

TOURISM HIGHLIGHTS

November 2019

Snowy Owl Sled Dog Tours
Spray Valley Provincial Park, Alberta

KEY MESSAGES

- In November 2019, overnight arrivals of international visitors to Canada year-to-date hit a new high of 20.7 million, surpassing the 20 million mark earlier than ever before and indicating that 2019 is on track to be another record-breaking year for tourism in Canada.

HIGHLIGHTS

Europe:

- In November 2019, Destination Canada's European markets, the UK (+4.7%), France (+4.0%) and Germany (+0.4%), all saw increases in air arrivals. Robust gains in air arrivals direct from overseas (8.2%, 12.7% and 9.9%, respectively) were instrumental in offsetting contractions in air arrivals via the US averaging -18.9% across the three markets.
- Year-to-date November 2019, increases in non-stop air service from France (+7.3%) and Germany (+4.4%) supported gains in air arrivals direct from overseas from both markets (+13.7% and 3.5%, respectively), while air arrivals direct from overseas from the UK edged up by a resilient 0.1% despite a reduction in non-stop air service to Canada (-6.2%).

Asia-Pacific:

- In the Asia-Pacific region, air arrivals direct from overseas expanded in all key markets, except China. This one area of decline took place coinciding with the continued decrease in direct air service between China and Canada in November 2019 (-6.9%).
- Year-to-date, total air arrivals for the Asia-Pacific region were mixed as gains recorded from Australia (+1.2%), India (+7.9%) and South Korea (+0.9%) were offset by drops in the Japan (-2.9%) and China (-9.9%) markets.

Americas:

- Mexico: Arrivals from Mexico, Canada's fourth largest long-haul market, recorded the strongest growth in air arrivals (+12.5%) year-to-date. It is also the only Destination Canada market to register robust gains for both air arrivals direct from overseas (+9.9%) and via the US (+26.2%).
- United States: In November 2019, overnight arrivals of US residents to Canada increased for custom entries by automobile (+4.5%) and air (+1.5%). US auto arrivals expanded at a slightly slower pace year-to-date (3.5%) compared to air arrivals, which soared 12.6%. Arrivals by other modes of entries reached 1.4 million visitors. Due 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 – November 2019

Nov-19 Markets	Total Overnight/Tourist Arrivals											
	All Modes*		Air Arrivals						Sea (Cruise) Direct and Via US		Land Overnight*	
			Air Total		*Air Direct*		*Air Via US*					
	Arrivals	y/y	Arrivals	y/y	Arrivals	y/y	Arrivals	y/y	Arrivals	y/y	Arrivals	y/y
United States	**783,396**	**1.7%**										
Auto	**450,146**	**4.3%**										
Air	**306,121**	**1.5%**										
Auto & Air	**756,267**	**3.2%**										
Other	**27,129**	**-27.0%**										
DC Long-Haul	**174,040**	**1.0%**	**150,354**	**3.4%**	122,740	8.2%	27,614	-13.7%	120	66.7%	23,566	-12.0%
United Kingdom	32,842	7.6%	**27,484**	**4.7%**	22,657	8.2%	4,827	-9.2%	58	141.7%	5,300	24.9%
China	27,997	-13.7%	**23,131**	**-12.6%**	20,201	-8.6%	2,930	-32.9%	13	85.7%	4,853	-18.9%
Mexico	26,253	19.8%	**22,640**	**19.1%**	19,301	24.1%	3,339	-3.0%	8	-	3,605	23.9%
France	23,805	3.5%	**21,625**	**4.0%**	18,112	12.7%	3,513	-25.6%	3	-87.0%	2,177	-0.6%
India	15,589	10.1%	**13,749**	**10.9%**	11,730	12.9%	2,019	0.4%	24	166.7%	1,816	3.9%
Australia	13,195	3.2%	**11,548**	**5.6%**	6,971	13.0%	4,577	-4.0%	7	-	1,640	-11.5%
Japan	12,512	-11.2%	**11,233**	**-0.2%**	8,687	3.0%	2,546	-9.8%	-	-	1,279	-54.8%
Germany	12,497	-0.2%	**11,378**	**0.4%**	9,117	9.9%	2,261	-25.5%	7	250.0%	1,112	-6.7%
Korea, South	9,350	-13.9%	**7,566**	**7.7%**	5,964	8.2%	1,602	5.9%	-	-100.0%	1,784	-53.3%
Non-DC Long-Haul	**133,898**	**2.9%**	**117,687**	**2.0%**	92,052	6.0%	25,635	-10.3%	267	23.0%	15,944	9.8%
Total Non-US	**307,938**	1.8%	**268,041**	**2.8%**	214,792	7.3%	53,249	-12.1%	387	33.9%	39,510	-4.3%
Total	**1,091,334**	**1.7%**										

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 November 2019

YTD Nov 2019 Markets	Total Overnight/Tourist Arrivals											
	All Modes*		Air Arrivals						Sea (Cruise) Direct and Via US		Land Overnight*	
			Air Total		*Air Direct*		*Air Via US*					
	Arrivals	y/y	Arrivals	y/y	Arrivals	y/y	Arrivals	y/y	Arrivals	y/y	Arrivals	y/y
United States	**14,017,617**	**3.9%**										
Auto	**7,887,847**	**3.5%**										
Air	**4,755,931**	**11.8%**										
Auto & Air	**12,643,778**	**6.5%**										
Other	**1,373,839**	**-15.4%**										
DC Long-Haul	**4,035,233**	**6.1%**	**3,246,596**	**1.1%**	2,721,104	2.7%	525,492	-6.5%	182,115	7.5%	606,522	43.6%
United Kingdom	824,017	11.4%	**632,639**	**-0.8%**	552,331	0.1%	80,308	-6.9%	56,831	28.1%	134,547	134.5%
China	673,427	-3.2%	**536,834**	**-9.9%**	476,960	-8.4%	59,874	-20.6%	14,162	16.2%	122,431	39.3%
France	626,573	11.3%	**549,815**	**7.1%**	481,055	13.7%	68,760	-24.0%	3,296	77.5%	73,462	53.6%
Mexico	449,594	23.7%	**364,446**	**12.5%**	299,764	9.9%	64,682	26.2%	15,039	10.7%	70,109	172.4%
Germany	396,741	1.4%	**315,245**	**1.7%**	275,722	3.5%	39,523	-9.5%	28,338	-12.2%	53,158	8.4%
Australia	318,819	2.3%	**238,753**	**1.2%**	132,421	4.3%	106,332	-2.4%	41,269	-6.1%	38,797	22.8%
India	309,472	14.8%	**254,775**	**7.9%**	219,145	9.3%	35,630	0.0%	10,502	-3.2%	44,195	95.4%
Japan	237,404	0.4%	**203,479**	**-2.9%**	161,938	-2.6%	41,541	-4.2%	6,551	30.3%	27,374	25.8%
Korea, South	199,186	-14.5%	**150,610**	**0.9%**	121,768	-0.3%	28,842	6.4%	6,127	14.7%	42,449	-45.9%
Non-DC Long-Haul	**2,634,161**	**8.4%**	**2,185,278**	**1.4%**	1,762,052	4.0%	423,226	-8.3%	75,521	15.7%	373,362	77.8%
Total Non-US	**6,669,394**	**7.0%**	**5,431,874**	**1.2%**	4,483,156	3.2%	948,718	-7.3%	257,636	9.8%	979,884	55.0%
Total	**20,687,011**	**4.8%**										

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