

National tourism indicators, first quarter 2015

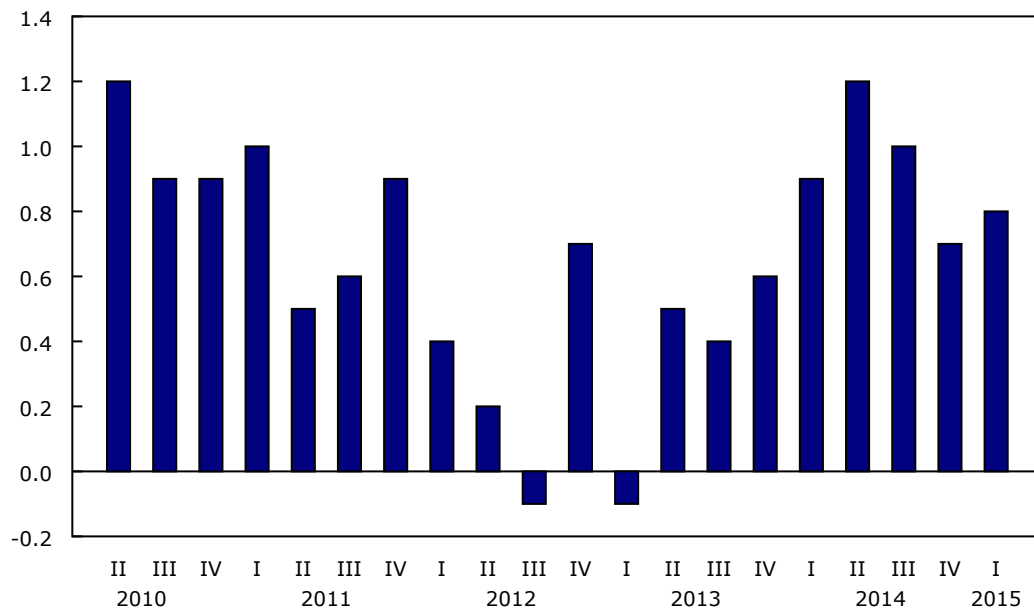
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Tourism spending in Canada rose 0.8% in the first quarter, after increasing 0.7% in the fourth quarter of 2014.

Spending by both Canadians at home and international visitors in Canada was up.

Chart 1
Tourism spending in Canada increases for an eighth consecutive quarter

% change, preceding quarter



Note(s): Data are adjusted for seasonal variation and price change.

Source(s): CANSIM table [387-0001](#).

Canadian tourists continue to spend at home

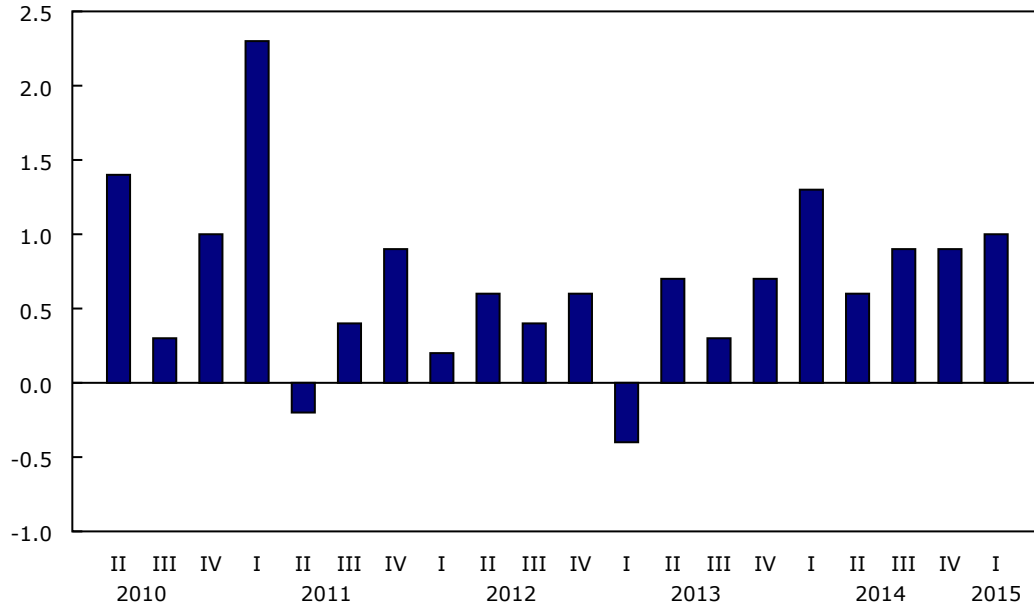
Tourism spending by Canadians at home rose 1.0% in the first quarter, the largest increase since the first quarter of 2014.

Outlays on most tourism goods and services were up, with air transportation (+2.3%) contributing the most to the increase. Conversely, Canadians spent less on food and beverage services (-0.2%) and on travel services (-0.7%). Tourism spending on non-tourism goods and services, including groceries and clothing, was unchanged in the first quarter.



Chart 2
Tourism spending by Canadians at home increases

% change, preceding quarter



Note(s): Data are adjusted for seasonal variation and price change.
Source(s): CANSIM table [387-0001](#).

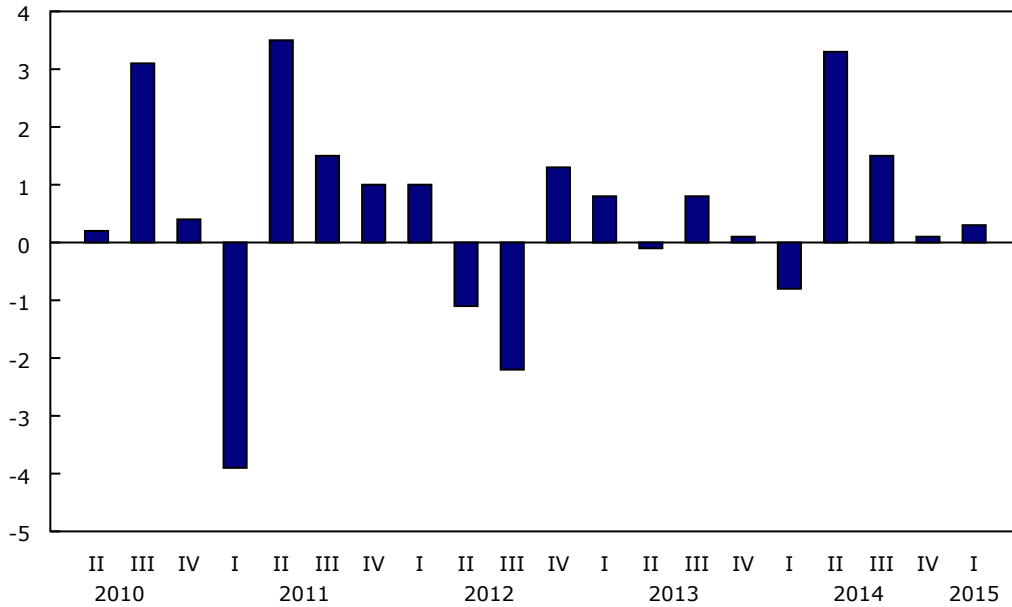
Spending by international visitors up

Spending by international visitors in Canada rose 0.3% in the first quarter.

Visitors to Canada spent more on the majority of tourism goods and services, with passenger air transport (+0.6%) and accommodation (+0.5%) contributing the most to the stronger outlays. In contrast, international visitors in Canada spent 0.4% less on food and beverage services in the first quarter. Tourism spending on non-tourism goods was unchanged.

Chart 3
Increase in tourism spending by international visitors

% change, preceding quarter



Note(s): Data are adjusted for seasonal variation and price change.
Source(s): CANSIM table [387-0001](#).

Tourism gross domestic product increases

Tourism gross domestic product (GDP) grew 0.4% in the first quarter, continuing an upward trend that began in the third quarter of 2009. By comparison, national GDP declined 0.2% in the first quarter.

Transportation (+1.1%) was the largest contributor to the overall growth in tourism GDP. Conversely, the food and beverage services industries edged down. Tourism GDP in non-tourism industries was unchanged in the first quarter.

Tourism employment rose 0.4%, accounting for 633,900 jobs in the first quarter. This continues the upward trend that began in the second quarter of 2012.

Increases in tourism jobs in food and beverage services (+0.9%) and accommodation (+0.7%) offset declines in air transportation (-2.3%) and travel services (-1.5%).

Note to readers

Growth rates of tourism spending and gross domestic product are expressed in real terms (that is, adjusted for price changes) as well as adjusted for seasonal variations, unless otherwise indicated. Employment data are also seasonally adjusted. For information on seasonal adjustment, see [Seasonally adjusted data – Frequently asked questions](#).

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

The national tourism indicators are funded by the Canadian Tourism Commission.

Data on the national tourism indicators for the second quarter will be released on September 25.

Table 1
National tourism indicators – Seasonally adjusted

	First quarter 2014	Second quarter 2014	Third quarter 2014	Fourth quarter 2014	First quarter 2015	Fourth quarter 2014 to first quarter 2015
	millions of dollars at 2007 prices					% change
Total tourism expenditures						
Tourism demand in Canada	19,281	19,509	19,710	19,855	20,018	0.8
Tourism demand by non-residents	3,864	3,992	4,050	4,054	4,066	0.3
Tourism domestic demand	15,417	15,517	15,660	15,801	15,952	1.0
Transportation						
Tourism demand in Canada	7,707	7,811	7,971	8,063	8,208	1.8
Tourism demand by non-residents	1,252	1,291	1,317	1,311	1,319	0.6
Tourism domestic demand	6,455	6,520	6,654	6,752	6,889	2.0
Accommodation						
Tourism demand in Canada	2,815	2,863	2,881	2,901	2,914	0.4
Tourism demand by non-residents	933	966	983	984	989	0.5
Tourism domestic demand	1,882	1,897	1,898	1,917	1,925	0.4
Food and beverage services						
Tourism demand in Canada	2,662	2,726	2,747	2,749	2,741	-0.3
Tourism demand by non-residents	633	657	667	670	667	-0.4
Tourism domestic demand	2,029	2,069	2,080	2,079	2,074	-0.2
Other tourism commodities						
Tourism demand in Canada	2,965	2,962	2,956	2,971	2,984	0.4
Tourism demand by non-residents	443	453	455	457	459	0.4
Tourism domestic demand	2,522	2,509	2,501	2,514	2,525	0.4
Other commodities						
Tourism demand in Canada	3,132	3,147	3,155	3,171	3,171	0.0
Tourism demand by non-residents	603	625	628	632	632	0.0
Tourism domestic demand	2,529	2,522	2,527	2,539	2,539	0.0

Source(s): CANSIM table [387-0001](#).

Available in CANSIM: tables [387-0001](#) to [387-0003](#), [387-0008](#), [387-0010](#) and [387-0011](#).

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

The *System of macroeconomic accounts* module, accessible from the *Browse by key resource* module of our website, features an up-to-date portrait of national and provincial economies and their structure.

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