

BY THE NUMBERS: TORONTO'S VISITOR ECONOMY 2017

OVERALL RESULTS (compared to 2016)

- **43,730,000** total visitors to Toronto (+3.6%)
- **15,530,000** overnight visitors (+4.1%)
- **28,200,000** same day visitors (+3.3%)
- **5,120,000** international overnight visitors (+5.6%)
- **\$8,840,000,000** in spending (+9.1%)

U.S. VISITOR RESULTS

- U.S. visits entered its seventh consecutive year of growth
- **2,973,000** U.S. overnight visitors (+4.8%)
- **\$1,763,000,000** in spending (+10.5%)

DOMESTIC VISITOR RESULTS

- Domestic travellers continue to visit Canada more than any other Canadian city.
- **26,700,000** same-day travellers (+3.2%)
- **10,400,000** overnight visitors (+3.2%)
- **\$2,634,000,000** in spending (+8.9%)

OVERSEAS

- Overseas spending accounted for more than \$2 billion for the first time, a 13 per cent increase
- **2,150,000** overnight visitors (+6.9%)

INTERNATIONAL/OVERSEAS MARKETS

	<u>2016</u>	<u>2017</u>	<u>1 year trend</u>	<u>5 year trend</u>
China	302,000	319,000	5%	103%
UK	279,000	263,000	-6%	32%
India	122,000	161,000	31%	105%
South Korea	98,000	122,000	24%	204%
Japan	97,000	95,000	-2%	40%
Germany	95,000	93,000	-2%	16%
France	79,000	84,000	6%	27%
Italy	79,000	79,000	0%	58%
Mexico	44,000	75,000	72%	163%
Brazil	57,000	71,000	23%	54%
Australia	75,000	69,000	-7%	26%
Netherlands	35,000	34,000	-3%	56%
Spain	21,000	23,000	11%	77%
Argentina	8,000	11,000	37%	58%