

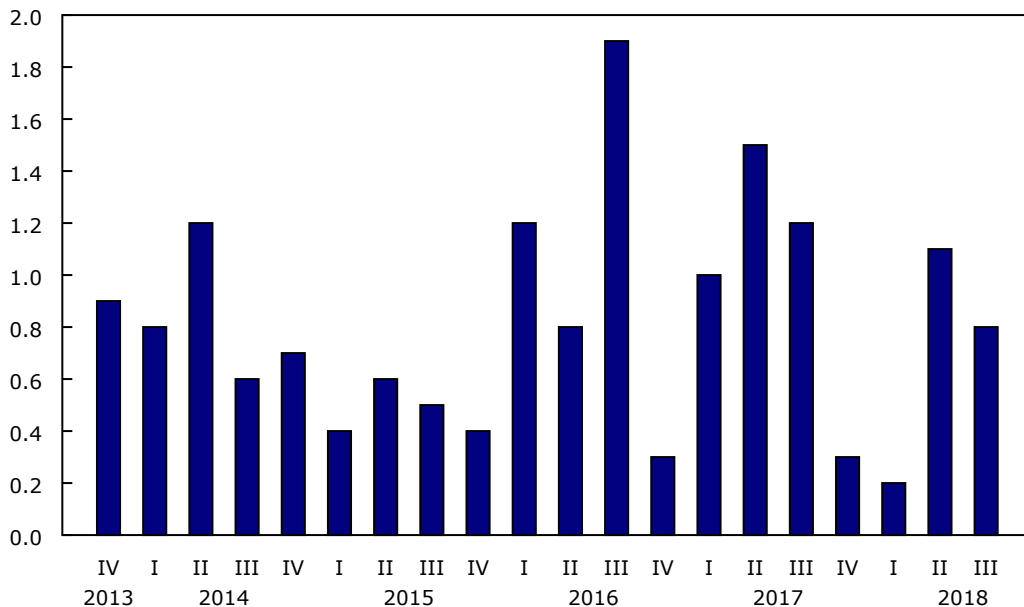
# National tourism indicators, third quarter 2018

Released at 8:30 a.m. Eastern time in *The Daily*, Thursday, January 10, 2019

Tourism spending in Canada rose 0.8% in the third quarter, following a 1.1% gain in the second. Increased tourism spending by Canadians at home more than offset decreased spending by international visitors in Canada.

**Chart 1**  
**Tourism spending in Canada grows**

% change, preceding quarter



**Note(s):** Data are adjusted for seasonal variation and price change.  
**Source(s):** Table [36-10-0230-01](#).

## Tourism spending by Canadians increases

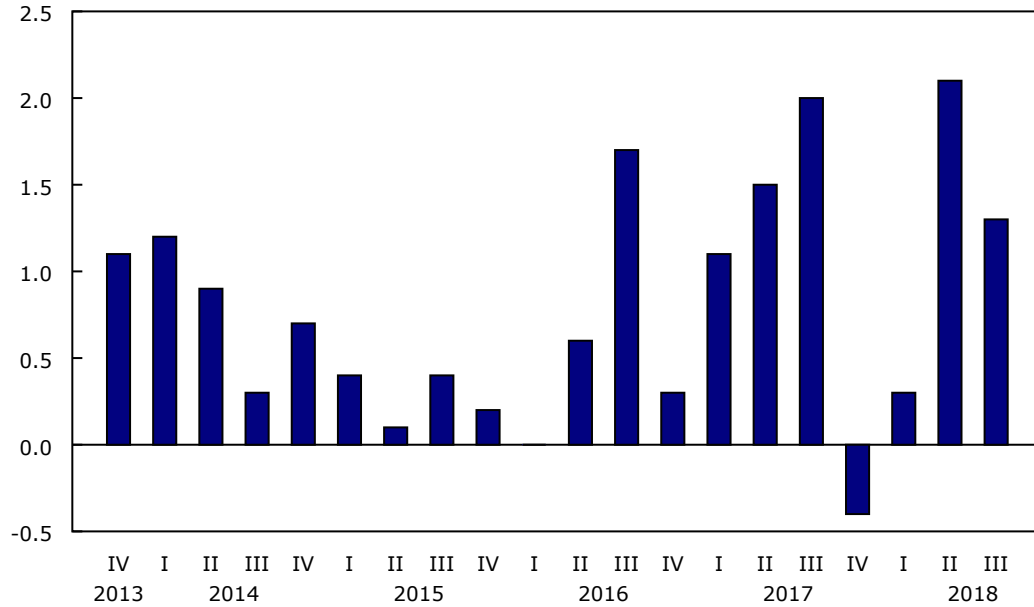
Tourism spending by Canadians at home rose 1.3% in the third quarter, following a 2.1% increase the previous quarter.

Canadians spent more on accommodation (+5.3%) and passenger air transport (+2.3%), the two main contributors to the increase, while food and beverage services (+1.6%) and non-tourism products (+1.4%) such as groceries and clothing also rose. Decreased spending on fuel (-0.9%) and recreation and entertainment (-2.4%) partially offset the rise.



**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):** Table [36-10-0230-01](#).

**Tourism spending by international visitors decreases**

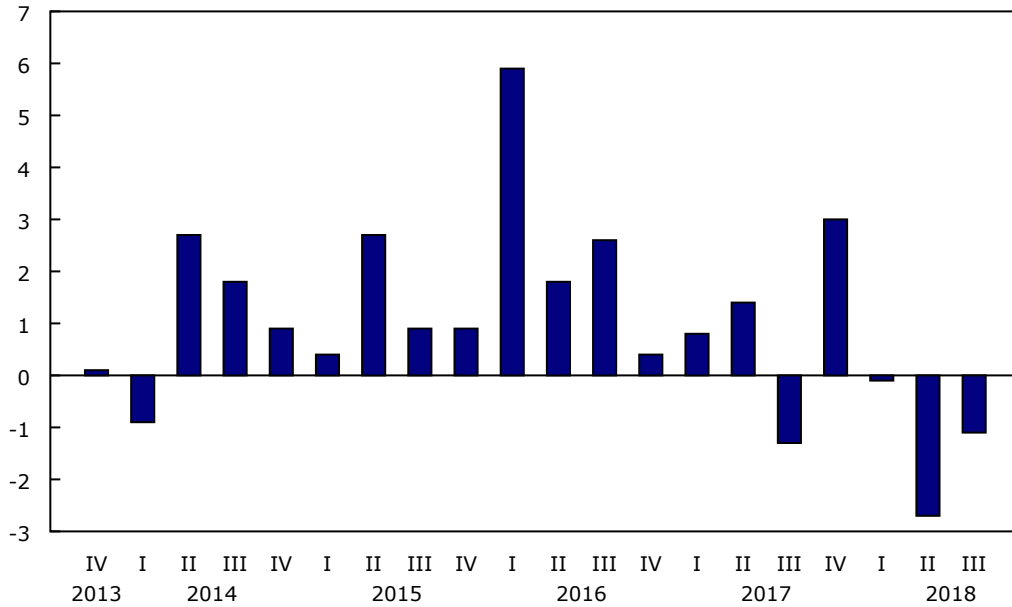
Tourism spending by international visitors to Canada fell 1.1% in the third quarter, following a 2.7% decline in the second quarter.

Outlays on passenger air transport (-2.2%), accommodation (-1.1%) and food and beverage services (-1.2%) were all lower.

Overnight travel from abroad declined, while same-day car travel from the United States increased.

**Chart 3**  
**Tourism spending by international visitors in Canada decreases**

% change, preceding quarter



**Note(s):** Data are adjusted for seasonal variation and price change.  
**Source(s):** Table [36-10-0230-01](#).

**Tourism gross domestic product increases**

Tourism gross domestic product (GDP) rose 0.6% in the third quarter, following a 1.0% increase the previous quarter. By comparison, economy-wide GDP increased 0.5% in the third quarter.

Accommodation (+1.7%), transportation (+1.2%) and food and beverage services (+0.9%) industries were the main contributors to the economic growth in tourism. The rise was partially offset by declines in other tourism industries (-0.6%), which include recreation and entertainment and travel services, and other industries (-0.4%).

Tourism employment grew 0.4%, matching the pace of the second quarter. Tourism jobs increased in air transportation (+4.7%) and food and beverage services (+0.9%) and declined in recreation and entertainment (-1.6%).

## 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 (GDP) are expressed in real terms (that is, adjusted for price changes), using reference year 2012, 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.

With the third quarter of 2018 release of the national tourism indicators, all data for 2015, 2016, 2017 and the first and second quarters of 2018 have been revised.

In addition, all data series expressed at 2007 prices (adjusted for inflation) have been rebased to the 2012 reference year. This is in line with the volume and price data published in the third quarter 2018 release of the national income and expenditure accounts. This change affects national tourism indicators data adjusted for inflation from 1986 to date. The existing identifiers for the constant price data have been retained.

Economy-wide GDP is obtained from Table 36-10-0104-01.

The national tourism indicators are funded by Destination Canada.

### Next release

Data on the national tourism indicators for the fourth quarter of 2018 will be released on March 28, 2019.

**Table 1**  
**National tourism indicators – Seasonally adjusted**

	Third quarter 2017	Fourth quarter 2017	First quarter 2018	Second quarter 2018	Third quarter 2018	Second quarter to third quarter 2018
	millions of dollars at 2012 constant prices					% change
<b>Total tourism expenditures</b>						
Tourism demand in Canada	23,411	23,480	23,537	23,795	23,983	0.8
Tourism demand by non-residents	4,929	5,075	5,072	4,935	4,882	-1.1
Tourism domestic demand	18,482	18,405	18,465	18,860	19,101	1.3
<b>Transportation</b>						
Tourism demand in Canada	9,749	9,784	9,840	9,972	10,016	0.4
Tourism demand by non-residents	1,604	1,642	1,651	1,579	1,554	-1.6
Tourism domestic demand	8,145	8,142	8,189	8,393	8,462	0.8
<b>Accommodation</b>						
Tourism demand in Canada	3,051	3,058	3,107	3,171	3,267	3.0
Tourism demand by non-residents	1,118	1,156	1,153	1,128	1,116	-1.1
Tourism domestic demand	1,933	1,902	1,954	2,043	2,151	5.3
<b>Food and beverage services</b>						
Tourism demand in Canada	3,637	3,642	3,617	3,625	3,659	0.9
Tourism demand by non-residents	841	871	869	850	840	-1.2
Tourism domestic demand	2,796	2,771	2,748	2,775	2,819	1.6
<b>Other tourism commodities</b>						
Tourism demand in Canada	3,330	3,344	3,310	3,342	3,319	-0.7
Tourism demand by non-residents	560	583	581	568	565	-0.5
Tourism domestic demand	2,770	2,761	2,729	2,774	2,754	-0.7
<b>Other commodities</b>						
Tourism demand in Canada	3,644	3,652	3,663	3,685	3,722	1.0
Tourism demand by non-residents	806	823	818	810	807	-0.4
Tourism domestic demand	2,838	2,829	2,845	2,875	2,915	1.4

Source(s): Table [36-10-0230-01](#).

**Available tables:** [36-10-0230-01](#) to [36-10-0232-01](#) , [36-10-0234-01](#) and [36-10-0235-01](#).

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

The data visualization product "[Provincial and Territorial Tourism Satellite Account](#)," which is part of *Statistics Canada – Data Visualization Products (71-607-X)*, is available.

The *Latest Developments in the Canadian Economic Accounts (13-605-X)* is available.

The *User Guide: Canadian System of Macroeconomic Accounts (13-606-G)* is available.

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

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](mailto:STATCAN.infostats-infostats.STATCAN@canada.ca)) or Media Relations (613-951-4636; [STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca](mailto:STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca)).