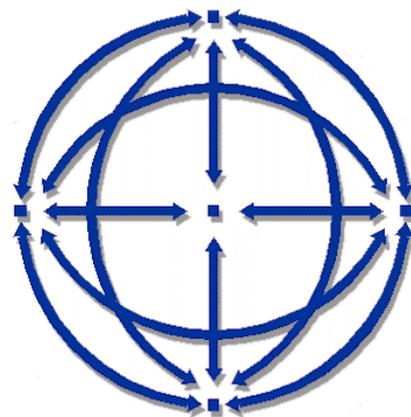


Latest Developments in the Canadian Economic Accounts

The 2009 to 2012 revisions of the National Tourism Indicators



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- ^r revised
- X suppressed to meet the confidentiality requirements of the *Statistics Act*
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The 2009 to 2012 revisions of the National Tourism Indicators

1 Introduction

With the release of the first quarter 2013 estimates in June 2013, the National Tourism Indicators (NTI) were revised from the first quarter of 2009 to the fourth quarter of 2012. In addition, all data series expressed at 2002 prices (adjusted for inflation) have been rebased to the 2007 reference year. The change affects National Tourism Indicators data adjusted for inflation from 1986 to date. This article explains the impact of new and revised data on the NTI (National Tourism Indicators).

In 2012, tourism spending was revised from \$81.9 billion to \$81.7 billion (at current prices). The growth rate of tourism demand (in nominal terms) remained at +4.2% in 2012. Tourism spending was also revised down in 2009 and 2011, while 2010 was virtually unchanged.

In real terms, estimates of quarterly growth in tourism demand remained similar to those previously published (see Table 1.2). Out of the 16 quarters open for revision, all but three were within +/- 0.4 percentage points from the previous estimate. Seven quarters were revised down, seven were revised up and two were unchanged.

Cumulatively, tourism demand now shows an 8.5% increase in spending from the fourth quarter of 2008 to the fourth quarter of 2012, compared to a previously published gain of 8.6% (adjusted for seasonal variation and price change).

2 Sources of revision

The revisions to the NTI (National Tourism Indicators) came from several sources, including new Input-Output (I-O) tables for 2009, revised Canadian System of National Accounts (CSNA) quarterly indicators and employment indicators for the entire period open for revision, and more recent and updated tourism industry and travel survey data.

New I-O (Input-Output) tables for 2009 were used to update the NTI (National Tourism Indicators). Updated growth rates based on these data resulted in new levels of tourism supply, demand, gross domestic product (GDP) and employment for 2009.

Quarterly indicators from the CSNA (Canadian System of National Accounts) (mainly components of consumer spending and GDP (gross domestic product) by industry), revised for the entire period open for revision, were introduced as a result of the CSNA (Canadian System of National Accounts) historical revision carried out in the fall of 2012. As a result, new benchmark information from other sources, notably the Survey of Household Spending, as well as transportation, food services and drinking places and accommodation industry surveys, were brought into the NTI (National Tourism Indicators) indirectly. This affected the NTI (National Tourism Indicators) quarterly movements and annual levels for all years.

2.1 Revisions to tourism demand (at current prices)

Tourism spending in 2012 was revised from \$81.9 billion to \$81.7 billion (at current prices) (see Table 2). Similar downward revisions were observed in 2009 (-\$0.3 billion) and 2011 (-\$0.2 billion), while 2010 was virtually unchanged.

Most of the downward annual revision to total tourism demand in 2012 was the result of lower estimates of tourism spending on transportation and food and beverage services, which were revised down \$240 million and \$224 million, respectively. Accommodation services (-\$135 million) and non-tourism goods and services (-\$117 million) were also revised down. A significant portion of the downward revisions in 2012 was offset by an upward revision to other tourism goods and services (+\$532 million). This upward revision in other tourism goods and services was the result of updated I-O (Input-Output) data for travel services in 2009, which carried over to other years. Previous estimates for 2009 were based on indicators that were also revised up.

All components of tourism demand were revised down in each year, except other tourism goods and services, which were, as noted above, revised up each year.

2.2 Revisions to components of tourism demand (growth rates at 2007 prices)

The annual growth rate of tourism spending (adjusted for price change) was revised down from +2.0% to +1.8% in 2012 (see Table 3). Other years open for revision were all revised up by 0.2 percentage points or less. Cumulative growth from 2008 to 2012 was about the same as previously published, at +6.8%.

In 2012, growth in transportation went from +2.5% to +1.7%, contributing the most to the downward revision in tourism spending growth.

In all years, patterns in growth at the component level were similar to those previously published. In most cases, revisions in growth were within +/-1.0 percentage point, and previous estimates showing positive (or negative) growth continued to show positive (or negative) growth. However, with the introduction of updated I-O (Input-Output) data used to estimate travel services, other tourism commodities in 2009 was revised up from -3.5% to +1.1%. The previous lower estimate for 2009 was based on indicators that were also revised up.

Cumulative growth between 2008 and 2012 was revised down for transportation (-1.1 percentage point), food and beverage services (-1.7 percentage point) and non-tourism goods and services (-0.6 percentage point), while accommodation (+1.4 percentage point) and other tourism goods and services (+4.1 percentage point) were revised up.

2.3 Revisions to employment generated by tourism

Tourism employment was revised down from 614,600 jobs to 609,500 jobs in 2012 (see Table 4), reflecting lower estimates for tourism demand and real tourism GDP (gross domestic product) than previously published.

The downward revision was the cumulative result of revised weaker growth in every year, suggesting that the economic downturn that began in late 2008 had a greater impact on tourism employment than previously estimated, and that the recovery was slower.

Growth in tourism jobs for 2012 now sits at 1.5% compared to a previously published growth of 2.0%. While job growth in transportation, accommodation and food and beverage services industries remained positive in 2012, all were revised down from previous estimates. Tourism employment in other tourism industries is now flat, compared to previously published growth of +1.1% while tourism jobs in non-tourism industries was unchanged at +1.9%.

Revisions to job growth in tourism industries were mostly within +/-1.0 percentage points. Growth in tourism jobs in non-tourism industries, however, was revised down 1.6 percentage points in each of 2009 and 2010, contributing to the lower levels of employment.

2.4 Revisions to tourism gross domestic product (growth rates at constant prices)

Tourism GDP (gross domestic product) is now showing a 1.4% increase in 2012, compared to previously published growth of 1.8% (see Table 6). Growth in all years was revised down except for 2011, which remained unchanged at +2.7%. The downward revisions suggest that the economic recovery was not as robust as previously estimated. Cumulative growth between 2008 and 2012 was revised down from +5.0% to +4.1%.

The growth rate in the transportation industry was revised down 1.9 percentage points in 2012, following similar revisions to tourism demand of transportation commodities and to industry indicators. The revision to the transportation industry tourism GDP (gross domestic product) contributed the most to the overall downward revision.

In 2009, transportation was revised down 2.1 percentage points following the introduction of updated I-O data, also contributing the most to the overall downward revision. On the other hand, upward revisions in accommodation in 2010 and 2011 partly offset downward revisions in the food and beverage services and other tourism industries.

3 The National Tourism Indicators revision policy

The NTI (National Tourism Indicators) revision policy allows for regular and systematic incorporation of new and revised data for past reference periods, including regular benchmarking to the Canadian Tourism Satellite Account (CTSA). This serves to improve the reliability and accuracy of the NTI (National Tourism Indicators) time series estimates. The revision policy is adapted from the one followed for the quarterly national accounts.¹ That revision policy governs four types of revisions: current, annual, historical, and rebasing. Each of these is described below.

During the current reference year, estimates for any quarter are subject to revision at any subsequent quarter. For instance, a first-quarter estimate is revised on release of the second-, third-, and fourth- quarter estimates for the same year. Revisions to estimates during the current reference year are called current revisions. These revisions allow improvements to estimates for past quarters during the current year through incorporation of the most up-to-date information available (including revisions to source data as a result of late reporting).

At the time of a first-quarter release, all estimates for a given number of years back from the current year are subject to revision. This “annual revision” allows for the incorporation of the most up-to-date information from censuses, annual surveys, taxation statistics, public accounts, etc., which become available well after the fact. The number of years open to revision (or the “window for revision”) is now three years; this is in keeping with the new CSNA (Canadian System of National Accounts) revision cycle. Furthermore, when a new set of CTSA benchmarks is incorporated into the NTI (National Tourism Indicators), the revision period is extended back to the previous CTSA. Thus, the window for revision in the NTI (National Tourism Indicators) varies according to the frequency of CTSA updates, which, in turn, hinges on funding and resource constraints.

Once an estimate has gone through the cycle of annual revisions, it is subject to the comprehensive revision process. Comprehensive revisions also provide an opportunity to bring in new data. However, these revisions are mainly for the purposes of introducing new concepts and definitions, implementing new and refined methods, and revamping estimation systems. Comprehensive revisions typically result in changes to entire time series. The next comprehensive revision of the NTI is scheduled for June 2015.

Rebasing of constant price series, as with the first quarter 2013 release of the NTI (National Tourism Indicators), is normally carried out twice a decade. Rebasing is done to remove bias in measures of inflation-adjusted growth as relative prices in the economy evolve away from those of the base year. Rebasing involves revisions only to price indices and constant price aggregates, leaving aggregates at current prices unaffected.

Note

1. For more information on the new CSNA (Canadian System of National Accounts) revision policy, see *The 1981 to 2012 revisions of the Income and Expenditure Accounts*, Statistics Canada catalogue no. (number) 13-605-XIE. See also *Revisions of the Canadian National Tourism Indicators*, Statistics Canada catalogue no. (number) 13-604-MIE, no. (number) 47



Table 1.1 Revisions to components of tourism demand (at current prices)

	Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴	Revised estimate ¹	Previous estimate ²	Current revision ³
not seasonally adjusted, current prices							
	millions of dollars		%		% change, year-to-year		% points
2009 Q1	13,085	13,236	-151	-1.1	-6.1	-5.0	-1.1
2009 Q2	16,264	16,158	106	0.7	-6.5	-7.1	0.6
2009 Q3	24,377	24,481	-104	-0.4	-6.3	-5.9	-0.4
2009 Q4	14,789	14,896	-107	-0.7	-2.5	-1.8	-0.7
2010 Q1	13,820	13,689	131	1.0	5.6	3.4	2.2
2010 Q2	17,345	17,316	29	0.2	6.6	7.2	-0.5
2010 Q3	26,213	26,270	-57	-0.2	7.5	7.3	0.2
2010 Q4	16,024	16,095	-71	-0.4	8.4	8.0	0.3
2011 Q1	14,775	14,766	9	0.1	6.9	7.9	-1.0
2011 Q2	18,717	18,662	55	0.3	7.9	7.8	0.1
2011 Q3	28,021	28,112	-91	-0.3	6.9	7.0	-0.1
2011 Q4	16,951	17,112	-161	-0.9	5.8	6.3	-0.5
2012 Q1	15,853	15,769	84	0.5	7.3	6.8	0.5
2012 Q2	19,470	19,426	44	0.2	4.0	4.1	-0.1
2012 Q3	29,006	29,146	-140	-0.5	3.5	3.7	-0.2
2012 Q4	17,420	17,592	-172	-1.0	2.8	2.8	0.0

1. The "revised estimates" are the result of the 2013 first quarter revisions.
2. The "previous estimates" for 2009 and 2010 are the result of the first quarter 2011 annual revision.
The "previous estimates" for 2011 are the result of the first quarter 2012 annual revision.
The "previous estimates" for 2012 are the result of the fourth quarter 2012 revision.
3. The current revision is the revised estimate minus the previous estimate.
4. The current percentage revision is the current revision as a percentage of the previous estimate.



Table 1.2 Revisions to components of tourism demand (at 2007 prices)

	Revised estimate ¹	Previous estimate ²	Current revision ³
	seasonally adjusted, 2007 prices		
	% change, preceding quarter		% points
2009 Q1	-1.7	-1.0	-0.7
2009 Q2	-0.4	-1.5	1.1
2009 Q3	0.9	0.8	0.1
2009 Q4	0.4	1.0	-0.6
2010 Q1	1.9	1.6	0.3
2010 Q2	1.2	1.0	0.2
2010 Q3	0.9	1.3	-0.4
2010 Q4	0.9	0.6	0.3
2011 Q1	1.0	1.0	0.0
2011 Q2	0.5	0.4	0.1
2011 Q3	0.6	0.6	0.0
2011 Q4	0.9	1.1	-0.2
2012 Q1	0.4	0.5	-0.1
2012 Q2	0.2	0.0	0.3
2012 Q3	-0.1	0.1	-0.3
2012 Q4	0.7	0.8	-0.1

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3. The current revision is the revised estimate minus the previous estimate.



Table 2 Revisions to components of tourism demand (level)

	Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴
	millions of dollars			%
Transportation				
2009	24,720	25,232	-512	-2.0
2010	27,594	27,824	-230	-0.8
2011	31,283	31,560	-277	-0.9
2012	32,617	32,857	-240	-0.7
Accommodation				
2009	10,153	10,384	-231	-2.2
2010	10,865	11,015	-150	-1.4
2011	11,226	11,348	-122	-1.1
2012	11,621	11,756	-135	-1.1
Food and beverage services				
2009	10,536	10,576	-40	-0.4
2010	10,924	11,027	-103	-0.9
2011	11,331	11,543	-212	-1.8
2012	11,836	12,060	-224	-1.9
Other tourism goods and services				
2009	11,565	11,015	550	5.0
2010	12,013	11,428	585	5.1
2011	12,254	11,739	515	4.4
2012	12,760	12,228	532	4.4
Total tourism goods and services				
2009	56,974	57,207	-233	-0.4
2010	61,396	61,294	102	0.2
2011	66,094	66,190	-96	-0.1
2012	68,834	68,901	-67	-0.1
Total other goods and services				
2009	11,541	11,564	-23	-0.2
2010	12,006	12,076	-70	-0.6
2011	12,370	12,462	-92	-0.7
2012	12,915	13,032	-117	-0.9
Tourism expenditures				
2009	68,515	68,771	-256	-0.4
2010	73,402	73,370	32	0.0
2011	78,464	78,652	-188	-0.2
2012	81,749	81,933	-184	-0.2

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3. The current revision is the revised estimate minus the previous estimate.
4. The current percentage revision is the current revision as a percentage of the previous estimate.



Table 3 Revisions to components of tourism demand (growth rate)

	Revised estimate ¹	Previous estimate ²	Current revision ³	Revised estimate ¹	Previous estimate ²	Current revision ³
	current prices			constant 2007 prices		
	annual percentage change		% points	annual percentage change		% points
Transportation						
2009	-13.2	-11.4	-1.8	-4.1	-3.0	-1.1
2010	11.6	10.3	1.4	6.6	5.9	0.7
2011	13.4	13.4	-0.1	5.8	5.4	0.3
2012	4.3	4.1	0.2	1.7	2.5	-0.8
Accommodation						
2009	-6.7	-4.6	-2.1	-4.1	-3.2	-0.9
2010	7.0	6.1	0.9	4.6	3.3	1.3
2011	3.3	3.0	0.3	3.2	2.1	1.1
2012	3.5	3.6	-0.1	1.2	1.2	-0.1
Food and beverage services						
2009	0.0	0.4	-0.4	-3.1	-3.0	-0.1
2010	3.7	4.3	-0.6	1.0	1.7	-0.7
2011	3.7	4.7	-1.0	1.2	2.1	-0.9
2012	4.5	4.5	0.0	1.9	1.9	0.0
Other tourism goods and services						
2009	2.7	-2.2	4.9	1.1	-3.5	4.6
2010	3.9	3.7	0.1	1.2	1.4	-0.2
2011	2.0	2.7	-0.7	0.1	0.8	-0.8
2012	4.1	4.2	0.0	2.6	2.2	0.3
Total tourism goods and services						
2009	-6.8	-6.5	-0.4	-3.0	-3.1	0.2
2010	7.8	7.1	0.6	4.2	3.9	0.3
2011	7.7	8.0	-0.3	3.5	3.4	0.0
2012	4.1	4.1	0.0	1.8	2.1	-0.3
Total other goods and services						
2009	1.7	1.9	-0.2	-0.4	0.1	-0.5
2010	4.0	4.4	-0.4	3.9	4.4	-0.5
2011	3.0	3.2	-0.2	2.9	2.8	0.1
2012	4.4	4.6	-0.2	1.7	1.3	0.4
Tourism expenditures						
2009	-5.5	-5.2	-0.4	-2.5	-2.6	0.0
2010	7.1	6.7	0.4	4.1	4.0	0.2
2011	6.9	7.2	-0.3	3.4	3.3	0.1
2012	4.2	4.2	0.0	1.8	2.0	-0.2

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The "previous estimates" for 2012 are the result of the fourth quarter 2012 revision.
3. The current revision is the revised estimate minus the previous estimate.



Table 4 Revisions to employment generated by tourism

	Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴	Revised estimate ¹	Previous estimate ²	Current revision ³
	thousands of jobs			%	annual percentage change		% points
Transportation							
2009	70.8	70.5	0.3	0.4	-0.2	-0.6	0.4
2010	69.6	68.6	1.0	1.5	-1.6	-2.7	1.1
2011	70.2	69.6	0.7	1.0	0.9	1.4	-0.5
2012	72.0	71.8	0.2	0.3	2.5	3.2	-0.7
Accommodation							
2009	150.2	150.1	0.1	0.1	-5.0	-5.0	0.1
2010	150.7	151.1	-0.5	-0.3	0.3	0.7	-0.4
2011	153.4	153.4	0.0	0.0	1.8	1.5	0.3
2012	154.4	154.6	-0.2	-0.1	0.7	0.8	-0.1
Food and beverage services							
2009	153.5	152.9	0.5	0.3	0.5	0.2	0.3
2010	152.8	151.4	1.4	0.9	-0.4	-1.0	0.6
2011	154.3	153.9	0.5	0.3	1.0	1.6	-0.6
2012	158.5	158.9	-0.4	-0.3	2.7	3.2	-0.6
Other tourism industries							
2009	113.3	113.9	-0.6	-0.5	-1.6	-1.1	-0.5
2010	110.1	110.1	0.0	0.0	-2.9	-3.4	0.5
2011	110.8	111.0	-0.2	-0.2	0.7	0.8	-0.2
2012	110.8	112.2	-1.4	-1.2	0.0	1.1	-1.1
Total tourism industries							
2009	487.7	487.4	0.3	0.1	-1.8	-1.9	0.1
2010	483.1	481.2	1.9	0.4	-0.9	-1.3	0.3
2011	488.7	487.8	0.9	0.2	1.2	1.4	-0.2
2012	495.7	497.5	-1.8	-0.4	1.4	2.0	-0.6
Total other industries							
2009	112.0	113.9	-1.9	-1.7	-7.2	-5.6	-1.6
2010	109.6	113.3	-3.7	-3.3	-2.2	-0.5	-1.6
2011	111.6	115.0	-3.4	-3.0	1.9	1.5	0.3
2012	113.8	117.2	-3.4	-2.9	1.9	1.9	0.1
Tourism activities							
2009	599.7	601.2	-1.6	-0.3	-2.9	-2.6	-0.3
2010	592.7	594.5	-1.8	-0.3	-1.2	-1.1	0.0
2011	600.3	602.8	-2.5	-0.4	1.3	1.4	-0.1
2012	609.5	614.6	-5.1	-0.8	1.5	2.0	-0.4

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The "previous estimates" for 2011 are the result of the first quarter 2012 annual revision.
The "previous estimates" for 2012 are the result of the fourth quarter 2012 revision.
3. The current revision is the revised estimate minus the previous estimate.
4. The current percentage revision is the current revision as a percentage of the previous estimate.



Table 5 Revisions to tourism gross domestic product (at current prices)

	Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴	Revised estimate ¹	Previous estimate ²	Current revision ³
	millions of dollars			%	annual percentage change		% points
Transportation							
2009	5,764	5,872	-108	-1.8	-10.0	-8.3	-1.7
2010	6,217	6,264	-47	-0.8	7.9	6.7	1.2
2011	6,736	6,839	-103	-1.5	8.3	9.2	-0.8
2012	6,986	7,141	-155	-2.2	3.7	4.4	-0.7
Accommodation							
2009	6,609	6,739	-130	-1.9	-5.9	-4.0	-1.9
2010	7,041	7,128	-87	-1.2	6.5	5.8	0.8
2011	7,277	7,351	-74	-1.0	3.4	3.1	0.2
2012	7,536	7,624	-88	-1.2	3.6	3.7	-0.2
Food and beverage services							
2009	3,618	3,629	-11	-0.3	0.4	0.7	-0.3
2010	3,762	3,804	-42	-1.1	4.0	4.8	-0.8
2011	3,910	3,983	-73	-1.8	3.9	4.7	-0.8
2012	4,105	4,184	-79	-1.9	5.0	5.0	-0.1
Other tourism industries							
2009	4,535	4,375	160	3.7	2.6	-1.0	3.6
2010	4,712	4,609	103	2.2	3.9	5.3	-1.4
2011	4,849	4,766	83	1.7	2.9	3.4	-0.5
2012	5,017	4,941	76	1.5	3.5	3.7	-0.2
Total tourism industries							
2009	20,526	20,615	-89	-0.4	-4.3	-3.9	-0.4
2010	21,732	21,805	-73	-0.3	5.9	5.8	0.1
2011	22,772	22,939	-167	-0.7	4.8	5.2	-0.4
2012	23,644	23,890	-246	-1.0	3.8	4.1	-0.3
Total other industries							
2009	6,986	7,068	-82	-1.2	-7.0	-5.9	-1.1
2010	7,454	7,544	-90	-1.2	6.7	6.7	0.0
2011	8,104	8,155	-51	-0.6	8.7	8.1	0.6
2012	8,393	8,446	-53	-0.6	3.6	3.6	0.0
Tourism activities							
2009	27,512	27,683	-171	-0.6	-5.0	-4.4	-0.6
2010	29,186	29,349	-163	-0.6	6.1	6.0	0.1
2011	30,876	31,094	-218	-0.7	5.8	5.9	-0.2
2012	32,037	32,336	-299	-0.9	3.8	4.0	-0.2

1. The "revised estimates" are the result of the 2013 first quarter revisions.
2. The "previous estimates" for 2009 and 2010 are the result of the first quarter 2011 annual revision.
The "previous estimates" for 2011 are the result of the first quarter 2012 annual revision.
The "previous estimates" for 2012 are the result of the fourth quarter 2012 revision.
3. The current revision is the revised estimate minus the previous estimate.
4. The current percentage revision is the current revision as a percentage of the previous estimate.



Table 6 Revisions to tourism gross domestic product (at 2007 prices)

	Revised estimate ¹	Previous estimate ²	Current revision ³
	annual percentage change		% points
Transportation			
2009	-6.7	-4.6	-2.1
2010	5.3	4.5	0.7
2011	5.1	5.3	-0.2
2012	1.0	3.0	-1.9
Accommodation			
2009	-4.1	-3.2	-0.9
2010	4.5	3.1	1.4
2011	3.4	2.3	1.1
2012	0.9	1.2	-0.3
Food and beverage services			
2009	-2.6	-2.5	-0.1
2010	1.3	2.2	-0.9
2011	1.1	2.0	-0.9
2012	2.6	2.7	-0.1
Other tourism industries			
2009	0.5	-3.1	3.5
2010	0.4	2.5	-2.1
2011	0.0	0.4	-0.4
2012	1.7	1.4	0.4
Total tourism industries			
2009	-3.7	-3.5	-0.2
2010	3.3	3.3	0.0
2011	2.8	2.8	0.0
2012	1.4	2.0	-0.7
Total other industries			
2009	-1.5	-0.7	-0.8
2010	2.9	3.4	-0.4
2011	2.3	2.3	0.0
2012	1.4	1.1	0.3
Tourism activities			
2009	-3.1	-2.8	-0.3
2010	3.2	3.3	-0.1
2011	2.7	2.7	0.0
2012	1.4	1.8	-0.4

1. The "revised estimates" are the result of the 2013 first quarter revisions.

2. The "previous estimates" for 2009 and 2010 are the result of the first quarter 2011 annual revision.
The "previous estimates" for 2011 are the result of the first quarter 2012 annual revision.
The "previous estimates" for 2012 are the result of the fourth quarter 2012 revision.

3. The current revision is the revised estimate minus the previous estimate.