

National Tourism Indicators

Q2 2016 Highlights



Highlights from the National Tourism Indicators released by Statistics Canada on September 29, 2016 for the second quarter of 2016 (April to June 2016)

- Tourism contributed 1.96% Canadian **gross domestic product (GDP)** over the second quarter of 2016, representing a gain of 0.09 percentage points over the same period in 2015.
- Supported by robust gains from tourism exports, **total tourism expenditures in Canada** increased by 3.3%, over the second quarter of 2016 relative to the same period in 2015 to reach \$22.2 billion.
- **Tourism export expenditures** (+7.5%) grew at nearly four times the rate of domestic tourism expenditures (2.1%) over the second quarter of 2016 as overnight arrivals from US visitors and other international visitors expanded by 5.5% and 11.4%, respectively. Export demand for tourism services were particularly buoyant in the accommodation sector (+7.8%), passenger air transportation (+8.5%) and food and beverage services (+8.3%).
- **Domestic tourism expenditures** gained 2.1% over the period of April to June 2016 (Q2), driven primarily by gains in passenger air transportation (+4.6%), food and restaurant service (+3.5%) and pre-trip expenditures¹ (+5.2%).
- Over the second quarter of 2016, **tourism employment** directly attributable to tourism activities rose 1.3%, relative to the same period in 2015, adding 8,600 jobs to reach 646,900 jobs. While employment contracted slightly (-0.4%) in the accommodation sector, tourism activities generated 5100 jobs in food and beverage services (+2.9%), 1,700 jobs in the recreation and entertainment sectors and 700 jobs in air transportation services.

Table 1. Key National Tourism Indicators, 2015, 2016 Q2 and first half (Q1&Q2) of 2016

	2015	y/y	2016 Q2	y/y	2016 Q1&Q2	y/y
Total Tourism Demand (\$million)	90,342	2.1%	22,225	3.3%	39,916	3.4%
Domestic Demand (\$million)	71,939	0.9%	16,966	2.1%	31,536	1.9%
Tourism Export (\$million)	18,403	7.1%	5,259	7.5%	8,380	9.5%
Supply (\$million)	212,655	-0.1%	54,568	2.6%	103,092	2.8%
GDP (\$million)	35,545	3.2%	8,935	4.8%	15,907	5.4%
Tourism GDP Share	1.92%	0.05	1.96%	0.09	1.77%	0.09
Employment (Jobs)	637.4	1.6%	646.9	1.3%	642.0	1.6%

Source: Statistics Canada, National Tourism Indicators 2016 Q2 Custom Tables, non-seasonally adjusted

¹ Pre-trip expenditures are defined as tourism single purpose consumer durables, including motor homes, travel and tent trailers, luggage and travel sets, tents and camping equipment and sleeping bags.