

National Tourism Indicators

2016 Highlights



Canada

National Tourism Indicators highlights for 2016 (January to December 2016) as released by Statistics Canada on March 30, 2017¹.

Tourism's share of Canada's GDP in 2016:
2.05%

In 2016, the demand for tourism goods and services in Canada accounted for **2.05%** of the Canadian gross domestic product (GDP) representing a gain of 0.06 percentage points over 2015.

Tourism demand in Canada:
CAD 91.6 Billion
+4.2%

Canada's tourism sector benefitted from a robust year-over-year increase of 4.2% in tourism spending in 2016 as total tourism expenditures from domestic and international visitors reached \$91.6 billion.

The largest gains in revenues were registered with passenger air transport (+7.0%), accommodation (+5.7%) and food and beverage services (+5.6%).

Tourism Export:
CAD 20.0 Billion
+10.8%

Spurred by an 11.1% growth in overnight arrivals of international visitors to Canada, tourism exports (+10.8%) expanded more than four times as fast as domestic tourism expenditures (+2.5%) in 2016. This generated \$20.0 billion in revenue from international visitors and representing a 21.8% share of total tourism demand in Canada, the highest share since 2008.

The largest gains in export revenues were reported for food and beverage services (+13.4%), transport services [+10.5%, including passenger air transport (+13.3%), passenger rail transport (+13.5%) and vehicle rental (+9.8%)], travel services (+13.2%) and accommodations (+12.3%)

Domestic Tourism Expenditures
CAD 71.6 billion
+2.5%

Domestic tourism expenditures gained 2.5% in 2016, which was primarily driven by passenger rail transport (+5.6%), passenger air transport (+5.4%) and food and beverage services (+3.4%).

Tourism Employment:
721,600 jobs
+1.8%

In 2016, domestic and export tourism demand in Canada required 721,600 jobs to meet the demand for service delivery. The largest sources of service demand were in the food and beverage industry (228,100 jobs, +3.2% over 2015), accommodation (143,900, +0.9%), recreation and entertainment (67,700 jobs, +1.5%), air transportation (52,800 jobs, +1.7%) and travel services (44,900, +0.3%).

Table 1. Key national tourism indicators for 2014 to 2016

	2014	2015	15/14	2016	16/15
Total Tourism Demand (\$million)	86,483	87,920	1.7%	91,618	4.2%
Domestic Demand (\$million)	69,383	69,857	0.7%	71,606	2.5%
Tourism Export (\$million)	17,100	18,063	5.6%	20,012	10.8%
GDP (\$million)	36,056	36,883	2.3%	38,753	5.1%
Tourism GDP Share	1.94%	1.99%	0.05	2.05%	0.06%
Employment (Jobs)	700.3	708.5	1.2%	721.6	1.8%

Source: Statistics Canada, **National Tourism Indicators** 2016 Q4 Custom Tables, non-seasonally adjusted

ⁱ*Technical note:

With the release of fourth quarter National Tourism Indicators (NTI) for 2016, all data for the first quarter of 1986 to the third quarter of 2016 have been revised and benchmarked to the 2012 Canadian Tourism Satellite Account, which was released by Statistics Canada in November 2016. The 2012 Canadian Tourism Satellite Account benchmark updates the NTI to the new definition of tourism used in the Travel Survey of Residents of Canada.

New operational definition of tourism: Tourism is now defined to include all “out of town” overnight trips and “out of town” same-day trips over 40 kilometres from home. Previously, tourism was defined to include all overnight and same-day trips greater than 80 kilometres from home.

Another important refinement, routine or regular trips (i.e., those taken at least once a month) are now excluded. This change was made to better reflect the notion of usual environment which relates to the place an individual conducts his/her regular life routines, i.e., where they live, work, study and includes other places frequented. So, if an individual regularly goes “out of town” for a business meeting, to shop or visit friends, at least once a month, then this is a routine trip. It is not outside the individual’s “usual environment” and, therefore, is not tourism.

This revision to the NTI also incorporated all revisions to source data resulting from the 2012 and 2015 historical revision of the Canadian System of Macroeconomic Accounts.