

National tourism indicators, fourth quarter 2023

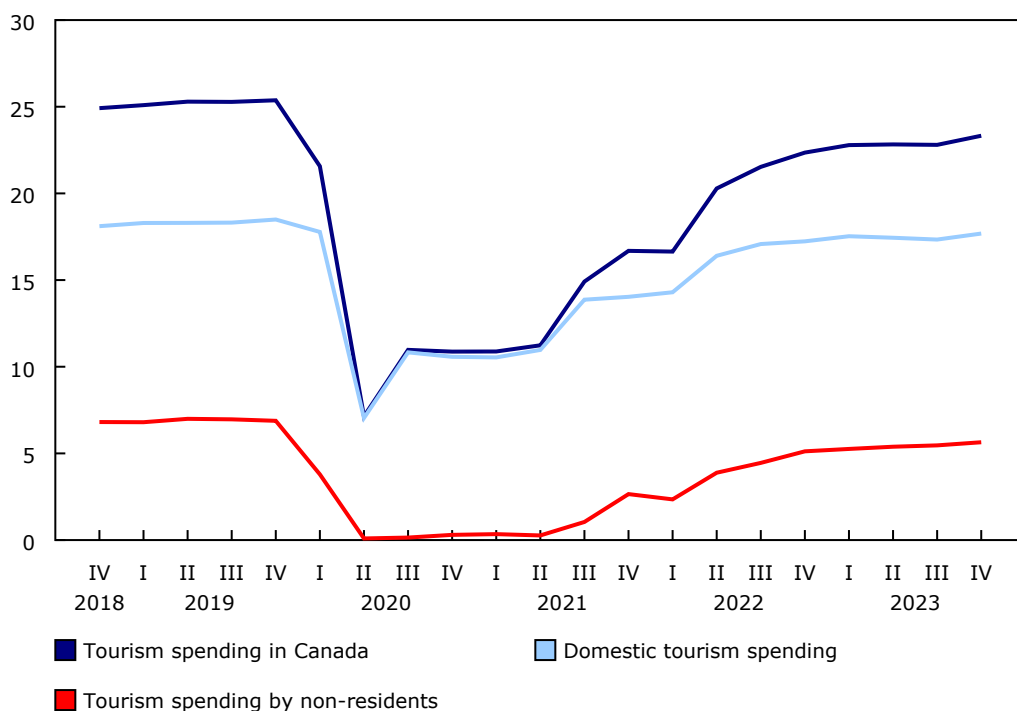
Released at 8:30 a.m. Eastern time in *The Daily*, Wednesday, March 27, 2024

Tourism spending in Canada grew 2.3% in the fourth quarter of 2023, following a 0.1% decline in the third quarter. Annually, tourism spending rose 13.5% in 2023 after increasing 50.4% in 2022. Tourism gross domestic product (GDP) rose 2.5% in the fourth quarter of 2023 and was up 9.5% annually.

Passenger air transport (+3.8%) and accommodation services (+3.9%) were the main contributors to growth in tourism spending in the fourth quarter. Annually, passenger air transport spending (+34.0%) contributed the most to overall growth in 2023. Pre-trip expenses (-9.0%), such as recreational vehicles, pleasure crafts and camping equipment, was the only product category to decrease in 2023.

Chart 1
Tourism spending increases

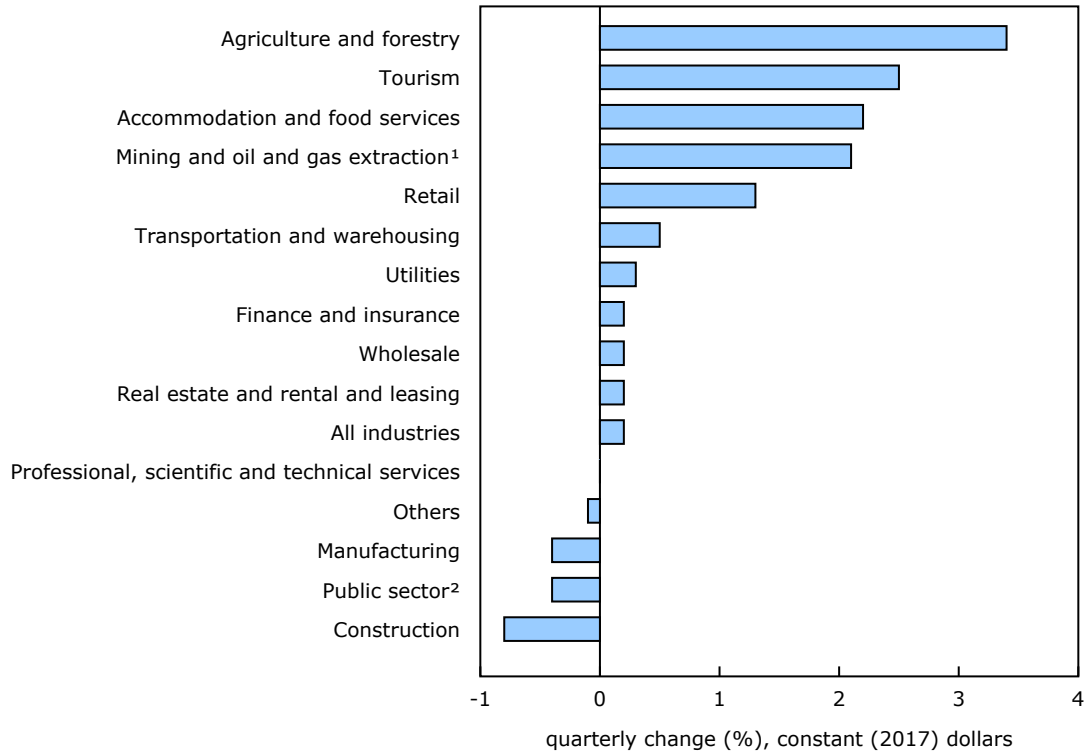
billions of 2017 constant dollars



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

Tourism GDP rose 2.5% in the fourth quarter, following a 0.6% decrease in the third quarter. Accommodation services (+4.1%) and transportation (+4.0%) were the main contributors to overall growth. Economy-wide GDP edged up 0.2% in the fourth quarter, and tourism's share of GDP was unchanged at 1.58% on a nominal basis.

Chart 2
Tourism and major industrial sectors, gross domestic product, fourth quarter of 2023



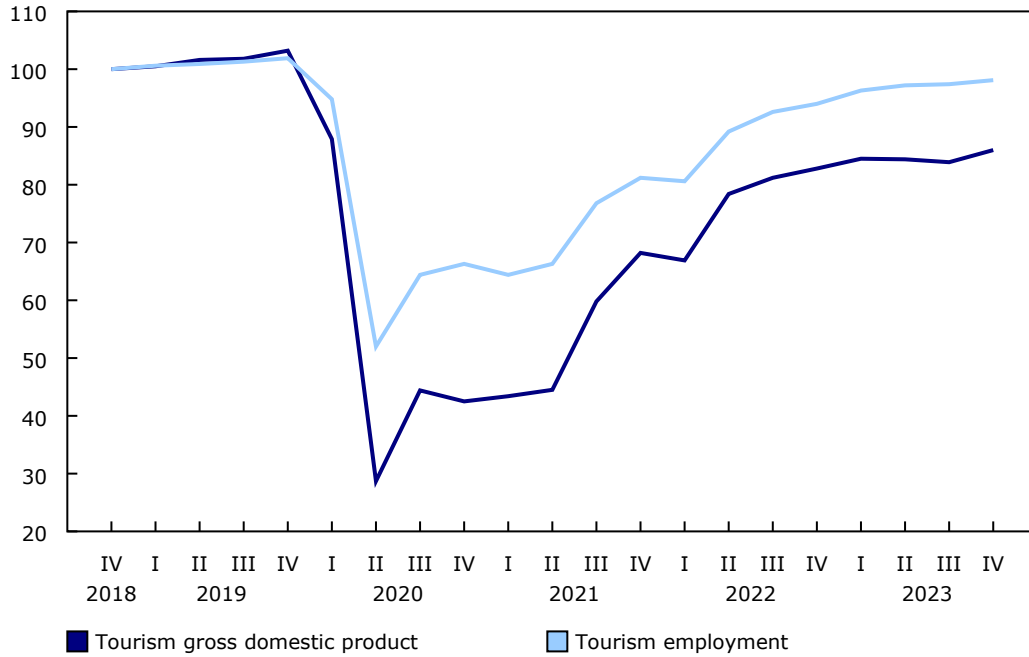
1. Includes quarrying.
 2. Educational services, health care and social assistance, and public administration.
Note(s): Data are adjusted for seasonal variation and price change.
Source(s): Tables 36-10-0449-01 and 36-10-0234-01.

Tourism jobs increased 0.7% in the fourth quarter, following a 0.2% gain in the third quarter. Food and beverage services (+0.7%), non-tourism industries (+1.3%) and air transportation (+2.2%) were the largest contributors to job growth in the fourth quarter. Tourism's share of jobs increased to 3.34%, while the total number of jobs in Canada declined 0.2% in the fourth quarter.

Annually, tourism GDP rose 9.5% in 2023 with positive growth in all categories. Transportation (+25.5%) accounted for nearly half of the yearly gains. There were also positive gains across all tourism job categories in 2023, as total tourism jobs increased 9.1%.

Chart 3
Tourism gross domestic product and jobs attributable to tourism increase

index (fourth quarter 2018=100)



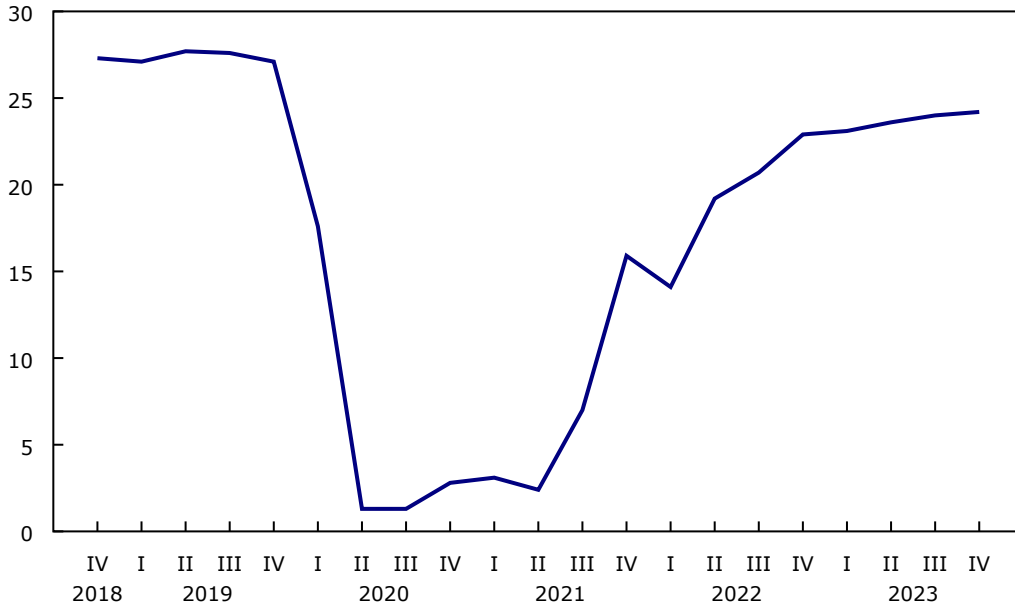
Note(s): Data are adjusted for seasonal variations. Tourism gross domestic product is adjusted for price changes.
Source(s): Tables [36-10-0234-01](#) and [36-10-0232-01](#).

Tourism spending by international visitors increases

Tourism spending by international visitors in Canada was up 3.3% in the fourth quarter, following a 1.4% increase in the third quarter. Spending on accommodation (+4.3%) and food and beverage (+4.8%) services were the main contributors to the quarter's increase.

Chart 4
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 increases

Tourism spending in Canada by Canadians increased 2.0% in the fourth quarter. Domestic tourism spending on passenger air transport (+4.2%) was the main contributor to the rise. Many product categories such as recreation (-1.6%) and travel services (-5.2%) had declines in the fourth quarter which limited growth. Annually, domestic tourism spending increased 7.7% in 2023, as outlays on passenger air transport rose 34.1%.

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:



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Table 1
National tourism indicators – Seasonally adjusted

	Fourth quarter 2022	First quarter 2023	Second quarter 2023	Third quarter 2023	Fourth quarter 2023	Third quarter to fourth quarter 2023
	millions of dollars at 2017 constant prices					% change
Total tourism expenditures						
Tourism demand in Canada	22,353	22,786	22,826	22,800	23,326	2.3
Tourism demand by non-residents	5,119	5,257	5,385	5,463	5,643	3.3
Tourism domestic demand	17,234	17,529	17,441	17,337	17,683	2.0
Transportation						
Tourism demand in Canada	8,447	8,686	8,918	8,995	9,249	2.8
Tourism demand by non-residents	1,407	1,426	1,490	1,497	1,534	2.5
Tourism domestic demand	7,040	7,260	7,428	7,498	7,715	2.9
Accommodation						
Tourism demand in Canada	4,124	4,172	4,100	4,030	4,189	3.9
Tourism demand by non-residents	1,453	1,498	1,504	1,519	1,584	4.3
Tourism domestic demand	2,671	2,674	2,596	2,511	2,605	3.7
Food and beverage services						
Tourism demand in Canada	3,109	3,193	3,168	3,112	3,165	1.7
Tourism demand by non-residents	841	866	873	879	921	4.8
Tourism domestic demand	2,268	2,327	2,295	2,233	2,244	0.5
Other tourism products						
Tourism demand in Canada	3,566	3,586	3,479	3,508	3,517	0.3
Tourism demand by non-residents	578	597	612	621	646	4.0
Tourism domestic demand	2,988	2,989	2,867	2,887	2,871	-0.6
Other products						
Tourism demand in Canada	3,107	3,149	3,161	3,155	3,206	1.6
Tourism demand by non-residents	840	870	906	947	958	1.2
Tourism domestic demand	2,267	2,279	2,255	2,208	2,248	1.8

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

Note to readers

With the fourth quarter 2023 release of the national tourism indicators, all data from the first quarter of 2020 have been revised. In addition, all volume and price estimates for tourism supply, demand and gross domestic product (GDP) have been updated to the 2017 (2017=100) reference year.

Growth rates for tourism spending and GDP are expressed in real terms (that is, adjusted for price changes), using reference year 2017, 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 [36-10-0449-01](#). Economy-wide total number of jobs is obtained from Table [36-10-0207-01](#).

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 first quarter of 2024 will be released on June 26, 2024.

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).