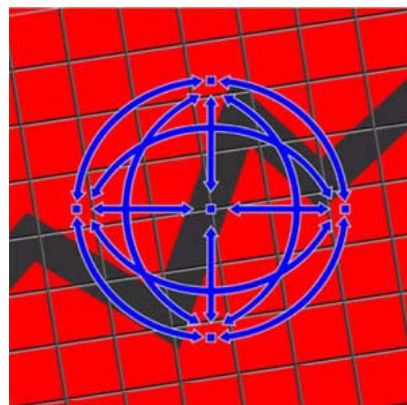


National Tourism Indicators

Quarterly estimates
Fourth quarter 2010



Canadian Tourism Commission and
Statistics Canada

Commission canadienne du tourisme et
Statistique Canada

Canada

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National Tourism Indicators

Quarterly estimates
Fourth quarter 2010

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Note of Appreciation

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.

Symbols

The following standard symbols are used in Statistics Canada publications:

- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0^s value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- P preliminary
- r revised
- x suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

For more information

For more information about the ***National Tourism Indicators***, telephone the Income and Expenditure Accounts Division at 613-951-3640 and ask for the information officer; iead-info-dcrd@statcan.gc.ca.

Data available on CANSIM and electronic version

The ***National Tourism Indicators*** are available on Statistics Canada's CANSIM database (tables 387-0001 to 387-0010).

About this publication

This publication presents information on the National Tourism Indicators (NTI). The data portray the evolution of tourism in Canada on a quarterly basis. Estimates of supply and demand for each of the main commodities and employment for tourism and non-tourism industries as identified in the Tourism Satellite Account (TSA) are recorded as time series. All series are benchmarked to the TSA.

Statistical tables providing the most recent quarterly and annual estimates are organized around six topics: tourism demand in Canada, tourism domestic demand, tourism exports, supply, tourism employment and tourism gross domestic product. The tables show both the levels of the NTI, at current and constant prices, and their percentage changes (the numbers directly under the rows showing the level of each NTI). The quarterly percentage change is shown when the data are seasonally adjusted. The year-over-year percentage change is shown when the data are not seasonally adjusted.

For further details on the NTI, see the section “Concepts, methodology and data quality”. For more in-depth explanations and related information see the “Related documentation”.

Related documentation

The concepts, sources and methods of the NTI and the TSA are described in the following publications:

Guide to the National Tourism Indicators: Sources and Methods, Catalogue no. 13-594-G, August 1996.

Canadian Tourism Satellite Account Handbook, Income and Expenditure Accounts Technical Series, Catalogue no. 13-604-M — no. 52, December 2007.

Canadian Tourism Satellite Account, 2004, Income and Expenditure Accounts Technical Series, Catalogue no. 13-604-M — no. 63, December 2009.

The Provincial and Territorial Tourism Satellite Accounts for Canada, 1998, Income and Expenditure Accounts Technical Series, Catalogue no. 13-604-M — no. 40, June 2003.

“The Tourism Satellite Account,” in **National Income and Expenditure Accounts, Second Quarter 1994**, Catalogue no. 13-001-X.

Guide to the Income and Expenditure Accounts, Catalogue no. 13-017-X, June 2008.

“Laspeyres, Paasche and Chain Price Indexes in the Income and Expenditure Accounts,” in **National Income and Expenditure Accounts, Fourth Quarter 1988**, Catalogue no. 13-001-X.

The X11ARIMA/88 Seasonal Adjustment Method, by Estela Bee Dagum, Time Series and Analysis Division, October 1988.

United Nations, Commission of the European Communities - Eurostat, International Monetary Fund, Organization for Economic Co-operation and Development and World Bank, **System of National Accounts, 1993**, New York, 1997.

Revisions of the Canadian National Tourism Indicators, Income and Expenditure Accounts Technical Series, Catalogue no. 13-604-M — no. 47, January 2005.

Special requests

Individual NTI tables can be obtained in laser printout format on the day of release by contacting the Income and Expenditure Accounts Division by phone 613-951-3640 or fax 613-951-3618. In addition, information officers can answer questions about the NTI by phone or fax (same numbers as above) or by mail. There is a \$40 minimum charge (includes 6 pages plus \$1.50 per additional page) for information sent by fax. Higher charges apply if a special tabulation is required. Payment is due in advance, normally by VISA, American Express or Mastercard.

Note to readers

With the fourth quarter 2010 release of the National Tourism Indicators, all data have been revised from the first quarter of 2010 through to the third quarter of 2010.

The National Tourism Indicators are funded by the Canadian Tourism Commission.

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Highlights

Fourth quarter 2010

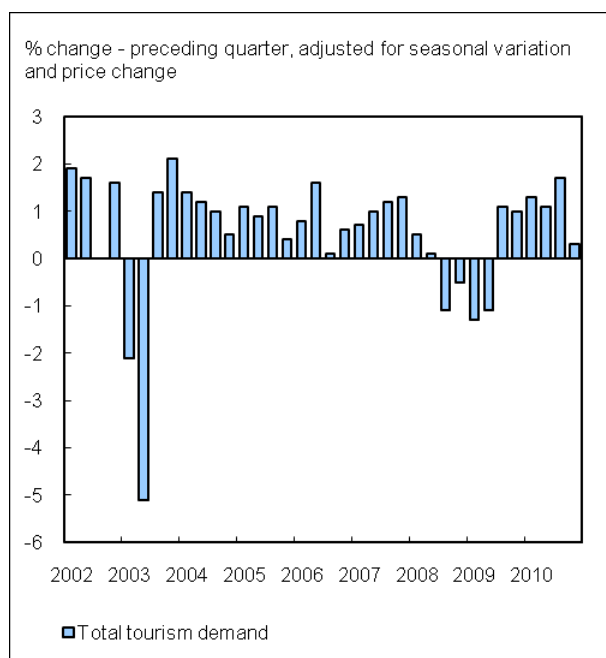
Data adjusted for seasonality and price changes¹

Tourism spending in Canada rose 0.3% in real terms in the fourth quarter of 2010, as increased outlays by Canadians at home more than offset a decline in foreign tourism spending in Canada.

This was the sixth consecutive quarterly increase in tourism spending in Canada, for a cumulative gain of 6.7% since the second quarter of 2009.

Chart 1

Sixth consecutive increase in tourism spending

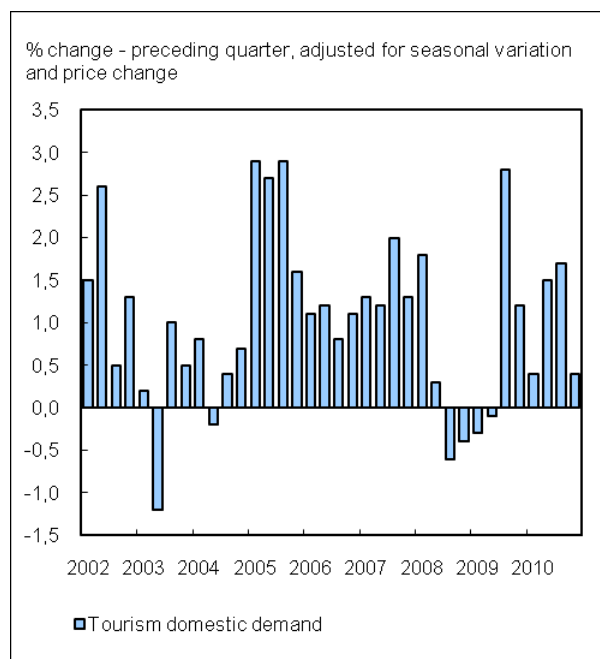


Tourism spending at home continues to advance

Domestic tourism spending by Canadians was up 0.4% in the fourth quarter of 2010, continuing an upward trend that began in the third quarter of 2009.

Chart 2

Tourism domestic demand continues up



The increase occurred despite a drop in passenger air transport, the largest spending category. Spending on airfares declined 0.9% following a 5.6% gain in the previous quarter. As a result, spending on transportation services was down 0.4%.

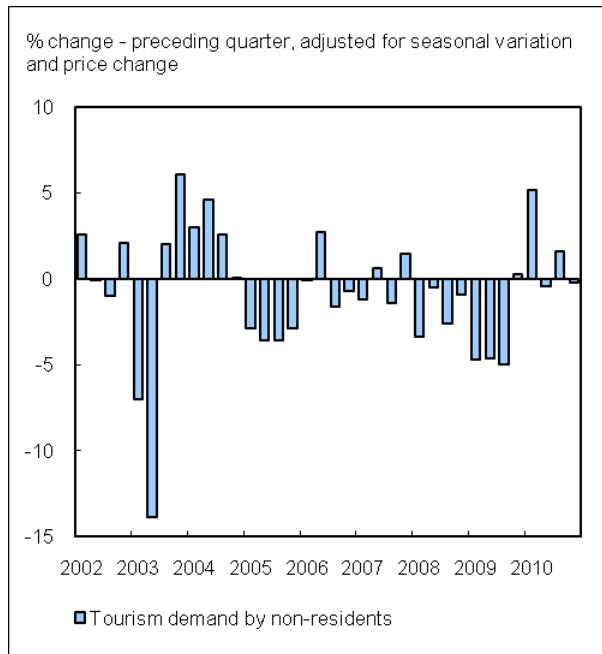
Higher spending on accommodation, food and beverage services and, most notably, non-tourism commodities such as groceries, souvenirs and clothing contributed to the overall increase in tourism outlays at home.

Spending by international visitors in Canada edges down

Outlays by foreign visitors in Canada slipped 0.2% in the fourth quarter of 2010 following a 1.6% gain in the previous quarter. Lower spending on passenger air transport (-0.8%) and non-tourism commodities (-2.2%) contributed to the decline. Spending on accommodation, food and beverage services and recreation and entertainment advanced.

1. Growth rates of tourism spending and GDP are expressed in real terms (i.e. adjusted for price changes) as well as adjusted for seasonal variations, unless otherwise indicated. Employment data are also seasonally adjusted. Associated percentage changes are presented at quarterly rates unless otherwise noted.

Chart 3
Spending by international visitors in Canada edges down



Fuel consumption declined as same-day travel from the United States fell 3.6%. Overnight travel from the United States increased 0.3% while overnight travel from overseas countries slipped 0.1%.

Tourism gross domestic product expands

Tourism gross domestic product (GDP) advanced 0.3% in the fourth quarter, the sixth consecutive quarterly increase. The accommodation, food and beverage services and other tourism industries (such as travel services and recreation and entertainment) all posted gains. Tourism GDP for the transportation industry declined.

Tourism employment increased 0.2% in the fourth quarter. This was the second consecutive quarterly gain in tourism employment, led by growth in the accommodation and non-tourism industries.

Looking ahead

The World Tourism Organization forecasts a 4%-to-5% growth in international tourist arrivals for 2011. The outlook is slightly better for the Americas.

January 2011 figures for Canada show a 0.3% gain in overnight travel from abroad, as increased travel from overseas offset a decline in travel from the United States.

In the first two months of 2011, the value of the Canadian dollar increased compared to the United States dollar, Japanese yen, Euro, British pound and Australian dollar.

2010 year in review

Tourism spending in Canada increased 4.2% in real terms in 2010, following a 2.2% decline in 2009. Spending by international visitors in Canada was up 1.9%, boosted by a strong first quarter performance related to the 2010 Winter Olympics and Paralympics held in Vancouver. This was the first annual increase in tourism exports in six years.

Overnight travel from the United States and overseas countries increased 0.7% and 6.8%, respectively.

However, same-day travel from the United States continued its downward trend, resulting in a 0.7% decline in fuel consumption by international visitors in 2010. A more expensive Canadian dollar and higher gas prices contributed to the decline in same-day travel.

International visitors' spending on several commodities increased in 2010, including passenger air transport (+7.1%), accommodation (+3.0%) and food and beverage services (+2.2%). Outlays on vehicle fuel, recreation and entertainment and non-tourism commodities all declined.

Tourism spending by Canadians at home increased 4.8% in 2010, with most of the gain in the second and third quarters.

Domestic spending on passenger air transportation with Canadian carriers increased 7.9%. Higher spending was registered on vehicle fuel (+4.2%), accommodation services (+5.2%), other tourism commodities (+2.2%) and non-tourism commodities (+7.2%).

While domestic tourism spending has steadily trended upwards over the last decade, this was only the second annual increase in tourism spending by international visitors since 2000. As a result, the international share of tourism spending in Canada has gone from 33% in 2000 to 20% in 2010.

Tourism GDP advanced 4.4%, with gains posted in all quarters in 2010. Most industries expanded, led by a 6.4% increase in tourism GDP for the transportation industry. In comparison, the GDP for Canada advanced 3.1% in 2010.

Tourism employment edged up 0.1% for the year, as job gains were recorded in each quarter except the second. Jobs were added in the accommodation, food and beverage services, recreation and entertainment and non-tourism industries, while transportation and travel services industries posted job losses.

Data unadjusted for seasonality and expressed at current prices²

Tourism spending in Canada injected \$16.0 billion into the economy in the fourth quarter of 2010, up 8.2% from the fourth quarter of 2009.

Fifth consecutive year-over-year increase in domestic tourism spending

Tourism spending by Canadians at home reached \$13.1 billion in the fourth quarter of 2010, an 8.6% increase compared to the fourth quarter of 2009. This was the fifth consecutive quarter of year-over-year gains.

The largest contributor was a 15.7% jump in passenger air transport, which includes fares for domestic and outbound trips on Canadian airlines. Total outbound air travel increased 11.8% year-over-year.

Domestic tourism spending on most commodities was higher compared to the same quarter of 2009.

Spending on vehicle fuel by Canadian travellers increased 15.6%, driven mostly by higher gas prices.

Spending by international visitors in Canada continues to climb

International visitors in Canada spent \$2.9 billion in the fourth quarter of 2010, up 6.2% from the previous year and the fourth consecutive year-over-year gain.

Overnight travel from both the United States and overseas countries was up in the fourth quarter, compared to one year earlier.

Outlays on most commodities were higher in the fourth quarter, notably those on passenger air transport and vehicle fuel.

Increase in tourism employment

Tourism employment reached 604,000 jobs in the fourth quarter of 2010, up 0.8% from the fourth quarter of 2009. After posting five consecutive year-over-year declines, tourism employment was higher for the second quarter in a row. Job gains were registered in the accommodation, food and beverage services, recreation and entertainment and non-tourism industries. The transportation industry and travel services industries posted declines.

2. In this section, tourism spending is expressed at current prices and not adjusted for seasonal variations. Percentage changes are presented on a year-over-year basis.

Concepts, methodology and data quality

The following information is provided to help clarify the basic concepts and definitions and the main sources and methods underlying the National Tourism Indicators (NTI), as well as key aspects of data quality. This information is also intended to clarify the strengths and limitations of the NTI and to indicate how they can be effectively used and analysed.

The National Tourism Indicators provide timely information which facilitate ongoing monitoring and analysis of tourism and its related activities in Canada. The NTI cover the domestic supply of tourism commodities (such as transportation, accommodation, food and beverages, recreation and entertainment), the demand for these commodities by resident and non-resident visitors, and the employment and GDP generated as a result of this demand. In addition to these key variables, other travel-related statistics are provided, including: number of international travellers to Canada by country of origin, exchanges rates, inflation rate for the various tourism commodities. The NTI were developed to update the more comprehensive Canadian Tourism Satellite Account (CTSA) on a quarterly and annual basis.

The Indicators are available about 90 days after the reference quarter. The statistical tables include actual data and percentage changes, for seasonally adjusted current and constant price estimates.

The NTI can be used in three general ways: (a) to assess the current state of tourism in Canada; (b) to analyse the development of tourism in Canada in terms of trends and structures; and (c) to support policy and strategic decisions. The Indicators show the relative importance of tourism markets in Canada, what percentage of activity is accounted for by each component of tourism demand, and which components are impacted the most from its growth or decline. The NTI can be used to support research on the trends, cycles and quarterly patterns in various tourism aspects or the industry as a whole. Comparisons can be drawn with other industries or the national economy. The NTI can also be used in the temporal analysis of relationships between different variables and the demand for or supply of tourism goods and services.

The data are used by various stakeholders in the field of tourism, e.g. federal and provincial government officials, researchers as well as by college and university professors and students. The data are also used by international organizations (OECD, World

Tourism Organization), journalists and large businesses.

Concepts and variables measured

Tourism: The definition of tourism in the NTI follows that adopted by the World Tourism Organization and the United Nations Statistical Commission: “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Visitors are persons who undertake tourism as defined above. They are referred to as either tourists (those who stay overnight or longer in the place visited), or same-day visitors.

Tourism industries would cease to exist or would continue to exist only at significantly reduced levels of activity in the absence of tourism. Examples of tourism industries include air transportation and accommodation.

Tourism commodities are ones for which a significant part of their total demand comes from visitors. Examples include travel services and rail transportation services.

Tourism demand is defined as the spending of Canadian and non-resident visitors on domestically produced commodities. It is the sum of tourism domestic demand and tourism exports.

Tourism domestic demand is the spending in Canada by resident visitors on domestically produced commodities.

Tourism exports is spending by non-resident visitors on Canadian-produced goods and services. It includes spending that may take place outside of Canada, for instance, the purchase of an airline ticket from a Canadian international carrier, to travel to Canada.

Tourism Gross Domestic Product is the unduplicated value of production, within the boundaries of a region, of goods and services purchased by tourists. In the NTI, GDP is calculated at basic prices in both current and constant dollars. Only direct GDP is calculated in the NTI. GDP is also generated indirectly in the upstream production chain of a good or service.

Although these indirect effects can be linked to tourism, they are not included in tourism GDP.

Domestic supply of tourism commodities is defined as the total production in Canada of the tourism commodities which are mainly produced by tourism industries. Not all of domestic supply is purchased by visitors, so that supply exceeds tourism demand for the NTI. For example, visitors purchase only a small proportion of food and beverage services, with most going to local consumption. Also, supply does not include imports. For example the sale of a ticket on a non-Canadian airline is excluded from supply.

Tourism employment is a measure of employment in tourism and non-tourism industries. Tourism employment measures the number of jobs in an industry generated by, or attributable to, tourism spending on the goods and/or services produced by that industry. It is based on an estimate of jobs rather than “hours of work”. Thus, someone who works 10 hours a week counts for as much, by this measure, as someone who works 50 hours a week.

Data sources and methodology

Data sources

There are several main data sources for the NTI, all originating from Statistics Canada. The CTSA provides benchmark totals, in current dollars, for several years.

For other years, the Input-Output (I-O) tables are used to calculate annual levels of tourism supply and tourism GDP. Annual levels for employment are calculated using data from the Canadian Productivity Accounts. Demand totals come from the Canadian Travel Survey (CTS) and the International Travel Survey (ITS). The ITS data come via the Canadian Balance of Payments (BOP) Accounts. For years in which I-O data are not available, the NTI are based on quarterly estimates from the SNA.

Quarterly indicators for tourism supply are based on selected components of consumer spending from the Income and Expenditure Accounts and on GDP for selected industries from the measures of monthly GDP by industry accounts. The quarterly tourism expenditure data follow quarterly patterns from the CTS and the ITS. The quarterly tourism employment data are based on the Survey of Employment, Payroll and Hours (SEPH). Tourism GDP is calculated based on demand, supply and employment.

General methodology

The indicators of supply, demand, GDP and employment are benchmarked to the CTSA levels and are projected for the years preceding and following the benchmarks.

The NTI supply indicators use results from Statistics Canada's input-output tables, which are based on quarterly and annual surveys of industries and their revenues (production). For periods not covered by the most recent I-O data the indicators are estimated on the basis of: (i) results of selected industry surveys or employment surveys, (ii) personal consumption expenditures on items closely related to the tourism goods and services being estimated, or (iii) industry-specific production figures (GDP).

Once supply estimates have been calculated, total demand is obtained by using the ratio of demand to supply from the CTSA benchmarks. Estimates used to determine the travel account balance for the Canadian balance of payments provide an overall total for demand by non-residents (tourism exports). Expenditure information is collected quarterly through Canada Customs, while international travellers entering or returning to Canada are counted monthly. Total non-resident demand is then broken down by type of expenditure using travel profiles generated during the detailed calculation of the CTSA. The methodology to calculate domestic demand estimates has two separate components. First, a derived estimate is constructed taking total demand minus the non-resident demand at an annual level. This “top-down” approach is further supplemented by the CTS data. Quarterly patterns for commodities are taken from the CTS and used to distribute the annual data.

Like the supply and demand indicators, the NTI employment estimates are benchmarked to the CTSA estimates, which in turn are based on measures from the Canadian Productivity Accounts. The Labour Force Survey is used primarily to produce control totals, and SEPH is used primarily to compute the industry-by-industry breakdown. The latter data are also used to project the quarterly estimates on a current basis. The data, which estimate direct employment, are then seasonally adjusted.

Similarly, GDP estimates are based on CTSA annual benchmarks. Quarterly movements and non-benchmark year estimates are calculated using tourism expenditure and industry GDP as an indicator. These direct measures of GDP are then seasonally adjusted.

Seasonal adjustment

Tourism is dominated by large seasonal fluctuations exhibiting similar patterns from one year to the next. For the convenience of users, these regular variations are removed, through a statistical technique known as seasonal adjustment, to help isolate underlying trends. Two versions of the quarterly NTI are available, one unadjusted and the other adjusted for seasonal variation.

All seasonally adjusted series of the quarterly NTI are derived using the X12ARIMA method. The adjustment is generally made at the lowest level of aggregation and seasonally adjusted aggregates are obtained by summation. The advantages of this approach are twofold. First, by carrying out the seasonal adjustment at the most detailed level, seasonal shifts in the aggregates are more easily explained. Second, the calculation of seasonally adjusted aggregates by summation preserves the accounting identities in the system and this is much more convenient for users.

Current and constant price estimates

Values expressed in the prices of the period being referred to are commonly called current price estimates. This is the most natural method of valuation, because it uses the prices observed in the economy in the year for which they are being measured. The NTI also provide some estimates that are valued at the prices of another period, the year 2002. The purpose of such a valuation is to facilitate the analysis of period-to-period movements of the NTI, by eliminating the effect of price change (or inflation).

An increase or decrease in value from one period to another results from the joint effect of a change in the quantities of goods and services produced and of a change in the prices at which they are sold. The decomposition of the value-change into separate price and quantity components is accomplished by recalculating a series at the prices of some base period. The resulting period-to-period changes in these constant price estimates are interpreted as showing the “real” or “inflation-adjusted” growth in the series. The NTI constant price estimates are expressed at the prices of the year 2002. Thus, for example, the estimate of tourism demand at 2002 prices for 2006 is less than the one at current prices. The difference reflects the fact that the market prices of most goods and services increased between 2002 and 2006.

Price indexes

The previous section addressed the topic of measuring tourism at the constant prices of some base period. The resulting estimates of “real tourism” gauge the volume of tourism. Dividing the current price series for tourism by the corresponding series at constant prices yields an Implicit Price Index (IPI). The variable-weighted nature of IPIs should always be kept in mind. Movements in these indexes reflect not just price-change, but also variation in the volumes of different goods and services. The impact of weight-shifts on observed period-to-period changes in the tourism implicit price index can be quite significant.

Revisions

Preceding quarters of the year are revised when the current quarter is published. In years when an updated Canadian Tourism Satellite Account (CTSA) is not available, revisions extending back four years are made with the publication of first quarter data. In years when an updated CTSA is available, revisions extending back six or seven years are made. The data are not normally revised again except when historical revisions are carried out.

Reference period

The National Tourism Indicators are available about 90 days after the reference quarter.

Data quality (accuracy)

No direct measures of the margin of error in the estimates can be calculated. The quality of the estimates can be inferred from analysis of revisions and from a subjective assessment of the data sources and methodology used in the preparation of the estimates.

Comparability of data and related sources

The NTI are based on a wide array of related and comparable data. Supply estimates generally follow the trends of the output measures for industries in the I-O system and the GDP by industry accounts.

Tourism expenditures have similar trends to related consumer spending series. However, because tourism includes both personal and business travel, the trends are not the same.

Non-resident spending, or tourism exports, is based on Balance of Payments data, which in turn come from the

ITS. The NTI however, do not include certain items in the BOP travel account (airline crews, medical and education travel) and so the data, while similar, are not identical.

Employment and GDP in the NTI are comparable to SEPH and GDP by industry data for tourism industries. The NTI however only includes the employment or production that is attributable to tourism.

Section A

Tourism demand in Canada

Table 1
Tourism demand in Canada, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	6,515 2.5	6,766 3.9	6,854 1.3	6,970 1.7	7,301 4.7	7,597 4.1	26,116 -9.5	28,722 10.0
Passenger air transport	3,440 2.0	3,518 2.3	3,548 0.9	3,738 5.4	4,000 7.0	4,034 0.8	13,838 -8.0	15,320 10.7
Passenger rail transport	61 -4.7	62 1.6	62 0.0	63 1.6	67 6.3	64 -4.5	255 -11.1	256 0.4
Interurban bus transport	244 0.8	247 1.2	248 0.4	248 0.0	255 2.8	255 0.0	982 -7.3	1,006 2.4
Vehicle rental	393 2.1	390 -0.8	385 -1.3	390 1.3	400 2.6	395 -1.3	1,563 -5.2	1,570 0.4
Vehicle repairs and parts	352 2.9	368 4.5	361 -1.9	360 -0.3	364 1.1	375 3.0	1,394 1.3	1,460 4.7
Vehicle fuel	1,853 4.7	1,996 7.7	2,066 3.5	1,987 -3.8	2,028 2.1	2,287 12.8	7,372 -15.7	8,368 13.5
Other transportation	172 -5.0	185 7.6	184 -0.5	184 0.0	187 1.6	187 0.0	712 2.0	742 4.2
Accommodation	2,538 2.8	2,603 2.6	2,720 4.5	2,682 -1.4	2,724 1.6	2,752 1.0	10,202 -6.2	10,878 6.6
Food and beverage services	2,666 0.5	2,692 1.0	2,753 2.3	2,751 -0.1	2,793 1.5	2,829 1.3	10,656 0.8	11,126 4.4
Other tourism commodities	2,728 0.2	2,757 1.1	2,808 1.8	2,820 0.4	2,883 2.2	2,918 1.2	10,967 -1.1	11,429 4.2
Recreation and entertainment	1,247 -0.3	1,257 0.8	1,283 2.1	1,274 -0.7	1,290 1.3	1,295 0.4	5,025 2.9	5,142 2.3
Travel services	799 0.5	818 2.4	834 2.0	855 2.5	896 4.8	908 1.3	3,216 -2.7	3,493 8.6
Pre-trip expenditures	631 0.6	628 -0.5	635 1.1	635 0.0	642 1.1	659 2.6	2,518 -6.0	2,571 2.1
Convention fees	51 2.0	54 5.9	56 3.7	56 0.0	55 -1.8	56 1.8	208 -5.9	223 7.2
Total tourism commodities	14,447 1.7	14,818 2.6	15,135 2.1	15,223 0.6	15,701 3.1	16,096 2.5	57,941 -5.6	62,155 7.3
Total other commodities	2,904 1.5	2,942 1.3	3,001 2.0	2,989 -0.4	3,028 1.3	3,047 0.6	11,575 1.8	12,065 4.2
Tourism expenditures	17,351 1.7	17,760 2.4	18,136 2.1	18,212 0.4	18,729 2.8	19,143 2.2	69,516 -4.5	74,220 6.8

Table 2
Tourism demand in Canada, not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	9,116 -11.4	5,584 -4.6	5,520 4.8	6,707 9.0	10,216 12.1	6,279 12.4	26,116 -9.5	28,722 10.0
Passenger air transport	4,510 -8.2	2,798 -10.8	3,160 0.6	3,713 9.5	5,234 16.1	3,213 14.8	13,838 -8.0	15,320 10.7
Passenger rail transport	78 -10.3	58 -7.9	52 -8.8	61 -1.6	83 6.4	60 3.4	255 -11.1	256 0.4
Interurban bus transport	261 -10.0	258 -7.5	232 0.0	234 1.3	272 4.2	268 3.9	982 -7.3	1,006 2.4
Vehicle rental	627 -4.3	316 -5.4	256 -2.7	359 0.6	642 2.4	313 -0.9	1,563 -5.2	1,570 0.4
Vehicle repairs and parts	512 0.6	319 6.3	265 8.2	334 5.0	534 4.3	327 2.5	1,394 1.3	1,460 4.7
Vehicle fuel	2,875 -19.5	1,688 5.6	1,400 18.6	1,842 13.1	3,178 10.5	1,948 15.4	7,372 -15.7	8,368 13.5
Other transportation	253 -1.9	147 2.8	155 4.7	164 0.0	273 7.9	150 2.0	712 2.0	742 4.2
Accommodation	3,484 -6.4	2,216 -6.3	2,001 4.4	2,762 6.8	3,745 7.5	2,370 6.9	10,202 -6.2	10,878 6.6
Food and beverage services	4,017 -0.0	2,049 1.7	2,029 4.0	2,737 3.7	4,208 4.8	2,152 5.0	10,656 0.8	11,126 4.4
Other tourism commodities	3,915 -0.9	2,213 -0.7	2,205 1.3	2,754 3.4	4,139 5.7	2,331 5.3	10,967 -1.1	11,429 4.2
Recreation and entertainment	2,212 2.3	834 2.1	836 0.0	1,157 1.2	2,286 3.3	863 3.5	5,025 2.9	5,142 2.3
Travel services	977 -4.6	689 1.3	782 2.1	843 7.5	1,112 13.8	756 9.7	3,216 -2.7	3,493 8.6
Pre-trip expenditures	664 -5.0	638 -5.8	542 1.9	698 2.0	674 1.5	657 3.0	2,518 -6.0	2,571 2.1
Convention fees	62 -4.6	52 -5.5	45 7.1	56 7.7	67 8.1	55 5.8	208 -5.9	223 7.2
Total tourism commodities	20,532 -6.6	12,062 -3.2	11,755 4.0	14,960 6.6	22,308 8.6	13,132 8.9	57,941 -5.6	62,155 7.3
Total other commodities	4,235 1.6	2,723 1.3	2,009 4.4	2,791 3.6	4,401 3.9	2,864 5.2	11,575 1.8	12,065 4.2
Tourism expenditures	24,767 -5.3	14,785 -2.4	13,764 4.0	17,751 6.1	26,709 7.8	15,996 8.2	69,516 -4.5	74,220 6.8

Table 3
Tourism demand in Canada, 2002 prices, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	6,063 1.7	6,118 0.9	6,160 0.7	6,320 2.6	6,515 3.1	6,489 -0.4	24,144 -2.3	25,484 5.6
Passenger air transport	3,636 2.2	3,682 1.3	3,711 0.8	3,859 4.0	4,044 4.8	4,007 -0.9	14,490 -3.1	15,621 7.8
Passenger rail transport	60 5.3	58 -3.3	56 -3.4	57 1.8	60 5.3	57 -5.0	234 -9.3	230 -1.7
Interurban bus transport	224 1.8	226 0.9	222 -1.8	219 -1.4	216 -1.4	217 0.5	885 -4.5	874 -1.2
Vehicle rental	376 -1.1	374 -0.5	370 -1.1	370 0.0	372 0.5	373 0.3	1,516 -5.2	1,485 -2.0
Vehicle repairs and parts	282 3.3	290 2.8	286 -1.4	286 0.0	289 1.0	293 1.4	1,114 -1.1	1,154 3.6
Vehicle fuel	1,353 0.7	1,354 0.1	1,382 2.1	1,398 1.2	1,402 0.3	1,410 0.6	5,379 1.4	5,592 4.0
Other transportation	132 1.5	134 1.5	133 -0.7	131 -1.5	132 0.8	132 0.0	526 -1.5	528 0.4
Accommodation	2,319 2.9	2,354 1.5	2,380 1.1	2,408 1.2	2,423 0.6	2,438 0.6	9,239 -3.1	9,649 4.4
Food and beverage services	2,195 -0.4	2,207 0.5	2,239 1.4	2,234 -0.2	2,241 0.3	2,258 0.8	8,821 -2.7	8,972 1.7
Other tourism commodities	2,429 -0.3	2,444 0.6	2,481 1.5	2,477 -0.2	2,493 0.6	2,513 0.8	9,786 -2.8	9,964 1.8
Recreation and entertainment	1,045 -0.9	1,054 0.9	1,079 2.4	1,056 -2.1	1,049 -0.7	1,056 0.7	4,232 -0.0	4,240 0.2
Travel services	660 -0.5	675 2.3	683 1.2	698 2.2	715 2.4	723 1.1	2,664 -4.7	2,819 5.8
Pre-trip expenditures	677 0.6	667 -1.5	671 0.6	673 0.3	679 0.9	684 0.7	2,701 -5.0	2,707 0.2
Convention fees	47 0.0	48 2.1	48 0.0	50 4.2	50 0.0	50 0.0	189 -3.1	198 4.8
Total tourism commodities	13,006 1.2	13,123 0.9	13,260 1.0	13,439 1.3	13,672 1.7	13,698 0.2	51,990 -2.6	54,069 4.0
Total other commodities	2,692 1.1	2,737 1.7	2,813 2.8	2,805 -0.3	2,842 1.3	2,863 0.7	10,776 -0.2	11,323 5.1
Tourism expenditures	15,698 1.1	15,860 1.0	16,073 1.3	16,244 1.1	16,514 1.7	16,561 0.3	62,766 -2.2	65,392 4.2

Section B

Tourism domestic demand

Table 4
Tourism domestic demand, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	5,642 4.2	5,877 4.2	5,895 0.3	5,977 1.4	6,262 4.8	6,546 4.5	22,430 -7.9	24,680 10.0
Passenger air transport	2,923 3.9	2,989 2.3	2,966 -0.8	3,123 5.3	3,359 7.6	3,394 1.0	11,651 -6.0	12,842 10.2
Passenger rail transport	37 -2.6	38 2.7	37 -2.6	37 0.0	39 5.4	37 -5.1	153 -7.3	150 -2.0
Interurban bus transport	172 1.8	175 1.7	174 -0.6	173 -0.6	177 2.3	175 -1.1	686 -3.5	699 1.9
Vehicle rental	298 6.8	300 0.7	292 -2.7	292 0.0	295 1.0	288 -2.4	1,158 0.8	1,167 0.8
Vehicle repairs and parts	336 3.4	352 4.8	344 -2.3	343 -0.3	347 1.2	357 2.9	1,327 2.6	1,391 4.8
Vehicle fuel	1,756 5.1	1,892 7.7	1,954 3.3	1,883 -3.6	1,918 1.9	2,170 13.1	6,968 -15.1	7,925 13.7
Other transportation	120 -1.6	131 9.2	128 -2.3	126 -1.6	127 0.8	125 -1.6	487 13.0	506 3.9
Accommodation	1,717 5.4	1,769 3.0	1,833 3.6	1,798 -1.9	1,827 1.6	1,854 1.5	6,792 -2.3	7,312 7.7
Food and beverage services	2,058 1.3	2,079 1.0	2,108 1.4	2,107 -0.0	2,138 1.5	2,167 1.4	8,168 3.9	8,520 4.3
Other tourism commodities	2,306 1.1	2,336 1.3	2,368 1.4	2,381 0.5	2,432 2.1	2,463 1.3	9,212 0.9	9,644 4.7
Recreation and entertainment	872 2.0	884 1.4	892 0.9	883 -1.0	887 0.5	890 0.3	3,462 10.0	3,552 2.6
Travel services	763 0.7	782 2.5	797 1.9	818 2.6	858 4.9	869 1.3	3,068 -2.1	3,342 8.9
Pre-trip expenditures	631 0.6	628 -0.5	635 1.1	635 0.0	642 1.1	659 2.6	2,518 -6.0	2,571 2.1
Convention fees	40 0.0	42 5.0	44 4.8	45 2.3	45 0.0	45 0.0	164 -5.2	179 9.1
Total tourism commodities	11,723 3.2	12,061 2.9	12,204 1.2	12,263 0.5	12,659 3.2	13,030 2.9	46,602 -3.5	50,156 7.6
Total other commodities	2,244 3.8	2,279 1.6	2,292 0.6	2,299 0.3	2,318 0.8	2,349 1.3	8,806 6.4	9,258 5.1
Tourism expenditures	13,967 3.3	14,340 2.7	14,496 1.1	14,562 0.5	14,977 2.8	15,379 2.7	55,408 -2.1	59,414 7.2

Table 5
Tourism domestic demand, not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	7,751 -9.5	4,877 -3.1	4,840 5.0	5,655 8.9	8,669 11.8	5,516 13.1	22,430 -7.9	24,680 10.0
Passenger air transport	3,768 -5.8	2,369 -10.2	2,714 0.1	3,039 8.4	4,348 15.4	2,741 15.7	11,651 -6.0	12,842 10.2
Passenger rail transport	38 -2.6	36 -2.7	38 -11.6	35 -2.8	40 5.3	37 2.8	153 -7.3	150 -2.0
Interurban bus transport	177 -6.8	183 -3.7	171 -0.6	156 1.3	183 3.4	189 3.3	686 -3.5	699 1.9
Vehicle rental	435 3.8	259 -2.3	206 -2.8	255 1.2	449 3.2	257 -0.8	1,158 0.8	1,167 0.8
Vehicle repairs and parts	486 1.9	306 7.7	253 8.1	317 5.3	507 4.3	314 2.6	1,327 2.6	1,391 4.8
Vehicle fuel	2,687 -18.5	1,613 6.3	1,352 18.9	1,738 13.5	2,971 10.6	1,864 15.6	6,968 -15.1	7,925 13.7
Other transportation	160 11.1	111 12.1	106 5.0	115 0.0	171 6.9	114 2.7	487 13.0	506 3.9
Accommodation	2,394 -2.1	1,457 -3.6	1,388 5.6	1,767 8.7	2,594 8.4	1,563 7.3	6,792 -2.3	7,312 7.7
Food and beverage services	3,006 3.8	1,611 5.3	1,617 4.7	2,087 4.0	3,130 4.1	1,686 4.7	8,168 3.9	8,520 4.3
Other tourism commodities	3,194 2.4	1,897 1.1	1,924 1.4	2,319 4.3	3,402 6.5	1,999 5.4	9,212 0.9	9,644 4.7
Recreation and entertainment	1,569 10.5	549 9.6	583 -0.5	777 2.5	1,629 3.8	563 2.6	3,462 10.0	3,552 2.6
Travel services	915 -3.9	664 2.0	760 2.2	804 7.9	1,048 14.5	730 9.9	3,068 -2.1	3,342 8.9
Pre-trip expenditures	664 -5.0	638 -5.8	542 1.9	698 2.0	674 1.5	657 3.0	2,518 -6.0	2,571 2.1
Convention fees	46 -4.2	46 -4.2	39 8.3	40 11.1	51 10.9	49 6.5	164 -5.2	179 9.1
Total tourism commodities	16,345 -4.0	9,842 -1.1	9,769 4.3	11,828 7.1	17,795 8.9	10,764 9.4	46,602 -3.5	50,156 7.6
Total other commodities	3,167 7.0	2,207 5.5	1,585 7.2	2,069 5.9	3,277 3.5	2,327 5.4	8,806 6.4	9,258 5.1
Tourism expenditures	19,512 -2.4	12,049 0.1	11,354 4.7	13,897 6.9	21,072 8.0	13,091 8.6	55,408 -2.1	59,414 7.2

Table 6
Tourism domestic demand, 2002 prices, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	5,212 3.2	5,267 1.1	5,245 -0.4	5,397 2.9	5,576 3.3	5,555 -0.4	20,587 0.0	21,773 5.8
Passenger air transport	3,089 4.0	3,127 1.2	3,103 -0.8	3,243 4.5	3,426 5.6	3,394 -0.9	12,198 -1.1	13,166 7.9
Passenger rail transport	36 5.9	36 0.0	33 -8.3	34 3.0	35 2.9	33 -5.7	141 -4.7	135 -4.3
Interurban bus transport	158 2.6	160 1.3	155 -3.1	153 -1.3	150 -2.0	150 0.0	619 -0.5	608 -1.8
Vehicle rental	285 3.6	288 1.1	280 -2.8	278 -0.7	274 -1.4	272 -0.7	1,123 0.7	1,104 -1.7
Vehicle repairs and parts	269 3.5	278 3.3	274 -1.4	273 -0.4	274 0.4	279 1.8	1,061 0.2	1,100 3.7
Vehicle fuel	1,282 1.0	1,282 0.0	1,307 2.0	1,326 1.5	1,328 0.2	1,338 0.8	5,084 2.1	5,299 4.2
Other transportation	93 6.9	96 3.2	93 -3.1	90 -3.2	89 -1.1	89 0.0	361 8.7	361 0.0
Accommodation	1,569 5.7	1,599 1.9	1,593 -0.4	1,620 1.7	1,621 0.1	1,635 0.9	6,151 0.9	6,469 5.2
Food and beverage services	1,695 0.6	1,703 0.5	1,714 0.6	1,711 -0.2	1,714 0.2	1,728 0.8	6,762 0.4	6,867 1.6
Other tourism commodities	2,075 0.6	2,090 0.7	2,112 1.1	2,113 0.0	2,123 0.5	2,141 0.8	8,307 -0.8	8,489 2.2
Recreation and entertainment	731 1.5	740 1.2	749 1.2	733 -2.1	719 -1.9	725 0.8	2,916 6.9	2,926 0.3
Travel services	630 -0.3	645 2.4	653 1.2	667 2.1	684 2.5	692 1.2	2,541 -4.2	2,696 6.1
Pre-trip expenditures	677 0.6	667 -1.5	671 0.6	673 0.3	679 0.9	684 0.7	2,701 -5.0	2,707 0.2
Convention fees	37 0.0	38 2.7	39 2.6	40 2.6	41 2.5	40 -2.4	149 -2.0	160 7.4
Total tourism commodities	10,551 2.6	10,659 1.0	10,664 0.0	10,841 1.7	11,034 1.8	11,059 0.2	41,807 0.0	43,598 4.3
Total other commodities	2,074 3.4	2,117 2.1	2,165 2.3	2,175 0.5	2,197 1.0	2,231 1.5	8,178 4.2	8,768 7.2
Tourism expenditures	12,625 2.8	12,776 1.2	12,829 0.4	13,016 1.5	13,231 1.7	13,290 0.4	49,985 0.7	52,366 4.8

Section C

Tourism demand by non-residents (exports)

Table 7
Tourism demand by non-residents (exports), seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	872 -7.0	890 2.1	959 7.8	993 3.5	1,039 4.6	1,051 1.2	3,686 -18.0	4,042 9.7
Passenger air transport	517 -7.3	529 2.3	582 10.0	615 5.7	641 4.2	640 -0.2	2,187 -17.2	2,478 13.3
Passenger rail transport	24 -7.7	24 0.0	25 4.2	26 4.0	28 7.7	27 -3.6	102 -16.4	106 3.9
Interurban bus transport	72 -1.4	72 0.0	74 2.8	75 1.4	78 4.0	80 2.6	296 -14.9	307 3.7
Vehicle rental	95 -10.4	90 -5.3	93 3.3	98 5.4	105 7.1	107 1.9	405 -18.8	403 -0.5
Vehicle repairs and parts	16 -5.9	16 0.0	17 6.3	17 0.0	17 0.0	18 5.9	67 -18.3	69 3.0
Vehicle fuel	97 -2.0	104 7.2	112 7.7	104 -7.1	110 5.8	117 6.4	404 -24.3	443 9.7
Other transportation	51 -13.6	55 7.8	56 1.8	58 3.6	60 3.4	62 3.3	225 -15.7	236 4.9
Accommodation	821 -2.4	833 1.5	887 6.5	884 -0.3	897 1.5	898 0.1	3,410 -13.1	3,566 4.6
Food and beverage services	608 -2.1	615 1.2	645 4.9	644 -0.2	655 1.7	662 1.1	2,488 -8.4	2,606 4.7
Other tourism commodities	422 -4.7	421 -0.2	440 4.5	439 -0.2	451 2.7	455 0.9	1,755 -10.2	1,785 1.7
Recreation and entertainment	375 -5.3	373 -0.5	391 4.8	391 0.0	403 3.1	405 0.5	1,563 -10.0	1,590 1.7
Travel services	36 -2.7	36 0.0	37 2.8	37 0.0	38 2.7	39 2.6	148 -13.5	151 2.0
Pre-trip expenditures	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...
Convention fees	11 10.0	12 9.1	12 0.0	11 -8.3	10 -9.1	11 10.0	44 -8.3	44 0.0
Total tourism commodities	2,723 -4.2	2,759 1.3	2,931 6.2	2,960 1.0	3,042 2.8	3,066 0.8	11,339 -13.4	11,999 5.8
Total other commodities	661 -5.6	662 0.2	709 7.1	690 -2.7	710 2.9	698 -1.7	2,769 -10.3	2,807 1.4
Tourism expenditures	3,384 -4.5	3,421 1.1	3,640 6.4	3,650 0.3	3,752 2.8	3,764 0.3	14,108 -12.8	14,806 4.9

Table 8
Tourism demand by non-residents (exports), not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	1,365 -20.6	707 -14.1	680 3.7	1,052 9.8	1,547 13.3	763 7.9	3,686 -18.0	4,042 9.7
Passenger air transport	742 -18.7	429 -14.0	446 3.7	674 15.0	886 19.4	472 10.0	2,187 -17.2	2,478 13.3
Passenger rail transport	40 -16.7	22 -15.4	14 0.0	26 0.0	43 7.5	23 4.5	102 -16.4	106 3.9
Interurban bus transport	84 -16.0	75 -15.7	61 1.7	78 1.3	89 6.0	79 5.3	296 -14.9	307 3.7
Vehicle rental	192 -18.6	57 -17.4	50 -2.0	104 -1.0	193 0.5	56 -1.8	405 -18.8	403 -0.5
Vehicle repairs and parts	26 -18.8	13 -18.8	12 9.1	17 0.0	27 3.8	13 0.0	67 -18.3	69 3.0
Vehicle fuel	188 -31.9	75 -6.3	48 11.6	104 6.1	207 10.1	84 12.0	404 -24.3	443 9.7
Other transportation	93 -18.4	36 -18.2	49 4.3	49 0.0	102 9.7	36 0.0	225 -15.7	236 4.9
Accommodation	1,090 -14.6	759 -11.1	613 2.0	995 3.6	1,151 5.6	807 6.3	3,410 -13.1	3,566 4.6
Food and beverage services	1,011 -9.9	438 -9.5	412 1.5	650 2.7	1,078 6.6	466 6.4	2,488 -8.4	2,606 4.7
Other tourism commodities	721 -13.3	316 -10.2	281 1.1	435 -1.1	737 2.2	332 5.1	1,755 -10.2	1,785 1.7
Recreation and entertainment	643 -13.5	285 -9.8	253 1.2	380 -1.3	657 2.2	300 5.3	1,563 -10.0	1,590 1.7
Travel services	62 -13.9	25 -13.8	22 0.0	39 0.0	64 3.2	26 4.0	148 -13.5	151 2.0
Pre-trip expenditures	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...
Convention fees	16 -5.9	6 -14.3	6 0.0	16 0.0	16 0.0	6 0.0	44 -8.3	44 0.0
Total tourism commodities	4,187 -15.4	2,220 -11.7	1,986 2.3	3,132 4.7	4,513 7.8	2,368 6.7	11,339 -13.4	11,999 5.8
Total other commodities	1,068 -11.5	516 -13.4	424 -4.9	722 -2.3	1,124 5.2	537 4.1	2,769 -10.3	2,807 1.4
Tourism expenditures	5,255 -14.6	2,736 -12.0	2,410 1.0	3,854 3.3	5,637 7.3	2,905 6.2	14,108 -12.8	14,806 4.9

Table 9
Tourism demand by non-residents (exports), 2002 prices, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	852 -6.8	850 -0.2	915 7.6	925 1.1	936 1.2	935 -0.1	3,557 -13.6	3,711 4.3
Passenger air transport	547 -7.1	555 1.5	608 9.5	616 1.3	618 0.3	613 -0.8	2,292 -12.8	2,455 7.1
Passenger rail transport	24 4.3	22 -8.3	23 4.5	24 4.3	24 0.0	24 0.0	93 -15.5	95 2.2
Interurban bus transport	66 0.0	66 0.0	67 1.5	66 -1.5	66 0.0	67 1.5	266 -12.8	266 0.0
Vehicle rental	91 -13.3	86 -5.5	89 3.5	93 4.5	98 5.4	101 3.1	393 -18.8	381 -3.1
Vehicle repairs and parts	13 0.0	12 -7.7	13 8.3	13 0.0	14 7.7	14 0.0	53 -20.9	54 1.9
Vehicle fuel	71 -5.3	72 1.4	75 4.2	72 -4.0	74 2.8	72 -2.7	295 -9.0	293 -0.7
Other transportation	40 -7.0	37 -7.5	40 8.1	41 2.5	42 2.4	44 4.8	165 -18.3	167 1.2
Accommodation	749 -2.7	755 0.8	786 4.1	787 0.1	802 1.9	805 0.4	3,088 -10.3	3,180 3.0
Food and beverage services	501 -3.3	503 0.4	524 4.2	523 -0.2	528 1.0	530 0.4	2,059 -11.7	2,105 2.2
Other tourism commodities	354 -5.6	354 0.0	370 4.5	363 -1.9	370 1.9	372 0.5	1,479 -12.6	1,475 -0.3
Recreation and entertainment	314 -6.0	314 0.0	330 5.1	323 -2.1	330 2.2	331 0.3	1,316 -12.6	1,314 -0.2
Travel services	30 -3.2	30 0.0	31 3.3	30 -3.2	31 3.3	31 0.0	123 -14.6	123 0.0
Pre-trip expenditures	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...
Convention fees	10 0.0	10 0.0	9 -10.0	10 11.1	9 -10.0	10 11.1	40 -7.0	38 -5.0
Total tourism commodities	2,456 -4.7	2,462 0.2	2,595 5.4	2,598 0.1	2,636 1.5	2,642 0.2	10,183 -12.1	10,471 2.8
Total other commodities	618 -6.1	620 0.3	648 4.5	631 -2.6	645 2.2	631 -2.2	2,598 -11.9	2,555 -1.7
Tourism expenditures	3,074 -5.0	3,082 0.3	3,243 5.2	3,229 -0.4	3,281 1.6	3,273 -0.2	12,781 -12.0	13,026 1.9

Section D

Supply of tourism commodities

Table 10
Supply of tourism commodities, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	18,811 2.9	19,784 5.2	20,140 1.8	19,989 -0.7	20,539 2.8	21,887 6.6	75,074 -9.0	82,555 10.0
Passenger air transport	3,616 1.2	3,688 2.0	3,725 1.0	3,931 5.5	4,207 7.0	4,240 0.8	14,568 -8.0	16,103 10.5
Passenger rail transport	66 -4.3	66 0.0	65 -1.5	68 4.6	72 5.9	70 -2.8	274 -11.6	275 0.4
Interurban bus transport	257 -2.3	260 1.2	264 1.5	264 0.0	271 2.7	270 -0.4	1,044 -7.3	1,069 2.4
Vehicle rental	581 2.1	574 -1.2	565 -1.6	576 1.9	587 1.9	581 -1.0	2,306 -5.1	2,309 0.1
Vehicle repairs and parts	5,106 2.3	5,353 4.8	5,262 -1.7	5,245 -0.3	5,311 1.3	5,465 2.9	20,309 1.2	21,283 4.8
Vehicle fuel	8,492 4.5	9,133 7.5	9,552 4.6	9,185 -3.8	9,348 1.8	10,507 12.4	33,787 -15.7	38,592 14.2
Other transportation	693 0.0	710 2.5	707 -0.4	720 1.8	743 3.2	754 1.5	2,786 3.1	2,924 5.0
Accommodation	2,777 1.9	2,850 2.6	2,983 4.7	2,944 -1.3	2,987 1.5	3,024 1.2	11,212 -6.1	11,938 6.5
Food and beverage services	13,439 0.5	13,559 0.9	13,866 2.3	13,853 -0.1	14,068 1.6	14,240 1.2	53,697 0.7	56,027 4.3
Other tourism commodities	7,026 -0.4	7,080 0.8	7,241 2.3	7,220 -0.3	7,329 1.5	7,377 0.7	28,356 1.3	29,167 2.9
Recreation and entertainment	5,535 -0.7	5,571 0.7	5,703 2.4	5,663 -0.7	5,725 1.1	5,746 0.4	22,374 2.9	22,837 2.1
Travel services	804 0.5	824 2.5	841 2.1	861 2.4	903 4.9	912 1.0	3,238 -2.6	3,517 8.6
Pre-trip expenditures	631 0.6	628 -0.5	635 1.1	635 0.0	642 1.1	659 2.6	2,518 -6.0	2,571 2.1
Convention fees	56 1.8	57 1.8	62 8.8	61 -1.6	59 -3.3	60 1.7	226 -7.0	242 7.1
Total tourism commodities	42,053 1.5	43,273 2.9	44,230 2.2	44,006 -0.5	44,923 2.1	46,528 3.6	168,339 -4.2	179,687 6.7

Table 11
Supply of tourism commodities, not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	20,955 -12.4	19,239 2.2	18,043 10.5	20,232 9.1	23,006 9.8	21,274 10.6	75,074 -9.0	82,555 10.0
Passenger air transport	4,658 -9.1	2,957 -9.2	3,373 0.5	3,937 9.4	5,402 16.0	3,391 14.7	14,568 -8.0	16,103 10.5
Passenger rail transport	80 -14.9	68 -6.8	56 -8.2	64 -1.5	85 6.3	70 2.9	274 -11.6	275 0.4
Interurban bus transport	274 -10.2	267 -7.0	255 0.0	251 1.2	286 4.4	277 3.7	1,044 -7.3	1,069 2.4
Vehicle rental	764 -6.4	617 -5.2	435 -2.7	480 0.4	782 2.4	612 -0.8	2,306 -5.1	2,309 0.1
Vehicle repairs and parts	5,233 -0.1	5,500 5.0	4,527 7.9	5,650 5.0	5,461 4.4	5,645 2.6	20,309 1.2	21,283 4.8
Vehicle fuel	9,229 -20.5	9,139 5.7	8,694 18.6	9,148 13.1	10,202 10.5	10,548 15.4	33,787 -15.7	38,592 14.2
Other transportation	717 -1.4	691 1.8	703 1.4	702 2.5	788 9.9	731 5.8	2,786 3.1	2,924 5.0
Accommodation	3,610 -6.0	2,516 -5.7	2,254 4.3	3,117 6.6	3,879 7.5	2,688 6.8	11,212 -6.1	11,938 6.5
Food and beverage services	14,324 0.2	13,625 0.7	12,445 4.0	14,279 3.6	15,001 4.7	14,302 5.0	53,697 0.7	56,027 4.3
Other tourism commodities	7,324 -0.4	7,259 0.9	6,765 0.4	7,185 2.1	7,662 4.6	7,555 4.1	28,356 1.3	29,167 2.9
Recreation and entertainment	5,615 1.0	5,870 1.7	5,387 0.0	5,571 1.3	5,802 3.3	6,077 3.5	22,374 2.9	22,837 2.1
Travel services	982 -4.6	694 1.5	785 2.1	853 7.6	1,118 13.8	761 9.7	3,238 -2.6	3,517 8.6
Pre-trip expenditures	664 -5.0	638 -5.8	542 1.9	698 2.0	674 1.5	657 3.0	2,518 -6.0	2,571 2.1
Convention fees	63 -7.4	57 -6.6	51 6.3	63 8.6	68 7.9	60 5.3	226 -7.0	242 7.1
Total tourism commodities	46,213 -6.5	42,639 1.0	39,507 6.2	44,813 6.0	49,548 7.2	45,819 7.5	168,339 -4.2	179,687 6.7

Table 12
Supply of tourism commodities, 2002 prices, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	15,475 0.9	15,655 1.2	15,774 0.8	16,020 1.6	16,292 1.7	16,345 0.3	61,657 -0.9	64,431 4.5
Passenger air transport	3,823 1.4	3,860 1.0	3,889 0.8	4,053 4.2	4,250 4.9	4,218 -0.8	15,253 -3.1	16,410 7.6
Passenger rail transport	65 6.6	62 -4.6	59 -4.8	60 1.7	62 3.3	61 -1.6	252 -9.0	242 -4.0
Interurban bus transport	237 -0.8	237 0.0	237 0.0	234 -1.3	229 -2.1	230 0.4	940 -4.7	930 -1.1
Vehicle rental	557 -0.5	550 -1.3	544 -1.1	546 0.4	550 0.7	549 -0.2	2,235 -5.2	2,189 -2.1
Vehicle repairs and parts	4,073 1.8	4,245 4.2	4,171 -1.7	4,166 -0.1	4,204 0.9	4,269 1.5	16,249 -0.9	16,810 3.5
Vehicle fuel	6,201 0.3	6,179 -0.4	6,350 2.8	6,434 1.3	6,469 0.5	6,484 0.2	24,651 1.4	25,737 4.4
Other transportation	519 0.2	522 0.6	524 0.4	527 0.6	528 0.2	534 1.1	2,077 -2.3	2,113 1.7
Accommodation	2,533 1.6	2,572 1.5	2,601 1.1	2,632 1.2	2,647 0.6	2,664 0.6	10,148 -3.1	10,544 3.9
Food and beverage services	11,066 -0.3	11,116 0.5	11,279 1.5	11,256 -0.2	11,292 0.3	11,383 0.8	44,454 -2.7	45,210 1.7
Other tourism commodities	6,033 -1.0	6,065 0.5	6,190 2.1	6,126 -1.0	6,091 -0.6	6,145 0.9	24,436 -1.2	24,552 0.5
Recreation and entertainment	4,641 -1.3	4,667 0.6	4,777 2.4	4,696 -1.7	4,639 -1.2	4,679 0.9	18,848 -0.1	18,791 -0.3
Travel services	664 -0.4	679 2.3	688 1.3	703 2.2	720 2.4	728 1.1	2,681 -4.8	2,839 5.9
Pre-trip expenditures	677 0.6	667 -1.5	671 0.6	673 0.3	679 0.9	684 0.7	2,701 -5.0	2,707 0.2
Convention fees	51 0.0	52 2.0	54 3.8	54 0.0	53 -1.9	54 1.9	206 -2.8	215 4.4
Total tourism commodities	35,107 0.2	35,408 0.9	35,844 1.2	36,034 0.5	36,322 0.8	36,537 0.6	140,695 -1.7	144,737 2.9

Section E

Employment generated by tourism

Table 13
Employment generated by tourism, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
thousands of jobs and percentage change, preceding period								
Transportation	71.3 -1.2	71.0 -0.4	71.9 1.3	71.3 -0.8	70.8 -0.7	70.9 0.1	72.3 -1.5	71.2 -1.5
Air transportation	42.3 -0.7	41.5 -1.9	42.5 2.4	42.8 0.7	42.4 -0.9	42.1 -0.7	42.8 -1.6	42.5 -0.8
Railway transportation	3.1 0.0	3.0 -3.2	3.0 0.0	2.9 -3.3	3.0 3.4	3.1 3.3	3.1 -3.9	3.0 -3.2
Water transportation	1.8 0.0	1.8 0.0	1.8 0.0	1.8 0.0	1.8 0.0	1.7 -5.6	1.8 -5.3	1.8 -1.4
Bus transportation	10.1 -6.5	10.9 7.9	11.0 0.9	10.7 -2.7	10.4 -2.8	10.5 1.0	10.7 -1.2	10.7 -0.5
Other transportation industries	14.0 0.7	13.8 -1.4	13.6 -1.4	13.1 -3.7	13.2 0.8	13.5 2.3	13.9 -0.2	13.4 -3.8
Accommodation	163.2 3.0	166.3 1.9	163.6 -1.6	162.0 -1.0	165.6 2.2	166.0 0.2	162.4 1.1	164.3 1.2
Food and beverage services	148.6 -0.9	147.9 -0.5	149.9 1.4	149.7 -0.1	149.7 0.0	149.8 0.1	149.7 -0.9	149.8 0.1
Other tourism industries	112.8 -0.6	112.8 0.0	112.4 -0.4	110.2 -2.0	112.3 1.9	110.9 -1.2	113.1 -0.8	111.5 -1.5
Recreation and entertainment	70.6 -0.8	70.6 0.0	70.6 0.0	71.3 1.0	73.4 2.9	72.6 -1.1	70.7 1.0	72.0 1.8
Travel services	42.2 -0.2	42.2 0.0	41.8 -0.9	38.9 -6.9	38.9 0.0	38.3 -1.5	42.4 -3.7	39.5 -6.9
Total tourism industries	495.9 0.4	498.0 0.4	497.8 -0.0	493.2 -0.9	498.4 1.1	497.6 -0.2	497.5 -0.3	496.8 -0.1
Other industries	118.3 -0.6	118.9 0.5	120.5 1.3	119.4 -0.9	120.1 0.6	122.0 1.6	119.3 -1.3	120.5 1.0
Tourism activities	614.2 0.2	616.9 0.4	618.3 0.2	612.6 -0.9	618.5 1.0	619.6 0.2	616.8 -0.5	617.3 0.1

Table 14
Employment generated by tourism, not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
thousands of jobs and percentage change, preceding year								
Transportation	73.5 -2.8	69.4 -5.4	72.3 -1.0	71.7 -2.0	73.0 -0.7	67.9 -2.2	72.3 -1.5	71.2 -1.5
Air transportation	43.6 -2.2	40.0 -8.0	43.8 -0.7	43.1 -0.9	43.2 -0.9	39.7 -0.7	42.8 -1.6	42.5 -0.8
Railway transportation	3.1 -6.1	3.0 0.0	3.1 -6.1	2.8 -6.7	3.1 0.0	3.0 0.0	3.1 -3.9	3.0 -3.2
Water transportation	2.0 -4.8	1.8 -5.3	1.6 -5.9	1.7 0.0	2.0 0.0	1.8 0.0	1.8 -5.3	1.8 -1.4
Bus transportation	10.0 -7.4	10.9 -1.8	10.9 2.8	11.1 -1.8	10.1 1.0	10.5 -3.7	10.7 -1.2	10.7 -0.5
Other transportation industries	14.8 0.0	13.7 -1.4	12.9 -3.0	13.0 -5.1	14.6 -1.4	12.9 -5.8	13.9 -0.2	13.4 -3.8
Accommodation	165.8 3.5	159.7 4.7	164.3 -1.4	160.1 1.7	169.8 2.4	163.0 2.1	162.4 1.1	164.3 1.2
Food and beverage services	154.7 -2.1	143.8 -3.0	145.9 -0.5	153.3 -0.3	154.3 -0.3	145.6 1.3	149.7 -0.9	149.8 0.1
Other tourism industries	121.1 -1.2	108.4 -0.9	107.9 -0.6	111.8 -2.2	119.4 -1.4	106.7 -1.6	113.1 -0.8	111.5 -1.5
Recreation and entertainment	78.5 1.4	65.5 0.3	67.3 1.4	73.3 1.2	79.8 1.7	67.5 3.1	70.7 1.0	72.0 1.8
Travel services	42.6 -5.8	42.9 -2.7	40.6 -3.8	38.5 -8.1	39.6 -7.0	39.2 -8.6	42.4 -3.7	39.5 -6.9
Total tourism industries	515.1 -0.3	481.3 -0.5	490.4 -0.9	496.9 -0.3	516.5 0.3	483.2 0.4	497.5 -0.3	496.8 -0.1
Other industries	121.4 -1.7	118.0 -2.6	116.9 -1.4	119.9 0.6	124.2 2.3	121.0 2.5	119.3 -1.3	120.5 1.0
Tourism activities	636.5 -0.5	599.3 -0.9	607.3 -1.0	616.8 -0.2	640.7 0.7	604.2 0.8	616.8 -0.5	617.3 0.1

Section F

Tourism prices and gross domestic product

Table 15
Tourism gross domestic product, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	1,490 0.8	1,515 1.7	1,557 2.8	1,624 4.3	1,689 4.0	1,686 -0.2	6,014 -7.4	6,556 9.0
Accommodation	1,637 1.9	1,681 2.7	1,757 4.5	1,729 -1.6	1,790 3.5	1,808 1.0	6,594 -5.3	7,084 7.4
Food and beverage services	915 0.3	928 1.4	947 2.0	949 0.2	966 1.8	981 1.6	3,664 0.9	3,843 4.9
Other tourism industries	1,086 0.1	1,103 1.6	1,126 2.1	1,134 0.7	1,165 2.7	1,175 0.9	4,374 0.2	4,600 5.2
Total tourism industries	5,128 0.9	5,227 1.9	5,387 3.1	5,436 0.9	5,610 3.2	5,650 0.7	20,646 -3.8	22,083 7.0
Other industries	1,782 2.4	1,842 3.4	1,882 2.2	1,853 -1.5	1,882 1.6	1,975 4.9	7,100 -5.2	7,592 6.9
Tourism gross domestic product	6,910 1.3	7,069 2.3	7,269 2.8	7,289 0.3	7,492 2.8	7,625 1.8	27,746 -4.2	29,675 7.0

Table 16
Tourism gross domestic product, not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	2,017 -7.3	1,288 -8.8	1,315 3.5	1,568 9.0	2,252 11.7	1,421 10.3	6,014 -7.4	6,556 9.0
Accommodation	2,297 -5.3	1,376 -5.6	1,322 6.8	1,791 6.4	2,480 8.0	1,491 8.4	6,594 -5.3	7,084 7.4
Food and beverage services	1,380 0.0	709 2.3	697 4.0	942 4.1	1,456 5.5	748 5.5	3,664 0.9	3,843 4.9
Other tourism industries	1,656 0.3	815 0.0	882 1.3	1,076 4.3	1,773 7.1	869 6.6	4,374 0.2	4,600 5.2
Total tourism industries	7,350 -3.7	4,188 -4.3	4,216 4.1	5,377 6.3	7,961 8.3	4,529 8.1	20,646 -3.8	22,083 7.0
Other industries	2,560 -7.2	1,655 2.0	1,333 8.5	1,760 6.3	2,713 6.0	1,786 7.9	7,100 -5.2	7,592 6.9
Tourism gross domestic product	9,910 -4.6	5,843 -2.6	5,549 5.1	7,137 6.3	10,674 7.7	6,315 8.1	27,746 -4.2	29,675 7.0

Table 17
Tourism gross domestic product, 2002 prices, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	1,559 1.8	1,565 0.4	1,620 3.5	1,654 2.1	1,676 1.3	1,659 -1.0	6,210 -4.3	6,609 6.4
Accommodation	1,478 1.9	1,503 1.7	1,545 2.8	1,534 -0.7	1,562 1.8	1,571 0.6	5,910 -3.1	6,212 5.1
Food and beverage services	755 -0.1	762 0.9	771 1.2	772 0.1	774 0.3	783 1.2	3,034 -2.5	3,100 2.2
Other tourism industries	904 -0.8	918 1.5	936 2.0	933 -0.3	940 0.8	948 0.9	3,658 -2.3	3,757 2.7
Total tourism industries	4,696 1.0	4,748 1.1	4,872 2.6	4,893 0.4	4,952 1.2	4,961 0.2	18,812 -3.2	19,678 4.6
Other industries	1,552 1.0	1,567 1.0	1,598 2.0	1,600 0.1	1,615 0.9	1,628 0.8	6,196 -0.5	6,441 4.0
Tourism gross domestic product	6,248 1.0	6,315 1.1	6,470 2.5	6,493 0.4	6,567 1.1	6,589 0.3	25,008 -2.6	26,119 4.4

Table 18
Implicit price indexes for tourism demand, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
	index (2002 = 100) and percentage change, preceding period							
Transport services	107.5 0.8	110.6 2.9	111.3 0.6	110.3 -0.9	112.1 1.6	117.1 4.5	108.2 -7.4	112.7 4.2
Accommodation services	109.4 -0.2	110.6 1.1	114.3 3.3	111.4 -2.5	112.4 0.9	112.9 0.4	110.4 -3.1	112.8 2.1
Food and beverage services	121.5 0.9	122.0 0.4	123.0 0.8	123.1 0.1	124.6 1.2	125.3 0.6	120.8 3.5	124.0 2.6
Other tourism commodities	112.3 0.5	112.8 0.4	113.2 0.4	113.8 0.5	115.6 1.6	116.1 0.4	112.1 1.7	114.7 2.3
Tourism commodities	111.1 0.6	112.9 1.6	114.1 1.1	113.3 -0.7	114.8 1.3	117.5 2.4	111.4 -3.1	114.9 3.1
Total tourism expenditures	110.5 0.5	112.0 1.4	112.8 0.7	112.1 -0.6	113.4 1.2	115.6 1.9	110.8 -2.3	113.5 2.5

Section G

Supplementary tables

Table 19
International travellers, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
thousands of travellers and percentage change, preceding period								
Total inbound travel	5,989 -3.2	5,998 0.1	6,193 3.2	6,101 -1.5	6,224 2.0	6,151 -1.2	24,696 -9.8	24,669 -0.1
Same day	2,122 -6.4	2,123 0.0	2,205 3.9	2,116 -4.0	2,167 2.4	2,087 -3.7	8,959 -12.4	8,574 -4.3
Overnight	3,867 -1.4	3,876 0.2	3,988 2.9	3,985 -0.1	4,058 1.8	4,064 0.2	15,737 -8.2	16,095 2.3
United States	4,987 -3.1	4,958 -0.6	5,086 2.6	4,983 -2.0	5,107 2.5	5,037 -1.4	20,526 -9.2	20,214 -1.5
Same day	2,098 -6.4	2,098 0.0	2,178 3.8	2,088 -4.1	2,139 2.4	2,062 -3.6	8,859 -12.3	8,467 -4.4
Overnight	2,889 -0.6	2,860 -1.0	2,908 1.7	2,895 -0.4	2,968 2.5	2,975 0.3	11,667 -6.7	11,746 0.7
All other countries	1,003 -3.4	1,040 3.7	1,106 6.4	1,118 1.0	1,117 -0.0	1,114 -0.3	4,170 -12.5	4,456 6.8
Same day	25 1.5	25 0.0	26 6.5	28 6.0	27 -2.1	25 -8.1	100 -20.6	107 6.9
Overnight	978 -3.5	1,015 3.8	1,080 6.4	1,090 0.9	1,090 0.0	1,089 -0.1	4,070 -12.3	4,349 6.8
Same day and overnight:								
Americas, except United States	109 -14.3	107 -1.7	114 6.1	120 5.3	118 -1.6	120 2.2	488 -20.5	471 -3.5
Mexico	34 -30.2	27 -20.2	30 9.2	32 8.7	30 -7.0	32 6.9	172 -36.5	124 -28.0
Other Americas	75 -4.4	80 6.8	84 5.1	87 4.2	88 0.3	88 0.6	316 -7.9	347 9.8
Europe	546 -3.0	576 5.3	609 5.8	584 -4.1	586 0.4	586 -0.0	2,252 -9.6	2,365 5.0
France	105 -1.3	104 -1.5	108 4.3	109 0.9	109 0.5	114 4.3	412 -3.2	441 7.0
Germany	79 4.2	83 4.6	86 4.5	88 1.7	85 -3.6	83 -1.7	319 -4.0	342 7.3
United Kingdom	161 -11.3	190 18.3	180 -5.6	185 2.8	184 -0.7	179 -2.4	724 -16.7	727 0.4
Other Europe	201 0.9	199 -1.1	235 18.0	202 -13.7	209 3.1	209 0.4	797 -7.8	855 7.3
Asia/Pacific	327 -0.1	335 2.6	362 7.8	390 7.9	390 -0.0	384 -1.6	1,343 -14.3	1,525 13.6
China	40 -3.1	39 -3.5	45 16.8	49 9.2	54 9.3	51 -5.6	166 0.2	200 20.4
Hong Kong	25 -14.7	29 15.0	27 -5.0	32 19.4	28 -14.2	32 14.9	112 -15.6	119 6.8
Japan	52 18.6	54 3.0	60 12.7	63 4.9	63 -0.9	56 -10.6	206 -28.4	243 18.2
South Korea	34 -4.5	36 6.3	40 10.7	46 15.2	41 -10.2	43 3.7	144 -26.7	170 17.9
Australia	52 1.2	56 6.7	56 1.0	62 10.9	62 0.2	63 1.8	214 -14.1	244 14.3
Other Asia/Pacific	123 -1.5	123 -0.7	133 8.1	136 2.9	142 3.7	138 -2.5	501 -6.5	549 9.5
Africa	21 0.2	22 6.7	22 0.2	24 6.9	23 -3.3	24 3.9	87 -5.0	94 8.1
Canadian outbound travel	11,824 3.0	12,413 5.0	12,806 3.2	13,303 3.9	13,404 0.8	14,106 5.2	47,484 -8.2	53,620 12.9
United States	9,766 3.0	10,340 5.9	10,740 3.9	11,144 3.8	11,212 0.6	11,807 5.3	39,254 -10.0	44,903 14.4
Same day	5,222 2.7	5,703 9.2	5,889 3.3	6,132 4.1	6,208 1.2	6,714 8.2	21,281 -13.9	24,943 17.2
Overnight	4,544 3.4	4,637 2.0	4,852 4.6	5,012 3.3	5,004 -0.2	5,093 1.8	17,973 -5.0	19,959 11.0
All other countries	2,059 3.1	2,073 0.7	2,066 -0.3	2,160 4.5	2,192 1.5	2,299 4.8	8,230 1.3	8,717 5.9

Notes:

Travellers include crews and commuters as part of international travel. In the Tourism Satellite Account and the National Tourism Indicators, on the other hand, spending by these groups is not counted as they are not considered part of tourism in the international definition.

Data may not match the data published for the International Travel Survey.

For definitions used in measuring international travel see publication: International Travel, Appendix, Description of Methods and Definitions (Catalogue number 66-201).

Table 20
International travellers, not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
thousands of travellers and percentage change, preceding year								
Total inbound travel	9,269 -11.6	4,633 -11.6	3,884 -5.4	6,471 -3.3	9,590 3.5	4,725 2.0	24,696 -9.8	24,669 -0.1
Same day	2,807 -17.5	1,819 -16.6	1,673 -11.1	2,234 -8.8	2,883 2.7	1,784 -1.9	8,959 -12.4	8,574 -4.3
Overnight	6,462 -8.8	2,814 -8.1	2,210 -0.5	4,236 -0.1	6,707 3.8	2,941 4.5	15,737 -8.2	16,095 2.3
United States	7,625 -11.0	3,877 -12.1	3,224 -7.0	5,266 -5.2	7,795 2.2	3,929 1.3	20,526 -9.2	20,213 -1.5
Same day	2,761 -17.4	1,803 -16.6	1,663 -11.1	2,202 -9.1	2,832 2.6	1,770 -1.8	8,859 -12.3	8,467 -4.4
Overnight	4,864 -6.9	2,074 -7.8	1,561 -2.1	3,064 -2.2	4,962 2.0	2,159 4.1	11,667 -6.7	11,746 0.7
All other countries	1,644 -14.4	756 -8.9	660 3.6	1,204 6.3	1,796 9.2	796 5.3	4,170 -12.5	4,456 6.8
Same day	46 -21.0	16 -17.6	10 -0.7	32 14.1	50 9.9	14 -10.3	100 -20.6	107 6.9
Overnight	1,598 -14.2	740 -8.7	649 3.6	1,172 6.1	1,745 9.2	782 5.6	4,070 -12.3	4,349 6.8
Same day and overnight:								
Americas, except United States	173 -27.4	84 -28.4	75 -15.9	126 -11.7	178 3.0	92 10.1	488 -20.5	471 -3.5
Mexico	57 -47.5	17 -61.6	22 -42.8	35 -41.8	47 -17.8	20 18.3	172 -36.5	124 -28.0
Other Americas	116 -10.4	67 -8.1	53 4.1	91 9.8	131 13.4	72 8.0	316 -7.9	347 9.8
Europe	948 -11.1	392 -2.6	345 11.0	615 2.2	1,013 6.8	393 0.4	2,252 -9.6	2,365 5.0
France	185 -6.5	72 0.4	68 12.6	99 4.9	196 6.1	77 7.5	412 -3.2	441 7.0
Germany	142 -5.6	52 3.3	43 9.0	94 10.1	155 8.9	50 -3.1	319 -4.0	342 7.3
United Kingdom	278 -18.7	131 -8.0	109 -0.3	202 -1.8	291 4.6	125 -4.4	724 -16.7	727 0.4
Other Europe	343 -8.9	137 -0.8	124 23.1	220 1.6	371 8.1	140 2.5	797 -7.8	855 7.3
Asia/Pacific	489 -15.8	263 -9.7	228 1.2	437 19.4	569 16.4	292 11.0	1,343 -14.3	1,525 13.6
China	61 -2.3	34 -3.2	30 -1.0	48 18.6	81 32.8	40 19.5	166 0.2	200 20.4
Hong Kong	38 -26.7	22 -9.7	20 -0.9	35 11.4	41 5.6	24 9.4	112 -15.6	119 6.8
Japan	80 -27.2	48 -19.0	39 7.8	61 44.0	93 16.2	51 6.4	206 -28.4	243 18.2
South Korea	53 -30.0	27 -11.6	28 -0.3	48 32.3	63 18.9	31 15.7	144 -26.7	170 17.9
Australia	74 -17.2	41 -6.7	34 0.5	77 17.9	86 17.2	47 14.4	214 -14.1	244 14.3
Other Asia/Pacific	183 -4.3	92 -7.3	76 0.3	167 11.9	206 12.1	99 7.7	501 -6.5	549 9.5
Africa	34 -4.6	18 -9.1	12 0.6	27 15.2	36 6.4	19 7.1	87 -5.0	94 8.1
Canadian outbound travel	13,530 -9.9	11,223 3.8	12,312 7.8	13,090 15.7	15,390 13.7	12,827 14.3	47,484 -8.2	53,620 12.9
United States	11,679 -11.4	9,584 4.9	9,471 11.1	11,074 17.0	13,382 14.6	10,975 14.5	39,254 -10.0	44,903 14.4
Same day	5,880 -17.3	5,664 5.4	5,134 12.6	6,185 19.5	6,966 18.5	6,659 17.6	21,281 -13.9	24,943 17.2
Overnight	5,799 -4.4	3,920 4.1	4,337 9.5	4,889 13.9	6,417 10.7	4,317 10.1	17,973 -5.0	19,959 11.0
All other countries	1,851 0.8	1,638 -1.9	2,840 -1.9	2,016 9.4	2,008 8.4	1,852 13.0	8,230 1.3	8,717 5.9

Notes:

Travellers include crews and commuters as part of international travel. In the Tourism Satellite Account and the National Tourism Indicators, on the other hand, spending by these groups is not counted as they are not considered part of tourism in the international definition.

Data may not match the data published for the International Travel Survey.

For definitions used in measuring international travel see publication: International Travel, Appendix, Description of Methods and Definitions (Catalogue number 66-201).

Table 21
Receipts and payments on international travel account, seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding period								
International travel account								
Receipts								
Spending in Canada by foreign residents	3,842 -0.9	3,869 0.7	4,024 4.0	4,010 -0.3	4,100 2.3	4,129 0.7	15,520 -6.2	16,263 4.8
Payments								
Spending in foreign countries by Canadians	7,037 1.3	7,063 0.4	7,111 0.7	7,629 7.3	7,728 1.3	7,914 2.4	27,692 -3.3	30,382 9.7
Balance								
Receipts minus payments	-3,195	-3,194	-3,087	-3,619	-3,628	-3,785	-12,172	-14,119

Table 22
Receipts and payments on international travel account, not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
millions of dollars and percentage change, preceding year								
International travel account								
Receipts								
Spending in Canada by foreign residents	5,374 -10.0	3,240 -2.8	3,155 3.8	3,976 2.8	5,662 5.3	3,470 7.1	15,520 -6.2	16,263 4.8
Payments								
Spending in foreign countries by Canadians	6,625 -2.7	6,002 1.3	8,267 4.4	8,015 12.2	7,381 11.4	6,718 11.9	27,692 -3.3	30,382 9.7
Balance								
Receipts minus payments	-1,251	-2,762	-5,112	-4,039	-1,720	-3,248	-12,172	-14,119

Table 23
Exchange rates in Canadian dollars per unit of foreign currency, not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
	percentage change, preceding period, preceding year							
United States (dollar)	1.0974 -6.0 5.3	1.0563 -3.7 -12.9	1.0409 -1.5 -16.4	1.0276 -1.3 -12.0	1.0391 1.1 -5.3	1.0128 -2.5 -4.1	1.1415 7.0 7.0	1.0301 -9.8 -9.8
European Economic and Monetary Union (euro)	1.5694 -1.2 0.5	1.5603 -0.6 -2.2	1.4406 -7.7 -11.2	1.3073 -9.3 -17.7	1.3438 2.8 -14.4	1.3766 2.4 -11.8	1.5851 1.6 1.6	1.3671 -13.8 -13.8
United Kingdom (Pound sterling)	1.7996 -0.4 -8.5	1.7266 -4.1 -9.0	1.6256 -5.9 -9.0	1.5330 -5.7 -15.2	1.6117 5.1 -10.4	1.6011 -0.7 -7.3	1.7799 -9.2 -9.2	1.5928 -10.5 -10.5
Switzerland (franc)	1.0332 -1.6 6.6	1.0343 0.1 -1.2	0.9844 -4.8 -9.2	0.9278 -5.7 -11.6	1.0085 8.7 -2.4	1.0399 3.1 0.5	1.0503 6.7 6.7	0.9902 -5.7 -5.7
Hong Kong (dollar)	0.1416 -6.0 6.0	0.1363 -3.8 -12.9	0.1341 -1.6 -16.5	0.1321 -1.5 -12.2	0.1337 1.2 -5.6	0.1305 -2.4 -4.3	0.1473 7.4 7.4	0.1326 -10.0 -10.0
Japan (yen)	0.0117 -2.0 21.3	0.0118 0.2 -7.0	0.0115 -2.4 -13.7	0.0112 -2.8 -6.9	0.0121 8.6 3.2	0.0123 1.2 4.3	0.0122 17.5 17.5	0.0118 -3.6 -3.6
Australia (dollar)	0.9145 3.1 -0.8	0.9606 5.0 18.0	0.9405 -2.1 13.8	0.9076 -3.5 2.3	0.9410 3.7 2.9	1.0005 6.3 4.2	0.8970 -0.3 -0.3	0.9474 5.6 5.6
New Zealand (dollar)	0.7404 5.1 -0.1	0.7691 3.9 10.1	0.7381 -4.0 11.3	0.7202 -2.4 2.3	0.7469 3.7 0.9	0.7683 2.9 -0.1	0.7193 -4.6 -4.6	0.7434 3.4 3.4

Notes:

Bank of Canada. Based on the average noon spot rates.

Table 24
Consumer price index, selected countries, not seasonally adjusted

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
index (2005=100) and percentage change, preceding year								
Canada [1]	107.2 -0.9	107.4 0.8	107.9 1.6	108.6 1.4	109.2 1.8	109.8 2.3	107.0 0.3	108.9 1.8
United States	110.5 -1.6	110.7 1.2	111.1 2.4	111.7 1.8	111.8 1.2	113.0 2.1	109.9 -0.4	111.9 1.8
United Kingdom	111.3 1.5	112.1 2.1	112.9 3.3	114.4 3.4	114.7 3.1	115.9 3.4	110.8 2.2	114.5 3.3
France	106.2 -0.4	106.5 0.4	107.1 1.3	108.0 1.6	107.9 1.5	108.3 1.6	106.2 0.1	107.8 1.5
Germany	107.1 -0.2	107.2 0.4	107.5 0.8	108.0 1.1	108.4 1.2	108.8 1.5	107.0 0.3	108.2 1.1
Netherlands	106.3 0.3	106.6 0.9	107.1 0.9	108.3 1.0	108.0 1.6	108.4 1.7	106.6 1.2	108.0 1.3
Switzerland	103.6 -1.0	104.3 -0.2	104.3 1.1	105.1 1.0	103.9 0.3	104.7 0.3	103.8 -0.5	104.5 0.7
Japan	100.3 -2.2	99.8 -4.8	99.4 -1.2	99.7 -0.9	99.5 -0.8	99.9 0.1	100.3 -2.1	99.6 -0.7
Australia	113.1 1.3	113.7 2.1	114.7 2.9	115.4 3.1	116.3 2.8	116.7 2.7	112.6 1.8	115.8 2.8
New Zealand	113.3 1.7	113.1 2.0	113.5 2.0	113.7 1.7	114.9 1.5	117.6 4.0	112.3 2.1	114.9 2.3

Notes:

Data, for countries other than Canada, are from the Organisation for Economic and Co-operation and Development.

1. The Canadian Consumer Price Index is converted to 2005=100 for comparability with other Organisation for Economic Co-operation and Development countries.

Table 25
Other related statistics, seasonally adjusted at annual rates

	Third quarter 2009	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	2009	2010
	percentage change, preceding period							
Gross domestic product at market prices (billions of dollars)	1,524.9 1.1	1,561.2 2.4	1,598.8 2.4	1,610.5 0.7	1,624.2 0.9	1,652.5 1.7	1,527.3 -4.5	1,621.5 6.2
Gross domestic product at basic prices (billions of dollars)	1,431.4 1.2	1,466.6 2.5	1,501.6 2.4	1,512.2 0.7	1,525.0 0.8	1,551.3 1.7	1,434.2 -4.7	1,522.5 6.2
Tourism share of gross domestic product at basic prices (percent)	1.93 0.1	1.93 -0.2	1.94 0.4	1.93 -0.4	1.97 1.9	1.97 0.0	1.93 0.5	1.95 0.7
Gross domestic product at market prices (billions of chained (2002) dollars)	1,280.9 0.2	1,296.4 1.2	1,314.0 1.4	1,321.2 0.6	1,327.1 0.4	1,338.0 0.8	1,285.6 -2.5	1,325.1 3.1
Final domestic demand (billions of dollars)	1,562.7 1.2	1,592.2 1.9	1,618.5 1.6	1,636.6 1.1	1,660.3 1.4	1,687.8 1.7	1,561.1 -0.5	1,650.8 5.7
Final domestic demand (billions of chained (2002) dollars)	1,368.7 1.3	1,385.4 1.2	1,403.9 1.3	1,416.8 0.9	1,429.8 0.9	1,446.4 1.2	1,364.2 -1.8	1,424.2 4.4
Personal disposable income per person (dollars)	28,662 0.0	28,786 0.4	29,079 1.0	30,046 3.3	29,552 -1.6	29,963 1.4	28,662 0.4	29,660 3.5
Personal saving rate (percent)	4.4 -13.7	3.5 -20.5	3.4 -2.9	6.3 85.3	3.9 -38.1	4.0 2.6	4.6 25.5	4.4 -3.3
Population (thousands) [1]	33,740 0.4	33,873 0.4	33,903 0.1	33,988 0.3	34,109 0.4	34,238 0.4	33,690 1.2	34,059 1.1
Total number of jobs, business sector (index 2002 = 100)	107.1 0.1	107.4 0.3	108.0 0.6	109.2 1.1	109.7 0.5	109.7 0.0	107.3 -2.6	109.2 1.7

1. Data not adjusted for seasonal variation.