

National tourism indicators, first quarter 2024

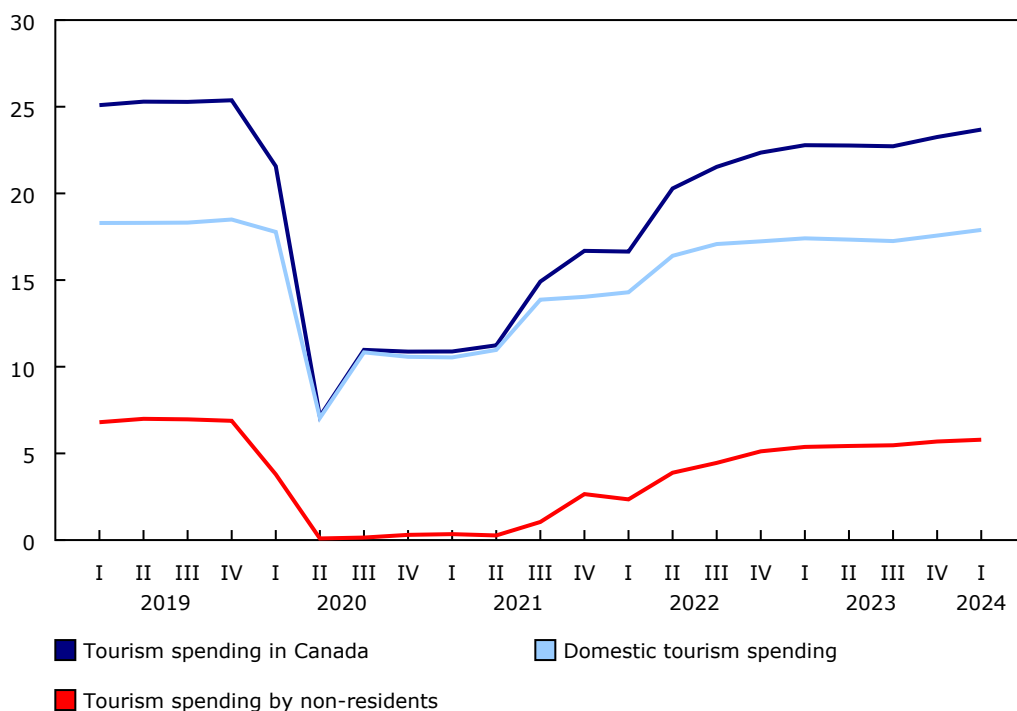
Released at 8:30 a.m. Eastern time in *The Daily*, Wednesday, June 26, 2024

Tourism spending in Canada grew 1.8% in the first quarter, following a 2.4% increase in the fourth quarter of 2023. Tourism gross domestic product (GDP) (+1.5%) and jobs attributable to tourism (+0.9%) also rose in the first quarter of 2024.

Increased tourism spending by both Canadians and international visitors in Canada contributed to the rise in the first quarter. Passenger air transport (+4.7%) contributed to nearly two-thirds of total tourism spending growth. Overall, tourism spending rose to 93.3% of its level recorded in the fourth quarter of 2019, before the COVID-19 pandemic.

Chart 1
Tourism spending increases

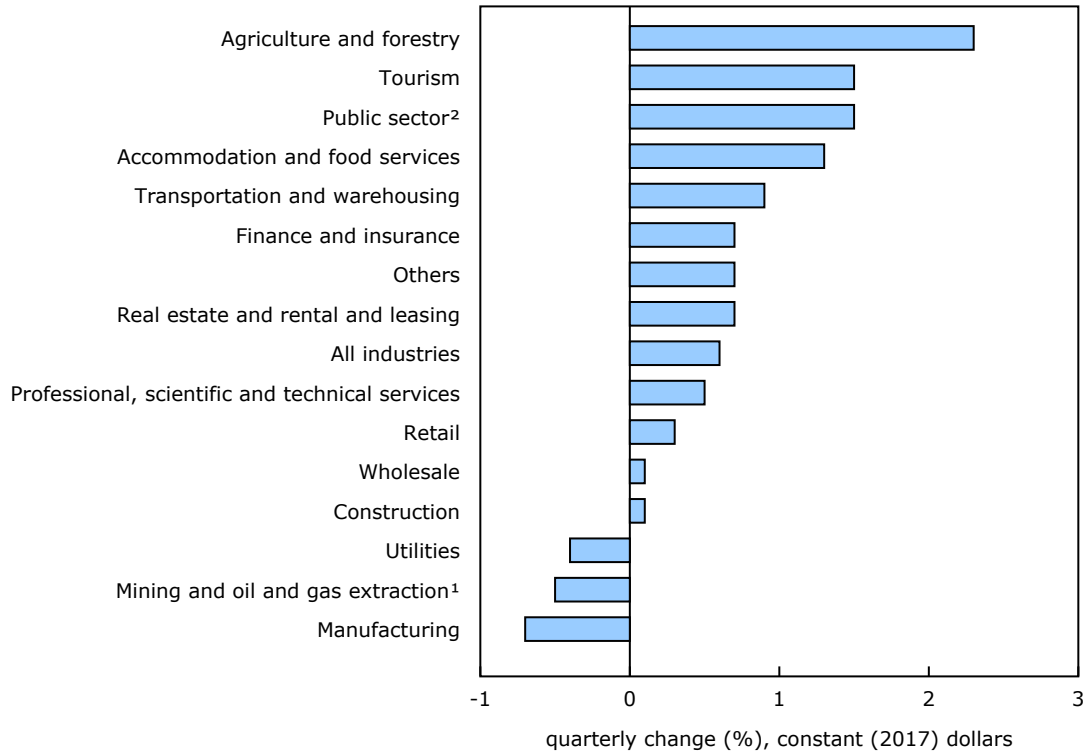
billions of 2017 constant dollars



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

Tourism GDP rose 1.5% in the first quarter of 2024, following a 2.2% increase in the fourth quarter of 2023. Transportation services (+5.3%) was the main contributor to the overall growth in the first quarter of 2024. Economy-wide, real GDP by industry rose 0.6% in the first quarter. On a nominal basis, tourism's share of GDP increased to 1.59%.

Chart 2
Tourism and major industrial sectors, gross domestic product, first quarter of 2024

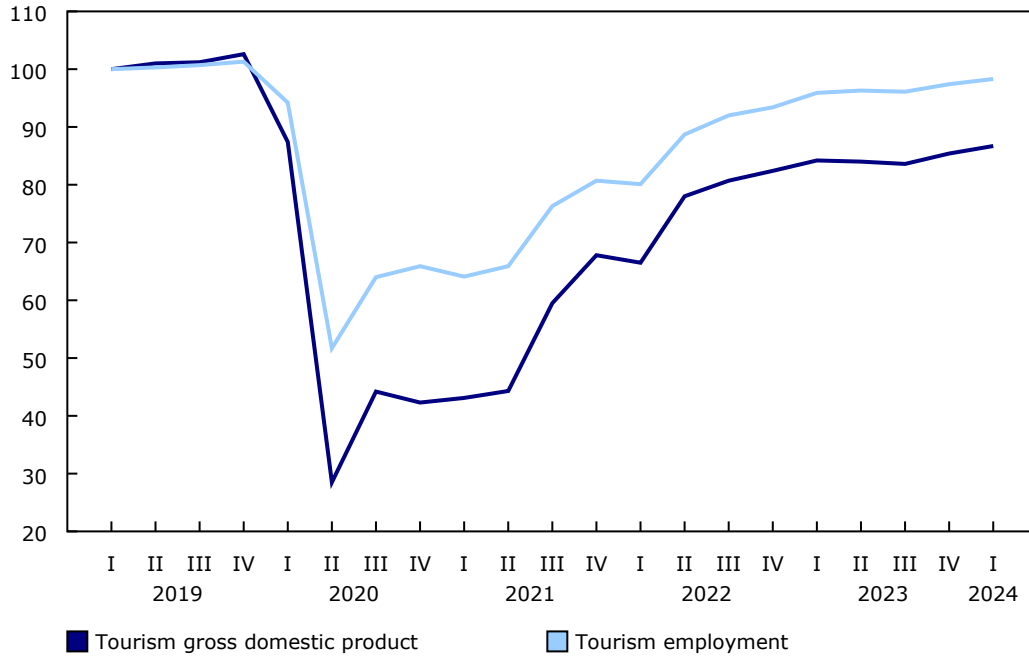


1. Includes quarrying.
 2. Educational services, health care and social assistance, and public administration.
Note(s): Data are adjusted for seasonal variation and price change.
Source(s): Tables [36-10-0449-01](#) and [36-10-0234-01](#).

Tourism jobs increased 0.9% in the first quarter, following a 1.3% gain in the fourth quarter of 2023. Accommodation (+1.6%) and food and beverage (+0.8%) services industries were the largest contributors to job growth in the first quarter of 2024. The total number of jobs in Canada also rose 0.9% in the first quarter, resulting in tourism's share of jobs being unchanged.

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

index (first quarter 2019=100)



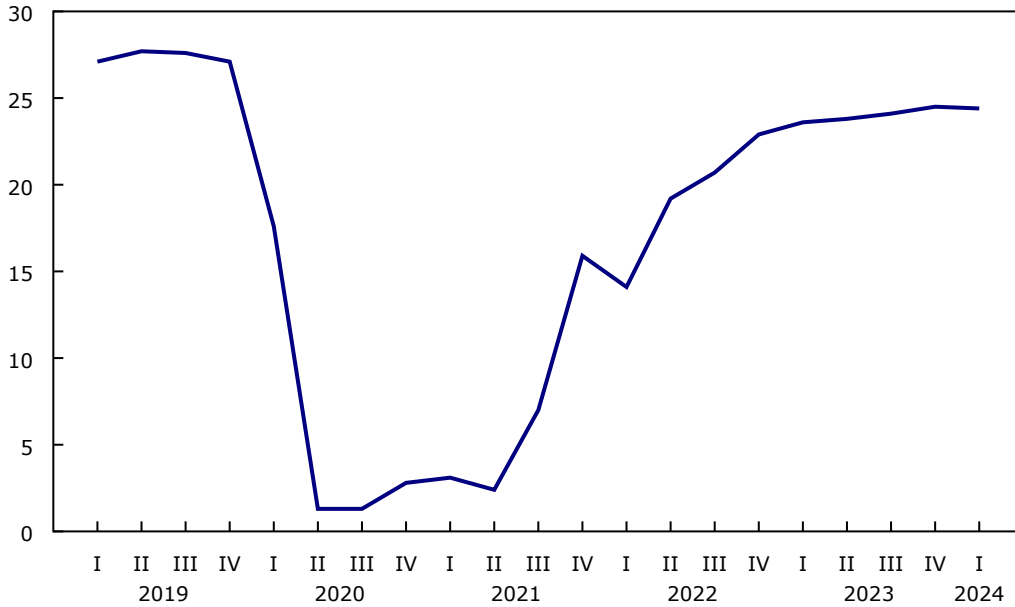
Note(s): Data are adjusted for seasonal variations. Tourism gross domestic product is adjusted for price changes.
Source(s): Tables [36-10-0234-01](#) and [36-10-0232-01](#).

Tourism spending by international visitors increases

Tourism spending by international visitors in Canada increased 1.8% in the first quarter, following a 4.0% increase in the fourth quarter of the previous year. Spending on accommodation (+2.0%) and food and beverage (+2.0%) services were the main contributors to the first quarter's increase. Overall, non-resident travellers entering Canada increased 1.7%.

Chart 4 Share of tourism spending in Canada by international visitors edges down

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 was up 1.9% in the first quarter, following a similar increase in the fourth quarter of 2023 (+1.8%). Domestic tourism spending on passenger air transport (+5.5%) was by far the main contributor to the rise in the first quarter of 2024.

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

	First quarter 2023	Second quarter 2023	Third quarter 2023	Fourth quarter 2023	First quarter 2024	Fourth quarter 2023 to first quarter 2024
	millions of dollars at 2017 constant prices					% change
Total tourism expenditures						
Tourism demand in Canada	22,781	22,763	22,719	23,253	23,682	1.8
Tourism demand by non-residents	5,374	5,428	5,469	5,686	5,789	1.8
Tourism domestic demand	17,407	17,335	17,250	17,567	17,893	1.9
Transportation						
Tourism demand in Canada	8,641	8,821	8,900	9,171	9,513	3.7
Tourism demand by non-residents	1,452	1,477	1,476	1,547	1,577	1.9
Tourism domestic demand	7,189	7,344	7,424	7,624	7,936	4.1
Accommodation						
Tourism demand in Canada	4,195	4,104	4,006	4,140	4,186	1.1
Tourism demand by non-residents	1,521	1,512	1,516	1,571	1,602	2.0
Tourism domestic demand	2,674	2,592	2,490	2,569	2,584	0.6
Food and beverage services						
Tourism demand in Canada	3,189	3,165	3,109	3,168	3,198	0.9
Tourism demand by non-residents	895	895	897	936	955	2.0
Tourism domestic demand	2,294	2,270	2,212	2,232	2,243	0.5
Other tourism products						
Tourism demand in Canada	3,595	3,495	3,521	3,527	3,481	-1.3
Tourism demand by non-residents	602	613	614	643	649	0.9
Tourism domestic demand	2,993	2,882	2,907	2,884	2,832	-1.8
Other products						
Tourism demand in Canada	3,161	3,178	3,183	3,247	3,304	1.8
Tourism demand by non-residents	904	931	966	989	1,006	1.7
Tourism domestic demand	2,257	2,247	2,217	2,258	2,298	1.8

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

Note to readers

With the first quarter 2024 release of the national tourism indicators, all data starting from the first quarter of 2023 have 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 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](#). Non-resident travellers entering Canada are 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 second quarter of 2024 will be released on September 23.

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).