98 106	4,9%	243 249	-5,3%
October	134 361	0,7%	67 253	-0,9%	201 614	0,2%
November						
December						
Year-to-date	1 478 327	-5,9%	719 783	5,7%	2 198 109	-2,4%

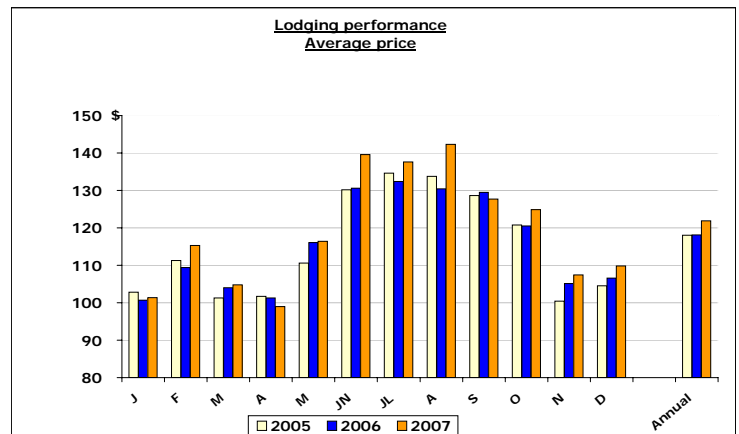
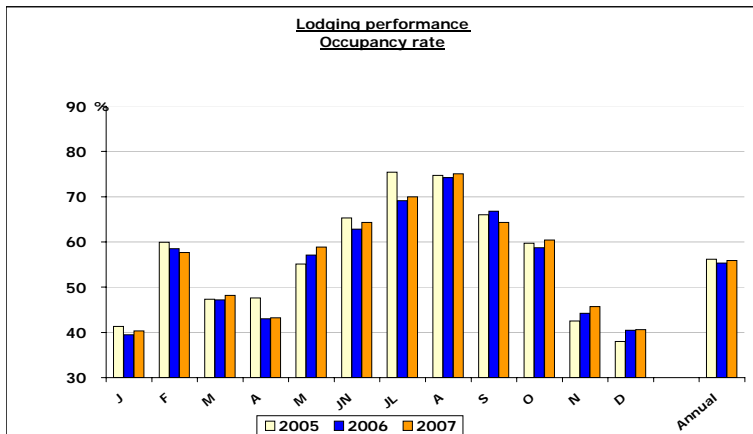
NUMBER OF TRIPS BY RESIDENTS OF COUNTRIES OTHER THAN UNITED STATES ENTERED IN CANADA VIA QUÉBEC				
	October		Year-to-date	
	2007	07/06 %	2007	07/06 %
France	20 035	-5,9%	245 535	5,2%
United Kindom	8 526	-19,2%	74 337	-2,4%
Germany	4 290	-0,5%	45 002	3,2%
Mexico	2 844	14,8%	42 973	5,6%
Switzerland	2 529	-2,8%	27 300	-0,9%
Italy	1 612	8,3%	25 682	26,6%
Belgium	1 906	8,0%	20 852	5,7%
Spain	1 659	33,2%	18 857	27,1%
Japan	4 854	-5,5%	14 703	-8,8%
Netherlands	1 295	9,1%	12 300	5,3%
Other countries	17 703	12,0%	192 242	8,9%
Total	67 253	-0,9%	719 783	5,7%

Source : Statistics Canada, International travel, cat #66-001-PIF

LODGING STATISTICS - QUÉBEC CITY AND AREA
DECEMBER 2007

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2005	2006	2007	% Var	2005	2006	2007	% Var	2005	2006	2007	% Var	2005	2006	2007	% Var
January	Available rooms	2 234	2 227	2 277	2,2%	5 222	5 433	5 663	4,2%	3 912	3 921	3 941	0,5%	11 366	11 582	11 880	2,6%
	Occupancy rate	71,0	26,7	27,0	1,1%	41,6	41,3	43,7	5,8%	49,9	44,2	43,3	-2,0%	41,3	39,5	40,3	2,0%
	Average price	71,00 \$	73,20 \$	80,50 \$	10,0%	93,00 \$	97,30 \$	94,80 \$	-2,6%	121,10 \$	114,40 \$	119,10 \$	4,1%	102,80 \$	100,70 \$	101,40 \$	0,7%
February	Available rooms	2 393	2 340	2 324	-0,7%	5 259	5 541	5 675	2,4%	3 912	3 921	3 936	0,4%	11 562	11 802	11 935	1,1%
	Occupancy rate	38,2	39,3	38,1	-3,1%	62,7	60,1	58,0	-3,5%	69,6	67,8	68,8	1,5%	59,9	58,5	57,7	-1,4%
	Average price	81,30 \$	76,10 \$	85,60 \$	12,5%	100,30 \$	100,50 \$	102,50 \$	2,0%	134,70 \$	132,10 \$	140,30 \$	6,2%	111,30 \$	109,40 \$	115,30 \$	5,4%
March	Available rooms	2 354	2 294	2 295	0,0%	5 170	5 542	5 699	2,8%	3 912	3 921	3 936	0,4%	11 435	11 756	11 928	1,5%
	Occupancy rate	31,7	30,6	31,2	2,0%	51,0	48,9	50,4	3,1%	52,0	54,6	55,1	0,9%	47,3	47,2	48,2	2,1%
	Average price	75,70 \$	76,20 \$	83,70 \$	9,8%	94,90 \$	100,30 \$	97,30 \$	-3,0%	118,90 \$	117,90 \$	122,00 \$	3,5%	101,30 \$	104,00 \$	104,80 \$	0,8%
April	Available rooms	2 326	2 292	2 256	-1,6%	5 140	5 422	5 671	4,6%	3 912	3 939	3 936	-0,1%	11 381	11 652	11 862	1,8%
	Occupancy rate	26,5	26,9	28,4	5,6%	48,2	43,0	42,8	-0,5%	59,0	52,5	52,4	-0,2%	47,6	43,0	43,2	0,5%
	Average price	62,00 \$	66,70 \$	76,10 \$	14,1%	91,40 \$	94,40 \$	92,30 \$	-2,2%	122,60 \$	119,30 \$	114,10 \$	-4,4%	101,70 \$	101,30 \$	99,00 \$	-2,3%
May	Available rooms	2 419	2 459	2 405	-2,2%	5 129	5 596	5 364	-4,1%	3 921	3 939	4 227	7,3%	11 471	11 990	11 998	0,1%
	Occupancy rate	32,7	35,0	35,4	1,1%	57,7	57,4	59,0	2,8%	65,5	71,1	72,0	1,3%	55,1	57,1	58,9	3,2%
	Average price	74,40 \$	78,20 \$	77,00 \$	-1,5%	99,50 \$	103,60 \$	104,90 \$	1,3%	134,00 \$	143,20 \$	139,10 \$	-2,9%	110,60 \$	116,10 \$	116,40 \$	0,3%
June	Available rooms	2 520	2 509	2 506	-0,1%	5 485	5 408	5 406	0,0%	3 921	3 939	4 227	7,3%	11 925	11 856	12 141	2,4%
	Occupancy rate	43,3	42,6	42,2	-0,9%	67,2	64,1	67,5	5,3%	77,0	74,4	73,1	-1,7%	65,3	62,8	64,3	2,4%
	Average price	84,60 \$	88,60 \$	90,20 \$	1,8%	126,40 \$	124,10 \$	144,20 \$	16,2%	151,40 \$	155,10 \$	150,90 \$	-2,7%	130,20 \$	130,60 \$	139,60 \$	6,9%
July	Available rooms	2 595	2 570	2 545	-1,0%	5 451	5 641	5 570	-1,3%	3 921	3 939	4 098	4,0%	11 967	12 149	12 211	0,5%
	Occupancy rate	61,2	57,7	59,8	3,6%	76,2	68,8	69,3	0,7%	83,8	77,3	77,3	0,0%	75,4	69,1	70,0	1,3%
	Average price	98,40 \$	97,50 \$	98,80 \$	1,3%	132,30 \$	132,50 \$	135,60 \$	2,3%	155,10 \$	150,00 \$	158,60 \$	5,7%	134,60 \$	132,40 \$	137,60 \$	3,9%
August	Available rooms	2 593	2 585	2 573	-0,5%	5 451	5 643	5 498	-2,6%	3 921	3 939	4 169	5,8%	11 966	12 166	12 240	0,6%
	Occupancy rate	61,2	62,3	64,2	3,0%	76,0	74,8	75,3	0,7%	81,7	81,4	81,4	0,0%	74,7	74,2	75,1	1,2%
	Average price	98,40 \$	97,40 \$	105,50 \$	8,3%	128,60 \$	125,50 \$	137,50 \$	9,6%	157,90 \$	153,80 \$	165,90 \$	7,9%	133,80 \$	130,40 \$	142,30 \$	9,1%
September	Available rooms	2 575	2 549	2 524	-1,0%	5 477	5 636	5 506	-2,3%	3 921	3 939	4 169	5,8%	11 974	12 121	12 200	0,7%
	Occupancy rate	44,9	46,5	46,3	-0,4%	70,3	71,4	68,3	-4,3%	73,6	74,1	69,9	-5,7%	66,0	66,8	64,3	-3,7%
	Average price	86,70 \$	90,70 \$	89,80 \$	-1,0%	121,90 \$	122,60 \$	122,50 \$	-0,1%	153,90 \$	156,60 \$	149,50 \$	-4,5%	128,60 \$	129,50 \$	127,70 \$	-1,4%
October	Available rooms	2 455	2 457	2 395	-2,5%	5 432	5 623	5 348	-4,9%	3 921	3 939	4 169	5,8%	11 810	12 018	11 913	-0,9%
	Occupancy rate	36,9	39,1	41,1	5,1%	60,7	60,6	61,2	1,0%	72,4	68,2	70,3	3,1%	59,7	58,7	60,4	2,9%
	Average price	79,50 \$	83,10 \$	86,30 \$	3,9%	108,50 \$	106,50 \$	114,40 \$	7,4%	148,00 \$	151,60 \$	149,70 \$	-1,3%	120,80 \$	120,50 \$	124,90 \$	3,7%
November	Available rooms	2 253	2 277	2 172	-4,6%	5 487	5 495	5 158	-6,1%	3 921	3 939	4 169	5,8%	11 660	11 712	11 500	-1,8%
	Occupancy rate	25,0	26,3	28,0	6,5%	41,8	44,9	44,2	-1,6%	53,4	53,5	56,6	5,8%	42,5	44,2	45,7	3,4%
	Average price	61,30 \$	67,30 \$	78,20 \$	16,2%	93,80 \$	97,70 \$	100,50 \$	2,9%	118,10 \$	124,20 \$	121,20 \$	-2,4%	100,40 \$	105,10 \$	107,40 \$	2,2%
December	Available rooms	2 261	2 259	2 191	-3,0%	5 469	5 640	5 279	-6,4%	3 921	3 941	4 170	5,8%	11 652	11 840	11 642	-1,7%
	Occupancy rate	25,4	30,2	30,2	0,0%	40,2	43,3	42,7	-1,4%	42,2	42,3	43,2	2,1%	38,0	40,5	40,6	0,2%
	Average price	81,60 \$	81,00 \$	95,90 \$	18,4%	101,60 \$	102,00 \$	100,90 \$	-1,1%	115,90 \$	123,60 \$	125,70 \$	1,7%	104,50 \$	106,60 \$	109,80 \$	3,0%
Annual average	Available rooms	2 415	2 402	2 372	-1,2%	5 348	5 552	5 486	-1,2%	3 918	3 935	4 097	4,1%	11 681	11 888	11 955	0,6%
	Occupancy rate	38,4	39,2	40,0	2,0%	57,9	56,6	56,9	0,5%	65,0	63,4	63,8	0,6%	56,2	55,3	55,9	1,1%
	Average price	83,95 \$	84,69 \$	89,90 \$	6,2%	110,87 \$	111,32 \$	115,38 \$	3,6%	139,01 \$	139,76 \$	141,22 \$	1,0%	118,05 \$	118,10 \$	121,91 \$	3,2%

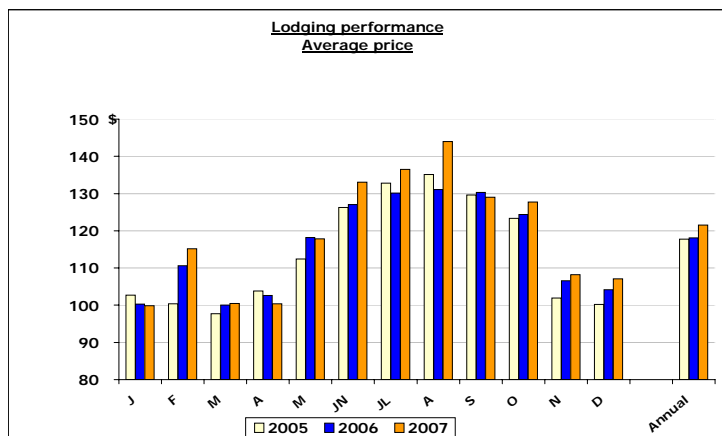
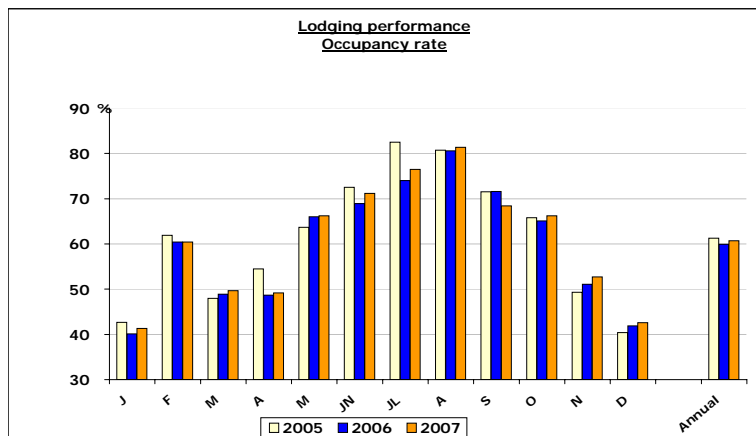
Québec City and Area



LODGING STATISTICS - QUÉBEC CITY
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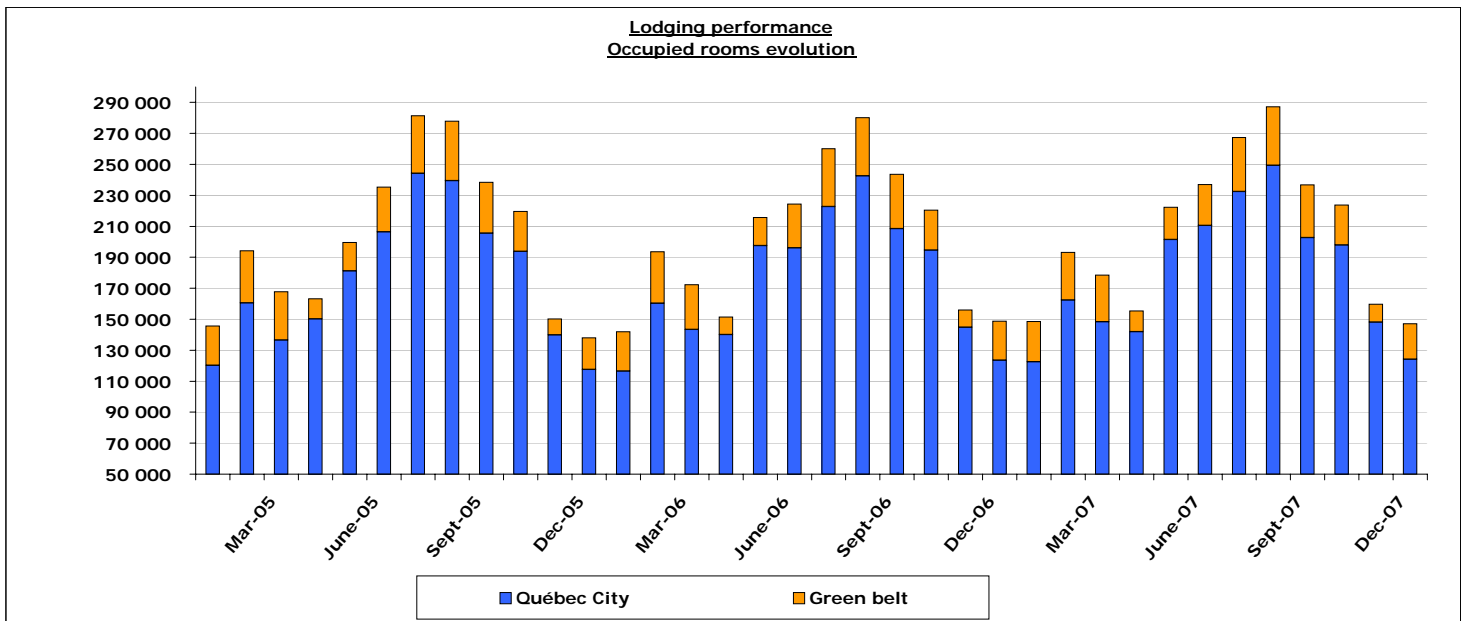
		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2005	2006	2007	% Var	2005	2006	2007	% Var	2005	2006	2007	% Var	2005	2006	2007	% Var
January	Available rooms	1 187	1 205	1 264	4,9%	4 226	4 485	4 612	2,8%	3 672	3 681	3 701	0,5%	9 080	9 365	9 569	2,2%
	Occupancy rate	71,0	26,7	30,4	13,9%	41,8	40,7	43,8	7,6%	49,7	44,2	43,1	-2,5%	42,7	40,1	41,3	3,0%
	Average price	71,00 \$	65,70 \$	66,20 \$	0,8%	91,20 \$	96,30 \$	93,40 \$	-3,0%	120,20 \$	111,60 \$	116,50 \$	4,4%	102,70 \$	100,30 \$	99,90 \$	-0,4%
February	Available rooms	1 343	1 322	1 289	-2,5%	4 239	4 485	4 631	3,3%	3 672	3 681	3 696	0,4%	9 252	9 485	9 608	1,3%
	Occupancy rate	37,9	37,6	39,4	4,8%	64,3	60,7	59,4	-2,1%	68,6	68,5	69,3	1,2%	61,9	60,4	60,4	0,0%
	Average price	77,80 \$	73,30 \$	75,70 \$	3,3%	97,10 \$	100,00 \$	100,60 \$	0,6%	132,50 \$	129,60 \$	138,50 \$	6,9%	100,40 \$	110,60 \$	115,20 \$	4,2%
March	Available rooms	1 294	1 295	1 264	-2,4%	4 220	4 493	4 684	4,3%	3 672	3 681	3 696	0,4%	9 178	9 465	9 630	1,7%
	Occupancy rate	32,2	33,4	32,0	-4,2%	51,9	50,5	51,6	2,2%	50,7	53,4	54,3	1,7%	48,0	48,9	49,7	1,6%
	Average price	64,30 \$	63,50 \$	75,50 \$	18,9%	89,50 \$	96,10 \$	93,40 \$	-2,8%	114,70 \$	112,40 \$	116,40 \$	3,6%	97,70 \$	100,00 \$	100,50 \$	0,5%
April	Available rooms	1 297	1 324	1 264	-4,5%	4 222	4 572	4 656	1,8%	3 672	3 699	3 696	-0,1%	9 187	9 589	9 611	0,2%
	Occupancy rate	33,9	33,1	35,6	7,6%	55,5	48,6	49,2	1,2%	61,4	54,7	54,1	-1,1%	54,5	48,7	49,2	1,0%
	Average price	62,40 \$	66,70 \$	76,40 \$	14,5%	92,80 \$	94,30 \$	93,60 \$	-0,7%	123,00 \$	119,60 \$	114,10 \$	-4,6%	103,80 \$	102,60 \$	100,40 \$	-2,1%
May	Available rooms	1 323	1 408	1 385	-1,6%	4 165	4 549	4 438	-2,4%	3 681	3 699	3 987	7,8%	9 174	9 657	9 811	1,6%
	Occupancy rate	43,4	49,1	46,1	-6,1%	65,9	64,0	64,0	0,0%	68,8	74,8	75,6	1,1%	63,7	66,0	66,2	0,3%
	Average price	76,70 \$	78,70 \$	77,30 \$	-1,8%	98,70 \$	102,60 \$	103,00 \$	0,4%	134,60 \$	144,00 \$	139,90 \$	-2,8%	112,40 \$	118,20 \$	117,80 \$	-0,3%
June	Available rooms	1 355	1 417	1 402	-1,1%	4 457	4 361	4 463	2,3%	3 681	3 699	3 987	7,8%	9 491	9 480	9 853	3,9%
	Occupancy rate	55,2	54,1	54,4	0,6%	72,2	67,6	73,1	8,1%	79,4	76,4	75,1	-1,7%	72,5	68,9	71,2	3,3%
	Average price	85,90 \$	85,90 \$	88,20 \$	2,7%	111,10 \$	108,90 \$	124,60 \$	14,4%	153,50 \$	157,30 \$	153,10 \$	-2,7%	126,30 \$	127,00 \$	133,10 \$	4,8%
July	Available rooms	1 397	1 424	1 415	-0,6%	4 472	4 587	4 529	-1,3%	3 681	3 699	3 855	4,2%	9 551	9 711	9 796	0,9%
	Occupancy rate	72,7	65,5	69,5	6,1%	83,2	72,8	76,2	4,7%	85,7	79,0	79,5	0,6%	82,5	74,0	76,5	3,4%
	Average price	97,60 \$	98,10 \$	102,00 \$	4,0%	121,30 \$	120,80 \$	124,50 \$	3,1%	158,10 \$	151,90 \$	160,50 \$	5,7%	132,80 \$	130,10 \$	136,50 \$	4,9%
August	Available rooms	1 415	1 427	1 437	0,7%	4 472	4 589	4 517	-1,6%	3 681	3 699	3 929	6,2%	9 568	9 715	9 883	1,7%
	Occupancy rate	73,2	73,0	76,3	4,5%	81,2	80,8	81,1	0,4%	83,1	83,4	83,6	0,2%	80,7	80,6	81,4	1,0%
	Average price	101,30 \$	100,80 \$	105,00 \$	4,2%	123,00 \$	119,60 \$	133,50 \$	11,6%	160,80 \$	155,60 \$	168,50 \$	8,3%	135,10 \$	131,10 \$	144,00 \$	9,8%
September	Available rooms	1 411	1 427	1 421	-0,4%	4 497	4 581	4 523	-1,3%	3 681	3 699	3 929	6,2%	9 589	9 707	9 873	1,7%
	Occupancy rate	55,9	57,0	57,9	1,6%	73,9	74,3	70,5	-5,1%	74,8	74,4	69,9	-6,0%	71,5	71,6	68,4	-4,5%
	Average price	92,70 \$	89,10 \$	96,70 \$	8,5%	115,50 \$	115,40 \$	115,70 \$	0,3%	157,30 \$	161,30 \$	154,20 \$	-4,4%	129,60 \$	130,30 \$	129,00 \$	-1,0%
October	Available rooms	1 369	1 376	1 320	-4,1%	4 452	4 568	4 404	-3,6%	3 681	3 699	3 929	6,2%	9 502	9 641	9 649	0,1%
	Occupancy rate	46,6	47,6	52,6	10,5%	65,1	66,1	64,8	-2,0%	73,7	70,7	72,6	2,7%	65,8	65,1	66,2	1,7%
	Average price	80,90 \$	83,90 \$	87,80 \$	4,6%	107,00 \$	107,30 \$	114,80 \$	7,0%	150,50 \$	154,00 \$	151,80 \$	-1,4%	123,30 \$	124,40 \$	127,70 \$	2,7%
November	Available rooms	1 237	1 264	1 186	-6,2%	4 547	4 491	4 259	-5,2%	3 681	3 699	3 929	6,2%	9 455	9 448	9 372	-0,8%
	Occupancy rate	35,4	34,6	36,7	6,1%	48,5	52,3	50,2	-4,0%	55,7	55,7	60,3	8,3%	49,3	51,1	52,7	3,1%
	Average price	59,20 \$	71,20 \$	69,90 \$	-1,8%	94,10 \$	98,30 \$	101,20 \$	3,0%	119,20 \$	124,90 \$	121,60 \$	-2,6%	101,90 \$	106,60 \$	108,20 \$	1,5%
December	Available rooms	1 197	1 201	1 190	-0,9%	4 521	4 615	4 282	-7,2%	3 681	3 701	3 930	6,2%	9 391	9 502	9 399	-1,1%
	Occupancy rate	28,7	33,5	34,3	2,4%	42,0	44,2	44,5	0,7%	82,0	42,2	43,1	2,1%	40,4	41,9	42,6	1,7%
	Average price	66,70 \$	77,30 \$	75,80 \$	-1,9%	97,10 \$	98,50 \$	99,70 \$	1,2%	111,30 \$	120,80 \$	122,90 \$	1,7%	100,20 \$	104,20 \$	107,10 \$	2,8%
Annual average	Available rooms	1 318	1 341	1 320	-1,6%	4 375	4 532	4 499	-0,7%	3 678	3 695	3 856	4,4%	9 368	9 565	9 672	1,1%
	Occupancy rate	45,9	46,2	48,0	3,9%	62,2	60,2	60,7	0,8%	66,1	64,8	65,2	0,6%	61,3	59,9	60,7	1,3%
	Average price	82,72 \$	83,63 \$	87,45 \$	4,6%	105,74 \$	106,62 \$	110,70 \$	3,8%	139,87 \$	140,37 \$	141,90 \$	1,1%	117,78 \$	118,06 \$	121,52 \$	2,9%

Québec City



LODGING STATISTICS - OCCUPIED ROOMS
DECEMBER 2007

		Québec City				Green belt				Québec City and Area			
		2005	2006	2007	% Var	2005	2006	2007	% Var	2005	2006	2007	% Var
January	Daily	3 879	3 757	3 953	5,2%	819	821	837	1,9%	4 691	4 571	4 791	4,8%
	Monthly	120 258	116 474	122 552	5,2%	25 400	25 464	25 945	1,9%	145 436	141 712	148 536	4,8%
February	Daily	5 732	5 725	5 799	1,3%	1 203	1 189	1 103	-7,2%	6 927	6 907	6 881	-0,4%
	Monthly	160 482	160 306	162 363	1,3%	33 707	33 294	30 891	-7,2%	193 948	193 403	192 680	-0,4%
March	Daily	4 404	4 627	4 784	3,4%	1 010	930	976	4,9%	5 410	5 547	5 752	3,7%
	Monthly	136 520	143 422	148 300	3,4%	31 298	28 816	30 256	5,0%	167 707	171 956	178 302	3,7%
April	Daily	5 005	4 667	4 730	1,3%	437	379	451	19,0%	5 417	5 012	5 129	2,3%
	Monthly	150 127	140 015	141 891	1,3%	13 115	11 359	13 524	19,1%	162 497	150 348	153 862	2,3%
May	Daily	5 843	6 371	6 496	2,0%	593	590	675	14,4%	6 326	6 850	7 066	3,2%
	Monthly	181 126	197 491	201 377	2,0%	18 391	18 294	20 932	14,4%	196 097	212 362	219 061	3,2%
June	Daily	6 880	6 535	7 018	7,4%	964	944	885	-6,3%	7 792	7 446	7 806	4,8%
	Monthly	206 412	196 035	210 532	7,4%	28 920	28 334	26 547	-6,3%	233 761	223 368	234 170	4,8%
July	Daily	7 879	7 185	7 498	4,4%	1 195	1 209	1 128	-6,7%	9 024	8 398	8 552	1,8%
	Monthly	244 261	222 735	232 443	4,4%	37 044	37 491	34 961	-6,7%	279 745	260 340	265 127	1,8%
August	Daily	7 726	7 826	8 044	2,8%	1 239	1 213	1 222	0,7%	8 938	9 031	9 189	1,7%
	Monthly	239 497	242 603	249 367	2,8%	38 403	37 617	37 869	0,7%	277 091	279 972	284 869	1,7%
September	Daily	6 856	6 948	6 756	-2,8%	1 089	1 175	1 138	-3,1%	7 907	8 093	7 848	-3,0%
	Monthly	205 668	208 448	202 687	-2,8%	32 684	35 236	34 154	-3,1%	237 199	242 789	235 443	-3,0%
October	Daily	6 250	6 276	6 388	1,8%	836	835	830	-0,6%	7 050	7 054	7 198	2,0%
	Monthly	193 751	194 570	198 025	1,8%	25 908	25 886	25 731	-0,6%	218 538	218 666	223 234	2,1%
November	Daily	4 666	4 828	4 939	2,3%	341	370	382	3,2%	4 955	5 177	5 257	1,5%
	Monthly	139 974	144 840	148 163	2,3%	10 234	11 094	11 460	3,3%	148 659	155 302	157 695	1,5%
December	Daily	3 790	3 984	4 004	0,5%	664	812	741	-8,7%	4 432	4 792	4 742	-1,0%
	Monthly	117 500	123 500	124 113	0,5%	20 596	25 173	22 958	-8,8%	137 379	148 549	146 392	-1,5%
Average annual	Daily	5 743	5 727	5 867	2,4%	866	872	864	-0,9%	6 572	6 573	6 684	1,7%
Average annual	Monthly	174 631	174 203	178 484	2,5%	26 308	26 505	26 269	-0,9%	199 838	199 897	203 281	1,7%
Total annual		2 095 576	2 090 439	2 141 813	2,5%	315 700	318 058	315 230	-0,9%	2 398 057	2 398 767	2 439 371	1,7%



TOURIST INFORMATION CENTRES (TIC)



?	Services									
	TIC Information request				Number of TIC visitors					
	2005	2006	2007	% Var	2005	2006	2007	% Var	average of visitors per action 2006	2007
January	1 426	1 223	1 303	6,5%	3 739	2 787	3 191	14,5%	2,3	2,4
February	2 242	1 739	1 751	0,7%	6 882	4 789	4 950	3,4%	2,8	2,8
March	1 997	1 851	1 764	-4,7%	5 692	4 796	4 645	-3,1%	2,6	2,6
April	2 056	2 276	2 024	-11,1%	5 256	5 435	4 695	-13,6%	2,4	2,3
May	3 288	3 869	3 920	1,3%	7 548	8 897	9 597	7,9%	2,3	2,4
June	6 752	6 346	7 184	13,2%	18 600	14 951	19 014	27,2%	2,4	2,6
July	14 973	14 724	15 212	3,3%	41 780	38 849	42 702	9,9%	2,6	2,8
August	13 101	15 398	14 206	-7,7%	36 399	42 719	41 989	-1,7%	2,8	3,0
September	6 184	6 992	6 947	-0,6%	15 284	17 168	17 805	3,7%	2,5	2,6
October	4 792	5 296	5 868	10,8%	11 567	12 039	13 691	13,7%	2,3	2,3
November	1 127	1 235	1 122	-9,1%	2 528	2 680	2 460	-8,2%	2,2	2,2
December	986	1 174	990	-15,7%	2 400	3 079	2 514	-18,4%	2,6	2,5
Total	58 924	62 123	62 291	0,3%	157 675	158 189	167 253	5,7%	2,5	2,7

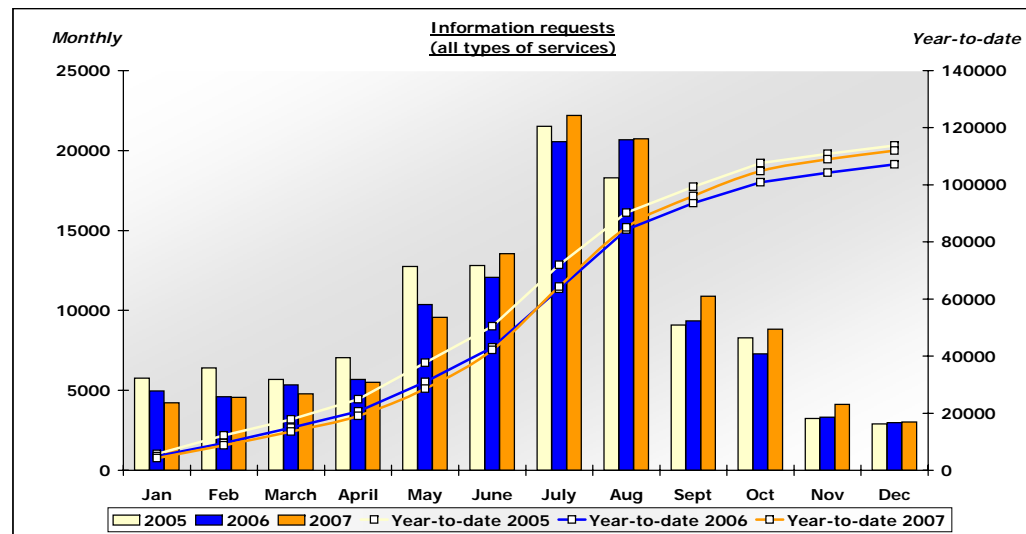
15,7% decrease in TIC information request in December 2007

Telephone assistance	2005	2006	2007	% Var
	December	727	532	821
Total	14 490	13 436	16 430	22,3%

Shipping and answers by mail	2005	2006	2007	% Var
	December	503	694	515
Total	20 227	15 210	17 771	16,8%

Answers by Email	2005	2006	2007	% Var
	December	645	540	609
Total	16 052	13 622	11 734	-13,9%

Service sales (lodging reservations and service provision)	2005	2006	2007	% Var
	December	49	50	82
Total	4 100	2 797	3 770	34,8%



Source : TIC Survey, OCT



	Total results (All types of services)	
	December	Total
2005	2 910	113 793
2006	2 990	107 188
2007	3 017	111 996
%Var	0,9%	4,5%

OVERVIEW OF CONFIRMED CONVENTIONS AND EVENTS FOR 2007 AND 2008

Partial data on confirmed conventions with 50 delegates or more as of January 4, 2008

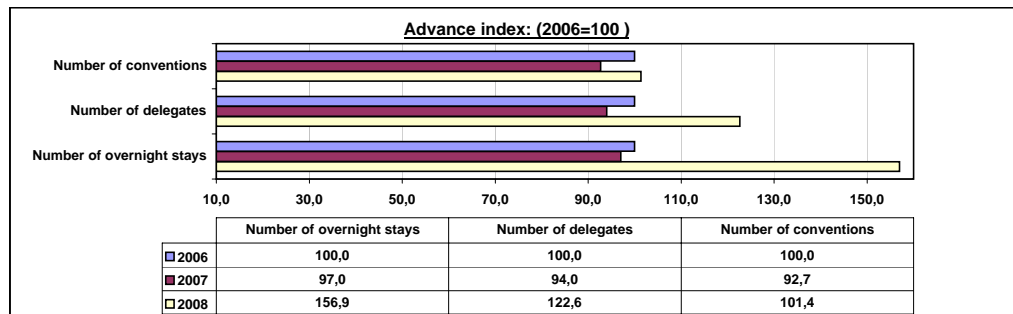
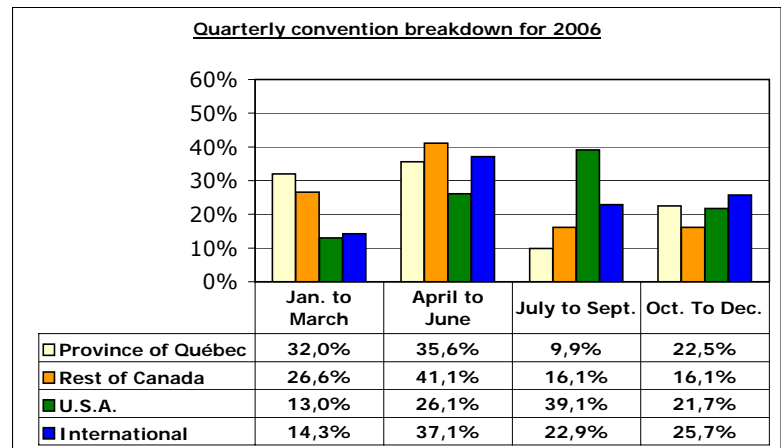
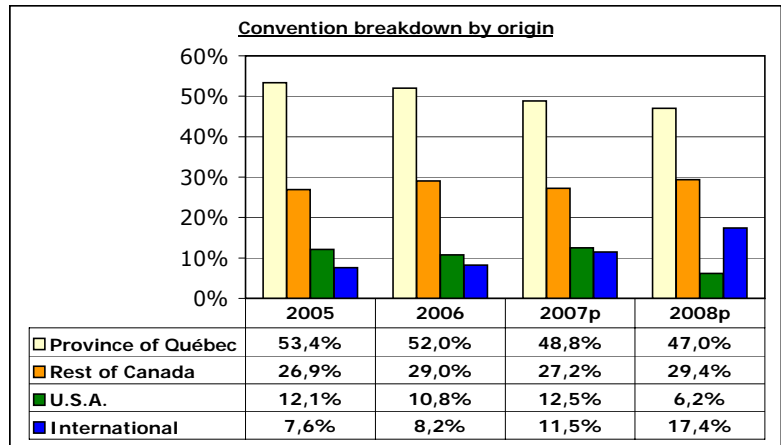
CAUTION

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	2005	2006	partial data	
			2007p	2008p
Number of conventions				
Associations	277	246	201	242
Companies	94	79	92	65
Others	54	43	48	66
Sub-total convention	425	368	341	373
Events	47	59	34	46
Total	472	427	375	419
Average length (days)	3,1	2,6	2,6	2,9

Number of delegates				
Associations	83 822	68 854	62 238	91 844
Companies	15 135	20 337	17 812	12 894
Others	11 170	14 621	17 519	22 560
Sub-total convention	110 127	103 812	97 569	127 298
Events (attendance)	941 236	999 989	123 245	206 516
Total	1 051 363	1 103 801	220 814	333 814
Average stay (days)	3,3	3,4	3,7	4,5

Number of overnight stays				
Associations	96 866	102 620	98 556	168 586
Companies	24 767	34 430	32 502	20 131
Others	19 386	25 023	26 204	65 640
Sub-total convention	141 019	162 073	157 262	254 357
Events	32 350	26 463	50 922	80 605
Total	173 369	188 536	208 184	334 962



NOTE

Calculated by dividing the number of conventions for 2007 by the number of conventions for 2006. The same equation can be used for the delegates index and the overnight stays index.

RÉGION'S SOCIOECONOMIC STATISTICS
DECEMBER 2007

	Québec City and Area			Province of Québec			Canada		
	Dec. 2006	Dec. 2007	%cha	Dec. 2006	Dec. 2007	%cha	Dec. 2006	Dec. 2007	%cha
Population over 15 years old ('000)	561,9	565,3	0,6%	6 277,7	6 335,4	0,9%	26 357,6	26 719,5	1,4%
Labor force ('000)	352,3	372,7	5,8%	4 084,9	4 157,6	1,8%	17 577,9	17 929,1	2,0%
Employment ('000)	330,7	355,7	7,6%	3 779,6	3 876,2	2,6%	16 574,5	16 929,8	2,1%
Unemployment ('000)	21,6	17,0	-21,3%	305,3	281,4	-7,8%	1 003,4	999,3	-0,4%
Unemployment rate (%)	6,1	4,6	-24,6%	7,5	6,8	-9,3%	5,7	5,6	-1,8%
Consumer price index (2002=100)	108,4	110,8	2,2%	108,7	111,1	2,2%	109,4	112,0	2,4%

Source : Statistics Canada, CANSIM II

BRIEF DEMOGRAPHIC PROFILE
QUÉBEC CITY AND AREA - 2006

	POPULATION 2006	AREA KM ²
Québec City	534 751	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	22 842	707,2
RCM of L'Île-d'Orléans	6 746	191,8
RCM of Portneuf	46 727	4 095,7
RCM of La Jacques-Cartier	30 835	3 310,1
TOTAL	641 901	8 852,7

Source : Institut de la statistique du Québec, 2006 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

TEMPERATURES

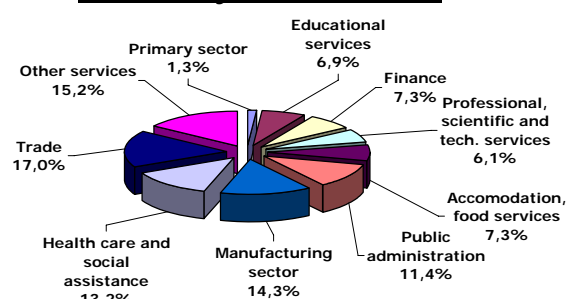
	Average (30 years) °C	Average 2007 °C
January		
Daily minimum	-17,6	-15,0
Daily maximum	-7,9	-5,8
July		
Daily minimum	13,4	13,3
Daily maximum	25,0	24,5

PRECIPITATIONS

Annual average-rain (mm)	1230,3	1153,0
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Source : Environment Canada

Breakdown of employment by industry
Québec City and Area - 2006



Source : Statistics Canada, Labour force survey

Jobs linked to tourist activity in 2004

Direct jobs	28 015
Indirect jobs	10 085
Total	38 100

Source : QCT, Development, Strategy and Planning Division

OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2004
 (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	3 502	66,7%	8 396	58,4%	640 683	43,4%
Rest of Canada	645	12,3%	2 328	16,2%	231 482	15,7%
Total-Canada	4 147	79,0%	10 724	74,6%	872 165	59,0%
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%
Total	5 250	100,0%	14 383	100,0%	1 477 488	100,0%

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

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

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
Total-Canada	19,9	19,7	38,8	21,7
United States	12,1	19,9	46,0	22,0
Overseas	7,7	23,9	56,5	12,0
Total	17,9	20,0	41,1	20,9

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
Total-Canada	45,8	10,6	35,6	8,0
United States	78,7	10,5	5,5	5,3
Overseas	67,9	9,8	20,1	2,2
Total	51,8	10,5	30,5	7,2

Accommodation

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

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%
Total-Canada	60,96 \$	29,0%	57,69 \$	27,4%	39,80 \$	18,9%
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%
Total	97,78 \$	34,6%	73,70 \$	26,1%	43,32 \$	15,3%
Total - pleasure	117,73 \$	36,4%	86,50 \$	26,8%	41,66 \$	12,9%
Total - business	222,49 \$	44,8%	115,34 \$	23,2%	71,80 \$	14,5%
Total - visiting friends/relative	22,18 \$	15,9%	38,75 \$	27,7%	35,24 \$	25,2%

	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%
Total-Canada	17,40 \$	8,3%	34,51 \$	16,4%	210,36 \$	100,0%
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%
Total	22,87 \$	8,1%	44,94 \$	15,9%	282,61 \$	100,0%
Total - pleasure	31,79 \$	9,8%	45,39 \$	14,0%	323,07 \$	100,0%
Total - business	19,74 \$	4,0%	67,28 \$	13,5%	496,65 \$	100,0%
Total - visiting friends/relative	12,78 \$	9,1%	30,77 \$	22,0%	139,72 \$	100,0%

	<u>Leading tourist activities (total > 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
Total-Canada	80,9	48,0	35,0	12,9
United States	14,3	80,6	85,7	35,6
Overseas	46,7	87,8	84,0	58,9
Total	69,4	55,4	45,5	19,6

	Sports/outdoor activities	Nightlife	Visiting zoo, aquarium or botanical gardens
	%	%	%
	Province of Québec	38,2	14,1
Rest of Canada	43,9	32,2	17,7
Total-Canada	39,1	16,9	9,9
United States	25,7	31,4	13,1
Overseas	35,6	34,9	38,0
Total	37,1	20,2	12,6

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%
Total-Canada	827	87,8%	815	77,5%	1607	74,5%
United States	83	8,8%	136	12,9%	315	14,6%
Overseas	32	3,4%	100	9,5%	236	10,9%
Total	942	100,0%	1051	100,0%	2158	100,0%

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

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%
2004	942	17,9%	1 051	20,0%	2 158	41,1%

	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%
2004	1 099	20,9%	5 250	100,0%

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