



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

*Performance Report on Québec City  
Tourist Industry*

**DECEMBER 2010  
YEAR 2010**



## **Designed and produced by:**

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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 2010

**6,9% INCREASE IN AGREGATE INDEX IN DECEMBER, ANNUAL INDEX IS INCREASING BY 2,2%, MOST OF ALL OF TOURIST SECTORS HAD INCREASING OF THEIR ACTIVITY**

	2008	2009	2010	
	Index (*)	Index (*)	Index (*)	% Change
<b>Total tourist activity - aggregate index (**)</b>				
<b>December</b>	97,1	98,5	105,3	↑ 6,9%
<b>Annual</b>	106,6	97,3	99,4	↗ 2,2%
<b>Lodging - room occupancy evolution index</b>				
December	103,2	102,3	110,5	↑ 8,0%
Annual	109,5	97,9	101,6	↗ 3,8%
<b>Sites and attractions - admissions evolution index</b>				
December	78,9	83,6	97,4	↑ 16,5%
Annual	100,1	89,9	91,7	↗ 2,0%
<b>Retail stores - transactions evolution index</b>				
December	97,8	108,8	102,8	↓ -5,5%
Annual	118,6	101,8	101,4	↘ -0,4%
<b>Restaurant indus. - meals served evolution index</b>				
December	94,6	95,3	101,7	↑ 6,7%
Annual	101,5	97,4	98,4	↗ 1,0%
	<b>Request</b>	<b>Request</b>	<b>Request</b>	<b>% Change</b>
<b>QCT information centres - at-the-counter information request</b>				
December	697	875	791	↓ -9,6%
Annual	83 028	66 357	50 508	↓ -23,9%

(\*) **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 2007.** The example below illustrates the equation:

(the Σ of rooms occupied in January of year X / the Σ of rooms occupied in January 2007) 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:**

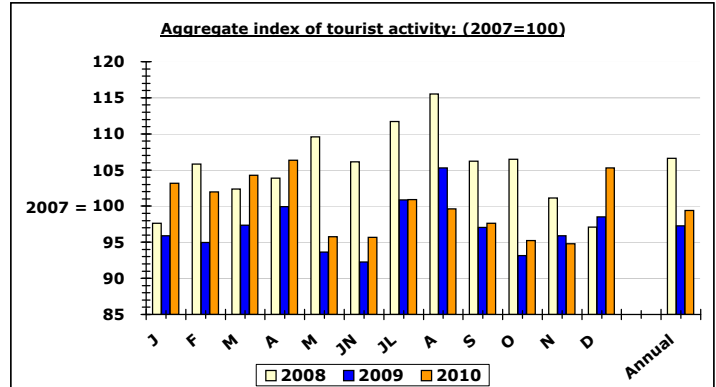
- Leading monthly statistics on the hotel industry and bed and breakfast.
- Enplaned passengers index at Jean-Lesage international Airport.
- International tourists entered in Canada by Québec boundaries.
- A forecast of upcoming events and conventions held in the region.
- Socio-economic and demographic 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.

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

**<http://www.quebecregion.com/en/media/statistics?a=med>**

**MONTHLY TOURISM PERFORMANCE INDICATORS ( 2007 = 100 )**  
**DECEMBER 2010**

	2 008	2 009	2 010	
	Index	Index	Index	% Var.
<b>TOTAL TOURIST ACTIVITY</b>				
<i>Aggregate index of tourist activity (1)</i>				
January	97,6	95,9	103,2	7,6%
February	105,8	95,0	102,0	7,4%
March	102,4	97,4	104,3	7,1%
April	103,9	99,9	106,4	6,4%
May	109,6	93,6	95,8	2,3%
June	106,1	92,3	95,7	3,7%
July	111,7	100,9	100,9	0,1%
August	115,5	105,3	99,6	-5,4%
September	106,2	97,0	97,6	0,6%
October	106,5	93,2	95,3	2,2%
November	101,1	95,9	94,8	-1,2%
<b>December</b>	<b>97,1</b>	<b>98,5</b>	<b>105,3</b>	<b>6,9%</b>
<b>Annual</b>	<b>106,6</b>	<b>97,3</b>	<b>99,4</b>	<b>2,2%</b>



(1) Obtained by weighting the indexes for "Lodging" (44,6%), "Restaurant Industry" (34,6%), "Sites and Attractions" (10,8%) 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 2007 Project). The index enables measuring the monthly and seasonal variations of regional tourist activity.

**IN BRIEF**

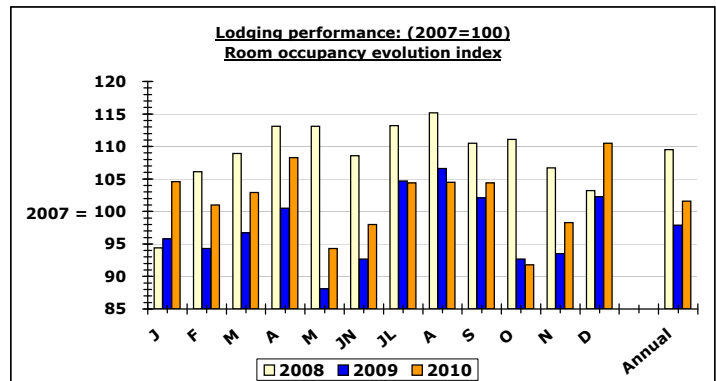
**AGGREGATE INDEX OF TOURIST ACTIVITY**

**DECEMBER: 7 POINT INCREASE**  
**YEAR TO DATE: 2 POINT INCREASE**

**LODGING**

**DECEMBER: 8 POINT INCREASE**  
**YEAR-TO-DATE: 4 POINT INCREASE**

<b>LODGING</b>				
<i>Room occupancy evolution index (2)</i>				
<b>4 to 39 rooms</b>				
December	91,9	79,7	92,1	15,6%
Annual	107,2	93,2	96,8	3,9%
<b>40 to 199 rooms</b>				
December	105,3	105,4	113,6	7,8%
Annual	108,3	99,0	104,3	5,4%
<b>200 rooms or more</b>				
December	104,4	106,6	113,4	6,4%
Annual	112,0	98,0	100,1	2,1%
<b>Total</b>				
January	94,4	95,8	104,6	9,2%
February	106,1	94,3	101,0	7,1%
March	108,9	96,7	102,9	6,4%
April	113,1	100,5	108,3	7,8%
May	113,1	88,1	94,3	7,0%
June	108,6	92,7	98,0	5,7%
July	113,2	104,7	104,4	-0,3%
August	115,2	106,6	104,5	-2,0%
September	110,5	102,1	104,4	2,3%
October	111,1	92,7	91,8	-1,0%
November	106,7	93,5	98,3	5,1%
<b>December</b>	<b>103,2</b>	<b>102,3</b>	<b>110,5</b>	<b>8,0%</b>
<b>Annual</b>	<b>109,5</b>	<b>97,9</b>	<b>101,6</b>	<b>3,8%</b>



(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 ( 2007 = 100)**  
**DECEMBER 2010 (cont.)**

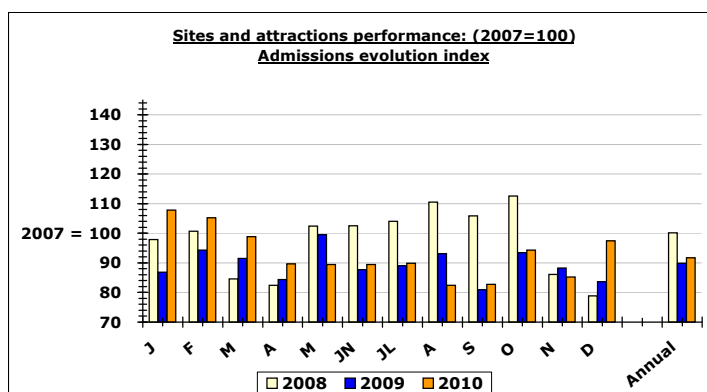
	2 008	2 009	2 010	
	Index	Index	Index	% Var.
<b>SITES AND ATTRACTIONS</b>				
<i>Admissions evolution index (1)</i>				
<b>Indoor activities</b>				
December	92,6	109,7	110,5	0,7%
Annual	108,6	94,4	96,3	2,0%
<b>Outdoor activities</b>				
December	68,0	62,8	87,0	38,5%
Annual	90,4	84,8	86,4	1,9%
<b>Total</b>				
January	97,9	86,9	107,8	24,1%
February	100,7	94,3	105,2	11,6%
March	84,6	91,5	98,9	8,1%
April	82,4	84,4	89,7	6,3%
May	102,4	99,5	89,5	-10,1%
June	102,5	87,7	89,4	1,9%
July	104,0	89,0	89,9	1,0%
August	110,5	93,1	82,4	-11,5%
September	105,9	80,9	82,7	2,2%
October	112,6	93,4	94,3	1,0%
November	86,1	88,3	85,2	-3,5%
<b>December</b>	<b>78,9</b>	<b>83,6</b>	<b>97,4</b>	<b>16,5%</b>
<b>Annual</b>	<b>100,1</b>	<b>89,9</b>	<b>91,7</b>	<b>2,0%</b>

<b>BOUTIQUES/RETAIL STORES</b>				
<i>Transactions evolution index (2)</i>				
January	92,8	91,4	111,8	22,3%
February	123,1	113,4	124,0	9,3%
March	108,9	111,5	126,7	13,6%
April	109,6	116,6	118,6	1,7%
May	126,9	96,2	95,9	-0,3%
June	111,9	89,3	93,8	5,0%
July	125,9	100,8	99,4	-1,4%
August	131,2	103,3	97,2	-5,9%
September	122,2	98,5	99,5	1,0%
October	110,4	101,8	102,9	1,1%
November	113,2	114,6	93,4	-18,5%
<b>December</b>	<b>97,8</b>	<b>108,8</b>	<b>102,8</b>	<b>-5,5%</b>
<b>Annual</b>	<b>118,6</b>	<b>101,8</b>	<b>101,4</b>	<b>-0,4%</b>

**IN BRIEF**

**SITES AND ATTRACTIONS**

**DECEMBER: 17 POINT INCREASE**  
**YEAR-TO-DATE: 2 POINT INCREASE**

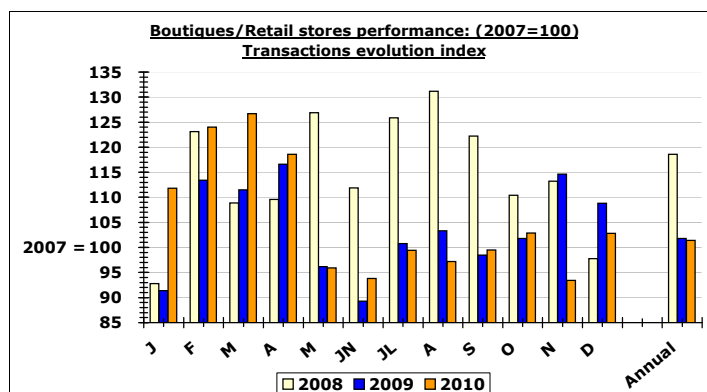


(1) Based on the number of paying and non-paying entrance fees taken from 49 regional sites and attractions. The index enables measuring monthly and seasonal attendance variations.

**IN BRIEF**

**BOUTIQUES/RETAIL STORES**

**DECEMBER: 6 POINT DECREASE**  
**YEAR-TO-DATE: 0,4 POINT DECREASE**



(2) Based on the number of transactions performed at 18 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 ( 2007 = 100 )**  
**DECEMBER 2010 (cont.)**

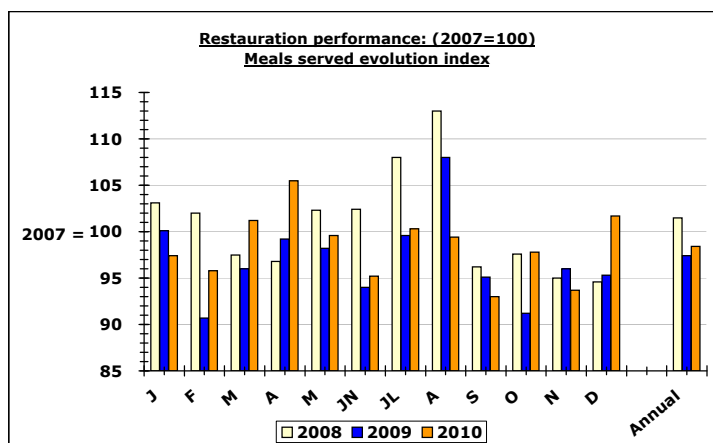
	2 008	2 009	2 010	
	Index	Index	Index	% Var.
<b>RESTAURANT INDUSTRY</b>				
<i>Meals served evolution index (1)</i>				
<b>Restaurants - 1 to 99 seats</b>				
December	84,7	78,6	97,2	23,7%
Annual	101,3	92,8	97,4	5,0%
<b>Restaurants - 100 seats or more</b>				
December	95,3	96,6	102,0	5,6%
Annual	101,5	97,8	98,4	0,6%
<b>Total</b>				
January	103,1	100,1	97,4	-2,7%
February	102,0	90,7	95,8	5,6%
March	97,5	96,0	101,2	5,4%
April	96,8	99,2	105,5	6,4%
May	102,3	98,2	99,6	1,4%
June	102,4	94,0	95,2	1,3%
July	108,0	99,6	100,3	0,7%
August	113,0	108,0	99,4	-8,0%
September	96,2	95,1	93,0	-2,2%
October	97,6	91,2	97,8	7,2%
November	95,0	96,0	93,7	-2,4%
<b>December</b>	<b>94,6</b>	<b>95,3</b>	<b>101,7</b>	<b>6,7%</b>
<b>Annual</b>	<b>101,5</b>	<b>97,4</b>	<b>98,4</b>	<b>1,0%</b>

<b>BED &amp; BREAKFAST</b>				
<i>Occupancy rate evolution (1)</i>				
January	16,0	12,7	15,8	24,4%
February	29,2	21,8	27,5	26,1%
March	21,3	16,7	19,0	13,8%
April	20,7	18,9	18,1	-4,2%
May	39,8	25,9	24,9	-3,9%
June	50,8	39,2	39,4	0,5%
July	73,1	65,3	60,0	-8,1%
August	77,9	70,0	67,9	-3,0%
September	57,5	51,7	52,1	0,8%
October	47,7	35,3	33,1	-6,2%
November	25,1	17,9	19,0	6,1%
<b>December</b>	<b>19,6</b>	<b>23,2</b>	<b>18,8</b>	<b>-19,0%</b>
<b>Annual</b>	<b>42,1</b>	<b>34,9</b>	<b>33,9</b>	<b>-2,9%</b>

**IN BRIEF**

**RESTAURANT INDUSTRY**

**DECEMBER: 7 POINT INCREASE**  
**YEAR-TO-DATE: 1 POINT INCREASE**

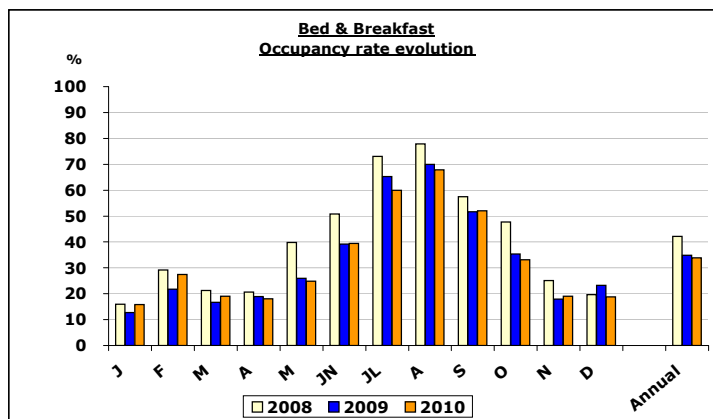


(1) Based on the number of meals served in 40 restaurants of the region. The index enables measuring the monthly and seasonal variations of clients.

**IN BRIEF**

**BED & BREAKFAST**

**DECEMBER: 19 POINT DECREASE**  
**YEAR-TO-DATE: 3 POINT DECREASE**



(1) Based on occupancy rate of 22 Bed & Breakfast of the region.

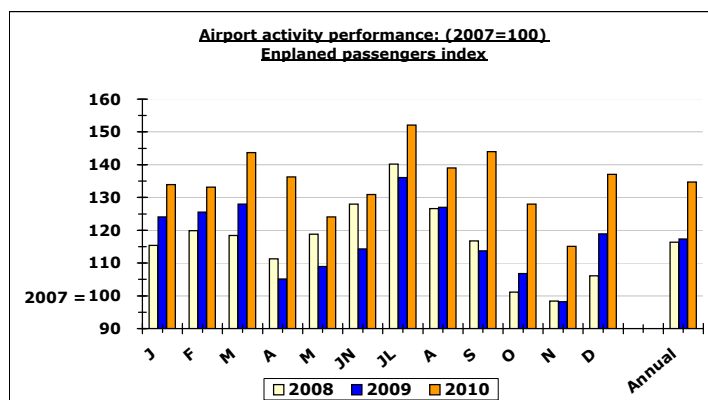
**MONTHLY TOURISM PERFORMANCE INDICATORS ( 2007 = 100 )  
 DECEMBER 2010 (end)**

	2 008	2 009	2 010	
	Index	Index	Index	% Var.
<b>JEAN-LESAGE INTERNATIONAL AIRPORT</b>				
<i>Enplaned passengers index</i>				
<b>Domestic flights</b>				
December	96,9	106,0	127,4	20,2%
Annual	113,4	102,1	119,9	17,4%
<b>Transborder and international flights</b>				
December	118,2	135,8	149,6	10,2%
Annual	121,9	146,0	162,9	11,6%
<b>Total</b>				
January	115,3	124,0	133,9	8,0%
February	119,8	125,6	133,2	6,1%
March	118,4	128,0	143,7	12,3%
April	111,2	105,1	136,2	29,6%
May	118,8	108,9	124,1	13,9%
June	127,9	114,3	130,9	14,5%
July	140,2	136,1	152,1	11,8%
August	126,7	127,0	139,0	9,5%
September	116,8	113,7	144,0	26,6%
October	101,1	106,8	128,0	19,9%
November	98,4	98,2	115,0	17,1%
<b>December</b>	<b>106,1</b>	<b>118,9</b>	<b>137,0</b>	<b>15,3%</b>
<b>Annual</b>	<b>116,3</b>	<b>117,3</b>	<b>134,7</b>	<b>14,9%</b>

**IN BRIEF**

**JEAN-LESAGE INTERNATIONAL AIRPORT**

**DECEMBER: 15 POINT INCREASE  
 YEAR-TO-DATE: 15 POINT INCREASE**



**MONTHLY TOURISM PERFORMANCE INDICATORS ( 2002 = 100 )**  
**2002-2010 SUMMARY**

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index	2 010 Index
<b>TOTAL TOURIST ACTIVITY</b>								
<i>Aggregate index of tourist activity</i>								
January	110,3	106,5	112,4	113,1	116,7	113,9	111,9	120,4
February	101,3	101,7	103,6	99,4	99,5	105,3	94,5	101,5
March	93,6	92,6	89,7	92,8	93,0	95,2	90,6	97,0
April	99,3	103,4	100,9	101,1	104,3	108,4	104,2	110,9
May	95,9	98,9	95,1	99,3	102,9	112,8	96,3	98,5
June	96,6	97,5	100,2	95,4	101,5	107,7	93,7	97,2
July	87,3	97,1	100,3	93,4	95,9	107,1	96,8	96,9
August	93,5	95,8	94,0	94,2	98,5	113,8	103,7	98,1
September	90,9	100,9	98,0	99,5	101,5	107,8	98,5	99,1
October	97,4	108,1	103,1	103,9	105,5	112,4	98,3	100,5
November	100,0	102,4	99,0	109,5	110,4	111,6	105,9	104,6
December	91,6	97,2	97,3	102,9	103,5	100,5	101,9	108,9
Annual	94,8	99,1	98,6	98,7	101,3	108,0	98,6	100,8

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index	2 010 Index
<b>LODGING</b>								
<i>Room occupancy evolution index</i>								
January	115,1	112,1	122,7	119,6	125,3	118,3	120,1	131,1
February	103,1	93,7	102,0	101,7	101,4	107,6	95,7	102,5
March	96,0	94,0	92,0	94,4	97,8	106,5	94,6	100,7
April	101,0	101,4	111,3	103,0	105,4	119,2	106,0	114,3
May	95,8	98,6	98,5	106,7	110,0	124,4	96,9	103,7
June	94,1	97,6	103,2	98,6	103,4	112,3	95,9	101,4
July	85,1	98,7	101,1	94,1	95,8	108,4	100,3	100,0
August	92,7	95,1	94,2	95,2	96,9	111,6	103,2	101,1
September	89,4	102,1	98,2	100,5	97,4	107,6	99,4	101,7
October	98,1	112,1	106,7	106,8	109,0	121,1	101,0	100,0
November	103,6	108,8	110,4	115,3	117,1	124,9	109,4	115,0
December	91,9	100,9	98,4	106,4	104,9	108,3	107,3	115,9
Annual	95,6	100,7	101,9	101,9	103,6	113,4	101,4	105,3

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index	2 010 Index
<b>SITES AND ATTRACTIONS</b>								
<i>Admissions evolution index</i>								
January	97,2	113,0	114,5	120,7	120,8	118,3	105,0	130,3
February	101,3	142,9	131,3	116,7	126,0	126,9	118,8	132,6
March	73,9	86,1	87,4	80,1	88,6	75,0	81,2	87,8
April	98,8	122,8	97,0	102,8	119,0	98,1	100,5	106,8
May	102,7	100,5	95,2	87,9	88,3	90,4	87,9	79,0
June	98,3	98,2	102,8	94,4	100,7	103,2	88,3	90,0
July	83,5	89,3	97,3	89,7	87,2	90,7	77,6	78,4
August	94,1	94,6	98,9	92,4	104,0	114,9	96,9	85,8
September	85,4	94,7	93,8	88,1	102,7	108,8	83,1	84,9
October	89,3	100,6	88,2	97,0	96,7	108,9	90,3	91,2
November	96,5	113,0	85,6	113,6	108,4	93,3	95,7	92,4
December	101,4	109,0	115,7	113,3	114,4	90,3	95,7	111,5
Annual	91,7	100,8	100,1	95,8	101,2	101,3	91,0	92,8

**The best index of the period**

Source : OTQ, Development, Strategy and Planning Division

**MONTHLY TOURISM PERFORMANCE INDICATORS ( 2002 = 100 )**  
**2002-2010 SUMMARY (end)**

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index	2 010 Index
<b><u>BOUTIQUES/RETAIL STORES</u></b>								
<i>Transactions evolution index</i>								
January	128,1	116,7	113,3	115,5	122,7	113,9	112,2	137,2
February	123,0	118,3	102,1	105,8	92,1	113,4	104,4	114,1
March	107,3	112,6	101,3	100,8	84,9	92,5	94,7	107,6
April	104,6	120,0	98,0	114,2	98,0	107,4	114,3	116,2
May	88,6	110,6	95,5	102,4	97,1	123,2	93,4	93,1
June	85,2	101,8	95,0	86,8	96,2	107,6	85,9	90,2
July	88,7	102,4	100,3	94,7	97,0	122,1	97,8	96,4
August	92,8	103,8	92,8	101,4	103,0	135,1	106,3	100,0
September	83,6	96,2	86,3	95,6	86,2	105,3	84,9	85,8
October	84,4	96,1	88,0	90,9	73,4	81,0	74,7	75,5
November	93,9	89,1	84,3	93,4	80,1	90,7	91,8	74,8
December	93,6	89,6	88,5	92,0	98,6	96,4	107,2	101,3
Annual	91,4	100,8	92,7	96,4	92,1	109,2	93,7	93,3

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index	2 010 Index
<b><u>RESTAURANT INDUSTRY</u></b>								
<i>Meals served evolution index</i>								
January	103,1	94,4	98,2	101,9	102,8	106,0	102,9	100,1
February	92,9	94,9	97,8	89,3	91,2	93,0	82,7	87,4
March	92,5	86,9	84,2	92,2	90,5	88,2	86,9	91,6
April	95,9	95,3	89,6	94,3	100,4	97,2	99,6	105,9
May	96,1	95,4	90,7	92,4	99,9	102,2	98,1	99,5
June	102,4	95,8	97,0	94,0	100,7	103,1	94,7	95,9
July	90,9	95,9	100,1	93,1	98,3	106,2	97,9	98,6
August	94,4	94,7	92,6	91,4	97,7	110,4	105,5	97,1
September	96,6	102,6	102,3	102,8	110,7	106,5	105,3	103,0
October	102,6	108,6	107,4	106,1	113,0	110,3	103,1	110,5
November	98,2	94,9	92,5	105,5	111,2	105,6	106,8	104,2
December	87,8	91,1	93,0	98,5	99,7	94,3	95,0	101,4
Annual	95,8	96,0	95,7	96,1	100,9	102,4	98,3	99,3

	2 003 Index	2 004 Index	2 005 Index	2 006 Index	2 007 Index	2 008 Index	2 009 Index	2 010 Index
<b><u>JEAN-LESAGE INTERNATIONAL AIRPORT</u></b>								
<i>Enplaned passengers index</i>								
January	124,1	130,9	156,1	143,3	176,1	203,0	218,2	235,7
February	119,3	124,3	145,9	144,3	161,3	193,2	202,5	214,9
March	123,2	124,5	141,3	154,1	164,6	195,1	210,9	236,8
April	105,9	131,2	146,7	155,2	174,9	194,5	183,8	238,2
May	87,4	109,7	106,3	113,1	122,6	145,7	133,6	152,2
June	100,4	107,1	114,4	109,1	119,9	153,4	137,1	157,0
July	87,2	106,9	120,4	99,2	114,8	160,9	156,2	174,6
August	93,0	103,8	103,3	101,4	113,0	143,2	143,6	157,2
September	97,2	106,7	109,3	112,5	115,2	134,6	131,1	166,0
October	93,0	112,7	125,1	123,6	132,5	134,0	141,5	169,7
November	103,7	119,7	118,3	125,5	160,6	158,0	157,7	184,7
December	103,6	118,3	112,8	138,3	161,1	170,9	191,6	220,9
Annual	102,5	115,5	124,0	125,2	140,7	163,6	164,9	189,5

The best index of the period

Source : OTQ, Development, Strategy and Planning Division

<b>NUMBER OF TRIPS OF INTERNATIONAL TOURISTS ENTERED IN CANADA VIA QUÉBEC ONE OR MORE NIGHT TRIP</b>						
	<b>United States</b>		<b>Overseas</b>		<b>Total</b>	
	<b>2010</b>	<b>10/09 %</b>	<b>2010</b>	<b>10/09 %</b>	<b>2010</b>	<b>10/09 %</b>
<b>January</b>	69 010	-6,5%	35 000	6,6%	104 010	-2,5%
<b>February</b>	87 543	-2,7%	41 624	-5,7%	129 167	-3,7%
<b>March</b>	89 292	10,5%	38 772	12,5%	128 064	11,1%
<b>April</b>	105 259	-3,1%	49 192	-3,5%	154 451	-3,2%
<b>May</b>	126 022	-1,4%	66 146	5,3%	192 168	0,8%
<b>June</b>	170 666	20,0%	94 909	13,8%	265 575	17,7%
<b>July</b>	219 490	4,4%	127 819	7,6%	347 309	5,6%
<b>August</b>	211 142	3,8%	122 208	8,4%	333 350	5,4%
<b>September</b>	145 671	3,4%	101 132	12,5%	246 803	7,0%
<b>October</b>	<b>124 986</b>	<b>-1,1%</b>	<b>69 636</b>	<b>-4,6%</b>	<b>194 622</b>	<b>-2,4%</b>
<b>November</b>						
<b>December</b>						
<b>Year-to-date</b>	<b>1 349 081</b>	<b>3,5%</b>	<b>746 438</b>	<b>6,2%</b>	<b>2 095 519</b>	<b>4,4%</b>

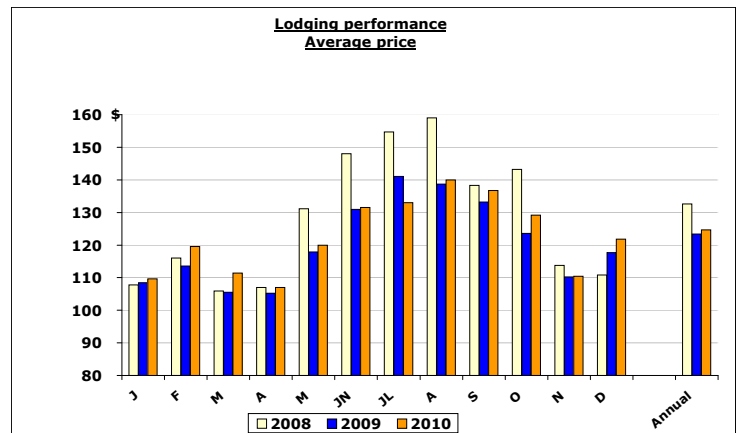
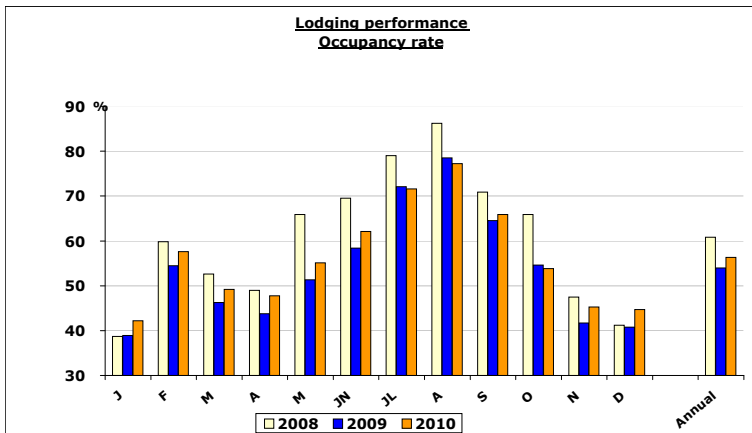
<b>NUMBER OF TRIPS BY RESIDENTS OF COUNTRIES OTHER THAN UNITED STATES ENTERED IN CANADA VIA QUÉBEC</b>				
	<b>October</b>		<b>Year-to-date</b>	
	<b>2010</b>	<b>10/09 %</b>	<b>2010</b>	<b>10/09 %</b>
<b>France</b>	24 782	7,0%	285 517	5,4%
<b>United Kindom</b>	5 650	-16,9%	58 452	3,9%
<b>Germany</b>	7 095	-6,2%	52 035	12,2%
<b>Switzerland</b>	3 237	14,4%	32 862	5,4%
<b>Belgium</b>	2 435	32,5%	28 138	30,3%
<b>Italy</b>	2 469	-30,8%	27 029	8,8%
<b>Spain</b>	984	-40,8%	16 457	-1,4%
<b>Mexico</b>	828	-31,0%	16 389	-44,0%
<b>Netherlands</b>	1 274	4,2%	14 427	15,2%
<b>Australia</b>	1 511	13,3%	13 653	27,5%
<b>Other countries</b>	19 371	-11,2%	201 479	10,5%
<b>Total</b>	<b>69 636</b>	<b>-4,6%</b>	<b>746 438</b>	<b>6,2%</b>

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

**LODGING STATISTICS - QUÉBEC CITY AND AREA**  
**DECEMBER 2010**

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2008	2009	2010	% Var	2008	2009	2010	% Var	2008	2009	2010	% Var	2008	2009	2010	% Var
January	Available rooms	2 217	2 211	2 032	-8,1%	5 316	5 413	5 617	3,8%	4 169	4 170	4 230	1,4%	11 701	11 797	11 877	0,7%
	Occupancy rate	25,5	25,7	27,2	5,8%	40,2	42,4	43,2	1,9%	43,8	41,3	48,0	16,2%	38,7	38,9	42,2	8,5%
	Average price	99,10 \$	108,50 \$	99,60 \$	-8,2%	99,30 \$	101,70 \$	106,50 \$	4,7%	120,40 \$	116,90 \$	116,40 \$	-0,4%	107,80 \$	108,50 \$	109,60 \$	1,0%
February	Available rooms	2 273	2 292	2 116	-7,7%	5 355	5 442	5 723	5,2%	4 169	4 170	4 230	1,4%	11 797	11 906	12 069	1,4%
	Occupancy rate	35,6	32,7	39,2	19,9%	62,9	56,2	60,5	7,7%	69,1	64,1	62,9	-1,9%	59,8	54,5	57,6	5,7%
	Average price	107,80 \$	102,00 \$	99,50 \$	-2,5%	105,50 \$	102,80 \$	113,60 \$	10,5%	130,20 \$	129,00 \$	133,60 \$	3,6%	116,00 \$	113,60 \$	119,60 \$	5,3%
March	Available rooms	2 227	2 179	2 170	-0,4%	5 524	5 667	5 652	-0,3%	4 169	4 170	4 205	0,8%	11 918	12 018	12 027	0,1%
	Occupancy rate	31,0	27,7	31,2	12,6%	54,4	49,0	53,6	9,4%	62,0	52,1	52,6	1,0%	52,6	46,3	49,2	6,3%
	Average price	99,20 \$	92,40 \$	92,10 \$	-0,3%	98,10 \$	97,40 \$	103,80 \$	6,6%	116,80 \$	119,20 \$	127,80 \$	7,2%	105,90 \$	105,50 \$	111,40 \$	5,6%
April	Available rooms	2 248	2 191	2 112	-3,6%	5 435	5 414	5 417	0,1%	4 169	4 170	4 101	-1,7%	11 848	11 777	11 632	-1,2%
	Occupancy rate	26,3	24,4	30,3	24,2%	52,4	46,0	48,6	5,7%	56,9	51,0	55,6	9,0%	49,0	43,8	47,8	9,1%
	Average price	81,60 \$	89,70 \$	75,20 \$	-16,2%	97,40 \$	98,50 \$	101,90 \$	3,5%	125,20 \$	116,70 \$	121,50 \$	4,1%	107,00 \$	105,20 \$	107,00 \$	1,7%
May	Available rooms	2 409	2 363	2 374	0,5%	5 552	5 607	5 497	-2,0%	4 169	4 173	4 230	1,4%	12 130	12 145	12 099	-0,4%
	Occupancy rate	42,8	33,5	38,2	14,0%	68,2	51,8	58,2	12,4%	76,3	60,4	61,2	1,3%	65,9	51,3	55,1	7,4%
	Average price	103,97 \$	85,40 \$	83,70 \$	-2,0%	121,10 \$	106,00 \$	110,90 \$	4,6%	151,70 \$	141,90 \$	142,10 \$	0,1%	131,10 \$	117,90 \$	120,00 \$	1,8%
June	Available rooms	2 548	2 500	2 407	-3,7%	5 473	5 708	5 672	-0,6%	4 170	4 173	4 230	1,4%	12 191	12 383	12 309	-0,6%
	Occupancy rate	50,2	39,4	43,2	9,6%	71,1	58,6	62,5	6,7%	79,2	69,5	72,4	4,2%	69,5	58,4	62,1	6,3%
	Average price	105,30 \$	95,20 \$	97,50 \$	2,4%	135,30 \$	123,90 \$	128,40 \$	3,6%	179,10 \$	151,00 \$	146,50 \$	-3,0%	148,00 \$	130,90 \$	131,50 \$	0,5%
July	Available rooms	2 531	2 524	2 451	-2,9%	5 561	5 718	5 791	1,3%	4 170	4 173	4 230	1,4%	12 261	12 416	12 473	0,5%
	Occupancy rate	66,0	61,4	59,5	-3,1%	76,2	71,4	70,1	-1,8%	90,6	79,3	80,4	1,4%	79,0	72,1	71,6	-0,7%
	Average price	119,20 \$	113,00 \$	115,60 \$	2,3%	143,20 \$	135,70 \$	125,60 \$	-7,4%	183,40 \$	160,60 \$	149,40 \$	-7,0%	154,70 \$	141,10 \$	133,00 \$	-5,7%
August	Available rooms	2 550	2 484	2 448	-1,4%	5 553	5 774	5 753	-0,4%	4 170	4 229	4 229	0,0%	12 274	12 489	12 431	-0,5%
	Occupancy rate	75,9	69,1	65,2	-5,6%	85,3	76,1	76,7	0,8%	93,8	87,1	84,7	-2,8%	86,2	78,5	77,2	-1,7%
	Average price	119,00 \$	109,70 \$	118,40 \$	7,9%	149,80 \$	134,30 \$	137,60 \$	2,5%	189,80 \$	157,00 \$	152,30 \$	-3,0%	159,00 \$	138,70 \$	140,00 \$	0,9%
September	Available rooms	2 532	2 495	2 437	-2,3%	5 534	5 690	5 773	1,5%	4 170	4 229	4 230	0,0%	12 236	12 413	12 439	0,2%
	Occupancy rate	51,2	46,8	48,5	3,6%	71,6	66,5	67,0	0,8%	82,2	72,2	74,0	2,5%	70,9	64,5	65,9	2,2%
	Average price	121,70 \$	106,80 \$	108,30 \$	1,4%	130,20 \$	122,40 \$	130,70 \$	6,8%	154,50 \$	156,60 \$	154,80 \$	-1,1%	138,30 \$	133,20 \$	136,70 \$	2,6%
October	Available rooms	2 462	2 273	2 313	1,8%	5 512	5 728	5 738	0,2%	4 170	4 229	4 230	0,0%	12 144	12 234	12 284	0,4%
	Occupancy rate	45,5	38,0	40,2	5,8%	64,4	56,0	58,5	4,5%	80,0	61,3	54,6	-10,9%	65,9	54,6	53,8	-1,5%
	Average price	102,70 \$	94,90 \$	104,70 \$	10,3%	125,50 \$	110,90 \$	117,50 \$	6,0%	175,90 \$	148,90 \$	156,00 \$	4,8%	143,20 \$	123,60 \$	129,20 \$	4,5%
November	Available rooms	2 195	2 035	1 978	-2,8%	5 431	5 514	5 516	0,0%	4 170	4 230	3 909	-7,6%	11 800	11 778	11 406	-3,2%
	Occupancy rate	25,3	25,5	29,2	14,5%	46,6	42,5	45,5	7,1%	60,1	48,6	53,0	9,1%	47,5	41,7	45,3	8,6%
	Average price	79,20 \$	83,30 \$	83,80 \$	0,6%	103,40 \$	103,20 \$	103,50 \$	0,3%	131,50 \$	125,10 \$	126,10 \$	0,8%	113,80 \$	110,20 \$	110,40 \$	0,2%
<b>December</b>	<b>Available rooms</b>	<b>2 196</b>	<b>2 109</b>	<b>2 074</b>	<b>-1,7%</b>	<b>5 461</b>	<b>5 572</b>	<b>5 696</b>	<b>2,2%</b>	<b>4 170</b>	<b>4 164</b>	<b>3 909</b>	<b>-6,1%</b>	<b>11 830</b>	<b>11 846</b>	<b>11 680</b>	<b>-1,4%</b>
	<b>Occupancy rate</b>	<b>27,7</b>	<b>25,0</b>	<b>29,4</b>	<b>17,6%</b>	<b>43,5</b>	<b>42,7</b>	<b>45,0</b>	<b>5,4%</b>	<b>45,1</b>	<b>46,1</b>	<b>52,3</b>	<b>13,4%</b>	<b>41,2</b>	<b>40,8</b>	<b>44,7</b>	<b>9,6%</b>
	<b>Average price</b>	<b>109,60 \$</b>	<b>116,00 \$</b>	<b>118,70 \$</b>	<b>2,3%</b>	<b>102,20 \$</b>	<b>106,20 \$</b>	<b>112,60 \$</b>	<b>6,0%</b>	<b>121,50 \$</b>	<b>132,50 \$</b>	<b>134,40 \$</b>	<b>1,4%</b>	<b>110,80 \$</b>	<b>117,70 \$</b>	<b>121,80 \$</b>	<b>3,5%</b>
<b>Annual average</b>	<b>Available rooms</b>	<b>2 366</b>	<b>2 305</b>	<b>2 244</b>	<b>-2,6%</b>	<b>5 476</b>	<b>5 606</b>	<b>5 654</b>	<b>0,9%</b>	<b>4 170</b>	<b>4 190</b>	<b>4 164</b>	<b>-0,6%</b>	<b>12 012</b>	<b>12 102</b>	<b>12 062</b>	<b>-0,3%</b>
	<b>Occupancy rate</b>	<b>42,9</b>	<b>38,3</b>	<b>40,9</b>	<b>6,8%</b>	<b>61,5</b>	<b>55,1</b>	<b>57,6</b>	<b>4,5%</b>	<b>69,9</b>	<b>61,1</b>	<b>62,8</b>	<b>2,8%</b>	<b>60,8</b>	<b>54,0</b>	<b>56,3</b>	<b>4,3%</b>
	<b>Average price</b>	<b>108,36 \$</b>	<b>101,94 \$</b>	<b>102,75 \$</b>	<b>0,8%</b>	<b>121,50 \$</b>	<b>114,61 \$</b>	<b>118,03 \$</b>	<b>3,0%</b>	<b>153,85 \$</b>	<b>141,15 \$</b>	<b>140,40 \$</b>	<b>-0,5%</b>	<b>132,62 \$</b>	<b>123,36 \$</b>	<b>124,66 \$</b>	<b>1,1%</b>

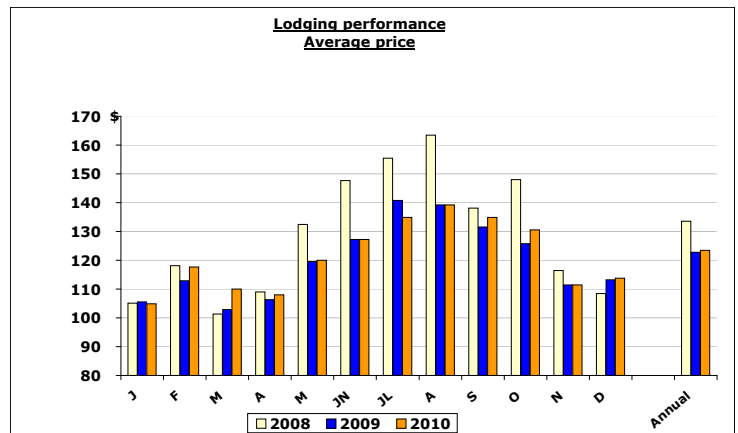
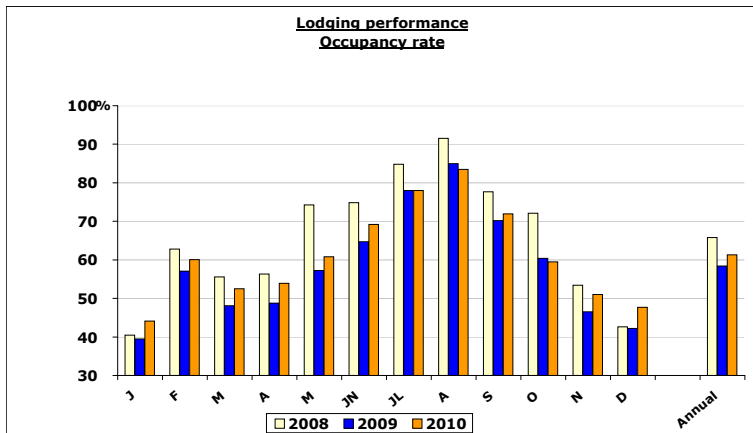
**Québec City and Area**



**LODGING STATISTICS - QUÉBEC CITY**  
**DECEMBER 2010**

		Number of rooms												Total			
		4 to 39				40 to 199				200 +							
		2008	2009	2010	% Var	2008	2009	2010	% Var	2008	2009	2010	% Var	2008	2009	2010	% Var
January	Available rooms	1 184	1 197	1 128	-5,8%	4 296	4 481	4 543	1,4%	3 929	3 930	3 990	1,5%	9 408	9 610	9 659	0,5%
	Occupancy rate	28,6	25,2	27,5	9,1%	41,1	42,2	44,7	5,9%	43,4	40,8	48,0	17,6%	40,5	39,5	44,1	11,6%
	Average price	75,40 \$	73,60 \$	71,90 \$	-2,3%	98,00 \$	102,20 \$	100,90 \$	-1,3%	118,30 \$	115,40 \$	114,80 \$	-0,5%	105,10 \$	105,60 \$	104,90 \$	-0,7%
February	Available rooms	1 255	1 279	1 174	-8,2%	4 328	4 472	4 720	5,5%	3 929	3 930	3 990	1,5%	9 512	9 682	9 884	2,1%
	Occupancy rate	37,1	33,6	41,5	23,5%	64,3	57,5	62,9	9,4%	69,2	64,3	62,4	-3,0%	62,8	57,1	60,1	5,3%
	Average price	91,50 \$	88,60 \$	84,00 \$	-5,2%	107,60 \$	103,00 \$	111,00 \$	7,8%	132,90 \$	127,30 \$	132,30 \$	3,9%	118,10 \$	112,90 \$	117,70 \$	4,3%
March	Available rooms	1 221	1 230	1 209	-1,7%	4 530	4 642	4 634	-0,2%	3 929	3 930	3 965	0,9%	9 677	9 803	9 808	0,1%
	Occupancy rate	32,2	28,4	34,8	22,5%	56,5	50,1	57,1	14,0%	61,9	51,8	52,4	1,2%	55,6	48,1	52,5	9,1%
	Average price	76,70 \$	76,60 \$	76,70 \$	0,1%	95,10 \$	95,70 \$	102,70 \$	7,3%	111,70 \$	115,80 \$	126,20 \$	9,0%	101,30 \$	102,90 \$	110,00 \$	6,9%
April	Available rooms	1 250	1 283	1 170	-8,8%	4 408	4 605	4 636	0,7%	3 929	3 930	3 861	-1,8%	9 585	9 819	9 667	-1,5%
	Occupancy rate	36,9	30,3	39,5	30,4%	59,2	50,4	54,3	7,7%	59,3	53,0	57,7	8,9%	56,3	48,8	53,9	10,5%
	Average price	78,60 \$	87,00 \$	75,40 \$	-13,3%	99,90 \$	99,50 \$	101,90 \$	2,4%	125,50 \$	117,10 \$	121,50 \$	3,8%	109,00 \$	106,30 \$	108,00 \$	1,6%
May	Available rooms	1 349	1 318	1 325	0,5%	4 540	4 654	4 535	-2,6%	3 929	3 933	3 990	1,4%	9 819	9 907	9 849	-0,6%
	Occupancy rate	59,8	43,3	47,0	8,5%	75,0	57,1	63,5	11,2%	78,5	62,0	63,2	1,9%	74,3	57,2	60,8	6,3%
	Average price	103,90 \$	88,20 \$	84,00 \$	-4,8%	120,70 \$	104,90 \$	106,60 \$	1,6%	152,80 \$	143,00 \$	143,10 \$	0,1%	132,50 \$	119,60 \$	120,00 \$	0,3%
June	Available rooms	1 399	1 371	1 335	-2,6%	4 543	4 723	4 680	-0,9%	3 930	3 933	3 990	1,4%	9 872	10 027	10 005	-0,2%
	Occupancy rate	64,2	47,5	55,0	15,8%	73,8	63,8	68,7	7,7%	79,7	71,6	74,6	4,2%	74,8	64,7	69,2	7,0%
	Average price	109,40 \$	100,30 \$	102,60 \$	2,3%	126,20 \$	109,10 \$	113,90 \$	4,4%	181,20 \$	152,60 \$	147,90 \$	-3,1%	147,70 \$	127,20 \$	127,20 \$	0,0%
July	Available rooms	1 404	1 408	1 373	-2,5%	4 571	4 735	4 765	0,6%	3 930	3 933	3 990	1,4%	9 905	10 077	10 129	0,5%
	Occupancy rate	79,4	71,1	69,4	-2,4%	81,7	77,0	76,7	-0,4%	90,5	81,4	82,6	1,5%	84,8	78,0	78,0	0,0%
	Average price	119,70 \$	115,90 \$	115,80 \$	-0,1%	138,90 \$	129,20 \$	125,60 \$	-2,8%	184,00 \$	161,70 \$	150,80 \$	-6,7%	155,40 \$	140,80 \$	134,90 \$	-4,2%
August	Available rooms	1 426	1 396	1 384	-0,9%	4 574	4 721	4 739	0,4%	3 930	3 989	3 989	0,0%	9 930	10 107	10 112	0,0%
	Occupancy rate	86,9	80,1	74,3	-7,2%	90,1	82,3	83,5	1,5%	94,9	89,8	86,6	-3,6%	91,5	85,0	83,5	-1,8%
	Average price	122,00 \$	110,00 \$	115,20 \$	4,7%	148,70 \$	130,00 \$	132,90 \$	2,2%	193,00 \$	158,00 \$	153,50 \$	-2,8%	163,40 \$	139,20 \$	139,20 \$	0,0%
September	Available rooms	1 423	1 400	1 368	-2,3%	4 565	4 724	4 768	0,9%	3 930	3 989	3 990	0,0%	9 918	10 113	10 127	0,1%
	Occupancy rate	67,9	59,4	60,6	2,0%	75,2	70,0	72,3	3,3%	84,2	74,3	75,1	1,1%	77,7	70,2	71,9	2,4%
	Average price	131,90 \$	107,20 \$	111,70 \$	4,2%	122,40 \$	114,40 \$	122,00 \$	6,6%	156,30 \$	157,60 \$	156,20 \$	-0,9%	138,10 \$	131,60 \$	134,90 \$	2,5%
October	Available rooms	1 411	1 269	1 262	-0,6%	4 483	4 728	4 763	0,7%	3 930	3 989	3 990	0,0%	9 824	9 988	10 018	0,3%
	Occupancy rate	58,3	47,4	50,4	6,3%	68,5	61,1	64,5	5,6%	81,3	63,5	56,2	-11,5%	72,1	60,4	59,5	-1,5%
	Average price	104,70 \$	92,80 \$	100,00 \$	7,8%	128,90 \$	111,30 \$	117,10 \$	5,2%	177,60 \$	149,90 \$	157,80 \$	5,3%	148,00 \$	125,80 \$	130,60 \$	3,8%
November	Available rooms	1 213	1 132	1 130	-0,2%	4 443	4 673	4 614	-1,3%	3 930	3 990	3 669	-8,0%	9 589	9 793	9 415	-3,9%
	Occupancy rate	32,2	30,6	33,3	8,8%	50,9	46,7	51,5	10,3%	62,7	50,7	55,8	10,1%	53,4	46,5	51,0	9,7%
	Average price	77,60 \$	73,80 \$	77,60 \$	5,1%	106,20 \$	104,60 \$	104,00 \$	-0,6%	132,00 \$	125,40 \$	126,40 \$	0,8%	116,40 \$	111,50 \$	111,50 \$	0,0%
<b>December</b>	<b>Available rooms</b>	<b>1 181</b>	<b>1 146</b>	<b>1 165</b>	<b>1,7%</b>	<b>4 483</b>	<b>4 637</b>	<b>4 674</b>	<b>0,8%</b>	<b>3 930</b>	<b>3 925</b>	<b>3 669</b>	<b>-6,5%</b>	<b>9 593</b>	<b>9 710</b>	<b>9 509</b>	<b>-2,1%</b>
	<b>Occupancy rate</b>	<b>30,4</b>	<b>25,2</b>	<b>31,5</b>	<b>25,0%</b>	<b>43,6</b>	<b>43,2</b>	<b>47,7</b>	<b>10,4%</b>	<b>45,2</b>	<b>45,9</b>	<b>52,9</b>	<b>15,3%</b>	<b>42,6</b>	<b>42,2</b>	<b>47,7</b>	<b>13,0%</b>
	<b>Average price</b>	<b>84,40 \$</b>	<b>81,00 \$</b>	<b>82,50 \$</b>	<b>1,9%</b>	<b>103,20 \$</b>	<b>104,40 \$</b>	<b>103,90 \$</b>	<b>-0,5%</b>	<b>119,30 \$</b>	<b>128,00 \$</b>	<b>131,10 \$</b>	<b>2,4%</b>	<b>108,50 \$</b>	<b>113,20 \$</b>	<b>113,80 \$</b>	<b>0,5%</b>
<b>Annual average</b>	<b>Available rooms</b>	<b>1 310</b>	<b>1 286</b>	<b>1 253</b>	<b>-2,6%</b>	<b>4 481</b>	<b>4 651</b>	<b>4 672</b>	<b>0,5%</b>	<b>3 930</b>	<b>3 950</b>	<b>3 924</b>	<b>-0,7%</b>	<b>9 720</b>	<b>9 887</b>	<b>9 849</b>	<b>-0,4%</b>
	<b>Occupancy rate</b>	<b>52,6</b>	<b>44,7</b>	<b>48,2</b>	<b>7,8%</b>	<b>65,2</b>	<b>58,6</b>	<b>62,4</b>	<b>6,5%</b>	<b>70,9</b>	<b>62,5</b>	<b>64,1</b>	<b>2,6%</b>	<b>65,8</b>	<b>58,4</b>	<b>61,3</b>	<b>5,0%</b>
	<b>Average price</b>	<b>106,07 \$</b>	<b>97,39 \$</b>	<b>97,32 \$</b>	<b>-0,1%</b>	<b>119,95 \$</b>	<b>111,21 \$</b>	<b>113,78 \$</b>	<b>2,3%</b>	<b>154,56 \$</b>	<b>141,28 \$</b>	<b>140,71 \$</b>	<b>-0,4%</b>	<b>133,59 \$</b>	<b>122,75 \$</b>	<b>123,39 \$</b>	<b>0,5%</b>

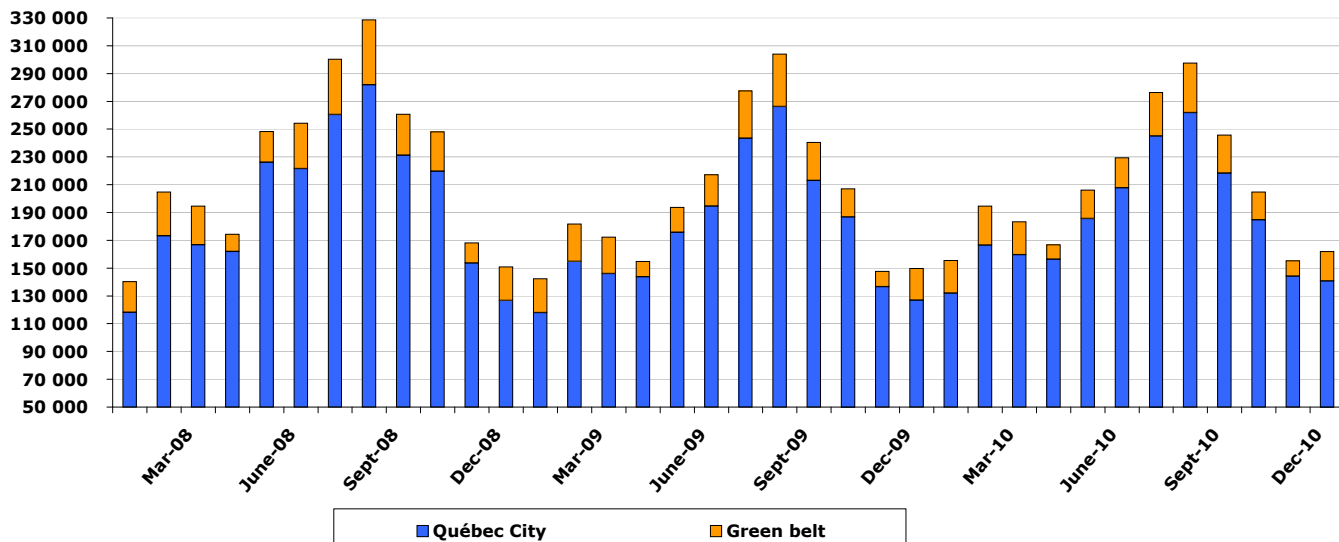
**Québec City**



**LODGING STATISTICS - OCCUPIED ROOMS**  
**DECEMBER 2010**

		Québec City				Green belt				Québec City and Area			
		2008	2009	2010	% Var	2008	2009	2010	% Var	2008	2009	2010	% Var
January	Daily	3 811	3 801	4 257	12,0%	715	792	754	-4,8%	4 524	4 593	5 011	9,1%
	Monthly	118 135	117 818	131 978	12,0%	22 180	24 545	23 378	-4,8%	140 255	142 371	155 355	9,1%
February	Daily	5 970	5 530	5 944	7,5%	1 088	959	1 007	5,0%	7 049	6 492	6 951	7,1%
	Monthly	173 124	154 836	166 436	7,5%	31 557	26 850	28 192	5,0%	204 434	181 770	194 620	7,1%
March	Daily	5 379	4 711	5 148	9,3%	899	849	769	-9,4%	6 273	5 560	5 920	6,5%
	Monthly	166 759	146 032	159 585	9,3%	27 878	26 333	23 850	-9,4%	194 452	172 357	183 535	6,5%
April	Daily	5 396	4 794	5 210	8,7%	413	366	350	-4,4%	5 801	5 154	5 556	7,8%
	Monthly	161 870	143 816	156 292	8,7%	12 394	10 976	10 508	-4,3%	174 017	154 634	166 676	7,8%
May	Daily	7 296	5 668	5 988	5,6%	712	577	663	14,9%	7 996	6 225	6 663	7,0%
	Monthly	226 180	175 718	185 642	5,6%	22 070	17 876	20 565	15,0%	247 864	192 972	206 546	7,0%
June	Daily	7 384	6 486	6 927	6,8%	1 095	755	719	-4,8%	8 474	7 236	7 648	5,7%
	Monthly	221 505	194 588	207 814	6,8%	32 839	22 644	21 561	-4,8%	254 233	217 086	229 448	5,7%
July	Daily	8 403	7 856	7 903	0,6%	1 281	1 097	1 011	-7,8%	9 684	8 952	8 927	-0,3%
	Monthly	260 493	243 522	244 988	0,6%	39 715	34 022	31 330	-7,9%	300 195	277 503	276 727	-0,3%
August	Daily	9 090	8 590	8 445	-1,7%	1 510	1 214	1 150	-5,3%	10 585	9 798	9 601	-2,0%
	Monthly	281 780	266 302	261 783	-1,7%	46 818	37 621	35 637	-5,3%	328 139	303 728	297 624	-2,0%
September	Daily	7 707	7 103	7 277	2,4%	980	910	914	0,4%	8 676	8 010	8 191	2,3%
	Monthly	231 204	213 092	218 304	2,4%	29 386	27 312	27 418	0,4%	260 272	240 313	245 726	2,3%
October	Daily	7 084	6 028	5 960	-1,1%	920	650	645	-0,8%	7 998	6 675	6 609	-1,0%
	Monthly	219 613	186 862	184 767	-1,1%	28 520	20 158	20 004	-0,8%	247 930	206 926	204 891	-1,0%
November	Daily	5 117	4 550	4 805	5,6%	484	369	370	0,3%	5 611	4 915	5 166	5,1%
	Monthly	153 521	136 507	144 159	5,6%	14 508	11 072	11 109	0,3%	168 319	147 442	154 981	5,1%
<b>December</b>	<b>Daily</b>	<b>4 089</b>	<b>4 097</b>	<b>4 539</b>	<b>10,8%</b>	<b>781</b>	<b>734</b>	<b>681</b>	<b>-7,2%</b>	<b>4 872</b>	<b>4 831</b>	<b>5 218</b>	<b>8,0%</b>
	<b>Monthly</b>	<b>126 757</b>	<b>127 007</b>	<b>140 709</b>	<b>10,8%</b>	<b>24 199</b>	<b>22 759</b>	<b>21 123</b>	<b>-7,2%</b>	<b>151 022</b>	<b>149 767</b>	<b>161 760</b>	<b>8,0%</b>
<b>Average annual</b>	<b>Daily</b>	<b>6 394</b>	<b>5 768</b>	<b>6 034</b>	<b>4,6%</b>	<b>907</b>	<b>773</b>	<b>753</b>	<b>-2,6%</b>	<b>7 295</b>	<b>6 537</b>	<b>6 788</b>	<b>3,9%</b>
<b>Average annual</b>	<b>Monthly</b>	<b>195 078</b>	<b>175 508</b>	<b>183 538</b>	<b>4,6%</b>	<b>27 672</b>	<b>23 514</b>	<b>22 890</b>	<b>-2,7%</b>	<b>222 594</b>	<b>198 906</b>	<b>206 491</b>	<b>3,8%</b>
<b>Total annual</b>		<b>2 340 941</b>	<b>2 106 100</b>	<b>2 202 457</b>	<b>4,6%</b>	<b>332 064</b>	<b>282 168</b>	<b>274 675</b>	<b>-2,7%</b>	<b>2 671 132</b>	<b>2 386 869</b>	<b>2 477 889</b>	<b>3,8%</b>

**Lodging performance**  
**Occupied rooms evolution**



Source : Institut de la statistique du Québec (special QCT compilation)

**TOURIST INFORMATION CENTRES (TIC)**



?	Services									
	TIC Information request				Number of TIC visitors					
	2008	2009	2010	% Var	2008	2009	2010	% Var	average of visitors per action	
									2009	2010
January	1 105	815	953	16,9%	2 437	1 657	2 246	35,5%	2,0	2,4
February	1 722	1 424	1 474	3,5%	4 808	4 001	4 065	1,6%	2,8	2,8
March	1 512	1 386	1 520	9,7%	3 726	3 329	3 840	15,3%	2,4	2,5
April	1 891	1 722	2 191	27,2%	4 025	4 406	5 209	18,2%	2,6	2,4
May	4 191	3 737	3 374	-9,7%	10 941	9 213	7 803	-15,3%	2,5	2,3
June	9 685	6 806	5 849	-14,1%	25 265	16 252	12 696	-21,9%	2,4	2,2
July	23 065	16 060	10 768	-33,0%	62 314	43 287	26 769	-38,2%	2,7	2,5
August	25 339	18 015	10 507	-41,7%	70 952	51 837	26 813	-48,3%	2,9	2,6
September	8 172	8 325	7 041	-15,4%	19 322	19 581	15 981	-18,4%	2,4	2,3
October	4 684	6 180	5 157	-16,6%	11 260	13 304	11 674	-12,3%	2,2	2,3
November	965	1 012	883	-12,7%	2 195	2 072	1 869	-9,8%	2,0	2,1
December	697	875	791	-9,6%	1 671	2 088	1 999	-4,3%	2,4	2,5
<b>Total</b>	<b>83 028</b>	<b>66 357</b>	<b>50 508</b>	<b>-23,9%</b>	<b>218 916</b>	<b>171 027</b>	<b>120 964</b>	<b>-29,3%</b>	<b>2,6</b>	<b>2,4</b>

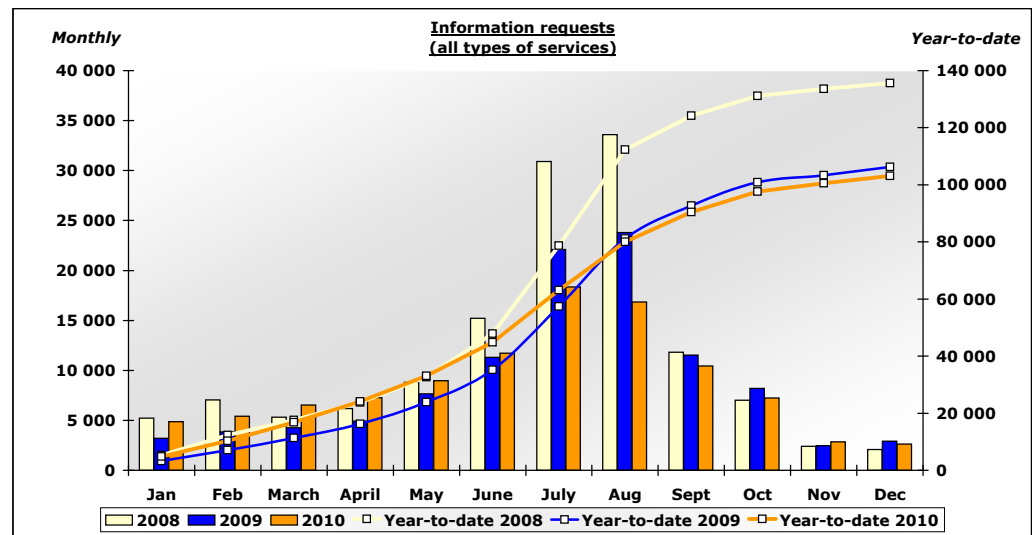
**9,6% decrease in TIC information request in December 2010**

	Telephone assistance			
	2008	2009	2010	% Var
December	564	643	616	-4,2%
<b>Total</b>	<b>20 117</b>	<b>15 052</b>	<b>13 533</b>	<b>-10,1%</b>

	Shipping and answers by mail			
	2008	2009	2010	% Var
December	346	482	485	0,6%
<b>Total</b>	<b>14 376</b>	<b>9 241</b>	<b>14 168</b>	<b>53,3%</b>

	Answers by Email			
	2008	2009	2010	% Var
December	433	836	663	-20,7%
<b>Total</b>	<b>12 962</b>	<b>11 198</b>	<b>20 375</b>	<b>82,0%</b>

	Service sales (lodging reservations and service provision)			
	2008	2009	2010	% Var
December	51	70	59	-15,7%
<b>Total</b>	<b>5 169</b>	<b>4 386</b>	<b>4 530</b>	<b>3,3%</b>



Source : TIC Survey, QCT



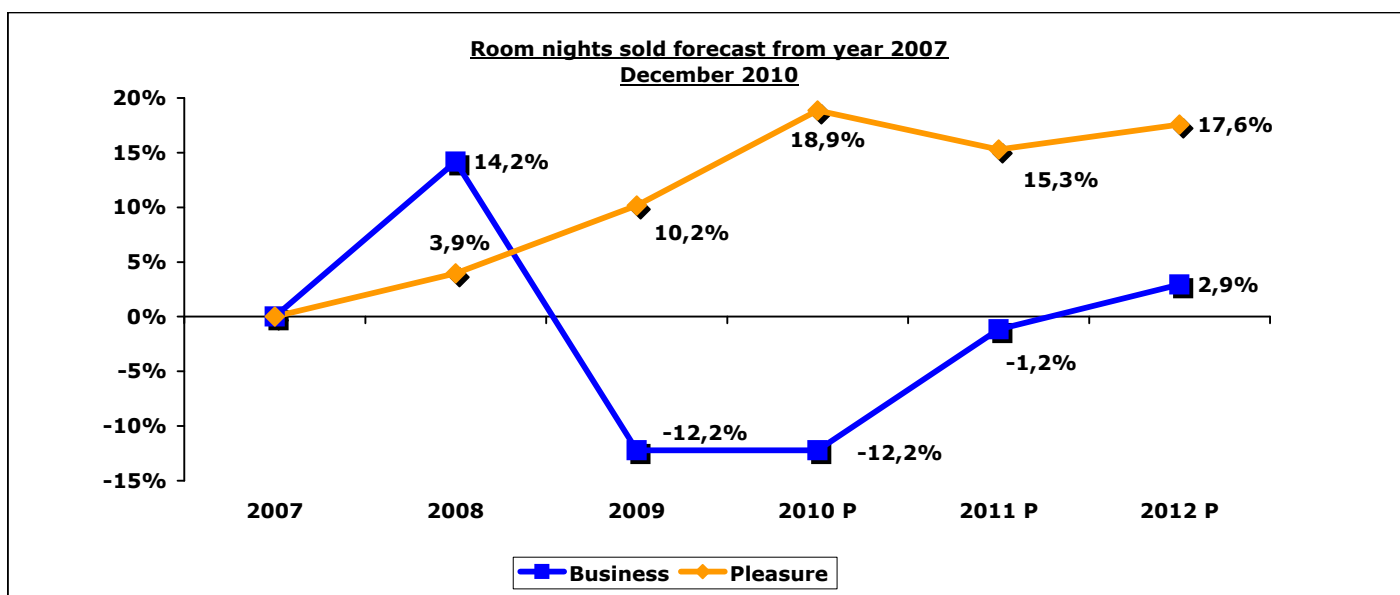
	Total results (All types of services)	
	December	Total
2008	2 091	135 652
2009	2 906	106 234
2010	2 614	103 114
%Var	<b>-10,0%</b>	<b>-2,9%</b>

**ON THE BOOKS HOTEL DEMAND (BACKLOG)**  
**DECEMBER 2010**

Data collected from 15 of the most sizeable hotels of the region

	2007		2008		2009		2010 P		2011 P		2012 P	
	%		%		%		%		%		%	
Room nights sold ('000)												
<b>Business market</b>												
Groups - conventions	<b>782</b>	37%	<b>926</b>	40%	<b>677</b>	32%	<b>709</b>	32%	<b>771</b>	34%	<b>818</b>	35%
Individuals - corporate	<b>346</b>	16%	<b>362</b>	15%	<b>313</b>	15%	<b>281</b>	13%	<b>344</b>	15%	<b>343</b>	15%
	<b>1 128</b>	53%	<b>1 288</b>	55%	<b>990</b>	47%	<b>990</b>	45%	<b>1 115</b>	49%	<b>1 161</b>	49%
<b>Pleasure market</b>												
Groups - tours	<b>251</b>	12%	<b>271</b>	12%	<b>240</b>	11%	<b>243</b>	11%	<b>273</b>	12%	<b>269</b>	11%
Individuals	<b>762</b>	36%	<b>782</b>	33%	<b>876</b>	42%	<b>961</b>	44%	<b>895</b>	39%	<b>922</b>	39%
	<b>1 013</b>	47%	<b>1 053</b>	45%	<b>1 116</b>	53%	<b>1 204</b>	55%	<b>1 168</b>	51%	<b>1 191</b>	51%
<b>Total groups</b>	<b>1 033</b>	48%	<b>1 197</b>	51%	<b>917</b>	44%	<b>952</b>	43%	<b>1 044</b>	46%	<b>1 087</b>	46%
<b>Total individuals</b>	<b>1 108</b>	52%	<b>1 144</b>	49%	<b>1 189</b>	56%	<b>1 242</b>	57%	<b>1 239</b>	54%	<b>1 265</b>	54%
<b>Total</b>	<b>2 141</b>	100%	<b>2 341</b>	100%	<b>2 106</b>	100%	<b>2 194</b>	100%	<b>2 283</b>	100%	<b>2 352</b>	100%

P : Booking rooms; estimated data subject to change



Source: PriceWaterhouseCoopers

RÉGION'S SOCIOECONOMIC STATISTICS									
DECEMBER 2010									
	Québec City and Area			Province of Québec			Canada		
	Dec. 2009	Dec. 2010	%cha	Dec. 2009	Dec. 2010	%cha	Dec. 2009	Dec. 2010	%cha
<b>Population over 15 years old ('000)</b>	575,0	581,0	1,0%	6 465,3	6 545,4	1,2%	27 490,7	27 894,2	1,5%
<b>Labor force ('000)</b>	371,4	392,0	5,5%	4 172,8	4 259,8	2,1%	18 259,7	18 493,0	1,3%
<b>Employment ('000)</b>	352,4	371,6	5,4%	3 851,7	3 947,5	2,5%	16 826,5	17 186,8	2,1%
<b>Unemployment ('000)</b>	19,1	20,3	6,3%	321,1	312,3	-2,7%	1 433,3	1 306,1	-8,9%
<b>Unemployment rate (%)</b>	5,1	5,2	2,0%	7,7	7,3	-5,2%	7,8	7,1	-9,0%
<b>Consumer price index (2002=100)</b>	114,0	115,8	1,6%	114,0	115,8	1,6%	114,8	117,5	2,4%

**Source : Statistics Canada, CANSIM II**

BRIEF DEMOGRAPHIC PROFILE		
QUÉBEC CITY AND AREA - 2006		
	POPULATION 2006	AREA KM <sup>2</sup>
<b>Québec City</b>	<b>491 140</b>	<b>464,3</b>
La Cité (1)	62 330	13,9
Les Rivières (2)	62 585	51,9
Sainte-Foy - Sillery (3)	71 475	29,4
Charlesbourg (4)	72 810	66,9
Beauport (5)	74 865	78,9
Limoilou (6)	45 245	9,9
La-Haute-Saint-Charles (7)	48 945	71,9
Laurentien (8)	52 885	141,5
<b>L'Ancienne-Lorette</b>	<b>16 717</b>	<b>8,0</b>
<b>Saint-Augustin-de-Desmaures</b>	<b>17 477</b>	<b>105,0</b>
<b>RCM of La Côte-de-Beauport</b>	<b>22 842</b>	<b>707,2</b>
<b>RCM of L'Île-d'Orléans</b>	<b>6 746</b>	<b>191,8</b>
<b>RCM of Portneuf</b>	<b>46 727</b>	<b>4 095,7</b>
<b>RCM of La Jacques-Cartier</b>	<b>30 835</b>	<b>3 310,1</b>
<b>TOTAL</b>	<b>632 484</b>	<b>8 882,1</b>

**Source : Statistics Canada, 2006 Census**

ROAD DISTANCE TO QUÉBEC CITY AND AREA	
	KM
<b>Montreal</b>	<b>253</b>
<b>Ottawa</b>	<b>453</b>
<b>Boston</b>	<b>761</b>
<b>Toronto</b>	<b>798</b>
<b>New York</b>	<b>863</b>
<b>Philadelphia</b>	<b>995</b>
<b>Halifax</b>	<b>1043</b>
<b>Detroit</b>	<b>1194</b>
<b>Washington</b>	<b>1295</b>
<b>Chicago</b>	<b>1621</b>

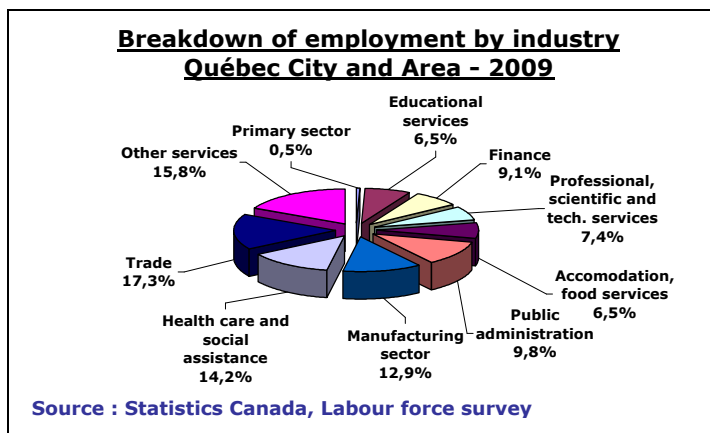
**Source : Transport Quebec**

TEMPERATURES		
	Average (30 years) °C	Average 2010 °C
<b>January</b>		
Daily minimum	-17,6	-11,3
Daily maximum	-7,9	-3,9
<b>July</b>		
Daily minimum	13,4	15,7
Daily maximum	25,0	27,1

PRECIPITATIONS		
<b>Annual average-rain (mm)</b>	1230,3	974,9

**Source : Environment Canada**



Jobs linked to tourist activity in 2009	
<b>Direct jobs</b>	<b>20 900</b>
<b>Indirect jobs</b>	<b>7 500</b>
<b>Total</b>	<b>28 400</b>

**Source : QCT, Development, Strategy and Planning Division**

**OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2008**  
 ( Results of this survey are updated annually)

<b>Tourists:</b>	<b>Origin</b>		<b>Total</b>		<b>Total expenditures</b>	
	<b>(person-visits)</b>		<b>number of nights</b>		<b>(in CDN dollars)</b>	
	'000	%	'000	%	'000 \$	%
Province of Québec	3 150	67,0%	6 549	53,7%	671 914	46,5%
Rest of Canada	432	9,2%	1 572	12,9%	188 601	13,0%
<b>Total-Canada</b>	<b>3 582</b>	<b>76,2%</b>	<b>8 121</b>	<b>66,6%</b>	<b>860 515</b>	<b>59,5%</b>
United States	582	12,4%	1 820	14,9%	343 704	23,8%
Overseas	535	11,4%	2 257	18,5%	242 221	16,7%
<b>Total</b>	<b>4 699</b>	<b>100,0%</b>	<b>12 198</b>	<b>100,0%</b>	<b>1 446 440</b>	<b>100,0%</b>

	<b>Average expenditures</b>	<b>Visit</b>	<b>Average expenditures</b>
	<b>per visit</b>	<b>duration</b>	<b>per night</b>
	\$	(nights)	\$
Province of Québec	185,31	2,08	89,13
Rest of Canada	339,42	3,64	93,13
<b>Total-Canada</b>	<b>205,79</b>	<b>2,27</b>	<b>90,75</b>
United States	590,26	3,13	188,84
Overseas	452,37	4,22	107,37
<b>Total</b>	<b>272,95</b>	<b>2,60</b>	<b>105,16</b>

<b>Same-day visitors</b>	<b>Origin</b>		<b>Total expenditures</b>	
	<b>(person-visits)</b>		<b>(in CDN dollars)</b>	
	'000	%	'000 \$	%
Province of Québec	3 876	96,6%	326 272	96,6%
Rest of Canada	27	0,7%	2 963	3,1%
<b>Total-Canada</b>	<b>3 903</b>	<b>97,3%</b>	<b>329 235</b>	<b>97,4%</b>
United States	56	1,4%	3 955	1,2%
Overseas	54	1,3%	4 735	1,4%
<b>Total</b>	<b>4 013</b>	<b>100,0%</b>	<b>337 925</b>	<b>100,0%</b>
<b>Visitors:</b>	<b>8 712</b>	<b>100,0%</b>	<b>1 784 365</b>	<b>100,0%</b>

**Définitions:**

**Visitor:** Any person who is passing through the region and whose residence is located **outside of an 40-km radius**.

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

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

**Source : Statistics Canada, CITIES 2008 Project (special QCT compilation)**

**OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2008 (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	21,7	24,9	35,0	18,4
Rest of Canada	22,3	16,7	46,9	14,1
<b>Total-Canada</b>	<b>21,7</b>	<b>23,9</b>	<b>36,5</b>	<b>17,9</b>
United States	12,7	21,7	46,3	19,3
Overseas	7,9	25,1	50,2	16,8
<b>Total</b>	<b>19,0</b>	<b>23,8</b>	<b>39,2</b>	<b>18,0</b>

**Primary Purpose of trip**

	Pleasure	Business	Visiting friends or relatives	Others
	%	%	%	%
Province of Québec	41,1	8,3	46,9	3,7
Rest of Canada	57,3	10,9	23,2	8,6
<b>Total-Canada</b>	<b>43,0</b>	<b>8,6</b>	<b>44,1</b>	<b>4,3</b>
United States	69,8	17,4	9,1	3,7
Overseas	62,3	13,3	22,9	1,5
<b>Total</b>	<b>48,6</b>	<b>10,2</b>	<b>37,3</b>	<b>3,9</b>

**Accommodation**

	Commercial	Private	Not specified
	%	%	%
Province of Québec	39,2	55,5	5,3
Rest of Canada	73,2	21,8	5,0
<b>Total-Canada</b>	<b>45,7</b>	<b>49,0</b>	<b>5,3</b>
United States	77,4	7,6	15,0
Overseas	42,1	35,2	22,7
<b>Total</b>	<b>49,9</b>	<b>40,2</b>	<b>9,9</b>

**Source : Statistics Canada, CITIES 2008 Project (special QCT compilation)**

**OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2008 (cont.)**  
 ( Results of this survey are updated annually)

<u>Average expenditures</u>						
	Accommodation		Food & beverage		Vehicule operation (incl. rental)	
	\$	%	\$	%	\$	%
Province of Québec	50,40 \$	27,2%	62,04 \$	33,5%	26,57 \$	14,3%
Rest of Canada	140,91 \$	41,5%	90,47 \$	26,7%	46,33 \$	13,6%
<b>Total-Canada</b>	<b>62,44 \$</b>	<b>30,3%</b>	<b>65,82 \$</b>	<b>32,0%</b>	<b>29,18 \$</b>	<b>14,2%</b>
United States	287,80 \$	48,8%	133,99 \$	22,7%	47,73 \$	8,1%
Overseas	192,24 \$	42,5%	96,66 \$	21,4%	44,76 \$	9,9%
<b>Total</b>	<b>100,31 \$</b>	<b>36,8%</b>	<b>76,42 \$</b>	<b>28,0%</b>	<b>32,80 \$</b>	<b>12,0%</b>
<b>Total - pleasure</b>	<b>132,59 \$</b>	<b>38,4%</b>	<b>94,54 \$</b>	<b>27,4%</b>	<b>34,51 \$</b>	<b>10,0%</b>
<b>Total - business</b>	<b>288,92 \$</b>	<b>53,1%</b>	<b>117,35 \$</b>	<b>21,6%</b>	<b>51,86 \$</b>	<b>9,5%</b>
<b>Total - visiting friends/relative:</b>	<b>16,04 \$</b>	<b>13,4%</b>	<b>44,65 \$</b>	<b>37,2%</b>	<b>26,35 \$</b>	<b>22,0%</b>
	Recreation & entertainment		Others		TOTAL	
	\$	%	\$	%	\$	%
Province of Québec	15,44 \$	8,3%	30,86 \$	16,7%	185,31 \$	100,0%
Rest of Canada	29,46 \$	8,7%	32,25 \$	9,5%	339,42 \$	100,0%
<b>Total-Canada</b>	<b>17,31 \$</b>	<b>8,4%</b>	<b>31,04 \$</b>	<b>15,1%</b>	<b>205,79 \$</b>	<b>100,0%</b>
United States	52,09 \$	8,8%	68,65 \$	11,6%	590,26 \$	100,0%
Overseas	41,28 \$	9,1%	77,43 \$	17,1%	452,37 \$	100,0%
<b>Total</b>	<b>23,55 \$</b>	<b>8,6%</b>	<b>39,87 \$</b>	<b>14,6%</b>	<b>272,95 \$</b>	<b>100,0%</b>
<b>Total - pleasure</b>	<b>33,56 \$</b>	<b>9,7%</b>	<b>49,96 \$</b>	<b>14,5%</b>	<b>345,16 \$</b>	<b>100,0%</b>
<b>Total - business</b>	<b>23,02 \$</b>	<b>4,2%</b>	<b>63,04 \$</b>	<b>11,6%</b>	<b>544,19 \$</b>	<b>100,0%</b>
<b>Total - visiting friends/relative:</b>	<b>11,39 \$</b>	<b>9,5%</b>	<b>21,55 \$</b>	<b>18,0%</b>	<b>119,98 \$</b>	<b>100,0%</b>

<u>Primary transportation mode</u>				
	Car private	Car rented	Airplane commercial	Bus
	%	%	%	%
Province of Québec	92,4	1,9	0,6	2,9
Rest of Canada	67,5	5,0	17,0	3,4
<b>Total-Canada</b>	<b>89,4</b>	<b>2,3</b>	<b>2,5</b>	<b>3,0</b>
United States	26,8	15,1	1,2	20,0
Overseas	11,9	22,9	9,2	20,9
<b>Total</b>	<b>65,7</b>	<b>8,0</b>	<b>3,6</b>	<b>8,8</b>
	Rail	Ship/Boat	Other Not stated	
	%	%	%	
Province of Québec	1,2	0,2	0,8	
Rest of Canada	7,0	0,0	0,1	
<b>Total-Canada</b>	<b>1,9</b>	<b>0,2</b>	<b>0,7</b>	
United States	3,2	6,5	27,2	
Overseas	5,0	6,6	23,5	
<b>Total</b>	<b>2,7</b>	<b>2,3</b>	<b>8,9</b>	

**Source : Statistics Canada, CITIES 2008 Project (special QCT compilation)**

**OVERVIEW OF TOURISTS WHO VISITED QUÉBEC CITY IN 2008 (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	682	76,2%	784	70,2%	1 104	59,9%
Rest of Canada	96	10,7%	72	6,4%	203	11,0%
<b>Total-Canada</b>	<b>778</b>	<b>86,9%</b>	<b>856</b>	<b>76,6%</b>	<b>1307</b>	<b>70,9%</b>
United States	74	8,3%	126	11,3%	269	14,6%
Overseas	43	4,8%	135	12,1%	268	14,5%
<b>Total</b>	<b>895</b>	<b>100,0%</b>	<b>1117</b>	<b>100,0%</b>	<b>1844</b>	<b>100,0%</b>

	IV (fall)		TOTAL	
	('000)	%	('000)	%
Province of Québec	580	68,8%	3 150	67,0%
Rest of Canada	61	7,2%	432	9,2%
<b>Total-Canada</b>	<b>641</b>	<b>76,0%</b>	<b>3 582</b>	<b>76,2%</b>
United States	113	13,4%	582	12,4%
Overseas	89	10,6%	535	11,4%
<b>Total</b>	<b>843</b>	<b>100,0%</b>	<b>4 699</b>	<b>100,0%</b>

**Visit Quarter by origin (person-visits) - 2003-2008 comparative**

	I (winter)		II (spring)		III (summer)	
	('000)	%	('000)	%	('000)	%
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%
2006 (1)	830	19,0%	1 107	25,3%	1 577	36,0%
2007 (1)	907	20,2%	923	20,6%	1 697	37,9%
<b>2008 (1)</b>	<b>895</b>	<b>19,0%</b>	<b>1 117</b>	<b>23,8%</b>	<b>1 844</b>	<b>39,2%</b>

	IV (fall)		TOTAL	
	('000)	%	('000)	%
2003	1 125	22,2%	5 076	100,0%
2004	1 099	20,9%	5 250	100,0%
2006 (1)	863	19,7%	4 377	100,0%
2007 (1)	955	21,3%	4 482	100,0%
<b>2008 (1)</b>	<b>843</b>	<b>17,9%</b>	<b>4 699</b>	<b>100,0%</b>

(1) Change in methodology of data collect for canadian market

**Source : Statistics Canada, CITIES 2008 Project (special QCT compilation)**