

# National Tourism Indicators

## July to August (Q3) 2018 Highlights



**National Tourism Indicators highlights including the third quarters of 2018 (July to September 2018) as released by Statistics Canada on January 10, 2019.**

**Tourism activities in Canada:**  
CAD 36.8 Billion  
+5.9%

Over the peak of the summer tourism season, total tourism expenditures in Canada rose 5.9 % during the third quarter of 2018, year-over-year, which was the product of robust domestic tourism spending (+7.3%) and of softer international tourism spend (+1.3%). Between January and September 2018, the demand for tourism goods and services rose 5.9%, achieving a record high of \$80.8 billion. The largest sources of growth in expenditures rose from transportations (+9.5%), accommodation (5.8%) and food and beverage services (+4.4%).

**Tourism Export:**  
CAD 8.1 Billion  
+1.3%

Over the third quarter of 2018, a rise in international visitors to Canada (+1.0%) resulted primarily from growth in visitors from long-haul markets (+2.9%) lifting above stationary growth from the US (+0.1%), where auto arrivals (+1.4%) together with train cruise and buses (+1.9%) offset a decline in air arrivals (-3.5%). Over this period, tourism export revenues increased 1.3% year-over-year to reach \$8.1 billion.

International visitors spend more toward food and restaurant services (+3.8%), recreation and entertainment (+2.4%) and non-tourism commodities (souvenir, groceries, clothing, etc., +1.7%), but less toward accommodation (-2.0%) and air transport (-2.5%) using Canadian carriers.

**Tourism Employment:**  
782,600 jobs  
+1.3%

Over the busy summer period of July to September 2018, frontline jobs servicing the visitor economy totaled 782,600 jobs across Canada, up 1.3% year-over-year.

Among the tourism industries, the largest increase in employment directly attributable to tourism were in accommodation (146K, +1.4%), food and beverage services (244k, +0.5%) and recreation and entertainment (76.1K, +0.5%), while transport industries contracted relative to the third quarter of 2017 (88.3k, -1.6%).

**Tourism's share of Canada's GDP**  
2.88%

Over the third quarter of 2018, tourism activities added \$15.6B in value added to the Canadian economy, contributing to 2.9% to the Canadian Gross Domestic Product (GDP) over the summer period of July to September 2018. Between January and September 2018, tourism activities accounted for 2.06% of Canada's GDP, up 0.04 percentage points over same period in 2017.

**Table 1. National Tourism Indicators for the first to the third quarters (q) of 2018.**

	2018q1	y/y	2018q2	y/y	2018q3	y/y	2018 Q1-Q3	y/y
Total Tourism Demand (\$million)	19,436	5.7%	24,526	6.0%	36,821	5.9%	<b>80,783</b>	<b>5.9%</b>
Domestic Demand (\$million)	15,741	5.2%	18,801	7.7%	28,745	7.3%	<b>63,287</b>	<b>6.9%</b>
Tourism Export (\$million)	3,695	7.9%	5,725	0.4%	8,076	1.3%	<b>17,496</b>	<b>2.3%</b>
GDP (\$million)	8,012	6.6%	10,279	6.3%	15,599	5.2%	<b>33,890</b>	<b>5.9%</b>
Tourism GDP Share <sup>1</sup>	1.64%	0.04	2.03%	0.04	2.88%	0.03	<b>2.06%</b>	<b>0.04</b>
Employment (thousand jobs)	722.9	1.5%	745.3	1.1%	782.6	1.3%	<b>750.3</b>	<b>1.3%</b>

<sup>1</sup> Year-over-year change expressed as Percentage-Points