

2019 Tourism Fact Sheet



Number of jobs supported by tourism in 2019 (a)



Jobs in tourism dependent industries (2019) (b)



Share of jobs in Canada in tourism dependent industries



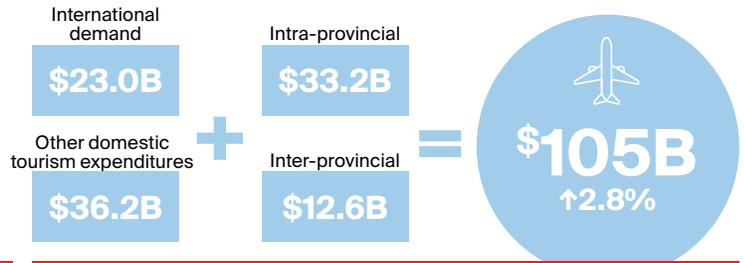
Number of Tourist Establishments in 2019 (c)



Tourism Gross Domestic Product in 2019 (GDP) (d)



Tourism's share of total GDP (d)



Total Tourism Demand in 2019 (e)

Sources: Statistics Canada, National Tourism Indicators (2020Q2); Provincial-territorial Human Resource Module to the TSA, 2018.

Total visitors to Canada 2019	Total visitors to Canada		Same-day visitors		Overnight visitors		
	Trips in Canada (000s)	Expenditures while travelling in Canada (\$000s)	Trips in Canada (000s)	Expenditures while travelling in Canada (\$000s)	Trips in Canada (000s)	Expenditures while travelling in Canada (\$000s)	Nights (000s)
Domestic + international trips to Canada	308,705	\$68,356,652	192,126	\$15,224,379	116,579	\$53,132,273	470,915
Domestic trips	275,370	\$45,756,840	181,730	\$14,584,348	93,640	\$31,172,492	262,699
Domestic province-visits¹	284,630	\$45,756,840	182,004	\$14,584,348	102,626	\$31,172,492	262,699
Intra-provincial visits	251,949	\$33,202,010	174,180	\$13,500,422	77,769	\$19,701,588	177,948
Inter-provincial visits	32,681	\$12,554,830	7,824	\$1,083,926	24,857	\$11,470,904	84,751
International arrivals	32,441	\$22,599,812	10,396	\$640,031	22,045	\$21,959,781	208,216
US residents	24,986	\$11,274,963	10,009	\$620,882	14,977	\$10,654,081	75,085
Residents from other countries	7,455	\$11,324,849	387	\$19,149	7,068	\$11,305,700	133,131
Total outbound travel by Canadians	Trips abroad (000s)	Expenditures abroad (\$000s)	Trips abroad (000s)	Expenditures abroad (\$000s)	Trips abroad (000s)	Expenditures abroad (\$000s)	Nights (000s)
Domestic outbound	37,872	\$40,173,954	11,264	\$1,529,626	26,608	\$38,644,328	263,780

1- Visits to one or more provinces may take place during a trip away from a traveller's usual home environment. For this reason, the addition of intra-provincial and inter-provincial visits typically exceeds the number of trips taken by travellers away from home.

Sources: Statistics Canada - Visitors Travel Survey (2019, preliminary); Domestic from National Travel Survey (2019, preliminary release).

2019 statistics international overnight arrivals (f)	Overnight arrivals (000s)	2019/2018	Overnight expenditures (\$000s) (g)	2019/2018	Indicators - Overnight trips to Canada			
					Average spend per day	Average spend per trip	Average trip duration (Nights)	
World	22,045	4.2%	\$21,959,781	1.3%	\$105	\$996	9.4	
North America	United States	14,977	2.2%	\$10,654,081	4.4%	\$142	\$711	5.0
	Auto	8,460	3.4%	\$4,639,722	6.5%	\$111	\$548	4.9
	Air	4,780	3.0%	\$4,626,515	4.1%	\$176	\$968	5.5
	Others	1,737	-5.0%	\$1,387,844	-1.1%	\$199	\$799	4.0
Mexico	477	21.1%	\$735,883	7.1%	\$90	\$1,543	17.1	
Europe / India	United Kingdom	883	15.9%	\$1,237,761	8.0%	\$115	\$1,402	12.2
	Germany	394	2.1%	\$646,782	-3.6%	\$101	\$1,642	16.3
	France	659	11.1%	\$925,488	5.9%	\$87	\$1,404	16.1
	Netherlands	140	0.7%	\$211,549	1.5%	\$116	\$1,511	13.1
	India	350	19.0%	\$465,491	14.0%	\$36	\$1,330	37.0
Asia Pacific	China	717	-0.3%	\$1,934,187	-5.2%	\$88	\$2,698	30.6
	Australia	334	-1.8%	\$709,513	-9.3%	\$116	\$2,124	18.2
	Japan	240	7.1%	\$466,764	8.6%	\$133	\$1,945	14.7
	South Korea	216	-11.8%	\$326,414	-18.1%	\$115	\$1,511	13.1
	Hong Kong	182	22.1%	\$272,862	-3.5%	\$110	\$1,499	13.7
DC long haul	4,592	5.1%	\$7,932,694	2.0%	\$91	\$1,728	19.1	
Non-DC markets	2,476	6.5%	\$3,373,006	2.3%	\$74	\$1,362	18.4	

Source: Statistics Canada, Visitor Travel Survey (2018 final and 2019 preliminary releases).

2019 statistics domestic overnight travellers	Trips or visits (000s)	2019/2018	Expenditures (\$000s)	2019/2018	Average spend per day	Average spend per trip	Average trip duration (Nights)
Trips taken in Canada	93,640	-1.9%	\$31,172,492	-0.7%	\$119	\$333	2.8
Total province-visits	102,626	-2.3%	\$31,172,492	-0.7%	\$119	\$297	2.5
Intra-provincial visits	77,769	-2.9%	\$19,701,588	0.1%	\$111	\$253	2.3
Inter-provincial visits	24,857	0.9%	\$11,470,904	-0.2%	\$135	\$461	3.4
Outbound Overnight Trips	26,608	2.2%	\$38,644,328	6.2%	\$147	\$1,452	9.9
to United States	15,867	1.0%	\$19,573,984	5.6%	\$186	\$1,234	6.6
to Overseas	10,741	4.1%	\$19,070,344	6.9%	\$120	\$1,775	14.8

Source: Statistics Canada, National Travel Survey (2018 final and 2019 preliminary releases).

EXPLANATORY NOTES

<p>a</p> 	<p>Jobs which are directly supported by tourism expenditures on Canadian goods and services.</p>
<p>b</p> 	<p>Jobs supported by tourism represent the number of jobs required to specifically deliver services or goods to visitors, net of the same services or goods required by local residents. In contrast, jobs in tourism –dependent industries represent the number of jobs required to delivery services or goods, both, to visitors and local residents alike in industries where revenues from tourism sources is significant (more than 12%).</p> <p>The difference between jobs supported by tourism and jobs in tourism-dependent industries can be understood by using the example of a restaurant with 100 employees where 50% of the revenue is from visitors. The restaurant is a tourism-dependent establishment generating 100 jobs. These 100 jobs are required to service both visitors and local residents. The jobs supported by tourism is 50, which is equivalent to 50% of the 100 jobs required to operate the restaurant.</p>
<p>c</p> 	<p>Number of tourism businesses providing accounting data on the value of their output and costs, including labour information. Each business establishment is charaterized by the production of an homogeneous good or service within provincial or territorial boundary.</p>
<p>d</p> 	<p>Tourism Gross Domestic Product (GDP): The sum of the gross value added generated by all industry in response to tourism consumption plus the amount of net taxes on products (Gross Domestic Product or GDP). This includes domestic and international tourist consumption.</p> <p>The difference between tourism expenditures and tourism GDP can be thought of using the example of a sandwich. Let's assume the restaurant spent \$4 on the ingredients for the sandwich. If a tourist bought that sandwich for \$10 (tax included), that would be \$10 of tourism expenditures, but the contribution to GDP is \$6 - \$10 less the \$4 for ingredients.</p>
<p>e</p> 	<p>Tourism demand: Tourism expenditures on goods and services purchased from Canadian businesses. For domestic tourists it includes purchases before and during trips (domestic demand). For international tourists it includes spend by international tourists while in Canada AND fares paid to Canadian carriers to enter or exit Canada (international demand). This includes anything related to the trip paid to Canadian enterprises.</p>
<p>f</p> 	<p>Overnight Arrivals: This number is Statistics Canada's initial estimate of tourists. The definition of a tourist is a visitor who stays at least 24 hours. It includes non-residents who cross our border into Canada by any mode of transportation. It excludes non-resident visitors on a same-day trip or in-transit through Canada for a period less than 24 hours.</p>
<p>g</p> 	<p>Tourist Expenditures: The amount paid by tourists (visitors who stay at least one night in Canada) to consume goods and services for and during a tourism trip. For international visitors, it excludes international fares to enter and exit Canada (e.g., airfare). For domestic trips, it excludes pre-trip expenditure and fares toward international trips for outbound travels.</p>