

National tourism indicators, first quarter 2014

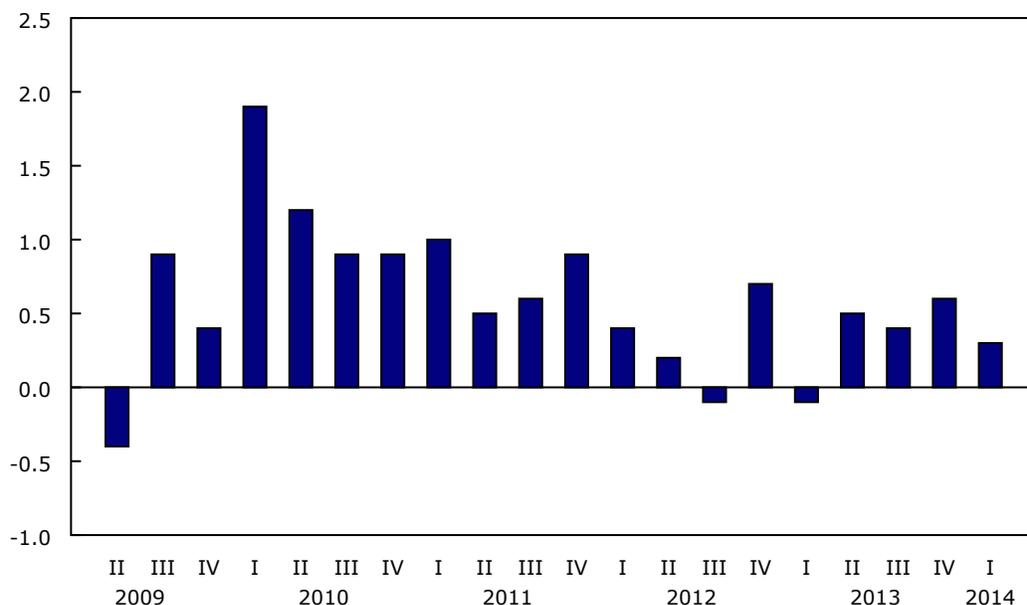
Released at 8:30 a.m. Eastern time in *The Daily*, Friday, June 27, 2014

Tourism spending in Canada rose 0.3% in the first quarter, the smallest rate of growth since the first quarter of 2013.

A 2.4% decline in tourism spending by international visitors in Canada, the largest since the first quarter of 2011, contributed to the deceleration.

Chart 1
Tourism spending in Canada increases at a slower pace

% change, preceding quarter



Note(s): Data are adjusted for seasonal variation and price change.

Canadian tourists continue to spend at home

Tourism spending by Canadians at home rose 0.9% in the first quarter, the largest rate of growth since the fourth quarter of 2011.

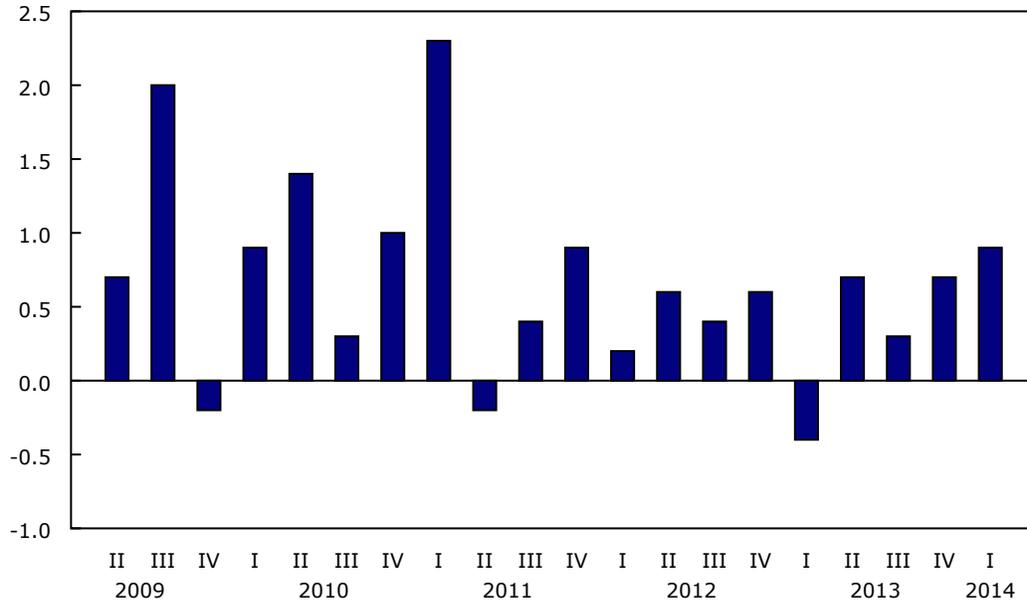
Outlays on most tourism goods and services were up, with accommodation (+2.8%) and fuel (+1.8%) contributing the most to the increase. Tourism spending on non-tourism goods and services, including groceries and clothing, rose 0.9%.

Conversely, spending on food and beverage services (-0.3%) as well as recreation and entertainment (-0.7%) declined.



Chart 2
Increased tourism spending by Canadians at home

% change, preceding quarter



Note(s): Data are adjusted for seasonal variation and price change.

Spending by international visitors declines

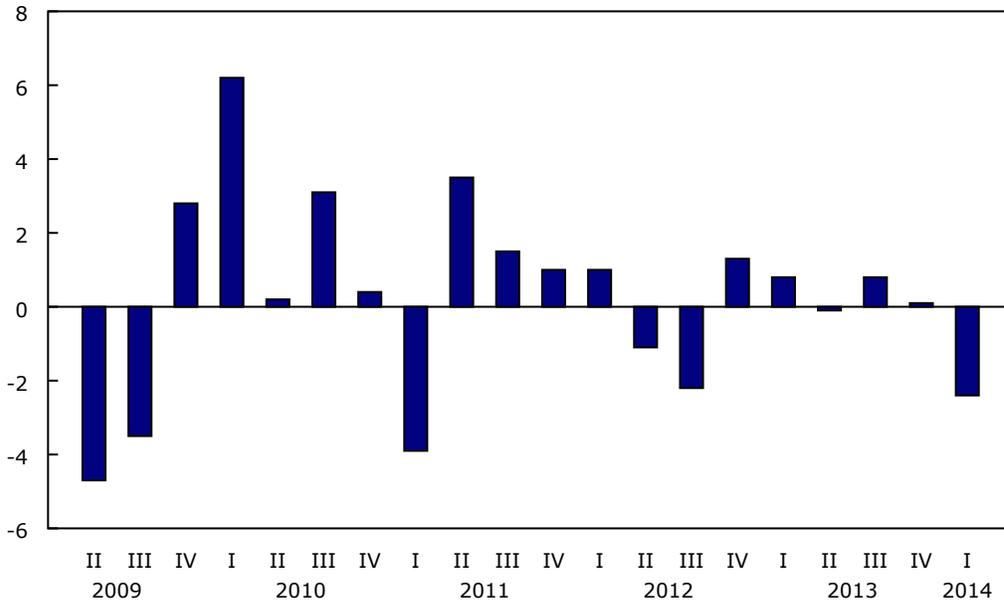
Spending by international visitors in Canada fell 2.4% in the first quarter, the largest decline since the first quarter of 2011.

Visitors to Canada spent less on most tourism goods and services, with passenger air transport (-4.3%) and accommodation (-1.4%) contributing the most to the weaker outlays. Spending on non-tourism goods and services (-3.7%) was also lower.

A decrease in travel played a role in the decline in spending by international visitors in Canada. Both same-day and overnight travel from the United States were lower in the first quarter.

Chart 3
Tourism spending by international visitors down

% change, preceding quarter



Note(s): Data are adjusted for seasonal variation and price change.

Tourism gross domestic product expands

Tourism gross domestic product (GDP) grew by 0.3% in the first quarter, continuing an upward trend that began in the third quarter of 2009. By comparison, the national GDP also increased 0.3% in the first quarter.

The accommodation industry (+1.7%) was the largest contributor to the overall growth. Tourism GDP in non-tourism industries (+0.3%) was also higher, while transportation, food and beverage services as well as other tourism industries (which include recreation and entertainment as well as travel services) declined.

Tourism employment rose for the eighth consecutive month, edging up 0.1% to 621,700 jobs in the first quarter.

Increases in tourism jobs in accommodation (+0.7%) and air transportation (+0.7%) industries more than offset declines in travel services (-0.5%), recreation and entertainment (-0.4%) and food and beverage services (-0.3%) industries.

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 first quarter of 2014 release of the National tourism indicators, all data from the first quarter to the fourth quarter of 2013 have been revised. More information on the revision will be published in an article in the [Latest Developments in the Canadian Economic Accounts](#) in September 2014. Revised data can be obtained from CANSIM.

The National tourism indicators are funded by the Canadian Tourism Commission.

Table 1
National tourism indicators – Seasonally adjusted

	First quarter 2013	Second quarter 2013	Third quarter 2013	Fourth quarter 2013	First quarter 2014	Fourth quarter 2013 to first quarter 2014
	millions of dollars at 2007 prices					% change
Total tourism expenditures						
Tourism demand in Canada	18,838	18,933	19,006	19,111	19,159	0.3
Tourism demand by non-residents	3,863	3,860	3,892	3,897	3,805	-2.4
Tourism domestic demand	14,975	15,073	15,114	15,214	15,354	0.9
Transportation						
Tourism demand in Canada	7,384	7,394	7,429	7,545	7,562	0.2
Tourism demand by non-residents	1,228	1,239	1,250	1,247	1,204	-3.4
Tourism domestic demand	6,156	6,155	6,179	6,298	6,358	1.0
Accommodation						
Tourism demand in Canada	2,777	2,807	2,826	2,809	2,849	1.4
Tourism demand by non-residents	929	924	931	938	925	-1.4
Tourism domestic demand	1,848	1,883	1,895	1,871	1,924	2.8
Food and beverage services						
Tourism demand in Canada	2,614	2,642	2,657	2,654	2,639	-0.6
Tourism demand by non-residents	627	625	630	636	628	-1.3
Tourism domestic demand	1,987	2,017	2,027	2,018	2,011	-0.3
Other tourism commodities						
Tourism demand in Canada	2,943	2,965	2,959	2,946	2,951	0.2
Tourism demand by non-residents	446	443	445	449	444	-1.1
Tourism domestic demand	2,497	2,522	2,514	2,497	2,507	0.4
Other commodities						
Tourism demand in Canada	3,120	3,125	3,135	3,157	3,158	0.0
Tourism demand by non-residents	633	629	636	627	604	-3.7
Tourism domestic demand	2,487	2,496	2,499	2,530	2,554	0.9

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 macroeconomic 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.

Data on the National tourism indicators for the second quarter will be released on September 26.

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).