

National tourism indicators, third quarter 2021

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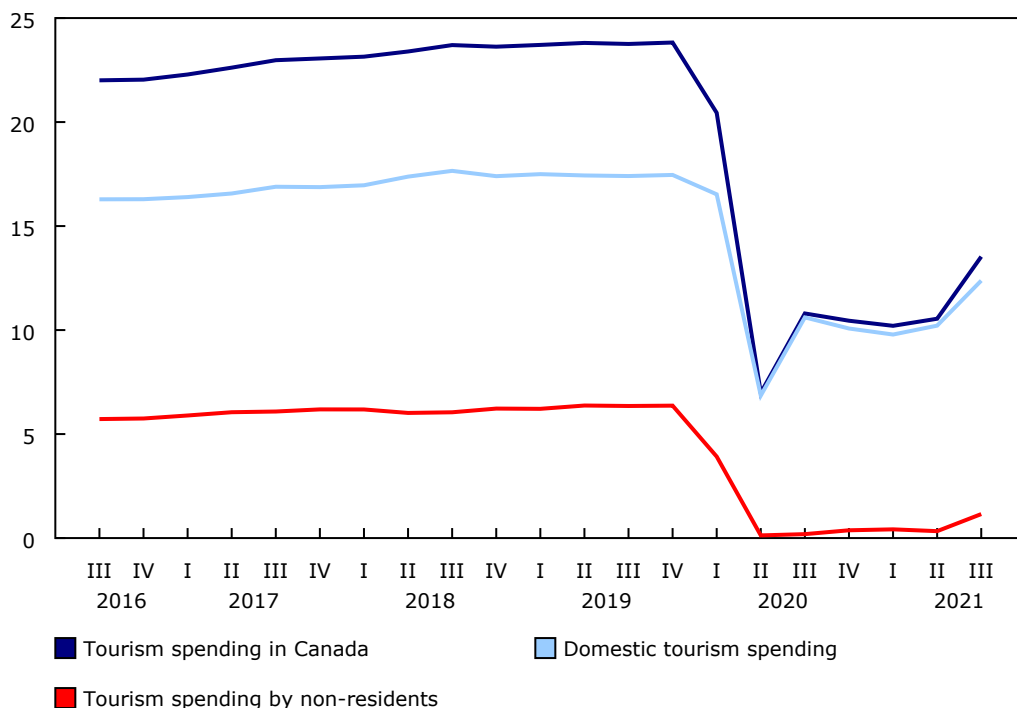
Tourism spending in Canada (+28.3%) rose in the third quarter following a 3.3% increase in the previous quarter. Tourism gross domestic product (GDP) (+31.1%) and employment attributable to tourism (+17.9%) also rose in the third quarter.

Growth in tourism-related activity occurred as pandemic restrictions eased throughout the third quarter and the number of people with two doses of an approved COVID-19 vaccine doubled from the beginning of July to the end of September. Fully vaccinated travellers from the United States were allowed entry into Canada for non-essential travel beginning on August 9, 2021, while the remainder of international discretionary travellers were allowed entry on September 7.

Passenger air transport (+156.0%) was the largest contributor to growth in tourism spending, accounting for nearly one-third of the growth in the quarter. Food and beverage services (+35.8%), accommodation (+27.0%) and recreation and entertainment (+69.3%) also contributed to growth in the third quarter. Despite the increases, tourism spending in Canada was 43.2% lower than the pre-pandemic levels seen in the fourth quarter of 2019.

Chart 1 Tourism spending rises

billions of 2012 constant dollars



Note(s): Data are adjusted for seasonal variations and price changes.

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



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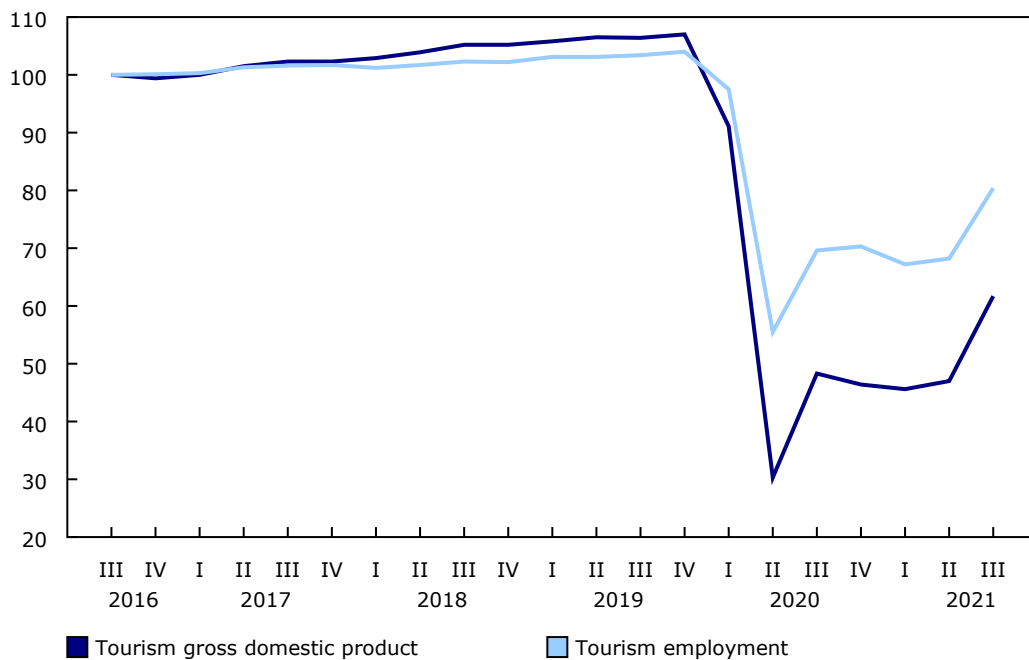
Canada

Tourism GDP grew 31.1% in the third quarter, following a 3.1% increase in the second quarter. Transportation (+113.0%) and accommodation (+31.9%) were the greatest contributors to the rise in tourism GDP. Economy-wide GDP (+1.3%) grew at a slower pace, causing tourism's share of GDP to increase from 0.8% in the second quarter to 1.1% in the third quarter.

Employment attributable to tourism increased 17.9% in the third quarter, following a 1.5% increase in the previous quarter. The number of tourism jobs in food and beverage services (+27.8%), recreation and entertainment (+36.6%) and accommodation (+19.4%) contributed to the increase, while travel services declined 1.2%. Overall, total employment in Canada increased 3.0% in the third quarter, resulting in tourism's share of employment growing 0.4 percentage points to 2.8% in the third quarter.

Chart 2
Tourism gross domestic product and jobs attributable to tourism increase

index (third quarter 2016=100)



Note(s): Data are adjusted for seasonal variations. Tourism gross domestic product is adjusted for price changes.
Source(s): Tables [36-10-0234-01](#) and [36-10-0232-01](#).

Tourism spending in Canada by Canadians increases

Tourism spending in Canada by Canadians increased 21.2% in the third quarter, following a 4.4% increase in the previous quarter. Domestic spending on passenger air transport (+155.2%), food and beverage services (+29.7%) and recreation and entertainment (+62.3%) contributed most to the increase.

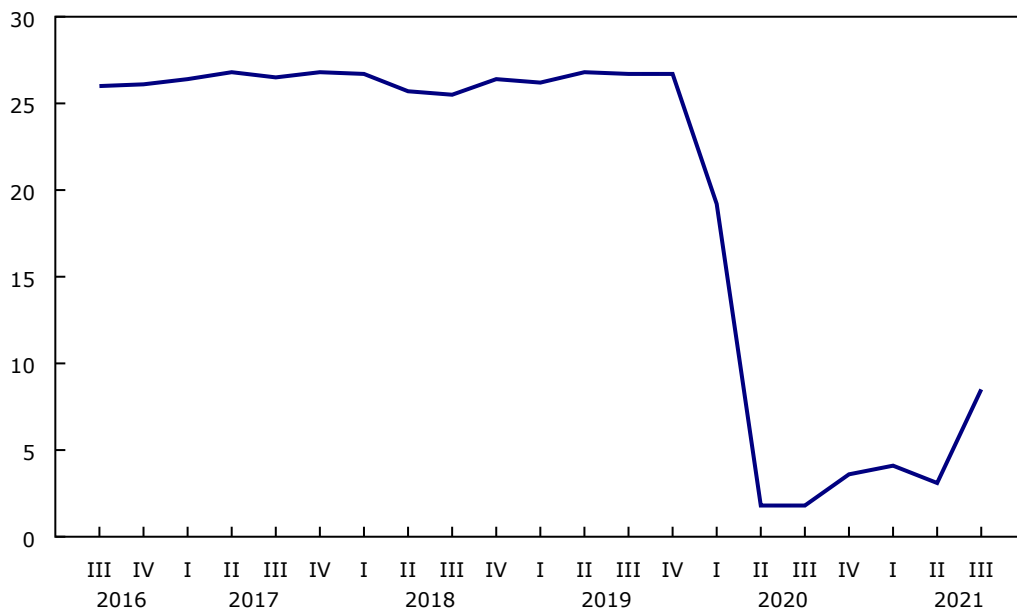
The share of domestic spending to total spending was 91.5% in the third quarter. Although 5.4 percentage points lower than the previous quarter, the share of domestic tourism spending still remains above the pre-pandemic share of 73.3% observed in the fourth quarter of 2019.

Spending by international visitors more than triples

Tourism spending by international visitors to Canada increased 247.3% in the third quarter, following a 20.8% decline in the second quarter. Fully vaccinated travellers from the United States were allowed entry as of August 9, 2021 (approximately halfway through the quarter), while the remainder of fully vaccinated international travellers were allowed entry as of September 7. Overnight travel from the United States increased sixfold, while overnight travel from countries other than the United States more than doubled. Despite the strong growth in the third quarter, spending by international visitors was 81.9% lower than pre-pandemic levels observed in the fourth quarter of 2019.

Chart 3 Share of tourism spending in Canada by international visitors rises

%, non-residents' share of tourism demand



Note(s): Data are adjusted for seasonal variations and price changes.
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:

8 DECENT WORK AND
ECONOMIC GROWTH



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, and are adjusted for seasonal variations, unless otherwise indicated.

Employment data are also seasonally adjusted.

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](#). Overnight travel is obtained from table [24-10-0043-01](#).

Non-tourism industries, also referred to as other industries, are industries that would continue to exist in the absence of tourism. For example, the crop production and petroleum refineries industries produce products purchased by tourists. However, neither industry would cease to exist in the absence of tourism. Tourism GDP takes into account the production of these products purchased by tourists.

Non-tourism products, also referred to as other products, are products for which a significant part of its total demand in Canada does not come from visitors, such as groceries, clothing and alcohol bought in stores.

With the third quarter 2021 release of the national tourism indicators, all data from the first and second quarters have been revised.

Revisions over the 2020 to 2021 period are expected to be higher than normal because of the volatile economic situation, particularly for the tourism sector.

The national tourism indicators are funded by Destination Canada.

Next release

Data on the national tourism indicators for the fourth quarter of 2021 will be released on March 30, 2022.

Table 1
National tourism indicators – Seasonally adjusted

	Third quarter 2020	Fourth quarter 2020	First quarter 2021	Second quarter 2021	Third quarter 2021	Second quarter to third quarter 2021
	millions of dollars at 2012 constant prices					% change
Total tourism expenditures						
Tourism demand in Canada	10,798	10,449	10,204	10,545	13,530	28.3
Tourism demand by non-residents	189	374	419	332	1,153	247.3
Tourism domestic demand	10,609	10,075	9,785	10,213	12,377	21.2
Transportation						
Tourism demand in Canada	2,938	2,998	2,808	2,949	4,206	42.6
Tourism demand by non-residents	53	114	125	98	283	188.8
Tourism domestic demand	2,885	2,884	2,683	2,851	3,923	37.6
Accommodation						
Tourism demand in Canada	1,957	1,899	1,944	1,977	2,511	27.0
Tourism demand by non-residents	59	121	135	105	444	322.9
Tourism domestic demand	1,898	1,778	1,809	1,872	2,067	10.4
Food and beverage services						
Tourism demand in Canada	1,894	1,680	1,691	1,770	2,404	35.8
Tourism demand by non-residents	19	42	47	38	157	313.2
Tourism domestic demand	1,875	1,638	1,644	1,732	2,247	29.7
Other tourism commodities						
Tourism demand in Canada	2,261	2,175	2,102	2,170	2,550	17.5
Tourism demand by non-residents	13	30	34	25	92	268.0
Tourism domestic demand	2,248	2,145	2,068	2,145	2,458	14.6
Other commodities						
Tourism demand in Canada	1,748	1,697	1,659	1,679	1,859	10.7
Tourism demand by non-residents	45	67	78	66	177	168.2
Tourism domestic demand	1,703	1,630	1,581	1,613	1,682	4.3

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 *Subjects* module of the Statistics Canada 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; infostats@statcan.gc.ca) or Media Relations (statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca).