

Whether it is the dinosaur bones in Alberta, the restaurants in Montréal or the 2010 Olympics in Vancouver, Canada offers tourists a variety of interesting sights and experiences.

Tourism contributed to Canada's economy an average \$24.0 billion each year in the past decade, and provided 663,000 jobs in a range of tourism-related industries.

In 2008, American and overseas visitors spent \$16.1 billion in Canada. Canadian travellers spent about \$28.7 billion outside Canada—a \$12.6 billion travel deficit, the highest level ever. Over the past 20 years, Canadian spending overseas has decreased only twice—in 1994 and 2002.

Canadian travellers

Almost two-thirds of our tourist revenue is generated within Canada. In 2008, 214.5 million trips were taken by Canadians within Canada. The vast

majority of these trips—92%—were within the traveller's home province.

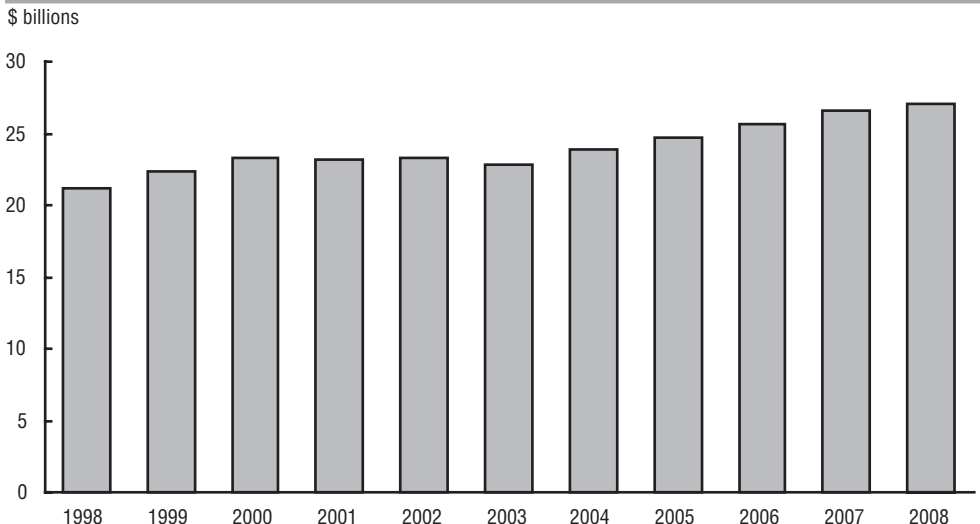
When Canadians venture abroad, the United States is the number one destination. In 2007, Canadians made 17.8 million overnight visits to the United States: the top five American states were New York, Florida, Washington, Michigan and California.

After the United States, the top five most-visited overseas countries in 2007 (in order) were Mexico, United Kingdom, France, Cuba and the Dominican Republic. Overnight visits to Mexico were up 21.1% in 2007 from 2006. Spending by Canadian tourists in overseas countries was also up, reaching a record \$10.9 billion in 2007.

Visitors to Canada

In 2008, 37.5 million passengers passed through Canada's airports. The busiest airports were Toronto (Pearson), Vancouver and Montréal (Trudeau). Trains carried

Chart 31.1
Tourism gross domestic product



Note: \$ constant 2002.

Source: Statistics Canada, CANSIM table 387-0001.

4.3 million passengers in 2007, up 2.2% from 2006. Ferry traffic was estimated at 39.0 million passengers, and cruise traffic at 1.4 million.

Visitors increase

Travel from overseas nations into Canada (same day and overnight) numbered 4.8 million people in 2008, an increase of 85,000 international travellers from the year before.

The number of overnight trips to Canada from countries other than the United States increased 1.7% to 4.6 million. Toronto, Vancouver, Montréal, St. Catharines–Niagara and Québec, in that order, were the main tourism hot spots for overseas visitors in 2008.

Most tourists to Canada came from the United Kingdom, followed by France, Germany, Japan, Mexico and Australia.

Eight of the top 12 overseas markets registered increases in overnight trips to Canada in 2008. The strongest growth was from Hong Kong (13.1%), followed

Table 31.a
Non-resident travellers entering Canada

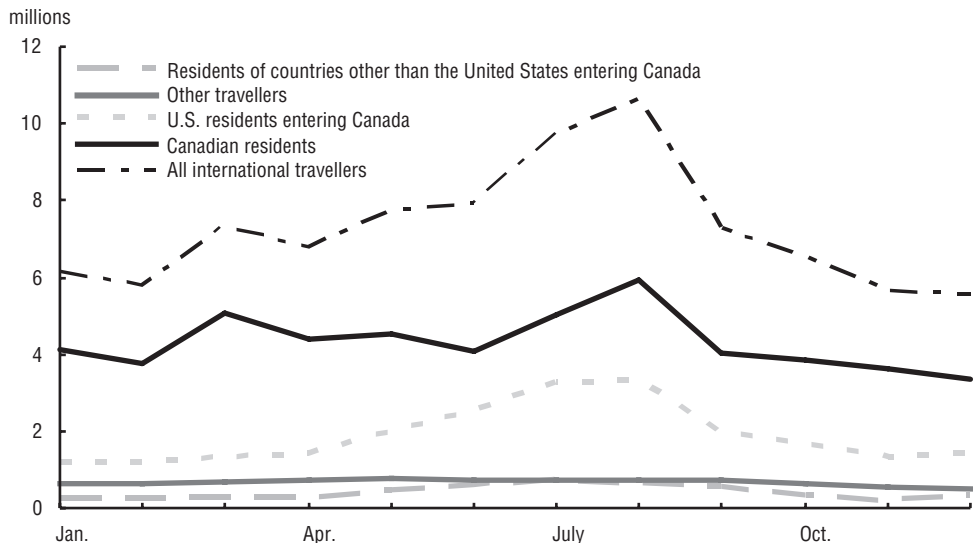
	2004	2008
	number	
Total	38,844,666	27,370,109
From the United States	34,626,114	22,605,645
By automobile	27,254,823	16,469,856
By plane	4,328,939	3,805,849
From other countries	4,218,552	4,764,464
By land	537,734	541,897
By air	3,565,560	4,060,855

Source: Statistics Canada, CANSIM table 427-0001.

by Mexico (11.7%) and France (10.5%). Meanwhile, Japan posted the largest decrease in travellers to Canada with a 16.6% drop.

Travel across the border from our American neighbours also decreased. Overnight travel from the United States to Canada declined 6.6% from 2007 to 2008.

Chart 31.2
International travellers entering or returning to Canada, 2008



Source: Statistics Canada, CANSIM table 427-0001.

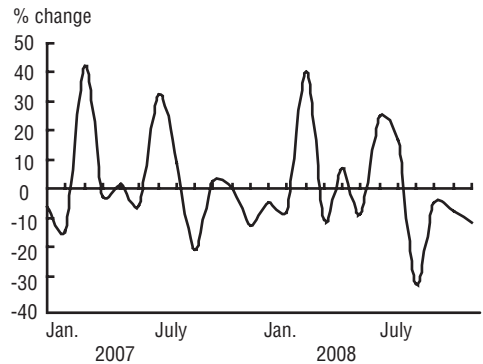
Cross-border travel, the loonie and oil prices

A rising Canadian dollar usually encourages more cross-border travel and shopping.

In November 2007, the dollar appreciated to US\$1.03 and the number of trips to the United States rose to 3.8 million. By November 2008, the dollar depreciated to US\$0.82, and the number of Canadians' cross-border trips retreated to 3.1 million.

Oil prices, which significantly affect the transportation costs of cross-border travel, played a role. Gasoline prices in Canada climbed 84% from January 2002 through May 2008: in the United States, prices jumped 176%. This increase was mostly the result of the 57% rise of the loonie against the U.S. dollar over that period.

Chart 31.3
Canadian residents returning from the United States



Source: Statistics Canada, CANSIM table 427-0001.

In other words, it could have been worse for travellers if the loonie had not appreciated while oil prices were rising.

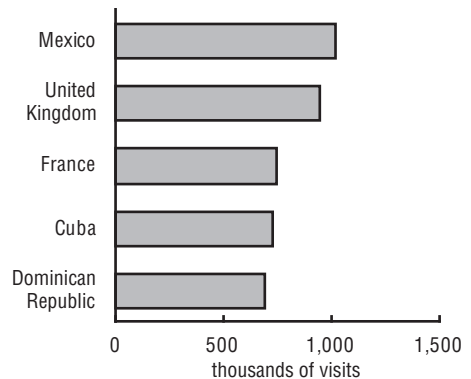
Canadians in search of warmer climates

Travelling overseas, particularly to warmer climates, is a growing favourite among Canadians.

The relatively open border between the United States and Canada has historically meant extensive travel between the two countries. While we visit New York and other border states more often, we tend to travel farther and stay longer in the warmer states. In 2007, Canadians stayed a total of 42.9 million nights and spent \$2.8 billion in Florida; in California, we stayed 9.8 million nights and spent \$1.0 billion.

Beyond the United States, we are making more trips to other warm spots around the globe. Mexico was our number two destination in 2007; Canadians stayed 11.1 million nights and spent over \$1.1 billion. Cuba ranked fifth and the Dominican Republic, sixth.

Chart 31.4
Canadians' top 5 non-U.S. destinations, 2007



Note: Visits of one night or more.

Source: Statistics Canada, Tourism and the Centre for Education Statistics.

In 1994, by comparison, the six most popular destinations were, in order, the United States, Mexico, France, Germany, Italy and the Netherlands.

Table 31.1 Tourism gross domestic product, 1993 to 2008

	1993	1994	1995	1996	1997	1998	1999
	\$ millions 2002 constant						
Tourism gross domestic product	16,861	17,646	18,034	18,426	20,014	21,164	22,410
Total tourism industries	13,370	14,019	14,278	14,556	15,782	16,475	17,517
Transportation	3,918	4,230	4,194	4,430	5,163	5,390	5,982
Accommodation	4,760	4,905	4,935	4,951	5,114	5,285	5,320
Food and beverage services	2,265	2,309	2,388	2,322	2,478	2,587	2,767
Other tourism industries	2,427	2,576	2,760	2,853	3,027	3,212	3,450
Other industries	3,491	3,628	3,754	3,870	4,233	4,688	4,893

Source: Statistics Canada, CANSIM table 387-0010.

Table 31.2 Receipts and payments on international travel account, 1993 to 2008

	1993	1994	1995	1996	1997	1998	1999
	\$ millions						
Spending in Canada by foreign residents (receipts)	8,479	9,558	10,819	11,748	12,221	14,018	15,142
Spending in foreign countries by Canadians (payments)	14,358	13,679	14,092	15,353	15,873	16,029	17,092
Receipts minus payments, international travel account	-5,879	-4,121	-3,274	-3,603	-3,652	-2,009	-1,950

Source: Statistics Canada, CANSIM table 387-0005.

2000	2001	2002	2003	2004	2005	2006	2007	2008
\$ millions 2002 constant								
23,266	23,222	23,319	22,827	23,836	24,729	25,619	26,559	27,045
18,196	18,002	17,920	17,458	18,123	18,787	19,507	20,142	20,517
6,272	5,905	5,526	5,477	5,838	6,135	6,421	6,687	6,808
5,404	5,461	5,709	5,619	5,798	6,050	6,283	6,460	6,623
2,864	2,857	2,898	2,771	2,855	2,915	3,017	3,051	3,094
3,656	3,778	3,787	3,589	3,633	3,688	3,790	3,944	3,993
5,071	5,219	5,400	5,371	5,714	5,941	6,112	6,418	6,528

2000	2001	2002	2003	2004	2005	2006	2007	2008
\$ millions								
15,997	16,437	16,741	14,776	16,980	16,674	16,609	16,469	16,119
18,444	18,487	18,402	18,727	20,236	21,864	23,402	26,511	28,734
-2,447	-2,050	-1,659	-3,952	-3,257	-5,191	-6,792	-10,043	-12,616

Table 31.3 Employment generated by tourism, 2003 to 2008

	2003	2004	2005	2006	2007	2008
	thousands					
Tourism activities	612.2	616.8	622.8	635.8	653.4	662.9
Total tourism industries	491.4	495.5	500.8	511.2	525.2	532.6
Transportation	78.4	79.1	79.7	81.5	83.6	84.8
Air transportation	51.5	52.1	52.6	53.6	55.5	56.6
Railway transportation	2.6	2.5	2.6	2.5	2.4	2.4
Water transportation	1.7	1.6	1.6	1.6	1.6	1.6
Bus transportation	9.9	9.8	9.8	9.9	10.1	9.8
Other transportation industries	12.7	13.0	13.2	13.9	14.0	14.4
Accommodation	158.8	161.5	162.0	163.9	168.3	166.0
Food and beverage services	146.2	145.0	146.1	151.1	157.3	163.4
Other tourism activities	108.0	109.9	113.0	114.8	116.0	118.3
Recreation and entertainment	67.2	68.2	68.6	70.4	70.8	70.8
Travel agencies	40.8	41.8	44.4	44.4	45.2	47.6
Other industries	120.7	121.2	122.0	124.6	128.3	130.3

Source: Statistics Canada, CANSIM table 387-0003.

Table 31.4 Travel arrangement and reservation services, 2003 to 2007

	2003	2004	2005	2006	2007 ^P
	\$ millions				
Travel agencies					
Operating revenue	1,480.0	1,501.1	1,592.3	1,668.7	1,755.5
Operating expenses	1,455.6	1,414.7	1,509.0	1,551.0	1,657.2
Operating profit margin (%)	1.6	5.8	5.2	7.1	5.6
Tour operators					
Operating revenue	6,105.8	6,288.0	6,971.7	7,217.0	7,524.6
Operating expenses	6,130.9	6,188.6	6,894.2	7,118.1	7,460.0
Operating profit margin (%)	-0.4	1.6	1.1	1.4	0.9
Other travel arrangement and reservation services¹					
Operating revenue	229.5	240.7	264.7	279.0	908.6
Operating expenses	211.2	221.7	243.8	257.1	881.9
Operating profit margin (%)	8.0	7.9	7.9	7.8	2.9

Notes: North American Industry Classification System (NAICS), 2007.

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue.

1. Please note a change in methodology: starting with 2007, the annual data for NAICS Code 56159 cannot be compared with those for previous years.

Source: Statistics Canada, CANSIM table 351-0003 and Catalogue no. 63-018-X.

Table 31.5 Accommodation services, 2003 to 2007

	2003	2004	2005	2006	2007
	\$ millions				
Operating revenue	12,314.6	13,197.8	14,193.0	14,667.9	15,482.2
Operating expenses	10,993.6	11,243.9	12,009.2	12,215.2	13,056.1
Salaries, wages and benefits	3,926.9	4,238.1	4,473.5	4,684.8	4,899.5
	%				
Operating profit margin	10.7	14.8	15.4	16.7	15.7
	number				
Active establishments	16,355	15,576	16,293	F	F

Notes: North American Industry Classification System (NAICS), 2007.

Estimates for the most recent year are preliminary, and subject to revision.

Components may not add to total because of rounding.

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.

Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 slip was completed and the employer portion of employee benefits for items such as Canada/Quebec Pension Plan or Employment Insurance premiums.

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue.

Source: Statistics Canada, CANSIM table 351-0002 and Catalogue no. 63-018-X.

Table 31.6 Canadians travelling in Canada, by province and territory of destination, 2002 to 2007

	2002	2003	2004	2005	2006	2007
	thousands					
Canada	198,366	183,167	185,134	203,976	207,470	214,559
Newfoundland and Labrador	4,211	3,631	3,583	3,251	3,068	2,939
Prince Edward Island	1,299	1,064	1,048	1,092	1,018	1,057
Nova Scotia	6,963	6,155	5,985	7,265	7,318	7,087
New Brunswick	5,226	4,884	4,379	5,293	5,254	5,349
Quebec	42,754	44,171	44,674	51,611	57,278	57,240
Ontario	81,417	73,323	77,236	82,700	83,036	86,903
Manitoba	7,544	7,308	7,151	6,983	7,275	7,294
Saskatchewan	8,415	7,781	7,797	7,814	7,874	8,164
Alberta	16,231	13,163	13,125	18,727	17,364	20,052
British Columbia	24,273	21,656	20,112	18,931	17,908	18,418
Yukon, Northwest Territories and Nunavut	77	56 ^E

Note: All trips with destinations to Canada.

Source: Statistics Canada, Canadian Travel Survey–Travel Survey of Residents of Canada Bridging Project.

Table 31.7 Expenditures by Canadians on trips in Canada, by province and territory of destination, 2002 to 2007

	2002	2003	2004	2005	2006	2007
	\$ thousands					
Canada	27,212,704	25,375,064	26,299,571	29,349,441	30,370,293	31,512,813
Newfoundland and Labrador	624,662	609,003	580,359	556,702	578,466	613,323
Prince Edward Island	160,140	150,294	149,013	184,515	256,255	210,645
Nova Scotia	833,685	809,078	780,325	996,174	1,072,260	984,719
New Brunswick	828,965	714,206	703,055	747,261	767,427	732,070
Quebec	5,438,700	523,764	5,531,487	6,348,527	6,802,911	7,002,866
Ontario	9,373,178	8,938,867	9,237,284	10,285,870	10,637,175	11,006,038
Manitoba	787,764	790,535	827,254	833,557	902,279	987,116
Saskatchewan	1,103,753	1,059,449	1,149,117	1,184,540	1,140,990	1,168,570
Alberta	3,312,461	2,564,234	2,876,157	3,621,678	3,664,737	4,107,182
British Columbia	4,692,612	4,440,335	4,403,611	4,370,479	4,483,499	4,642,885
Yukon, Northwest Territories and Nunavut	64,294 ^E	57,397 ^E

Note: Excludes spending done in Canada for foreign travel or spending for interprovincial trips, spending done in the province of origin of the trip when there is no overnight visit reported in that same province and both the point of origin and portion of airfare allocated to the province of origin of the trip.

Source: Statistics Canada, Canadian Travel Survey–Travel Survey of Residents of Canada Bridging Project.

Table 31.8 International travellers entering or returning to Canada, 2004 to 2008

	2004	2005	2006	2007	2008
	thousands				
Total international travellers	89,824.9	89,310.4	89,120.8	89,103.1	87,146.0
Total non-resident travellers	38,844.7	36,160.1	33,390.2	30,373.5	27,370.1
United States residents entering Canada	34,626.1	31,655.0	28,872.7	25,694.6	22,605.6
Residents of countries other than the United States entering Canada	4,218.6	4,505.1	4,517.5	4,678.9	4,764.5
Total Canadian residents	41,786.3	44,030.9	46,912.3	50,044.6	51,737.3
Canadian residents returning from the United States	36,047.3	37,794.0	40,173.4	42,640.7	43,613.2
Canadian residents returning from countries other than the United States	5,739.0	6,237.0	6,738.9	7,403.8	8,124.0
Total other travellers	9,194.0	9,119.4	8,818.2	8,685.1	8,038.7
Immigrants and former residents	322.5	314.2	287.1	268.2	263.4
Non-resident crews	3,163.9	3,146.9	3,080.7	3,143.2	2,989.3
Canadian crews	5,707.6	5,658.2	5,450.4	5,273.7	4,786.0

Source: Statistics Canada, CANSIM table 427-0001.

Table 31.9 Non-resident travellers entering Canada, by country of residence, 2003 to 2008

	2003	2004	2005	2006	2007	2008
	thousands					
Total non-resident travellers, countries other than the United States	3,393.2	4,218.6	4,505.1	4,517.5	4,678.9	4,764.5
Europe	1,859.9	2,213.4	2,372.9	2,334.7	2,430.3	2,492.1
Africa	60.5	68.1	71.9	83.2	86.7	91.4
Asia	922.8	1,272.4	1,321.3	1,327.6	1,307.8	1,265.3
North America, Central America and Caribbean	283.0	334.2	354.7	381.4	425.2	450.9
South America	78.0	105.2	131.2	141.8	152.7	163.5
Oceania and other Ocean Islands, total	189.0	225.2	253.0	248.8	276.3	301.2

Note: United States residents are excluded.

Source: Statistics Canada, CANSIM table 427-0003.

Table 31.10 Travel by Canadians to foreign countries, top 15 countries visited, 2007

	Overnight visits		
	Visits	Nights	Spending in country
	thousands		CAN\$ millions
United States	17,759	130,801	11,545
Mexico	1,019	11,146	1,084
United Kingdom	947	11,608	1,149
France	745	9,287	973
Cuba	724	6,136	629
Dominican Republic	690	5,871	599
Germany	370	3,526	323
Italy	352	3,836	514
Netherlands	258	2,094	210
China	258	5,452	455
Spain	187	2,027	246
Hong Kong	177	2,757	209
Republic of Ireland	166	1,787	203
Switzerland	148	1,058	107
Austria	137	761	98

Source: Statistics Canada, Tourism and the Centre for Education Statistics.

Table 31.11 Travel by Canadians to the United States, top 15 states visited, 2007

	Overnight visits		
	Visits	Nights	Spending in state
	thousands		CAN\$ millions
New York	2,968	8,195	918
Florida	2,485	42,857	2,812
Washington	1,995	5,591	432
Michigan	1,410	3,562	305
California	1,148	9,764	1,006
Nevada	937	4,236	825
Maine	888	2,887	262
Pennsylvania	769	1,815	145
Vermont	765	2,207	159
North Dakota	625	1,286	163
Massachusetts	604	2,315	262
Ohio	592	1,540	142
Montana	578	1,764	183
Minnesota	573	1,517	193
Virginia	513	1,552	113

Source: Statistics Canada, Tourism and the Centre for Education Statistics.