

National tourism indicators, second quarter 2013

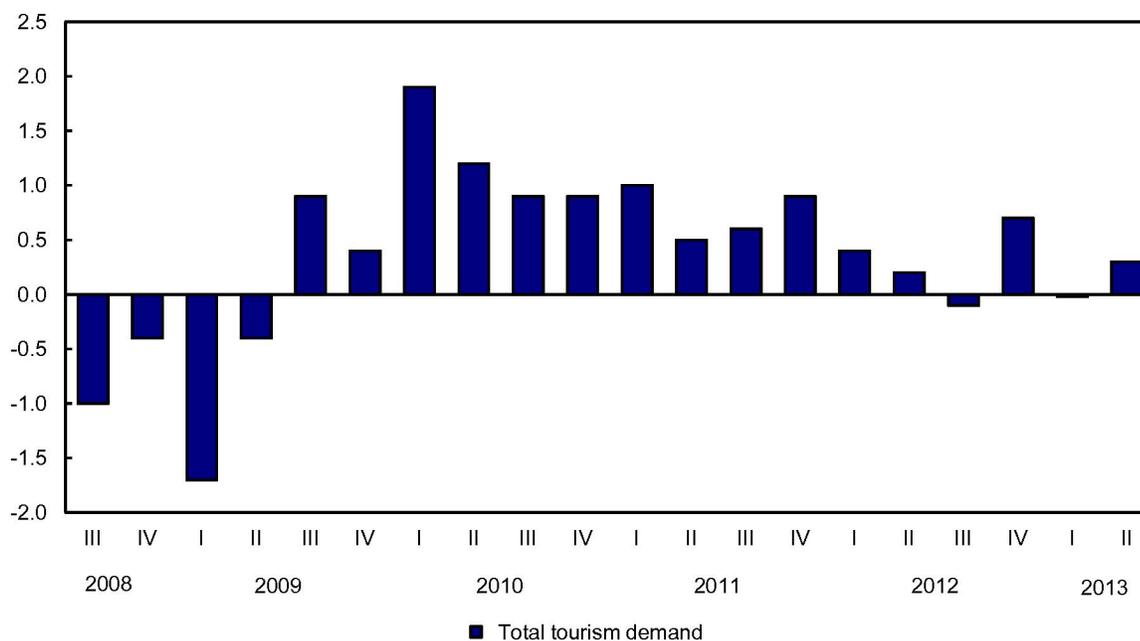
Released at 8:30 a.m. Eastern time in *The Daily*, Friday, September 27, 2013

Tourism spending in Canada increased 0.3% in the second quarter, after edging down in the first quarter. Spending by Canadians at home and by international visitors in Canada were both higher.

Tourism demand has slowed recently. From the third quarter of 2009 to the fourth quarter of 2011, tourism spending increased an average of 0.9% per quarter. Since then, it has grown 0.2% on a quarterly basis.

Chart 1
Tourism spending in Canada increases

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



Increase in tourism spending by Canadians at home

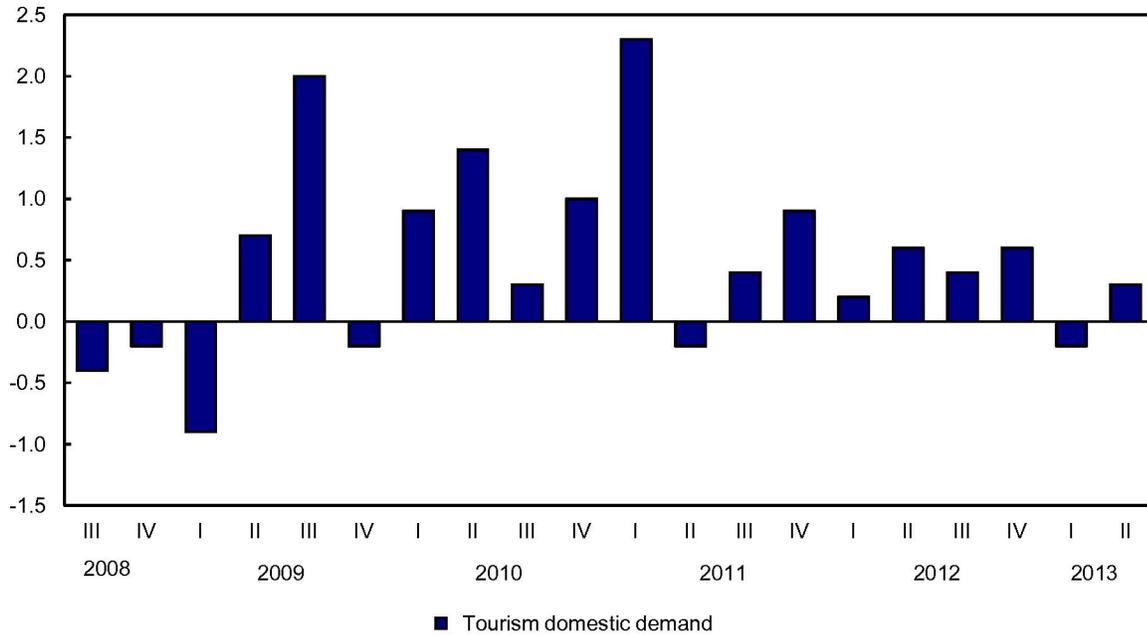
Tourism spending by Canadians at home rose 0.3% in the second quarter, following a 0.2% decline in the previous quarter.

Spending on most tourism goods and services increased, including food and beverage services (+1.4%), vehicle fuel (+1.0%) and pre-trip expenditures (+1.6%). Spending on non-tourism goods and services, such as clothing and alcohol bought in stores, was also higher. However, air transportation and accommodation were both lower.



Chart 2
Increase in tourism spending by Canadians at home

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



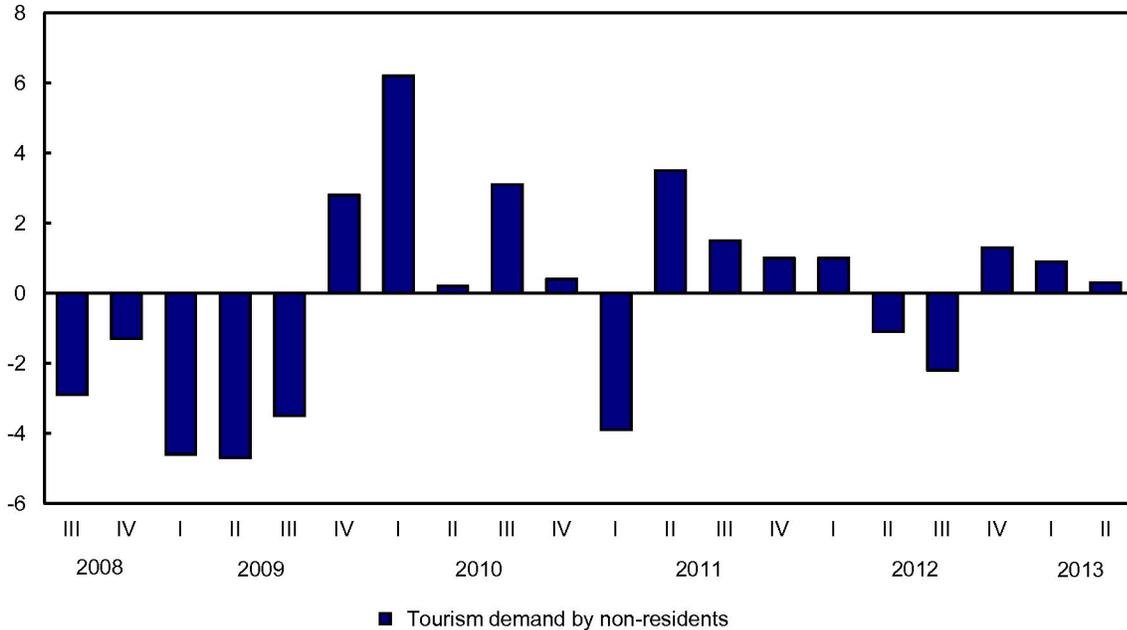
Spending by international visitors up again

Spending by international visitors in Canada rose 0.3% in the second quarter, the third consecutive quarterly gain. Increased plane travel from abroad contributed to the spending gains.

Outlays on most tourism goods and services increased, most notably air transportation (+1.5%). Spending on vehicle fuel (-2.2%) and non-tourism goods and services (-0.6%) were lower, as car travel from the United States was down.

Chart 3
Tourism spending by international visitors up

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



Tourism gross domestic product expands

Tourism gross domestic product (GDP) expanded 0.5% in the second quarter, following a modest increase in the first quarter. Tourism GDP rose for all industries except transportation, which edged down 0.1%.

Tourism employment was up 0.5%, mostly on job gains in the food and beverage services industry (+1.8%). Accommodation was also higher, while air transportation and other tourism industries were lower. Tourism jobs in non-tourism industries increased 0.3%.

Tourism employment has been more robust than tourism spending, averaging gains of 0.5% over the last four quarters.

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 second quarter release of the National Tourism Indicators, all data from the first quarter have been revised.

National Tourism Indicators are funded by the Canadian Tourism Commission.

Table 1
National tourism indicators – Seasonally adjusted

	Second quarter 2012	Third quarter 2012	Fourth quarter 2012	First quarter 2013	Second quarter 2013	First quarter to second quarter 2013
	millions of dollars at 2007 prices					% change
Total tourism expenditures						
Tourism demand in Canada	18,755	18,728	18,861	18,858	18,916	0.3
Tourism demand by non-residents	3,872	3,785	3,833	3,867	3,879	0.3
Tourism domestic demand	14,883	14,943	15,028	14,991	15,037	0.3
Transportation						
Tourism demand in Canada	7,411	7,380	7,462	7,375	7,382	0.1
Tourism demand by non-residents	1,223	1,189	1,221	1,232	1,245	1.1
Tourism domestic demand	6,188	6,191	6,241	6,143	6,137	-0.1
Accommodation						
Tourism demand in Canada	2,775	2,759	2,765	2,786	2,784	-0.1
Tourism demand by non-residents	921	906	916	926	927	0.1
Tourism domestic demand	1,854	1,853	1,849	1,860	1,857	-0.2
Food and beverage services						
Tourism demand in Canada	2,598	2,591	2,598	2,614	2,643	1.1
Tourism demand by non-residents	623	614	619	625	626	0.2
Tourism domestic demand	1,975	1,977	1,979	1,989	2,017	1.4
Other tourism commodities						
Tourism demand in Canada	2,894	2,910	2,919	2,936	2,953	0.6
Tourism demand by non-residents	445	433	441	449	450	0.2
Tourism domestic demand	2,449	2,477	2,478	2,487	2,503	0.6
Other commodities						
Tourism demand in Canada	3,077	3,088	3,117	3,147	3,154	0.2
Tourism demand by non-residents	660	643	636	635	631	-0.6
Tourism domestic demand	2,417	2,445	2,481	2,512	2,523	0.4

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

Definitions, data sources and methods: survey number 1910.

The [System of national economic accounts](#) module, accessible from the *Browse by key resource* module of our website, features an up-to-date portrait of national and provincial economies and their structure.

For more information on the 2009 to 2012 revisions to the National Tourism Indicators, refer to the *Latest Developments in the Canadian Economic Accounts (13-605-X)*.

Data on the National tourism indicators for the third quarter will be released on January 9, 2014.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).