

National Tourism Indicators

January to March (Q1) 2017 Highlights



National Tourism Indicators highlights for first quarter of 2017 (January to March 2017) as released by Statistics Canada on June 29, 2017.

<p>Tourism activities in Canada: CAD 18.4 Billion +6.7%</p>	<p>Canada's tourism sector started on strong footing over the first quarter of 2017 as buoyant domestic and international visitors contributed to increase tourism spending by 6.7% over the period of January to March 2017. The largest gains were noted for passenger air transport (+2.6%), accommodation (+1.8%) and food and beverage services (+2.5%).</p>
<p>Tourism Export: CAD 3.4 Billion +7.0%</p>	<p>Over the first three months of 2017, overnight arrivals of international visitors to Canada (+3.1%) from the United States (-1.1%) and other countries (+12.9%) injected \$3.4 billion in tourism expenditures in Canada, up 7% over Q1 2016. Tourism export accounted for 18.5% of total tourism demand, same as for 2016 Q1 and up a full 2 percentage point over 2015 Q1.</p>
<p>Domestic Tourism Expenditures CAD 15.0 billion +6.6%</p>	<p>Driven by gains in passenger rail and air transportation, accommodation, pre-trip expenditures and convention fees, domestic tourism spending by Canadian rose 6.6% in Q1 2017.</p>
<p>Tourism Employment: 710,700 jobs +1.7%</p>	<p>Servicing the demand for tourism activities generated 711 thousand jobs over the first quarter of 2017, up 1.7% compare to Q1 2016. Gains were observed in all sectors of activities, except travel services (-2.1%)</p>
<p>Tourism's share of Canada's GDP in Q1 2017: 1.7%</p>	<p>Over the first quarter of 2017, the demand for tourism goods and services in Canada accounted for 1.66% of the Canadian gross domestic product (GDP), up 0.01 percentage points over Q1 2016.</p>

Table 1. Key national tourism indicators for annual results for 2016 and Q1 2017

	2016	16/15	2017 Q1	Q1 17 /Q1 16
Total Tourism Demand (\$million)	91,618	4.2%	18,381	6.7%
Domestic Demand (\$million)	71,606	2.5%	14,983	6.6%
Tourism Export (\$million)	20,012	10.8%	3,398	7.0%
GDP (\$million)	38,753	5.1%	7,768	6.1%
Tourism GDP Share	2.01%	0.07	1.66%	0.01
Employment (Jobs)	721.6	1.8%	710.7	1.7%

Annual variation on tourism GDP share expressed as percentage points

Source: Statistics Canada, **National Tourism Indicators** 2017 Q1 Custom Tables, non-seasonally adjusted