

National Tourism Indicators

Q3 2016 Highlights



National Tourism Indicators highlights for the third quarter of 2016 (July to September 2016) as released by Statistics Canada on January 5, 2017.

- Over the third quarter of 2016, the demand for tourism goods and services accounted for **2.8%** of the Canadian **gross domestic product (GDP)** representing a gain of 1.2 percentage points over the same period in 2015.
- Supported by robust gains from tourism exports, **total tourism expenditures in Canada** increased to \$34 billion over the third quarter of 2016, representing a 5.0% gain year-over-year. Over the first 9 months of 2016, tourism injected \$74.0 billion of Canada's economy, up 4.3% over 2015.
- **Tourism export expenditures** (+11.5%) expanded more than three times the pace of domestic tourism expenditures (3.2%) between July and September 2016 as overnight arrivals international visitors to Canada increased by 11.1%.
 - Export demand for tourism services were particularly buoyant for passenger air transport (+16.9%), accommodation services (+14.2%), food and beverage services (+13.6%), rental vehicles (+12.9%), passenger rail transport (+12.5%) and convention fees (11.8%).
- **Domestic tourism expenditures** gained 3.2% over the third quarter of 2016, which was driven primarily by gains in passenger air transportation (+12.0%), accommodation (+6.0%), food and restaurant service (+5.9%) and convention fees (+6.7%).
- Over the peak travel period of July to September 2016, **tourism employment** directly attributable to tourism activities rose 1.7% on a year-over-year basis, adding 11,100 jobs to reach 677,800 jobs. The largest sectorial gains in employment over that period were recorded to the support food and beverages services (6,200 jobs), accommodation (2,000 jobs) and air transportation (1,700 jobs).

Table 1. Key National Tourism Indicators, 2015, 2016 Q3 and Year-to-Date Q3 of 2016

| | 2015 | y/y | 2016 Q3 | y/y | 2016 Q1 to Q3 | y/y |
|----------------------------------|---------|-------|---------|-------|---------------|-------|
| Total Tourism Demand (\$million) | 90,342 | 2.1% | 34,035 | 5.0% | 74,040 | 4.3% |
| Domestic Demand (\$million) | 71,939 | 0.9% | 26,105 | 3.2% | 57,736 | 2.7% |
| Tourism Export (\$million) | 18,403 | 7.1% | 7,930 | 11.5% | 16,304 | 10.5% |
| Supply (\$million) | 212,655 | -0.1% | 61,521 | 4.1% | 164,798 | 3.4% |
| GDP (\$million) | 35,545 | 3.2% | 13,826 | 5.6% | 29,617 | 5.1% |
| Tourism GDP Share | 1.92% | 0.05 | 2.79% | 1.24 | 2.12% | 0.08 |
| Employment (Jobs) | 637.4 | 1.6% | 677.8 | 1.7% | 652.3 | 1.4% |

Source: Statistics Canada, National Tourism Indicators 2016 Q3 Custom Tables, non-seasonally adjusted