

# 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.

<b>Tourism activities in Canada:</b> CAD 35.0 Billion +6.0%	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%).
<b>Tourism Export:</b> CAD 8.0 Billion +4.3%	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.
<b>Domestic Tourism Expenditures</b> CAD 27.0 billion +6.5%	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%).
<b>Tourism Employment:</b> 775,200 jobs +1.9%	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%).
<b>Tourism's share of Canada's GDP in Q3 2017:</b> 2.93%	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.

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.