Canadian Tourism Commission | Commission canadienne du tourisme

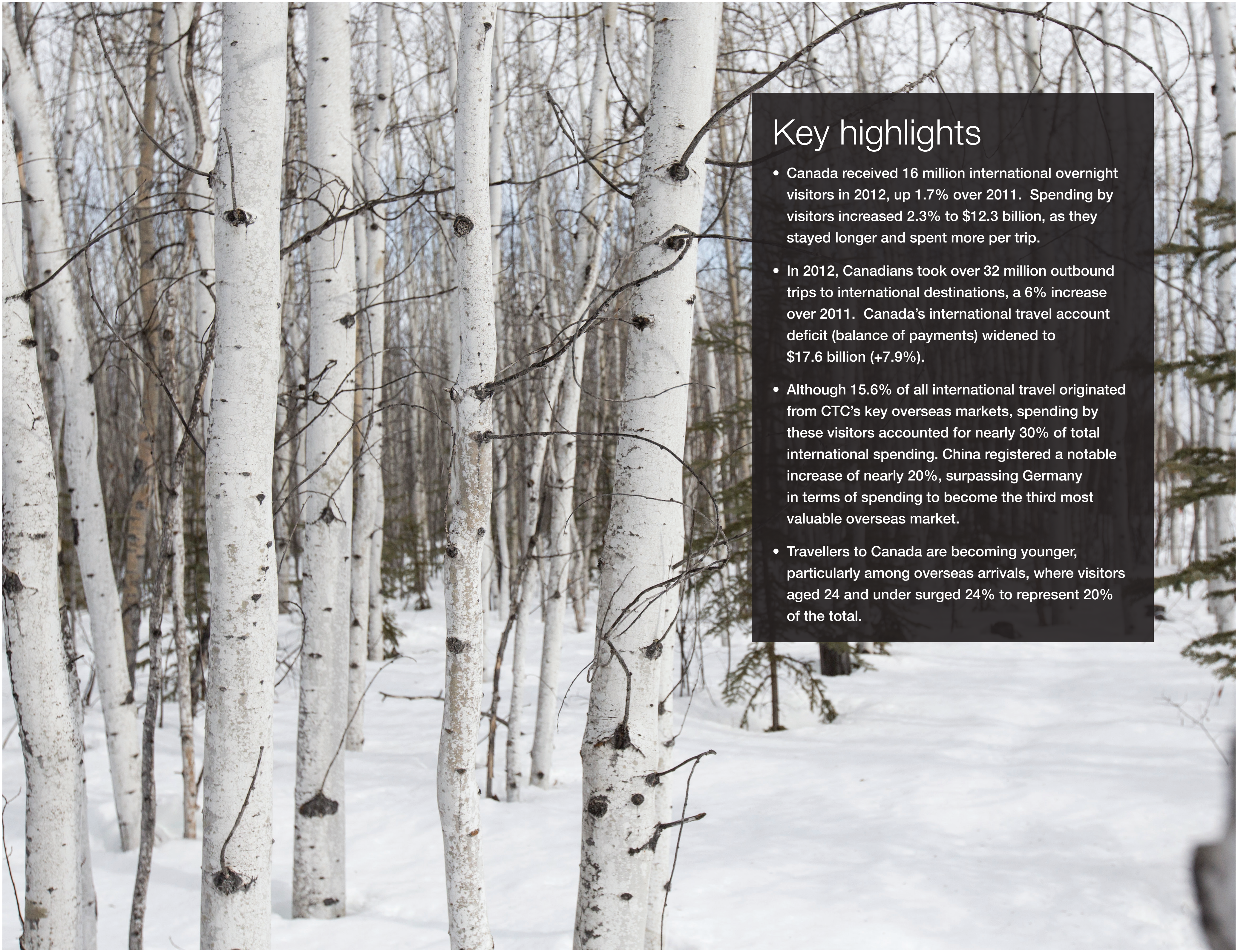
Canada

Tourism Snapshot

2012 Year-in-review

www.canada.travel/corporate

Facts & Figures | **7th edition**



Key highlights

- Canada received 16 million international overnight visitors in 2012, up 1.7% over 2011. Spending by visitors increased 2.3% to $12.3 billion, as they stayed longer and spent more per trip.
- In 2012, Canadians took over 32 million outbound trips to international destinations, a 6% increase over 2011. Canada's international travel account deficit (balance of payments) widened to $17.6 billion (+7.9%).
- Although 15.6% of all international travel originated from CTC's key overseas markets, spending by these visitors accounted for nearly 30% of total international spending. China registered a notable increase of nearly 20%, surpassing Germany in terms of spending to become the third most valuable overseas market.
- Travellers to Canada are becoming younger, particularly among overseas arrivals, where visitors aged 24 and under surged 24% to represent 20% of the total.

Tourism in the Canadian Economy

Tourism Demand (2012)

	$ billion	12/11 %
Total demand	**81.9**	**4.2**
Domestic	66.4	4.5
International	15.5	2.8
Tourism GDP	32.3	4.0

Source: Statistics Canada, National Tourism Indicators (2012 Q4)

- In 2012, overall tourism demand grew 4.2% to $81.9 billion, with domestic demand registering a 4.5% increase to $66.4 billion. Likewise, international demand rose 2.8% to $15.5 billion.
- Total Tourism Gross Domestic Product (GDP) reached $32.3 billion in 2012, making up 1.8% of Canada's GDP.

International Travel Account (2012)

	Receipts		Payments		Balance of Payments
	$ billion	12/11%	$ billion	12/11%	$ billion
US	7.3	3.2%	21.6	7.0%	-14.32
Overseas	10.1	5.6%	13.4	5.0%	-3.32
Total	**17.4**	**4.6%**	**35.0**	**6.2%**	**-17.64**

Source: Statistics Canada, International Travel Accounts 2013 Q1

- In 2012, receipts from overseas travellers to Canada increased 5.6% over 2011 to $10.1 billion, while receipts from the US increased 3.2% to $7.3 billion.
- Canadians spent more in 2012 in both the US and overseas, with payments increasing 7% and 5% respectively.
- Canada's international travel account deficit (balance of payments) was $17.64 billion in 2012, a 7.9% increase over 2011.
- The US travel deficit widened to $14.3 billion (+9%), while the overseas travel deficit expanded to $3.3 billion (+3.3%).

Tourism highlights (Inbound)

Overnight trips to Canada (2012)

	Trips '000	12/11 %	Spending $ B	12/11 %
Total International (Total US & Overseas)	**15,972**	**1.7%**	**12.27**	**2.3%**
Total United States	**11,887**	**2.5%**	**6.33**	**3.3%**
United States Leisure	10,084	2.5%	4.84	4.3%
United States Business Travel	1,802	2.3%	1.49	0.2%
Proportion (%) United States / Total International	74.4%	0.6	51.6%	0.5
Core Markets	**1514**	**-2.4%**	**2.12**	**-2.7%**
United Kingdom	597	-4.1%	0.78	-4.1%
France (territories removed)	421	-0.2%	0.53	-0.2%
Germany	277	-4.7%	0.42	-4.7%
Australia	219	1.6%	0.39	1.6%
Emerging/ Transition Markets	**973**	**5.2%**	**1.55**	**8.5%**
Japan	190	2.2%	0.31	2.2%
South Korea	137	-2.0%	0.23	-2.0%
Mexico	132	5.7%	0.19	9.8%
Brazil	78	4.7%	0.15	9.1%
China	273	15.5%	0.49	19.2%
India	162	-0.4%	0.17	6.4%
CTC Key Overseas (Core and Emerging/Transition Markets)	**2,487**	**0.4%**	**3.68**	**1.8%**
Proportion (%) CTC Key Overseas / Total International	15.6%	-0.3	29.9%	-0.2
Other Overseas	1,598	-2.0%	2.26	0.3%
Proportion (%) Other Overseas Countries / Total International	10.0%	-0.4	18.4%	-0.3
Total Overseas	**4,085**	**-0.5%**	**5.94**	**1.2%**

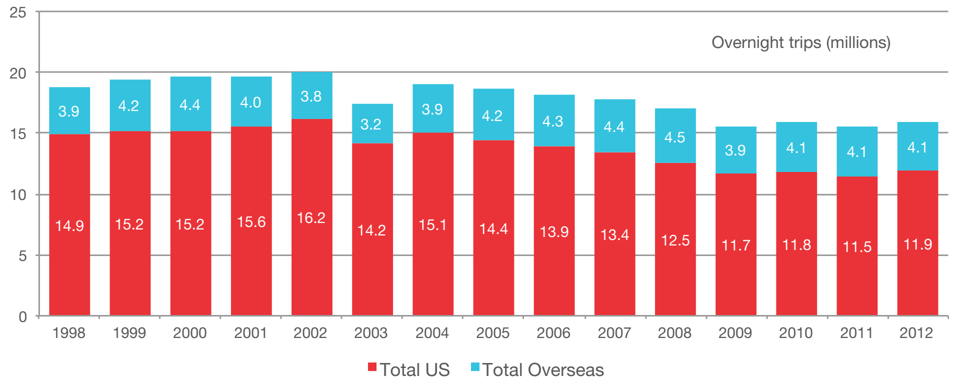
Source: Statistics Canada, *International Travel Survey*

Tourism highlights (Inbound)

- In 2012, Canada received 16 million international overnight visitors, up 1.7% on 2011, largely driven by a 2.5% increase from the US market.
- Spending by international overnight visitors increased 2.3% in 2012, contributing $12.3 billion towards the Canadian economy. US visitors spent 3.3% more than in 2011. Spending in Canada from CTC key's overseas visitors rose 1.8%, well above the incremental spending of 0.3% earned from other overseas visitors.
- While nearly three quarters of all travel to Canada originated from the US, American spending only accounted for just over half (52%) of all international expenditures.
- Although 15.6% of all international travel originated from CTC's key overseas markets, spending by these visitors accounted for nearly 30% of total international spending. China registered a notable increase of nearly 20%, surpassing Germany in terms of spending to become the third most valuable overseas market.
- While 52% of all travel from the US was for pleasure purposes, only 36% of overseas travellers indicated pleasure as their main trip purpose. About one third (35%) of visitors from overseas mentioned visiting family and relatives as their primary purpose.
- Just over 40% of international visitors arrived during the summer months of Q3, a proportion nearly identical for US and overseas travellers. However, there was increased interest in shoulder-season trips to Canada, particularly from China, as growth in the other quarters outpaced that of Q3.
- Travellers to Canada are becoming younger. Overseas arrivals from visitors aged 24 and under surged 24% to represent 20% of the total. France had the highest number of youth travellers (99,500) among CTC overseas markets, while Mexico had the highest proportion of travellers 24 and under (34%) among all age demographics.

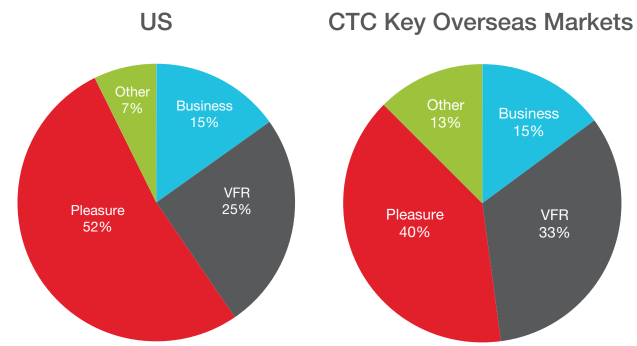
Tourism highlights (Inbound)

International tourists to Canada, overnight trips (millions)



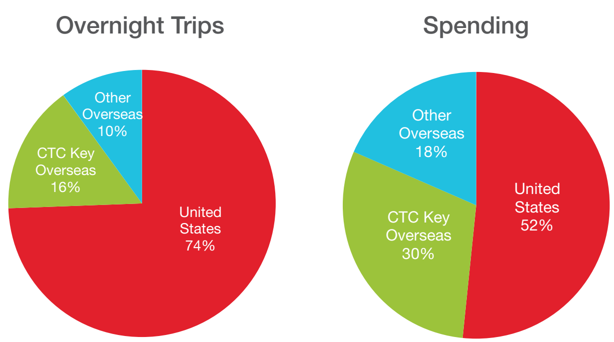
Source: Statistics Canada, *International Travel Survey*

Distribution of Tourists by Purpose (Number of Trips)



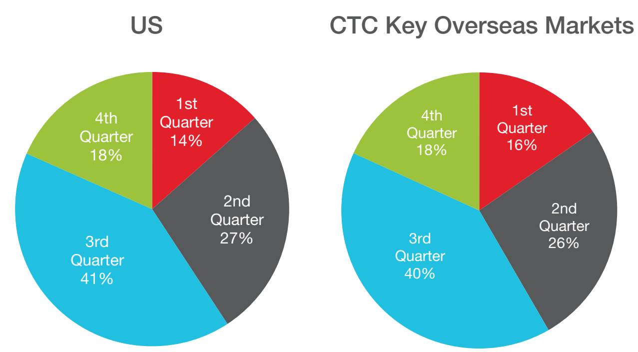
Source: Statistics Canada, *International Travel Survey*

Proportion of Overnight Trips and Spending



Source: Statistics Canada, *International Travel Survey*

Distribution of international tourists to Canada by quarter (Number of Trips)



Source: Statistics Canada, *International Travel Survey*

Competitive review

International Travel, January-December 2012 ('000)

CTC key source markets	Canada	12/11	US	12/11	UK	12/11	Australia	12/11
	Competitive destinations							
US	11,887	2.5%	-	-	2,840	-0.2%	479	5.0%
UK	597	-4.1%	3,763	-1.9%	-	-	594	-2.4%
France	421	-0.2%	1,456	-3.2%	3,787	4.7%	98	3.8%
Germany	277	-4.7%	1,876	2.9%	2,967	0.7%	155	0.6%
Australia	219	1.6%	1,122	8.1%	993	-9.2%	-	-
Japan	190	2.2%	3,698	13.8%	243	2.2%	354	6.4%
South Korea	137	-2.0%	1,251	9.3%	158	12.7%	197	-0.6%
Mexico	132	5.7%	14,509	8.2%	84	7.2%	-	-
Brazil	78	4.7%	1,791	18.8%	260	-6.0%	31	6.5%
China	273	15.5%	1,474	35.3%	179	20.3%	626	15.6%
India	162	-0.4%	724	9.2%	339	-4.5%	159	7.4%
Total key markets	14,374	2.1%	31,666	8.2%	11,849	3.0%	2,812	4.9%
Total international markets	**15,972**	**1.7%**	**66,969**	**7.5%**	**31,084**	**1.3%**	**6,146**	**4.6%**

Source: Statistics Canada, International Travel Survey; Office of Travel and Tourism Industries (US); Office for National Statistics (UK); Tourism Australia

- In 2012, overall international travel to Canada expanded 1.7%. Travel to the US (+7.5%), the UK (+1.3%) and Australia (+4.6%) expanded as well.
- When looking at overall performance by CTC's key markets, the US (+8.2%), the UK (+3%) and Australia (+4.9%) all expanded at a quicker pace than Canada (+2.1%).
- As a whole, all four countries saw strong growth from the Emerging markets. Although the UK (+20.3%), Australia (+15.6%) and Canada (+15.5%) recorded strong gains in arrivals from China, the US outperformed these competitors with a notable 35.3% increase. The US also saw impressive gains from Brazil (+18.8%) and Japan (+13.8%), while competitors saw slower growth or declines from these markets.

Tourism Highlights (Outbound)

Overnight Trips by Canadians

CTC key markets	Trips ('000)	12/11 %	Spending ($ millions)	12/11 %
United States	22,710	6.4%	17,490	8.2%
Overseas Countries	9,566	5.0%	12,762	4.9%
Total	32,276	6.0%	30,252	6.8%

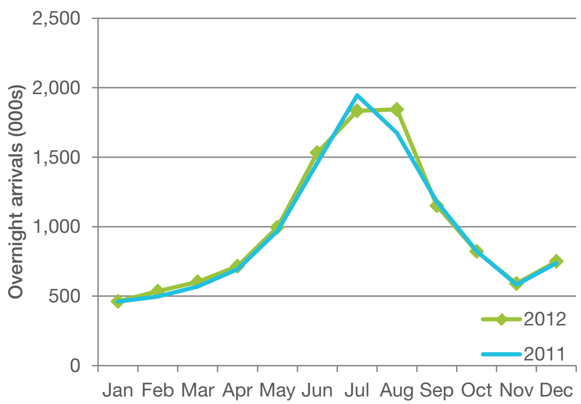
- Over 32 million Canadian outbound trips were made in 2012, up 6% compared with 2011. The number of Canadians visiting the US increased 6.4% over 2011, reaching 22.7 million overnight trips, while Canadian overnight travel to overseas destinations (excluding the US) grew 5%, bringing the 2012 total to nearly 9.6 million.
- In 2012, Canadians spent over $30 billion during their trips to the US and overseas destinations, a 6.8% gain over 2011.
- Travel spending by Canadians in the US (+8.2%) increased more than spending in overseas destinations (+4.9%).

Top Ten Overseas Countries Visited by Canadians – 2012

	Trips ('000)	Spending ($ millions)	Average Trip Duration
Mexico	1,598	1,639	11
Cuba	1,082	748	8
UK	908	1,056	12
Dominican Republic	766	674	9
France	729	942	12
Italy	375	480	10
Germany	345	311	10
Mainland China	314	521	21
Spain	245	284	11
Jamaica	243	248	9

Key highlights by market 2012

US Leisure



Source: Statistics Canada, *International Travel Survey*

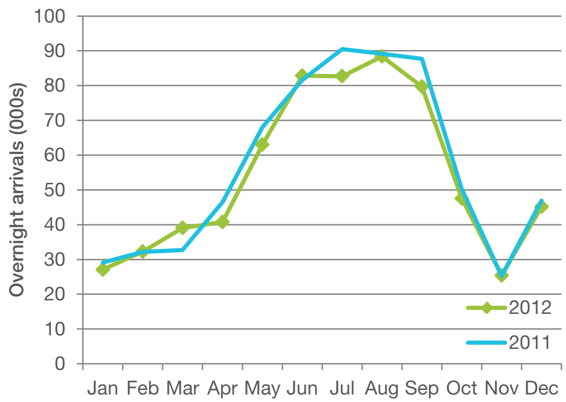
- In 2012, the US saw steady yet modest economic recovery with GDP growth of 2.2%*[1]. While consumer confidence has improved since the 2008-2009 recession, many US consumers still approach leisure travel planning and purchasing with extreme caution.
- US leisure visitors represent Canada's largest inbound travel market, accounting for 63% of all travellers in 2012.
- US leisure travel to Canada increased 2.5% over 2011 to 10.1 million overnight arrivals. The largest increases occurred during Q1 (+4.2%) and Q2 (+5.1%).
- Total spending by US leisure travellers increased 4.3% to $4.8 billion in 2012. Spending per person-night declined 3.3% to $108; the average trip length increased 5.2% to 4.4 nights while spending per trip expanded at a slower 1.7% to $480.
- Increases in arrivals were seen across all age demographics, with the 25-34 (+16.9%) and 24 and under (+7.8%) groups expanding the most rapidly, suggesting more US young families and youth travellers are choosing Canada as a vacation destination. The 55-and-over age demographic (+2.2%) remained the largest segment among US leisure visitors to Canada, accounting for 44.5% of all overnight US leisure trips in 2012.
- Shopping and sightseeing were the most popular activities among US leisure travellers.
- In 2012, provincial visitation results from US leisure travellers were mixed, with tourists visiting 1.08 provinces on average. Ontario (+5.4% to 5 million visits) was responsible for most of the gains, with Nova Scotia (+6.5% to 278,000 visits) also realizing healthy gains following a decline in 2011. Alberta (-5.4% to 554,000 visits) and New Brunswick (-7% to 318,000 visits) experienced the largest declines of US leisure visitors.

US Business Travel

- Business travel from the US is Canada's second-largest inbound market after the US leisure market.
- In 2012, 1.8 million US overnight business travellers visited Canada, a 2.3% increase over the previous year. Of those travellers, 72% were male and 55% were 45 years of age or older.
- A 2.7% decrease in overnight US business travel in the seasonally important Q2 was more than offset by gains in Q1 (+7%), Q3 (+2.7%) and Q4 (+3.5%).
- Total spending by this market was essentially unchanged at $1.5 billion (+0.2%), with the average spend per business trip declining 2% to $829.
- Staying only at hotels was the most popular choice among US business travellers, accounting for 87% of all accommodation stay.
- US business travel to Alberta surged 38.5% to 264,000 visits, while trips to Quebec and British Columbia declined to 304,000 visits (-7%) and 310,000 visits (-4.9%) respectively.

Key highlights by market 2012

UK



Source: Statistics Canada, *International Travel Survey*

- The UK represents Canada's largest inbound overseas market. However, austerity measures introduced following a massive run-up in government debt in the midst of the European economic crisis weighed on the economy, resulting in minimal GDP growth of 0.2%*[1] in 2012.

- The number of UK overnight visitors to Canada fell 4.1% to 597,000 trips in 2012, with the largest drop (-8.7%) coming from business travel, followed by pleasure travel (-7.2%). VFR (visit friends and relatives) travel expanded 3.5% and now represents 39.1% of all arrivals, the highest proportion among CTC's Core markets.

- While arrivals during Q1 (+0.2%) and Q4 (+0.1%) held steady, visitation declined in Q2 (-10%) and Q3 (-3.3%), which are when two thirds of UK visitors choose to travel to Canada.

- Total overnight spending by UK visitors contracted 1.4% to $784 million, while the average spend per trip increased 2.8% to $1,314. UK visitors stayed longer (13.9 nights, +2.7%) and kept spending per night constant ($94, +0.1%).

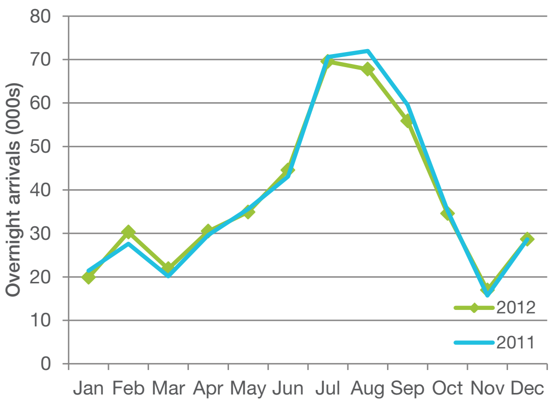
- Travel among youth 24 and under surged 29.5% in 2012 to surpass the number of overnight visitors aged 25-34 or 35-44. The growth in young travellers also exceeded the gains posted by the 45-54 age demographic, which expanded 23.4%. Although arrivals among those aged 55 and over declined 11.8%, this demographic remained the largest segment and accounted for 40% of visitors from the UK in 2012.

- While shopping and sightseeing remained the most popular activities for UK visitors, attending festivals or fairs (+27.3%) and visiting zoos, aquariums and botanical gardens (+13.7%) showed impressive gains. Visits to historic sights (-15.6%) and participating in outdoor activities (-27.6%) declined.

- In 2012, Ontario and British Columbia remained the most popular destinations among UK visitors, followed by Alberta and Quebec.

Key highlights by market 2012

France

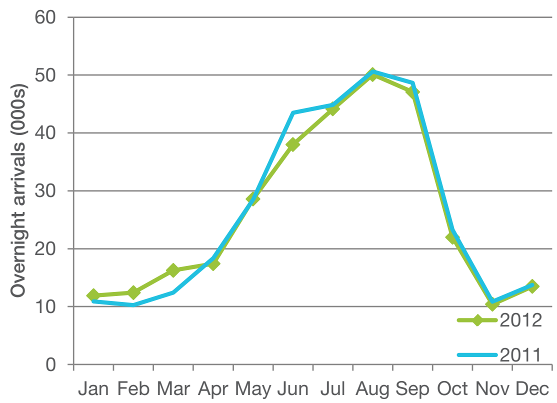


Source: Statistics Canada, *International Travel Survey*

- Despite flat GDP growth of 0% and a relatively high unemployment rate of 9.9%, overall French outbound travel increased 1.1%*[1].
- France, Canada's second-largest overseas inbound market, was flat in 2012 and saw a 0.2% decline in arrivals to 421,000 trips. While business (-2.1%) and pleasure (-6.7%) travel declined, VFR traffic expanded 1.3% and travel for other purposes, including educational study, surged 46.5%.
- Spending by overnight French travellers declined 2.7% to $530 million, and spending per trip similarly fell 2.5% to $1,260. The average trip duration increased to 16.7 days (+1.6%), while spending per night declined to $75 (-4.1%).
- A large proportion (45%) of French travellers chose to visit Canada during the summer months of Q3.
- The number of youth travellers 24 and under expanded 31.3% to 99,500, the highest number among overseas markets and surpassing the number of French travellers aged 25-34. Altogether, visitors under 35 represented 42.9% of arrivals, while those over 55 years of age represented 25.7% of the market. Compared with proportions of 23.6% and 44.5% for the US leisure market and 30.4% and 39.8% for the UK market, the average French traveller to Canada is younger than visitors from these countries.
- Similar to previous years, French travellers reported shopping, sightseeing and visiting friends and relatives as their top activities. Like their British counterparts, French travellers also attended more festivals and fairs (+24.2%) in 2012.
- While the majority of French travellers visited Quebec (323,000 visits, -3.1%), Ontario (119,000 visits, +13.4%) saw increased visitation in 2012.

Key highlights by market 2012

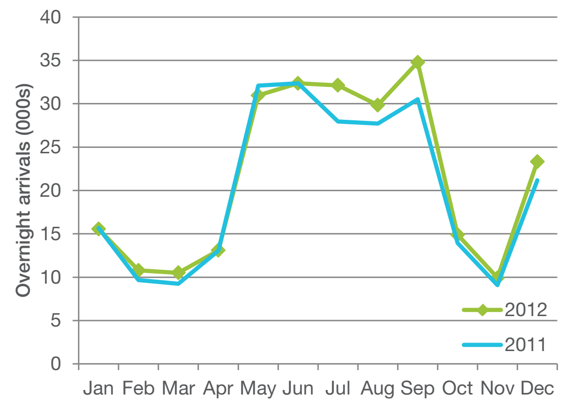
Germany



Source: Statistics Canada, *International Travel Survey*

- As Europe's largest economy and exporter, the subdued economic environment caught up with Germany in 2012, with GDP growth slowing to 0.7% after a 3.1% expansion in 2011.*[1]
- Despite the lowest unemployment among major economies in Europe (6.8%), outbound travel declined 0.3% in 2012, with Germans travellers staying closer to home.*[1]
- In 2012, overnight trips from Germany fell 4.7% to 277,000 trips. While arrivals were up 10.1% in Q1, they subsequently declined in Q2 (-10.1%), Q3 (-3.6%) and Q4 (-8.2%) compared with the same quarters in 2011.
- Spending by overnight German travellers fell 7.4% in 2012 to $417 million, as visitors spent less per trip (-2.8% to $1,506) and stayed for a shorter period of time (-0.9% to 17.4 days).
- While the number of VFR travellers expanded 16.9%, business and pleasure travel saw significant declines of 17.9% and 16.6% respectively.
- Travel among the younger demographics of 24 and under and 25-34 expanded 12% and 20.7% respectively. German visitors have the most balanced age distribution of all markets, with the proportion of youth travellers under 24 (21.3%) similar to the share of those over 55 years of age (22.3%).
- Unique to the German market, visiting national or provincial nature parks was the third most popular tourism-related activity, after shopping and sightseeing.
- German tourists tend to see more of Canada, visiting 1.41 provinces on average. Ontario, British Columbia and Alberta were the most popular destinations.

Australia

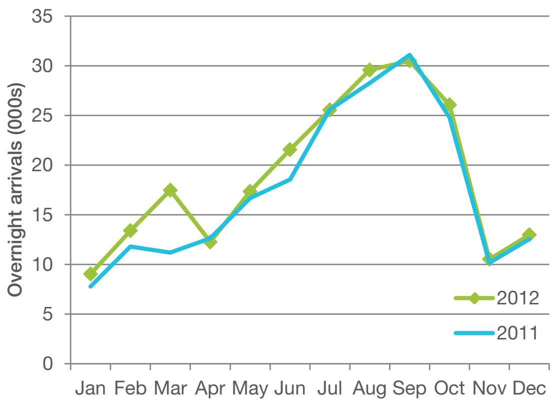


Source: Statistics Canada, *International Travel Survey*

- Australia posted healthy GDP growth of 3.5% in 2012, an increase above the 2.4% expansion in 2011. The boom in outbound travel by Australians continued through 2012 with a 5.4% surge supported by the strong Australian dollar.*[1]
- Canada welcomed 219,000 overnight travellers from Australia in 2012, an increase of 1.6% over 2011. The majority came during Q2 (28.3%) and Q3 (38.1%).
- Despite the increase in arrivals, spending by Australian visitors was flat at $393 million (+0.3%). However, Australians remain some of the highest-yield travellers, spending an average of $1,791 per trip and $115 per night (-3.2%).
- Pleasure travel accounted for nearly 62% of all overnight trips from Australia, the highest proportion of pleasure travel among CTC's key overseas markets.
- Travel to Canada by Australians aged 35-44 surged 81.5%, while arrivals from the 45-54 age group expanded 30.5%. This shift towards younger age demographics for Australian visitors, combined with a 20% decline in the number of visitors aged 55 and over, resulted in the proportion of visitors aged 55 and over falling nearly 10 percentage points to 36.7%. Previously, Australian travellers aged 55 and over represented 46% of visitors, the highest of any CTC market.
- In 2012, British Columbia (138,000 visits, +0.9%) remained the most popular province among Australian travellers, while Ontario (61,500 visits, -8.3%) and Alberta (46,600 visits, -22.1%) declined.

Key highlights by market 2012

Japan



Source: Statistics Canada, *International Travel Survey*

- The Japanese economy recovered modestly to expand 2% in 2012 after contracting 0.5% in 2011, while outbound travel surged 9.9%.*[1]

- After declining sharply in 2011, overnight visits from Japan expanded modestly in 2012 (+2.2%). The recovery was strongest in Q1 (+7.4%) and Q2 (+18%), which were particularly hard hit following the decline in outbound travel after the March 2011 earthquake. The recovery remained weak, however, as arrivals during Q3 (-3%) and Q4 (-5.7%) declined in 2012.

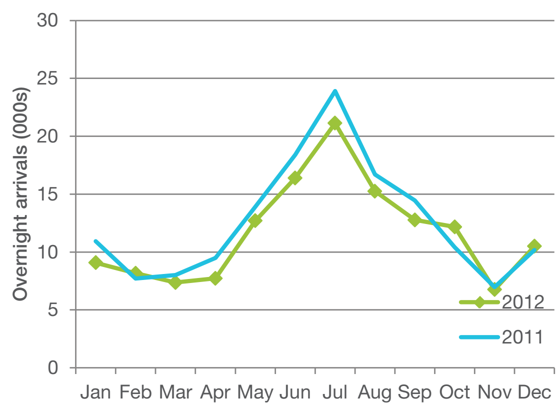
- Though 2012 saw fewer Japanese pleasure travellers (-7.3%), trips for business (+7.8%), VFR (+2.8%) and other purposes (+23.4%) recovered.

- Total spending by Japanese travellers expanded at slower pace than arrivals to reach $312 million (+1.5%). Spending per trip declined slightly to $1,642 (-0.6%), while spending per night was constant at $111 (-0.1%).

- Travel among those aged 24 and under (+16.9%), 25-35 (+25.2%) and 45-54 (+38.3%) all expanded, while the number of visitors aged 55 and over declined 21.5%. The proportion of visitors under 35 (43.7%) now exceeds that of those aged 45 and over (42.7%).

- Japanese travellers exhibited a marked preference for western Canada as travel to British Columbia (+4.2%) and Alberta (+3.1%) expanded, while Ontario (-19.1%) and Quebec (-53.3%) saw steep declines.

South Korea



Source: Statistics Canada, *International Travel Survey*

- South Korea's GDP growth slowed to 2% in 2012, down from 3.7% in 2011, a result of a decrease in exports as well as weaker domestic spending.*[1]

- Despite overall outbound travel expanding 3.5% in 2012, South Korean overnight travel to Canada fell 2% to 137,000 arrivals. This was largely driven by a 22.3% decline in travel for other reasons (including study and education-related travel) and a 4.7% decline in VFR travel, which together accounted for almost 25% of total arrivals from this country.

- In contrast, appreciable gains were recorded from business travellers (+10.7%) and pleasure travellers (+24.6%). Pleasure travellers accounted for approximately 24% of South Korean arrivals, up five percentage points from last year.

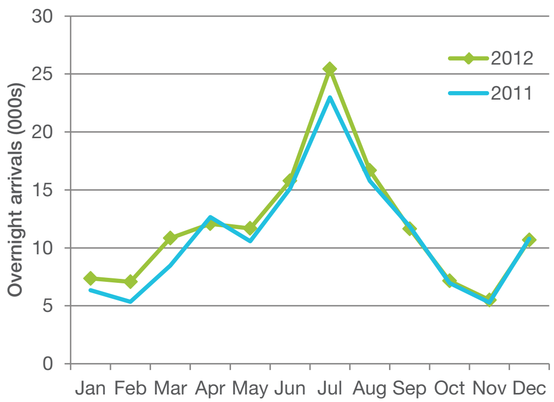
- While total spending declined 1% to $234 million, average spending per trip expanded 1% to $1,704, as South Korean visitors spent more time in Canada (29.2 days, +2.2%).

- Nearly one third (31%) of travellers to Canada from South Korea were younger than 24, one of the highest proportions in CTC's key markets and presumably driven by a robust student market. While the number of visitors aged 55 and over surged 65.9% in 2012, they still only represented 16.7% of the market.

- In 2012, half of South Korean travellers visited British Columbia (88,000 visitors, +0.1%). While Alberta (36,000 visitors, +19.3%) saw impressive gains, Ontario (38,000 visitors, -11.2%) experienced a decline.

Key highlights by market 2012

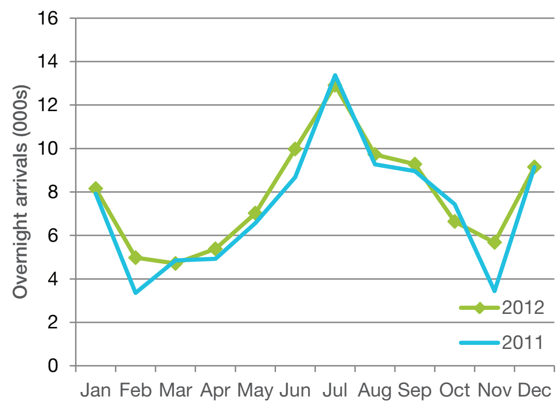
Mexico



Source: Statistics Canada, *International Travel Survey*

- In 2012, Mexico achieved moderate economic growth of 3.9%. Declining unemployment (4.9%) combined with improved consumer sentiment supported an increase in outbound travel (+5.5%).*[1]
- While still below peak levels achieved in 2008 prior to the imposition of visa restrictions, Mexico continued its strong recovery, gaining 5.7% to 132,000 arrivals in 2012. The gains were primarily attributable to pleasure travel (+18.2%) and business travel (+8.9%).
- Mexican visitors spent almost $195 million during their trips, a 9.8% increase over 2011. Spending per trip rose 3.9% to $1,480.
- Visits by youth travellers aged 24 and under surged 30.1% and now represent one third of all Mexican travellers, the highest proportion among CTC markets.
- In 2012, British Columbia was the most popular Canadian destination, capturing 39% of all province visits, followed by Ontario at 27% and Quebec at 22%.

Brazil

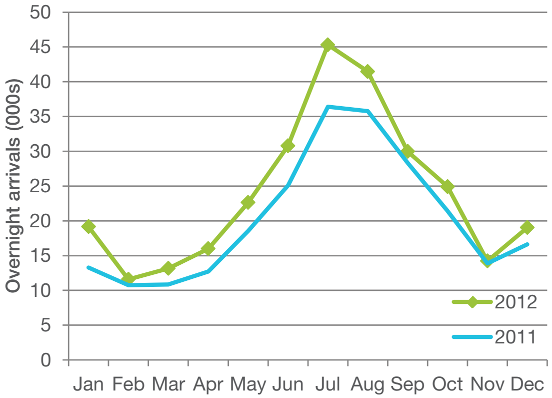


Source: Statistics Canada, *International Travel Survey*

- In 2012, Brazil's economy grew at a slower pace than a year ago, experiencing GDP growth of 0.9%*[1] in a challenging export environment.
- Buoyed by increased purchasing power and a desire to shop abroad, Brazilian outbound travel expanded 8% in 2012.
- Trips to Canada from Brazil rose 4.7% to 78,000, while total spending surged 9.1% to $152 million.
- On average, Brazilian travellers stayed in Canada for a period of 19.5 days and spent $1,941 per trip, the highest amount among CTC's key markets.
- Brazilian travellers visiting for pleasure surged 19.2% and represented 40% of all arrivals. Over 26% of Brazilian travellers visited Canada for other reasons, which include study and education-related trips. Brazil represented the highest proportion of other purpose trips among CTC's key markets.
- Brazilian travellers particularly enjoyed shopping (+10.6%) and sightseeing (+18%), the two most popular activities in 2012. Cultural attractions, including museums and galleries (+22.2%), festivals and fairs (+109.5%), and historic sites (+25.4%) also rose in popularity.
- Ontario (54,000 visits, +9.8%) was the most popular destination for Brazilian visitors and accounted for 46% of all province visits. Quebec (34,000 visits, +39.3%) and British Columbia (21,000 visits, +31%) were the next most popular destinations and experienced strong growth in Brazilian arrivals.

Key highlights by market 2012

China

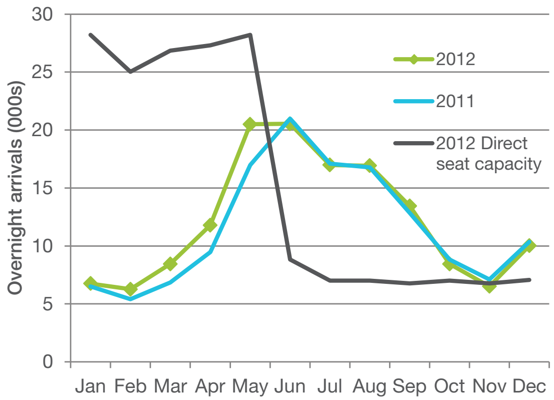


Source: Statistics Canada, *International Travel Survey*

- Although the Chinese economy slowed with GDP growth of 7.8% in 2012, it continued to outpace other economies.*1 A combination of weaker international demand for goods made in China and domestic policies designed to curb investment cut into growth.
- Outbound travel surged 19.2% in 2012, although this pace is expected to slow in 2013 and beyond.*[1]
- With the granting of ADS (Approved Destination Status) in June 2010, overnight arrivals to Canada gained significant momentum, expanding 22.5% in 2011 and a further 15.5% in 2012 to 273,000 trips.
- Chinese travellers spent $486 million in Canada, up 19.2% compared with 2011. On average, they spent $1,777 per trip (+3.2%) and stayed 29.8 days (+2.1%).
- While the summer months of Q3 remained the most popular time to visit with 39.3% share, travel during this period grew more slowly (+9.8%) than in other quarters, particularly Q1 (+24.1%) and Q2 (+22.7%), suggesting that Chinese travellers are increasingly attracted to winter and shoulder-season trips to Canada.
- Pleasure travel surged 84.8% in 2012 to capture a 27.5% share of all trips. VFR travel also expanded 5.2% and retained the highest share among Chinese travellers at 34.6%.
- The most popular activities among Chinese travellers while in Canada were shopping, sightseeing and visiting friends or relatives. Visits to zoos, aquariums and botanical gardens surged 59.9%, well above trend growth.
- In 2012, Chinese travellers visited an average of 1.65 provinces, the most among CTC markets. Visits to Alberta nearly doubled (+93.4%) to 68,000 travellers, surpassing Quebec (50,000 visits, +19.3%). The most popular destinations remained British Columbia (155,000 visits, +19.1%) and Ontario (142,000 visits, +23.6%).

Key highlights by market 2012

India



Source: Statistics Canada, *International Travel Survey*

- India's economy slowed to 5%*1 GDP growth in 2012 due to concerns over persistently high inflation and interest rates combined with little progress on economic reforms.
- Total outbound Indian travel declined 0.4% in 2012, and Canada received fewer Indian visitors in the same proportion, with the number of arrivals falling 0.4% to 162,000.
- A lack of direct air capacity is presenting a barrier to travel between India and Canada, as Air India failed to restore service from Delhi to Toronto after initially suspending it due to a pilots' strike in June 2012. Passengers must now generally transit via connections in Europe.
- While Indian arrivals increased during Q1 (+9.7%) and Q2 (+7.3%), this momentum ceased in Q3 and Q4 following the reduction in air service.
- Total spending by travellers from this market grew 6.4% to $173 million. On average, they stayed 24.7 days in Canada, spending $1,065 per person trip, the lowest among CTC's overseas markets.
- Nearly half of Indian visitors (49%) travelled to Canada to visit friends and relatives. Although the number of VFR visitors declined 12.2% in 2012, this remained the highest VFR ratio among CTC's key markets.
- Ontario was the most popular destination for Indian travellers and accounted for 60% of visits.

*1 Source: Oxford Economics (as of May 30, 2013)

All arrivals and traveller figures presented represent statistics for overnight visitors. Same-day visitors are excluded.

CTC key international markets – travellers' characteristics

	Total International	y/y %	Total CTC Key Markets	y/y %	US	y/y %	US Leisure	y/y %	US Business	y/y %
					US					
Overnight Person-trips (000's)	15,971.7	1.7%	14,373.6	2.1%	11,886.7	2.5%	10,084.3	2.5%	1,802.4	2.3%
Overnight Travel Spending ($M)	12,271.5	2.3%	10,007.7	2.7%	6,333.8	3.3%	4,839.5	4.3%	1,494.3	0.2%
Average Party Size	1.7	-2.2%	1.8	-3.2%	1.8	-3.7%	2.1	-2.4%	1.2	-8.7%
Average Trip Duration (Nights)	7.8	+2.1%	6.8	3.3%	4.3	4.6%	4.4	5.2%	3.4	0.6%
Average Spending per Trip ($)	768.3	0.5%	696.3	0.6%	532.9	0.8%	479.9	1.7%	829.1	-2.0%
Average Spending per Person-Night ($)	98.6	-1.6%	102.0	-2.7%	124.6	-3.7%	108.4	-3.3%	241.5	-2.7%
Seasonality (%)										
1st. Quarter	13.9%	0.5	13.8%	0.4	13.5%	0.3	11.7%	0.2	23.6%	1.0
2nd Quarter	27.2%	0.1	27.1%	0.1	27.3%	0.3	27.1%	0.7	28.3%	-1.4
3rd Quarter	40.6%	-0.6	40.7%	-0.5	40.9%	-0.5	43.7%	-0.6	24.9%	0.1
4th Quarter	18.4%	0.0	18.3%	0.0	18.4%	-0.1	17.5%	-0.2	23.2%	0.3
Main Trip Purpose (%)										
Business	15.6%	-0.1	15.1%	-0.1	15.2%	0.0	0.0%	N/A	100%	N/A
VFR	27.8%	0.1	26.6%	0.4	25.3%	0.4	29.8%	0.5	0%	N/A
Pleasure	48.1%	-0.6	50.1%	-0.7	52.3%	-0.9	61.6%	-1.0	0%	N/A
Other	8.5%	0.5	8.2%	0.4	7.3%	0.4	8.6%	0.5	0%	N/A
Gender (%)										
Male	51.4%	0.4	51.4%	0.3	51.4%	0.6	47.7%	0.0	71.9%	3.8
Female	48.6%	-0.4	48.6%	-0.3	48.6%	-0.6	52.3%	0.0	28.1%	-3.8
Age (%)										
24 & Under	14.8%	1.4	14.3%	1.1	12.9%	0.6	14.5%	0.7	3.7%	-0.2
25-34	11.8%	0.8	11.2%	1.1	10.0%	1.4	9.1%	1.1	15.3%	2.9
35-44	17.7%	0.0	19.2%	0.4	24.5%	0.8	23.3%	0.3	28.3%	2.6
45-54	17.9%	0.8	17.7%	0.7	17.8%	0.5	15.9%	0.4	28.2%	1.2
55+	38.2%	-1.0	39.5%	-1.0	41.8%	-0.4	44.5%	-0.2	26.6%	-1.5
Accommodation Types (000's Person-Trips)										
Hotel Only	6,717.6	4.4%	6,242.0	4.8%	5,402.5	4.9%	3,853.1	4.0%	1,549.5	7.2%
Motel Only	670.1	-13.8%	651.4	-13.9%	612.8	-13.5%	559.4	-12.4%	53.4	-23.8%
Home of Friends or Relatives Only	3,753.2	4.2%	3,168.4	6.1%	2,516.3	9.8%	2,480.5	10.5%	35.7	-24.4%

	Total International	y/y %	Total CTC Key Markets	y/y %	US	y/y %	US Leisure	y/y %	US Business	y/y %
					US					
Camping or Trailer Park Only	274.6	-6.7%	259.5	-7.7%	250.5	-8.1%	248.4	-8.8%	2.1	950.0%
Cottage or Cabin Only	891.7	5.6%	880.1	5.2%	865.5	5.4%	860.2	5.4%	5.3	15.2%
Other Only	1,061.6	12.6%	953.3	11.2%	755.8	11.6%	684.1	9.9%	71.7	31.1%
Hotel & Motel	143.6	-23.6%	130.9	-25.6%	106.9	-26.3%	99.5	-24.5%	7.4	-43.9%
Other Combinations of Two or More Types	2,107.8	-2.5%	1,753.3	0.0	1,064.2	-5.2%	1,009.7	-4.1%	54.4	-21.6%
Activities (000's)										
Visit Friends or Relatives	6,954.3	3.1%	5,952.4	4.5%	4,549.7	6.9%	4,362.3	7.9%	187.4	-11.7%
Attend a Festival or Fair	1,702.3	20.6%	1,489.7	22.0%	1,133.4	25.3%	1,085.9	28.8%	47.5	-23.0%
Attend Cultural Events	1,817.0	4.7%	1,638.9	3.9%	1,352.2	6.8%	1,308.0	8.0%	44.2	-20.1%
Visit a Zoo, Aquarium/Botanical Garden	2,058.4	-2.9%	1,736.7	-4.1%	1,155.1	-8.7%	1,114.1	-8.2%	41.0	-19.1%
Visit a Historic Site	4,384.2	-3.7%	3,802.1	-3.8%	2,875.2	-2.3%	2,721.9	0.7%	153.3	-36.2%
Go Shopping	9,484.6	0.3%	8,189.3	1.0%	6,158.4	1.5%	5,693.3	3.2%	465.1	-16.2%
Go Sightseeing	8,346.9	1.9%	7,192.2	2.7%	5,250.4	3.2%	4,843.0	4.4%	407.4	-8.7%
Go to a Bar or Night Club	3,630.9	0.9%	3,201.9	1.3%	2,454.8	1.5%	2,017.0	8.5%	437.8	-21.6%
Visit a Museum or Art Gallery	3,334.7	-5.2%	2,885.6	-5.2%	2,015.6	-7.1%	1,903.0	-4.7%	112.5	-35.1%
Visit a National or State Nature Park	4,256.0	0.6%	3,668.2	1.5%	2,475.1	1.6%	2,348.6	1.5%	126.5	4.3%
Participate in Sports/Outdoor Activities	3,047.2	-22.4%	2,815.5	-21.9%	2,282.1	-20.7%	2,204.7	-20.0%	77.4	-37.1%
Provinces Visited (000's)										
Newfoundland	73.2	-13.1%	84.2	13.8%	50.2	-5.5%	39.5	-8.4%	10.6	6.0%
Prince Edward Island	169.3	7.5%	161.0	9.5%	137.1	22.2%	133.6	20.8%	3.6	125.0%
Nova Scotia	484.3	7.9%	406.8	6.6%	308.1	9.1%	278.5	6.5%	29.5	41.1%
New Brunswick	395.1	-6.4%	367.1	-9.1%	332.8	-7.8%	317.6	-7.0%	15.2	-21.2%
Quebec	2,884.4	-1.5%	2,454.5	-1.0%	1,793.5	0.2%	1,489.3	1.7%	304.2	-7.0%
Ontario	7,651.8	3.4%	6,858.1	4.0%	5,885.1	5.0%	5,004.2	5.4%	880.9	2.8%
Manitoba	278.4	-1.5%	248.9	0.3%	204.0	2.3%	176.1	4.7%	27.9	-10.9%
Saskatchewan	206.2	3.9%	193.5	10.3%	147.4	1.0%	120.8	-1.9%	26.5	15.7%
Alberta	1,523.9	1.5%	1,279.8	3.3%	818.2	5.3%	554.4	-5.4%	263.8	38.5%
British Columbia	4,282.3	-0.1%	3,832.7	0.3%	2,940.9	0.5%	2,630.5	1.1%	310.5	-4.9%
Yukon	191.7	-1.3%	187.5	2.9%	169.9	-1.0%	163.5	-2.3%	6.3	43.2%
Northwest Territories	22.6	-24.9%	22.7	-16.0%	4.9	-70.1%	4.9	-62.3%	0.0	-100.0%
Total Province Visits	18,163.0	1.3%	16,061.8	1.8%	12,792.1	2.8%	10,913.0	2.7%	1,879.1	3.5%

	Core Markets							
	UK	y/y %	France	y/y %	Germany	y/y %	Australia	y/y %
Overnight Person-trips (000's)	597.0	-4.1%	421.2	-0.2%	276.6	-4.7%	219.4	1.6%
Overnight Travel Spending ($M)	784.5	-1.4%	528.9	-2.7%	416.6	-7.4%	393.0	0.3%
Average Party Size	1.6	0.6%	1.6	-3.1%	1.6	0.0%	1.6	-3.7%
Average Trip Duration (Nights)	13.9	2.7%	16.7	1.6%	17.4	-0.9%	15.6	1.9%
Average Spending per Trip ($)	1,314.3	2.8%	1,255.9	-2.5%	1,505.9	-2.8%	1,791.2	-1.3%
Average Spending per Person-Night ($)	94.3	0.1%	75.4	-4.1%	86.7	-2.0%	115.2	-3.2%
Seasonality (%)								
1st. Quarter	15.3%	0.7	16.0%	0.2	12.2%	1.6	15.7%	-0.2
2nd Quarter	27.6%	-1.8	21.8%	-0.9	27.3%	-1.6	28.3%	-3.2
3rd Quarter	38.5%	0.3	44.9%	0.2	46.9%	0.5	38.1%	2.2
4th Quarter	18.6%	0.8	17.3%	0.5	13.7%	-0.5	18.0%	1.2
Main Trip Purpose (%)								
Business	14.1%	-0.7	10.1%	-0.2	17.1%	-2.7	9.4%	0.9
VFR	39.1%	2.9	35.7%	0.5	28.2%	5.2	24.9%	-1.3
Pleasure	39.9%	-1.3	45.3%	-3.1	46.5%	-6.6	61.8%	1.5
Other	6.9%	-0.9	8.8%	2.8	8.2%	4.1	3.9%	-1.0
Gender (%)								
Male	49.7%	-0.9	50.3%	-0.5	56.5%	1.5	45.3%	-1.9
Female	50.3%	0.9	49.7%	0.5	43.5%	-1.5	54.7%	1.9
Age (%)								
24 & Under	16.3%	4.2	23.6%	5.7	21.3%	3.2	16.1%	1.0
25-34	14.1%	-0.3	19.3%	1.6	21.7%	4.6	11.0%	-3.7
35-44	11.3%	-3.0	11.5%	-2.2	12.7%	-4.7	14.7%	6.5
45-54	17.8%	4.0	18.5%	4.3	21.2%	-1.7	17.4%	3.8
55+	39.8%	-3.5	25.7%	-7.1	22.3%	-1.1	36.7%	-10.0
Accommodation Types (000's Person-Trips)								
Hotel Only	197.0	-8.5%	100.9	6.4%	91.2	-6.5%	95.5	31.9%
Motel Only	2.9	-51.7%	4.5	9.8%	6.6	-12.0%	3.5	-44.4%
Home of Friends or Relatives Only	187.2	-0.3%	105.2	-17.2%	59.5	0.3%	47.0	34.7%

	Core Markets							
	UK	y/y %	France	y/y %	Germany	y/y %	Australia	y/y %
Camping or Trailer Park Only	0.7	N/A	0.3	N/A	7.3	21.7%	0.0	N/A
Cottage or Cabin Only	4.4	-26.7%	7.0	55.6%	2.1	5.0%	0.0	N/A
Other Only	29.6	41.6%	23.2	1.3%	15.9	-4.8%	7.7	-24.5%
Hotel & Motel	4.1	-55.4%	7.4	100.0%	5.3	-20.9%	1.5	-75.0%
Other Combinations of Two or More Types	164.8	-1.7%	169.8	6.9%	87.5	-6.2%	63.3	-22.2%
Activities (000's)								
Visit Friends or Relatives	357.2	-4.5%	279.7	-0.4%	133.6	-4.5%	111.6	-11.1%
Attend a Festival or Fair	90.9	27.3%	77.6	24.2%	32.8	-13.2%	30.1	-10.1%
Attend Cultural Events	72.8	6.9%	73.2	-14.3%	31.3	-11.1%	23.8	-34.3%
Visit a Zoo, Aquarium/Botanical Garden	125.0	13.7%	112.8	-15.7%	54.4	4.2%	81.3	8.5%
Visit a Historic Site	214.2	-15.6%	208.8	-3.2%	118.8	-7.5%	88.6	-19.1%
Go Shopping	475.4	-7.4%	336.3	-1.7%	215.0	-4.8%	181.3	-6.5%
Go Sightseeing	447.7	-5.0%	322.7	-0.5%	218.0	-4.8%	178.2	-6.5%
Go to a Bar or Night Club	244.7	-7.1%	169.3	7.4%	82.5	-2.9%	91.3	13.1%
Visit a Museum or Art Gallery	196.3	-0.4%	186.6	-9.5%	97.2	-7.3%	92.8	-9.8%
Visit a National or State Nature Park	281.0	-3.6%	200.4	-8.6%	161.1	2.0%	126.5	-7.1%
Participate in Sports/Outdoor Activities	136.6	-27.6%	88.9	-43.5%	78.7	-26.9%	77.7	-12.9%
Provinces Visited (000's)								
Newfoundland	3.0	-75.6%	2.0	-37.5%	1.9	-5.0%	0.9	-70.0%
Prince Edward Island	5.1	-38.6%	0.5	-66.7%	5.2	-10.3%	2.2	-38.9%
Nova Scotia	39.6	2.3%	9.3	-3.1%	24.1	8.1%	6.3	-28.4%
New Brunswick	11.5	-9.4%	5.2	-50.9%	8.2	-4.7%	0.8	-66.7%
Quebec	98.4	-0.4%	323.5	-3.1%	60.0	-22.1%	25.9	-5.5%
Ontario	271.7	-2.5%	118.9	13.5%	102.8	-10.1%	61.4	-8.5%
Manitoba	9.9	-34.4%	4.2	121.1%	7.3	-26.3%	4.7	-4.1%
Saskatchewan	11.8	63.9%	5.5	5.8%	5.7	16.3%	5.8	123.1%
Alberta	131.8	-16.2%	27.2	-7.5%	70.0	-7.2%	47.0	-21.4%
British Columbia	194.4	-10.0%	30.3	-14.4%	97.5	-4.3%	138.1	0.7%
Yukon	N/A	N/A	0.6	200.0%	5.7	16.3%	2.3	-34.3%
Northwest Territories	1.1	175.0%	N/A	N/A	1.2	300.0%	1.0	N/A
Total Province Visits	778.4	-8.0%	527.0	-1.6%	389.5	-8.8%	296.6	-7.4%

	Emerging/ Transition Markets											
	Japan	y/y %	S Korea	y/y %	Mexico	y/y %	Brazil	y/y %	China	y/y %	India	y/y %
Overnight Person-trips (000's)	190.0	2.2%	137.3	-2.0%	131.6	5.7%	78.3	4.7%	273.3	15.5%	162.2	-0.4%
Overnight Travel Spending ($M)	312.0	1.5%	233.9	-1.0%	194.7	9.8%	152.0	9.1%	485.6	19.2%	172.8	6.4%
Average Party Size	1.3	-3.6%	1.2	-2.5%	1.3	-4.3%	1.5	2.8%	1.4	8.5%	1.3	-13.5%
Average Trip Duration (Nights)	14.7	-0.5%	29.2	2.2%	24.3	4.0%	19.5	-0.2%	29.8	2.1%	24.7	7.2%
Average Spending per Trip ($)	1,642.2	-0.6%	1,703.6	1.0%	1,479.7	3.9%	1,941.1	4.3%	1,776.8	3.2%	1,065.1	6.8%
Average Spending per Person-Night ($)	111.4	-0.1%	58.3	-1.2%	60.9	-0.1%	99.3	4.4%	59.7	1.1%	43.2	-0.4%
Seasonality (%)												
1st. Quarter	15.3%	0.7	16.9%	-1.9	19.1%	2.8	15.1%	0.5	15.4%	1.1	14.7%	1.4
2nd Quarter	23.1%	3.1	25.6%	-3.1	28.0%	-1.5	26.2%	0.8	24.1%	1.4	35.3%	2.5
3rd Quarter	40.6%	-2.2	37.3%	2.2	37.0%	-1.0	37.9%	-2.2	39.3%	-2.0	32.1%	-2.6
4th Quarter	20.9%	-1.7	20.2%	2.8	15.9%	-0.3	20.7%	0.9	21.1%	-0.5	17.9%	-1.4
Main Trip Purpose (%)												
Business	11.6%	0.6	20.4%	2.3	26.9%	0.8	19.3%	5.6	14.6%	-2.8	21.0%	1.6
VFR	26.9%	0.2	30.7%	-0.9	19.6%	-2.1	14.2%	-6.8	34.6%	-3.4	49.0%	-6.5
Pleasure	41.7%	-4.2	24.0%	5.1	28.6%	3.0	40.5%	4.9	27.5%	10.3	21.7%	2.7
Other	19.7%	3.4	24.9%	-6.5	24.8%	-1.8	26.1%	-3.9	23.3%	-4.2	8.4%	2.3
Gender (%)												
Male	43.5%	0.7	55.7%	-4.5	55.2%	-0.7	51.4%	8.0	51.6%	-7.4	57.5%	-2.2
Female	56.5%	-0.7	44.3%	4.5	44.8%	0.7	48.6%	-8.0	48.4%	7.4	42.5%	2.2
Age (%)												
24 & Under	22.5%	2.8	31.0%	1.9	33.8%	6.8	21.7%	1.3	22.9%	1.3	13.6%	3.7
25-34	21.2%	3.9	19.7%	-2.5	14.0%	-3.6	29.2%	5.3	12.4%	-3.6	14.0%	-2.1
35-44	11.5%	-0.5	14.3%	-7.4	24.3%	3.0	14.2%	4.3	25.6%	3.3	19.1%	4.1
45-54	14.6%	3.8	17.7%	2.1	14.4%	-3.9	9.5%	-8.7	16.5%	1.0	15.9%	-2.7
55+	28.1%	-8.5	16.7%	6.8	10.9%	-4.0	24.0%	0.1	20.4%	-0.7	35.3%	-1.8
Accommodation Types (000's Person-Trips)												
Hotel Only	92.0	2.8%	36.1	10.1%	55.2	5.3%	45.9	5.0%	90.2	25.5%	35.5	-3.3%
Motel Only	5.3	-29.3%	4.7	-2.1%	1.3	-62.9%	1.2	140.0%	4.3	-15.7%	4.3	72.0%
Home of Friends or Relatives Only	27.2	-11.1%	41.6	-4.1%	25.4	2.0%	7.8	-40.0%	63.9	-20.0%	87.3	-8.5%

	Emerging/ Transition Markets											
	Japan	y/y %	S Korea	y/y %	Mexico	y/y %	Brazil	y/y %	China	y/y %	India	y/y %
Camping or Trailer Park Only	0.0	N/A	0.0	N/A	0.1	N/A	0.0	N/A	0.0	N/A	0.6	N/A
Cottage or Cabin Only	0.5	-68.8%	0.0	N/A	0.0	N/A	0.0	N/A	0.6	-25.0%	0.0	N/A
Other Only	20.1	1.5%	29.1	-8.8%	26.9	20.6%	7.0	12.9%	29.3	17.2%	8.7	85.1%
Hotel & Motel	4.3	-8.5%	0.0	N/A	0.0	N/A	0.0	N/A	1.4	N/A	0.0	N/A
Other Combinations of Two or More Types	36.6	21.6%	25.6	1.2%	21.6	11.9%	16.2	47.3%	81.1	58.4%	22.6	8.7%
Activities (000's)												
Visit Friends or Relatives	78.3	3.6%	66.9	-18.3%	65.0	16.9%	21.4	-23.6%	168.8	12.2%	120.2	-6.5%
Attend a Festival or Fair	21.1	-14.6%	25.0	7.8%	26.0	15.6%	13.2	109.5%	23.4	24.5%	16.2	0.0%
Attend Cultural Events	12.1	-25.3%	13.5	-12.9%	26.1	19.2%	11.5	85.5%	14.4	-14.3%	8.0	-13.0%
Visit a Zoo, Aquarium/Botanical Garden	31.7	6.7%	19.5	-3.9%	45.3	21.1%	22.8	2.2%	71.3	59.9%	17.5	-15.9%
Visit a Historic Site	42.2	-25.6%	27.5	-12.1%	44.8	10.1%	39.0	25.4%	81.8	7.2%	61.2	-5.0%
Go Shopping	161.6	1.8%	117.8	-3.8%	108.2	6.3%	67.6	10.6%	234.6	20.2%	133.1	7.4%
Go Sightseeing	166.6	5.0%	110.9	4.3%	77.0	2.0%	62.3	18.0%	225.4	22.0%	133.0	9.6%
Go to a Bar or Night Club	29.2	33.3%	21.5	-28.3%	38.1	5.8%	32.3	9.5%	15.3	-26.4%	22.9	37.1%
Visit a Museum or Art Gallery	51.5	-3.9%	41.8	5.6%	48.5	17.7%	46.8	22.2%	77.8	33.0%	30.7	0.7%
Visit a National or State Nature Park	94.9	3.0%	65.5	35.9%	58.2	10.2%	32.7	-6.8%	118.2	22.9%	54.6	11.0%
Participate in Sports/Outdoor Activities	38.2	-12.8%	33.9	-18.7%	32.0	-8.0%	9.1	-52.1%	28.0	-7.3%	10.3	-20.8%
Provinces Visited (000's)												
Newfoundland	0.5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2.6	2500.0%	N/A	N/A
Prince Edward Island	4.8	-40.0%	N/A	N/A	N/A	N/A	0.4	N/A	6.2	-4.6%	N/A	N/A
Nova Scotia	2.6	-16.1%	0.9	28.6%	1.3	-38.1%	2.0	-28.6%	8.2	-4.7%	4.7	104.3%
New Brunswick	0.7	-53.3%	0.6	N/A	0.3	-25.0%	0.2	0.0%	8.5	46.6%	0.2	-77.8%
Quebec	13.5	-52.0%	9.8	10.1%	33.2	1.5%	34.0	39.3%	50.1	19.3%	12.8	-22.0%
Ontario	62.5	-19.1%	38.0	-11.2%	40.8	1.5%	53.8	9.8%	141.9	23.7%	81.2	-19.1%
Manitoba	4.8	33.3%	2.9	52.6%	3.3	153.8%	1.2	-50.0%	3.2	-42.9%	1.5	-34.8%
Saskatchewan	1.8	20.0%	0.6	-14.3%	1.0	100.0%	N/A	N/A	8.8	91.3%	0.9	-25.0%
Alberta	50.5	3.1%	36.3	19.0%	11.3	24.2%	4.0	-13.0%	67.5	93.4%	14.8	26.5%
British Columbia	89.7	4.2%	87.7	0.0%	57.3	3.2%	20.7	31.0%	155.3	19.1%	20.6	-29.7%
Yukon	3.8	245.5%	0.5	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Northwest Territories	11.3	14.1%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total Province Visits	246.5	-8.6%	177.4	2.4%	148.6	4.6%	116.4	16.3%	452.3	27.7%	136.8	-17.2%

Glossary

Tourism: As defined internationally, tourism is “the activities of persons travelling to and staying in places outside their usual environment for not more than one year for any purpose other than to be employed by a resident entity in the country or place visited”. In Canada, usual environment is defined as less than 80 km one way away from home. Crossing an international boundary is considered tourism regardless of distance travelled. Exclusions are commuting, migration and travel by crews, armed forces, or diplomats.

Tourism Demand: The total spending by tourists (Canadian and non-resident visitors) on domestically produced commodities, including all spending by same-day and overnight visitors. Tourism demand can be split into two components: domestic demand and international demand. Tourism domestic demand includes the expenditures associated with tourism activity in Canada by its residents. International demand, also called tourism exports, consists of the expenditures by non-residents in Canada on tourism. It includes spending that may take place outside of Canada (e.g., the purchase of an airline ticket from a Canadian international carrier to travel to Canada).

National Tourism Indicators (NTI)

The NTI were developed to provide timely quarterly updates to the main components of the Tourism Satellite Account (TSA), the yardstick that compares the tourism industry with all other industries in the national economy. The NTI can be used to support research on the trends, cycles and quarterly patterns in various tourism aspects or in the industry as a whole. Comparisons can be drawn with all other industries in the national economy.

Receipts represent spending by foreigners travelling in Canada, including education spending and medical spending.

Payments represent spending by Canadian residents traveling abroad, including education spending and medical spending.

The International Travel Account (ITA)

The ITA measures the difference between what Canadians spend abroad and what foreigners spend in Canada. This international travel account analysis is based on preliminary quarterly data that is seasonally unadjusted. Amounts are in Canadian dollars and are not adjusted for inflation. The ITA does not include airfares between Canada and international markets, but it does include some travel-related spending that falls outside of the tourism definition, such as educational, government business, and crews’ spending. Overseas countries are those other than the United States.

International Travel Survey (ITS)

Travel Characteristics - The ITS is an ongoing quarterly surveyconducted by Statistics Canada that provides a wealth of data on international trip characteristics such as expenditures, activities, places visited and length of stay.

Volume of International Travellers - With the help of Canada Border Services Agency, all ports of entry across Canada participate in collecting monthly census counts of vehicles and passengers entering or re-entering Canada by country of residence and mode.

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