



National Tourism Indicators highlights for 2018 (January to December 2018) as released by Statistics Canada on March 28, 2019

Tourism demand in Canada:
CAD 102 Billion
+5.2%

In 2018, Canadian tourism achieved over \$100 billion in tourism revenues. Visitors allocated 39% on transport expenditures (22% on air transport alone), 14% on accommodation, 16% on food and beverage services and 5% each on recreation and entertainment, as well as travel services.

Tourism Export:
CAD 22.1 Billion
+2.9%

Following another record year in overnight international visitors to Canada (21.1 million tourists), tourism export revenues in Canada totalled \$22.1 billion (+2.9%), which represented a 21.6% share of total tourism demand in the country. While international visitors spent slightly less than Canadians travelling in Canada on transportation (30% share), they spent relatively more on accommodation (25%), food and beverage services (18%), as well as recreation and entertainment (10%).

Domestic Tourism Expenditures:
CAD 80.2 Billion
+5.8%

Domestic tourism expenditures gained 5.8% in 2018. Canadians spent relatively more of their travel budget on transportation (42%), particularly air transport (22%) and vehicle fuel (13%).

Tourism Employment:
739,100 jobs
+0.4%

In 2018, the delivery of services to support tourism activities in Canada employed an average of 739,100 jobs throughout the year. The largest sources of service demand were in the food and beverage industry (235,300 jobs, 32% share of jobs), followed by accommodation (149,400 jobs, 20% share) and transportation (85,500 jobs, 12% share).

Tourism Business Establishments in Canada
217,901
+6.4%

An engine of entrepreneurship, the number of business establishments in the Canadian tourism industries totalled 217,901 at the end of 2018, representing 5.3% of all business establishments in Canada. Over 99.9% of these were small and medium enterprises (SMEs).

Tourism's share of Canada's GDP in 2018:
2.1%

In 2018, tourism generated \$42.4 billion in gross domestic product (GDP), up 5.0% over 2017. Tourism captured a 2.1% share of the total GDP in Canada.

Table 1. National tourism indicators for 2018

	2018	y/y
Total Tourism Demand (\$million)	102,286	5.2%
Domestic Demand (\$million)	80,181	5.8%
Tourism Export (\$million)	22,105	2.9%
Supply (\$million)	240,461	5.6%
GDP (\$million)	42,416	5.0%
Tourism GDP Share ¹	2.1%	0.03
Employment (thousand jobs)	739.1	0.4%
Tourism Implicit Price Index (100=2007q3) ¹	107.2	2.4
Tourism Business Establishments	217,901	6.4%

¹ Annual variance expressed as percentage-points difference

Source: Statistics Canada, **National Tourism Indicators** 2018 custom tables, values expressed in current dollars, Business Register; Destination Canada Research