

# National Tourism Indicators

## 2019 Highlights

Canoe Heritage Tours, great Spirit Circle Trail  
Manitoulin Island, Ontario

### Highlights from the National Tourism Indicators for 2019<sup>1</sup>

<p><b>Tourism activities in Canada:</b> CAD 105.1 Billion +2.8%</p>	<ul style="list-style-type: none"> <li>In 2019, tourism expenditures reached a new height of \$105.1 billion, representing an increase of 2.8%, year-over-year, as international visitors to Canada upped their spending on Canadian goods and services by 4.1%, while Canadians increased theirs by 2.4%.</li> <li>The largest contributors of increased tourism spending in 2019 were passenger air transport services provided by Canadian airlines, which increased by 6.9% year-over-year and captured 23% of total tourism demand for Canadian goods and services, followed by Food and Beverage services, up 16% and accommodation services, up 15%.</li> <li>Inflation was up 1.3% in 2019 following increased prices across all tourism commodities, except accommodation service</li> </ul>
<p><b>Tourism Export:</b> CAD 23.1 Billion +4.1%</p>	<ul style="list-style-type: none"> <li>Following a contraction in international arrivals over the first quarter of 2019 resulting from Easter moving from the first quarter in 2018 to the second quarter in 2019, non-resident international arrivals picked up pace over the subsequent three quarters of 2019 to bring tourist arrivals up 4.8% in 2019.</li> <li>The growth in international tourist arrivals in 2019 gave rise to notable gains in tourism export receipts on several tourism commodities, including vehicle rental (+6.8%), food and beverage services (+6.6%), passenger air transport (+5.6%), recreation and entertainment (+4.2%) and accommodation (3.2%).</li> </ul>
<p><b>Domestic Tourism Expenditures</b> CAD 82.0 Billion +2.4%</p>	<ul style="list-style-type: none"> <li>Tourism spending by Canadians on Canadian goods and services rose 2.6% in 2019, representing 78% of tourism demand in Canada. The largest share on domestic tourism expenditure was on passenger air transport (23.2%), a significant portion of which was spend on air services to outbound destinations.</li> </ul>
<p><b>Tourism Employment:</b> 748,000 jobs +1.1%</p>	<ul style="list-style-type: none"> <li>Servicing the demand for tourism activities generated on average 748,000 jobs over 2019, up 1.1% from 2018. Some of the largest sectors of employment were in food and beverage services (237,600 jobs) and accommodation services (151,400 jobs).</li> </ul>
<p><b>Tourism's share of Canada's GDP</b> 2.03%</p>	<ul style="list-style-type: none"> <li>In 2019, tourism generated \$43.7 billion in value added to the Canadian economy, representing 2.03% of the Canadian gross domestic product (GDP). The largest sources of value-added were transportation (\$10.5 billion), followed by accommodation (\$9.2 billion) and Food and Beverage services (\$6.9 billion).</li> </ul>

<sup>1</sup> All numbers are in current Canadian dollars, not adjusted for inflation.

**Table 1. National tourism performance for 2019**

	2019	2019 /2018
Total Tourism Demand (\$million)	105,087	2.8%
Domestic Demand (\$million)	81,995	2.4%
Tourism Export (\$million)	23,092	4.1%
GDP (\$million) <sup>1</sup>	43,662	3.0%
Tourism Share of GDP in Canada <sup>2</sup>	2.03%	-0.01
Employment (thousand jobs)	748	1.1%
Tourism Implicit Price Index (100=2007q3)	108.6	1.4%

<sup>1</sup> GDP at basic price, estimated for direct contribution only

<sup>2</sup> Year-over-year change expressed as Percentage-Points

Sources: Statistics Canada, National Tourism Indicators 2020 Q1 custom tables, all values expressed in non-seasonally adjusted current dollars and values; Destination Canada for tourism share estimates

**Table 2. Tourism expenditures in Canadian goods and services, 2019**

	Total Expenditures			Domestic Expenditures			Tourism Exports		
	\$million	y/y	Share of total	\$million	y/y	Share of total	\$million	y/y	Share of total
Transportation	41,013	2.9%	39%	34,115	2.7%	42%	6,898	3.9%	30%
Passenger air transport	23,670	6.9%	23%	19,031	7.2%	23%	4,639	5.6%	20%
Accommodation	15,006	2.5%	14%	9,323	2.1%	11%	5,683	3.2%	25%
Food and beverage services	17,335	3.2%	16%	13,059	2.1%	16%	4,276	6.6%	19%
Recreation and entertainment	5,744	1.7%	5%	3,469	0.2%	4%	2,275	4.2%	10%
Pre-trip expenditures	4,651	3.2%	4%	4,651	3.2%	6%			0%
Travel Services	4,818	3.2%	5%	4,577	3.2%	6%	241	3.9%	1%
Convention fees	278	2.6%	0%	236	2.6%	0%	42	3.9%	0%
Other goods and services	16,242	2.5%	15%	12,565	2.3%	15%	3,677	3.2%	16%
<b>Total</b>	<b>105,087</b>	<b>2.8%</b>	<b>100%</b>	<b>81,995</b>	<b>2.4%</b>	<b>100%</b>	<b>23,092</b>	<b>4.1%</b>	<b>100%</b>

Sources: Statistics Canada, National Tourist Indicators 2020 Q1 custom tables, values expressed in current dollars;