

National tourism indicators, third quarter 2019

Released at 8:30 a.m. Eastern time in *The Daily*, Thursday, January 9, 2020

Tourism spending in Canada edged down 0.2% in the third quarter following a 0.6% gain in the second quarter.

The decline was led by lower transportation spending by Canadians in Canada, while spending by international visitors was flat.

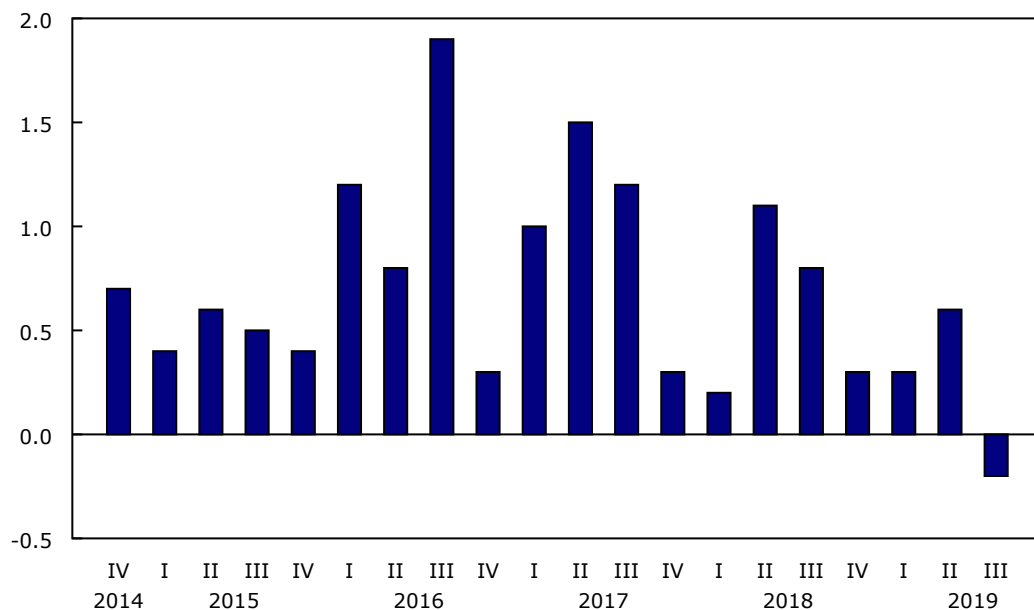
Tourism gross domestic product (GDP) edged down 0.1% in the third quarter, following a 1.0% increase in the second quarter. Economy-wide GDP grew 0.3% on strong business investment. Tourism GDP was affected by declines in the transportation (-0.6%) and non-tourism (-0.4%) industries, which more than offset a 1.0% increase in the accommodation industry.

Meanwhile, employment attributable to tourism grew 0.4%, following a 0.2% gain in the second quarter. Growth was largely due to more tourism jobs in the air transportation (+2.9%) and accommodation (+1.0%) industries. Overall employment in Canada grew 0.2% in the third quarter.

Tourism represented 2.0% of GDP and 3.9% of the Canadian workforce in the third quarter.

Chart 1
Tourism spending in Canada edges down

% change, preceding quarter



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

Source(s): Table [36-10-0230-01](#).

Tourism spending by Canadians edges down

Tourism spending by Canadians in Canada edged down 0.3% in the third quarter, following a 0.2% increase in the second quarter. Tourism spending by Canadians accounted for roughly 80% of total tourism spending in Canada.



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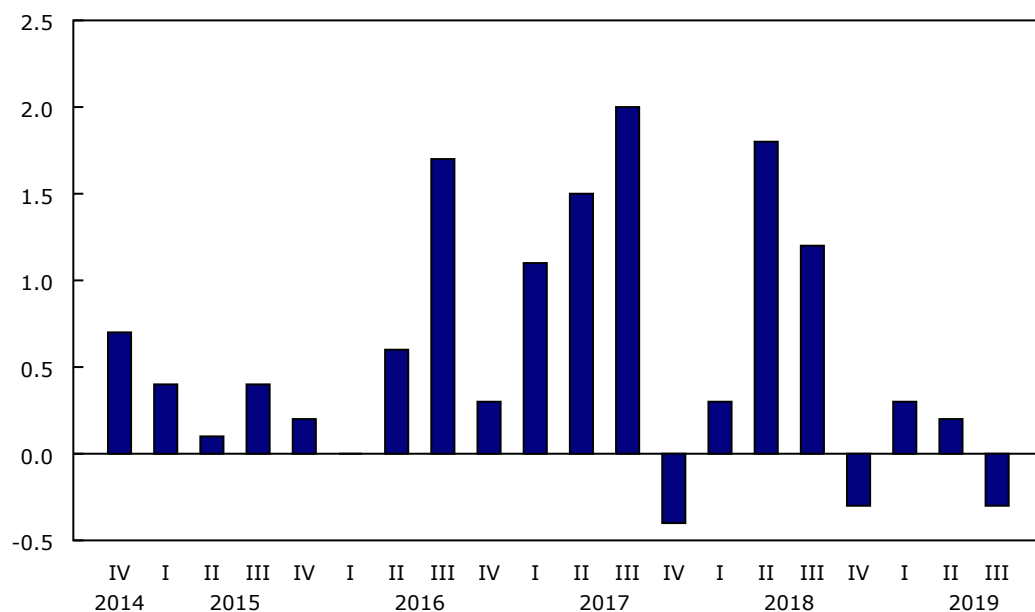
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Lower spending on passenger air transport (-0.9%), vehicle repairs and parts (-3.2%), and food and beverage services (-0.5%) contributed to the decline.

Chart 2 Tourism spending by Canadians in Canada declines

% change, preceding quarter



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

Source(s): Table [36-10-0230-01](#).

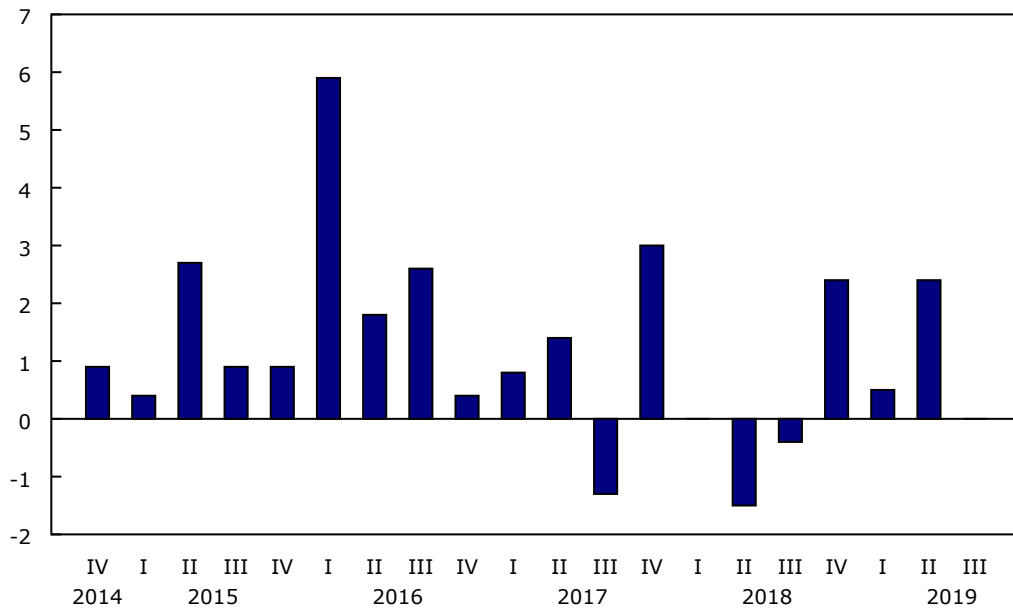
Spending by international visitors is unchanged

Tourism spending by international visitors to Canada was unchanged in the third quarter, following a 2.4% increase in the previous quarter.

Higher spending on accommodation (+1.1%) was offset by lower spending on passenger air transport (-1.3%). Both air travel from abroad and same-day car travel from the United States decreased in the third quarter.

Chart 3
Tourism spending by international visitors in Canada unchanged

% change, preceding quarter



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

Source(s): Table [36-10-0230-01](#).

Sustainable development goals

On January 1, 2016, the world officially began implementing the [2030 Agenda for Sustainable Development](#)—the United Nations' transformative plan of action that addresses urgent global challenges over the next 15 years. The plan is based on 17 specific sustainable development goals.

The national tourism indicators are an example of how Statistics Canada supports the reporting on the global goals for sustainable development. This release will be used in helping to measure the following goal:



Note to readers

Growth rates for tourism spending and gross domestic product (GDP) are expressed in real terms (that is, adjusted for price changes), using reference year 2012, as well as adjusted for seasonal variations, unless otherwise indicated. Employment data are also seasonally adjusted. Tourism's share of economy-wide GDP is calculated from seasonally adjusted nominal values. Tourism's share of economy-wide employment is calculated using seasonally adjusted values. For information on seasonal adjustment, see [Seasonally adjusted data – Frequently asked questions](#).

Associated percentage changes are presented at quarterly rates unless otherwise noted.

Economy-wide GDP is obtained from table [36-10-0104-01](#). Economy-wide employment is obtained from table [36-10-0207-01](#).

With the third quarter of 2019 release of the national tourism indicators, all data for the first and second quarters have been revised.

The national tourism indicators are funded by Destination Canada.

Next release

Data on the national tourism indicators for the fourth quarter of 2019 will be released on March 31, 2020.

Table 1
National tourism indicators – Seasonally adjusted

	Third quarter 2018	Fourth quarter 2018	First quarter 2019	Second quarter 2019	Third quarter 2019	Second quarter to third quarter 2019
	millions of dollars at 2012 constant prices					% change
Total tourism expenditures						
Tourism demand in Canada	23,976	24,038	24,122	24,277	24,227	-0.2
Tourism demand by non-residents	4,977	5,094	5,122	5,245	5,246	0.0
Tourism domestic demand	18,999	18,944	19,000	19,032	18,981	-0.3
Transportation						
Tourism demand in Canada	10,056	10,064	10,097	10,133	10,066	-0.7
Tourism demand by non-residents	1,603	1,622	1,639	1,678	1,664	-0.8
Tourism domestic demand	8,453	8,442	8,458	8,455	8,402	-0.6
Accommodation						
Tourism demand in Canada	3,241	3,262	3,311	3,373	3,402	0.9
Tourism demand by non-residents	1,139	1,172	1,185	1,225	1,238	1.1
Tourism domestic demand	2,102	2,090	2,126	2,148	2,164	0.7
Food and beverage services						
Tourism demand in Canada	3,648	3,658	3,648	3,669	3,657	-0.3
Tourism demand by non-residents	855	884	885	906	908	0.2
Tourism domestic demand	2,793	2,774	2,763	2,763	2,749	-0.5
Other tourism commodities						
Tourism demand in Canada	3,339	3,372	3,370	3,402	3,403	0.0
Tourism demand by non-residents	566	583	584	595	596	0.2
Tourism domestic demand	2,773	2,789	2,786	2,807	2,807	0.0
Other commodities						
Tourism demand in Canada	3,692	3,682	3,696	3,700	3,699	-0.0
Tourism demand by non-residents	814	833	829	841	840	-0.1
Tourism domestic demand	2,878	2,849	2,867	2,859	2,859	0.0

Source(s): Table [36-10-0230-01](#).

Available tables: [36-10-0230-01](#) to [36-10-0235-01](#) .

Definitions, data sources and methods: survey number [1910](#).

The data visualization product "[Provincial and Territorial Tourism Satellite Account](#)," which is part of *Statistics Canada – Data Visualization Products* ([71-607-X](#)), is available.

The [Economic accounts statistics](#) portal, accessible from the *Subject* module of our website, features an up-to-date portrait of national and provincial economies and their structure.

The *Latest Developments in the Canadian Economic Accounts* ([13-605-X](#)) is available.

The *User Guide: Canadian System of Macroeconomic Accounts* ([13-606-G](#)) is available.

The *Methodological Guide: Canadian System of Macroeconomic Accounts* ([13-607-X](#)) is available.

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; STATCAN.infostats-infostats.STATCAN@canada.ca) or Media Relations (613-951-4636; STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca).