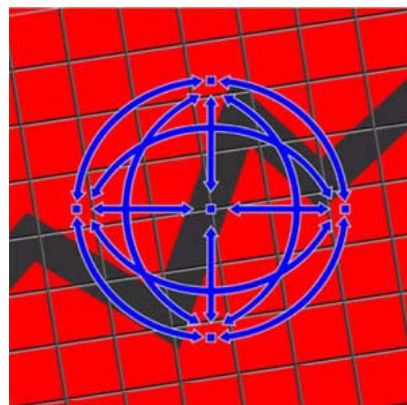


National Tourism Indicators

Quarterly estimates
First quarter 2011



Canadian Tourism Commission and
Statistics Canada

Commission canadienne du tourisme et
Statistique Canada

Canada

Acknowledgements

The National Tourism Indicators are funded through a partnership agreement between the Canadian Tourism Commission and Statistics Canada.

This publication was prepared by staff of the Income and Expenditure Accounts Division: Karen Ashman, Mélanie Bélanger, Monique Bisailon, Anne-Marie Bridger, Georgina Challita, Éric Desjardins, Shuhua Gao, Chris Jackson, Stavros Iliadis, Demi Kotsovos, Diane Lake, Kim Longtin, Chris MacPhail, Robert Puchyr, James Tebrake, and Joe Wilkinson.

How to obtain more information

Specific inquiries about this product and related statistics or services should be directed to our information officer: Income and Expenditure Accounts Division, Statistics Canada, Ottawa, Ontario, K1A 0T6 (1-613-951-3640, lead-info-dcrd@statcan.gc.ca).

For information about this product or the wide range of services and data available from Statistics Canada, visit our website at www.statcan.gc.ca or contact us by e-mail at infostats@statcan.gc.ca or by phone from 8:30am to 4:30 p.m. Monday to Friday at:

Toll-free telephone (Canada and the United States):

Inquiries line	1-800-263-1136
National telecommunications device for the hearing impaired	1-800-363-7629
Fax line	1-877-287-4369
Depository Services Program inquiries line	1-800-635-7943
Depository Services Program fax line	1-800-565-7757

Statistics Canada national contact centre:	1-613-951-8116
Fax line	1-613-951-0581

To access this product

This product, Catalogue no. 13-009-X, is available free in electronic format. To obtain a single issue, visit our website at www.statcan.gc.ca and browse by “Key resource” > “Publications”.

Statistics Canada is committed to serving its clients in a prompt, reliable and courteous manner. To this end, Statistics Canada has developed standards of service that its employees observe. To obtain a copy of these service standards, please contact Statistics Canada toll-free at 1-800-263-1136. The service standards are also published on www.statcan.gc.ca under “About us” > “The agency” > “Providing services to Canadians.”

National Tourism Indicators

Quarterly estimates
First quarter 2011

Published by authority of the Minister responsible for Statistics Canada

© Minister of Industry, 2011

All rights reserved. The content of this electronic publication may be reproduced, in whole or in part, and by any means, without further permission from Statistics Canada, subject to the following conditions: that it be done solely for the purposes of private study, research, criticism, review or newspaper summary, and/or for non-commercial purposes; and that Statistics Canada be fully acknowledged as follows: Source (or "Adapted from", if appropriate): Statistics Canada, year of publication, name of product, catalogue number, volume and issue numbers, reference period and page(s). Otherwise, no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, by any means—electronic, mechanical or photocopy—or for any purposes without prior written permission of Licensing Services, Information Management Division, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

June 2011

Catalogue no. 13-009-X

ISSN 1492-5133

Frequency: Quarterly

Ottawa

Cette publication est disponible en français sur demande.

Note of Appreciation

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.

Symbols

The following standard symbols are used in Statistics Canada publications:

- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0^s value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- P preliminary
- r revised
- x suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

For more information

For more information about the ***National Tourism Indicators***, telephone the Income and Expenditure Accounts Division at 613-951-3640 and ask for the information officer; iead-info-dcrd@statcan.gc.ca.

Data available on CANSIM and electronic version

The ***National Tourism Indicators*** are available on Statistics Canada's CANSIM database (tables 387-0001 to 387-0010).

About this publication

This publication presents information on the National Tourism Indicators (NTI). The data portray the evolution of tourism in Canada on a quarterly basis. Estimates of supply and demand for each of the main commodities and employment for tourism and non-tourism industries as identified in the Tourism Satellite Account (TSA) are recorded as time series. All series are benchmarked to the TSA.

Statistical tables providing the most recent quarterly and annual estimates are organized around six topics: tourism demand in Canada, tourism domestic demand, tourism exports, supply, tourism employment and tourism gross domestic product. The tables show both the levels of the NTI, at current and constant prices, and their percentage changes (the numbers directly under the rows showing the level of each NTI). The quarterly percentage change is shown when the data are seasonally adjusted. The year-over-year percentage change is shown when the data are not seasonally adjusted.

For further details on the NTI, see the section “Concepts, methodology and data quality”. For more in-depth explanations and related information see the “Related documentation”.

Related documentation

The concepts, sources and methods of the NTI and the TSA are described in the following publications:

Guide to the National Tourism Indicators: Sources and Methods, Catalogue no. 13-594-G, August 1996.

Canadian Tourism Satellite Account Handbook, Income and Expenditure Accounts Technical Series, Catalogue no. 13-604-M — no. 52, December 2007.

Canadian Tourism Satellite Account, 2004, Income and Expenditure Accounts Technical Series, Catalogue no. 13-604-M — no. 63, December 2009.

The Provincial and Territorial Tourism Satellite Accounts for Canada, 1998, Income and Expenditure Accounts Technical Series, Catalogue no. 13-604-M — no. 40, June 2003.

“The Tourism Satellite Account,” in **National Income and Expenditure Accounts, Second Quarter 1994**, Catalogue no. 13-001-X.

Guide to the Income and Expenditure Accounts, Catalogue no. 13-017-X, June 2008.

“Laspeyres, Paasche and Chain Price Indexes in the Income and Expenditure Accounts,” in **National Income and Expenditure Accounts, Fourth Quarter 1988**, Catalogue no. 13-001-X.

The X11ARIMA/88 Seasonal Adjustment Method, by Estela Bee Dagum, Time Series and Analysis Division, October 1988.

United Nations, Commission of the European Communities - Eurostat, International Monetary Fund, Organization for Economic Co-operation and Development and World Bank, **System of National Accounts, 1993**, New York, 1997.

Revisions of the Canadian National Tourism Indicators, Income and Expenditure Accounts Technical Series, Catalogue no. 13-604-M — no. 47, January 2005.

Special requests

Individual NTI tables can be obtained in laser printout format on the day of release by contacting the Income and Expenditure Accounts Division by phone 613-951-3640 or fax 613-951-3618. In addition, information officers can answer questions about the NTI by phone or fax (same numbers as above) or by mail. There is a \$40 minimum charge (includes 6 pages plus \$1.50 per additional page) for information sent by fax. Higher charges apply if a special tabulation is required. Payment is due in advance, normally by VISA, American Express or Mastercard.

Note to readers

With the first quarter 2011 release of the *National Tourism Indicators* (NTI), all estimates have been revised from the first quarter of 2008 through to the fourth quarter of 2010. These data revisions reflect the incorporation of revisions to source data for 2008 to 2010. This revision is in accordance with the revision policy established in 2004. More information on the revision will be published in an article in the next issue of the NTI (second quarter 2011). Revised data can be obtained from CANSIM.

The *National Tourism Indicators* are funded by the Canadian Tourism Commission.

Table of contents

About this publication	v
Highlights	viii
Concepts, methodology and data quality	xi
Section A	
Tourism demand in Canada	
Table 1 Tourism demand in Canada, seasonally adjusted	2
Table 2 Tourism demand in Canada, not seasonally adjusted	3
Table 3 Tourism demand in Canada, 2002 prices, seasonally adjusted	4
Section B	
Tourism domestic demand	
Table 4 Tourism domestic demand, seasonally adjusted	6
Table 5 Tourism domestic demand, not seasonally adjusted	7
Table 6 Tourism domestic demand, 2002 prices, seasonally adjusted	8
Section C	
Tourism demand by non-residents (exports)	
Table 7 Tourism demand by non-residents (exports), seasonally adjusted	10
Table 8 Tourism demand by non-residents (exports), not seasonally adjusted	11
Table 9 Tourism demand by non-residents (exports), 2002 prices, seasonally adjusted	12
Section D	
Supply of tourism commodities	
Table 10 Supply of tourism commodities, seasonally adjusted	14
Table 11 Supply of tourism commodities, not seasonally adjusted	15
Table 12 Supply of tourism commodities, 2002 prices, seasonally adjusted	16
Section E	
Employment generated by tourism	
Table 13 Employment generated by tourism, seasonally adjusted	18
Table 14 Employment generated by tourism, not seasonally adjusted	19
Section F	
Tourism prices and gross domestic product	
Table 15 Tourism gross domestic product, seasonally adjusted	21
Table 16 Tourism gross domestic product, not seasonally adjusted	22
Table 17 Tourism gross domestic product, 2002 prices, seasonally adjusted	23
Table 18 Implicit price indexes for tourism demand, seasonally adjusted	24
Section G	
Supplementary tables	
Table 19 International travellers, seasonally adjusted	26
Table 20 International travellers, not seasonally adjusted	27
Table 21 Receipts and payments on international travel account, seasonally adjusted	28
Table 22 Receipts and payments on international travel account, not seasonally adjusted	29
Table 23 Exchange rates in Canadian dollars per unit of foreign currency, not seasonally adjusted	30
Table 24 Consumer price index, selected countries, not seasonally adjusted	31
Table 25 Other related statistics, seasonally adjusted at annual rates	32

Highlights

First quarter 2011

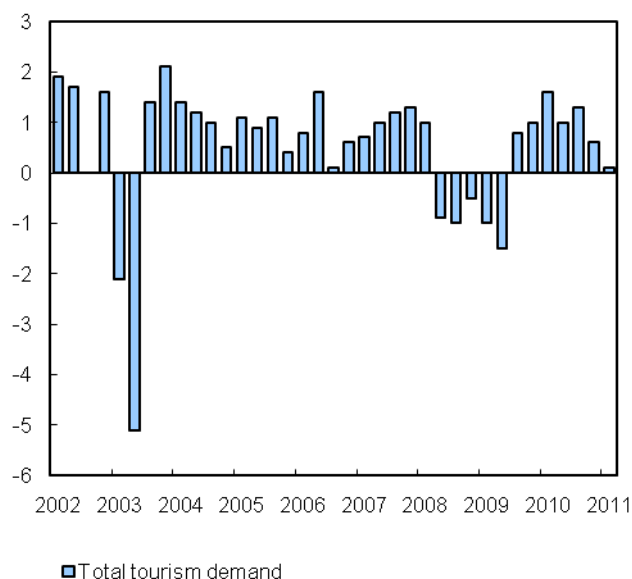
Data adjusted for seasonality and price changes¹

Tourism spending in Canada edged up 0.1% in real terms in the first quarter of 2011, as increased outlays by Canadians at home offset lower tourism spending by non-residents in Canada.

This was the seventh consecutive increase in tourism spending in Canada, for a cumulative gain of 6.5% since the second quarter of 2009.

Chart 1
Tourism spending edges up

% change - preceding quarter, adjusted for seasonal variation and price change

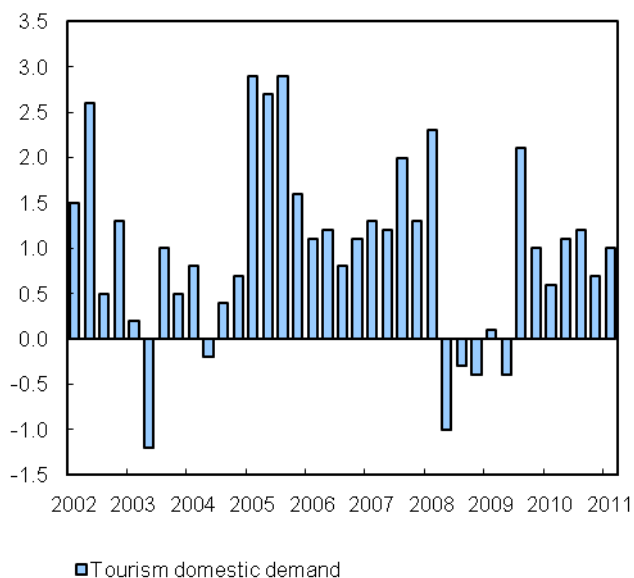


Tourism spending at home continues upward trend

Tourism spending by Canadians at home increased 1.0% in the first quarter of 2011, continuing an upward trend that began in the second half of 2009.

Chart 2
Tourism domestic demand up again

% change - preceding quarter, adjusted for seasonal variation and price change



Outlays on passenger air transport, the largest spending category, advanced 2.4%, contributing the most to the overall increase. Spending was also higher in accommodation and food and beverage services.

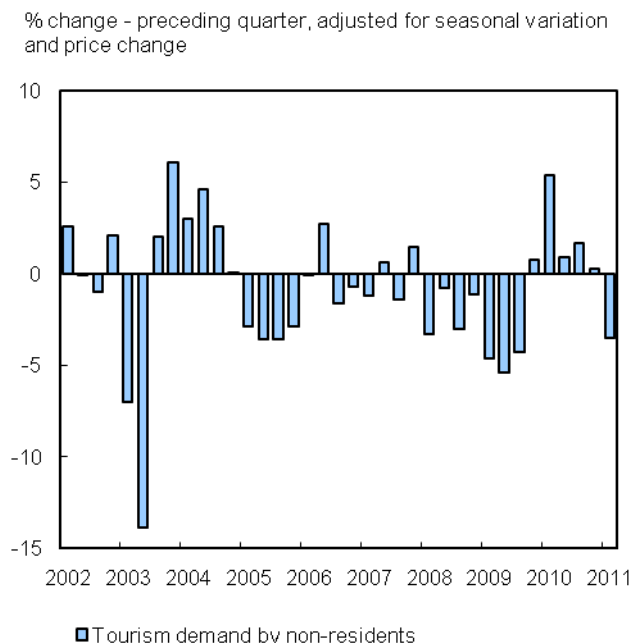
Spending on other tourism commodities (including recreation and entertainment and travel services) decreased 1.0%. Spending on non-tourism commodities such as groceries, tobacco, alcohol and clothing purchased in stores rose 1.3%.

Decline in spending by international visitors

Spending by international visitors in Canada decreased 3.5% in the first quarter of 2011, following five consecutive increases. Lower spending was recorded on most tourism services, including transportation, which declined 2.4%.

1. Growth rates of tourism spending and GDP are expressed in real terms (i.e. adjusted for price changes) as well as adjusted for seasonal variations, unless otherwise indicated. Employment data are also seasonally adjusted. Associated percentage changes are presented at quarterly rates unless otherwise noted.

Chart 3
Spending by international visitors in Canada decreases



Fuel consumption fell 7.1%, as same-day car travel from the United States declined. Overnight travel from both the United States and overseas was also down. Spending on accommodation fell 4.2%.

Tourism gross domestic product unchanged

Tourism gross domestic product (GDP) was unchanged in the first quarter of 2011 compared to the fourth quarter of 2010. This followed six consecutive quarterly increases. Gains in the transportation and accommodation industries offset declines in the food and beverage services, other tourism and non-tourism industries.

Tourism employment increased 0.3% in the first quarter, on the strength of job gains in the travel services and transportation industries. Tourism jobs in non-tourism industries also increased, while employment in accommodation and recreation and entertainment was down.

Data unadjusted for seasonality and expressed at current prices²

Tourism in Canada injected \$14.8 billion in the economy in the first quarter of 2011, up 8.2% from the first quarter of 2010. This was the fifth consecutive year-over-year increase in tourism spending in Canada.

Domestic tourism spending posts double-digit gains

Tourism spending by Canadians at home increased 10.3% to \$12.4 billion in the first quarter of 2011. This was the sixth consecutive quarter of year-over-year growth.

Passenger air transport jumped 20.8%, due to higher outbound air travel and an 8.2% increase in prices in the first quarter. (Domestic spending on passenger air transport includes fares for domestic and outbound trips on Canadian airlines.)

Spending on fuel increased 17.9%, driven by higher prices at the pump. Transportation spending overall by Canadians was up 17.3% from one year earlier.

Outlays on most other commodities increased in the first quarter, including accommodation (+3.4%) and food and beverage services (+4.2%). Spending on travel services climbed 17.3%, as Canadian outbound overnight air travel increased 7.2%.

Decline in spending by international visitors in Canada

International visitors in Canada spent \$2.4 billion in the first quarter of 2011, down 1.0% from the first quarter of 2010 and the first year-over-year decline since the fourth quarter of 2009.

The decrease occurred despite higher spending for passenger air transport, up 11.4%. Overall spending on transportation increased 7.2%.

All other major categories recorded declines in spending, including accommodation, food and beverage services, recreation and entertainment and non-tourism commodities.

2. In this section, tourism spending is expressed at current prices and not adjusted for seasonal variations. Percentage changes are presented on a year-over-year basis.

Tourism employment edges down

The number of tourism jobs declined 0.2% year-over-year to 590,000 in the first quarter of 2011. Job gains in the accommodation and non-tourism industries were not enough to compensate for job losses in the transportation and travel services industries.

Looking ahead

Based on preliminary figures, the World Tourism Organization is maintaining its projected annual growth of 4% to 5% in international tourist arrivals (which exclude same-day visits).

Overnight travel to Canada increased 2.5% year-over-year in April, due to an 8.2% gain in travel from overseas countries. Overnight trips from the United States were up 0.3%.

In the first two months of the second quarter, the value of the Canadian dollar increased against the US dollar, Japanese yen and UK pound sterling but declined versus the euro and the Australian dollar. A stronger Canadian dollar makes it more expensive for foreigners to travel to Canada. At the same time, it makes it cheaper for Canadians to travel abroad.

Concepts, methodology and data quality

The following information is provided to help clarify the basic concepts and definitions and the main sources and methods underlying the National Tourism Indicators (NTI), as well as key aspects of data quality. This information is also intended to clarify the strengths and limitations of the NTI and to indicate how they can be effectively used and analysed.

The National Tourism Indicators provide timely information which facilitate ongoing monitoring and analysis of tourism and its related activities in Canada. The NTI cover the domestic supply of tourism commodities (such as transportation, accommodation, food and beverages, recreation and entertainment), the demand for these commodities by resident and non-resident visitors, and the employment and GDP generated as a result of this demand. In addition to these key variables, other travel-related statistics are provided, including: number of international travellers to Canada by country of origin, exchanges rates, inflation rate for the various tourism commodities. The NTI were developed to update the more comprehensive Canadian Tourism Satellite Account (CTSA) on a quarterly and annual basis.

The Indicators are available about 90 days after the reference quarter. The statistical tables include actual data and percentage changes, for seasonally adjusted current and constant price estimates.

The NTI can be used in three general ways: (a) to assess the current state of tourism in Canada; (b) to analyse the development of tourism in Canada in terms of trends and structures; and (c) to support policy and strategic decisions. The Indicators show the relative importance of tourism markets in Canada, what percentage of activity is accounted for by each component of tourism demand, and which components are impacted the most from its growth or decline. The NTI can be used to support research on the trends, cycles and quarterly patterns in various tourism aspects or the industry as a whole. Comparisons can be drawn with other industries or the national economy. The NTI can also be used in the temporal analysis of relationships between different variables and the demand for or supply of tourism goods and services.

The data are used by various stakeholders in the field of tourism, e.g. federal and provincial government officials, researchers as well as by college and university professors and students. The data are also used by international organizations (OECD, World

Tourism Organization), journalists and large businesses.

Concepts and variables measured

Tourism: The definition of tourism in the NTI follows that adopted by the World Tourism Organization and the United Nations Statistical Commission: “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Visitors are persons who undertake tourism as defined above. They are referred to as either tourists (those who stay overnight or longer in the place visited), or same-day visitors.

Tourism industries would cease to exist or would continue to exist only at significantly reduced levels of activity in the absence of tourism. Examples of tourism industries include air transportation and accommodation.

Tourism commodities are ones for which a significant part of their total demand comes from visitors. Examples include travel services and rail transportation services.

Tourism demand is defined as the spending of Canadian and non-resident visitors on domestically produced commodities. It is the sum of tourism domestic demand and tourism exports.

Tourism domestic demand is the spending in Canada by resident visitors on domestically produced commodities.

Tourism exports is spending by non-resident visitors on Canadian-produced goods and services. It includes spending that may take place outside of Canada, for instance, the purchase of an airline ticket from a Canadian international carrier, to travel to Canada.

Tourism Gross Domestic Product is the unduplicated value of production, within the boundaries of a region, of goods and services purchased by tourists. In the NTI, GDP is calculated at basic prices in both current and constant dollars. Only direct GDP is calculated in the NTI. GDP is also generated indirectly in the upstream production chain of a good or service.

Although these indirect effects can be linked to tourism, they are not included in tourism GDP.

Domestic supply of tourism commodities is defined as the total production in Canada of the tourism commodities which are mainly produced by tourism industries. Not all of domestic supply is purchased by visitors, so that supply exceeds tourism demand for the NTI. For example, visitors purchase only a small proportion of food and beverage services, with most going to local consumption. Also, supply does not include imports. For example the sale of a ticket on a non-Canadian airline is excluded from supply.

Tourism employment is a measure of employment in tourism and non-tourism industries. Tourism employment measures the number of jobs in an industry generated by, or attributable to, tourism spending on the goods and/or services produced by that industry. It is based on an estimate of jobs rather than “hours of work”. Thus, someone who works 10 hours a week counts for as much, by this measure, as someone who works 50 hours a week.

Data sources and methodology

Data sources

There are several main data sources for the NTI, all originating from Statistics Canada. The CTSA provides benchmark totals, in current dollars, for several years.

For other years, the Input-Output (I-O) tables are used to calculate annual levels of tourism supply and tourism GDP. Annual levels for employment are calculated using data from the Canadian Productivity Accounts. Demand totals come from the Canadian Travel Survey (CTS) and the International Travel Survey (ITS). The ITS data come via the Canadian Balance of Payments (BOP) Accounts. For years in which I-O data are not available, the NTI are based on quarterly estimates from the SNA.

Quarterly indicators for tourism supply are based on selected components of consumer spending from the Income and Expenditure Accounts and on GDP for selected industries from the measures of monthly GDP by industry accounts. The quarterly tourism expenditure data follow quarterly patterns from the CTS and the ITS. The quarterly tourism employment data are based on the Survey of Employment, Payroll and Hours (SEPH). Tourism GDP is calculated based on demand, supply and employment.

General methodology

The indicators of supply, demand, GDP and employment are benchmarked to the CTSA levels and are projected for the years preceding and following the benchmarks.

The NTI supply indicators use results from Statistics Canada's input-output tables, which are based on quarterly and annual surveys of industries and their revenues (production). For periods not covered by the most recent I-O data the indicators are estimated on the basis of: (i) results of selected industry surveys or employment surveys, (ii) personal consumption expenditures on items closely related to the tourism goods and services being estimated, or (iii) industry-specific production figures (GDP).

Once supply estimates have been calculated, total demand is obtained by using the ratio of demand to supply from the CTSA benchmarks. Estimates used to determine the travel account balance for the Canadian balance of payments provide an overall total for demand by non-residents (tourism exports). Expenditure information is collected quarterly through Canada Customs, while international travellers entering or returning to Canada are counted monthly. Total non-resident demand is then broken down by type of expenditure using travel profiles generated during the detailed calculation of the CTSA. The methodology to calculate domestic demand estimates has two separate components. First, a derived estimate is constructed taking total demand minus the non-resident demand at an annual level. This “top-down” approach is further supplemented by the CTS data. Quarterly patterns for commodities are taken from the CTS and used to distribute the annual data.

Like the supply and demand indicators, the NTI employment estimates are benchmarked to the CTSA estimates, which in turn are based on measures from the Canadian Productivity Accounts. The Labour Force Survey is used primarily to produce control totals, and SEPH is used primarily to compute the industry-by-industry breakdown. The latter data are also used to project the quarterly estimates on a current basis. The data, which estimate direct employment, are then seasonally adjusted.

Similarly, GDP estimates are based on CTSA annual benchmarks. Quarterly movements and non-benchmark year estimates are calculated using tourism expenditure and industry GDP as an indicator. These direct measures of GDP are then seasonally adjusted.

Seasonal adjustment

Tourism is dominated by large seasonal fluctuations exhibiting similar patterns from one year to the next. For the convenience of users, these regular variations are removed, through a statistical technique known as seasonal adjustment, to help isolate underlying trends. Two versions of the quarterly NTI are available, one unadjusted and the other adjusted for seasonal variation.

All seasonally adjusted series of the quarterly NTI are derived using the X12ARIMA method. The adjustment is generally made at the lowest level of aggregation and seasonally adjusted aggregates are obtained by summation. The advantages of this approach are twofold. First, by carrying out the seasonal adjustment at the most detailed level, seasonal shifts in the aggregates are more easily explained. Second, the calculation of seasonally adjusted aggregates by summation preserves the accounting identities in the system and this is much more convenient for users.

Current and constant price estimates

Values expressed in the prices of the period being referred to are commonly called current price estimates. This is the most natural method of valuation, because it uses the prices observed in the economy in the year for which they are being measured. The NTI also provide some estimates that are valued at the prices of another period, the year 2002. The purpose of such a valuation is to facilitate the analysis of period-to-period movements of the NTI, by eliminating the effect of price change (or inflation).

An increase or decrease in value from one period to another results from the joint effect of a change in the quantities of goods and services produced and of a change in the prices at which they are sold. The decomposition of the value-change into separate price and quantity components is accomplished by recalculating a series at the prices of some base period. The resulting period-to-period changes in these constant price estimates are interpreted as showing the “real” or “inflation-adjusted” growth in the series. The NTI constant price estimates are expressed at the prices of the year 2002. Thus, for example, the estimate of tourism demand at 2002 prices for 2006 is less than the one at current prices. The difference reflects the fact that the market prices of most goods and services increased between 2002 and 2006.

Price indexes

The previous section addressed the topic of measuring tourism at the constant prices of some base period. The resulting estimates of “real tourism” gauge the volume of tourism. Dividing the current price series for tourism by the corresponding series at constant prices yields an Implicit Price Index (IPI). The variable-weighted nature of IPIs should always be kept in mind. Movements in these indexes reflect not just price-change, but also variation in the volumes of different goods and services. The impact of weight-shifts on observed period-to-period changes in the tourism implicit price index can be quite significant.

Revisions

Preceding quarters of the year are revised when the current quarter is published. In years when an updated Canadian Tourism Satellite Account (CTSA) is not available, revisions extending back four years are made with the publication of first quarter data. In years when an updated CTSA is available, revisions extending back six or seven years are made. The data are not normally revised again except when historical revisions are carried out.

Reference period

The National Tourism Indicators are available about 90 days after the reference quarter.

Data quality (accuracy)

No direct measures of the margin of error in the estimates can be calculated. The quality of the estimates can be inferred from analysis of revisions and from a subjective assessment of the data sources and methodology used in the preparation of the estimates.

Comparability of data and related sources

The NTI are based on a wide array of related and comparable data. Supply estimates generally follow the trends of the output measures for industries in the I-O system and the GDP by industry accounts.

Tourism expenditures have similar trends to related consumer spending series. However, because tourism includes both personal and business travel, the trends are not the same.

Non-resident spending, or tourism exports, is based on Balance of Payments data, which in turn come from the

ITS. The NTI however, do not include certain items in the BOP travel account (airline crews, medical and education travel) and so the data, while similar, are not identical.

Employment and GDP in the NTI are comparable to SEPH and GDP by industry data for tourism industries. The NTI however only includes the employment or production that is attributable to tourism.

Section A

Tourism demand in Canada

Table 1
Tourism demand in Canada, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	6,558 4.4	6,643 1.3	6,820 2.7	7,014 2.8	7,347 4.7	7,695 4.7	25,232 -11.4	27,824 10.3
Passenger air transport	3,355 3.5	3,372 0.5	3,621 7.4	3,748 3.5	3,819 1.9	4,011 5.0	13,087 -10.8	14,560 11.3
Passenger rail transport	67 1.5	65 -3.0	66 1.5	70 6.1	68 -2.9	70 2.9	269 -5.9	269 0.0
Interurban bus transport	253 1.6	252 -0.4	251 -0.4	253 0.8	254 0.4	257 1.2	996 -7.0	1,010 1.4
Vehicle rental	389 0.0	386 -0.8	389 0.8	400 2.8	391 -2.3	396 1.3	1,559 -5.0	1,566 0.4
Vehicle repairs and parts	344 3.3	343 -0.3	339 -1.2	341 0.6	354 3.8	345 -2.5	1,328 -3.8	1,377 3.7
Vehicle fuel	1,969 7.8	2,042 3.7	1,970 -3.5	2,014 2.2	2,272 12.8	2,426 6.8	7,281 -16.5	8,298 14.0
Other transportation	181 4.0	183 1.1	184 0.5	188 2.2	189 0.5	190 0.5	712 -0.1	744 4.5
Accommodation	2,606 1.4	2,750 5.5	2,710 -1.5	2,760 1.8	2,795 1.3	2,814 0.7	10,384 -4.6	11,015 6.1
Food and beverage services	2,662 0.3	2,730 2.6	2,732 0.1	2,768 1.3	2,797 1.0	2,803 0.2	10,576 0.4	11,027 4.3
Other tourism commodities	2,759 1.3	2,800 1.5	2,825 0.9	2,886 2.2	2,917 1.1	2,912 -0.2	11,015 -2.2	11,428 3.7
Recreation and entertainment	1,234 0.4	1,265 2.5	1,269 0.3	1,289 1.6	1,303 1.1	1,306 0.2	4,984 1.2	5,126 2.8
Travel services	826 3.4	840 1.7	865 3.0	900 4.0	910 1.1	917 0.8	3,238 -3.5	3,515 8.6
Pre-trip expenditures	644 0.2	639 -0.8	635 -0.6	640 0.8	647 1.1	632 -2.3	2,581 -6.2	2,561 -0.8
Convention fees	55 5.8	56 1.8	56 0.0	57 1.8	57 0.0	57 0.0	212 -5.4	226 6.6
Total tourism commodities	14,585 2.5	14,923 2.3	15,087 1.1	15,428 2.3	15,856 2.8	16,224 2.3	57,207 -6.5	61,294 7.1
Total other commodities	2,909 0.5	2,980 2.4	2,995 0.5	3,038 1.4	3,063 0.8	3,061 -0.1	11,564 1.9	12,076 4.4
Tourism expenditures	17,494 2.2	17,903 2.3	18,082 1.0	18,466 2.1	18,919 2.5	19,285 1.9	68,771 -5.2	73,370 6.7

Table 2
Tourism demand in Canada, not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	5,709 -4.0	5,445 4.4	6,369 12.2	9,611 11.3	6,399 12.1	6,317 16.0	25,232 -11.4	27,824 10.3
Passenger air transport	2,986 -8.2	3,079 -0.1	3,370 15.6	4,716 14.9	3,395 13.7	3,675 19.4	13,087 -10.8	14,560 11.3
Passenger rail transport	62 -4.6	56 -5.1	67 -1.5	83 3.8	63 1.6	62 10.7	269 -5.9	269 0.0
Interurban bus transport	266 -9.2	228 0.0	239 1.7	273 2.2	270 1.5	234 2.6	996 -7.0	1,010 1.4
Vehicle rental	313 -3.7	261 -3.7	350 1.2	642 2.1	313 0.0	269 3.1	1,559 -5.0	1,566 0.4
Vehicle repairs and parts	301 1.7	237 6.3	333 3.4	497 3.1	310 3.0	234 -1.3	1,328 -3.8	1,377 3.7
Vehicle fuel	1,635 4.3	1,430 19.1	1,847 13.5	3,128 11.0	1,893 15.8	1,680 17.5	7,281 -16.5	8,298 14.0
Other transportation	146 -1.4	154 1.3	163 0.6	272 7.9	155 6.2	163 5.8	712 -0.1	744 4.5
Accommodation	2,211 -2.9	2,006 4.6	2,715 6.7	3,938 6.1	2,356 6.6	2,035 1.4	10,384 -4.6	11,015 6.1
Food and beverage services	2,014 0.9	2,032 3.4	2,696 4.1	4,181 4.3	2,118 5.2	2,084 2.6	10,576 0.4	11,027 4.3
Other tourism commodities	2,232 -1.3	2,200 -0.5	2,745 3.3	4,136 5.6	2,347 5.2	2,337 6.2	11,015 -2.2	11,428 3.7
Recreation and entertainment	816 -0.4	856 -0.3	1,164 1.6	2,254 4.2	852 4.4	874 2.1	4,984 1.2	5,126 2.8
Travel services	702 1.9	764 0.4	845 9.6	1,133 12.8	773 10.1	891 16.6	3,238 -3.5	3,515 8.6
Pre-trip expenditures	667 -5.0	534 -2.4	680 -1.3	675 -0.4	672 0.7	527 -1.3	2,581 -6.2	2,561 -0.8
Convention fees	47 -9.6	46 7.0	56 7.7	74 5.7	50 6.4	45 -2.2	212 -5.4	226 6.6
Total tourism commodities	12,166 -2.5	11,683 3.3	14,525 7.9	21,866 7.9	13,220 8.7	12,773 9.3	57,207 -6.5	61,294 7.1
Total other commodities	2,730 1.8	2,006 4.0	2,791 3.7	4,404 4.5	2,875 5.3	2,045 1.9	11,564 1.9	12,076 4.4
Tourism expenditures	14,896 -1.8	13,689 3.4	17,316 7.2	26,270 7.3	16,095 8.0	14,818 8.2	68,771 -5.2	73,370 6.7

Table 3
Tourism demand in Canada, 2002 prices, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	6,018 1.4	6,084 1.1	6,225 2.3	6,364 2.2	6,367 0.0	6,419 0.8	23,644 -3.0	25,040 5.9
Passenger air transport	3,612 1.8	3,648 1.0	3,789 3.9	3,923 3.5	3,934 0.3	4,002 1.7	14,092 -3.9	15,294 8.5
Passenger rail transport	65 -1.5	61 -6.2	62 1.6	60 -3.2	59 -1.7	60 1.7	249 -6.7	242 -2.8
Interurban bus transport	230 0.4	229 -0.4	222 -3.1	216 -2.7	213 -1.4	214 0.5	897 -4.3	880 -1.9
Vehicle rental	366 -0.8	374 2.2	367 -1.9	373 1.6	366 -1.9	368 0.5	1,492 -6.0	1,480 -0.8
Vehicle repairs and parts	273 3.4	271 -0.7	268 -1.1	271 1.1	277 2.2	267 -3.6	1,062 -5.7	1,087 2.4
Vehicle fuel	1,344 1.4	1,370 1.9	1,384 1.0	1,387 0.2	1,387 0.0	1,376 -0.8	5,323 1.2	5,528 3.9
Other transportation	128 -4.5	131 2.3	133 1.5	134 0.8	131 -2.2	132 0.8	529 -2.9	529 0.0
Accommodation	2,321 1.7	2,354 1.4	2,370 0.7	2,379 0.4	2,384 0.2	2,381 -0.1	9,185 -3.2	9,487 3.3
Food and beverage services	2,180 -0.1	2,221 1.9	2,219 -0.1	2,218 -0.0	2,238 0.9	2,227 -0.5	8,748 -3.0	8,896 1.7
Other tourism commodities	2,445 0.6	2,477 1.3	2,483 0.2	2,501 0.7	2,545 1.8	2,508 -1.5	9,868 -3.5	10,006 1.4
Recreation and entertainment	1,039 0.3	1,062 2.2	1,052 -0.9	1,045 -0.7	1,061 1.5	1,045 -1.5	4,220 -1.0	4,220 0.0
Travel services	678 2.9	690 1.8	705 2.2	714 1.3	727 1.8	730 0.4	2,686 -5.4	2,836 5.6
Pre-trip expenditures	678 -1.5	677 -0.1	676 -0.1	691 2.2	705 2.0	682 -3.3	2,768 -5.3	2,749 -0.7
Convention fees	50 4.2	48 -4.0	50 4.2	51 2.0	52 2.0	51 -1.9	194 -1.5	201 3.6
Total tourism commodities	12,964 1.0	13,136 1.3	13,297 1.2	13,462 1.2	13,534 0.5	13,535 0.0	51,445 -3.1	53,429 3.9
Total other commodities	2,735 0.7	2,811 2.8	2,810 -0.0	2,851 1.5	2,882 1.1	2,892 0.3	10,875 0.1	11,354 4.4
Tourism expenditures	15,699 1.0	15,947 1.6	16,107 1.0	16,313 1.3	16,416 0.6	16,427 0.1	62,320 -2.6	64,783 4.0

Section B

Tourism domestic demand

Table 4
Tourism domestic demand, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	5,658 4.4	5,680 0.4	5,813 2.3	5,966 2.6	6,267 5.0	6,611 5.5	21,596 -9.9	23,726 9.9
Passenger air transport	2,814 2.7	2,783 -1.1	2,988 7.4	3,093 3.5	3,144 1.6	3,322 5.7	10,950 -8.8	12,008 9.7
Passenger rail transport	43 2.4	40 -7.0	40 0.0	42 5.0	41 -2.4	43 4.9	167 1.8	163 -2.4
Interurban bus transport	181 2.3	178 -1.7	176 -1.1	175 -0.6	174 -0.6	179 2.9	700 -3.2	703 0.4
Vehicle rental	299 1.7	293 -2.0	291 -0.7	295 1.4	284 -3.7	293 3.2	1,154 1.1	1,163 0.8
Vehicle repairs and parts	328 3.5	326 -0.6	322 -1.2	324 0.6	336 3.7	328 -2.4	1,261 -2.9	1,308 3.7
Vehicle fuel	1,867 7.9	1,933 3.5	1,870 -3.3	1,909 2.1	2,161 13.2	2,314 7.1	6,877 -16.0	7,873 14.5
Other transportation	126 2.4	127 0.8	126 -0.8	128 1.6	127 -0.8	132 3.9	487 9.2	508 4.3
Accommodation	1,773 1.4	1,863 5.1	1,842 -1.1	1,860 1.0	1,884 1.3	1,936 2.8	6,974 0.2	7,449 6.8
Food and beverage services	2,047 0.1	2,085 1.9	2,088 0.1	2,113 1.2	2,135 1.0	2,160 1.2	8,088 3.5	8,421 4.1
Other tourism commodities	2,338 1.6	2,360 0.9	2,386 1.1	2,435 2.1	2,462 1.1	2,473 0.4	9,260 -0.5	9,643 4.1
Recreation and entertainment	861 0.8	874 1.5	878 0.5	886 0.9	898 1.4	915 1.9	3,421 7.2	3,536 3.4
Travel services	790 3.5	803 1.6	828 3.1	862 4.1	871 1.0	880 1.0	3,090 -3.0	3,364 8.9
Pre-trip expenditures	644 0.2	639 -0.8	635 -0.6	640 0.8	647 1.1	632 -2.3	2,581 -6.2	2,561 -0.8
Convention fees	43 4.9	44 2.3	45 2.3	47 4.4	46 -2.1	46 0.0	168 -4.5	182 8.3
Total tourism commodities	11,816 2.6	11,988 1.5	12,129 1.2	12,374 2.0	12,748 3.0	13,180 3.4	45,918 -4.4	49,239 7.2
Total other commodities	2,247 0.6	2,271 1.1	2,305 1.5	2,328 1.0	2,365 1.6	2,395 1.3	8,795 6.5	9,269 5.4
Tourism expenditures	14,063 2.3	14,259 1.4	14,434 1.2	14,702 1.9	15,113 2.8	15,575 3.1	54,713 -2.8	58,508 6.9

Table 5
Tourism domestic demand, not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	5,021 -2.1	4,741 4.3	5,331 12.2	8,056 10.7	5,598 11.5	5,562 17.3	21,596 -9.9	23,726 9.9
Passenger air transport	2,563 -6.7	2,607 -1.2	2,705 14.4	3,827 13.1	2,869 11.9	3,149 20.8	10,950 -8.8	12,008 9.7
Passenger rail transport	40 2.6	42 -6.7	41 -2.4	40 0.0	40 0.0	48 14.3	167 1.8	163 -2.4
Interurban bus transport	191 -6.4	167 -0.6	161 1.9	184 0.5	191 0.0	176 5.4	700 -3.2	703 0.4
Vehicle rental	256 0.0	211 -4.1	246 2.1	449 2.7	257 0.4	220 4.3	1,154 1.1	1,163 0.8
Vehicle repairs and parts	288 2.9	225 6.1	316 3.6	470 3.1	297 3.1	223 -0.9	1,261 -2.9	1,308 3.7
Vehicle fuel	1,573 5.0	1,384 19.6	1,748 14.5	2,916 11.3	1,825 16.0	1,632 17.9	6,877 -16.0	7,873 14.5
Other transportation	110 5.8	105 0.0	114 0.9	170 6.9	119 8.2	114 8.6	487 9.2	508 4.3
Accommodation	1,497 1.9	1,391 5.9	1,734 8.4	2,730 6.5	1,594 6.5	1,438 3.4	6,974 0.2	7,449 6.8
Food and beverage services	1,576 4.2	1,620 3.8	2,046 4.6	3,103 3.6	1,652 4.8	1,688 4.2	8,088 3.5	8,421 4.1
Other tourism commodities	1,916 0.3	1,919 -0.7	2,310 4.1	3,399 6.4	2,015 5.2	2,067 7.7	9,260 -0.5	9,643 4.1
Recreation and entertainment	531 5.6	603 -1.0	784 3.0	1,597 5.1	552 4.0	630 4.5	3,421 7.2	3,536 3.4
Travel services	677 2.6	742 0.4	806 10.1	1,069 13.5	747 10.3	870 17.3	3,090 -3.0	3,364 8.9
Pre-trip expenditures	667 -5.0	534 -2.4	680 -1.3	675 -0.4	672 0.7	527 -1.3	2,581 -6.2	2,561 -0.8
Convention fees	41 -8.9	40 8.1	40 11.1	58 7.4	44 7.3	40 0.0	168 -4.5	182 8.3
Total tourism commodities	10,010 -0.1	9,671 3.4	11,421 8.5	17,288 7.8	10,859 8.5	10,755 11.2	45,918 -4.4	49,239 7.2
Total other commodities	2,219 6.2	1,582 6.7	2,069 6.0	3,275 4.2	2,343 5.6	1,652 4.4	8,795 6.5	9,269 5.4
Tourism expenditures	12,229 1.0	11,253 3.9	13,490 8.1	20,563 7.2	13,202 8.0	12,407 10.3	54,713 -2.8	58,508 6.9

Table 6
Tourism domestic demand, 2002 prices, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	5,155 1.4	5,140 -0.3	5,257 2.3	5,357 1.9	5,352 -0.1	5,429 1.4	20,087 -0.7	21,106 5.1
Passenger air transport	3,039 1.5	3,010 -1.0	3,127 3.9	3,234 3.4	3,236 0.1	3,314 2.4	11,785 -1.8	12,607 7.0
Passenger rail transport	42 0.0	37 -11.9	37 0.0	37 0.0	36 -2.7	37 2.8	154 0.7	147 -4.5
Interurban bus transport	165 1.9	162 -1.8	156 -3.7	149 -4.5	146 -2.0	149 2.1	630 -0.5	613 -2.7
Vehicle rental	281 0.7	286 1.8	275 -3.8	274 -0.4	265 -3.3	272 2.6	1,104 0.0	1,100 -0.4
Vehicle repairs and parts	261 3.6	259 -0.8	256 -1.2	256 0.0	262 2.3	254 -3.1	1,008 -4.8	1,033 2.5
Vehicle fuel	1,277 1.4	1,298 1.6	1,315 1.3	1,315 0.0	1,317 0.2	1,311 -0.5	5,044 2.2	5,245 4.0
Other transportation	90 -4.3	88 -2.2	91 3.4	92 1.1	90 -2.2	92 2.2	362 5.8	361 -0.3
Accommodation	1,582 1.7	1,592 0.6	1,608 1.0	1,603 -0.3	1,607 0.2	1,637 1.9	6,167 1.9	6,410 3.9
Food and beverage services	1,676 -0.3	1,697 1.3	1,697 0.0	1,695 -0.1	1,706 0.6	1,715 0.5	6,690 -0.0	6,795 1.6
Other tourism commodities	2,088 0.6	2,112 1.1	2,118 0.3	2,138 0.9	2,174 1.7	2,153 -1.0	8,385 -1.7	8,542 1.9
Recreation and entertainment	724 0.6	736 1.7	727 -1.2	721 -0.8	732 1.5	733 0.1	2,900 5.0	2,916 0.6
Travel services	647 2.9	661 2.2	675 2.1	684 1.3	694 1.5	697 0.4	2,564 -4.9	2,714 5.9
Pre-trip expenditures	678 -1.5	677 -0.1	676 -0.1	691 2.2	705 2.0	682 -3.3	2,768 -5.3	2,749 -0.7
Convention fees	39 2.6	38 -2.6	40 5.3	42 5.0	43 2.4	41 -4.7	153 -1.3	163 6.5
Total tourism commodities	10,501 1.0	10,541 0.4	10,680 1.3	10,793 1.1	10,839 0.4	10,934 0.9	41,329 -0.4	42,853 3.7
Total other commodities	2,129 0.9	2,169 1.9	2,166 -0.1	2,201 1.6	2,250 2.2	2,280 1.3	8,339 4.3	8,786 5.4
Tourism expenditures	12,630 1.0	12,710 0.6	12,846 1.1	12,994 1.2	13,089 0.7	13,214 1.0	49,668 0.3	51,639 4.0

Section C

Tourism demand by non-residents (exports)

Table 7
Tourism demand by non-residents (exports), seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	900 4.8	963 7.0	1,007 4.6	1,048 4.1	1,080 3.1	1,084 0.4	3,636 -19.4	4,098 12.7
Passenger air transport	541 7.3	589 8.9	633 7.5	655 3.5	675 3.1	689 2.1	2,137 -19.7	2,552 19.4
Passenger rail transport	24 0.0	25 4.2	26 4.0	28 7.7	27 -3.6	27 0.0	102 -16.4	106 3.9
Interurban bus transport	72 0.0	74 2.8	75 1.4	78 4.0	80 2.6	78 -2.5	296 -14.9	307 3.7
Vehicle rental	90 -5.3	93 3.3	98 5.4	105 7.1	107 1.9	103 -3.7	405 -18.8	403 -0.5
Vehicle repairs and parts	16 0.0	17 6.3	17 0.0	17 0.0	18 5.9	17 -5.6	67 -18.3	69 3.0
Vehicle fuel	102 5.2	109 6.9	100 -8.3	105 5.0	111 5.7	112 0.9	404 -24.3	425 5.2
Other transportation	55 7.8	56 1.8	58 3.6	60 3.4	62 3.3	58 -6.5	225 -15.7	236 4.9
Accommodation	833 1.5	887 6.5	868 -2.1	900 3.7	911 1.2	878 -3.6	3,410 -13.1	3,566 4.6
Food and beverage services	615 1.2	645 4.9	644 -0.2	655 1.7	662 1.1	643 -2.9	2,488 -8.4	2,606 4.7
Other tourism commodities	421 -0.2	440 4.5	439 -0.2	451 2.7	455 0.9	440 -3.3	1,755 -10.2	1,785 1.7
Recreation and entertainment	373 -0.5	391 4.8	391 0.0	403 3.1	405 0.5	391 -3.5	1,563 -10.0	1,590 1.7
Travel services	36 0.0	37 2.8	37 0.0	38 2.7	39 2.6	38 -2.6	148 -13.5	151 2.0
Pre-trip expenditures	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...
Convention fees	12 9.1	12 0.0	11 -8.3	10 -9.1	11 10.0	11 0.0	44 -8.3	44 0.0
Total tourism commodities	2,769 2.2	2,935 6.0	2,958 0.8	3,054 3.2	3,108 1.8	3,045 -2.0	11,289 -13.9	12,055 6.8
Total other commodities	662 0.2	709 7.1	690 -2.7	710 2.9	698 -1.7	666 -4.6	2,769 -10.3	2,807 1.4
Tourism expenditures	3,431 1.8	3,644 6.2	3,648 0.1	3,764 3.2	3,806 1.1	3,711 -2.5	14,058 -13.2	14,862 5.7

Table 8
Tourism demand by non-residents (exports), not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	688 -16.0	704 5.2	1,038 12.2	1,555 14.8	801 16.4	755 7.2	3,636 -19.4	4,098 12.7
Passenger air transport	423 -16.4	472 6.8	665 20.9	889 23.1	526 24.3	526 11.4	2,137 -19.7	2,552 19.4
Passenger rail transport	22 -15.4	14 0.0	26 0.0	43 7.5	23 4.5	14 0.0	102 -16.4	106 3.9
Interurban bus transport	75 -15.7	61 1.7	78 1.3	89 6.0	79 5.3	58 -4.9	296 -14.9	307 3.7
Vehicle rental	57 -17.4	50 -2.0	104 -1.0	193 0.5	56 -1.8	49 -2.0	405 -18.8	403 -0.5
Vehicle repairs and parts	13 -18.8	12 9.1	17 0.0	27 3.8	13 0.0	11 -8.3	67 -18.3	69 3.0
Vehicle fuel	62 -10.1	46 4.5	99 -2.0	212 7.6	68 9.7	48 4.3	404 -24.3	425 5.2
Other transportation	36 -18.2	49 4.3	49 0.0	102 9.7	36 0.0	49 0.0	225 -15.7	236 4.9
Accommodation	714 -11.7	615 2.0	981 3.7	1,208 5.3	762 6.7	597 -2.9	3,410 -13.1	3,566 4.6
Food and beverage services	438 -9.5	412 1.5	650 2.7	1,078 6.6	466 6.4	396 -3.9	2,488 -8.4	2,606 4.7
Other tourism commodities	316 -10.2	281 1.1	435 -1.1	737 2.2	332 5.1	270 -3.9	1,755 -10.2	1,785 1.7
Recreation and entertainment	285 -9.8	253 1.2	380 -1.3	657 2.2	300 5.3	244 -3.6	1,563 -10.0	1,590 1.7
Travel services	25 -13.8	22 0.0	39 0.0	64 3.2	26 4.0	21 -4.5	148 -13.5	151 2.0
Pre-trip expenditures	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...
Convention fees	6 -14.3	6 0.0	16 0.0	16 0.0	6 0.0	5 -16.7	44 -8.3	44 0.0
Total tourism commodities	2,156 -12.5	2,012 2.9	3,104 5.4	4,578 8.2	2,361 9.5	2,018 0.3	11,289 -13.9	12,055 6.8
Total other commodities	511 -13.5	424 -4.9	722 -2.3	1,129 5.2	532 4.1	393 -7.3	2,769 -10.3	2,807 1.4
Tourism expenditures	2,667 -12.7	2,436 1.4	3,826 3.9	5,707 7.6	2,893 8.5	2,411 -1.0	14,058 -13.2	14,862 5.7

Table 9
Tourism demand by non-residents (exports), 2002 prices, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	864 1.5	945 9.4	969 2.5	1,006 3.8	1,014 0.8	990 -2.4	3,557 -14.3	3,934 10.6
Passenger air transport	573 3.6	638 11.3	662 3.8	689 4.1	698 1.3	688 -1.4	2,307 -13.1	2,687 16.5
Passenger rail transport	23 -4.2	24 4.3	25 4.2	23 -8.0	23 0.0	23 0.0	95 -16.7	95 0.0
Interurban bus transport	65 -3.0	67 3.1	66 -1.5	67 1.5	67 0.0	65 -3.0	267 -12.2	267 0.0
Vehicle rental	86 -4.4	89 3.5	92 3.4	98 6.5	101 3.1	96 -5.0	388 -19.7	380 -2.1
Vehicle repairs and parts	12 -7.7	13 8.3	13 0.0	14 7.7	14 0.0	13 -7.1	54 -19.4	54 0.0
Vehicle fuel	67 3.1	72 7.5	69 -4.2	72 4.3	70 -2.8	65 -7.1	279 -13.9	283 1.4
Other transportation	38 -2.6	42 10.5	42 0.0	43 2.4	41 -4.7	40 -2.4	167 -17.7	168 0.6
Accommodation	740 1.5	761 2.8	762 0.1	777 2.0	777 0.0	744 -4.2	3,018 -12.0	3,077 2.0
Food and beverage services	503 0.6	525 4.4	523 -0.4	522 -0.2	531 1.7	512 -3.6	2,058 -11.4	2,101 2.1
Other tourism commodities	356 -0.3	363 2.0	365 0.6	363 -0.5	373 2.8	355 -4.8	1,483 -12.1	1,464 -1.3
Recreation and entertainment	315 -0.3	325 3.2	326 0.3	324 -0.6	329 1.5	312 -5.2	1,320 -12.1	1,304 -1.2
Travel services	31 3.3	29 -6.5	29 0.0	30 3.4	34 13.3	33 -2.9	122 -15.3	122 0.0
Pre-trip expenditures	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...
Convention fees	10 -9.1	9 -10.0	10 11.1	9 -10.0	10 11.1	10 0.0	41 -2.4	38 -7.3
Total tourism commodities	2,463 1.1	2,594 5.3	2,619 1.0	2,668 1.9	2,695 1.0	2,601 -3.5	10,116 -12.7	10,576 4.5
Total other commodities	604 -0.3	640 6.0	644 0.6	650 0.9	634 -2.5	612 -3.5	2,536 -11.8	2,568 1.3
Tourism expenditures	3,067 0.8	3,234 5.4	3,263 0.9	3,318 1.7	3,329 0.3	3,213 -3.5	12,652 -12.5	13,144 3.9

Section D
Supply of tourism commodities

Table 10
Supply of tourism commodities, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	19,175 5.1	19,576 2.1	19,455 -0.6	19,834 1.9	21,247 7.1	22,022 3.6	73,009 -11.1	80,112 9.7
Passenger air transport	3,530 3.3	3,541 0.3	3,809 7.6	3,943 3.5	4,018 1.9	4,211 4.8	13,781 -10.8	15,311 11.1
Passenger rail transport	71 0.0	70 -1.4	71 1.4	75 5.6	73 -2.7	76 4.1	289 -6.5	289 0.0
Interurban bus transport	266 1.5	267 0.4	268 0.4	269 0.4	269 0.0	272 1.1	1,059 -7.0	1,073 1.3
Vehicle rental	574 -0.2	567 -1.2	575 1.4	587 2.1	576 -1.9	584 1.4	2,300 -5.0	2,305 0.2
Vehicle repairs and parts	5,009 3.9	4,994 -0.3	4,931 -1.3	4,969 0.8	5,165 3.9	5,025 -2.7	19,333 -3.6	20,059 3.8
Vehicle fuel	9,003 7.4	9,413 4.6	9,061 -3.7	9,227 1.8	10,374 12.4	11,072 6.7	33,388 -16.5	38,075 14.0
Other transportation	722 1.3	724 0.3	740 2.2	764 3.2	772 1.0	782 1.3	2,859 3.3	3,000 4.9
Accommodation	2,872 1.4	3,029 5.5	2,984 -1.5	3,039 1.8	3,075 1.2	3,090 0.5	11,437 -4.3	12,127 6.0
Food and beverage services	13,367 0.3	13,706 2.5	13,717 0.1	13,896 1.3	14,045 1.1	14,070 0.2	53,117 0.3	55,364 4.2
Other tourism commodities	7,057 0.8	7,203 2.1	7,228 0.3	7,351 1.7	7,422 1.0	7,424 0.0	28,349 0.2	29,204 3.0
Recreation and entertainment	5,522 0.5	5,654 2.4	5,660 0.1	5,742 1.4	5,798 1.0	5,806 0.1	22,273 1.7	22,854 2.6
Travel services	833 3.5	848 1.8	872 2.8	908 4.1	916 0.9	925 1.0	3,265 -3.5	3,544 8.5
Pre-trip expenditures	644 0.2	639 -0.8	635 -0.6	640 0.8	647 1.1	632 -2.3	2,581 -6.2	2,561 -0.8
Convention fees	58 1.8	62 6.9	61 -1.6	61 0.0	61 0.0	61 0.0	230 -6.1	245 6.5
Total tourism commodities	42,471 2.6	43,514 2.5	43,384 -0.3	44,120 1.7	45,789 3.8	46,606 1.8	165,912 -5.4	176,807 6.6

Table 11
Supply of tourism commodities, not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	18,737 0.8	17,957 9.9	19,474 9.7	21,967 8.8	20,714 10.6	20,221 12.6	73,009 -11.1	80,112 9.7
Passenger air transport	3,067 -7.9	3,321 -0.1	3,605 15.5	4,895 14.6	3,490 13.8	3,979 19.8	13,781 -10.8	15,311 11.1
Passenger rail transport	71 -6.6	59 -6.3	69 -1.4	89 4.7	72 1.4	65 10.2	289 -6.5	289 0.0
Interurban bus transport	276 -7.4	251 0.0	256 1.6	287 2.5	279 1.1	257 2.4	1,059 -7.0	1,073 1.3
Vehicle rental	620 -3.6	429 -3.6	464 1.1	792 2.1	620 0.0	443 3.3	2,300 -5.0	2,305 0.2
Vehicle repairs and parts	5,155 1.6	4,336 6.1	5,250 3.3	5,160 3.0	5,313 3.1	4,272 -1.5	19,333 -3.6	20,059 3.8
Vehicle fuel	8,823 4.2	8,837 18.5	9,113 12.9	9,960 10.3	10,165 15.2	10,431 18.0	33,388 -16.5	38,075 14.0
Other transportation	725 3.3	724 2.4	717 3.2	784 7.1	775 6.9	774 6.9	2,859 3.3	3,000 4.9
Accommodation	2,537 -2.6	2,244 4.5	3,101 6.6	4,077 6.1	2,705 6.6	2,278 1.5	11,437 -4.3	12,127 6.0
Food and beverage services	13,360 0.3	12,421 3.4	14,031 4.1	14,874 4.3	14,038 5.1	12,739 2.6	53,117 0.3	55,364 4.2
Other tourism commodities	7,201 -0.7	6,833 -0.3	7,160 2.4	7,670 5.1	7,541 4.7	7,074 3.5	28,349 0.2	29,204 3.0
Recreation and entertainment	5,774 -0.4	5,479 -0.3	5,561 1.7	5,779 4.3	6,035 4.5	5,602 2.2	22,273 1.7	22,854 2.6
Travel services	708 2.0	768 0.4	856 9.6	1,141 12.9	779 10.0	894 16.4	3,265 -3.5	3,544 8.5
Pre-trip expenditures	667 -5.0	534 -2.4	680 -1.3	675 -0.4	672 0.7	527 -1.3	2,581 -6.2	2,561 -0.8
Convention fees	52 -10.3	52 6.1	63 8.6	75 5.6	55 5.8	51 -1.9	230 -6.1	245 6.5
Total tourism commodities	41,835 0.2	39,455 5.6	43,766 6.4	48,588 6.6	44,998 7.6	42,312 7.2	165,912 -5.4	176,807 6.6

Table 12
Supply of tourism commodities, 2002 prices, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	15,314 1.7	15,459 0.9	15,645 1.2	15,821 1.1	15,947 0.8	15,797 -0.9	60,320 -2.4	62,872 4.2
Passenger air transport	3,801 1.8	3,839 1.0	3,987 3.9	4,122 3.4	4,134 0.3	4,205 1.7	14,837 -3.9	16,082 8.4
Passenger rail transport	69 -2.8	65 -5.8	66 1.5	65 -1.5	64 -1.5	65 1.6	268 -6.9	260 -3.0
Interurban bus transport	242 0.4	243 0.4	235 -3.3	231 -1.7	226 -2.2	227 0.4	953 -4.4	935 -1.9
Vehicle rental	539 -1.1	553 2.6	544 -1.6	546 0.4	540 -1.1	543 0.6	2,200 -5.9	2,183 -0.8
Vehicle repairs and parts	3,971 3.4	3,940 -0.8	3,907 -0.8	3,941 0.9	4,050 2.8	3,886 -4.0	15,464 -5.6	15,838 2.4
Vehicle fuel	6,163 1.3	6,285 2.0	6,361 1.2	6,371 0.2	6,385 0.2	6,320 -1.0	24,464 1.1	25,402 3.8
Other transportation	529 -1.1	534 0.9	545 2.1	545 0.0	548 0.6	551 0.5	2,134 -2.2	2,172 1.8
Accommodation	2,551 1.5	2,591 1.6	2,611 0.8	2,621 0.4	2,626 0.2	2,623 -0.1	10,108 -3.1	10,449 3.4
Food and beverage services	10,948 -0.2	11,169 2.0	11,145 -0.2	11,149 0.0	11,227 0.7	11,170 -0.5	43,962 -3.1	44,690 1.7
Other tourism commodities	6,074 0.5	6,181 1.8	6,147 -0.6	6,130 -0.3	6,210 1.3	6,116 -1.5	24,552 -1.8	24,668 0.5
Recreation and entertainment	4,658 0.5	4,753 2.0	4,705 -1.0	4,663 -0.9	4,720 1.2	4,646 -1.6	18,866 -0.7	18,841 -0.1
Travel services	685 3.2	697 1.8	710 1.9	722 1.7	731 1.2	734 0.4	2,708 -5.4	2,860 5.6
Pre-trip expenditures	678 -1.5	677 -0.1	676 -0.1	691 2.2	705 2.0	682 -3.3	2,768 -5.3	2,749 -0.7
Convention fees	53 0.0	54 1.9	56 3.7	54 -3.6	54 0.0	54 0.0	210 -2.8	218 3.8
Total tourism commodities	34,887 0.9	35,400 1.5	35,548 0.4	35,721 0.5	36,010 0.8	35,706 -0.8	138,942 -2.6	142,679 2.7

Section E

Employment generated by tourism

Table 13
Employment generated by tourism, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
thousands of jobs and percentage change, preceding period								
Transportation	69.0 -1.3	70.7 2.5	68.6 -3.0	68.1 -0.7	67.0 -1.6	67.6 0.9	70.5 -0.6	68.6 -2.7
Air transportation	41.1 -2.6	43.0 4.6	41.5 -3.5	41.2 -0.7	40.6 -1.5	41.0 1.0	42.3 3.1	41.6 -1.8
Railway transportation	2.9 0.0	2.8 -3.4	2.8 0.0	2.7 -3.6	2.6 -3.7	2.6 0.0	2.9 -11.4	2.7 -6.8
Water transportation	1.9 0.0	1.7 -10.5	1.7 0.0	1.9 11.8	1.8 -5.3	1.8 0.0	1.9 -7.5	1.8 -4.1
Bus transportation	10.4 4.0	10.6 1.9	10.4 -1.9	10.1 -2.9	9.9 -2.0	10.0 1.0	10.3 -3.3	10.3 -0.7
Other transportation industries	12.7 -1.6	12.6 -0.8	12.2 -3.2	12.2 0.0	12.1 -0.8	12.2 0.8	13.1 -5.9	12.3 -6.1
Accommodation	150.6 0.8	149.7 -0.6	149.7 0.0	152.2 1.7	152.9 0.5	152.4 -0.3	150.1 -5.0	151.1 0.7
Food and beverage services	151.6 -0.3	151.6 0.0	150.9 -0.5	151.4 0.3	151.8 0.3	152.0 0.1	152.9 0.2	151.4 -1.0
Other tourism industries	112.6 -0.8	111.4 -1.1	109.5 -1.7	110.1 0.5	109.2 -0.8	110.3 1.0	113.9 -1.1	110.1 -3.4
Recreation and entertainment	71.4 -0.8	70.2 -1.7	71.0 1.1	71.7 1.0	71.3 -0.6	71.0 -0.4	72.0 2.5	71.1 -1.4
Travel services	41.2 -0.7	41.2 0.0	38.5 -6.6	38.4 -0.3	37.9 -1.3	39.3 3.7	41.9 -6.8	39.0 -6.8
Total tourism industries	483.8 -0.2	483.4 -0.1	478.7 -1.0	481.8 0.6	480.9 -0.2	482.3 0.3	487.4 -1.9	481.2 -1.3
Other industries	111.8 -0.6	112.3 0.4	112.9 0.5	113.5 0.5	114.4 0.8	115.0 0.5	113.9 -5.6	113.3 -0.5
Tourism activities	595.6 -0.3	595.7 0.0	591.6 -0.7	595.3 0.6	595.3 0.0	597.3 0.3	601.2 -2.6	594.5 -1.1

Table 14
Employment generated by tourism, not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
thousands of jobs and percentage change, preceding year								
Transportation	69.0 -3.6	69.1 -2.8	68.8 -2.7	69.5 -2.4	67.0 -2.9	66.3 -4.1	70.5 -0.6	68.6 -2.7
Air transportation	41.3 -1.2	42.5 -0.9	41.7 -1.4	41.6 -2.8	40.5 -1.9	40.5 -4.7	42.3 3.1	41.6 -1.8
Railway transportation	2.8 -12.5	2.8 -12.5	2.6 -7.1	2.8 -3.4	2.7 -3.6	2.8 0.0	2.9 -11.4	2.7 -6.8
Water transportation	1.8 -10.0	1.7 -5.6	1.7 -5.6	2.0 0.0	1.7 -5.6	1.7 0.0	1.9 -7.5	1.8 -4.1
Bus transportation	10.6 -3.6	10.3 1.0	10.7 -1.8	9.8 2.1	10.2 -3.8	9.9 -3.9	10.3 -3.3	10.3 -0.7
Other transportation industries	12.5 -8.1	11.8 -9.2	12.1 -6.2	13.3 -4.3	11.9 -4.8	11.4 -3.4	13.1 -5.9	12.3 -6.1
Accommodation	132.7 -4.9	155.5 -1.0	148.8 0.5	165.1 1.6	135.1 1.8	156.6 0.7	150.1 -5.0	151.1 0.7
Food and beverage services	146.2 -2.2	148.1 -2.1	154.7 -1.4	156.2 -0.8	146.7 0.3	148.8 0.5	152.9 0.2	151.4 -1.0
Other tourism industries	108.3 -1.4	106.9 -3.1	110.6 -4.3	118.2 -2.6	104.5 -3.5	105.1 -1.7	113.9 -1.1	110.1 -3.4
Recreation and entertainment	66.7 1.8	66.0 -2.7	72.4 -2.3	79.4 -0.1	66.4 -0.4	66.2 0.3	72.0 2.5	71.1 -1.4
Travel services	41.6 -6.1	40.9 -3.8	38.2 -8.0	38.8 -7.2	38.1 -8.4	38.9 -4.9	41.9 -6.8	39.0 -6.8
Total tourism industries	456.2 -3.0	479.6 -2.0	482.9 -1.7	509.0 -0.7	453.3 -0.6	476.8 -0.6	487.4 -1.9	481.2 -1.3
Other industries	112.0 -6.0	111.3 -3.1	112.9 -1.1	115.5 1.0	113.4 1.3	113.1 1.6	113.9 -5.6	113.3 -0.5
Tourism activities	568.2 -3.6	590.9 -2.2	595.8 -1.6	624.5 -0.4	566.7 -0.3	589.9 -0.2	601.2 -2.6	594.5 -1.1

Section F

Tourism prices and gross domestic product

Table 15
Tourism gross domestic product, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	1,490 2.3	1,488 -0.1	1,554 4.4	1,608 3.5	1,614 0.4	1,672 3.6	5,872 -8.3	6,264 6.7
Accommodation	1,690 1.1	1,776 5.1	1,755 -1.2	1,788 1.9	1,809 1.2	1,820 0.6	6,739 -4.0	7,128 5.8
Food and beverage services	915 0.7	939 2.6	943 0.4	956 1.4	966 1.0	968 0.2	3,629 0.7	3,804 4.8
Other tourism industries	1,100 1.9	1,123 2.1	1,138 1.3	1,168 2.6	1,180 1.0	1,186 0.5	4,375 -1.0	4,609 5.3
Total tourism industries	5,195 1.5	5,326 2.5	5,390 1.2	5,520 2.4	5,569 0.9	5,646 1.4	20,615 -3.9	21,805 5.8
Other industries	1,821 2.9	1,863 2.3	1,844 -1.0	1,872 1.5	1,965 5.0	2,001 1.8	7,068 -5.9	7,544 6.7
Tourism gross domestic product	7,016 1.9	7,189 2.5	7,234 0.6	7,392 2.2	7,534 1.9	7,647 1.5	27,683 -4.4	29,349 6.0

Table 16
Tourism gross domestic product, not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	1,348 -6.8	1,256 -1.1	1,445 8.6	2,104 9.4	1,459 8.2	1,429 13.8	5,872 -8.3	6,264 6.7
Accommodation	1,316 -2.7	1,308 4.4	1,789 6.2	2,628 5.7	1,403 6.6	1,327 1.5	6,739 -4.0	7,128 5.8
Food and beverage services	694 1.3	700 3.7	930 4.7	1,441 5.0	733 5.6	721 3.0	3,629 0.7	3,804 4.8
Other tourism industries	815 0.9	882 0.0	1,080 5.3	1,773 7.3	874 7.2	965 9.4	4,375 -1.0	4,609 5.3
Total tourism industries	4,173 -2.8	4,146 1.6	5,244 6.4	7,946 6.9	4,469 7.1	4,442 7.1	20,615 -3.9	21,805 5.8
Other industries	1,644 1.6	1,330 7.7	1,756 5.9	2,687 6.2	1,771 7.7	1,442 8.4	7,068 -5.9	7,544 6.7
Tourism gross domestic product	5,817 -1.6	5,476 3.0	7,000 6.3	10,633 6.7	6,240 7.3	5,884 7.5	27,683 -4.4	29,349 6.0

Table 17
Tourism gross domestic product, 2002 prices, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	1,562 0.6	1,566 0.3	1,598 2.0	1,630 2.0	1,622 -0.5	1,634 0.7	6,138 -4.6	6,416 4.5
Accommodation	1,494 1.6	1,513 1.3	1,525 0.8	1,528 0.2	1,536 0.5	1,539 0.2	5,920 -3.2	6,102 3.1
Food and beverage services	750 0.0	764 1.9	766 0.3	766 0.0	772 0.8	768 -0.5	3,003 -2.5	3,068 2.2
Other tourism industries	915 1.6	932 1.9	937 0.5	939 0.2	954 1.6	949 -0.5	3,669 -3.1	3,762 2.5
Total tourism industries	4,721 1.0	4,775 1.1	4,826 1.1	4,863 0.8	4,884 0.4	4,890 0.1	18,730 -3.5	19,348 3.3
Other industries	1,560 0.7	1,591 2.0	1,593 0.1	1,611 1.1	1,627 1.0	1,624 -0.2	6,213 -0.7	6,422 3.4
Tourism gross domestic product	6,281 0.9	6,366 1.4	6,419 0.8	6,474 0.9	6,511 0.6	6,514 0.0	24,943 -2.8	25,770 3.3

Table 18
Implicit price indexes for tourism demand, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
	index (2002 = 100) and percentage change, preceding period							
Transport services	109.0 3.0	109.2 0.2	109.6 0.4	110.2 0.5	115.4 4.7	119.9 3.9	106.7 -8.7	111.1 4.1
Accommodation services	112.3 -0.3	116.8 4.0	114.3 -2.1	116.0 1.5	117.2 1.0	118.2 0.9	113.1 -1.5	116.1 2.7
Food and beverage services	122.1 0.5	122.9 0.7	123.1 0.2	124.8 1.4	125.0 0.2	125.9 0.7	120.9 3.5	124.0 2.5
Other tourism commodities	112.8 0.7	113.0 0.2	113.8 0.7	115.4 1.4	114.6 -0.7	116.1 1.3	111.6 1.3	114.2 2.3
Tourism commodities	112.5 1.4	113.6 1.0	113.5 -0.1	114.6 1.0	117.2 2.3	119.9 2.3	111.2 -3.5	114.7 3.2
Total tourism expenditures	111.4 1.2	112.3 0.8	112.3 0.0	113.2 0.8	115.2 1.8	117.4 1.9	110.3 -2.7	113.3 2.7

Section G

Supplementary tables

Table 19
International travellers, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
thousands of travellers and percentage change, preceding period								
Total inbound travel	5,986 1.2	6,217 3.9	6,091 -2.0	6,221 2.1	6,140 -1.3	5,868 -4.4	24,696 -9.8	24,669 -0.1
Same day	2,107 0.7	2,207 4.7	2,111 -4.3	2,166 2.6	2,088 -3.6	1,953 -6.4	8,959 -12.4	8,572 -4.3
Overnight	3,879 1.4	4,010 3.4	3,980 -0.7	4,055 1.9	4,052 -0.1	3,915 -3.4	15,737 -8.2	16,097 2.3
United States	4,944 0.6	5,099 3.1	4,976 -2.4	5,106 2.6	5,032 -1.5	4,775 -5.1	20,526 -9.2	20,214 -1.5
Same day	2,082 0.7	2,179 4.7	2,083 -4.4	2,139 2.7	2,063 -3.6	1,929 -6.5	8,858 -12.3	8,465 -4.4
Overnight	2,863 0.6	2,920 2.0	2,893 -0.9	2,967 2.6	2,969 0.1	2,846 -4.2	11,667 -6.7	11,749 0.7
All other countries	1,042 3.9	1,117 7.3	1,115 -0.2	1,115 -0.0	1,109 -0.6	1,094 -1.3	4,170 -12.5	4,456 6.8
Same day	25 2.9	27 7.9	28 0.9	27 -1.6	25 -8.2	24 -3.4	100 -20.6	107 6.9
Overnight	1,016 3.9	1,090 7.3	1,087 -0.2	1,088 0.0	1,084 -0.4	1,070 -1.3	4,070 -12.3	4,349 6.8
Same day and overnight:								
Americas, except United States	107 -3.0	113 6.3	120 5.8	118 -1.9	120 2.0	120 0.4	488 -20.5	471 -3.5
Mexico	27 -22.3	29 9.8	32 10.5	30 -6.5	32 6.7	32 0.8	172 -36.5	124 -28.0
Other Americas	80 5.7	84 5.2	88 4.1	88 -0.3	88 0.3	88 0.2	316 -7.9	347 9.8
Europe	576 5.8	616 7.0	582 -5.6	585 0.5	582 -0.5	577 -0.9	2,252 -9.6	2,365 5.0
France	106 3.0	109 3.6	108 -1.2	109 1.1	114 4.4	119 4.4	412 -3.2	441 7.0
Germany	84 10.8	88 4.0	87 -1.1	85 -2.4	83 -2.6	76 -7.5	319 -4.0	342 7.3
United Kingdom	183 6.1	181 -1.0	186 2.4	183 -1.5	177 -3.0	173 -2.8	724 -16.7	727 0.4
Other Europe	203 5.2	238 17.2	201 -15.3	208 3.3	208 -0.0	209 0.5	797 -7.8	855 7.3
Asia/Pacific	337 3.0	365 8.3	389 6.7	389 -0.0	382 -1.7	373 -2.5	1,343 -14.3	1,525 13.6
China	40 2.2	46 14.8	50 7.3	54 8.0	54 -5.8	54 6.5	166 0.2	200 20.4
Hong Kong	28 9.6	27 -3.9	33 19.6	28 -14.6	32 14.7	31 -2.4	112 -15.6	119 6.8
Japan	53 2.7	62 16.2	61 -0.9	63 3.3	57 -10.2	54 -5.7	206 -28.4	243 18.2
South Korea	36 4.7	40 12.4	46 15.2	41 -11.0	43 3.8	39 -9.3	144 -26.7	170 17.9
Australia	56 7.0	57 2.0	62 9.6	62 -0.3	63 1.3	60 -4.7	214 -14.1	244 14.3
Other Asia/Pacific	123 -0.3	132 7.2	137 3.6	141 2.9	138 -2.4	136 -1.4	501 -6.5	549 9.5
Africa	22 3.2	23 2.8	24 4.7	23 -2.8	24 3.8	23 -3.0	87 -5.0	94 8.1
Canadian outbound travel	12,353 4.3	12,845 4.0	13,224 2.9	13,411 1.4	14,140 5.4	14,379 1.7	47,484 -8.2	53,620 12.9
United States	10,302 5.2	10,771 4.6	11,069 2.8	11,220 1.4	11,842 5.5	12,170 2.8	39,254 -10.0	44,903 14.4
Same day	5,685 8.4	5,906 3.9	6,087 3.1	6,219 2.2	6,731 8.2	7,036 4.5	21,281 -13.9	24,942 17.2
Overnight	4,617 1.6	4,865 5.4	4,982 2.4	5,001 0.4	5,112 2.2	5,134 0.4	17,973 -5.0	19,961 11.1
All other countries	2,051 -0.2	2,074 1.1	2,155 3.9	2,190 1.7	2,298 4.9	2,210 -3.8	8,230 1.3	8,717 5.9

Notes:

Travellers include crews and commuters as part of international travel. In the Tourism Satellite Account and the National Tourism Indicators, on the other hand, spending by these groups is not counted as they are not considered part of tourism in the international definition.

Data may not match the data published for the International Travel Survey.

For definitions used in measuring international travel see publication: International Travel, Appendix, Description of Methods and Definitions (Catalogue number 66-201).

Table 20
International travellers, not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
thousands of travellers and percentage change, preceding year								
Total inbound travel	4,633 -11.6	3,884 -5.4	6,471 -3.3	9,590 3.5	4,725 2.0	3,560 -8.3	24,696 -9.8	24,669 -0.1
Same day	1,818 -16.6	1,673 -11.1	2,234 -8.8	2,883 2.7	1,781 -2.0	1,454 -13.1	8,959 -12.4	8,572 -4.3
Overnight	2,814 -8.0	2,210 -0.5	4,236 -0.1	6,707 3.8	2,943 4.6	2,105 -4.7	15,737 -8.2	16,097 2.3
United States	3,877 -12.1	3,224 -7.0	5,266 -5.2	7,795 2.2	3,929 1.3	2,944 -8.7	20,526 -9.2	20,213 -1.5
Same day	1,803 -16.6	1,663 -11.1	2,202 -9.1	2,832 2.6	1,767 -2.0	1,446 -13.1	8,858 -12.3	8,465 -4.4
Overnight	2,074 -7.8	1,561 -2.1	3,064 -2.2	4,962 2.0	2,161 4.2	1,498 -4.0	11,667 -6.7	11,749 0.7
All other countries	756 -8.9	660 3.6	1,204 6.3	1,796 9.2	796 5.3	616 -6.6	4,170 -12.5	4,456 6.8
Same day	16 -17.6	10 -0.7	32 14.1	50 9.9	14 -10.3	9 -16.4	100 -20.6	107 6.9
Overnight	740 -8.7	649 3.6	1,172 6.1	1,745 9.2	782 5.6	607 -6.5	4,070 -12.3	4,349 6.8
Same day and overnight:								
Americas, except United States	84 -28.4	75 -15.9	126 -11.7	178 3.0	92 10.1	75 0.1	488 -20.5	471 -3.5
Mexico	17 -61.6	22 -42.8	35 -41.8	47 -17.8	20 18.3	21 -5.1	172 -36.5	124 -28.0
Other Americas	67 -8.1	53 4.1	91 9.8	131 13.4	72 8.0	54 2.3	316 -7.9	347 9.8
Europe	392 -2.6	345 11.0	615 2.2	1,013 6.8	393 0.4	302 -12.4	2,252 -9.6	2,365 5.0
France	72 0.4	68 12.6	99 4.9	196 6.1	77 7.5	70 2.0	412 -3.2	441 7.0
Germany	52 3.3	43 9.0	94 10.1	155 8.9	50 -3.1	34 -19.6	319 -4.0	342 7.3
United Kingdom	131 -8.0	109 -0.3	202 -1.8	291 4.6	125 -4.4	95 -12.9	724 -16.7	727 0.4
Other Europe	137 -0.8	124 23.1	220 1.6	371 8.1	140 2.5	103 -17.3	797 -7.8	855 7.3
Asia/Pacific	263 -9.7	228 1.2	437 19.4	569 16.4	292 11.0	226 -0.6	1,343 -14.3	1,525 13.6
China	34 -3.2	30 -1.0	48 18.6	81 32.8	40 19.5	35 15.9	166 0.2	200 20.4
Hong Kong	22 -9.7	20 -0.9	35 11.4	41 5.6	24 9.4	21 2.8	112 -15.6	119 6.8
Japan	48 -19.0	39 7.8	61 44.0	93 16.2	51 6.4	32 -17.7	206 -28.4	243 18.2
South Korea	27 -11.6	28 -0.3	48 32.3	63 18.9	31 15.7	27 -4.8	144 -26.7	170 17.9
Australia	41 -6.7	34 0.5	77 17.9	86 17.2	47 14.4	35 4.3	214 -14.1	244 14.3
Other Asia/Pacific	92 -7.3	76 0.3	167 11.9	206 12.1	99 7.7	76 -0.0	501 -6.5	549 9.5
Africa	18 -9.1	12 0.6	27 15.2	36 6.4	19 7.1	12 1.9	87 -5.0	94 8.1
Canadian outbound travel	11,223 3.8	12,312 7.8	13,090 15.7	15,390 13.7	12,827 14.3	13,680 11.1	47,484 -8.2	53,620 12.9
United States	9,584 4.9	9,471 11.1	11,074 17.0	13,382 14.6	10,975 14.5	10,650 12.4	39,254 -10.0	44,903 14.4
Same day	5,664 5.4	5,134 12.6	6,185 19.5	6,966 18.5	6,657 17.5	6,077 18.4	21,281 -13.9	24,942 17.2
Overnight	3,920 4.1	4,337 9.5	4,889 13.9	6,417 10.7	4,318 10.1	4,573 5.4	17,973 -5.0	19,961 11.1
All other countries	1,638 -1.9	2,840 -1.9	2,016 9.4	2,008 8.4	1,852 13.0	3,030 6.7	8,230 1.3	8,717 5.9

Notes:

Travellers include crews and commuters as part of international travel. In the Tourism Satellite Account and the National Tourism Indicators, on the other hand, spending by these groups is not counted as they are not considered part of tourism in the international definition.

Data may not match the data published for the International Travel Survey.

For definitions used in measuring international travel see publication: International Travel, Appendix, Description of Methods and Definitions (Catalogue number 66-201).

Table 21
Receipts and payments on international travel account, seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
International travel account								
Receipts								
Spending in Canada by foreign residents	3,893 1.7	4,047 4.0	4,024 -0.6	4,095 1.8	4,032 -1.5	3,929 -2.6	15,547 -6.0	16,198 4.2
Payments								
Spending in foreign countries by Canadians	7,036 0.5	7,127 1.3	7,607 6.7	7,714 1.4	8,015 3.9	8,124 1.4	27,692 -3.3	30,464 10.0
Balance								
Receipts minus payments	-3,142	-3,080	-3,583	-3,619	-3,983	-4,195	-12,146	-14,265

Table 22
Receipts and payments on international travel account, not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
International travel account								
Receipts								
Spending in Canada by foreign residents	3,267 -2.0	3,155 3.8	3,976 2.8	5,662 5.3	3,405 4.2	3,146 -0.3	15,547 -6.0	16,198 4.2
Payments								
Spending in foreign countries by Canadians	6,002 1.3	8,267 4.4	8,015 12.2	7,381 11.4	6,800 13.3	9,411 13.8	27,692 -3.3	30,464 10.0
Balance								
Receipts minus payments	-2,735	-5,112	-4,039	-1,720	-3,395	-6,264	-12,146	-14,265

Table 23
Exchange rates in Canadian dollars per unit of foreign currency, not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
	percentage change, preceding period, preceding year							
United States (dollar)	1.0563 -3.7 -12.9	1.0409 -1.5 -16.4	1.0276 -1.3 -12.0	1.0391 1.1 -5.3	1.0128 -2.5 -4.1	0.9860 -2.7 -5.3	1.1415 7.0 7.0	1.0301 -9.8 -9.8
European Economic and Monetary Union (euro)	1.5603 -0.6 -2.2	1.4406 -7.7 -11.2	1.3073 -9.3 -17.7	1.3438 2.8 -14.4	1.3766 2.4 -11.8	1.3487 -2.0 -6.4	1.5851 1.6 1.6	1.3671 -13.8 -13.8
United Kingdom (Pound sterling)	1.7266 -4.1 -9.0	1.6256 -5.9 -9.0	1.5330 -5.7 -15.2	1.6117 5.1 -10.4	1.6011 -0.7 -7.3	1.5804 -1.3 -2.8	1.7799 -9.2 -9.2	1.5928 -10.5 -10.5
Switzerland (franc)	1.0343 0.1 -1.2	0.9844 -4.8 -9.2	0.9278 -5.7 -11.6	1.0085 8.7 -2.4	1.0399 3.1 0.5	1.0468 0.7 6.3	1.0503 6.7 6.7	0.9902 -5.7 -5.7
Hong Kong (dollar)	0.1363 -3.8 -12.9	0.1341 -1.6 -16.5	0.1321 -1.5 -12.2	0.1337 1.2 -5.6	0.1305 -2.4 -4.3	0.1266 -3.0 -5.6	0.1473 7.4 7.4	0.1326 -10.0 -10.0
Japan (yen)	0.0118 0.2 -7.0	0.0115 -2.4 -13.7	0.0112 -2.8 -6.9	0.0121 8.6 3.2	0.0123 1.2 4.3	0.0120 -2.4 4.3	0.0122 17.5 17.5	0.0118 -3.6 -3.6
Australia (dollar)	0.9606 5.0 18.0	0.9405 -2.1 13.8	0.9076 -3.5 2.3	0.9410 3.7 2.9	1.0005 6.3 4.2	0.9907 -1.0 5.3	0.8970 -0.3 -0.3	0.9474 5.6 5.6
New Zealand (dollar)	0.7691 3.9 10.1	0.7381 -4.0 11.3	0.7202 -2.4 2.3	0.7469 3.7 0.9	0.7683 2.9 -0.1	0.7460 -2.9 1.1	0.7193 -4.6 -4.6	0.7434 3.4 3.4

Notes:

Bank of Canada. Based on the average noon spot rates.

Table 24
Consumer price index, selected countries, not seasonally adjusted

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
	index (2005=100) and percentage change, preceding year							
Canada [1]	107.4 0.8	107.9 1.6	108.6 1.4	109.2 1.8	109.8 2.3	110.7 2.6	107.0 0.3	108.9 1.8
United States	110.7 1.2	111.1 2.4	111.7 1.8	111.8 1.2	113.0 2.1	113.5 2.1	109.9 -0.4	111.9 1.8
United Kingdom	112.1 2.1	112.9 3.3	114.4 3.4	114.7 3.1	115.9 3.4	117.6 4.1	110.8 2.2	114.5 3.3
France	106.5 0.4	107.1 1.3	108.0 1.6	107.9 1.5	108.3 1.6	109.0 1.8	106.2 0.1	107.8 1.5
Germany	107.2 0.4	107.5 0.8	108.0 1.1	108.4 1.2	108.8 1.5	109.8 2.1	107.0 0.3	108.2 1.1
Netherlands	106.6 0.9	107.1 0.9	108.3 1.0	108.0 1.6	108.4 1.7	109.2 2.0	106.6 1.2	108.0 1.3
Switzerland	104.3 -0.2	104.3 1.1	105.1 1.0	103.9 0.3	104.7 0.3	104.9 0.6	103.8 -0.5	104.5 0.7
Japan	99.8 -4.8	99.4 -1.2	99.7 -0.9	99.5 -0.8	99.9 0.1	99.4 0.0	100.3 -2.1	99.6 -0.7
Australia	113.7 2.1	114.7 2.9	115.4 3.1	116.3 2.8	116.7 2.7	118.5 3.3	112.6 1.8	115.8 2.8
New Zealand	113.1 2.0	113.5 2.0	113.7 1.7	114.9 1.5	117.6 4.0	118.5 4.5	112.3 2.1	114.9 2.3

Notes:

Data, for countries other than Canada, are from the Organisation for Economic and Co-operation and Development.

1. The Canadian Consumer Price Index is converted to 2005=100 for comparability with other Organisation for Economic Co-operation and Development countries.

Table 25
Other related statistics, seasonally adjusted at annual rates

	Fourth quarter 2009	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	2009	2010
	percentage change, preceding period							
Gross domestic product at market prices (billions of dollars)	1,564.2 2.5	1,600.8 2.3	1,610.4 0.6	1,625.4 0.9	1,661.9 2.2	1,696.7 2.1	1,529.0 -4.6	1,624.6 6.3
Gross domestic product at basic prices (billions of dollars)	1,469.7 2.6	1,504.7 2.4	1,512.9 0.5	1,525.7 0.8	1,560.6 2.3	1,594.1 2.1	1,436.1 -4.8	1,525.9 6.3
Tourism share of gross domestic product at basic prices (percent)	1.91 -0.7	1.91 0.1	1.91 0.1	1.94 1.3	1.93 -0.4	1.92 -0.6	1.93 0.5	1.92 -0.2
Gross domestic product at market prices (billions of chained (2002) dollars)	1,295.1 1.2	1,312.8 1.4	1,320.3 0.6	1,328.4 0.6	1,338.5 0.8	1,351.4 1.0	1,283.7 -2.8	1,325.0 3.2
Final domestic demand (billions of dollars)	1,592.5 1.9	1,619.0 1.7	1,638.2 1.2	1,662.8 1.5	1,690.7 1.7	1,712.0 1.3	1,562.0 -0.7	1,652.7 5.8
Final domestic demand (billions of chained (2002) dollars)	1,385.5 1.4	1,403.4 1.3	1,416.8 1.0	1,431.8 1.1	1,448.6 1.2	1,456.8 0.6	1,363.4 -2.1	1,425.1 4.5
Personal disposable income per person (dollars)	28,785 0.2	29,136 1.2	30,187 3.6	29,674 -1.7	30,059 1.3	30,246 0.6	28,699 0.1	29,764 3.7
Personal saving rate (percent)	3.6 -21.7	3.6 0.0	6.8 88.9	4.3 -36.8	4.4 2.3	4.2 -4.5	4.6 17.2	4.8 3.8
Population (thousands) [1]	33,847 0.4	33,903 0.2	33,988 0.3	34,109 0.4	34,238 0.4	34,278 0.1	33,669 1.2	34,059 1.2
Total number of jobs, business sector (index 2002 = 100)	108.0 0.6	108.6 0.5	109.9 1.2	110.4 0.4	110.4 0.0	111.4 0.9	107.8 -2.7	109.8 1.9

1. Data not adjusted for seasonal variation.