

National Tourism Indicators

July to August (Q3) 2018 Highlights



National Tourism Indicators highlights including the third quarters of 2018 (July to September 2018) as released by Statistics Canada on January 10, 2019.

Tourism activities in Canada:
CAD 36.8 Billion
+5.9%

Over the peak of the summer tourism season, total tourism expenditures in Canada rose 5.9 % during the third quarter of 2018, year-over-year, which was the product of robust domestic tourism spending (+7.3%) and of softer international tourism spend (+1.3%). Between January and September 2018, the demand for tourism goods and services rose 5.9%, achieving a record high of \$80.8 billion. The largest sources of growth in expenditures rose from transportations (+9.5%), accommodation (5.8%) and food and beverage services (+4.4%).

Tourism Export:
CAD 8.1 Billion
+1.3%

Over the third quarter of 2018, a rise in international visitors to Canada (+1.0%) resulted primarily from growth in visitors from long-haul markets (+2.9%) lifting above stationary growth from the US (+0.1%), where auto arrivals (+1.4%) together with train cruise and buses (+1.9%) offset a decline in air arrivals (-3.5%). Over this period, tourism export revenues increased 1.3% year-over-year to reach \$8.1 billion.

International visitors spend more toward food and restaurant services (+3.8%), recreation and entertainment (+2.4%) and non-tourism commodities (souvenir, groceries, clothing, etc., +1.7%), but less toward accommodation (-2.0%) and air transport (-2.5%) using Canadian carriers.

Tourism Employment:
782,600 jobs
+1.3%

Over the busy summer period of July to September 2018, frontline jobs servicing the visitor economy totaled 782,600 jobs across Canada, up 1.3% year-over-year.

Among the tourism industries, the largest increase in employment directly attributable to tourism were in accommodation (146K, +1.4%), food and beverage services (244k, +0.5%) and recreation and entertainment (76.1K, +0.5%), while transport industries contracted relative to the third quarter of 2017 (88.3k, -1.6%).

Tourism's share of Canada's GDP
2.88%

Over the third quarter of 2018, tourism activities added \$15.6B in value added to the Canadian economy, contributing to 2.9% to the Canadian Gross Domestic Product (GDP) over the summer period of July to September 2018. Between January and September 2018, tourism activities accounted for 2.06% of Canada's GDP, up 0.04 percentage points over same period in 2017.

Table 1. National Tourism Indicators for the first to the third quarters (q) of 2018.

| | 2018q1 | y/y | 2018q2 | y/y | 2018q3 | y/y | 2018 Q1-Q3 | y/y |
|----------------------------------|--------|------|--------|------|--------|------|---------------|-------------|
| Total Tourism Demand (\$million) | 19,436 | 5.7% | 24,526 | 6.0% | 36,821 | 5.9% | 80,783 | 5.9% |
| Domestic Demand (\$million) | 15,741 | 5.2% | 18,801 | 7.7% | 28,745 | 7.3% | 63,287 | 6.9% |
| Tourism Export (\$million) | 3,695 | 7.9% | 5,725 | 0.4% | 8,076 | 1.3% | 17,496 | 2.3% |
| GDP (\$million) | 8,012 | 6.6% | 10,279 | 6.3% | 15,599 | 5.2% | 33,890 | 5.9% |
| Tourism GDP Share ¹ | 1.64% | 0.04 | 2.03% | 0.04 | 2.88% | 0.03 | 2.06% | 0.04 |
| Employment (thousand jobs) | 722.9 | 1.5% | 745.3 | 1.1% | 782.6 | 1.3% | 750.3 | 1.3% |

¹ Year-over-year change expressed as Percentage-Points