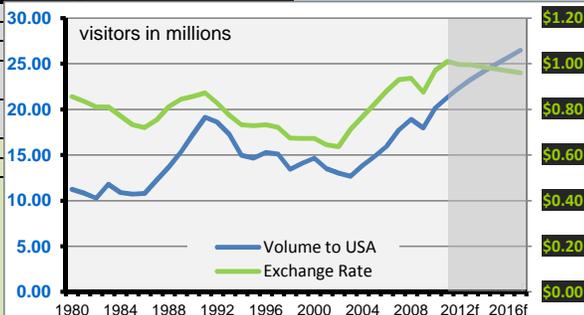


The Amazing Stats-At-A-Glance Country *OUTBOUND* Profile System

Canada		2011 Rankings:										Visitors: 1		\$\$\$: 1						
		1)	2)	3)	4)	5)	6)	7)	8)	9)	10)	11)	12)	13)	14)	15)	16)	17)	18)	19)
		Travelers					Spending					Country Economics								
		Total Outbound TRAVELERS (m)	% Change	Visitor Volume To USA (m)	% Change	USA Share of Outbound (%)	Total Outbound SPENDING (\$b) (excl. pass. fares)	% Change	To USA (exports) (travel receipts + pass fare.) (\$b)	% Change	USA Share of Outbound (excl. pass. fares)	Currency Exchange Rate \$US / country unit	% Change	Real GDP % Change	GDP / Capita (000s of constant \$US)	Inflation % Change	Unemployment Rate (%)	Population (millions)	Government Debt to GDP Ratio	Stock Market Performance (000s)
Country?	Year?	Canada	formula	Canada	formula	formula	Canada	Canada	formula	formula	Canada	formula	Canada	Gross govt	Canada	Canada	Canada	Canada	Canada	Canada
1980	---	---	---	11.239	---	na	---	---	---	---	\$0.8553	---	2.2	---	10.2	7.5	24.5	46	20)	
1981	---	---	---	10.838	-3.6	na	---	---	---	---	\$0.8341	-2.5	3.5	---	12.5	7.6	24.8	47	---	
1982	---	---	---	10.267	-5.3	na	---	---	---	---	\$0.8105	-2.8	-2.9	---	10.8	11.1	25.1	53	---	
1983	---	---	---	11.816	15.1	na	---	---	---	---	\$0.8114	0.1	2.7	---	5.8	11.9	25.3	58	---	
1984	---	---	---	10.891	-7.8	na	---	---	---	---	\$0.7722	-4.8	5.8	---	4.3	11.3	25.6	62	---	
1985	---	---	---	10.721	-1.6	na	---	---	---	---	\$0.7323	-5.2	4.8	---	4.0	10.6	25.8	67	---	
1986	---	---	---	10.793	0.7	na	---	\$3.25	---	---	\$0.7197	-1.7	2.4	---	4.2	9.7	26.1	71	---	
1987	---	---	---	12.253	13.5	na	---	\$3.97	22	---	\$0.7542	4.8	4.3	---	4.4	8.8	26.4	71	---	
1988	---	---	---	13.700	11.8	na	---	\$4.89	23	---	\$0.8125	7.7	5.0	---	4.1	7.8	26.8	71	---	
1989	---	---	---	15.326	11.9	na	---	\$6.20	27	---	\$0.8446	3.9	2.6	---	5.0	7.5	27.2	72	---	
1990	---	---	---	17.263	12.6	na	---	\$8.07	30	---	\$0.8571	1.5	0.2	---	4.8	8.2	27.6	75	---	
1991	---	---	---	19.113	10.7	na	---	\$9.54	18	---	\$0.8728	1.8	-2.1	---	5.6	10.3	28.0	82	---	
1992	---	---	---	18.598	-2.7	na	---	\$9.28	-3	---	\$0.8273	-5.2	0.9	---	1.5	11.2	28.3	90	---	
1993	---	---	---	17.293	-7.0	na	---	\$8.65	-7	---	\$0.7751	-6.3	2.3	---	1.9	11.4	28.7	96	---	
201994	---	---	---	14.970	-13.4	na	---	\$7.44	-14	---	\$0.7323	-5.5	4.8	---	0.1	10.4	29.0	98	---	
21	1995	18.21	---	14.663	-2.1	81	\$10.26	\$7.49	1	60.5	\$0.7286	-0.5	2.8	---	2.2	9.5	29.3	102	---	
22	1996	18.97	4.2	15.301	4.4	81	\$11.25	\$8.24	10	61.3	\$0.7334	0.7	1.6	---	1.6	9.6	29.6	102	---	
23	1997	19.11	0.7	15.127	-1.1	79	\$11.48	\$8.31	1	60.5	\$0.7222	-1.5	4.2	---	1.6	9.1	29.9	96	---	
24	1998	17.65	-7.7	13.430	-11.2	76	\$10.85	\$7.72	-7	57.6	\$0.6741	-6.7	4.1	---	1.0	8.3	30.1	95	---	
25	1999	18.37	4.1	14.115	5.1	77	\$11.50	\$8.28	7	60.5	\$0.6731	-0.2	5.5	---	1.7	7.6	30.4	91	---	
26	2000	19.18	4.4	14.667	3.9	76	\$12.44	\$8.83	7	60.1	\$0.6734	0.0	5.2	---	2.7	6.8	30.6	82	8.93	
27	2001	18.36	-4.3	13.527	-7.8	74	\$11.96	\$8.36	-5	58.6	\$0.6457	-4.1	1.8	---	2.5	7.3	31.0	83	7.69	
28	2002	17.71	-3.6	13.025	-3.7	74	\$11.72	\$7.99	-5	57.2	\$0.6372	-1.3	2.9	---	2.3	7.7	31.3	81	6.61	
29	2003	17.74	0.2	12.666	-2.8	71	\$13.34	\$9.17	15	55.8	\$0.7137	12.0	1.9	---	2.7	7.6	31.6	77	8.22	
30	2004	19.60	10.5	13.856	9.4	71	\$15.52	\$10.49	14	55.8	\$0.7686	7.7	3.1	---	1.8	7.2	31.9	73	9.25	
31	2005	21.10	7.7	14.862	7.3	70	\$18.02	\$11.72	12	51.3	\$0.8252	7.4	3.0	---	2.2	6.8	32.2	72	11.27	
32	2006	22.73	7.7	15.992	7.6	70	\$22.73	\$13.41	14	46.5	\$0.8816	6.8	2.8	---	2.0	6.3	32.5	70	12.91	
33	2007	25.16	10.7	17.759	11.0	71	\$24.72	\$16.41	22	53.5	\$0.9310	5.6	2.2	---	2.1	6.1	32.9	67	13.83	
34	2008	27.03	7.4	18.915	6.5	70	\$27.21	\$18.33	12	48.6	\$0.9372	0.7	0.7	---	2.4	6.2	33.3	71	8.99	
35	2009	26.20	-3.1	17.973	-5.0	69	\$24.17	\$16.08	-12	54.7	\$0.8748	-6.7	-2.8	---	0.3	8.3	33.7	83	11.75	
36	2010	28.68	9.4	20.176	1.2	70	\$29.48	\$20.91	30	44.9	\$0.9707	11.0	3.2	---	1.8	8.0	34.1	85	14.43	
37	2011	---	---	21.337	5.8	---	\$33.00	\$23.96	15	40.1	\$1.0106	4.1	2.4	---	2.9	7.5	34.4	85	11.84	
38	2012f	---	---	22.404	5.0	---	---	\$24.82	3.6	---	\$0.9960	-1.4	1.9	---	1.8	7.3	34.8	88	---	
39	2013f	---	---	23.300	4.0	---	---	\$25.77	3.9	---	\$0.9946	-0.1	2.0	---	2.0	7.3	35.3	88	---	
40	2014f	---	---	24.232	4.0	---	---	\$26.58	3.1	---	\$0.9858	-0.9	2.4	---	2.0	7.1	35.8	85	---	
41	2015f	---	---	24.959	3.0	---	---	\$27.14	2.1	---	\$0.9770	-0.9	2.4	---	2.0	6.9	36.2	82	---	
42	2016f	---	---	25.708	3.0	---	---	\$27.71	2.1	---	\$0.9684	-0.9	2.4	---	2.0	6.7	36.6	80	---	
43	2017f	---	---	26.479	3.0	---	---	\$28.30	2.1	---	\$0.9598	-0.9	2.3	---	2.0	6.5	36.9	78	---	
44	CAGR period	4.1%	10/00	4.7%	11/01	10.7%	11/01	11.1%	11/01	---	---	---	---	---	---	---	1.1%	11/01	---	
45	21) CANA	09 / 08	10 / 09	11 / 10	12 / 11	mo share	---	---	---	---	---	---	---	---	---	---	---	---	---	---
46	Jan	-12.5%	13.5%	7.2%	9.3%	6.5%	---	---	---	---	---	---	---	---	---	---	---	---	---	---
47	Feb	-8.7%	8.1%	7.9%	8.7%	6.0%	---	---	---	---	---	---	---	---	---	---	---	---	---	---
48	Mar	-13.2%	7.7%	6.0%	6.3%	9.3%	---	---	---	---	---	---	---	---	---	---	---	---	---	---
49	Apr	-0.8%	12.6%	10.1%	3.2%	8.9%	1	na	na	---	---	---	---	---	---	---	---	---	---	---
50	May	-5.9%	16.5%	5.3%	-2.8%	8.7%	2	na	na	---	---	---	---	---	---	---	---	---	---	---
51	Jun	-13.3%	12.3%	7.9%	8.9%	6.7%	3	na	na	---	---	---	---	---	---	---	---	---	---	---
52	Jul	-8.2%	16.4%	9.8%	6.2%	10.8%	4	na	na	---	---	---	---	---	---	---	---	---	---	---
53	Aug	-5.6%	8.4%	6.0%	---	13.2%	5	na	na	---	---	---	---	---	---	---	---	---	---	---
54	Sep	2.8%	7.3%	8.9%	---	8.3%	6	na	na	---	---	---	---	---	---	---	---	---	---	---
55	Oct	-0.8%	12.0%	5.0%	---	7.7%	7	na	na	---	---	---	---	---	---	---	---	---	---	---
56	Nov	5.1%	10.1%	3.1%	---	7.5%	8	na	na	---	---	---	---	---	---	---	---	---	---	---
57	Dec	9.3%	8.0%	4.8%	---	6.4%	9	na	na	---	---	---	---	---	---	---	---	---	---	---
58	YTD	-8.9%	12.6%	7.8%	5.3%	JUN	10	na	na	---	---	---	---	---	---	---	---	---	---	---
59	24-mo	18-mo	12-mo	6-mo	3-mo	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
60	6.8%	6.2%	5.5%	4.8%	4.0%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
61	6.8%	6.2%	5.5%	4.8%	4.0%	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
62	Key Share / Ranking Metrics	Canada	23) Geo-Equity	23	30.00	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
63	Canada	3.0%	26) 2010 Global OUTBOUND Travelers: SHARE of 90	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
64	Canada	8	27) 2010 Global OUTBOUND Travelers: RANK of 90	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
65	Canada	3.2%	28) 2010 Global OUTBOUND \$\$\$ SHARE OF 164	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
66	Canada	8	29) 2010 Global OUTBOUND \$\$\$ RANK OF 164	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
67	Canada	34.0%	30) 2011 USA Visitor: SHARE of 217	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
68	Canada	1	31) 2011 USA Visitor: RANK of 217	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
69	Canada	15.7%	32) 2011 USA Spending (total exports): SHARE	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
70	Canada	1	33) 2011 USA Spending: RANK of 33	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
71	Canada	59%	34) % Vacation / Leisure Travelers (main purpose) 091011	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
72	Canada	32%	36) Export % of GDP (year varies) RANK	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
73	Canada	\$ -	37) 2011 \$\$\$ / visitor: SIAT: TOTAL TRIP	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
74	Canada	\$ 770	38) 2011 \$\$\$ / visitor: SIAT: IN THE USA	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
75	Canada	\$ -	39) 2011 \$\$\$ / visitor: SIAT: AIRFARE	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
76	Canada	\$ 93	40) 2011 \$\$\$ / visitor / night SIAT: IN THE USA	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
77	Canada	\$ 1,123	41) 2011 \$\$\$ / visitor: BEA TOTAL RECEIPTS	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
78	Canada	\$ 908	42) 2011 \$\$\$ / visitor: BEA IN USA RECEIPTS	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
79	Canada	\$ 215	43) 2011 \$\$\$ / visitor: BEA Pass. Fare RECEIPTS	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---



46) Country commentary and travel forecast positives and negatives →

The Amazing Stats-At-A-Glance Country *OUTBOUND* Profile System

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
80	Canada																			
81	46) Country Commentary: Canada <div style="border: 1px solid blue; padding: 5px; margin-top: 5px;"> <p>TRAVEL FORECAST POSITIVES: 32 of 33 consecutive months of year-over-year visitor volume growth. Government and households are in better financial condition than in most countries. Long-term stability of finances of both is the envy of many countries. Low-to-moderate GDP growth outlook should hold up if U.S. economy holds up. No change in USA 70% or so share of total outbound. Currency exchange rate remains at par at this time. One of three origin countries included in Brand USA's significant May 2012 marketing effort (\$3M-\$4M). Qualitative feedback from THEIR travel industry suggests a positive impact on destination awareness and image, and perhaps intent to visit. 2012 YTD through August (+5.4%) equals the Spring forecast for the year. Increases to the limit of declared goods brought back into Canada in June correspond with a 9% monthly gain and a small decline in the previous month. Flying from USA airports estimated at nearly 5m, of which an estimated 5% or so but increasing share travel to foreign destinations.</p> </div>																			
82	<p>TRAVEL FORECAST NEGATIVES: 2011 underperformed versus the Spring 2010 forecast, and the 24/18/12/6/3 month moving averages are stable at 5% or so. Taxes and fees are pushing many travelers to USA or abroad to USA airports (Buffalo, Burlington, Seattle, Detroit). Often taxes and fees exceed the base air ticket. If travel from these airports is to overseas destinations, then Canadian visitation is artificially inflated to some extent, at least from a meaningful perspective. If travel is to other U.S. destinations, then the proportion of travelers arriving by air is underestimated for these destinations. Overcapacity and price discounting to warm weather competitors in the Caribbean due to lack of demand by American travelers. Thus, US outbound travel affects Canada outbound travel. Industry concerns remain over border entry-exit issues and delays. Proposed visitation fees and suggestion on visa requirement are potential issues to monitor.</p>																			
83	<p>ECONOMIST-THE WORLD 2012: Economic headwinds from south of the border and lower global commodity prices will hold back the economy to growth of 2.0%. The government is pursuing closer economic ties with major overseas markets to diversify away from its dependence on US consumers. A deal with the EU may be reached in 2012.</p> <p>ECONOMIST INTELLIGENCE UNIT: none</p> <p>BUSINESS MONITOR ONLINE: GDP growth in 2011 was 2.3%, forecast of+1.8% for 2012 and +2.4% in 2013.</p> <p>Ongoing trends: None.</p> <p>DOC CS OFFICES: 2012 Fall. Long-haul outbound volume continues to increase due to strong Canadian dollar, increased airline service to USA cities, strong Canadian economy, and increased consumer interest to explore the USA. Brand USA promotional activity is having a positive effect on both traveler awareness and image of the USA as a travel destination. Promotional activity and levels from U.S. destinations is not current but seems to be recovering from budget cuts over the past several years. Porter Airlines continues to add routes and frequency and running fare specials at the start of the season. Strong competition between Air Canada and WestJet works to the U.S. advantage. Airfares a slightly higher, but taxes and additional charges continue to increase. The border crossing experience has improved, but can still be improved upon. European country marketing has decreased and some countries have closed their in-Canada office representation. Special world sporting events over the next few years are unlikely to have much of an impact on outbound to the USA. The issue of Canadian residents driving across the US border and flying out of US airports is getting greater attention. The Conference Board of Canada estimates 4-5 million travelers per year do this activity.</p>																			
84	<p>ECONOMIST-THE WORLD 2012: Economic headwinds from south of the border and lower global commodity prices will hold back the economy to growth of 2.0%. The government is pursuing closer economic ties with major overseas markets to diversify away from its dependence on US consumers. A deal with the EU may be reached in 2012.</p> <p>ECONOMIST INTELLIGENCE UNIT: none</p> <p>BUSINESS MONITOR ONLINE: GDP growth in 2011 was 2.3%, forecast of+1.8% for 2012 and +2.4% in 2013.</p> <p>Ongoing trends: None.</p> <p>DOC CS OFFICES: 2012 Fall. Long-haul outbound volume continues to increase due to strong Canadian dollar, increased airline service to USA cities, strong Canadian economy, and increased consumer interest to explore the USA. Brand USA promotional activity is having a positive effect on both traveler awareness and image of the USA as a travel destination. Promotional activity and levels from U.S. destinations is not current but seems to be recovering from budget cuts over the past several years. Porter Airlines continues to add routes and frequency and running fare specials at the start of the season. Strong competition between Air Canada and WestJet works to the U.S. advantage. Airfares a slightly higher, but taxes and additional charges continue to increase. The border crossing experience has improved, but can still be improved upon. European country marketing has decreased and some countries have closed their in-Canada office representation. Special world sporting events over the next few years are unlikely to have much of an impact on outbound to the USA. The issue of Canadian residents driving across the US border and flying out of US airports is getting greater attention. The Conference Board of Canada estimates 4-5 million travelers per year do this activity.</p>																			
86	<p>ECONOMIST-THE WORLD 2012: Economic headwinds from south of the border and lower global commodity prices will hold back the economy to growth of 2.0%. The government is pursuing closer economic ties with major overseas markets to diversify away from its dependence on US consumers. A deal with the EU may be reached in 2012.</p> <p>ECONOMIST INTELLIGENCE UNIT: none</p> <p>BUSINESS MONITOR ONLINE: GDP growth in 2011 was 2.3%, forecast of+1.8% for 2012 and +2.4% in 2013.</p> <p>Ongoing trends: None.</p> <p>DOC CS OFFICES: 2012 Fall. Long-haul outbound volume continues to increase due to strong Canadian dollar, increased airline service to USA cities, strong Canadian economy, and increased consumer interest to explore the USA. Brand USA promotional activity is having a positive effect on both traveler awareness and image of the USA as a travel destination. Promotional activity and levels from U.S. destinations is not current but seems to be recovering from budget cuts over the past several years. Porter Airlines continues to add routes and frequency and running fare specials at the start of the season. Strong competition between Air Canada and WestJet works to the U.S. advantage. Airfares a slightly higher, but taxes and additional charges continue to increase. The border crossing experience has improved, but can still be improved upon. European country marketing has decreased and some countries have closed their in-Canada office representation. Special world sporting events over the next few years are unlikely to have much of an impact on outbound to the USA. The issue of Canadian residents driving across the US border and flying out of US airports is getting greater attention. The Conference Board of Canada estimates 4-5 million travelers per year do this activity.</p>																			