

# National Tourism Indicators

## January to June (H1) 2019 Highlights



**DESTINATION  
CANADA**

Canada

### Highlights from the National Tourism Indicators and Government Revenues Attributable to Tourism for first half of 2019 (January to June 2019).

**Tourism activities in Canada:**  
CAD 45.4 Billion  
+3.7%

- Over the first six months of 2019, tourism expenditures in Canada increased by 3.6% year-over-year, on the basis of robust tourism spending on Canadian goods and services by Canadians (+3.6%) and foreign visitors (+3.9%).
- Increased air travel by Canadians to international destinations coupled a strong rebound in non-resident visitor air arrivals to Canada propelled forward tourism expenditures for passenger air transport (+8.5%) and travel services (7.9%). Pre-trip expenditures (+5.6%) on single purpose travel goods (e.g. luggage and camping equipment), along with food and beverage services (+4.0%) also made notable gains.
- Tourism export earned from international visitors increased from a share of 18.5% of total tourism expenditures over the first quarter to 24.3% over the second quarter, averaging 21.7% over the first half of 2019.
- Year-over-year, inflation increased by 1 percentage point.

**Tourism Export:**  
CAD 9.9 Billion  
+3.9%

- Arrivals of international visitors to Canada accelerated over the second quarter, yielding buoyant gains in tourist arrivals over the first 6 months of 2019 (+4.1%), and in particular air arrivals of US residents (+13.3%) and overseas residents (+6.1%). Gains in overnight arrivals together with more modest gains in same-day arrivals contributed to tourism exports expanding 3.9% over the first 6 months of 2019 relative to the same period in 2018.
- Year-to-date June 2019, tourism expenditures by visitors in Canada made notable gains on passenger air transport (+5.6%), travel services (+8.2%), convention fees (+8.2%) and food and beverage services (+6.5%).
- From January to June 2019, foreign visitors on average allocated 26% of their expenditures on Canadian goods and services on accommodation, which was more than twice Canadians allocated to such services. In fact, 39% of total tourism demand for accommodation originated from tourism exports, a share that is much higher than the 21% tourism export share of total tourism demand in Canada.
- Over the first half of 2019, the purchasing power of the USD gained 4.3%, year-over-year, which helped stimulate tourism demand toward Canada from the United States, particularly over the second quarter of 2019.

**Domestic Tourism Expenditures**  
CAD 35.6 Billion  
+3.6%

- Tourism spending by Canadians on Canadian goods and services rose 3.6% over the first half of 2019. In contrast to foreign visitors, Canadians spent a greater share of their domestic travel budget in Canada on food and beverage services rather than on accommodations.

<p><b>Tourism Employment:</b> 740,000 jobs +1.2%</p>	<ul style="list-style-type: none"> <li>• Servicing the demand for tourism activities generated 740,000 jobs on average over the half of 2019, up 1.2% compared to the same period in 2018. Job gains were led by air transportation (+4.2%), travel services (+4.1%), accommodation (+1.4%) and food and beverage services (+1.3%).</li> </ul>
<p><b>Tourism's share of Canada's GDP</b> 1.83%</p>	<ul style="list-style-type: none"> <li>• Over the first half of 2019, tourism generated \$18.8 billion in value added to the Canadian economy, representing 1.83% of the Canadian gross domestic product (GDP). Tourism's share of Canada's GDP improved over the second quarter (2.01%) with the seasonal rise in tourism flows.</li> </ul>
<p><b>Government Revenues Attributable to Tourism</b> CAD 12.9 Billion</p>	<ul style="list-style-type: none"> <li>• Over the first 6 months of 2019, federal, provincial/territorial/municipal and aboriginal governments together collected an estimated \$12.9 billion in revenues attributable to tourism originating from income taxes, from contributions to social insurance plans, from other taxes on production and on products (e.g. GST, PST, import duties) and from sales of goods and services.</li> </ul>

**Table 1. National tourism performance for first half (H1) of 2019**

	2019 Q1	y/y	2019 Q2	y/y	2019 H1	y/y
Total Tourism Demand (\$million)	20,129	3.8%	25,295	3.5%	45,424	3.7%
Domestic Demand (\$million)	16,408	4.6%	19,151	2.7%	35,559	3.6%
Tourism Export (\$million)	3,721	0.5%	6,144	6.1%	9,865	3.9%
GDP (\$million)	8,234	3.3%	10,612	3.8%	18,846	3.6%
Tourism GDP Share <sup>1</sup>	1.64%	0.01	2.01%	-	1.83%	-
Employment (thousand jobs)	730	1.4%	750	1.1%	740	1.2%
Tourism Implicit Price Index (100=2007q3)	107.1	0.6%	108.7	1.2%	107.9	1.0%

<sup>1</sup> Year-over-year change expressed as Percentage-Points

Sources: Statistics Canada, National Tourism Indicators 2019 Q2 custom tables, values expressed in current dollars;

**Table 2. Estimated Government Revenues Attributable to Tourism (GRAT), 2019 H1**

2019 H1	Domestic Expenditures by Canadians (\$million)	Tourism Exports from Foreign Visitors (\$million)	Total (\$million)
Total GRAT	\$9,890	\$2,999	\$12,889
Federal	\$4,714	\$1,339	\$6,053
Provincial/territorial	\$4,744	\$1,477	\$6,221
Municipal	\$403	\$164	\$567
Indigenous	\$29	\$18	\$47

Source: Destination Canada based on Statistics Canada 2018 GRAT multipliers and 2019 NTI Q1 and Q2

**Table 3. Tourism expenditures in Canadian goods and services over the first half (H1) of 2019**

	Total Tourism Expenditures on Canadian Goods and Services			Domestic Expenditures by Canada			Tourism Exports from Foreign Visitors		
	\$million	y/y	Share of total	\$million	y/y	Share of total	\$million	y/y	Share of total
Transportation	18,112	4.1%	40%	15,079	4.1%	42%	3,033	3.9%	31%
Passenger air transport	11,012	8.3%	24%	8,858	9.0%	25%	2,154	5.6%	22%
Accommodation	6,505	2.1%	14%	3,958	1.9%	11%	2,547	2.6%	26%
Food and beverage services	7,510	4.0%	17%	5,793	3.3%	16%	1,717	6.5%	17%
Recreation and entertainment	2,286	0.8%	5%	1,393	0.1%	4%	893	2.1%	9%
Pre-trip expenditures	2,263	5.6%	5%	2,263	5.6%	6%			
Travel Services	2,192	7.9%	5%	2,087	7.9%	6%	105	8.2%	1%
Convention fees	128	1.6%	0%	106	1.0%	0%	22	8.2%	0%
Other goods and services	6,428	2.6%	14%	4,880	2.1%	14%	1,548	4.2%	16%
<b>Total</b>	<b>45,424</b>	<b>3.7%</b>	<b>100%</b>	<b>35,559</b>	<b>3.6%</b>	<b>100%</b>	<b>9,865</b>	<b>3.9%</b>	<b>100%</b>

Sources: Statistics Canada, National Tourist Indicators 2019 Q2 custom tables, values expressed in current dollars;

**Table 4. Canadian and non-resident travellers entering Canada over the first half of 2019**

	2019 Q1	y/y	2019 Q2	y/y	2019 H1	y/y
<b>Total Non-resident travellers entering Canada</b>	<b>4,789,516</b>	<b>-1.3%</b>	<b>8,770,149</b>	<b>6.7%</b>	<b>13,559,665</b>	<b>3.7%</b>
Same-Day non-resident visitors	1,774,247	-1.4%	2,748,723	5.9%	4,522,970	2.9%
Overnight non-resident visitors	3,015,269	-1.3%	6,021,426	7.1%	9,036,695	4.1%
United States residents	2,018,152	-1.1%	4,071,080	4.9%	6,089,232	2.8%
Entering Canada by air	843,851	4.5%	1,408,720	19.3%	2,252,571	13.3%
Residents from other countries	997,117	-1.7%	1,950,346	11.9%	2,947,463	6.9%
Entering Canada by air	898,828	-4.5%	1,595,459	6.1%	2,494,287	2.0%
<b>Total Canadian travellers returning to Canada</b>	<b>13,808,353</b>	<b>-1.6%</b>	<b>13,966,751</b>	<b>-2.0%</b>	<b>27,775,104</b>	<b>-1.8%</b>
Canadian travellers returning by air	6,880,596	5.3%	5,347,026	2.7%	12,227,622	4.2%
From the United States	2,948,781	6.7%	2,430,212	3.5%	5,378,993	5.2%
From abroad	3,931,815	4.3%	2,916,814	2.0%	6,848,629	3.3%

Sources: Statistics Canada, Frontier custom timeseries tabulations