



Whistler
British Columbia

Highlights from the National Tourism Indicators to the first quarter of 2021¹

Tourism Activities in Canada

Q1 2021
CAD 8.6 billion
-51.5%

- Tourism demand fell 51.5% year-over-year to \$8.6 billion in the first quarter of 2021 (Table 1), after a 54.8% decline in the fourth quarter of 2020. The drop in tourism demand corresponds with the onset of Canada's second wave of COVID-19 cases, which peaked in early January.
- Comparatively, tourism demand in the first quarter of 2021 is 57.1% less than the first quarter of 2019 (Table 3).
- Relative to the same period the previous year, passenger air transport continued to suffer the largest losses in revenues in the first quarter (\$4.4 billion or -89.4%, year-over-year), followed by accommodations (\$1.3 billion or -49.5%, year-over-year) and food and beverage services (\$1.0 billion or -39.6%, year-over-year).

Domestic Tourism

Q1 2021
CAD 8.3 billion
-40.8%

- Tourism spending by Canadians on domestic goods and services fell to \$8.3 billion, down 40.8% year-over-over and 46.7% less compared to the first quarter of 2019.
- Canadians travelling domestically continued to be vital to support small and medium-sized businesses across the nation. Domestic tourism contributed 97% of total tourism expenditures, well above the pre-pandemic share of 78% (2019 Q1)
- Relative to the last quarter of 2020, Canadians spending on domestic goods and services fell 3.1% on a seasonally-adjusted basis, as several regions tightened their public health measures to counter the second wave of Covid-19
- Consistent with a trend observed since the third quarter of 2020, expenditures on single purpose tourism consumer goods (pre-trip expenditures) sharply increased by 52.8% year-over-year, or by \$0.5 billion as Canadians continued to purchase goods for the pursued of outdoor and open space activities.

¹ Unless otherwise specified, all numbers are in current Canadian dollars, not adjusted for inflation. Percentages are expressed on a year-over-year basis or against the same quarter in the previous year. Seasonally-adjusted percentages are adjusted for inflation and are expressed against the preceding period.

Tourism Export Q1 2021 CAD 0.3 billion -91.9%	<ul style="list-style-type: none"> Tourism exports remained subdued, declining 91.9% year-over-year, or by \$3.4 billion as international borders remained closed during the first quarter of 2021. Relative to the previous quarter, tourism export edged up 9.1% on a seasonally-adjusted basis on account of a 8.9% increase in arrivals of non-resident visitors.
Tourism GDP Q1 2021 CAD 3.5 billion -53.4%	<ul style="list-style-type: none"> Over the first quarter of 2021, the Canadian economy turned the corner and its GDP (at basic price) expanded for the first time the start of the pandemic, growing 5.8% year-over-year or 6.9% relative to the first quarter of 2019. However, tourism GDP continued to lag far behind and was 53.4% less than the first quarter of 2020 and 59.3% less than the first quarter of 2019.
Jobs sustained by tourism activities Q1 2021 -32.1%	<ul style="list-style-type: none"> Jobs generated by tourism contracted 32.1% relative to the same quarter in 2020. The largest contractions in employment resulting from declining tourism demand were in the recreation and entertainment sector (-38.9%), accommodation (-37.1%) and food and beverage sector (-35.4%) With the increased public health restrictions to counter the second wave of Covid-19, which resulted in many business curtailing their services, employment generated from tourism fell 5.1% on a seasonally-adjusted basis relative to the previous quarter.

Table 1. National tourism performances over the first quarter of 2021

Indicator	Not Seasonally Adjusted			Seasonally-Adjusted ²
	2021 Q1	21/19 Q1	21/20 Q1	2021 Q1 /2020 Q4
Total Tourism Demand (\$million)	8,618	-57.1%	-51.5%	-2.6%
Domestic Demand (\$million)	8,317	-46.7%	-40.8%	-3.1%
Tourism Export (\$million)	301	-93.3%	-91.9%	9.1%
GDP (\$million) ¹	3,473	-59.3%	-53.4%	-1.3%
Employment (thousand jobs)	432.6	-36.0%	-32.1%	-5.1%
Tourism Implicit Price Index (100=2007q3)	109.7	0.9%	-0.2%	

¹ GDP at basic price, estimated for direct contribution only

² Seasonally adjusted, dollars expressed in constant 2012 dollars

Sources: Statistics Canada, National Tourist Indicators 2021 Q1 custom tables (Tables 36-10-0230-02, 36-10-0232-01, 36-10-0233-01, 36-10-0234-01/02)

Table 2. Tourism Expenditures on Canadian goods and services, 2021 Q1 compared to 2020 Q1

	Total Expenditures			Domestic Expenditures			Tourism Exports		
	\$ million	2021Q1 /2020Q1	Share of total	\$ million	2021Q1 /2020Q1	Share of total	\$ million	2021Q1 /2020Q1	Share of total
Transportation	2,239	-70.1%	26%	2,148	-65.2%	26%	91	-93.0%	30%
Passenger air transport	521	-89.4%	6%	457	-88.4%	5%	64	-93.4%	21%
Accommodation	1,298	-49.5%	15%	1,225	-24.9%	15%	73	-92.2%	24%
Food and beverage services	1,567	-39.6%	18%	1,533	-26.1%	18%	34	-93.5%	11%
Recreation and entertainment	448	-52.1%	5%	430	-35.1%	5%	18	-93.4%	6%
Pre-trip expenditures	1,415	52.8%	16%	1,415	52.8%	17%			
Travel Services	246	-70.9%	3%	238	-69.1%	3%	8	-89.5%	3%
Convention fees	88	-51.1%	1%	85	-35.6%	1%	3	-93.8%	1%
Other goods and services	1,317	-40.6%	15%	1,243	-26.1%	15%	74	-86.2%	25%
Total	8,618	-51.5%	100%	8,317	-40.8%	100%	301	-91.9%	100%

Table 3. Tourism Expenditures on Canadian goods and services, 2021 Q1 compared to 2019 Q1

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Passenger air transport	521	-90.6%	6%	457	-89.5%	5%	64	-94.8%	21%
Accommodation	1,298	-54.4%	15%	1,225	-28.3%	15%	73	-93.6%	24%
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Pre-trip expenditures	1415	39.8%	16%	1415	39.8%	17%			
Travel Services	246	-76.2%	3%	238	-74.7%	3%	8	-91.4%	3%
Convention fees	88	-56.0%	1%	85	-39.7%	1%	3	-94.9%	1%
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Total	8,618	-57.1%	100%	8,317	-46.7%	100%	301	-93.3%	100%