

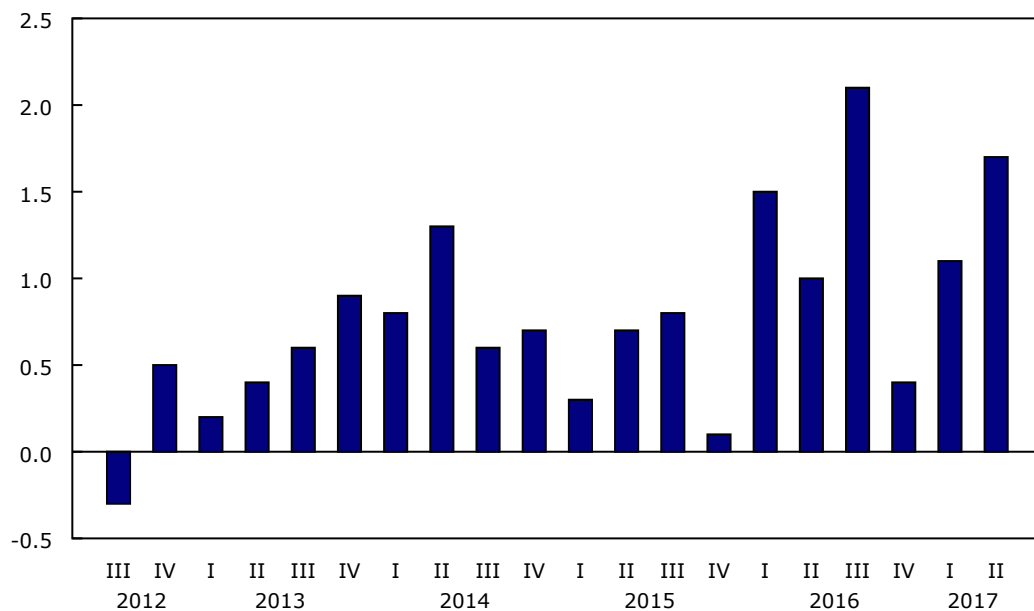
National tourism indicators, second quarter 2017

Released at 8:30 a.m. Eastern time in *The Daily*, Thursday, September 28, 2017

Tourism spending in Canada rose 1.7% in the second quarter, following a 1.1% gain in the first quarter. Increased tourism spending by Canadians at home and by international visitors in Canada contributed to the second quarter increase.

Chart 1
Tourism spending in Canada increases

% change, preceding quarter



Note(s): Data are adjusted for seasonal variation and price change.

Source(s): CANSIM table [387-0001](#).

Tourism spending by Canadians increases

Tourism spending by Canadians in Canada grew 2.1% in the second quarter, compared with a 0.8% increase in the previous quarter.

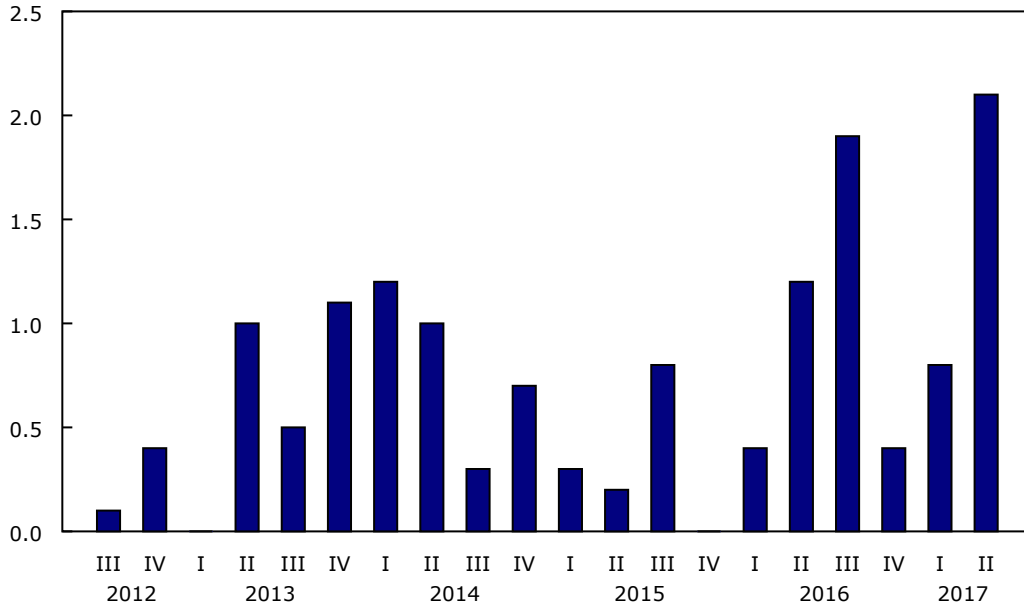
Growth was driven by increased expenditures on passenger air transport (+3.1%). Non-tourism goods and services (+2.4%) (such as groceries and clothing), pre-trip expenditures (+5.1%) (such as luggage and camping equipment), and spending on vehicle fuel (+1.8%) also increased.

Spending on interurban bus transport (-3.1%) and recreation and entertainment (-1.4%) both fell in the second quarter.



Chart 2
Tourism spending by Canadians at home increases

% change, preceding quarter



Note(s): Data are adjusted for seasonal variation and price change.
Source(s): CANSIM table [387-0001](#).

Tourism spending by international visitors edges up

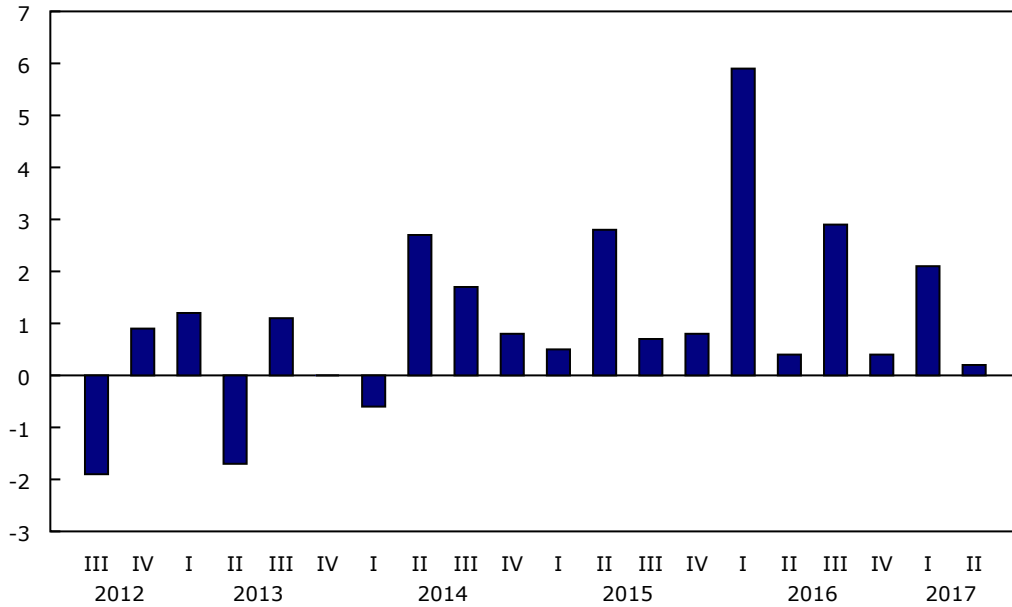
Spending by international visitors in Canada edged up 0.2% in the second quarter, compared with a 2.1% gain in the first quarter.

Higher outlays on passenger air transport (+0.6%) accounted for most of the growth. Spending on non-tourism products (+0.4%) and food and beverage services (+0.3%) also increased.

Visitors spent less on interurban bus transport (-2.0%) and recreation and entertainment (-0.2%).

Chart 3
Increase in tourism spending by international visitors

% change, preceding quarter



Note(s): Data are adjusted for seasonal variation and price change.
Source(s): CANSIM table [387-0001](#).

Tourism gross domestic product outpaces total economy

Tourism gross domestic product (GDP) grew 1.6% in the second quarter, a faster rate than that of economy-wide GDP (+1.2%). Tourism GDP has outpaced national GDP in 12 of the last 15 quarters.

The growth in tourism GDP was driven mainly by gains in transportation (+2.8%) and in non-tourism industries (+1.7%). The GDP of other tourism industries edged down 0.1%.

Tourism employment rose 1.2% in the second quarter, following growth of 0.2% in the previous quarter. Food and beverage services (+0.9%), air transportation (+3.6%) and accommodation services (+0.6%) all contributed to growth. Tourism jobs in non-tourism industries (+1.8%) also contributed to the increase, while employment in recreation and entertainment fell 0.4%.

Sustainable development goals

On January 1, 2016, the world officially began implementation of the [2030 Agenda for Sustainable Development](#)—the United Nations' transformative plan of action that addresses urgent global challenges over the next 15 years. The plan is based on 17 specific sustainable development goals.

The national tourism indicators are an example of how Statistics Canada supports the reporting on the Global Goals for Sustainable Development. This release will be used in helping to measure the following goal:



Note to readers

Growth rates for tourism spending and gross domestic product are expressed in real terms (that is, adjusted for price changes), at 2007 constant prices, as well as adjusted for seasonal variations, unless otherwise indicated. Employment data are also seasonally adjusted. For information on seasonal adjustment, see [Seasonally adjusted data – Frequently asked questions](#).

Associated percentage changes are presented at quarterly rates unless otherwise noted.

The national tourism indicators are funded by Destination Canada.

Next release

Data on the national tourism indicators for the third quarter of 2017 will be released on January 10, 2018.

Table 1
National tourism indicators – Seasonally adjusted

	Second quarter 2016	Third quarter 2016	Fourth quarter 2016	First quarter 2017	Second quarter 2017	First quarter to second quarter 2017
	millions of dollars at 2007 constant prices					% change
Total tourism expenditures						
Tourism demand in Canada	20,441	20,880	20,966	21,196	21,553	1.7
Tourism demand by non-residents	4,379	4,507	4,527	4,622	4,632	0.2
Tourism domestic demand	16,062	16,373	16,439	16,574	16,921	2.1
Transportation						
Tourism demand in Canada	8,243	8,555	8,574	8,671	8,855	2.1
Tourism demand by non-residents	1,419	1,487	1,493	1,545	1,550	0.3
Tourism domestic demand	6,824	7,068	7,081	7,126	7,305	2.5
Accommodation						
Tourism demand in Canada	2,759	2,803	2,807	2,831	2,863	1.1
Tourism demand by non-residents	1,043	1,067	1,071	1,094	1,095	0.1
Tourism domestic demand	1,716	1,736	1,736	1,737	1,768	1.8
Food and beverage services						
Tourism demand in Canada	3,075	3,106	3,112	3,133	3,162	0.9
Tourism demand by non-residents	719	739	748	762	764	0.3
Tourism domestic demand	2,356	2,367	2,364	2,371	2,398	1.1
Other tourism commodities						
Tourism demand in Canada	2,980	3,015	3,049	3,092	3,136	1.4
Tourism demand by non-residents	456	467	470	478	477	-0.2
Tourism domestic demand	2,524	2,548	2,579	2,614	2,659	1.7
Other commodities						
Tourism demand in Canada	3,384	3,401	3,424	3,469	3,537	2.0
Tourism demand by non-residents	742	747	745	743	746	0.4
Tourism domestic demand	2,642	2,654	2,679	2,726	2,791	2.4

Source(s): CANSIM table [387-0001](#).

Available in CANSIM: tables [387-0001](#) to [387-0003](#), [387-0008](#), [387-0010](#) and [387-0011](#).

Definitions, data sources and methods: survey number [1910](#).

The document "[The 1986 to 2016 revisions of the National Tourism Indicators](#)", part of *Latest Developments in the Canadian Economic Accounts* ([13-605-X](#)), is now available.

The [System of Macroeconomic Accounts](#) module features an up-to-date portrait of national and provincial economies and their structures.

The *Methodological Guide: Canadian System of Macroeconomic Accounts* ([13-607-X](#)) is available.

The *User Guide: Canadian System of Macroeconomic Accounts* ([13-606-G](#)) is also available. This publication will be updated to maintain its relevance.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; STATCAN.infostats-infostats.STATCAN@canada.ca) or Media Relations (613-951-4636; STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca).