

National Tourism Indicators

April to June (Q2) 2017 Highlights

Canada



National Tourism Indicators highlights for the second quarter of 2017 (April to June 2017) as released by Statistics Canada on September 28, 2017.

Tourism activities in Canada:

CAD 23.1 Billion
+6.8%

Following an increase of 6.6% in the previous quarter, the demand for tourism goods and services accelerated over the second quarter of 2017, gaining 6.7% over the same period in 2016. Notable gains were registered for passenger rail (+11.1%) and (+10.2%) transport, vehicle rental (+8.7%), accommodation (+8.4%) and convention fees (+8.3%).

Tourism Export:

CAD 5.6 Billion
+9.4%

Driven by spending in passenger air transport (+13.9%) and accommodation (+11.6%), tourism exports totaled \$5.6 billion over the second quarter of 2017, up 9.4% year-over-year. Tourist arrivals in Q2 2017 rose by 2.8% as visitors from countries excluding the USA (+5.2%) outpaced gains from the USA (+1.8%). Tourism export accounted for 24.4% of the total demand for tourism goods and services.

Domestic Tourism Expenditures

CAD 17.5 billion
+6.0%

Canadian travellers' spending on passenger rail (+10.4%) and air (9.0%) transportation, vehicle fuel (+9.5%), vehicle rental (+9.1%), convention fees (+8.9%) and accommodation (6.1%) contributed toward a 6.0% rise in domestic tourism spending in Q2 2017.

Tourism Employment:

735,100 jobs
+2.1%

Servicing the demand for tourism activities generated 735,100 jobs in Q2 2017, up 2.1% from Q2 2016. Gains were observed in all sectors of activities, except travel services (0%).

Tourism's share of Canada's GDP in Q2 2017:

2.03%

During the second quarter of 2017, the demand for tourism goods and services in Canada accounted for 2.03% of the Canadian gross domestic product (GDP).

Table 1. Key national tourism indicators for annual results for 2016 and Q2 2017

	2016	16/15	2017 Q2	Q2 17/16	2017 YTD	YTD 17/16
Total Tourism Demand (\$million)	91,618	4.2%	23,104	6.8%	41,470	6.7%
Domestic Demand (\$million)	71,606	2.5%	17,462	6.0%	32,406	6.2%
Tourism Export (\$million)	20,012	10.8%	5,642	9.4%	9,064	8.8%
Supply (\$million)	213,517	3.5%	56,493	6.7%	106,771	6.8%
GDP (\$million)	38,753	5.1%	9,895	7.0%	17,621	6.3%
Tourism GDP Share ¹	2.05%	0.06	2.03%	0.00	2.05%	0.22
Employment (Jobs)	721.6	1.8%	735.1	2.1%	723	2.0%
Tourism Implicit Price Index	111.1	-0.3%	113.0	1.9%	113	2.2%

¹ Annual variation on tourism GDP share expressed as percentage points

Source: Destination Canada/Statistics Canada, National Tourism Indicators 2017 Q2, current dollars, non-seasonally adjusted.