

TOURISM HIGHLIGHTS

August 2019

KEY MESSAGES

- Canada welcomed 3.33 million overnight visitors in August 2019, the highest level since 2002. While overnight arrivals of US residents topped a level last achieved in 2005, arrivals from the rest of world breached the 1 million mark for the first time.
- Year-to-date August 2019, international overnight arrivals surpassed the 15 million threshold one month earlier than ever before as arrivals from long-haul markets reached a new peak level of 4.99 million and arrivals of US residents was the highest achieved since 2004.

HIGHLIGHTS

- **Rebound in US arrivals:** Following one of the worst forest fire seasons on record in 2018, US auto (+8.0%) and air arrivals (+12.8%) rebounded in August 2019. Daily auto arrivals from the US showed an uptick in overnight visits that was sustained throughout the month and across multiple regions in Canada. Year-to-date August 2019, US overnight arrivals by auto and air stood at a robust 7.3% over the same period in 2018.
- **Sustained gains from Mexico & European markets:** Year-to-date August 2019, gains in air and sea arrivals from France (+7.2%) and Germany (+1.6%) were entirely due to increases in air arrivals direct from overseas, which more than compensated for steep declines in air arrivals via the US. Mexico continues strong gains, with August 2019 up 5.5%, and up 12.3% year-to-date. In contrast, uncertainties sowed by Brexit and by announced labour disruption on British Airways combined to reduce direct air arrivals from the United Kingdom in August 2019 (-1.2%), following four consecutive months of growth and bringing year-to-date non-land arrivals down 2.0%.
- **Continued slowdown from China:** In the midst of a slowing economy, the slowdown in air and sea overnight arrivals from China continued in August 2019 (-11.9%) for a seventh consecutive month, as air arrivals both direct from overseas (-11.9%) and via the US (-18.9%) contracted at a double-digit pace for a second month in a row. Year-to-date August 2019, non-land overnight arrivals from China were down -7.7% compared to the same period last year.
- **Slower growth in other Asia-Pacific markets:** Amid a general contraction in overnight arrivals from the Destination Canada markets in the Asia-Pacific region, South Korea was the lone market to increase in air and sea arrivals (+6.1%) in August 2019. Meanwhile, while total air arrivals from Australia slipped by less than 1% in August 2019, cruise arrivals (-43.8%) was nearly half the number of visitors relative to the same month in 2018, bringing non-land arrivals down to -9.4% for that month and to -0.8% over the first eight months of 2019. Year-to-date August 2019, gains in combined air and sea arrivals from India (+7.3%) and South Korea (+1.2%) helped blunt contractions from China (-7.7%) and Japan (-4.2%).

DATA RELEASE NOTICE

This analysis focuses on US arrivals by land and by air, and on long-haul arrivals by air and cruise only.

Long-haul tourist arrivals by land were the subject of significant changes with respect to data collection and the identification of country of residence starting in August 2018. As a result of these changes, monthly arrivals by land are not comparable to data collected before August 2018. Year-over-year arrival performance results should only be evaluated for non-land long haul arrivals. This does not apply to US auto arrivals.

Table 1: Arrivals of international overnight visitors to Canada – August 2019

Markets	Total Overnight/Tourist Arrivals											
	All Modes*		Non-Land Arrivals								Land Overnight*	
	Arrivals	Year-over-year change	Total		Air Direct		Air Via US		Water (Cruise)		Arrivals	Year-over-year change*
			Arrivals	Year-over-year change	Arrivals	Year-over-year change	Arrivals	Year-over-year change	Arrivals	Year-over-year change		
United States	2,328,811	7.4%										
Auto	1,448,680	8.0%										
Air	621,114	11.9%										
Auto & Air	2,069,794	9.1%										
Other	259,017	-4.7%										
DC Long-Haul	609,947	7.7%	490,475	-1.3%	393,123	0.6%	74,783	-5.3%	22,569	-17.9%	119,472	72.8%
United Kingdom	133,200	9.9%	105,995	-2.0%	87,809	-1.2%	13,150	-4.4%	5,036	-8.4%	27,205	107.2%
France	114,925	13.1%	97,444	8.6%	84,752	13.7%	12,111	-17.1%	581	-3.2%	17,481	47.1%
China	98,609	1.2%	74,118	-11.9%	62,022	-11.9%	8,451	-18.9%	3,645	8.5%	24,491	84.5%
Germany	67,379	6.1%	55,012	1.9%	47,483	5.9%	5,825	-4.9%	1,704	-44.1%	12,367	30.1%
Mexico	52,179	17.3%	41,901	5.5%	31,962	1.4%	6,615	27.4%	3,324	10.9%	10,278	114.4%
Australia	42,425	-3.5%	35,853	-9.4%	16,865	-1.4%	14,607	-0.4%	4,381	-43.8%	6,572	48.8%
India	38,395	11.1%	28,944	-5.5%	22,465	-5.2%	4,298	-1.5%	2,181	-15.5%	9,451	141.2%
Japan	38,260	4.2%	32,913	-3.1%	26,608	-2.0%	5,790	-7.9%	515	-2.3%	5,347	93.5%
Korea, South	24,575	8.2%	18,295	6.1%	13,157	4.3%	3,936	11.1%	1,202	9.9%	6,280	15.1%
Total Non-US	1,000,591	8.6%	809,721	0.0%	639,536	2.4%	134,773	-6.8%	35,412	-12.5%	190,870	71.1%
Total	3,329,402	7.8%										

Source: Statistics Canada, Frontier Counts Custom Tabulations
 *See Data Release Notice on Page 1

Table 2: Arrivals of international overnight visitors to Canada – January to August 2019

YTD August 2019	Total Overnight/Tourist Arrivals											
	All Modes*		Non-Land Arrivals								Land Overnight*	
			Total		Air Direct		Air Via US		Water (Cruise)			
Markets	Arrivals	Year-over-year change	Arrivals	Year-over-year change	Arrivals	Year-over-year change	Arrivals	Year-over-year change	Arrivals	Year-over-year change	Arrivals	Year-over-year change*
United States	10,768,076	4.2%										
Auto	6,199,612	4.3%										
Air	3,547,815	12.8%										
Auto & Air	9,747,427	7.3%										
Other	1,020,649	-17.9%										
DC Long-Haul	3,000,559	6.8%	2,545,380	1.3%	2,041,401	2.7%	392,587	-5.8%	111,392	2.9%	455,179	53.0%
United Kingdom	609,393	10.9%	508,190	-0.8%	419,320	-0.9%	59,394	-6.0%	29,476	13.2%	101,203	170.2%
China	500,814	-0.7%	410,435	-7.7%	355,114	-6.6%	44,583	-18.5%	10,738	13.6%	90,379	51.2%
France	461,502	11.4%	408,111	7.2%	356,961	14.9%	49,654	-27.9%	1,496	11.3%	53,391	58.8%
Mexico	344,869	24.9%	291,348	12.3%	227,800	8.9%	51,689	31.4%	11,859	7.5%	53,521	222.8%
Germany	285,983	3.1%	245,125	1.6%	205,992	3.3%	28,738	-7.4%	10,395	-4.0%	40,858	12.6%
India	243,872	16.0%	208,810	7.3%	172,264	8.9%	27,094	0.8%	9,452	-1.9%	35,062	124.2%
Australia	242,404	2.1%	212,833	-0.8%	103,392	3.2%	80,894	-2.5%	28,547	-9.1%	29,571	29.8%
Japan	165,365	-0.5%	145,397	-4.2%	111,909	-5.0%	29,015	-3.4%	4,473	13.7%	19,968	38.1%
South Korea	146,357	-16.2%	115,131	1.2%	88,649	-0.8%	21,526	8.6%	4,956	9.3%	31,226	-48.8%
Total Non-US	4,993,494	7.4%	4,253,417	1.2%	3,380,459	3.0%	709,913	-7.1%	163,045	4.3%	740,077	65.9%
Total	15,761,570	5.2%										

Source: Statistics Canada, Frontier Counts Custom Tabulations

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