

Ontario Tourism Outlook 2008-2012
Inbound and Outbound Travel Forecast, Annual Tables
 Ministry of Tourism, Tourism Research Unit

Ontario: Key Drivers

	2005	Annual 2006	2007	2008	2009	2010	2011	2012
Real Disposable Income (\$mill.)	305,129	316,949	325,959	332,478	339,793	348,288	356,995	365,920
% change	2.3%	3.9%	2.8%	2.0%	2.2%	2.5%	2.5%	2.5%
Unemployment Rate (%)	6.6	6.3	6.4	6.3	6.4	6.3	6.4	6.4
Tourism Price Index (% change)	1.4%	1.6%	0.9%	1.3%	1.6%	1.3%	1.5%	1.4%
CPI (% change)	2.2%	1.8%	1.8%	1.1%	2.0%	2.0%	2.0%	2.0%
Price of Gasoline (% change)	5.3%	4.9%	4.5%	3.3%	1.5%	2.1%	2.4%	2.5%
Highway Traffic Volumes (% ch)	1.5%	1.2%	1.2%	1.3%	1.2%	1.3%	1.5%	1.6%
Exchange Rate (C\$/US\$)	1.21	1.13	1.07	1.00	1.02	1.03	1.05	1.05

Inter-Provincial Travel: Key Drivers

	2005	Annual 2006	2007	2008	2009	2010	2011	2012
Real Disposable Income (\$mill.)								
Canada	754,302	791,632	823,030	859,028	891,016	934,537	961,610	980,536
% change	2.6%	4.9%	4.0%	4.4%	3.7%	4.9%	2.9%	2.0%
Other Provinces	449,173	474,683	497,071	526,550	551,223	586,249	604,615	614,617
% change	2.8%	5.7%	4.7%	5.9%	4.7%	6.4%	3.1%	1.7%
Tourism Price Index, Canada (% change)	2.3%	1.8%	2.1%	3.2%	3.5%	2.7%	2.5%	2.4%
CPI, Canada (% change)	2.2%	2.0%	2.2%	1.3%	2.0%	2.0%	2.0%	2.0%
Price of Gasoline (% change)	16.8%	6.0%	3.7%	6.7%	-3.0%	0.4%	1.2%	1.4%
Exchange Rate (C\$/US\$)	1.21	1.13	1.07	1.00	1.02	1.03	1.05	1.05

Ontario: Key Drivers

	Quarterly							
	2007Q1	2007Q2	2007Q3	2007Q4	2008Q1	2008Q2	2008Q3	2008Q4
Real Disposable Income (\$mill.)	324,205	323,764	327,116	328,752	329,821	331,470	333,127	335,126
% change year ago	3.6%	3.0%	2.8%	1.9%	1.7%	2.4%	1.8%	1.9%
Unemployment Rate (%)	6.4	6.5	6.4	6.2	6.3	6.3	6.3	6.3
Tourism Price Index (% ch year ago)	1.8%	0.5%	-0.4%	1.9%	2.0%	0.1%	0.2%	3.2%
CPI (% ch year ago)	1.3%	1.8%	2.0%	2.3%	1.2%	0.4%	1.2%	1.6%
Price of Gasoline (% ch year ago)	2.7%	3.5%	3.6%	8.1%	7.0%	2.3%	1.6%	2.4%
Highway Traffic Volumes (% ch)	1.3%	1.2%	1.2%	1.2%	1.4%	1.3%	5.0%	5.8%
Exchange Rate (C\$/US\$)	1.17	1.10	1.04	0.98	0.98	1.00	1.00	1.01

Inter-Provincial Travel: Key Drivers

	Quarterly							
	2007Q1	2007Q2	2007Q3	2007Q4	2008Q1	2008Q2	2008Q3	2008Q4
Real Disposable Income (\$mill.)								
Canada	815,698	815,730	824,691	836,000	847,578	851,103	863,143	874,287
% change year ago	3.6%	4.3%	4.0%	3.9%	3.9%	4.3%	4.7%	4.6%
Other Provinces	491,493	491,966	497,575	507,248	517,758	519,634	530,016	539,161
% change year ago	3.6%	5.1%	4.9%	5.3%	5.3%	5.6%	6.5%	6.3%
Tourism Price Index, Canada (% ch year	1.8%	2.2%	2.1%	2.4%	4.4%	2.4%	0.7%	5.2%
CPI, Canada (% ch year ago)	1.8%	2.2%	2.1%	2.6%	1.6%	0.7%	1.2%	1.6%
Price of Gasoline (% ch year ago)	-0.9%	3.0%	0.5%	12.9%	16.8%	0.5%	5.0%	5.8%
Exchange Rate (C\$/US\$)	1.17	1.10	1.04	0.98	0.98	1.00	1.00	1.01

United States: Key Drivers

	2005	Annual 2006	2007	2008	2009	2010	2011	2012
Real GDP (\$bill.)								
Border States	1,694	1,732	1,758	1,754	1,794	1,848	1,904	1,958
% change	2.0%	2.2%	1.5%	-0.2%	2.3%	3.0%	3.0%	2.8%
Total US	11,049	11,414	11,644	11,652	11,950	12,340	12,756	13,132
% change	3.2%	3.3%	2.0%	0.1%	2.6%	3.3%	3.4%	2.9%
Tourism Price Index, US (% change)	5.3%	4.9%	4.5%	3.3%	1.5%	2.1%	2.4%	2.5%
CPI, US (% change)	3.4%	3.2%	2.9%	3.3%	1.4%	1.8%	1.9%	2.0%
Exchange Rate (C\$/US\$)	1.21	1.13	1.07	1.00	1.02	1.03	1.05	1.05

Overseas Travel: Key Drivers

	2005	Annual 2006	2007	2008	2009	2010	2011	2012
Exchange Rate								
Yen/US\$	110.1	116.3	117.8	103.9	98.4	95.8	94.6	93.9
Euro/US\$	0.804	0.796	0.729	0.654	0.685	0.708	0.722	0.737
UK Pound/US\$	0.550	0.543	0.500	0.511	0.529	0.519	0.524	0.538
Mexican Peso/US\$	10.94	11.06	10.93	11.08	11.25	11.43	11.51	11.65
Real GDP Growth								
Eurozone	1.5%	2.8%	1.9%	0.0%	1.2%	1.2%	1.5%	1.5%
Japan	1.9%	2.2%	1.3%	0.5%	3.2%	1.8%	1.3%	1.3%

United States: Key Drivers

	Quarterly							
	2007Q1	2007Q2	2007Q3	2007Q4	2008Q1	2008Q2	2008Q3	2008Q4
Real GDP (\$bill.)								
Border States	1,706	1,739	1,783	1,803	1,702	1,729	1,773	1,813
% change year ago	1.5%	1.4%	2.4%	0.7%	-0.2%	-0.6%	-0.6%	0.5%
Total US	11,549	11,612	11,772	11,638	11,577	11,575	11,737	11,722
% change year ago	2.1%	2.0%	2.9%	1.1%	0.2%	-0.3%	-0.3%	0.7%
Tourism Price Index, US (% ch year ago)	2.7%	3.5%	3.6%	8.1%	7.0%	2.3%	1.6%	2.4%
CPI, US (% ch year ago)	2.4%	2.7%	2.4%	4.0%	4.2%	3.4%	3.2%	2.3%
Exchange Rate (C\$/US\$)	1.17	1.10	1.04	0.98	0.98	1.00	1.00	1.01

Overseas Travel: Key Drivers

	Quarterly							
	2007Q1	2007Q2	2007Q3	2007Q4	2008Q1	2008Q2	2008Q3	2008Q4
Exchange Rate								
Yen/US\$	119.4	120.8	117.7	113.1	107.0	105.0	102.8	100.9
Euro/US\$	0.764	0.741	0.725	0.690	0.671	0.647	0.641	0.657
UK Pound/US\$	0.512	0.504	0.494	0.490	0.505	0.499	0.511	0.528
Mexican Peso/US\$	11.04	10.81	10.94	10.92	10.97	11.14	11.11	11.11
Real GDP Growth								
Eurozone	2.1%	2.0%	2.9%	1.1%	0.2%	-0.3%	-0.3%	0.7%
Japan	2.6%	1.3%	1.2%	0.1%	-1.3%	0.2%	1.0%	2.1%