

TOURISM HIGHLIGHTS

October 2019

Canadian Museum of History
Gatineau, Québec

KEY MESSAGES

- In October 2019, overnight arrivals of international visitors to Canada surpassed the 1.6 million mark for the first time ever, bringing the number of tourist arrivals over the first 10 months of 2019 to a record high of 19.6 million visitors.

HIGHLIGHTS

- **Air and cruise arrivals from long-haul markets:** In October 2019, overnight arrivals by non-land modes of entry expanded in all Destination Canada long-haul markets (+5.6%), with the exception of China (-10.4%).
- Among the Destination Canada long-haul markets in October 2019, **France** emerged as the top source of overnight visitors for non-land arrivals (52,198), surpassing the UK (52,136) for the first time ever and China (45,921) for the first time since 2016.
- Year-to-date October 2019, the **United Kingdom** remains Canada's top source of overnight non-land arrivals from long-haul markets (661,928), while France (531,483) edged China (527,852) in second spot for the first time in 2019.
- Spurred by double-digit growth in air arrivals direct from overseas, **India** had the largest year-over-year growth in non-land arrivals in October 2019 (+26.8%), followed by **Germany** (+16.5%) and **Japan** (+14.1%). **Australian visitors** arriving by air direct from overseas also expanded at a double-digit pace that month, significantly reducing the share of air arrivals via the United States.
- **Air arrivals via the United States:**
 - Continuing a pattern experienced over 20 of the last 22 months, air arrivals via the United States from Destination Canada's nine long-haul markets further declined in October 2019 (-9.6%), bringing year-to-date the contraction for this mode of entry -6.1%.
 - There is a trend toward direct air connectivity from Destination Canada's long-haul markets and away for air arrival via the United States: Between the four-year period spanning 2015 to 2019, the share arrivals by air direct from overseas increased by 10 percentage points from 73.9% in 2015 to 83.9% in 2019. Over that period, direct air capacity from these long-haul markets increased 40%, representing an additional 2.5 million seats.
- **United States:** In October 2019, Canada registered robust gains in overnight arrivals of US residents by automobile (+6.2%) and air (+8.5%). Year-to-date, however, US Auto arrivals has grown at a slower pace of 3.5% compared to air arrivals, which soared 12.6%. Arrivals by other modes of entries reached 1.3 million visitors. Owing to a change in data collection methods, the 2019 visitor metrics for other modes of entry (in particular pedestrians) are not comparable to prior years.

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 – October 2019

October 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	1,092,345	5.8%										
Auto	561,674	6.2%										
Air	406,378	8.5%										
Auto & Air	968,052	7.2%										
Other	124,293	-3.6%										
DC Long-Haul	345,155	5.8%	289,366	5.6%	227,489	5.6%	43,715	-9.6%	18,162	78.3%	55,789	7.0%
United Kingdom	64,727	8.8%	52,136	2.6%	41,351	1.4%	6,662	-12.9%	4,123	73.7%	12,591	44.7%
France	60,184	10.8%	52,198	7.7%	44,231	9.1%	6,832	-12.3%	1,135	716.5%	7,986	37.2%
China	57,759	-10.1%	45,921	-10.4%	40,327	-7.5%	5,026	-31.5%	568	74.8%	11,838	-8.9%
Germany	39,432	12.5%	35,218	16.5%	22,987	10.8%	3,618	-11.9%	8,613	60.2%	4,214	-12.5%
Mexico	34,160	18.6%	28,037	8.9%	23,342	9.3%	4,135	4.1%	560	32.7%	6,123	100.8%
Japan	29,042	12.9%	26,270	14.1%	20,529	12.3%	4,518	0.5%	1,223	387.3%	2,772	3.1%
India	21,600	26.6%	18,552	26.8%	15,749	31.8%	2,728	7.0%	75	-44.9%	3,048	25.2%
Australia	19,528	4.7%	16,732	6.7%	7,446	12.8%	7,610	-4.6%	1,676	51.1%	2,796	-5.5%
Korea, South	18,723	-17.7%	14,302	1.7%	11,527	-0.1%	2,586	4.4%	189	270.6%	4,421	-49.0%
Total Non-US	557,109	7.2%	468,150	5.4%	364,120	5.5%	79,047	-8.4%	24,983	92.2%	88,959	17.8%
Total	1,649,454	6.3%										

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 October 2019

YTD October 2019	Total Overnight/Tourist Arrivals												
	All Modes*		Non-Land Arrivals								Land Overnight*		
	Markets	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	13,234,221	4.0%											
Auto	7,437,701	3.5%											
Air	4,449,810	12.6%											
Auto & Air	11,887,511	6.7%											
Other	1,346,710	-15.2%											
DC Long-Haul	3,861,193	6.3%	3,278,237	1.3%	2,598,364	2.4%	497,878	-6.1%	181,995	7.4%	582,956	47.4%	
United Kingdom	791,175	11.6%	661,928	0.9%	529,674	-0.2%	75,481	-6.8%	56,773	28.0%	129,247	143.2%	
China	645,430	-2.7%	527,852	-9.2%	456,759	-8.3%	56,944	-19.8%	14,149	16.2%	117,578	43.5%	
France	602,768	11.6%	531,483	7.5%	462,943	13.8%	65,247	-23.9%	3,293	79.6%	71,285	56.2%	
Mexico	423,341	24.0%	356,837	12.0%	280,463	9.0%	61,343	28.3%	15,031	10.6%	66,504	191.3%	
Germany	384,244	1.4%	332,198	0.4%	266,605	3.3%	37,262	-8.3%	28,331	-12.3%	52,046	8.8%	
Australia	305,624	2.3%	268,467	-0.2%	125,450	3.9%	101,755	-2.4%	41,262	-6.1%	37,157	24.9%	
India	293,883	15.1%	251,504	7.2%	207,415	9.1%	33,611	0.0%	10,478	-3.3%	42,379	103.0%	
Japan	224,892	1.2%	198,797	-2.2%	153,251	-2.9%	38,995	-3.8%	6,551	30.3%	26,095	37.8%	
South Korea	189,836	-14.6%	149,171	1.1%	115,804	-0.7%	27,240	6.4%	6,127	14.9%	40,665	-45.5%	
Total Non-US	6,361,456	7.2%	5,421,082	1.5%	4,268,364	3.0%	895,469	-7.0%	257,249	9.7%	940,374	59.1%	
Total	19,595,677	5.0%											

Source: Statistics Canada, Frontier Counts Custom Tabulations

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