

ANNUAL PERFORMANCE REPORT  
2010-2011



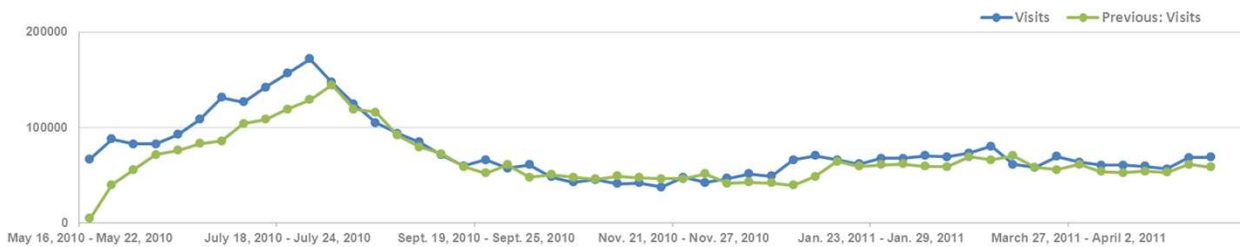


## A PERFORMANCE WEBSITE

The results presented in this annual performance report were compiled by the SATQ-FEQ Department of Marketing and Communications. The report contains the principal statistics concerning visits, key information on awareness and website performance, as well as a detailed profile of Quebecvacances.com users.

### ANNUAL STATISTICS

Traffic on Quebecvacances.com/Quebecgetaways.com from May 16, 2010 to May 15, 2011<sup>1</sup>



**Visits: 14% increase**

May 16, 2010 to May 15, 2011 vs.  
May 16, 2009 to May 15, 2010



**Pages views: 13% increase**

May 16, 2010 to May 15, 2011 vs.  
May 16, 2009 to May 15, 2010

Visits: **3.95 million**

Unique visitors: **2.76 million**

Page views: **18.7 million**

Average page views: **4.8 pages per visit<sup>2</sup>**

Time on site: **3 minutes, 23 seconds<sup>2</sup>**

Clicks on client websites: **1.65 million<sup>3</sup>**

### SEASONAL WEBSITE TRAFFIC<sup>1</sup>

#### SUMMER STATISTICS

(May 16 to September 15, 2010)

Visits: **1.91 million**

Unique visitors: **1.36 million**

Page views: **9.5 million**

Clicks on client websites: **839,636<sup>3</sup>**

#### FALL STATISTICS

(September 16 to November 15, 2010)

Visits: **442,000**

Unique visitors: **361,963**

Page views: **1.9 million**

Clicks on client websites: **169,805<sup>3</sup>**

#### WINTER STATISTICS

(November 16, 2010 to March 25, 2011)

Visits: **1.14 million**

Unique visitors: **883,355**

Page views: **5.1 million**

Clicks on client websites: **445,706<sup>3</sup>**

#### SPRING STATISTICS

(March 26 to May 15, 2011)

Visits: **459,653**

Unique visitors: **375,467**

Page views: **2.2 million**

Clicks on client websites: **193,422<sup>3</sup>**

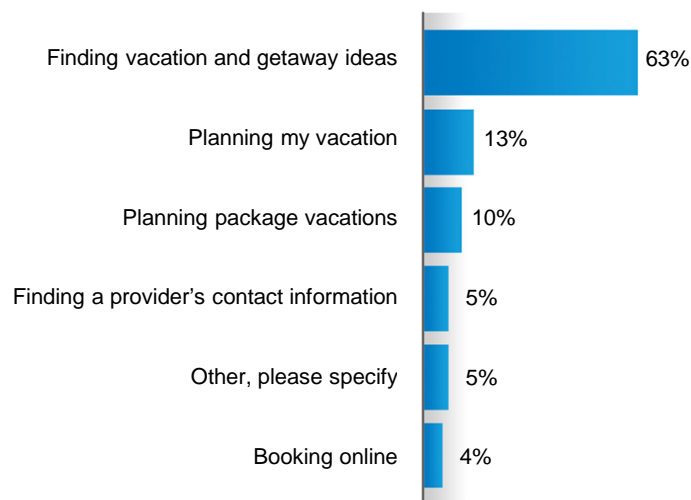
## A PERFORMANCE SITE KNOWN TO QUEBECERS

**61.4%** of Quebecers have heard of the Quebecvacances.com website.

Of this number, **52%** have visited it over the course of the last 12 months.<sup>4</sup>

## A SITE FOR FINDING VACATION AND GETAWAY IDEAS<sup>5</sup>

### Reason for visiting the site



## A SITE GENERATING TOURISM SALES

**42%** of Quebec visitors to the site consumed a tourism product after having visited the site. This comes out to over **1.1 million Quebecers**.<sup>6</sup>

For these consumers, Quebecvacances.com is noted to be:

- **an effective site** for **46%** of **women**
- **a pertinent site** for **47%** of **households** with **income over \$80,000**

## A SITE THAT MEETS INTERNET USER NEEDS

Quebecvacances.com gives Internet users the 4 kinds of **information** the most **consulted by Quebec tourists** in 2011:<sup>7</sup>

- Information entries and articles about the destination
- Directories, listings of attractions and activities
- Online map situating services
- Promotional content



## HIGH PERFORMANCE ENTRY<sup>3</sup>

### Conversion rate of 26%

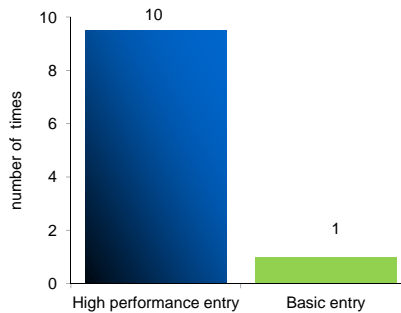
On average, 26% of the traffic generated by high performance entries is converted into clicks on client websites.

## TRAFFIC FOR INFORMATION ENTRIES

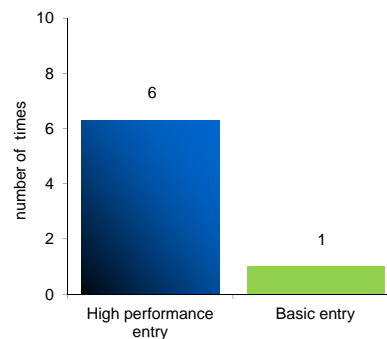
The High Performance Entry lets clients stand out and meets the needs of Internet users who are looking to find information, consult packages and see photos of different vacation destinations.

During the period from **May 16, 2010 to May 15, 2011**, on average, for Quebecvacances.com and Quebecgetaways.com, information entries generated:

**10** times more clicks  
towards client websites  
than basic entries



**6** times more page views  
than basic entries



## DETAILED PROFILE OF SITE USERS

The socio-demographic profile below was established following an **OMNIWEB survey by TNS**, conducted from June 6 to 15, 2011, in order to measure the use of Quebecvacances.com.



Gender	Site user profile
Female	45%
Male	55%

Children	Site user profile
Yes	30%
No	70%

Age	Site user profile
18-24	6%
25-34	19%
35-49	27%
50+	48%

Occupation	Site user profile
Worker	62%
Student	4%
Retired	20%
Unemployed/ seeking employment	14%

Household income	Site user profile
Under \$35,000	33%
\$35,000-\$59,000	33%
\$60,000-\$79,000	16%
\$80,000 and up	18%

Education	Site user profile
Primary/secondary	35%
College	36%
University	28%

Marital status	Site user profile
Married/common law	61%
Single	25%
Divorced/separated/ widowed	14%

Region*	Site user profile
Greater Montréal	41%
Greater Québec	17%
East	9%
Centre	13%
West	20%

Greater Montréal: Montréal, Laval, Montérégie

Greater Québec: Québec, Chaudières-Appalaches

Centre: Centre-du-Québec, Estrie, Mauricie

East: Bas-Saint-Laurent, Côte-Nord, Gaspésie, Nord-du-Québec, Saguenay-Lac-Saint-Jean

West: Outaouais, Laurentians, Lanaudière, Abitibi-Témiscamingue

1 Google Analytics: Quebecvacances.com and Quebecgetaways.com, May 16, 2010 to May 15, 2011.

2 Google Analytics: only Quebecvacances.com, May 16, 2010 to May 15, 2011.

3 Internal database for Quebecvacances.com and Quebecgetaways.com.

4 TNS survey, June 6 to 15, 2011 (5,000 respondents).

5 Iperception survey, 2010 summer season.

6 TNS survey and Google Analytics results combined.

7 Study conducted from March 8 to 20, 2011 by Ipsos and the Tourism Intelligence Network, in partnership with the ministère du Tourisme du Québec (1,092 respondents).