

National tourism indicators, second quarter 2023

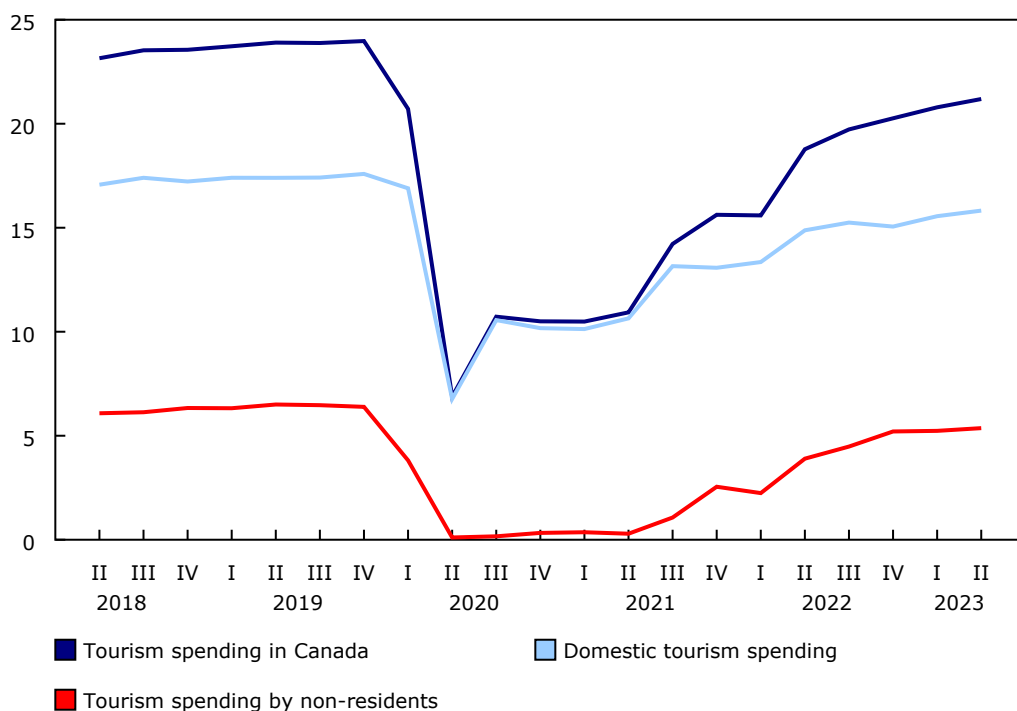
Released at 8:30 a.m. Eastern time in *The Daily*, Thursday, September 28, 2023

Tourism spending in Canada grew 1.9% in the second quarter, following a 2.6% increase in the first quarter. Tourism gross domestic product (GDP) (+1.2%) and jobs attributable to tourism (+1.3%) also rose in the second quarter.

The growth in tourism spending was mainly the result of an increase in passenger air transport (+6.8%). The rise was partially offset by a 6.9% decline in pre-trip expenses, such as recreational vehicles, pleasure crafts and camping equipment.

Chart 1
Tourism spending increases

billions of 2012 constant dollars



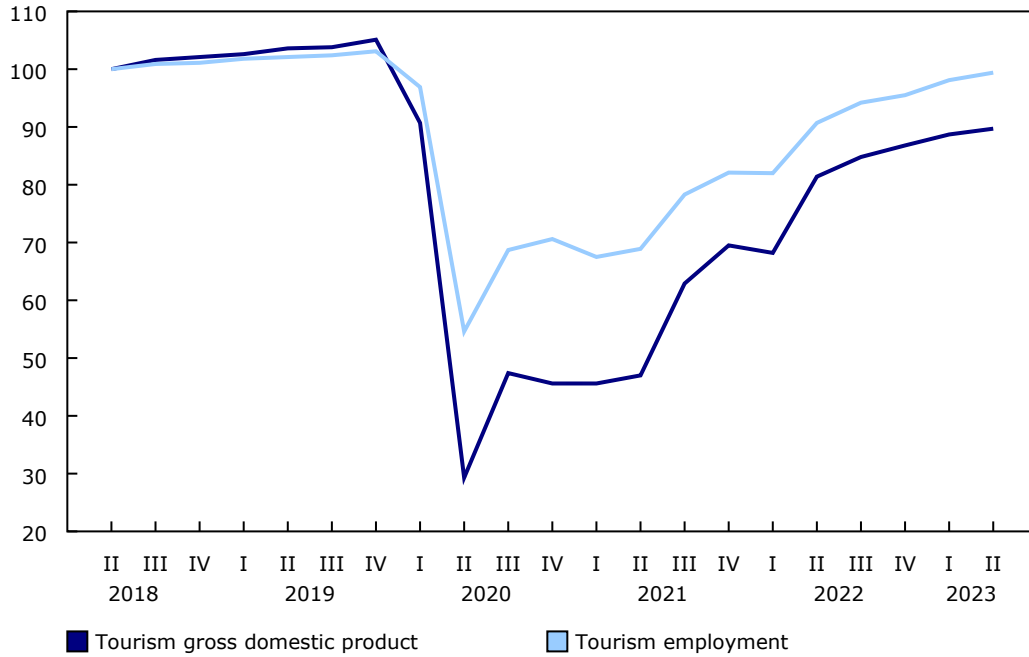
Note(s): Data are adjusted for seasonal variations and price changes.
Source(s): Table 36-10-0230-01.

Tourism GDP grew 1.2% in the second quarter, following a 2.2% increase in the previous quarter. Transportation services (+5.0%) contributed the most to the growth in tourism GDP and was partially offset by a decline in accommodation services (-0.6%). With economy-wide GDP flat in the second quarter, tourism's share of GDP increased to 1.70%.

Employment attributable to tourism rose 1.3% in the second quarter, following a 2.8% increase in the previous quarter. Employment in accommodation (+2.0%) and air transportation (+3.1%) services were the largest contributors to growth in the second quarter. Tourism's share of employment increased to 3.35%, while overall employment in Canada rose 0.1%.

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

index (second quarter 2018=100)



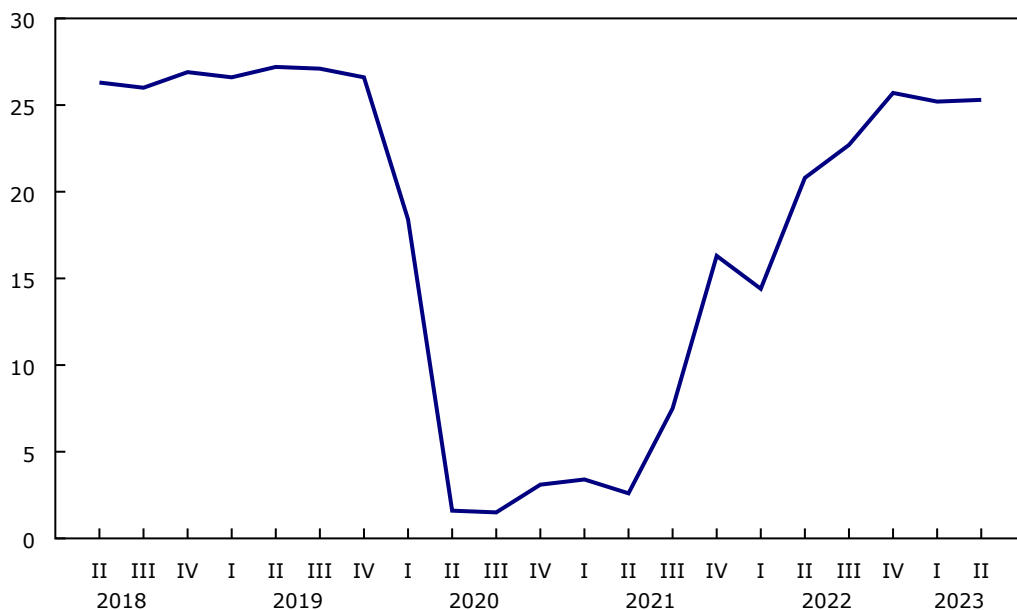
Note(s): Data are adjusted for seasonal variations. Tourism gross domestic product is adjusted for price changes.
Source(s): Tables [36-10-0234-01](#) and [36-10-0232-01](#).

Tourism spending by international visitors increases

Tourism spending in Canada by international visitors was up 2.5% in the second quarter, following a 0.6% increase in the previous quarter. Passenger air transport (+4.0%) and accommodation services (+2.4%) were the main contributors to the quarter's increase.

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

non-residents' share of tourism demand (%)



Note(s): Data are adjusted for seasonal variations and price changes.
Source(s): Table [36-10-0230-01](#).

Tourism spending in Canada by Canadians also increases

Tourism spending in Canada by Canadians increased 1.7% in the second quarter. Domestic spending on passenger air transport (+7.5%) was the main contributor to growth, which was moderated by lower spending on pre-trip expenses (-6.9%) and on accommodation services (-2.6%).

Government revenue attributable to tourism increases in 2022

Tourism is an important source of revenue for all levels of government, having contributed \$26.7 billion to government revenue in 2022, up 37.4% from 2021. Growth in 2022 was fuelled by a 61.1% rise in tourism demand, as the sector continued to recover from the declines in 2020.

Taxes on products sold to final consumers (\$13.9 billion), such as the goods and services tax and the harmonized sales tax, were the largest source of government revenue attributable to tourism in 2022, followed by corporate and individual income tax (\$6.9 billion).

Federal, provincial and territorial governments collected 94.5% of the government revenue generated by tourism. The remainder was collected by municipal and Aboriginal general governments. Domestic tourism spending accounted for the majority (79.2%) of this revenue, with the remainder coming from tourism exports. Revenues attributable to tourism exports rose 238.0% in 2022, reflecting the sharp rebound in tourism spending by international visitors in Canada that year.

Every \$100 spent by resident visitors generated, on average, \$28.56 in government revenue in 2022, down from \$33.30 in 2021. Non-resident visitors generated \$28.09 in revenue for every \$100 spent in 2022, down from \$34.33 the previous year. Overall, every \$100 in tourism spending generated \$28.46 in government revenue, down 14.8% from 2021. The declines in overall revenue per \$100 in tourism spending resulted in amounts closer to those observed in 2019 (\$26.92), prior to the COVID-19 pandemic.

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

With the second quarter 2023 release of the National Tourism Indicators, data have been revised for the first quarter of 2023. Government revenue attributable to tourism for reference years 2012 to 2021 have also been revised.

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.

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

Government revenue attributable to tourism is expressed in nominal terms.

For information on seasonal adjustment, see [Seasonally adjusted data – Frequently asked questions](#).

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

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 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.

The national tourism indicators are funded by Destination Canada.

Next release

Data on the national tourism indicators for the third quarter of 2023 will be released on January 5, 2024.

Table 1
National tourism indicators – Seasonally adjusted

	Second quarter 2022	Third quarter 2022	Fourth quarter 2022	First quarter 2023	Second quarter 2023	First quarter to second quarter 2023
	millions of dollars at 2012 constant prices					% change
Total tourism expenditures						
Tourism demand in Canada	18,773	19,726	20,261	20,789	21,188	1.9
Tourism demand by non-residents	3,897	4,479	5,205	5,234	5,365	2.5
Tourism domestic demand	14,876	15,247	15,056	15,555	15,823	1.7
Transportation						
Tourism demand in Canada	6,872	7,539	7,916	8,162	8,565	4.9
Tourism demand by non-residents	1,135	1,279	1,460	1,451	1,501	3.4
Tourism domestic demand	5,737	6,260	6,456	6,711	7,064	5.3
Accommodation						
Tourism demand in Canada	3,460	3,539	3,576	3,631	3,615	-0.4
Tourism demand by non-residents	1,123	1,315	1,552	1,553	1,590	2.4
Tourism domestic demand	2,337	2,224	2,024	2,078	2,025	-2.6
Food and beverage services						
Tourism demand in Canada	2,738	2,806	2,822	2,944	2,961	0.6
Tourism demand by non-residents	513	590	683	689	710	3.0
Tourism domestic demand	2,225	2,216	2,139	2,255	2,251	-0.2
Other tourism commodities						
Tourism demand in Canada	3,150	3,184	3,232	3,283	3,243	-1.2
Tourism demand by non-residents	425	485	578	583	604	3.6
Tourism domestic demand	2,725	2,699	2,654	2,700	2,639	-2.3
Other commodities						
Tourism demand in Canada	2,553	2,658	2,715	2,769	2,804	1.3
Tourism demand by non-residents	701	810	932	958	960	0.2
Tourism domestic demand	1,852	1,848	1,783	1,811	1,844	1.8

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

Table 2
Government revenue attributable to tourism,¹ by level of government

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
All government levels¹ (\$ millions)	20,766	20,644	21,677	23,555	24,580	25,910	27,448	28,251	17,323	19,473	26,747
per \$100 of tourism spending (\$)	27.08	26.17	26.25	27.74	27.71	27.43	27.28	26.92	32.92	33.39	28.46
by residents (\$)	26.95	26.07	26.19	27.69	27.69	27.38	27.14	26.73	32.81	33.30	28.56
by non-residents (\$)	27.50	26.50	26.45	27.89	27.77	27.57	27.64	27.43	34.09	34.33	28.09
Federal (\$ millions)	9,526	9,292	9,857	10,898	11,392	11,865	12,721	13,088	8,016	8,928	12,145
as a share of total government revenue attributable to tourism (%)	45.9	45.0	45.5	46.3	46.3	45.8	46.3	46.3	46.3	45.8	45.4
share attributable to tourism exports (%)	24.1	23.6	23.5	24.7	26.6	27.4	26.9	27.3	9.7	8.8	20.9
per \$100 of tourism spending (\$)	12.42	11.78	11.94	12.83	12.84	12.56	12.64	12.47	15.23	15.31	12.92
by residents (\$)	12.35	11.75	11.93	12.84	12.88	12.57	12.63	12.46	15.12	15.21	12.96
by non-residents (\$)	12.66	11.85	11.95	12.81	12.76	12.54	12.67	12.49	16.39	16.46	12.80
Provincial/territorial (\$ millions)	10,065	10,118	10,501	11,374	11,900	12,655	13,255	13,607	8,358	9,504	13,136
as a share of total government revenue attributable to tourism (%)	48.5	49.0	48.4	48.3	48.4	48.8	48.3	48.2	48.2	48.8	49.1
share attributable to tourism exports (%)	23.7	23.5	23.4	24.7	26.7	27.4	27.1	27.7	9.0	8.1	20.5
per \$100 of tourism spending (\$)	13.12	12.83	12.72	13.39	13.42	13.40	13.17	12.96	15.88	16.30	13.98
by residents (\$)	13.12	12.82	12.73	13.40	13.43	13.40	13.13	12.87	15.89	16.32	14.08
by non-residents (\$)	13.13	12.85	12.67	13.38	13.37	13.40	13.30	13.20	15.82	16.08	13.61
Municipal (\$ millions)	1,107	1,155	1,239	1,192	1,195	1,297	1,368	1,457	887	969	1,366
as a share of total government revenue attributable to tourism (%)	5.3	5.6	5.7	5.1	4.9	5.0	5.0	5.2	5.1	5.0	5.1
share attributable to tourism exports (%)	26.5	26.8	26.9	27.8	30.1	30.5	30.6	31.7	9.4	8.4	22.8
per \$100 of tourism spending (\$)	1.44	1.46	1.50	1.40	1.35	1.37	1.36	1.39	1.69	1.66	1.45
by residents (\$)	1.39	1.40	1.43	1.35	1.28	1.32	1.29	1.30	1.68	1.66	1.42

Table 2 - continued
Government revenue attributable to tourism,¹ by level of government

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
by non-residents (\$)	1.61	1.68	1.72	1.57	1.52	1.52	1.55	1.62	1.75	1.69	1.57
Aboriginal (\$ millions)	68	80	80	91	94	93	104	99	62	73	101
as a share of total government revenue attributable to tourism (%)	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
share attributable to tourism exports (%)	26.5	27.5	27.5	27.5	29.8	30.1	30.8	31.3	8.1	6.8	20.8
per \$100 of tourism spending (\$)	0.09	0.10	0.10	0.11	0.11	0.10	0.10	0.09	0.12	0.13	0.11
by residents (\$)	0.08	0.10	0.09	0.10	0.10	0.09	0.10	0.09	0.12	0.13	0.11
by non-residents (\$)	0.10	0.12	0.11	0.12	0.12	0.11	0.12	0.11	0.11	0.10	0.11
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
		% change									
All government levels¹	...	-0.6	5.0	8.7	4.4	5.4	5.9	2.9	-38.7	12.4	37.4
Federal	...	-2.5	6.1	10.6	4.5	4.2	7.2	2.9	-38.8	11.4	36.0
Provincial/territorial	...	0.5	3.8	8.3	4.6	6.3	4.7	2.7	-38.6	13.7	38.2
Municipal	...	4.3	7.3	-3.8	0.3	8.5	5.5	6.5	-39.1	9.2	41.0
Aboriginal	...	17.6	0.0	13.8	3.3	-1.1	11.8	-4.8	-37.4	17.7	38.4

... not applicable

1. Represents revenue in-scope that is directly attributable to tourism.

Source(s): Tables [36-10-0230-01](#), [36-10-0461-01](#) and [36-10-0462-01](#).

Available tables: [36-10-0230-01](#) to [36-10-0235-01](#) and [36-10-0461-01](#) to [36-10-0465-01](#) .

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

The document "[The 1986 to 2022 revisions of the National Tourism Indicators](#)," which is part of *Latest Developments in the Canadian Economic Accounts* ([13-605-X](#)), is now 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).