

# National Tourism Indicators Highlights Q1 2016



Highlights from the 2016 National Tourism Indicators released by Statistics Canada on June 29, 2016.

## KEY MESSAGES

- Total tourism demand increased **3.5%** in Q1 2016, totaling **\$17.7 billion** of expenditures, thanks to robust growth in tourism exports.
- Tourism employment rose slightly (**+1.8%**) during Q1 relative to the same period in 2015, averaging **637,000** jobs throughout the first three months of the year, with **gains in transportation, accommodation, food and beverage services, recreation and entertainment and other tourism industries.**
- Tourism GDP increased **5.7%** in Q1 2016 (to **\$6.9 billion**) compared to Q1 2015, accounting for **1.6%** of Canada's total GDP in the first three months of 2016, up from 1.5% in Q1 2015.
- Tourism exports soared by **11.1%** compared to Q1 2015 (to **\$3 billion**) driven by strong overnight visitation numbers from the United States (+17.1%) and overseas (+9.0%).
- Domestic tourism demand rose **2%** in the first quarter of 2016 (to **\$14.6 billion**) mainly due to **increased** spending by Canadian visiting other parts of the country in the **recreation and entertainment and accommodation** sectors.
- Prices for tourism commodities contracted for a second consecutive quarter in Q1 2016, with a year-on-year implicit price index of **-0.8% due to lower** prices for transportation services.

Figure 1: Key Tourism Economic Indicators, January-March 2016

National Tourism Indicators 2016 – Q1	Change over the preceding year	Value
Total Tourism Demand (\$ million)	3.5%	17,675
Domestic Demand (\$ million)	2%	14,611
Tourism Exports (\$ million)	11.1%	3,064
Tourism Supply (\$ million)	2.9%	48,512
Employment (thousand of jobs)	1.8%	636.8
Tourism GDP (\$ million)	5.7%	6,940
Tourism Share of Canada's GDP (Basic Price)		1.6%

Source: Statistics Canada, National Tourism Indicators, 2016 Q1

Note: The data is non-seasonally adjusted and expressed in current dollars.