

# National Tourism Indicators

## July to September (Q3) 2017 Highlights



National Tourism Indicators highlights for the third quarter of 2017 (July to Sept 2017) as released by Statistics Canada on January 10, 2018.

|                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Tourism activities in Canada:</b><br/>CAD 35.0 Billion<br/>+6.0%</p> | <p>Growth in the demand for tourism goods and services over the third quarter of 2017 kept pace with the first half of the year, expanding 6.0% over the same period in 2016. Commodities in high demand included passenger rail (+11.0%) and air (+7.7%) transports, vehicle fuel (+9.7%), accommodation (+6.4%), food and beverages services (+5.1%) and pre-trip expenditures (+7.6%).</p>                        |
| <p><b>Tourism Export:</b><br/>CAD 8.0 Billion<br/>+4.3%</p>                | <p>Driven by spending in accommodation (+7.1%), food and beverage services (+4.5%) and non-tourism commodities (retail goods, +4.0%), tourism exports totaled \$8.0 billion over the third quarter of 2017, up a 4.3% year-over-year and contributing 22.9% of total tourism activities in Canada. This performance was supported by international tourist arrivals rising 2.1% between July and September 2017.</p> |
| <p><b>Domestic Tourism Expenditures</b><br/>CAD 27.0 billion<br/>+6.5%</p> | <p>In the midst events celebrating Canada 150, spending by Canadians travelling domestically rose by 6.5% in Q3 2017. With the exception of interurban bus transport (-0.8%), Canadians spent more across a broad range of commodities, including passenger rail (+12.0%) and air transports (+9.3%), vehicle fuel (+9.8%), accommodation (+6.1%), restaurants (+5.3%) and travel related goods (+7.6%).</p>         |
| <p><b>Tourism Employment:</b><br/>775,200 jobs<br/>+1.9%</p>               | <p>Servicing the demand for tourism activities generated 775,200 jobs in Q3 2017, up 1.9% from Q3 2016. Gains were observed in all sectors of activities, except travel services (-0.9%).</p>                                                                                                                                                                                                                        |
| <p><b>Tourism's share of Canada's GDP in Q3 2017:</b><br/>2.93%</p>        | <p>The demand for tourism goods and services in Canada contributed 2.93% of the Canadian gross domestic product (GDP) over the third quarter of 2017, the highest level achieved over this quarter since 2002.</p>                                                                                                                                                                                                   |

Table 1. Key national tourism indicators for annual results for 2016 and Q3 2017

|                                  | 2016    | 16/15 | 2017 Q3 | Q3 17/16 | 2017 YTD | YTD 17/16 |
|----------------------------------|---------|-------|---------|----------|----------|-----------|
| Total Tourism Demand (\$million) | 91,618  | 4.2%  | 34,958  | 6.0%     | 76,334   | 6.2%      |
| Domestic Demand (\$million)      | 71,606  | 2.5%  | 26,967  | 6.5%     | 59,279   | 6.1%      |
| Tourism Export (\$million)       | 20,012  | 10.8% | 7,991   | 4.3%     | 17,055   | 6.6%      |
| Supply (\$million)               | 213,517 | 3.5%  | 63,630  | 6.5%     | 170,128  | 6.5%      |
| GDP (\$million)                  | 38,753  | 5.1%  | 15,213  | 6.2%     | 32,789   | 6.1%      |
| Tourism GDP Share <sup>1</sup>   | 2.04%   | 0.06  | 2.93%   | 0.04     | 2.22%    | 0.04      |
| Employment (Jobs)                | 721.6   | 1.8%  | 775.2   | 1.9%     | 741      | 2.0%      |
| Tourism Implicit Price Index     | 111.1   | -0.3% | 113.2   | 1.7%     | 113      | 2.0%      |

<sup>1</sup> Year over year difference on tourism GDP share expressed as percentage points

Source: Destination Canada/Statistics Canada, National Tourism Indicators 2017 Q3, current dollars, non-seasonally adjusted.