

# TORONTO BREAKS TOURISM RECORDS IN 2017

**43.7 MILLION VISITORS**

↑ 3.6%



**15.5 MILLION OVERNIGHT VISITORS**

↑ 4.1%



**28.2 MILLION SAME DAY VISITORS**

↑ 3.3%



**\$8.8 BILLION DOLLARS SPENT BY ALL VISITORS**

↑ 9.1%

**\$700 MILLION MORE THAN 2016**

## INTERNATIONAL TRAVELLERS IN TORONTO



**5.1 MILLION INTERNATIONAL VISITORS**

↑ SURPASSED 5 MILLION FOR THE FIRST TIME



**2.1 MILLION OVERSEAS VISITORS**

↑ 6.9%



**\$2 BILLION DOLLARS SPENT BY OVERSEAS TRAVELLERS**

↑ 13%



## INTERNATIONAL OVERNIGHT VISITS AT A GLANCE

COUNTRY	5-YEAR TREND 2012-2017	2017
U.S.	39%	2,973,000
CHINA	103%	319,000
U.K.	32%	263,000
GERMANY	16%	93,000
JAPAN	40%	95,000
MEXICO	163%	75,000
BRAZIL	54%	71,000

## BUSINESS EVENTS BY THE NUMBERS



**951 MEETINGS IN 2017**

**400,000 DELEGATES IN 2017**



**18 CITY-WIDE CONVENTIONS**



**\$634 MILLION DOLLARS SPENT BY 2017 DELEGATES**



**934 NEW MEETINGS BOOKED IN 2017 FOR FUTURE YEARS**