

National tourism indicators, third quarter 2023

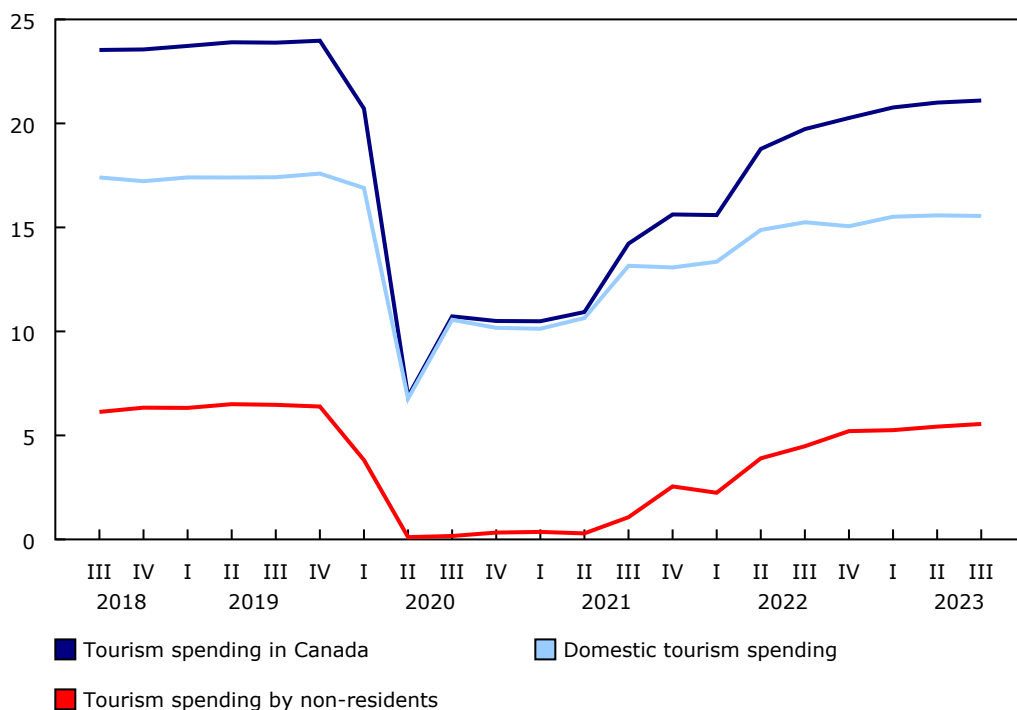
Released at 8:30 a.m. Eastern time in *The Daily*, Friday, January 5, 2024

Tourism spending in Canada grew 0.5% in the third quarter, following a 1.1% increase in the second quarter. Growth in the third quarter was driven by a 2.3% increase in foreign tourism demand, while domestic tourism demand declined 0.2%.

Passenger air transport (+0.8%) contributed most to the growth in tourism spending, followed by spending on non-tourism products (+0.8%), such as groceries and clothing, and pre-trip expenditures (+2.1%), such as recreational vehicles, pleasure crafts and camping equipment. Growth was partially offset by declines in food and beverage services (-0.6%), recreation and entertainment (-0.4%), vehicle fuel (-0.3%) and passenger rail transport (-3.7%).

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 gross domestic product (GDP) edged down 0.1% in the third quarter, following a 0.5% increase in the second quarter. Lower accommodation services (-1.0%) contributed the most to the decline and was partially countered by increases in non-tourism (such as retail trade) (+0.7%) and transportation (+0.3%) industries. Economy-wide GDP declined 0.3% in the third quarter, and tourism's share of GDP was unchanged on a nominal basis, at 1.67%.



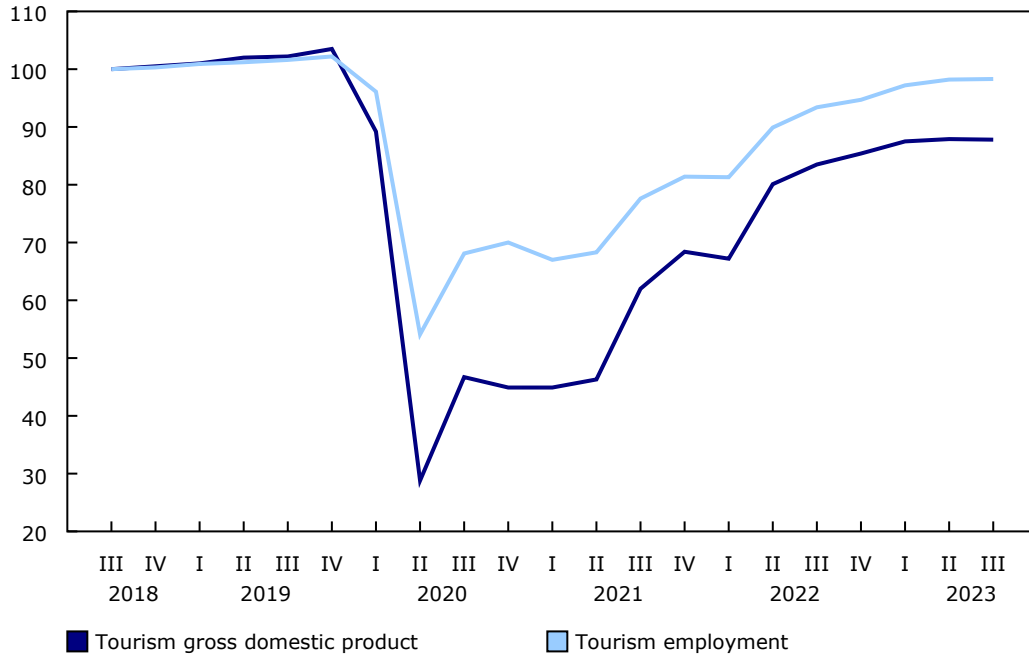
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Tourism jobs (+0.1%) edged up in the third quarter, following a 1.1% increase in the previous quarter. Non-tourism industries (+0.5%), air transportation (+0.9%) and other transportation (+1.9%) industries were the largest contributors to job gains in the third quarter, while declines in food and beverage services (-0.3%) and accommodation (-0.4%) industries offset growth overall. Tourism's share of jobs remained at 3.33%, while the total number of jobs in Canada rose 0.3% in the third quarter.

Chart 2
Tourism gross domestic product edges down, while jobs attributable to tourism improves slightly

index (third quarter 2018=100)



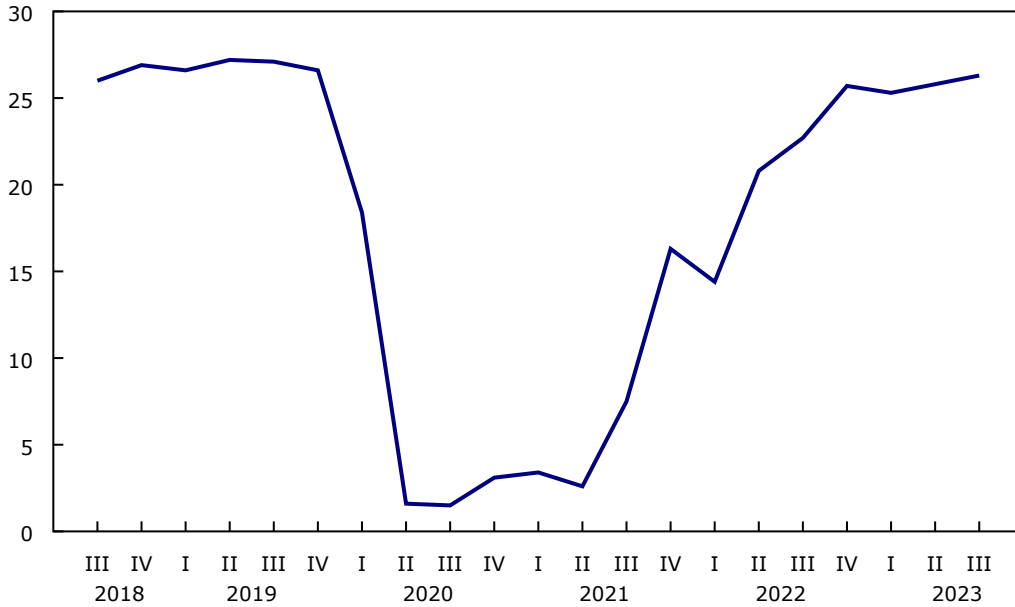
Note(s): Data are adjusted for seasonal variations. Tourism gross domestic product is adjusted for price changes.
Source(s): Tables 36-10-0234-01 and 36-10-0232-01.

Tourism spending by international visitors increases

Tourism spending by international visitors was up 2.3% in the third quarter, following a 3.2% increase in the second quarter. Spending on non-tourism products (+4.8%) and accommodation services (+2.5%) were the main contributors to the quarter's increase. Growth was moderated by a decline in passenger air transport (-1.4%).

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 decreases

Tourism spending in Canada by Canadians decreased 0.2% in the third quarter. Domestic spending on food and beverage (-1.7%) and accommodation (-1.3%) services were the main contributors to the decline.

The decline in domestic tourism demand coincided with a 2.3% increase in the number of Canadian overnight travellers returning to Canada from other countries by air. Spending on passenger air transport rose 1.4% in the third quarter.

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 third quarter 2023 release of the national tourism indicators, all data from the first and second quarters of 2023 have been revised.

Volume and price estimates for the quarterly gross domestic product (GDP) and accompanying set of accounts were updated to the 2017 (2017=100) reference year with the [third quarter 2023 release](#). The national tourism indicators will be similarly re-referencing and release updated estimates at the time of the fourth quarter 2023 release.

Growth rates for tourism spending and 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.

Tourism jobs 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 jobs is calculated using seasonally adjusted values.

Economy-wide GDP is obtained from table [36-10-0104-01](#). Economy-wide total number of jobs is obtained from table [36-10-0207-01](#). Canadian overnight travellers returning to Canada from other countries by air is obtained from table [24-10-0054-01](#).

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, retail trade industries, which benefit from tourism activity, would not 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 fourth quarter of 2023 will be released on March 27, 2024.

Table 1
National tourism indicators – Seasonally adjusted

	Third quarter 2022	Fourth quarter 2022	First quarter 2023	Second quarter 2023	Third quarter 2023	Second quarter to third quarter 2023
millions of dollars at 2012 constant prices						
Total tourism expenditures						% change
Tourism demand in Canada	19,726	20,261	20,766	21,000	21,100	0.5
Tourism demand by non-residents	4,479	5,205	5,252	5,422	5,549	2.3
Tourism domestic demand	15,247	15,056	15,514	15,578	15,551	-0.2
Transportation						
Tourism demand in Canada	7,539	7,916	8,158	8,423	8,488	0.8
Tourism demand by non-residents	1,279	1,460	1,458	1,512	1,519	0.5
Tourism domestic demand	6,260	6,456	6,700	6,911	6,969	0.8
Accommodation						
Tourism demand in Canada	3,539	3,576	3,624	3,616	3,630	0.4
Tourism demand by non-residents	1,315	1,552	1,563	1,613	1,654	2.5
Tourism domestic demand	2,224	2,024	2,061	2,003	1,976	-1.3
Food and beverage services						
Tourism demand in Canada	2,806	2,822	2,932	2,948	2,929	-0.6
Tourism demand by non-residents	590	683	688	715	735	2.8
Tourism domestic demand	2,216	2,139	2,244	2,233	2,194	-1.7
Other tourism commodities						
Tourism demand in Canada	3,184	3,232	3,289	3,222	3,239	0.5
Tourism demand by non-residents	485	578	585	612	624	2.0
Tourism domestic demand	2,699	2,654	2,704	2,610	2,615	0.2
Other commodities						
Tourism demand in Canada	2,658	2,715	2,763	2,791	2,814	0.8
Tourism demand by non-residents	810	932	958	970	1,017	4.8
Tourism domestic demand	1,848	1,783	1,805	1,821	1,797	-1.3

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 [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).