

National tourism indicators, fourth quarter 2012

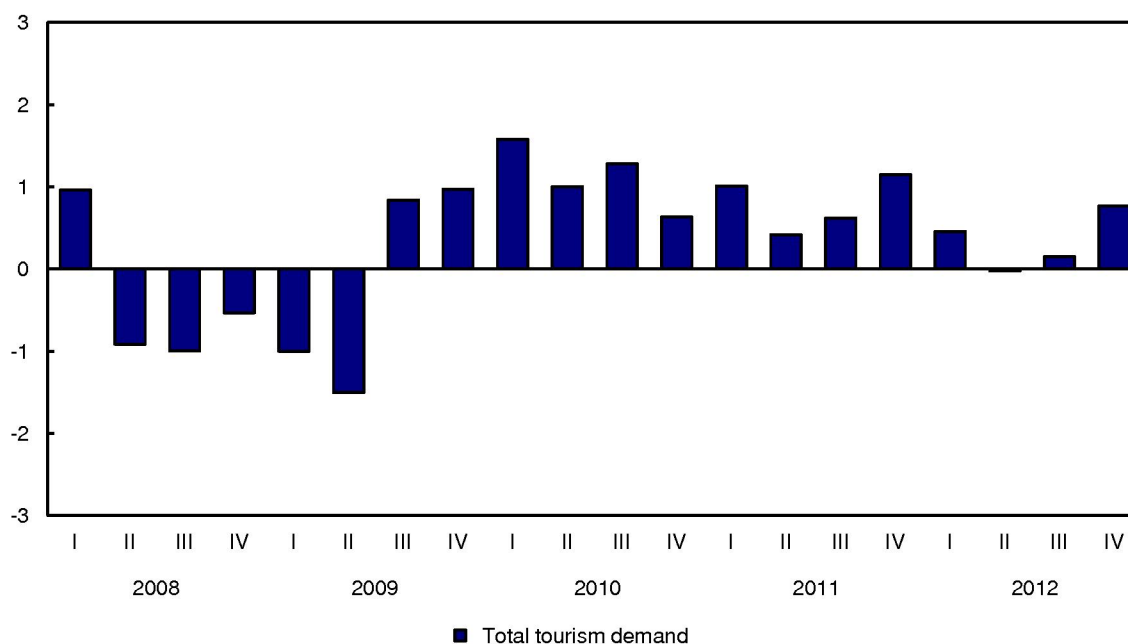
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Tourism spending in Canada rose 0.8% in the fourth quarter, as both spending by Canadians at home and spending by international visitors in Canada increased.

From the second quarter of 2009 to the fourth quarter of 2012, tourism spending in Canada rose 11.4%. Just over half of the increase came from passenger air transport.

Chart 1
Tourism spending in Canada

% change, preceding quarter, adjusted for seasonal variation and price change



Tourism spending by Canadians continues to rise

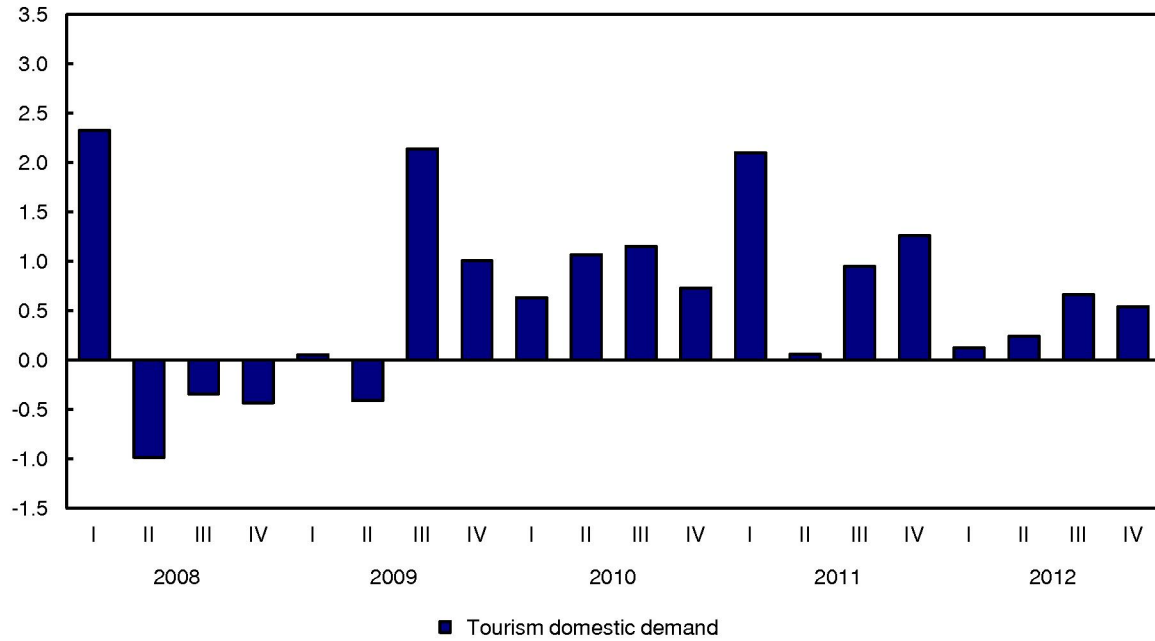
Tourism spending by Canadians at home rose 0.5% in the fourth quarter, continuing an upward trend that began in the third quarter of 2009.

Outlays on most tourism goods and services were up in the fourth quarter, most notably on passenger air transport. Spending on non-tourism items, such as groceries and clothing, was also higher.



Chart 2 Tourism spending by Canadians at home

% change, preceding quarter, adjusted for seasonal variation and price change



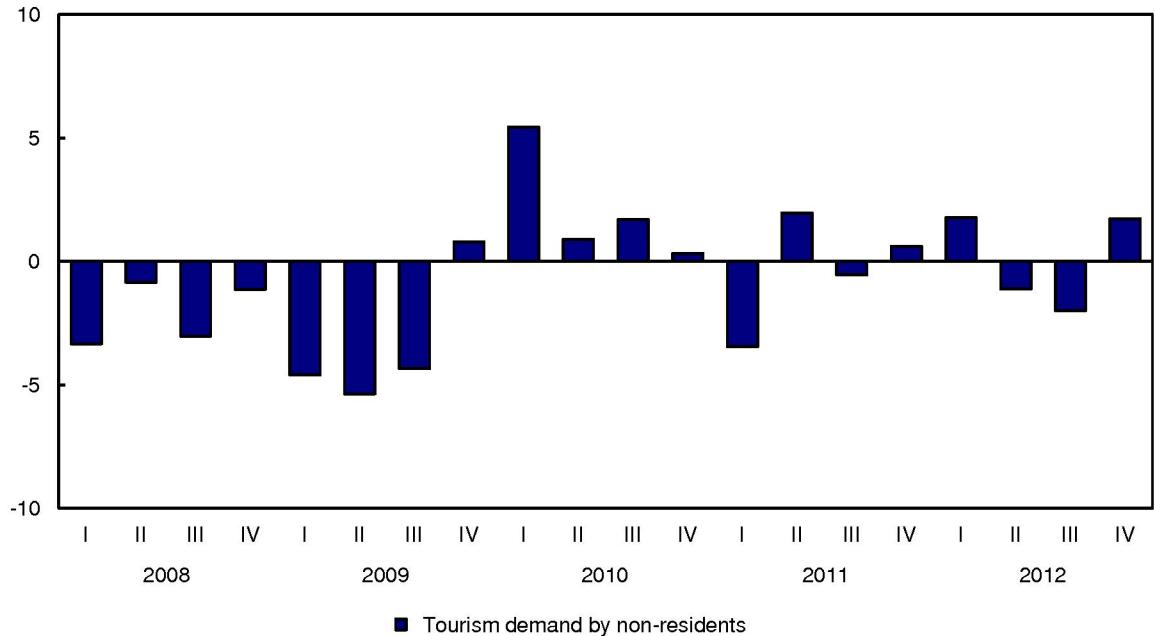
Increased spending by international visitors

Spending by international visitors in Canada rose 1.7% in the fourth quarter, following declines in the previous two quarters. A higher number of overseas visitors contributed to the increase.

Outlays on most tourism goods and services were up, including passenger air transport (+4.1%) and accommodation (+1.4%). Spending on non-tourism items was also higher.

**Chart 3
Tourism spending by international visitors to Canada**

% change, preceding quarter, adjusted for seasonal variation and price change



Tourism gross domestic product expands

Tourism gross domestic product (GDP) grew by 0.6% in the fourth quarter, following increases of 0.2% the previous two quarters. Transportation (+0.9%) had the strongest gain. Tourism GDP in non-tourism industries was also higher.

Tourism employment reached 618,600 jobs, up 0.4% from the previous quarter and continuing an upward trend that began in the third quarter of 2010.

Tourism jobs in the air transportation, accommodation and food and beverage services industries all increased. Tourism jobs in non-tourism industries also rose.

Annual 2012

Tourism spending increased 2.0% in 2012, following a 3.3% gain in 2011.

Outlays by Canadians at home were 2.2% higher, with half of the increase coming from passenger air transport. Spending on food and beverage services, other tourism goods and services and non-tourism items were also higher.

Spending by international visitors in Canada rose 1.0%, on increases in outlays on accommodation, passenger air transport and food and beverage services.

Tourism GDP was up 1.8% in 2012. Most tourism industries posted increases, including transportation (+3.0%), food and beverage services (+2.7%) and accommodation (+1.2%). Tourism GDP in non-tourism industries was also higher.

Tourism employment was up 2.0% to 614,600 jobs. The transportation and food and beverage services industries contributed the most to the overall gain in jobs.

Note to readers

Growth rates of tourism spending and gross domestic product are expressed in real terms (that is, adjusted for price changes) as well as adjusted for seasonal variations, unless otherwise indicated. Employment data are also seasonally adjusted. Associated percentage changes are presented at quarterly rates unless otherwise noted.

With the fourth quarter 2012 release of the National Tourism Indicators (NTI), all data from the first, second and third quarters of 2012 have been revised.

The NTI are funded by the Canadian Tourism Commission.

Table 1
National tourism indicators – Seasonally adjusted

	Fourth quarter 2011	First quarter 2012	Second quarter 2012	Third quarter 2012	Fourth quarter 2012	Third quarter to fourth quarter 2012
	millions of dollars at 2002 prices					% change
Total tourism expenditures						
Tourism demand in Canada	16,946	17,023	17,019	17,044	17,175	0.8
Tourism demand by non-residents	3,279	3,337	3,300	3,234	3,290	1.7
Tourism domestic demand	13,669	13,686	13,719	13,810	13,885	0.5
Transportation						
Tourism demand in Canada	6,717	6,741	6,747	6,756	6,816	0.9
Tourism demand by non-residents	1,003	1,029	1,016	988	1,016	2.8
Tourism domestic demand	5,714	5,712	5,731	5,768	5,800	0.6
Accommodation						
Tourism demand in Canada	2,440	2,461	2,458	2,438	2,454	0.7
Tourism demand by non-residents	774	786	777	765	776	1.4
Tourism domestic demand	1,665	1,675	1,681	1,673	1,678	0.3
Food and beverage services						
Tourism demand in Canada	2,289	2,301	2,311	2,314	2,328	0.6
Tourism demand by non-residents	519	528	523	513	519	1.2
Tourism domestic demand	1,770	1,773	1,788	1,801	1,809	0.4
Other tourism commodities						
Tourism demand in Canada	2,554	2,576	2,551	2,584	2,605	0.8
Tourism demand by non-residents	355	361	359	355	362	2.0
Tourism domestic demand	2,201	2,215	2,192	2,229	2,243	0.6
Other commodities						
Tourism demand in Canada	2,946	2,944	2,952	2,952	2,972	0.7
Tourism demand by non-residents	628	633	625	613	617	0.7
Tourism domestic demand	2,319	2,311	2,327	2,339	2,355	0.7

Available in CANSIM: tables 387-0001 to 387-0003, 387-0008, 387-0010 and 387-0011.

Definitions, data sources and methods: survey number 1910.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).