



Outbound Canada

June 2017

A monthly update on Canadian outbound travel

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Executive Summary

Total Canadian Outbound Travel

The first four months of 2017 saw Canadians make almost 11.6 million overnight trips to the U.S. and other destinations, an increase of 6.2 per cent. Of this total, 8.7 million trips were for leisure purposes. Compared to 2016, overseas leisure trips grew 3.0 per cent while leisure travel to the U.S. increased 6.3 per cent. Travel to U.S. destinations accounted for 55.7 per cent of all outbound leisure trips during the period compared to 63.3 per cent during the peak travel year of 2013.

Winter 2016-17 saw Canadians make almost 13 million overnight leisure trips to the U.S. and other destinations, an increase of 2.4 per cent. Overseas leisure trips grow 1.9 per cent throughout the season, and leisure travel stateside increased 2.9 per cent. While winter trips to the U.S. grew compared to the previous year, trip volumes were the lowest they've been since winter 2009-10. In contrast, winter trips to overseas destinations reached their highest level ever.

Canadian Travel to the United States

Canadians made 4.8 million leisure trips to the U.S. between January and April, an increase of 6.3 per cent. Overnight travel (for all purposes) to the U.S. has now increased for eight consecutive months, and April was the first month since 2013 that growth in auto trips was registered from all regions. On a monthly basis, travel to the U.S. was 14.9 per cent higher than last April, however, it was 23.6 per cent lower than the peak of April 2013, when the loonie was close to par with the greenback.

The first four months of 2017 saw a 2.1 per cent increase in direct deplanements in various Florida destinations. Compared to 2016, there was a similar volume of Canadian deplanements in Las Vegas, while capacity reductions resulted in an -11.8 per cent decline in arrivals in Phoenix. Direct arrivals in Hawaii grew slightly (2.3%), while Los Angeles welcomed 7.7 per cent more direct arrivals from Canada and New Orleans saw their Canadian passenger volume grow by a whopping 73.7 per cent.

Canadian Travel to Europe

Canadians made more than 996 thousand visits to Europe during the first four months of 2017 (based on reporting by 24 destinations). This is 68 thousand more visits than last year and represents an increase of 7.4 per cent. In absolute terms, Spain continues to report significant increases in visitation while Italy has welcomed 35 thousand fewer Canadians so far this year. The winter months saw the volume of visits increase 8.7 per cent to surpass 1.4 million for the first time ever.

Canadian Travel to Asia and the South Pacific

Canadians made more than 1.2 million visits to key destinations in the Asia/Pacific region during the first four months of 2017, a 10.0 per cent increase compared to 2016. During the period, Japan, New Zealand, and India experienced the largest proportional increases in arrivals. The two destinations with the largest volume of arrivals—China and Hong Kong— welcomed 31.0 per cent of the Canadian market during the period; slightly less than previous years. The winter season saw more than 1.6 million Canadian arrivals in the region, which represents an 8.5 per cent increase compared to 2015-16.

Canadian Travel to the Caribbean and Mexico

More than 2.7 million Canadians visited destinations in Mexico and the Caribbean in the first four months of 2017, a 6.3 per cent increase compared to 2016. While some countries are still experiencing declines in visitation, most destinations posted increases compared to last year. In terms of the “big three” destinations, the volume of visits to Mexico grew 9.3 per cent during the period, while trips to the Dominican Republic grew 9.0 per cent, and visits to Cuba increased 2.8 per cent. The 2016-17 winter travel season saw more than 3.5 million visits to the region, a 5.9 per cent increase compared to last winter.

Consumer Confidence

The national consumer confidence rating was 111.5 points in June. This was the same rate recorded last month, and an 11.7-point jump compared to last year. Bucking the national trend, a smaller percentage of Canadians residing in Ontario indicated June was a good time to make a major purchase. Following from the sentiment of higher purchase confidence recorded in April, retail sales increased by 7.0 per cent nationally during the month. Accounting for 2.5 per cent of all retail trade in April, e-commerce transactions increased 41.6 per cent compared to the previous year.

Winter 2016-17 Travel Performance

Canadians made almost 13 million overnight leisure trips to the U.S. and other destinations during winter 2016-17, an increase of 2.4 per cent. The winter season (November-April) saw overseas leisure trips grow 1.9 per cent, while leisure travel to the United States increased 2.9 per cent. While winter trips to the U.S. grew compared to the previous year, trip volumes were the lowest they've been since winter 2009-10. In contrast, winter trips to overseas destinations reached their highest level ever during the 2016-17 season.

Canadians made almost 2.1 million trips to the Caribbean during the period, a 3.9 per cent increase compared to last winter. More than seventy per cent (71.9%) of these trips were to Cuba and the Dominican Republic, a slightly higher proportion than previous years. With visitation surpassing 1.45 million, Mexico reached a record high this winter. Due to large increases in visitation to Spain, the UK, France, and Ireland, European countries experienced 8.7 per cent growth during the winter season, while travel to the Asia/Pacific region grew 8.5 per cent.

Canadian Arrivals (for all purposes) by Region, Winter Season (November-April each year)

Region	2013-14	2014-15	2015-16	2016-17	% change
United States	8,086,769	7,809,451	6,747,085	6,940,730	2.9%
Asia-Pacific	1,365,493	1,420,013	1,512,057	1,640,808	8.5%
Europe	1,126,108	1,309,538	1,367,373	1,486,106	8.7%
Caribbean	1,967,463	2,110,332	2,015,480	2,094,753	3.9%
Mexico	1,286,187	1,333,084	1,336,655	1,454,950	8.9%

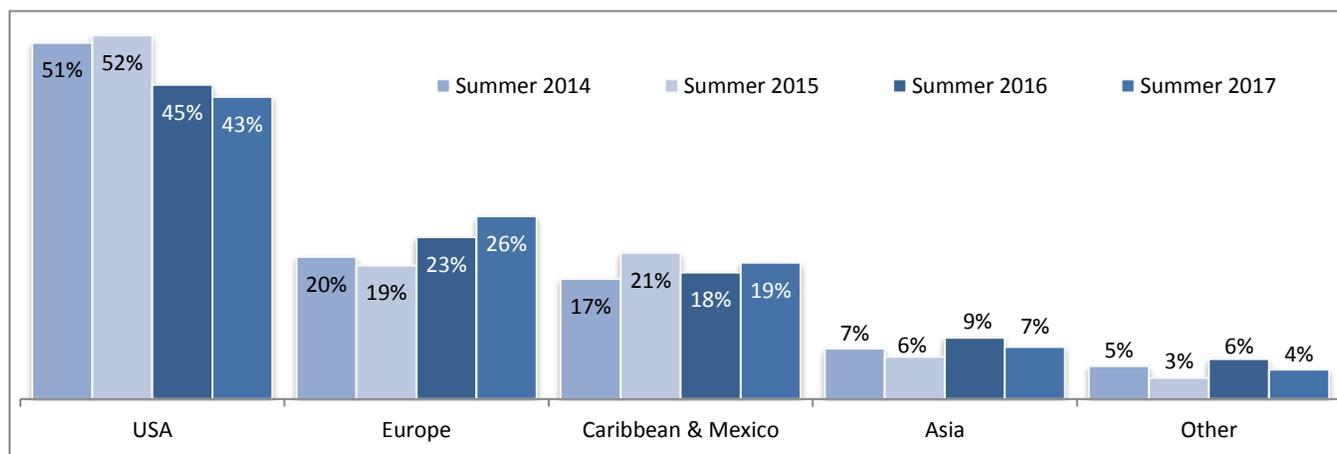
Source: various government statistical agencies and tourism associations for destinations with monthly data available.

Summer 2017 Travel Intentions

Outbound travel intentions are up slightly compared to last year. Of Canadians planning to take a vacation trip this summer, about one-in-four plan to travel outside the country. Intentions are highest in Ontario and BC, while they have fallen in Alberta and Central Canada. A similar proportion of Canadians taking an outbound trip this summer intend to visit the Caribbean and Mexico, while slightly fewer plan to visit the U.S., the Asia/Pacific region, and other non-traditional destinations. In contrast, more outbound travellers plan to vacation in Europe this summer. After a few years of lackluster performance, trips to the U.S. are forecast to recover this summer, posting a 0.7 per cent increase. In contrast, trips to other countries are forecast to grow by 3.6 per cent. Overall, outbound leisure travel is forecast to increase to 13.6 million leisure trips from May to October 2017.

Of all travellers who have selected their destination, those planning a trip to the Caribbean/Mexico (35%) and the U.S. (30%) are the most likely to still be dreaming about their trip. Just like last year, those headed for Europe are most likely to be in the final booking process (41%).

Intended Destination of Summer Outbound Travellers

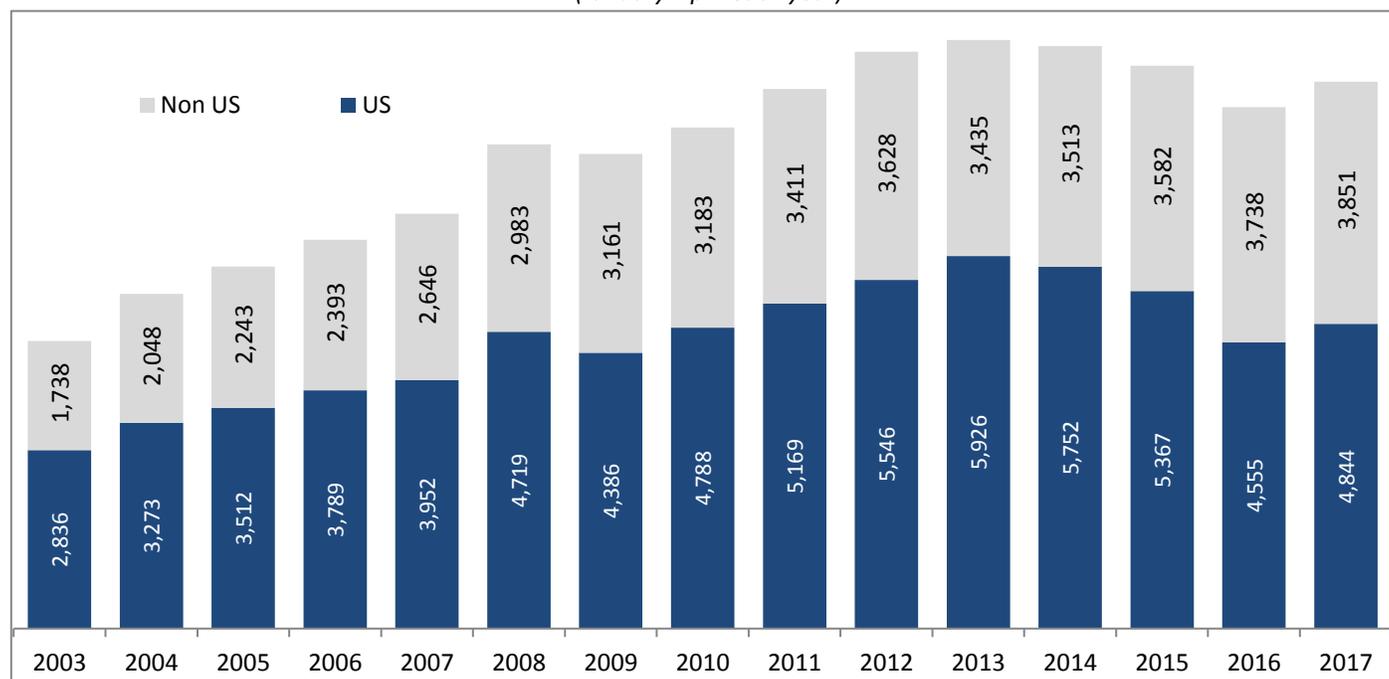


Source: CBoC annual summer vacation travel intentions survey of Canadians 18+

Outbound Canada

The first four months of 2017 saw Canadians make almost 11.6 million overnight trips to the U.S. and other destinations, an increase of 6.2 per cent. Of this total, 8.7 million trips were for leisure purposes. Compared to 2016, overseas leisure trips grew 3.0 per cent while leisure travel to the U.S. increased 6.3 per cent. Travel to U.S. destinations accounted for 55.7 per cent of all outbound leisure trips during the period compared to 63.3 per cent during the peak travel year of 2013. To-date, the volume of trips to overseas destinations has set a new record high each month.

Canadian Outbound Leisure Travel (000s of trips)
(January-April each year)



Source: CBoC estimates of leisure trips from total outbound trips as reported by Statistics Canada.

Compared to the previous year, Canadians made 6.2 per cent more outbound trips (for all purposes) between Jan-April 2017. Overnight travel to the U.S. has now increased for eight consecutive months, and April was the first month since 2013 that growth in auto trips was registered from all regions. On a monthly basis, travel to the U.S. was 14.9 per cent higher than last April, however, it was 23.6 per cent lower than the peak of April 2013, when the loonie was close to par with the greenback. Canadian residents made almost 1.2 million trips to overseas destinations in April; a 4.9 per cent increase compared to last year, and a new record for the month of April.

YTD TRIPS FOR ALL PURPOSES	US Auto Trips	% Change	US Non-Auto Trips	% Change	Non-US Trips	% Change	Total Outbound	% Change
Atlantic Canada	68,562	0.6%	60,853	-4.3%	108,606	0.8%	238,021	-0.6%
Québec	410,708	7.9%	576,421	12.7%	1,101,347	3.2%	2,088,476	6.6%
Ontario	1,483,086	7.9%	1,571,600	10.6%	2,547,316	5.5%	5,602,002	7.5%
Manitoba	136,517	10.3%	71,866	4.0%	83,588	-5.1%	291,971	3.9%
Saskatchewan	41,894	8.4%	39,877	-17.7%	63,594	-3.7%	145,365	-5.1%
Alberta	126,872	1.9%	512,819	1.5%	460,159	2.9%	1,099,850	2.1%
BC	693,761	3.1%	660,336	12.3%	769,852	5.8%	2,123,949	6.8%
Yukon	3,388	31.0%	119	-33.1%	--	--	3,507	13.7%
Total	2,964,788	6.4%	3,493,891	8.9%	5,134,462	4.4%	11,593,141	6.2%

Travel to U.S. Destinations

Compared to the previous year, there was a 2.1 per cent increase in direct deplanements in various Florida destinations during the first four months of 2017. Air Canada delivered two-thirds of the passengers during the period, which reflects a 9.0 per cent increase in market share. Of the larger Florida destinations, only Orlando has seen an increase in visitation so far this year (6.9%). In contrast, both Miami (-4.4%), and Fort Lauderdale (-1.2%) continue to see decreased visitor volumes. Higher load factors and increased activity in some destinations resulted in 1.3 million direct arrivals during the winter 2016-17 travel period.

The first four months of 2017 saw 288 thousand direct arrivals in Las Vegas, the same volume as seen in 2016. Capacity reductions to Phoenix resulted in almost 200 thousand direct arrivals an -11.8 per cent decline compared to last year. Direct arrivals in Hawaii grew slightly (2.3%) during the period, while there was a 7.7 per cent increase in arrivals at LAX. New capacity to New Orleans has resulted in a 73.7 per cent increase in Canadian passenger volumes.

Direct Air Arrivals to Select U.S. Destinations (January-April each year)

Destination	2013	2014	2015	2016	2017	2017 vs. 2016	CARG*
Orlando	244,281	238,050	250,958	260,109	277,987	6.9%	3.8%
Sarasota	11,590	13,907	14,263	23,313	22,447	-3.7%	12.6%
Tampa	66,441	83,743	79,991	86,939	90,281	3.8%	4.3%
Miami	153,519	167,391	157,176	150,600	143,903	-4.4%	1.5%
Fort Myers	58,118	65,229	67,817	85,316	89,835	5.3%	12.3%
Palm Beach	26,002	28,882	26,909	37,763	42,733	13.2%	9.1%
Fort Lauderdale	250,294	266,606	284,678	289,986	286,453	-1.2%	3.7%
Total Florida	810,245	863,808	881,792	934,026	953,639	2.1%	4.3%
Hawaii	157,458	172,719	181,727	189,991	194,439	2.3%	7.8%
Las Vegas	278,334	293,685	308,586	288,700	288,626	0.0%	1.7%
Los Angeles	273,146	292,959	318,614	320,880	345,732	7.7%	3.9%
New Orleans	6,804	7,223	7,510	7,664	13,313	73.7%	--
Phoenix	209,145	225,679	254,626	226,205	199,413	-11.8%	4.5%

Sources: Hawaii's figures from State of Hawaii Department of Business, Economic Development & Tourism. Other figures are from respective airport authorities.
*CARG = Compound Average Annual Rate of Growth from 2008 to 2017.

The daily hotel rate in the U.S. averaged USD \$124.77 during the first four months of 2017, an increase of 2.5 per cent compared to the previous year. With a 1.6 per cent increase in the average value of the loonie, the cost per night in Canadian funds was similar to the average seen last year (0.8%).

YTD ADR (\$ CAD)	2013	2014	2015	2016	2017	% change YTD average (\$ CAD)	% Change YTD average (\$ USD)
Arizona	\$114.82	\$129.17	\$160.92	\$177.16	\$184.07	3.9%	5.6%
Flagstaff	\$70.75	\$79.31	\$96.41	\$112.28	\$115.92	3.2%	4.8%
Phoenix	\$131.06	\$147.97	\$188.75	\$204.44	\$212.65	4.0%	5.8%
Tucson	\$103.25	\$113.98	\$130.37	\$150.43	\$156.11	3.8%	5.7%
California	\$126.19	\$146.63	\$177.75	\$208.95	\$208.68	-0.1%	1.6%
Anaheim	\$124.33	\$143.39	\$171.80	\$196.50	\$201.60	2.6%	4.2%
Los Angeles	\$136.63	\$158.08	\$190.00	\$230.78	\$226.03	-2.1%	-0.4%
San Diego	\$129.48	\$150.49	\$177.72	\$198.04	\$204.42	3.2%	4.8%
San Francisco	\$164.52	\$183.78	\$221.20	\$265.08	\$262.66	-0.9%	0.0%
Florida	\$135.14	\$155.11	\$187.14	\$209.80	\$208.51	-0.6%	1.1%
Lake Buena Vista	\$123.15	\$143.17	\$171.62	\$193.38	\$195.92	1.3%	3.0%
Miami	\$214.35	\$245.36	\$299.55	\$318.30	\$295.01	-7.3%	-5.5%
Orlando	\$110.87	\$127.82	\$150.44	\$171.52	\$176.77	3.1%	4.8%
Hawaii*	\$233.37	\$269.57	\$307.45	\$344.41	\$353.19	2.5%	4.5%
Las Vegas	\$113.70	\$132.78	\$152.28	\$175.77	\$180.47	2.7%	4.6%
Louisiana	\$116.89	\$126.40	\$144.61	\$159.86	\$158.82	-0.6%	0.9%
USA National	\$109.96	\$123.93	\$145.80	\$164.43	\$165.75	0.8%	2.5%

Sources: STR, Respective state and city tourism organizations with conversion to \$ CAD by CBoC. *Hawaii estimate based on weekly ADR reporting for the month.

Travel to Europe

Canadians made more than 996 thousand visits to Europe during the first four months of 2017 (based on reporting by 24 destinations). This is 68 thousand more visits than last year and represents an increase of 7.4 per cent. In absolute terms, Spain continues to report significant increases in visitation while Italy has welcomed 35 thousand fewer Canadians so far this year. The winter months saw the volume of visits increase 8.7 per cent to close in on the 1.5 million mark for the first time ever.

Canadian Arrivals in Selected European Countries

Country	YTD	Arrivals		% Change
		2016	2017	
Austria	April	19,174	20,708	8.0%
Belgium*	April	11,211	11,474	2.3%
Bulgaria	April	2,632	2,731	3.8%
Croatia	April	6,464	7,438	15.1%
Czech Republic	April	14,537	14,418	-0.8%
Denmark	April	14,007	14,060	0.4%
Finland	April	3,868	4,009	3.6%
France*	April	175,016	182,822	4.5%
Germany	April	61,859	66,912	8.2%
Greece*	April	14,915	15,663	5.0%
Hungary	April	6,116	5,976	-2.3%
Ireland	April	40,838	50,278	23.1%
Italy	April	186,720	151,000	-19.1%

Country	YTD	Arrivals		% Change
		2016	2017	
Netherlands	April	34,260	34,760	1.5%
Norway	April	8,317	6,561	-21.1%
Portugal	April	42,513	48,439	13.9%
Romania	April	4,540	4,397	-3.1%
Serbia	April	1,160	1,592	37.2%
Slovenia	April	1,752	2,310	31.8%
Spain	April	73,733	124,749	69.2%
Sweden	April	6,263	5,964	-4.8%
Switzerland	April	24,937	26,545	6.4%
Turkey	April	24,711	18,712	-24.3%
United Kingdom*	April	147,332	174,690	18.6%

YTD Total (YTD)	926,876	996,221	7.4%
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Sources: respective government statistical agencies for destinations with monthly data available. * CBoC estimates.

Canadian Arrivals in Selected European Cities

City	YTD	Arrivals		% Change
		AG	AA	
Berlin	Jan-Mar	AG	7,106	11.2
Budapest	Jan-Apr	AA	5,730	-1.9
Dresden	Jan-Apr	AA	809	-12.4
Dubrovnik	Jan-Feb	AA	117	0.0
Genoa	Jan-Apr	AG	921	-1.5
Graz	Jan-Mar	AA	518	223.8
Hamburg	Jan-Apr	AA	2,317	18.2
Helsinki	Jan-Apr	AA	2,055	-9.9
Innsbruck	Jan-Mar	AA	703	-25.9
Lisbon	Jan-Mar	AG	10,486	16.1
Ljubljana	Jan-Feb	AA	343	43.5

City	YTD	Arrivals		% Change
		AG	AA	
Lucerne	Jan-Mar	AG	449	-26.6
Luxembourg	Jan-Jan	AA	187	5.1
Munich	Jan-Mar	AG	4,697	21.7
Opatija	Jan-Apr	AAS	395	26.6
Prague	Jan-Mar	AA	7,361	16.9
Salzburg	Jan-Mar	AA	1,093	-10.7
San Sebastian	Jan-Mar	AG	429	14.7
Tallinn	Jan-Apr	AA	836	10.0
Vienna	Jan-Jan	AAS	1,681	1.7
Vilnius	Jan-Mar	AG	685	86.1
Zagreb	Jan-Mar	AA	753	-8.4

AA = Arrivals in all forms of paid accommodation in city area only; AAS = Arrivals in all forms of paid accommodation in greater city area; AG = Arrivals of all visitors in city area only; ADS = Arrivals of all visitors in greater city area; AG = Arrivals in hotels and similar establishments in city area only; AS=All overnight visitors.

Travel to Asia and the South Pacific

Canadians made more than 1.2 million visits to key destinations in the Asia/Pacific region during the first four months of 2017, a 10.0 per cent increase compared to 2016. During the period, Japan, New Zealand, and India experienced the largest proportional increases in arrivals. The two destinations with the largest volume of arrivals—China and Hong Kong— welcomed 31.0 per cent of the Canadian market during the period; slightly less than previous years. The winter season saw more than 1.6 million Canadian arrivals in the region, which represents an 8.5 per cent increase compared to 2015-16.

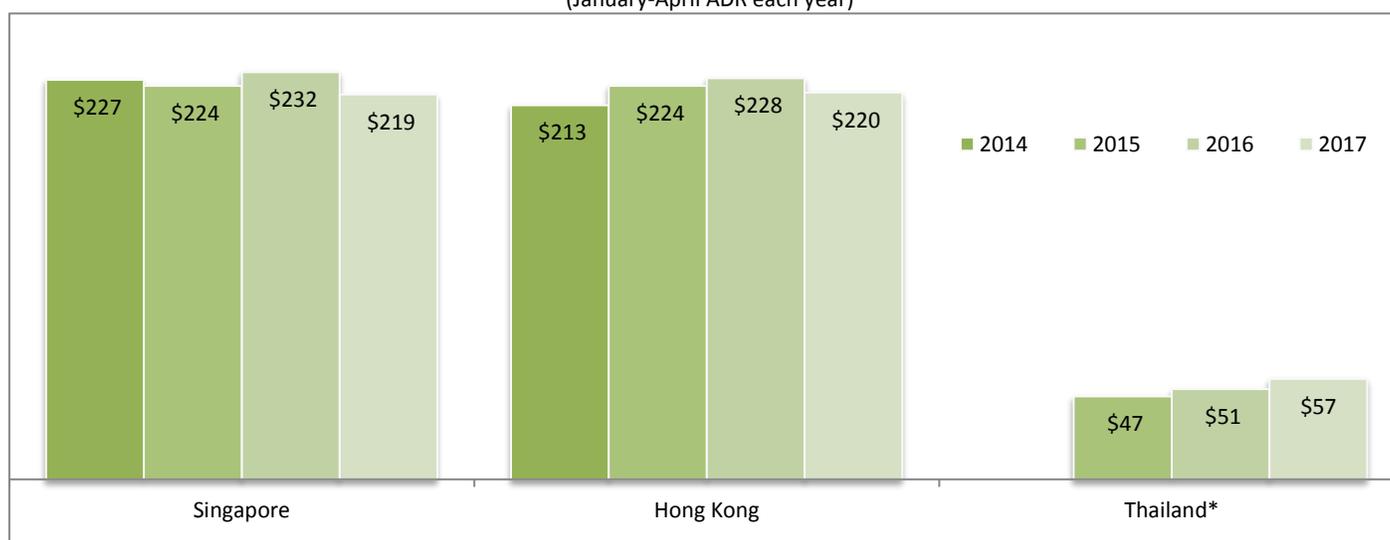
Canadian Arrivals in Asia/Pacific Destinations

Destination	YTD	2014	2015	2016	2017	% change
Australia	April	54,000	59,500	60,300	69,600	15.4%
Cambodia	April	23,225	25,556	26,880	29,842	11.0%
China*	April	222,300	224,300	244,263	256,476	5.0%
Fiji	April	4,264	3,847	3,685	4,067	10.4%
Hong Kong	April	122,069	124,708	129,063	130,511	1.1%
India	April	--	--	127,115	154,715	21.7%
Japan	April	58,133	74,060	84,874	105,057	23.8%
Macao	April	23,820	23,442	25,056	26,101	4.2%
Malaysia*	April	36,391	30,727	28,541	23,982	-16.0%
New Zealand	April	23,440	24,624	27,680	33,760	22.0%
Philippines	April	56,571	60,746	68,288	76,724	12.4%
Singapore	April	38,201	38,391	39,882	41,599	4.3%
South Africa	April	21,866	19,516	21,892	24,146	10.3%
South Korea	April	43,282	50,967	51,319	58,208	13.4%
Sri Lanka	April	10,737	12,249	14,399	15,183	5.4%
Taiwan	April	28,924	30,764	34,745	37,822	8.9%
Thailand*	April	84,517	91,749	97,610	102,711	5.2%
Vietnam	April	46,557	45,054	50,795	59,360	16.9%
Total (YTD)		898,297	940,200	1,136,387	1,249,863	10.0%

Sources: Respective tourism authorities/boards. *CBoC estimate.

Compared to 2016, the average room rate (year-to-date) in Canadian dollars decreased in Hong Kong (-3.6%) and Singapore (-5.5%). The average rate in Thailand was reported as the equivalent of \$57 CAD, an 11.1 per cent increase compared to the same period in 2016. In local currency, the average rate decreased in -2.4 per cent in Singapore, and -2.0 per cent in Hong Kong.

Asia/Pacific: Hotel Rates in \$ CAD
(January-April ADR each year)



Sources: Government agencies within each country. *Comparable data not available prior to January 2015.

Travel to the Caribbean & Mexico

More than 2.7 million Canadians visited destinations in Mexico and the Caribbean in the first four months of 2017, a 6.3 per cent increase compared to 2016. While some countries are still experiencing declines in visitation, most destinations posted increases compared to last year. In terms of the “big three” destinations, the volume of visits to Mexico grew 9.3 per cent during the period, while trips to the Dominican Republic grew 9.0 per cent, and visits to Cuba increased 2.8 per cent. The 2016-17 winter travel season saw more than 3.5 million visits to the region, a 5.9 per cent increase compared to last winter.

Canadian Arrivals in the Caribbean and Mexico

	YTD	2014	2015	2016	2017	% Change
Anguilla	April	2,034	1,909	1,807	1,864	3.2%
Antigua & Barbuda	April	15,874	12,806	12,071	11,266	-6.7%
Aruba	April	19,508	21,486	19,724	21,967	11.4%
Bahamas*	April	66,394	76,437	64,052	62,606	-2.3%
Barbados*	April	29,840	37,848	38,552	40,281	4.5%
Belize	April	15,555	13,733	11,684	13,684	17.1%
Bermuda	April	9,249	7,607	6,501	7,480	15.1%
Cayman Islands	April	12,649	12,757	11,667	11,979	2.7%
Costa Rica	April	95,013	98,143	99,044	102,928	3.9%
Cuba*	April	623,344	706,640	664,703	683,071	2.8%
Curaçao	April	7,763	9,946	10,967	11,381	3.8%
Dominica*	April	1,125	1,352	1,278	1,325	20.2%
Dominican Republic	April	403,005	415,722	417,522	454,923	9.0%
Grenada	April	5,733	5,470	5,116	5,860	14.5%
Guatemala*	April	26,205	27,298	17,951	19,404	8.1%
Jamaica	April	194,625	184,237	162,847	172,077	5.7%
Mexico	April	917,677	951,526	950,404	1,038,544	9.3%
Panama*	April	32,146	26,298	18,838	15,217	-19.2%
Puerto Rico*	April	11,944	11,886	10,875	10,604	-2.5%
Saint Kitts & Nevis*	April	4,220	4,933	3,420	3,275	-4.2%
Saint Lucia*	April	21,462	23,655	20,049	21,952	9.5%
St. Maarten*	April	27,644	26,093	29,215	30,092	-5.6%
St. Vincent*	April	2,640	2,741	2,789	2,937	5.3%
Arrivals (YTD)		2,545,649	2,680,522	2,581,076	2,744,715	6.3%

Sources: CTO and respective tourism organizations. *CBoC estimates.

Dominican Republic: Canadians made almost 600 thousand visits to the Dominican Republic throughout the 2016-17 winter season, a 7.3 per cent increase compared to last winter. During the period, Puerto Plata saw visits increase 24.1 per cent, while Punta Cana welcomed a similar volume of Canadians as in 2015-16 (0.1%).

Dominican Republic: Canadian Winter Arrivals by Destination (November - April each year)

Destination	2012-13	2013-14	2014-15	2015-16	2016-17	% Change
Las Americas	5,284	4,747	4,321	3,369	5,672	68.4%
Puerto Plata	105,110	99,496	98,722	106,144	131,690	24.1%
Punta Cana	376,217	378,420	401,544	392,669	393,034	0.1%
La Roma	15,429	16,910	12,924	18,445	26,248	42.3%
El Ciabo	1,355	947	781	548	370	-32.5%
El Catey (Samana)	22,859	30,302	29,896	36,729	41,704	13.5%
Total	526,271	530,822	548,188	557,904	598,718	7.3%

Source: Government of Dominican Republic

Jamaica: The winter travel season saw 249 thousand Canadians visit Jamaica, an increase of 4.7 per cent. Accounting for almost all of the increase, there were 12 thousand more arrivals from Ontario during the period.

Jamaica: Canadian Winter Arrivals by Province

(November - April each year)

Annual Arrivals	2012-13	2013-14	2014-15	2015-16	2016-17	% change
Alberta	24,036	26,411	23,040	17,472	17,601	0.7%
BC	7,756	7,696	7,092	6,937	7,100	2.3%
Manitoba	8,061	9,211	8,700	7,928	7,807	-1.5%
New Brunswick	5,395	5,165	4,427	3,948	3,353	-15.1%
Newfoundland	4,246	4,186	3,599	3,420	3,378	-1.2%
Nova Scotia	8,416	8,992	8,414	6,747	6,117	-9.3%
Ontario	157,380	168,944	167,614	155,846	168,042	7.8%
PEI	797	913	647	790	623	-21.1%
Quebec	37,370	37,678	34,890	27,317	27,657	1.2%
Saskatchewan	10,776	9,296	8,728	7,211	7,097	-1.6%
Other	372	413	375	346	355	2.6%
Total	264,605	278,905	267,526	237,962	249,130	4.7%

Source: Government of Jamaica.

Mexico: More than 1.45 million Canadians visited Mexico during the 2016-17 winter travel season, an 8.9 per cent increase compared to last winter. Seventy-one per cent of arrivals were in Cancun and Puerto Vallarta, a lower proportion than previous years.

Mexico: Canadian Winter Arrivals by Destination

(November - April each year)

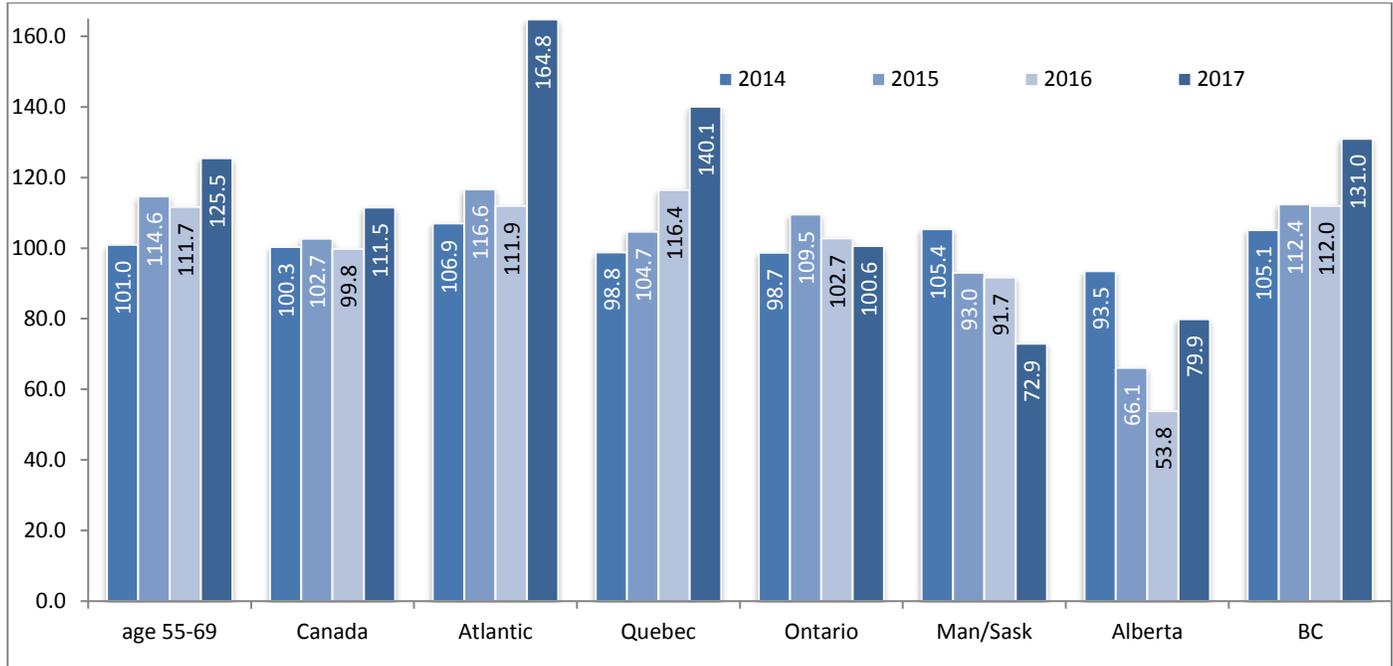
Destination	2012-13	2013-14	2014-15	2015-16	2016-17	% change
Cancún	673,080	699,078	725,563	699,956	728,813	4.1%
Puerto Vallarta	234,108	250,483	274,569	272,342	308,777	13.4%
Los Cabos	115,132	116,416	99,319	106,826	115,654	8.3%
México	53,236	57,188	58,020	78,025	103,654	32.8%
Zihuatanejo	16,274	28,839	36,126	36,074	38,592	7.0%
Huatulco	27,833	35,286	35,011	40,805	45,582	11.7%
Mazatlán	29,586	30,244	31,050	31,722	36,183	14.1%
Manzanillo	16,115	17,467	20,376	15,022	15,614	3.9%
Cozumel	19,809	20,246	22,780	24,063	27,537	14.4%
Guadalajara	7,025	7,733	7,345	6,647	6,751	1.6%
Acapulco	7,641	5,299	4,507	3,865	4,195	8.5%
Other Destinations	16,866	17,908	18,418	21,308	23,598	10.7%
Total	1,216,705	1,286,187	1,333,084	1,336,655	1,454,950	8.9%

Source: Mexico Tourist Board

Consumer Confidence

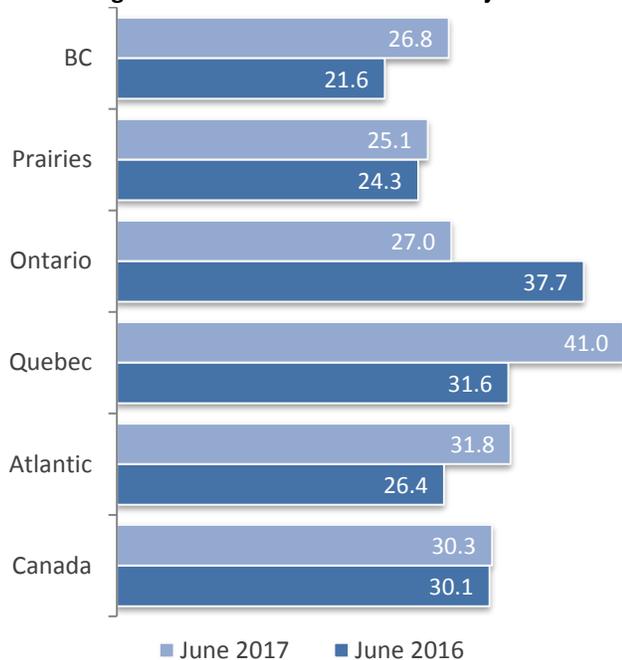
The national consumer confidence rating was 111.5 points in June. This was the same rate recorded last month, and an 11.7-point jump compared to last year. Bucking the national trend, a smaller percentage of Canadians residing in Ontario indicated June was a good time to make a major purchase. Following from the sentiment of higher purchase confidence recorded in April, retail sales increased by 7.0 per cent nationally during the month. Accounting for 2.5 per cent of all retail trade in April, e-commerce transactions increased 41.6 per cent compared to the previous year.

Consumer Confidence Index: June each year



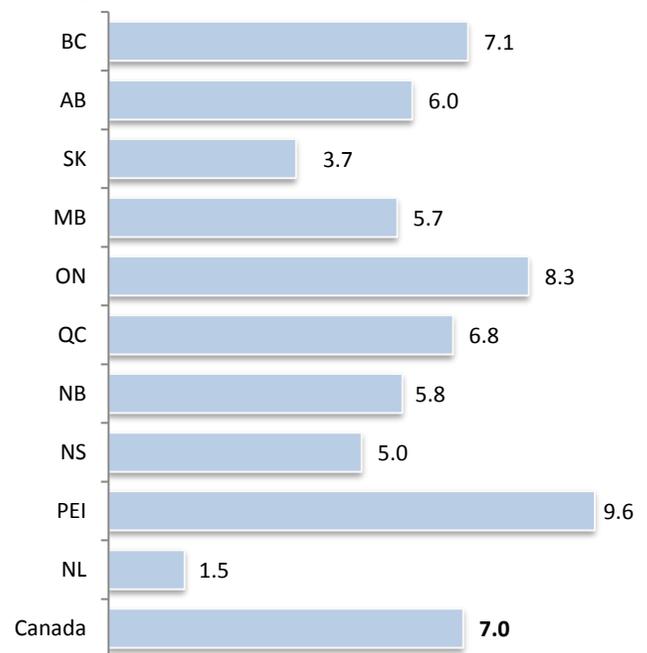
Source: CBoC

% Indicating it is a "Good Time to Make a Major Purchase"



Source: CBoC

% Change in Retail Sales (Apr 2016 to Apr 2017)



Source: Statistics Canada (63-005-X)