

## 2010 ESTIMATED TOTAL VISITATION BY ORIGIN

Markets	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2010	YTD 2009	% Change
Atlantic Canada	66,500	69,500	87,800	94,700	108,300	107,000	139,700	136,300	107,200	109,600	88,000	74,700	1,189,300	1,154,200	3
Quebec	2,800	2,800	3,800	6,000	6,700	8,200	21,000	21,600	8,500	6,300	5,600	3,000	96,200	92,900	4
Ontario	14,700	13,600	17,100	23,200	29,300	42,400	91,400	98,900	51,600	29,400	19,200	20,400	451,100	441,700	2
Western Canada	5,600	4,400	4,500	6,000	10,000	15,000	23,500	28,800	18,600	13,700	5,900	5,200	141,300	150,200	-6
<b>CANADA</b>	<b>89,700</b>	<b>90,300</b>	<b>113,200</b>	<b>129,900</b>	<b>154,300</b>	<b>172,600</b>	<b>275,700</b>	<b>285,600</b>	<b>185,800</b>	<b>158,900</b>	<b>118,600</b>	<b>103,300</b>	<b>1,877,800</b>	<b>1,839,000</b>	<b>2</b>
New England (inc Maine)	1,300	1,300	1,400	2,500	3,900	7,000	14,300	13,100	7,800	5,300	1,700	1,400	60,900	63,900	-5
Middle Atlantic	500	500	400	1,000	1,600	3,900	7,100	8,000	5,300	2,600	800	500	32,200	33,900	-5
East North Central	300	300	300	600	800	1,600	3,500	3,200	3,000	1,500	500	400	16,000	16,000	0
West North Central	200	100	100	100	200	600	1,500	1,400	900	800	100	100	6,100	5,600	9
South Atlantic	700	500	600	1,000	1,800	4,300	7,300	8,000	5,100	3,000	900	700	33,900	33,700	1
East South Central	100	0	0	100	100	300	600	800	500	400	0	0	3,000	3,800	-21
West South Central	200	100	200	200	400	700	2,000	2,000	1,200	1,000	300	300	8,600	8,400	3
Mountain	100	0	100	200	400	800	1,600	2,000	800	700	100	100	7,000	7,200	-3
Pacific	400	200	300	400	700	1,300	3,000	2,900	2,200	1,600	400	200	13,600	12,300	11
<b>UNITED STATES</b>	<b>3,800</b>	<b>3,100</b>	<b>3,400</b>	<b>6,100</b>	<b>10,000</b>	<b>20,500</b>	<b>40,900</b>	<b>41,400</b>	<b>26,800</b>	<b>16,900</b>	<b>4,800</b>	<b>3,700</b>	<b>181,300</b>	<b>184,700</b>	<b>-2</b>
United Kingdom	900	400	500	1,100	1,000	2,600	2,400	3,800	2,700	2,300	500	900	19,000	20,000	-5
Germany	500	200	200	200	200	1,200	1,400	2,100	2,700	1,600	800	200	11,400	10,300	10
Other Europe	600	300	300	500	600	1,900	2,400	2,900	2,400	2,000	500	400	14,900	17,400	-14
Other Overseas	1,400	400	500	700	1,200	2,800	2,500	3,100	2,700	1,600	1,100	800	18,700	21,200	-12
<b>OVERSEAS</b>	<b>3,400</b>	<b>1,400</b>	<b>1,500</b>	<b>2,500</b>	<b>3,000</b>	<b>8,500</b>	<b>8,700</b>	<b>11,900</b>	<b>10,400</b>	<b>7,500</b>	<b>2,900</b>	<b>2,300</b>	<b>64,000</b>	<b>68,800</b>	<b>-7</b>
<b>TOTAL VISITATION</b>	<b>96,800</b>	<b>94,800</b>	<b>118,200</b>	<b>138,500</b>	<b>167,300</b>	<b>201,600</b>	<b>325,300</b>	<b>338,900</b>	<b>223,100</b>	<b>183,200</b>	<b>126,200</b>	<b>109,300</b>	<b>2,123,100</b>	<b>2,092,500</b>	<b>1</b>
% change monthly	-5	7	13	11	-3	4	-1	2	-3	-3	4	3			

Note: Estimated number of visitors rounded to the nearest 100. % Change calculated using unrounded figures.



Economic and Rural Development and Tourism

## 2010 ESTIMATED AIR VISITATION BY ORIGIN

Markets	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2010	YTD 2009	% Change
Atlantic Canada	5,800	7,000	7,700	8,900	8,200	7,200	6,600	8,000	7,500	8,000	8,400	7,800	91,100	82,300	11
Quebec	1,900	2,000	2,300	3,700	3,000	2,300	2,900	6,100	3,300	3,800	4,400	2,300	37,800	33,600	13
Ontario	12,200	11,000	12,000	14,700	16,500	20,400	25,100	34,300	23,300	16,100	13,600	16,900	216,200	223,900	-3
Western Canada	5,400	4,100	4,200	5,200	8,200	11,900	17,600	24,400	15,700	12,100	5,500	5,000	119,400	127,500	-6
<b>CANADA</b>	<b>25,400</b>	<b>24,200</b>	<b>26,100</b>	<b>32,500</b>	<b>35,900</b>	<b>41,700</b>	<b>52,300</b>	<b>72,800</b>	<b>49,800</b>	<b>40,000</b>	<b>31,900</b>	<b>32,000</b>	<b>464,400</b>	<b>467,300</b>	<b>-1</b>
New England (inc Maine)	600	600	300	300	400	800	1,300	1,500	600	700	500	500	8,000	8,300	-4
Middle Atlantic	400	400	200	600	500	1,600	2,300	2,900	1,600	1,100	500	400	12,300	12,000	3
East North Central	300	200	200	500	500	700	1,400	1,400	1,500	900	400	300	8,200	8,000	3
West North Central	200	100	100	100	100	300	800	700	500	500	100	100	3,400	3,100	10
South Atlantic	600	500	500	600	900	1,800	2,700	4,400	2,700	2,000	700	600	18,000	17,200	5
East South Central	100	0	0	0	100	200	400	500	200	400	0	0	2,000	2,400	-15
West South Central	200	100	200	200	300	400	1,400	1,500	900	900	200	300	6,700	6,200	9
Mountain	100	0	100	100	300	500	1,000	1,500	400	500	100	100	4,600	4,900	-7
Pacific	400	200	200	400	600	800	2,000	2,100	1,500	1,200	300	200	9,900	9,400	5
<b>UNITED STATES</b>	<b>2,800</b>	<b>2,100</b>	<b>1,700</b>	<b>2,800</b>	<b>3,700</b>	<b>7,200</b>	<b>13,300</b>	<b>16,500</b>	<b>9,800</b>	<b>8,200</b>	<b>2,900</b>	<b>2,400</b>	<b>73,200</b>	<b>71,500</b>	<b>2</b>
United Kingdom	900	400	500	1,100	1,000	2,600	2,400	3,800	2,700	2,300	500	900	19,000	20,000	-5
Germany	500	200	200	200	200	1,200	1,400	2,100	2,700	1,600	800	200	11,400	10,300	10
Other Europe	600	300	300	500	600	1,900	2,400	2,900	2,400	2,000	500	400	14,900	17,400	-14
Other Overseas	1,400	400	500	700	1,200	2,800	2,500	3,100	2,700	1,600	1,100	800	18,700	21,200	-12
<b>OVERSEAS</b>	<b>3,400</b>	<b>1,400</b>	<b>1,500</b>	<b>2,500</b>	<b>3,000</b>	<b>8,500</b>	<b>8,700</b>	<b>11,900</b>	<b>10,400</b>	<b>7,500</b>	<b>2,900</b>	<b>2,300</b>	<b>64,000</b>	<b>68,800</b>	<b>-7</b>
<b>TOTAL AIR VISITATION</b>	<b>31,500</b>	<b>27,600</b>	<b>29,300</b>	<b>37,800</b>	<b>42,500</b>	<b>57,400</b>	<b>74,300</b>	<b>101,200</b>	<b>70,000</b>	<b>55,700</b>	<b>37,500</b>	<b>36,800</b>	<b>601,600</b>	<b>607,600</b>	<b>-1</b>
% change monthly	-22	7	10	17	-15	7	-11	2	-1	-13	9	34			

Note: Estimated number of visitors rounded to the nearest 100. % Change calculated using unrounded figures.



Economic and Rural Development and Tourism

## 2010 ESTIMATED ROAD VISITATION BY ORIGIN

Markets	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD 2010	YTD 2009	% Change
Atlantic Canada	60,700	62,400	80,200	85,900	100,000	99,800	133,100	128,300	99,800	101,600	79,600	66,900	1,098,200	1,071,900	2
Quebec	800	900	1,500	2,300	3,700	5,900	18,200	15,500	5,200	2,500	1,200	700	58,300	59,300	-2
Ontario	2,500	2,500	5,100	8,500	12,900	22,000	66,300	64,600	28,200	13,200	5,600	3,500	234,900	217,800	8
Western Canada	200	200	400	800	1,800	3,100	5,900	4,400	2,900	1,600	400	200	21,900	22,700	-4
<b>CANADA</b>	<b>64,300</b>	<b>66,100</b>	<b>87,200</b>	<b>97,400</b>	<b>118,400</b>	<b>130,800</b>	<b>223,400</b>	<b>212,800</b>	<b>136,100</b>	<b>118,900</b>	<b>86,800</b>	<b>71,200</b>	<b>1,413,400</b>	<b>1,371,700</b>	<b>3</b>
Maine (road only)	300	300	300	700	1,000	1,800	3,200	2,600	1,900	1,400	400	300	14,200	15,400	-7
Other New England	500	500	800	1,500	2,400	4,400	9,700	9,000	5,300	3,200	800	600	38,700	40,200	-4
Middle Atlantic	100	100	200	400	1,100	2,200	4,800	5,200	3,700	1,500	300	200	19,900	21,900	-9
East North Central	0	0	100	100	400	900	2,100	1,800	1,500	600	100	100	7,800	8,000	-4
West North Central	0	0	0	0	100	300	700	700	500	300	0	0	2,600	2,400	0
South Atlantic	100	100	100	400	900	2,500	4,600	3,600	2,400	900	100	100	15,800	16,500	-4
East South Central	0	0	0	0	0	100	200	200	300	100	0	0	1,000	1,400	0
West South Central	0	0	0	0	100	300	600	500	300	100	0	0	1,900	2,200	-14
Mountain	0	0	100	100	100	300	700	600	400	200	0	0	2,400	2,300	6
Pacific	0	0	100	0	100	500	1,000	800	700	300	100	0	3,800	2,900	30
<b>UNITED STATES</b>	<b>1,000</b>	<b>1,100</b>	<b>1,700</b>	<b>3,300</b>	<b>6,300</b>	<b>13,400</b>	<b>27,600</b>	<b>24,900</b>	<b>17,000</b>	<b>8,600</b>	<b>1,900</b>	<b>1,300</b>	<b>108,100</b>	<b>113,200</b>	<b>-5</b>
United Kingdom															
Germany															
Other Europe															
Other Overseas															
<b>OVERSEAS</b>															
<b>TOTAL ROAD VISITATION</b>	<b>65,200</b>	<b>67,200</b>	<b>88,900</b>	<b>100,700</b>	<b>124,700</b>	<b>144,200</b>	<b>251,000</b>	<b>237,700</b>	<b>153,100</b>	<b>127,500</b>	<b>88,700</b>	<b>72,500</b>	<b>1,521,500</b>	<b>1,485,000</b>	<b>2</b>
% change monthly	6	7	14	9	2	3	2	2	-4	2	2	-7			

Note: Estimated number of visitors rounded to the nearest 100. % Change calculated using unrounded figures.