

# 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		
1	<b>Canada</b>																			2010 Visitor Volume Rank: 1		
2	<b>Travelers</b>					<b>Spending</b>				<b>Country Economics</b>												
3	1) Total Outbound TRAVELERS (m)	2) Total Outbound % Change	3) Visitor Volume To USA (m)	4) USA Share of Outbound (%)	5) Visitor Volume To USA % Change	6) Total SPENDING (\$b)	7) To USA (\$b) (travel receipts + pass fare.)	8) USA Share of Outbound receipts only	9) To USA % Change	10) Real GDP % Change	11a) GDP/Capita (000s of constant \$US)	11b) GDP/Capita % change	12) GDP PPP/ Capita (000s of current \$Intl.)	13) Inflation % Change	14) Unemployment Rate (%)	15) Population (millions)	16) Government Debt to GDP Ratio	17) Currency Exchange Rate relative to US\$	18) Stock Market Performance (000s)			
5	Country?	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada	Canada		
6	1980	---	---	11.239	---	na	na	---	---	2.2	\$23.0	---	\$11.1	10.2	7.5	24.47	0	\$0.8553	19	S&P		
11	1985	---	---	10.721	---	-2	na	---	---	4.8	\$22.4	-1	\$15.6	4.0	10.6	25.81	0	\$0.7323				
16	1990	---	---	17.263	---	13	na	\$8.07	30	0.2	\$29.2	-1	\$19.6	4.8	8.2	27.63	75	\$0.8571				
21	1995	18.21	---	14.663	80.5	-2	\$	10.3	\$7.49	60.5	1	2.8	\$24.7	1	\$22.8	2.2	9.5	29.26	102	\$0.7286		
22	1996	18.97	4	15.301	80.6	4	\$	11.3	\$8.24	61.3	10	1.6	\$25.0	1	\$23.4	1.6	9.6	29.57	102	\$0.7334		
23	1997	19.11	1	15.127	79.2	-1	\$	11.5	\$8.31	60.5	1	4.2	\$25.2	1	\$24.5	1.6	9.1	29.87	96	\$0.7222		
24	1998	17.65	-8	13.430	76.1	-11	\$	10.8	\$7.72	57.6	-7	4.1	\$23.9	-5	\$25.6	1.0	8.3	30.12	95	\$0.6741		
25	1999	18.37	4	14.115	76.8	5	\$	11.5	\$8.28	58.6	7	5.5	\$25.1	5	\$27.2	1.7	7.6	30.37	91	\$0.6731		
26	2000	19.18	4	14.667	76.5	4	\$	12.4	\$8.83	57.8	7	5.2	\$26.7	6	\$29.0	2.7	6.8	30.65	82	\$0.6734		
27	2001	18.36	-4	13.527	73.7	-8	\$	12.0	\$8.36	55.1	-5	1.8	\$25.5	-4	\$29.8	2.5	7.3	30.97	83	\$0.6457		
28	2002	17.71	-4	13.024	73.6	-4	\$	11.7	\$7.99	53.5	-5	2.9	\$25.5	0	\$30.9	2.3	7.7	31.31	81	\$0.6372		
29	2003	17.74	0	12.666	71.4	-3	\$	13.3	\$9.17	51.4	15	1.9	\$29.1	14	\$31.8	2.7	7.6	31.60	77	\$0.7137		
30	2004	19.60	10	13.857	70.7	9	\$	15.5	\$10.49	51.5	14	3.1	\$32.1	10	\$33.4	1.8	7.2	31.90	73	\$0.7686		
31	2005	21.10	8	14.862	70.4	7	\$	18.0	\$11.72	50.4	12	3.0	\$35.2	10	\$35.2	2.2	6.8	32.21	72	\$0.8252		
32	2006	22.73	8	15.992	70.4	8	\$	20.5	\$13.41	50.9	14	2.8	\$38.1	8	\$36.9	2.0	6.3	32.53	70	\$0.8816		
33	2007	25.16	11	17.760	70.6	11	\$	24.7	\$16.41	52.8	22	2.2	\$40.7	7	\$38.5	2.1	6.1	32.88	67	\$0.9310		
34	2008	27.03	7	18.910	69.9	6	\$	27.2	\$18.33	53.9	12	0.5	\$41.5	2	\$39.0	2.4	6.2	33.26	71	\$0.9372		
35	2009	---	---	17.973	---	-5	\$	24.2	\$16.13	53.0	-12	-2.5	\$36.2	-13	\$38.0	0.3	8.3	33.67	83	\$0.8748		
36	2010	---	---	19.961	---	11	\$	29.5	\$20.79	43.5	29	3.1	\$41.8	15	\$39.1	1.8	8.0	34.06	84	\$0.9707		
37	2011f	---	---	21.558	---	8	---	\$22.45	---	---	8	2.8	\$44.9	8	\$40.0	2.2	7.6	34.56	84	\$1.0151		
38	2012f	---	---	23.067	---	7	---	\$24.03	---	---	7	2.6	\$45.5	1	\$41.0	1.9	7.3	35.08	83	\$1.0081		
39	2013f	---	---	24.451	---	6	---	\$25.47	---	---	6	2.5	\$45.8	1	\$41.9	2.0	6.7	35.61	81	\$0.9990		
40	2014f	---	---	26.163	---	7	---	\$27.25	---	---	7	2.1	\$46.0	0	\$42.8	2.0	6.3	36.11	78	\$0.9901		
41	2015f	---	---	28.517	---	9	---	\$29.70	---	---	9	2.0	\$46.2	0	\$43.9	2.0	6.1	36.54	76	\$0.9813		
42	2016f	---	---	31.084	---	9	---	\$32.38	---	---	9	1.9	\$46.3	0	\$45.1	2.0	6.1	36.92	73	\$0.9726		
43	2011f	<b>20) The Economist The World 2011 Forecasts&gt;&gt;</b>									2.1	\$47.1	\$40.1	\$47.1	1.8	34						
44	Period	08/00		10/00	08/00		09/00	10/00	09/00		09/00	09/00		09/00	09/00	09/00	09/00	09/00	09/00	09/00		
45	Change	7.85		5.29	-651.3%		11.76	11.96	-482%		9.52	8.99		1.46	3.02	1.27	0.20	2.81				
46	% ch.	41%		36%			95%	136%			36%	31%		21%	10%	2%	30%	31%				
47	CAGR	4.4%		2.3%			7.7%	6.9%			3.4%	3.0%		2.2%	1.1%	0.2%	3.0%	3.1%				
48	21) CANA	09 / 08	10 / 09	11 / 10	An. %	22) US States Visited	25) Countries Visited (060708 avg.)					Key Share / Ranking Metrics										
49	Jan	-12.5%	13.5%	5.8%	6.6%	Rank	Canada	060708	Sum top 10:	88%	Canada	Canada	2.9%	26) 2008	Global OUTBOUND Travelers: SHARE of 71							
50	Feb	-8.7%	8.1%	6.5%	6.1%	1	16.4%	NY	1)	67.9%	United St	6)	2.1%	Dominica	Canada	7	27) 2008	Global OUTBOUND Travelers: RANK of 11				
51	Mar	-13.2%	7.7%	4.8%	9.8%	2	14.2%	FL	2)	3.6%	France	7)	2.1%	China	Canada	3.2%	28) 2010	Global OUTBOUND \$\$\$ SHARE of 182				
52	Apr	-0.8%	12.6%	8.8%	8.7%	3	11.2%	WA	3)	3.3%	United Kin	8)	1.6%	Italy	Canada	6	29) 2010	Global OUTBOUND \$\$\$ RANK OF 182				
53	May	-5.9%	16.5%	3.9%	8.6%	4	7.9%	MI	4)	2.7%	Cuba	9)	1.1%	Hong Kor	Canada	33.4%	30) 2010	USA Visitor: SHARE of 217				
54	Jun	-13.3%	12.3%	6.0%	6.9%	5	6.5%	CA	5)	2.4%	Mexico	10)	1%	Germany	Canada	1	31) 2010	USA Visitor: RANK of 217				
55	Jul	-8.2%	16.4%	8.5%	10.6%	6	5.5%	NV	Base: Destinations 108% of origin													
56	Aug	-5.6%	8.4%		13.4%	7	4.8%	ME	TREND: 2010 Canada volume broke 1991 record. Growth to all top-30 destinations.													
57	Sep	2.8%	7.3%		8.1%	8	4.3%	PA	After top three destinations, big growth to #4 Cuba (+338%), #6 Dominican Republic (+294%), #7 China (+251%), #14 Thailand													
58	Oct	-0.8%	12.0%		7.6%	9	4.1%	VT	(+168%), #12 India (+167%), #19 Costa Rica (+161%), and #20 Korea (+139%). No declines in volume to top 40 or so countries.													
59	Nov	5.1%	10.1%		7.3%	10	3.5%	ND	23) Geo-Equity (08) 24) VWP?													
60	Dec	9.3%	8.0%		6.2%	Canada	28	exempt														
61	YTD	-8.9%	12.6%	6.4%	Jul	Canada	28	exempt														
62	44) I-94	Canada	1	na	na	6	na	na														
63	Address	2009	2	na	na	7	na	na														
64	Total	Not Rprtd.	3	na	na	8	na	na														
65	OS		4	na	na	9	na	na														
66	0		5	na	na	10	na	na														
67	Canada	45) Currency Details: Canadian Dollar 2011-03 \$1.0240 Near doubling since 2001 despite 25% drop in 2008 then resumed fantastic appreciation. Higher since March-highest in 15 yrs																				
68	46) Country Commentary:	Canada 47) Target Country? DOC?: Yes. Export size. CTP?: ??? ???																				
69	ECONOMIST-THE WORLD 2011: Focus in 2011 will be on closing the fiscal gap, although Canada's public finances are the most comfortable among the G7 countries. 2009/10 deficit was the first in 5 five years. Growth to slow to 2.1% from +3.2% in 2010. The decennial census replaces the mandatory long-form with a short form supplement by a voluntary household survey.																					
70	ECONOMIST INTELLIGENCE UNIT: none																					
71	BUSINESS MONITOR ONLINE: none.																					
72	DOC CS OFFICES: 2011. Total outbound continues to increase. Continued concerns about border hassles and delays, proposed visitation fees, and suggestion on visa requirements. Hot destinations are Cuba, DR, and Mexico. over capacity has resulted in extreme price competition among major tour operators. UK is a cold destination due to perceived high cost and reduced Visit Britain promotions. Air capacity is increasing, as is competition, especially from shorter routes from Toronto. Taxes and fees are often higher than the base airfare. Proposed air traveler fee will only worsen this. Result is increase in Canadians driving to US border airports and flying from there and shift back from air to rubber tire traffic. Rising fuel costs a major concern. USA marketing is in decline, many DMOs have dropped Canadian representation. Destinations need to focus on frequency of visits, not # of nights or spending. More potential exists. Competitor countries' marketing is increasing...exceptions are UK and Ireland. the April Federal election will reduce outbound travel in the short term until a stable solution is achieved. Gulf oil spill will inhibit some Canadians from travel to those regions. Strength of the Canadian dollar will encourage travel, especially cross-border shopping trips. Weather forecast is for a cool summer in Ontario region...opportunity to push value to go south.																					
73	OTHER: MVB: 2011. Obama proposed charge of \$5.50 per air and sea passenger to the USA in FY2012 budget proposal. (8.6% in 2010). Canada TTB: 2010 bookings up 4%-9%; strong Q-Q3, slower in Q4. Cautious optimism for low growth in first half of 2011. Motivators include the exchange rate, promotion by U.S. destinations and businesses, and the economy in Canada. Top deterrents were the level of promotion by other long-haul destinations, followed by the collection of personal information.																					
74	TRAVEL FORECAST POSITIVES: 2010 actual growth (+11%) was higher than the Spring 2010 forecast (+7%). 16 consecutive months of volume growth. Government and households in better financial condition than in most countries. Long-term stability of finances of both is envy of many countries. Currency is above par and already higher than IMF forecast, which may spur frequent, short-duration trips of 1+ nights, boosting visitor volume to border states. Good potential candidate to benefit from CTP marketing due to #1 ranking and travel incidence to many destinations throughout the USA.																					
75	TRAVEL FORECAST NEGATIVES: Taxes and fees pushing many travelers to USA or abroad to USA airports. Often taxes and fees exceed the base air ticket. Overcapacity and price discounting to warm weather competitors in the Caribbean. Concerns remain over border entry-exit issues and delays. Proposed visitation fees and suggestion on visa requirement are potential issues.																					
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