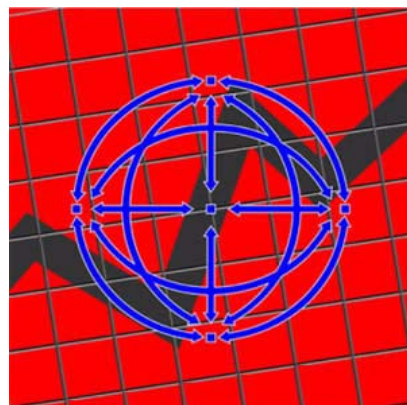


National Tourism Indicators

Quarterly estimates
Second quarter 2011



Canadian Tourism Commission and
Statistics Canada

Commission canadienne du tourisme et
Statistique Canada

Canada

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National Tourism Indicators

Quarterly estimates
Second quarter 2011

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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.

Note to readers

With the second quarter 2011 release of the National Tourism Indicators (NTI), all data from the first quarter of 2011 have been revised.

At the time of the first quarter 2011 release of the NTI, all data were revised from the first quarter of 2008 through to the fourth quarter of 2010. More information on the revision can be found in an article published in this issue of the NTI.

The NTI are funded by the Canadian Tourism Commission.

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Highlights

Second quarter 2011

Data adjusted for seasonality and price changes¹

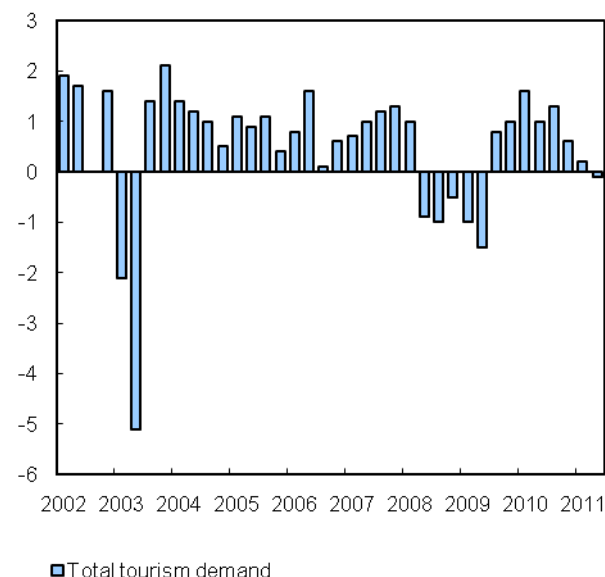
Tourism spending in Canada edged down (-0.1%) in real terms in the second quarter of 2011, following seven consecutive quarterly gains averaging 0.9%.

Higher non-resident tourism spending in Canada was offset by lower spending by Canadians at home.

Chart 1

Tourism spending edges down after seven consecutive increases

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



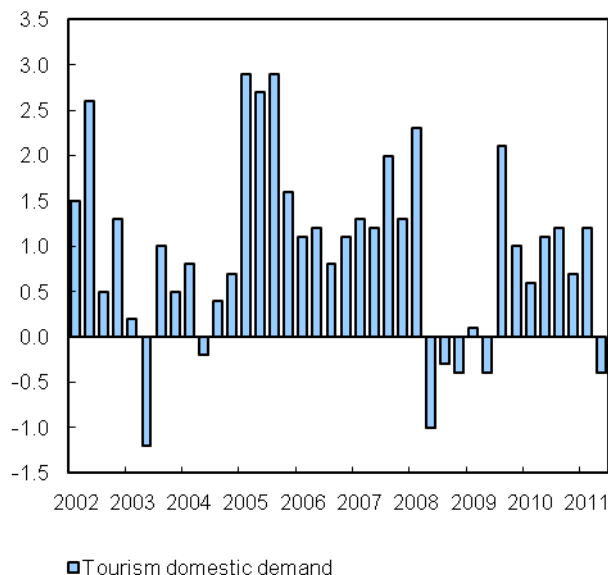
First decrease in tourism spending at home in two years

Tourism spending by Canadians at home was down 0.4% in the second quarter of 2011. It had previously averaged quarterly gains of 1.1% since the second quarter of 2009.

Chart 2

Tourism domestic demand down

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



Outlays on passenger air transport, which decreased 1.3%, contributed the most to the decline in tourism spending. Canadian tourists also cut back their domestic spending on recreation and entertainment (-3.4%) and non-tourism commodities (-0.5%) such as groceries, alcohol and clothing bought in stores.

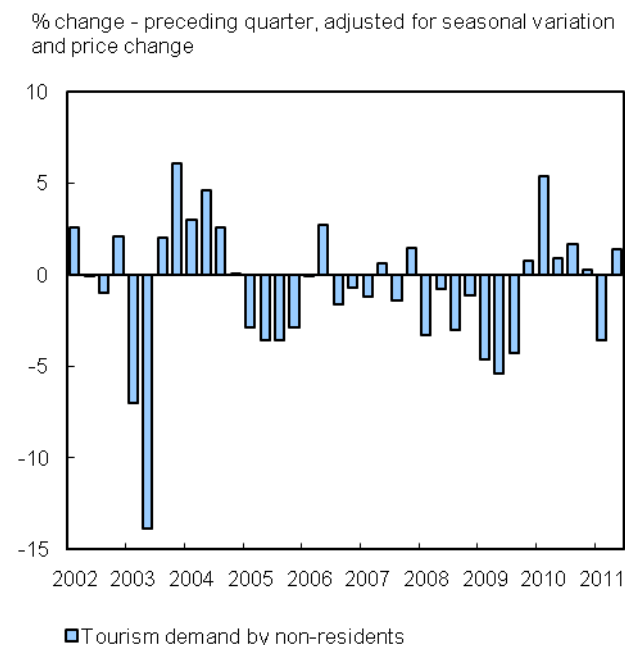
Spending on accommodation and food and beverage services edged up 0.2% and 0.3%, respectively, while fuel consumption was unchanged.

Increase in spending by international visitors

Spending by international visitors in Canada was up 1.4%, as travel from both the United States and overseas markets increased in the second quarter of 2011.

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
Increase in spending by international visitors in Canada



Spending on all tourism commodities was higher, most notably accommodation (+1.9%), food and beverage services (+1.9%) and passenger air transport (+0.6%). Spending on non-tourism commodities was also up.

Fuel consumption was up 3.1% on higher same-day car travel from the United States.

Tourism gross domestic product edges up

Tourism gross domestic product (GDP) edged up 0.1% in the second quarter of 2011, as gains in the accommodation and food and beverage services industries offset declines in the transportation and recreation and entertainment industries. Tourism GDP in non-tourism industries was slightly higher.

This was the eighth consecutive quarterly increase in tourism GDP. In that span, it has gone up an average of 0.7% per quarter.

Tourism employment edged up 0.1% in the second quarter, as the transportation and non-tourism industries posted job gains. Tourism jobs in the accommodation and recreation and entertainment industries were down.

Data unadjusted for seasonality and expressed at current prices²

Tourism spending in Canada reached \$18.8 billion in the second quarter of 2011, up 8.6% from the second quarter of 2010. This was the sixth consecutive year-over-year increase in tourism spending in Canada.

Domestic tourism spending posts double-digit gains

Tourism spending by Canadians at home increased 10.8% to \$15.0 billion in the second quarter of 2011, following an 11.0% increase in the previous quarter.

Spending on passenger air transport jumped 23.8%, as outbound air travel increased 13.1% year-over-year. (Domestic spending on passenger air transport includes fares for domestic and outbound trips on Canadian airlines.) Higher prices also contributed to the increased spending.

Spending on fuel increased 25.3% compared to the second quarter of 2010, driven by higher prices at the pump. Transportation spending by Canadian tourists was up 21.1% from one year earlier.

Outlays on most other commodities were higher in the second quarter than one year earlier, although spending on recreation and entertainment was down 0.3%.

Spending by international visitors in Canada also higher

International visitors in Canada spent \$3.9 billion in the second quarter of 2011, up 0.8% from the second quarter of 2010.

Spending on transportation services was up 3.5% from one year earlier. A 19.2% hike in spending on fuel driven by higher prices at the pump contributed to the increase in transportation spending.

Spending on most other tourism commodities increased in the second quarter, while tourism spending on non-tourism commodities was 3.2% lower than one year ago.

Increase in tourism jobs

The number of tourism jobs increased 0.8% year-over-year to 600,700 in the second quarter of 2011. Employment in most tourism industries was up,

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.

although jobs in recreation and entertainment declined 1.7%. Tourism jobs in non-tourism industries were also up.

Looking ahead

According to the World Tourism Organization, international tourist arrivals worldwide are still on pace with a projected annual growth of 4% to 5%, slightly above the 4% long-term average.

Overnight travel to Canada was down 1.9% year-over-year in July, as the number of overnight trips from the United States declined 3.4%. Same-day car travel from south of the border was also down. Travel from overseas countries increased 2.7%.

In July and August, the value of the Canadian dollar declined, on average, versus the US dollar, Japanese yen and Australian dollar and increased versus the euro and UK pound sterling. 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.

The 2008 to 2010 revisions of the National Tourism Indicators

1 Introduction

With the release of the first quarter 2011 estimates in June 2011, the National Tourism Indicators (NTI) were revised from the first quarter of 2008 to the fourth quarter of 2010. This article explains the impact of new and revised data on the NTI.

Tourism spending was revised down in each of the three years open for revision. For 2010, tourism spending was revised from \$74.2 billion to \$73.4 billion (at current prices). Growth rates of tourism demand (in nominal terms) were also revised down in each year. Growth in 2010 was revised down slightly from 6.8% to 6.7%.

Estimates of quarterly growth in tourism demand (in real terms) remained similar to those previously published. All but one quarterly growth rate were within plus or minus 0.4 percentage points of the previous estimates. Cumulatively, tourism demand now shows a 2.3% increase in spending from the fourth quarter of 2007 to the fourth quarter of 2010, compared to a previously published gain of 3.2% (adjusted for seasonal variation and price change).

However, the downturn in demand previously estimated to begin in the third quarter of 2008 now begins one quarter earlier. The decline continues to last until the second quarter of 2009, but the recovery takes longer. Previous estimates showed pre-downturn levels were reached in the second quarter of 2010. Revised estimates now show the recovery occurred one quarter later.

2 Sources of revision

The revisions to the NTI came from several sources, including new Input-Output (I-O) tables, revised Canadian System of National Accounts (CSNA) quarterly indicators, employment indicators and more recent tourism industry and travel survey data.

New I-O tables for 2008 were used to update the NTI. Updated growth rates based on these data resulted in new levels of tourism supply, demand, gross domestic product (GDP) and employment for 2008.

Quarterly indicators from the CSNA (mainly components of consumer spending and GDP by industry), revised for 2008 to 2010, were also introduced. As a result, new benchmark information

from other sources, notably the Survey of Household Spending, as well as transportation, food services and drinking places and accommodation industry surveys, were brought into the NTI indirectly. This affected the NTI quarterly movements for 2008 as well as both quarterly movements and annual levels for 2009 and 2010.

International Travel Survey (ITS) data for 2008 to 2010 were not revised. As a result, tourism exports (in current dollars) were generally left unchanged. Some revisions were made to transportation spending to better reflect the Balance of Payments' transportation account indicators. Tourism exports in constant dollars were updated as a result of revised prices.

3 Impact of revisions on the National Tourism Indicators, 2008 to 2010

Revisions to the NTI are generally larger (in relative terms) than revisions to national accounts estimates of quarterly GDP. This is not unexpected, however, given that tourism GDP is a much smaller aggregate than economy-wide GDP: it made up 1.9% of overall GDP in 2010. The NTI lack major components, such as consumer spending or labour income, which tend to be very stable and little revised. As well, the NTI consist of considerably fewer components; consequently, there is less room for the offsetting effects of revisions when these components are added together. In addition, tourism is more volatile than the economy as a whole, so that early indicators are more likely to be revised to a larger degree.

3.1 Revisions to tourism demand (at current prices)

Tourism spending in 2010 was revised from \$74.2 billion to \$73.4 billion (at current prices). Tourism spending was also revised down in 2008 and 2009, although by smaller amounts than in 2010 (see Table A2). In general, the revisions to total and domestic demand follow the revision pattern of tourism supply, as exports were revised only marginally.

Tourism domestic demand in 2010 is now estimated at \$58.5 billion (at current prices), or \$906 million lower than previously published. Lower spending on transportation was the main contributor. Tourism domestic demand was revised down to a lesser degree in 2008 and 2009.

Tourism exports for 2010 are now estimated at \$14.9 billion, or \$56 million higher than previously published. These revisions were the result of increased spending on transportation, as indicated by the Balance of Payments. Tourism exports for 2008 were also revised up, while exports for 2009 were revised down.

3.2 Revisions to components of tourism demand (at current prices)

Revisions for 2008 were mostly driven by new I-O tables, the strongest indicators of tourism supply. Previous estimates for 2008 were based on indicators of consumer spending and various industry surveys. Revisions for subsequent years were driven by updated indicators of consumer spending.

Most of the downward annual revisions to total tourism demand were the result of lower estimates of tourism spending on transportation services.

Annual revisions to transportation spending ranged from -\$368 million in 2008 to -\$898 million in 2010. New estimates for 2010 were 3.1% lower than previously published. New I-O data indicating weaker industry revenues in 2008 and updated indicators showing weaker consumer spending for passenger air transportation in 2009 than previously estimated contributed the most to this downward revision.

Tourism spending on accommodation services was revised up in all years, especially in 2009 (+\$182 million) and 2010 (+\$137 million). Spending on food and beverage services however was lowered. These downward revisions ranged from \$43 million in 2008 to \$99 million in 2010.

Revisions to other tourism commodities (e.g., recreation and entertainment, travel services, convention fees and pre-trip expenses) were +\$173 million in 2008 and +\$48 million in 2009, while 2010 estimates were virtually unchanged. Non-tourism commodities (e.g., groceries, alcohol bought from stores, urban transit and other miscellaneous commodities) were slightly lowered in 2008 and 2009, and revised up in 2010.

3.3 Revisions to components of tourism demand (growth rates at 2002 prices)

The annual growth rates of tourism spending (adjusted for price change) were revised down in all years, pointing to weaker growth than previously published (see Table A3). The cumulative growth of tourism demand from 2007 to 2010 was lowered from 3.7% to 2.8%.

Annual growth rates were also lowered for most components of tourism demand, but were mostly within plus or minus one percentage point of the previous estimates. Patterns in growth were similar to those previously published. In most cases, previous estimates showing positive (or negative) growth continued to show positive (or negative) growth.

Spending on accommodation, however, is now showing a cumulative decline (-0.7%) between 2007 and 2010, compared to a previously published increase (+1.0%). All three years showed lower growth rates than previously estimated.

Growth in transportation spending was weaker in 2008 and 2009 than previously published, but stronger in 2010. As a result, cumulative growth between 2007 and 2010 went from +6.4% to +4.6%. As before, a strong 2010 contributed the most to the cumulative growth.

Cumulative growth in demand for food and beverage services went from +0.9% to +0.1%, as 2008 and 2009 showed weaker results than previously published.

Growth rates in spending on other tourism commodities were revised upward in 2008 and downward in 2009 and 2010. Revised data now show positive growth in 2008 compared to a previously published decline in spending.

3.4 Revisions to employment generated by tourism

Tourism employment was revised down in all years, with 2010 now showing job losses compared to 2009. The revised 2010 estimate for jobs attributable to tourism is 594,500, about 22,800 lower than previously published (see Table A4). The downward revisions in tourism jobs reflect the lower estimates for tourism demand and real tourism GDP than previously published.

Growth in tourism jobs was also lower in all three years, suggesting that the impact on tourism of the economic downturn that began in late 2008 was greater than previously estimated. Employment is now showing a 2.6% decline in 2009, compared to previously published decline of 0.5%. Instead of edging up in 2010, tourism jobs are now 1.1% lower.

Significant downward revisions in tourism job growth in the accommodation and non-tourism industries, especially in 2009, account for the lower estimates. Tourism jobs in the accommodation industry now show a 5.0% decline in 2009, compared to a previously

published estimate of +1.1%, while growth of tourism jobs in non-tourism industries went from -1.3% to -5.6%.

3.5 Revisions to tourism gross domestic product (growth rates at constant prices)

Tourism GDP is now showing a 3.3% increase in 2010, compared to previously published growth of 4.4%, suggesting the economic recovery was not as robust as previously estimated (see Table A6). Cumulative growth in tourism GDP between 2007 and 2010 has gone from +3.1% to +1.7%. Revisions in annual growth rates of overall tourism GDP ranged from +0.0 percentage points in 2008 to -1.1 percentage points in 2010.

Growth rates were lower for all components in 2010, especially accommodation (-2.0 percentage points) and transportation (-1.9 percentage points).

Like tourism demand and employment, growth in tourism GDP by component was generally revised downward in all years, although growth rates increased in 2008 for accommodation, other tourism industries and non-tourism industries.

4 The National Tourism Indicators revision policy

The NTI revision policy allows for regular and systematic incorporation of new and revised data for past reference periods, including regular benchmarking to the Canadian tourism satellite account (CTSA). This serves to improve the reliability and accuracy of the NTI time series estimates. The revision policy is adapted from the one followed for the quarterly national accounts.¹ That revision policy governs four types of revisions: current, annual, historical, and rebasing. Each of these is described below.

During the current reference year, estimates for any quarter are subject to revision at any subsequent quarter. For instance, a first-quarter estimate is revised on release of the second-, third-, and fourth- quarter estimates for the same year. Revisions to estimates during the current reference year are called current revisions. These revisions allow improvements to estimates for past quarters during the current year

through incorporation of the most up-to-date information available (including revisions to source data as a result of late reporting).

At the time of a first-quarter release, all estimates for a given number of years back from the current year are subject to revision. This “annual revision” allows for the incorporation of the most up-to-date information from censuses, annual surveys, taxation statistics, public accounts, etc., which become available well after the fact. The number of years open to revision (or the “window for revision”) is now three years; this is in keeping with the new CSNA revision cycle. When a new set of CTSA benchmarks is incorporated into the NTI, however, the revision period is extended back to the previous CTSA. Thus, the window for revision in the NTI varies according to the frequency of CTSA updates, which, in turn, hinges on funding and resource constraints.

Once an estimate has gone through the cycle of annual revisions, it is considered “final” and is no longer subject to the annual revision process. Historical revisions, of the sort carried out in the NTI with the third quarter of 2002, also provide an opportunity to bring in new data. However, these revisions are mainly for the purposes of introducing new concepts and definitions, implementing new and refined methods, and revamping estimation systems. Historical revisions typically result in changes to entire time series. The next historical revision of the NTI is planned to be implemented with the third quarter 2012 release.

Rebasing of constant price series, as with the first quarter 2007 release of the NTI, is normally carried out twice a decade. Rebasing is done to remove bias in measures of inflation-adjusted growth as relative prices in the economy evolve away from those of the base year. Rebasing involves revisions only to price indices and constant price aggregates, leaving aggregates at current prices unaffected.

1. For more information on the new CSNA revision policy, see *The 2008 to 2010 revisions of the Income and Expenditure Accounts*, Statistics Canada catalogue no. 13-605-XIE. See also *Revisions of the Canadian National Tourism Indicators*, Statistics Canada catalogue no. 13-604-MIE, no. 47.

Table A1 Revisions to tourism demand

Reference period		Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴	Revised estimate ¹	Previous estimate ²	Current revision ³
not seasonally adjusted								
		millions of dollars			%	% change, year-to-year		% points
2008	I	13,929	13,767	162	1.2	8.3	7.1	1.3
	II	17,395	17,695	-300	-1.7	4.2	6.0	-1.8
	III	26,024	26,144	-120	-0.5	5.5	6.0	-0.5
	IV	15,164	15,151	13	0.1	0.0	-0.1	0.1
2009	I	13,236	13,232	4	0.0	-5.0	-3.9	-1.1
	II	16,158	16,732	-574	-3.4	-7.1	-5.4	-1.7
	III	24,481	24,767	-286	-1.2	-5.9	-5.3	-0.7
	IV	14,896	14,785	111	0.8	-1.8	-2.4	0.6
2010	I	13,689	13,764	-75	-0.5	3.4	4.0	-0.6
	II	17,316	17,751	-435	-2.5	7.2	6.1	1.1
	III	26,270	26,709	-439	-1.6	7.3	7.8	-0.5
	IV	16,095	15,996	99	0.6	8.0	8.2	-0.1
seasonally adjusted								
		millions of 2002 dollars			%	% change, preceding quarter		% points
2008	I	16,205	16,136	69	0.4	1.0	0.5	0.4
	II	16,057	16,156	-99	-0.6	-0.9	0.1	-1.0
	III	15,897	15,982	-85	-0.5	-1.0	-1.1	0.1
	IV	15,812	15,899	-87	-0.5	-0.5	-0.5	0.0
2009	I	15,654	15,688	-34	-0.2	-1.0	-1.3	0.3
	II	15,419	15,520	-101	-0.7	-1.5	-1.1	-0.4
	III	15,548	15,698	-150	-1.0	0.8	1.1	-0.3
	IV	15,699	15,860	-161	-1.0	1.0	1.0	-0.1
2010	I	15,947	16,073	-126	-0.8	1.6	1.3	0.2
	II	16,107	16,244	-137	-0.8	1.0	1.1	-0.1
	III	16,313	16,514	-201	-1.2	1.3	1.7	-0.4
	IV	16,416	16,561	-145	-0.9	0.6	0.3	0.3

Notes

1. 'Revised estimate' is the result of the 2011 first quarter revisions.
2. 'Previous estimate', for 2008 to 2009, is the result of the first quarter 2010 annual revision.
The 'previous estimate' for 2010 represents those released at the time of the fourth quarter of 2010.
3. 'Current revision' is the revised estimate minus the previous estimate.
4. 'Current revision' is the current revision as a percentage of the previous estimate.

Table A2 Revisions to components of tourism demand (Level)

	Reference period	Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴	Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴
		millions of dollars			%	millions of 2002 dollars			%
Transportation	2008	28,487	28,855	-368	-1.3	24,382	24,705	-323	-1.3
	2009	25,232	26,116	-884	-3.4	23,644	24,144	-500	-2.1
	2010	27,824	28,722	-898	-3.1	25,040	25,484	-444	-1.7
Accommodation	2008	10,883	10,872	11	0.1	9,484	9,539	-55	-0.6
	2009	10,384	10,202	182	1.8	9,185	9,239	-54	-0.6
	2010	11,015	10,878	137	1.3	9,487	9,649	-162	-1.7
Food and beverage services	2008	10,533	10,576	-43	-0.4	9,016	9,063	-47	-0.5
	2009	10,576	10,656	-80	-0.8	8,748	8,821	-73	-0.8
	2010	11,027	11,126	-99	-0.9	8,896	8,972	-76	-0.8
Other tourism commodities	2008	11,260	11,087	173	1.6	10,222	10,067	155	1.5
	2009	11,015	10,967	48	0.4	9,868	9,786	82	0.8
	2010	11,428	11,429	-1	0.0	10,006	9,964	42	0.4
Total tourism commodities	2008	61,163	61,390	-227	-0.4	53,104	53,374	-270	-0.5
	2009	57,207	57,941	-734	-1.3	51,445	51,990	-545	-1.0
	2010	61,294	62,155	-861	-1.4	53,429	54,069	-640	-1.2
Total other commodities	2008	11,349	11,367	-18	-0.2	10,867	10,799	68	0.6
	2009	11,564	11,575	-11	-0.1	10,875	10,776	99	0.9
	2010	12,076	12,065	11	0.1	11,354	11,323	31	0.3
Tourism expenditures	2008	72,512	72,757	-245	-0.3	63,971	64,173	-202	-0.3
	2009	68,771	69,516	-745	-1.1	62,320	62,766	-446	-0.7
	2010	73,370	74,220	-850	-1.1	64,783	65,392	-609	-0.9

Notes

1. 'Revised estimate' is the result of the 2011 first quarter revisions.
2. 'Previous estimate', for 2008 to 2009, is the result of the first quarter 2010 annual revision.
The 'previous estimate' for 2010 represents those released at the time of the fourth quarter of 2010.
3. 'Current revision' is the revised estimate minus the previous estimate.
4. 'Current revision' is the current revision as a percentage of the previous estimate.

Table A3 Revisions to components of tourism demand (growth rate)

	Reference period	Revised estimate ¹	Previous estimate ²	Current revision ³	Revised estimate ¹	Previous estimate ²	Current revision ³
		current prices			constant 2002 prices		
		annual percentage change			annual percentage change		
		% points			% points		
Transportation	2008	7.2	8.6	-1.4	1.8	3.2	-1.3
	2009	-11.4	-9.5	-1.9	-3.0	-2.3	-0.8
	2010	10.3	10.0	0.3	5.9	5.6	0.4
Accommodation	2008	2.4	2.3	0.1	-0.8	-0.2	-0.6
	2009	-4.6	-6.2	1.6	-3.2	-3.1	0.0
	2010	6.1	6.6	-0.5	3.3	4.4	-1.1
Food and beverage services	2008	3.9	4.4	-0.4	1.4	2.0	-0.5
	2009	0.4	0.8	-0.3	-3.0	-2.7	-0.3
	2010	4.3	4.4	-0.1	1.7	1.7	0.0
Other tourism commodities	2008	2.3	0.7	1.6	0.7	-0.9	1.5
	2009	-2.2	-1.1	-1.1	-3.5	-2.8	-0.7
	2010	3.7	4.2	-0.5	1.4	1.8	-0.4
Total tourism commodities	2008	4.8	5.2	-0.4	1.1	1.6	-0.5
	2009	-6.5	-5.6	-0.8	-3.1	-2.6	-0.5
	2010	7.1	7.3	-0.1	3.9	4.0	-0.1
Total other commodities	2008	2.9	3.1	-0.2	3.5	2.9	0.6
	2009	1.9	1.8	0.1	0.1	-0.2	0.3
	2010	4.4	4.2	0.2	4.4	5.1	-0.7
Tourism expenditures	2008	4.5	4.9	-0.4	1.5	1.8	-0.3
	2009	-5.2	-4.5	-0.7	-2.6	-2.2	-0.4
	2010	6.7	6.8	-0.1	4.0	4.2	-0.2

Notes

1. 'Revised estimate' is the result of the 2011 first quarter revisions.
2. 'Previous estimate', for 2008 to 2009, is the result of the first quarter 2010 annual revision.
The 'previous estimate' for 2010 represents those released at the time of the fourth quarter of 2010.
3. 'Current revision' is the revised estimate minus the previous estimate.

Table A4 Revisions to employment generated by tourism

	Reference period	Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴	Revised estimate ¹	Previous estimate ²	Current revision ³
		thousands of jobs			%	annual percentage change		
Transportation	2008	70.9	73.4	-2.4	-3.3	-1.1	2.3	-3.4
	2009	70.5	72.3	-1.8	-2.5	-0.6	-1.5	0.9
	2010	68.6	71.2	-2.6	-3.7	-2.7	-1.5	-1.2
Accommodation	2008	158.0	160.6	-2.6	-1.6	-2.3	-0.7	-1.6
	2009	150.1	162.4	-12.4	-7.6	-5.0	1.1	-6.2
	2010	151.1	164.3	-13.2	-8.0	0.7	1.2	-0.5
Food and beverage services	2008	152.7	151.0	1.6	1.1	3.7	2.6	1.1
	2009	152.9	149.7	3.2	2.2	0.2	-0.9	1.1
	2010	151.4	149.8	1.6	1.1	-1.0	0.1	-1.0
Other tourism industries	2008	115.2	114.0	1.1	1.0	3.1	2.1	1.0
	2009	113.9	113.1	0.8	0.7	-1.1	-0.8	-0.3
	2010	110.1	111.5	-1.4	-1.3	-3.4	-1.5	-1.9
Total tourism industries	2008	496.8	499.0	-2.2	-0.4	0.9	1.3	-0.4
	2009	487.4	497.5	-10.1	-2.0	-1.9	-0.3	-1.6
	2010	481.2	496.8	-15.6	-3.1	-1.3	-0.1	-1.1
Other industries	2008	120.7	120.9	-0.3	-0.2	-0.5	-0.2	-0.2
	2009	113.9	119.3	-5.4	-4.5	-5.6	-1.3	-4.3
	2010	113.3	120.5	-7.2	-6.0	-0.5	1.0	-1.5
Tourism activities	2008	617.4	619.9	-2.5	-0.4	0.6	1.0	-0.4
	2009	601.2	616.8	-15.6	-2.5	-2.6	-0.5	-2.1
	2010	594.5	617.3	-22.8	-3.7	-1.1	0.1	-1.2

Notes

1. 'Revised estimate' is the result of the 2011 first quarter revisions.
2. 'Previous estimate', for 2008 to 2009, is the result of the first quarter 2010 annual revision.
The 'previous estimate' for 2010 represents those released at the time of the fourth quarter of 2010.
3. 'Current revision' is the revised estimate minus the previous estimate.
4. 'Current revision' is the current revision as a percentage of the previous estimate.

Table A5 Revisions to tourism gross domestic product (at current prices)

Table 10: Revisions to tourism gross domestic product (at current prices)								
	Reference period	Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴	Revised estimate ¹	Previous estimate ²	Current revision ³
		millions of dollars			%	annual percentage change		% points
Transportation	2008	6,405	6,494	-89	-1.4	4.7	6.2	-1.5
	2009	5,872	6,014	-142	-2.4	-8.3	-7.4	-0.9
	2010	6,264	6,556	-292	-4.5	6.7	9.0	-2.3
Accommodation	2008	7,021	6,966	55	0.8	2.7	1.9	0.8
	2009	6,739	6,594	145	2.2	-4.0	-5.3	1.3
	2010	7,128	7,084	44	0.6	5.8	7.4	-1.7
Food and beverage services	2008	3,604	3,633	-29	-0.8	4.2	5.0	-0.8
	2009	3,629	3,664	-35	-1.0	0.7	0.9	-0.2
	2010	3,804	3,843	-39	-1.0	4.8	4.9	-0.1
Other tourism industries	2008	4,420	4,367	53	1.2	2.9	1.7	1.2
	2009	4,375	4,374	1	0.0	-1.0	0.2	-1.2
	2010	4,609	4,600	9	0.2	5.3	5.2	0.2
Total tourism industries	2008	21,450	21,460	-10	0.0	3.6	3.6	0.0
	2009	20,615	20,646	-31	-0.2	-3.9	-3.8	-0.1
	2010	21,805	22,083	-278	-1.3	5.8	7.0	-1.2
Other industries	2008	7,508	7,493	15	0.2	5.8	5.6	0.2
	2009	7,068	7,100	-32	-0.5	-5.9	-5.2	-0.6
	2010	7,544	7,592	-48	-0.6	6.7	6.9	-0.2
Tourism activities	2008	28,958	28,953	5	0.0	4.1	4.1	0.0
	2009	27,683	27,746	-63	-0.2	-4.4	-4.2	-0.2
	2010	29,349	29,675	-326	-1.1	6.0	7.0	-0.9

Notes

1. 'Revised estimate' is the result of the 2011 first quarter revisions.
2. 'Previous estimate', for 2008 to 2009, is the result of the first quarter 2010 annual revision.
The 'previous estimate' for 2010 represents those released at the time of the fourth quarter of 2010.
3. 'Current revision' is the revised estimate minus the previous estimate.
4. 'Current revision' is the current revision as a percentage of the previous estimate.

Table A6 Revisions to tourism gross domestic product (at 2002 prices)

	Reference period	Revised estimate ¹	Previous estimate ²	Current revision ³	Current revision ⁴	Revised estimate ¹	Previous estimate ²	Current revision ³
		millions of 2002 dollars			%	annual percentage change		% points
Transportation	2008	6,431	6,487	-56	-0.9	3.2	4.1	-0.9
	2009	6,138	6,210	-72	-1.2	-4.6	-4.3	-0.3
	2010	6,416	6,609	-193	-2.9	4.5	6.4	-1.9
Accommodation	2008	6,114	6,097	17	0.3	-0.3	-0.6	0.3
	2009	5,920	5,910	10	0.2	-3.2	-3.1	-0.1
	2010	6,102	6,212	-110	-1.8	3.1	5.1	-2.0
Food and beverage services	2008	3,081	3,111	-30	-1.0	1.5	2.5	-1.0
	2009	3,003	3,034	-31	-1.0	-2.5	-2.5	-0.1
	2010	3,068	3,100	-32	-1.0	2.2	2.2	0.0
Other tourism industries	2008	3,785	3,744	41	1.1	-0.4	-1.5	1.1
	2009	3,669	3,658	11	0.3	-3.1	-2.3	-0.8
	2010	3,762	3,757	5	0.1	2.5	2.7	-0.2
Total tourism industries	2008	19,411	19,439	-28	-0.1	1.1	1.2	-0.1
	2009	18,730	18,812	-82	-0.4	-3.5	-3.2	-0.3
	2010	19,348	19,678	-330	-1.7	3.3	4.6	-1.3
Other industries	2008	6,259	6,228	31	0.5	2.0	1.5	0.5
	2009	6,213	6,196	17	0.3	-0.7	-0.5	-0.2
	2010	6,422	6,441	-19	-0.3	3.4	4.0	-0.6
Tourism activities	2008	25,670	25,667	3	0.0	1.3	1.3	0.0
	2009	24,943	25,008	-65	-0.3	-2.8	-2.6	-0.3
	2010	25,770	26,119	-349	-1.3	3.3	4.4	-1.1

Notes

1. 'Revised estimate' is the result of the 2011 first quarter revisions.
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The 'previous estimate' for 2010 represents those released at the time of the fourth quarter of 2010.
3. 'Current revision' is the revised estimate minus the previous estimate.
4. 'Current revision' is the current revision as a percentage of the previous estimate.

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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	6,643 1.3	6,820 2.7	7,014 2.8	7,347 4.7	7,668 4.4	7,884 2.8	25,232 -11.4	27,824 10.3
Passenger air transport	3,372 0.5	3,621 7.4	3,748 3.5	3,819 1.9	4,001 4.8	4,164 4.1	13,087 -10.8	14,560 11.3
Passenger rail transport	65 -3.0	66 1.5	70 6.1	68 -2.9	70 2.9	68 -2.9	269 -5.9	269 0.0
Interurban bus transport	252 -0.4	251 -0.4	253 0.8	254 0.4	256 0.8	256 0.0	996 -7.0	1,010 1.4
Vehicle rental	386 -0.8	389 0.8	400 2.8	391 -2.3	387 -1.0	390 0.8	1,559 -5.0	1,566 0.4
Vehicle repairs and parts	343 -0.3	339 -1.2	341 0.6	354 3.8	347 -2.0	357 2.9	1,328 -3.8	1,377 3.7
Vehicle fuel	2,042 3.7	1,970 -3.5	2,014 2.2	2,272 12.8	2,419 6.5	2,459 1.7	7,281 -16.5	8,298 14.0
Other transportation	183 1.1	184 0.5	188 2.2	189 0.5	188 -0.5	190 1.1	712 -0.1	744 4.5
Accommodation	2,750 5.5	2,710 -1.5	2,760 1.8	2,795 1.3	2,800 0.2	2,805 0.2	10,384 -4.6	11,015 6.1
Food and beverage services	2,730 2.6	2,732 0.1	2,768 1.3	2,797 1.0	2,823 0.9	2,869 1.6	10,576 0.4	11,027 4.3
Other tourism commodities	2,800 1.5	2,825 0.9	2,886 2.2	2,917 1.1	2,907 -0.3	2,905 -0.1	11,015 -2.2	11,428 3.7
Recreation and entertainment	1,265 2.5	1,269 0.3	1,289 1.6	1,303 1.1	1,305 0.2	1,276 -2.2	4,984 1.2	5,126 2.8
Travel services	840 1.7	865 3.0	900 4.0	910 1.1	910 0.0	922 1.3	3,238 -3.5	3,515 8.6
Pre-trip expenditures	639 -0.8	635 -0.6	640 0.8	647 1.1	634 -2.0	647 2.1	2,581 -6.2	2,561 -0.8
Convention fees	56 1.8	56 0.0	57 1.8	57 0.0	58 1.8	60 3.4	212 -5.4	226 6.6
Total tourism commodities	14,923 2.3	15,087 1.1	15,428 2.3	15,856 2.8	16,198 2.2	16,463 1.6	57,207 -6.5	61,294 7.1
Total other commodities	2,980 2.4	2,995 0.5	3,038 1.4	3,063 0.8	3,072 0.3	3,086 0.5	11,564 1.9	12,076 4.4
Tourism expenditures	17,903 2.3	18,082 1.0	18,466 2.1	18,919 2.5	19,270 1.9	19,549 1.4	68,771 -5.2	73,370 6.7

Table 2
Tourism demand in Canada, not seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	5,445 4.4	6,369 12.2	9,611 11.3	6,399 12.1	6,334 16.3	7,530 18.2	25,232 -11.4	27,824 10.3
Passenger air transport	3,079 -0.1	3,370 15.6	4,716 14.9	3,395 13.7	3,689 19.8	4,032 19.6	13,087 -10.8	14,560 11.3
Passenger rail transport	56 -5.1	67 -1.5	83 3.8	63 1.6	60 7.1	70 4.5	269 -5.9	269 0.0
Interurban bus transport	228 0.0	239 1.7	273 2.2	270 1.5	234 2.6	244 2.1	996 -7.0	1,010 1.4
Vehicle rental	261 -3.7	350 1.2	642 2.1	313 0.0	269 3.1	360 2.9	1,559 -5.0	1,566 0.4
Vehicle repairs and parts	237 6.3	333 3.4	497 3.1	310 3.0	234 -1.3	343 3.0	1,328 -3.8	1,377 3.7
Vehicle fuel	1,430 19.1	1,847 13.5	3,128 11.0	1,893 15.8	1,686 17.9	2,309 25.0	7,281 -16.5	8,298 14.0
Other transportation	154 1.3	163 0.6	272 7.9	155 6.2	162 5.2	172 5.5	712 -0.1	744 4.5
Accommodation	2,006 4.6	2,715 6.7	3,938 6.1	2,356 6.6	2,038 1.6	2,833 4.3	10,384 -4.6	11,015 6.1
Food and beverage services	2,032 3.4	2,696 4.1	4,181 4.3	2,118 5.2	2,098 3.2	2,831 5.0	10,576 0.4	11,027 4.3
Other tourism commodities	2,200 -0.5	2,745 3.3	4,136 5.6	2,347 5.2	2,320 5.5	2,771 0.9	11,015 -2.2	11,428 3.7
Recreation and entertainment	856 -0.3	1,164 1.6	2,254 4.2	852 4.4	875 2.2	1,163 -0.1	4,984 1.2	5,126 2.8
Travel services	764 0.4	845 9.6	1,133 12.8	773 10.1	871 14.0	860 1.8	3,238 -3.5	3,515 8.6
Pre-trip expenditures	534 -2.4	680 -1.3	675 -0.4	672 0.7	529 -0.9	690 1.5	2,581 -6.2	2,561 -0.8
Convention fees	46 7.0	56 7.7	74 5.7	50 6.4	45 -2.2	58 3.6	212 -5.4	226 6.6
Total tourism commodities	11,683 3.3	14,525 7.9	21,866 7.9	13,220 8.7	12,790 9.5	15,965 9.9	57,207 -6.5	61,294 7.1
Total other commodities	2,006 4.0	2,791 3.7	4,404 4.5	2,875 5.3	2,042 1.8	2,844 1.9	11,564 1.9	12,076 4.4
Tourism expenditures	13,689 3.4	17,316 7.2	26,270 7.3	16,095 8.0	14,832 8.3	18,809 8.6	68,771 -5.2	73,370 6.7

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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	6,084 1.1	6,225 2.3	6,364 2.2	6,367 0.0	6,420 0.8	6,386 -0.5	23,644 -3.0	25,040 5.9
Passenger air transport	3,648 1.0	3,789 3.9	3,923 3.5	3,934 0.3	4,006 1.8	3,966 -1.0	14,092 -3.9	15,294 8.5
Passenger rail transport	61 -6.2	62 1.6	60 -3.2	59 -1.7	60 1.7	59 -1.7	249 -6.7	242 -2.8
Interurban bus transport	229 -0.4	222 -3.1	216 -2.7	213 -1.4	214 0.5	214 0.0	897 -4.3	880 -1.9
Vehicle rental	374 2.2	367 -1.9	373 1.6	366 -1.9	364 -0.5	362 -0.5	1,492 -6.0	1,480 -0.8
Vehicle repairs and parts	271 -0.7	268 -1.1	271 1.1	277 2.2	269 -2.9	276 2.6	1,062 -5.7	1,087 2.4
Vehicle fuel	1,370 1.9	1,384 1.0	1,387 0.2	1,387 0.0	1,375 -0.9	1,377 0.1	5,323 1.2	5,528 3.9
Other transportation	131 2.3	133 1.5	134 0.8	131 -2.2	132 0.8	132 0.0	529 -2.9	529 0.0
Accommodation	2,354 1.4	2,370 0.7	2,379 0.4	2,384 0.2	2,412 1.2	2,429 0.7	9,185 -3.2	9,487 3.3
Food and beverage services	2,221 1.9	2,219 -0.1	2,218 -0.0	2,238 0.9	2,240 0.1	2,256 0.7	8,748 -3.0	8,896 1.7
Other tourism commodities	2,477 1.3	2,483 0.2	2,501 0.7	2,545 1.8	2,503 -1.7	2,494 -0.4	9,868 -3.5	10,006 1.4
Recreation and entertainment	1,062 2.2	1,052 -0.9	1,045 -0.7	1,061 1.5	1,044 -1.6	1,019 -2.4	4,220 -1.0	4,220 0.0
Travel services	690 1.8	705 2.2	714 1.3	727 1.8	721 -0.8	726 0.7	2,686 -5.4	2,836 5.6
Pre-trip expenditures	677 -0.1	676 -0.1	691 2.2	705 2.0	685 -2.8	695 1.5	2,768 -5.3	2,749 -0.7
Convention fees	48 -4.0	50 4.2	51 2.0	52 2.0	53 1.9	54 1.9	194 -1.5	201 3.6
Total tourism commodities	13,136 1.3	13,297 1.2	13,462 1.2	13,534 0.5	13,575 0.3	13,565 -0.1	51,445 -3.1	53,429 3.9
Total other commodities	2,811 2.8	2,810 -0.0	2,851 1.5	2,882 1.1	2,878 -0.1	2,877 -0.0	10,875 0.1	11,354 4.4
Tourism expenditures	15,947 1.6	16,107 1.0	16,313 1.3	16,416 0.6	16,453 0.2	16,442 -0.1	62,320 -2.6	64,783 4.0

Section B

Tourism domestic demand

Table 4
Tourism domestic demand, seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	5,680 0.4	5,813 2.3	5,966 2.6	6,267 5.0	6,607 5.4	6,770 2.5	21,596 -9.9	23,726 9.9
Passenger air transport	2,783 -1.1	2,988 7.4	3,093 3.5	3,144 1.6	3,330 5.9	3,454 3.7	10,950 -8.8	12,008 9.7
Passenger rail transport	40 -7.0	40 0.0	42 5.0	41 -2.4	44 7.3	42 -4.5	167 1.8	163 -2.4
Interurban bus transport	178 -1.7	176 -1.1	175 -0.6	174 -0.6	180 3.4	178 -1.1	700 -3.2	703 0.4
Vehicle rental	293 -2.0	291 -0.7	295 1.4	284 -3.7	283 -0.4	282 -0.4	1,154 1.1	1,163 0.8
Vehicle repairs and parts	326 -0.6	322 -1.2	324 0.6	336 3.7	330 -1.8	340 3.0	1,261 -2.9	1,308 3.7
Vehicle fuel	1,933 3.5	1,870 -3.3	1,909 2.1	2,161 13.2	2,307 6.8	2,341 1.5	6,877 -16.0	7,873 14.5
Other transportation	127 0.8	126 -0.8	128 1.6	127 -0.8	133 4.7	133 0.0	487 9.2	508 4.3
Accommodation	1,863 5.1	1,842 -1.1	1,860 1.0	1,884 1.3	1,928 2.3	1,919 -0.5	6,974 0.2	7,449 6.8
Food and beverage services	2,085 1.9	2,088 0.1	2,113 1.2	2,135 1.0	2,176 1.9	2,205 1.3	8,088 3.5	8,421 4.1
Other tourism commodities	2,360 0.9	2,386 1.1	2,435 2.1	2,462 1.1	2,464 0.1	2,459 -0.2	9,260 -0.5	9,643 4.1
Recreation and entertainment	874 1.5	878 0.5	886 0.9	898 1.4	915 1.9	884 -3.4	3,421 7.2	3,536 3.4
Travel services	803 1.6	828 3.1	862 4.1	871 1.0	868 -0.3	879 1.3	3,090 -3.0	3,364 8.9
Pre-trip expenditures	639 -0.8	635 -0.6	640 0.8	647 1.1	634 -2.0	647 2.1	2,581 -6.2	2,561 -0.8
Convention fees	44 2.3	45 2.3	47 4.4	46 -2.1	47 2.2	49 4.3	168 -4.5	182 8.3
Total tourism commodities	11,988 1.5	12,129 1.2	12,374 2.0	12,748 3.0	13,175 3.3	13,353 1.4	45,918 -4.4	49,239 7.2
Total other commodities	2,271 1.1	2,305 1.5	2,328 1.0	2,365 1.6	2,411 1.9	2,415 0.2	8,795 6.5	9,269 5.4
Tourism expenditures	14,259 1.4	14,434 1.2	14,702 1.9	15,113 2.8	15,586 3.1	15,768 1.2	54,713 -2.8	58,508 6.9

Table 5
Tourism domestic demand, not seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	4,741 4.3	5,331 12.2	8,056 10.7	5,598 11.5	5,598 18.1	6,456 21.1	21,596 -9.9	23,726 9.9
Passenger air transport	2,607 -1.2	2,705 14.4	3,827 13.1	2,869 11.9	3,175 21.8	3,350 23.8	10,950 -8.8	12,008 9.7
Passenger rail transport	42 -6.7	41 -2.4	40 0.0	40 0.0	47 11.9	44 7.3	167 1.8	163 -2.4
Interurban bus transport	167 -0.6	161 1.9	184 0.5	191 0.0	178 6.6	167 3.7	700 -3.2	703 0.4
Vehicle rental	211 -4.1	246 2.1	449 2.7	257 0.4	222 5.2	258 4.9	1,154 1.1	1,163 0.8
Vehicle repairs and parts	225 6.1	316 3.6	470 3.1	297 3.1	223 -0.9	326 3.2	1,261 -2.9	1,308 3.7
Vehicle fuel	1,384 19.6	1,748 14.5	2,916 11.3	1,825 16.0	1,638 18.4	2,191 25.3	6,877 -16.0	7,873 14.5
Other transportation	105 0.0	114 0.9	170 6.9	119 8.2	115 9.5	120 5.3	487 9.2	508 4.3
Accommodation	1,391 5.9	1,734 8.4	2,730 6.5	1,594 6.5	1,457 4.7	1,845 6.4	6,974 0.2	7,449 6.8
Food and beverage services	1,620 3.8	2,046 4.6	3,103 3.6	1,652 4.8	1,716 5.9	2,172 6.2	8,088 3.5	8,421 4.1
Other tourism commodities	1,919 -0.7	2,310 4.1	3,399 6.4	2,015 5.2	2,058 7.2	2,335 1.1	9,260 -0.5	9,643 4.1
Recreation and entertainment	603 -1.0	784 3.0	1,597 5.1	552 4.0	641 6.3	782 -0.3	3,421 7.2	3,536 3.4
Travel services	742 0.4	806 10.1	1,069 13.5	747 10.3	848 14.3	821 1.9	3,090 -3.0	3,364 8.9
Pre-trip expenditures	534 -2.4	680 -1.3	675 -0.4	672 0.7	529 -0.9	690 1.5	2,581 -6.2	2,561 -0.8
Convention fees	40 8.1	40 11.1	58 7.4	44 7.3	40 0.0	42 5.0	168 -4.5	182 8.3
Total tourism commodities	9,671 3.4	11,421 8.5	17,288 7.8	10,859 8.5	10,829 12.0	12,808 12.1	45,918 -4.4	49,239 7.2
Total other commodities	1,582 6.7	2,069 6.0	3,275 4.2	2,343 5.6	1,663 5.1	2,145 3.7	8,795 6.5	9,269 5.4
Tourism expenditures	11,253 3.9	13,490 8.1	20,563 7.2	13,202 8.0	12,492 11.0	14,953 10.8	54,713 -2.8	58,508 6.9

Table 6
Tourism domestic demand, 2002 prices, seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	5,140 -0.3	5,257 2.3	5,357 1.9	5,352 -0.1	5,448 1.8	5,404 -0.8	20,087 -0.7	21,106 5.1
Passenger air transport	3,010 -1.0	3,127 3.9	3,234 3.4	3,236 0.1	3,334 3.0	3,290 -1.3	11,785 -1.8	12,607 7.0
Passenger rail transport	37 -11.9	37 0.0	37 0.0	36 -2.7	38 5.6	37 -2.6	154 0.7	147 -4.5
Interurban bus transport	162 -1.8	156 -3.7	149 -4.5	146 -2.0	150 2.7	149 -0.7	630 -0.5	613 -2.7
Vehicle rental	286 1.8	275 -3.8	274 -0.4	265 -3.3	266 0.4	262 -1.5	1,104 0.0	1,100 -0.4
Vehicle repairs and parts	259 -0.8	256 -1.2	256 0.0	262 2.3	256 -2.3	263 2.7	1,008 -4.8	1,033 2.5
Vehicle fuel	1,298 1.6	1,315 1.3	1,315 0.0	1,317 0.2	1,311 -0.5	1,311 0.0	5,044 2.2	5,245 4.0
Other transportation	88 -2.2	91 3.4	92 1.1	90 -2.2	93 3.3	92 -1.1	362 5.8	361 -0.3
Accommodation	1,592 0.6	1,608 1.0	1,603 -0.3	1,607 0.2	1,659 3.2	1,662 0.2	6,167 1.9	6,410 3.9
Food and beverage services	1,697 1.3	1,697 0.0	1,695 -0.1	1,706 0.6	1,725 1.1	1,731 0.3	6,690 -0.0	6,795 1.6
Other tourism commodities	2,112 1.1	2,118 0.3	2,138 0.9	2,174 1.7	2,148 -1.2	2,138 -0.5	8,385 -1.7	8,542 1.9
Recreation and entertainment	736 1.7	727 -1.2	721 -0.8	732 1.5	732 0.0	707 -3.4	2,900 5.0	2,916 0.6
Travel services	661 2.2	675 2.1	684 1.3	694 1.5	688 -0.9	692 0.6	2,564 -4.9	2,714 5.9
Pre-trip expenditures	677 -0.1	676 -0.1	691 2.2	705 2.0	685 -2.8	695 1.5	2,768 -5.3	2,749 -0.7
Convention fees	38 -2.6	40 5.3	42 5.0	43 2.4	43 0.0	44 2.3	153 -1.3	163 6.5
Total tourism commodities	10,541 0.4	10,680 1.3	10,793 1.1	10,839 0.4	10,980 1.3	10,935 -0.4	41,329 -0.4	42,853 3.7
Total other commodities	2,169 1.9	2,166 -0.1	2,201 1.6	2,250 2.2	2,264 0.6	2,252 -0.5	8,339 4.3	8,786 5.4
Tourism expenditures	12,710 0.6	12,846 1.1	12,994 1.2	13,089 0.7	13,244 1.2	13,187 -0.4	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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	963 7.0	1,007 4.6	1,048 4.1	1,080 3.1	1,061 -1.8	1,114 5.0	3,636 -19.4	4,098 12.7
Passenger air transport	589 8.9	633 7.5	655 3.5	675 3.1	671 -0.6	710 5.8	2,137 -19.7	2,552 19.4
Passenger rail transport	25 4.2	26 4.0	28 7.7	27 -3.6	26 -3.7	26 0.0	102 -16.4	106 3.9
Interurban bus transport	74 2.8	75 1.4	78 4.0	80 2.6	76 -5.0	78 2.6	296 -14.9	307 3.7
Vehicle rental	93 3.3	98 5.4	105 7.1	107 1.9	104 -2.8	108 3.8	405 -18.8	403 -0.5
Vehicle repairs and parts	17 6.3	17 0.0	17 0.0	18 5.9	17 -5.6	17 0.0	67 -18.3	69 3.0
Vehicle fuel	109 6.9	100 -8.3	105 5.0	111 5.7	112 0.9	118 5.4	404 -24.3	425 5.2
Other transportation	56 1.8	58 3.6	60 3.4	62 3.3	55 -11.3	57 3.6	225 -15.7	236 4.9
Accommodation	887 6.5	868 -2.1	900 3.7	911 1.2	872 -4.3	886 1.6	3,410 -13.1	3,566 4.6
Food and beverage services	645 4.9	644 -0.2	655 1.7	662 1.1	647 -2.3	664 2.6	2,488 -8.4	2,606 4.7
Other tourism commodities	440 4.5	439 -0.2	451 2.7	455 0.9	443 -2.6	446 0.7	1,755 -10.2	1,785 1.7
Recreation and entertainment	391 4.8	391 0.0	403 3.1	405 0.5	390 -3.7	392 0.5	1,563 -10.0	1,590 1.7
Travel services	37 2.8	37 0.0	38 2.7	39 2.6	42 7.7	43 2.4	148 -13.5	151 2.0
Pre-trip expenditures	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...
Convention fees	12 0.0	11 -8.3	10 -9.1	11 10.0	11 0.0	11 0.0	44 -8.3	44 0.0
Total tourism commodities	2,935 6.0	2,958 0.8	3,054 3.2	3,108 1.8	3,023 -2.7	3,110 2.9	11,289 -13.9	12,055 6.8
Total other commodities	709 7.1	690 -2.7	710 2.9	698 -1.7	661 -5.3	671 1.5	2,769 -10.3	2,807 1.4
Tourism expenditures	3,644 6.2	3,648 0.1	3,764 3.2	3,806 1.1	3,684 -3.2	3,781 2.6	14,058 -13.2	14,862 5.7

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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	704 5.2	1,038 12.2	1,555 14.8	801 16.4	736 4.5	1,074 3.5	3,636 -19.4	4,098 12.7
Passenger air transport	472 6.8	665 20.9	889 23.1	526 24.3	514 8.9	682 2.6	2,137 -19.7	2,552 19.4
Passenger rail transport	14 0.0	26 0.0	43 7.5	23 4.5	13 -7.1	26 0.0	102 -16.4	106 3.9
Interurban bus transport	61 1.7	78 1.3	89 6.0	79 5.3	56 -8.2	77 -1.3	296 -14.9	307 3.7
Vehicle rental	50 -2.0	104 -1.0	193 0.5	56 -1.8	47 -6.0	102 -1.9	405 -18.8	403 -0.5
Vehicle repairs and parts	12 9.1	17 0.0	27 3.8	13 0.0	11 -8.3	17 0.0	67 -18.3	69 3.0
Vehicle fuel	46 4.5	99 -2.0	212 7.6	68 9.7	48 4.3	118 19.2	404 -24.3	425 5.2
Other transportation	49 4.3	49 0.0	102 9.7	36 0.0	47 -4.1	52 6.1	225 -15.7	236 4.9
Accommodation	615 2.0	981 3.7	1,208 5.3	762 6.7	581 -5.5	988 0.7	3,410 -13.1	3,566 4.6
Food and beverage services	412 1.5	650 2.7	1,078 6.6	466 6.4	382 -7.3	659 1.4	2,488 -8.4	2,606 4.7
Other tourism commodities	281 1.1	435 -1.1	737 2.2	332 5.1	262 -6.8	436 0.2	1,755 -10.2	1,785 1.7
Recreation and entertainment	253 1.2	380 -1.3	657 2.2	300 5.3	234 -7.5	381 0.3	1,563 -10.0	1,590 1.7
Travel services	22 0.0	39 0.0	64 3.2	26 4.0	23 4.5	39 0.0	148 -13.5	151 2.0
Pre-trip expenditures	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...
Convention fees	6 0.0	16 0.0	16 0.0	6 0.0	5 -16.7	16 0.0	44 -8.3	44 0.0
Total tourism commodities	2,012 2.9	3,104 5.4	4,578 8.2	2,361 9.5	1,961 -2.5	3,157 1.7	11,289 -13.9	12,055 6.8
Total other commodities	424 -4.9	722 -2.3	1,129 5.2	532 4.1	379 -10.6	699 -3.2	2,769 -10.3	2,807 1.4
Tourism expenditures	2,436 1.4	3,826 3.9	5,707 7.6	2,893 8.5	2,340 -3.9	3,856 0.8	14,058 -13.2	14,862 5.7

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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	945 9.4	969 2.5	1,006 3.8	1,014 0.8	972 -4.1	982 1.0	3,557 -14.3	3,934 10.6
Passenger air transport	638 11.3	662 3.8	689 4.1	698 1.3	672 -3.7	676 0.6	2,307 -13.1	2,687 16.5
Passenger rail transport	24 4.3	25 4.2	23 -8.0	23 0.0	22 -4.3	22 0.0	95 -16.7	95 0.0
Interurban bus transport	67 3.1	66 -1.5	67 1.5	67 0.0	64 -4.5	65 1.6	267 -12.2	267 0.0
Vehicle rental	89 3.5	92 3.4	98 6.5	101 3.1	98 -3.0	100 2.0	388 -19.7	380 -2.1
Vehicle repairs and parts	13 8.3	13 0.0	14 7.7	14 0.0	13 -7.1	13 0.0	54 -19.4	54 0.0
Vehicle fuel	72 7.5	69 -4.2	72 4.3	70 -2.8	64 -8.6	66 3.1	279 -13.9	283 1.4
Other transportation	42 10.5	42 0.0	43 2.4	41 -4.7	39 -4.9	40 2.6	167 -17.7	168 0.6
Accommodation	761 2.8	762 0.1	777 2.0	777 0.0	753 -3.1	767 1.9	3,018 -12.0	3,077 2.0
Food and beverage services	525 4.4	523 -0.4	522 -0.2	531 1.7	515 -3.0	525 1.9	2,058 -11.4	2,101 2.1
Other tourism commodities	363 2.0	365 0.6	363 -0.5	373 2.8	355 -4.8	356 0.3	1,483 -12.1	1,464 -1.3
Recreation and entertainment	325 3.2	326 0.3	324 -0.6	329 1.5	312 -5.2	312 0.0	1,320 -12.1	1,304 -1.2
Travel services	29 -6.5	29 0.0	30 3.4	34 13.3	33 -2.9	34 3.0	122 -15.3	122 0.0
Pre-trip expenditures	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...	0 ...
Convention fees	9 -10.0	10 11.1	9 -10.0	10 11.1	10 0.0	10 0.0	41 -2.4	38 -7.3
Total tourism commodities	2,594 5.3	2,619 1.0	2,668 1.9	2,695 1.0	2,595 -3.7	2,630 1.3	10,116 -12.7	10,576 4.5
Total other commodities	640 6.0	644 0.6	650 0.9	634 -2.5	614 -3.2	625 1.8	2,536 -11.8	2,568 1.3
Tourism expenditures	3,234 5.4	3,263 0.9	3,318 1.7	3,329 0.3	3,209 -3.6	3,255 1.4	12,652 -12.5	13,144 3.9

Section D
Supply of tourism commodities

Table 10
Supply of tourism commodities, seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	19,576 2.1	19,455 -0.6	19,834 1.9	21,247 7.1	22,038 3.7	22,611 2.6	73,009 -11.1	80,112 9.7
Passenger air transport	3,541 0.3	3,809 7.6	3,943 3.5	4,018 1.9	4,204 4.6	4,378 4.1	13,781 -10.8	15,311 11.1
Passenger rail transport	70 -1.4	71 1.4	75 5.6	73 -2.7	75 2.7	75 0.0	289 -6.5	289 0.0
Interurban bus transport	267 0.4	268 0.4	269 0.4	269 0.0	271 0.7	272 0.4	1,059 -7.0	1,073 1.3
Vehicle rental	567 -1.2	575 1.4	587 2.1	576 -1.9	570 -1.0	575 0.9	2,300 -5.0	2,305 0.2
Vehicle repairs and parts	4,994 -0.3	4,931 -1.3	4,969 0.8	5,165 3.9	5,076 -1.7	5,213 2.7	19,333 -3.6	20,059 3.8
Vehicle fuel	9,413 4.6	9,061 -3.7	9,227 1.8	10,374 12.4	11,056 6.6	11,309 2.3	33,388 -16.5	38,075 14.0
Other transportation	724 0.3	740 2.2	764 3.2	772 1.0	786 1.8	789 0.4	2,859 3.3	3,000 4.9
Accommodation	3,029 5.5	2,984 -1.5	3,039 1.8	3,075 1.2	3,074 -0.0	3,084 0.3	11,437 -4.3	12,127 6.0
Food and beverage services	13,706 2.5	13,717 0.1	13,896 1.3	14,045 1.1	14,157 0.8	14,390 1.6	53,117 0.3	55,364 4.2
Other tourism commodities	7,203 2.1	7,228 0.3	7,351 1.7	7,422 1.0	7,424 0.0	7,311 -1.5	28,349 0.2	29,204 3.0
Recreation and entertainment	5,654 2.4	5,660 0.1	5,742 1.4	5,798 1.0	5,815 0.3	5,674 -2.4	22,273 1.7	22,854 2.6
Travel services	848 1.8	872 2.8	908 4.1	916 0.9	915 -0.1	928 1.4	3,265 -3.5	3,544 8.5
Pre-trip expenditures	639 -0.8	635 -0.6	640 0.8	647 1.1	634 -2.0	647 2.1	2,581 -6.2	2,561 -0.8
Convention fees	62 6.9	61 -1.6	61 0.0	61 0.0	60 -1.6	62 3.3	230 -6.1	245 6.5
Total tourism commodities	43,514 2.5	43,384 -0.3	44,120 1.7	45,789 3.8	46,693 2.0	47,396 1.5	165,912 -5.4	176,807 6.6

Table 11
Supply of tourism commodities, not seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	17,957 9.9	19,474 9.7	21,967 8.8	20,714 10.6	20,232 12.7	22,707 16.6	73,009 -11.1	80,112 9.7
Passenger air transport	3,321 -0.1	3,605 15.5	4,895 14.6	3,490 13.8	3,979 19.8	4,291 19.0	13,781 -10.8	15,311 11.1
Passenger rail transport	59 -6.3	69 -1.4	89 4.7	72 1.4	63 6.8	72 4.3	289 -6.5	289 0.0
Interurban bus transport	251 0.0	256 1.6	287 2.5	279 1.1	257 2.4	262 2.3	1,059 -7.0	1,073 1.3
Vehicle rental	429 -3.6	464 1.1	792 2.1	620 0.0	442 3.0	478 3.0	2,300 -5.0	2,305 0.2
Vehicle repairs and parts	4,336 6.1	5,250 3.3	5,160 3.0	5,313 3.1	4,287 -1.1	5,427 3.4	19,333 -3.6	20,059 3.8
Vehicle fuel	8,837 18.5	9,113 12.9	9,960 10.3	10,165 15.2	10,421 17.9	11,419 25.3	33,388 -16.5	38,075 14.0
Other transportation	724 2.4	717 3.2	784 7.1	775 6.9	783 8.1	758 5.7	2,859 3.3	3,000 4.9
Accommodation	2,244 4.5	3,101 6.6	4,077 6.1	2,705 6.6	2,279 1.6	3,234 4.3	11,437 -4.3	12,127 6.0
Food and beverage services	12,421 3.4	14,031 4.1	14,874 4.3	14,038 5.1	12,822 3.2	14,733 5.0	53,117 0.3	55,364 4.2
Other tourism commodities	6,833 -0.3	7,160 2.4	7,670 5.1	7,541 4.7	7,057 3.3	7,178 0.3	28,349 0.2	29,204 3.0
Recreation and entertainment	5,479 -0.3	5,561 1.7	5,779 4.3	6,035 4.5	5,603 2.3	5,553 -0.1	22,273 1.7	22,854 2.6
Travel services	768 0.4	856 9.6	1,141 12.9	779 10.0	874 13.8	870 1.6	3,265 -3.5	3,544 8.5
Pre-trip expenditures	534 -2.4	680 -1.3	675 -0.4	672 0.7	529 -0.9	690 1.5	2,581 -6.2	2,561 -0.8
Convention fees	52 6.1	63 8.6	75 5.6	55 5.8	51 -1.9	65 3.2	230 -6.1	245 6.5
Total tourism commodities	39,455 5.6	43,766 6.4	48,588 6.6	44,998 7.6	42,390 7.4	47,852 9.3	165,912 -5.4	176,807 6.6

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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	15,459 0.9	15,645 1.2	15,821 1.1	15,947 0.8	15,845 -0.6	15,913 0.4	60,320 -2.4	62,872 4.2
Passenger air transport	3,839 1.0	3,987 3.9	4,122 3.4	4,134 0.3	4,210 1.8	4,169 -1.0	14,837 -3.9	16,082 8.4
Passenger rail transport	65 -5.8	66 1.5	65 -1.5	64 -1.5	65 1.6	64 -1.5	268 -6.9	260 -3.0
Interurban bus transport	243 0.4	235 -3.3	231 -1.7	226 -2.2	227 0.4	227 0.0	953 -4.4	935 -1.9
Vehicle rental	553 2.6	544 -1.6	546 0.4	540 -1.1	537 -0.6	534 -0.6	2,200 -5.9	2,183 -0.8
Vehicle repairs and parts	3,940 -0.8	3,907 -0.8	3,941 0.9	4,050 2.8	3,930 -3.0	4,032 2.6	15,464 -5.6	15,838 2.4
Vehicle fuel	6,285 2.0	6,361 1.2	6,371 0.2	6,385 0.2	6,321 -1.0	6,331 0.2	24,464 1.1	25,402 3.8
Other transportation	534 0.9	545 2.1	545 0.0	548 0.6	555 1.3	556 0.2	2,134 -2.2	2,172 1.8
Accommodation	2,591 1.6	2,611 0.8	2,621 0.4	2,626 0.2	2,656 1.1	2,675 0.7	10,108 -3.1	10,449 3.4
Food and beverage services	11,169 2.0	11,145 -0.2	11,149 0.0	11,227 0.7	11,239 0.1	11,335 0.9	43,962 -3.1	44,690 1.7
Other tourism commodities	6,181 1.8	6,147 -0.6	6,130 -0.3	6,210 1.3	6,116 -1.5	6,010 -1.7	24,552 -1.8	24,668 0.5
Recreation and entertainment	4,753 2.0	4,705 -1.0	4,663 -0.9	4,720 1.2	4,651 -1.5	4,528 -2.6	18,866 -0.7	18,841 -0.1
Travel services	697 1.8	710 1.9	722 1.7	731 1.2	725 -0.8	731 0.8	2,708 -5.4	2,860 5.6
Pre-trip expenditures	677 -0.1	676 -0.1	691 2.2	705 2.0	685 -2.8	695 1.5	2,768 -5.3	2,749 -0.7
Convention fees	54 1.9	56 3.7	54 -3.6	54 0.0	55 1.9	56 1.8	210 -2.8	218 3.8
Total tourism commodities	35,400 1.5	35,548 0.4	35,721 0.5	36,010 0.8	35,856 -0.4	35,933 0.2	138,942 -2.6	142,679 2.7

Section E

Employment generated by tourism

Table 13
Employment generated by tourism, seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
thousands of jobs and percentage change, preceding period								
Transportation	70.7 2.5	68.6 -3.0	68.1 -0.7	67.0 -1.6	67.6 0.9	68.1 0.7	70.5 -0.6	68.6 -2.7
Air transportation	43.0 4.6	41.5 -3.5	41.2 -0.7	40.6 -1.5	41.0 1.0	41.3 0.7	42.3 3.1	41.6 -1.8
Railway transportation	2.8 -3.4	2.8 0.0	2.7 -3.6	2.6 -3.7	2.6 0.0	2.6 0.0	2.9 -11.4	2.7 -6.8
Water transportation	1.7 -10.5	1.7 0.0	1.9 11.8	1.8 -5.3	1.8 0.0	1.8 0.0	1.9 -7.5	1.8 -4.1
Bus transportation	10.6 1.9	10.4 -1.9	10.1 -2.9	9.9 -2.0	10.0 1.0	10.0 0.0	10.3 -3.3	10.3 -0.7
Other transportation industries	12.6 -0.8	12.2 -3.2	12.2 0.0	12.1 -0.8	12.2 0.8	12.4 1.6	13.1 -5.9	12.3 -6.1
Accommodation	149.7 -0.6	149.7 0.0	152.2 1.7	152.9 0.5	152.6 -0.2	151.7 -0.6	150.1 -5.0	151.1 0.7
Food and beverage services	151.6 0.0	150.9 -0.5	151.4 0.3	151.8 0.3	152.5 0.5	152.6 0.1	152.9 0.2	151.4 -1.0
Other tourism industries	111.4 -1.1	109.5 -1.7	110.1 0.5	109.2 -0.8	110.5 1.2	110.7 0.2	113.9 -1.1	110.1 -3.4
Recreation and entertainment	70.2 -1.7	71.0 1.1	71.7 1.0	71.3 -0.6	71.0 -0.4	70.3 -1.0	72.0 2.5	71.1 -1.4
Travel services	41.2 0.0	38.5 -6.6	38.4 -0.3	37.9 -1.3	39.5 4.2	40.4 2.3	41.9 -6.8	39.0 -6.8
Total tourism industries	483.4 -0.1	478.7 -1.0	481.8 0.6	480.9 -0.2	483.2 0.5	483.1 -0.0	487.4 -1.9	481.2 -1.3
Other industries	112.3 0.4	112.9 0.5	113.5 0.5	114.4 0.8	115.4 0.9	115.8 0.3	113.9 -5.6	113.3 -0.5
Tourism activities	595.7 0.0	591.6 -0.7	595.3 0.6	595.3 0.0	598.6 0.6	598.9 0.1	601.2 -2.6	594.5 -1.1

Table 14
Employment generated by tourism, not seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
thousands of jobs and percentage change, preceding year								
Transportation	69.1 -2.8	68.8 -2.7	69.5 -2.4	67.0 -2.9	66.4 -3.9	68.7 -0.1	70.5 -0.6	68.6 -2.7
Air transportation	42.5 -0.9	41.7 -1.4	41.6 -2.8	40.5 -1.9	40.4 -4.9	41.6 -0.2	42.3 3.1	41.6 -1.8
Railway transportation	2.8 -12.5	2.6 -7.1	2.8 -3.4	2.7 -3.6	2.8 0.0	2.6 0.0	2.9 -11.4	2.7 -6.8
Water transportation	1.7 -5.6	1.7 -5.6	2.0 0.0	1.7 -5.6	1.7 0.0	1.8 5.9	1.9 -7.5	1.8 -4.1
Bus transportation	10.3 1.0	10.7 -1.8	9.8 2.1	10.2 -3.8	9.9 -3.9	10.4 -2.8	10.3 -3.3	10.3 -0.7
Other transportation industries	11.8 -9.2	12.1 -6.2	13.3 -4.3	11.9 -4.8	11.6 -1.7	12.3 1.7	13.1 -5.9	12.3 -6.1
Accommodation	155.5 -1.0	148.8 0.5	165.1 1.6	135.1 1.8	157.0 1.0	150.3 1.0	150.1 -5.0	151.1 0.7
Food and beverage services	148.1 -2.1	154.7 -1.4	156.2 -0.8	146.7 0.3	148.9 0.5	156.4 1.1	152.9 0.2	151.4 -1.0
Other tourism industries	106.9 -3.1	110.6 -4.3	118.2 -2.6	104.5 -3.5	105.3 -1.5	111.2 0.5	113.9 -1.1	110.1 -3.4
Recreation and entertainment	66.0 -2.7	72.4 -2.3	79.4 -0.1	66.4 -0.4	66.3 0.5	71.2 -1.7	72.0 2.5	71.1 -1.4
Travel services	40.9 -3.8	38.2 -8.0	38.8 -7.2	38.1 -8.4	39.0 -4.6	40.0 4.7	41.9 -6.8	39.0 -6.8
Total tourism industries	479.6 -2.0	482.9 -1.7	509.0 -0.7	453.3 -0.6	477.6 -0.4	486.6 0.8	487.4 -1.9	481.2 -1.3
Other industries	111.3 -3.1	112.9 -1.1	115.5 1.0	113.4 1.3	112.8 1.3	114.1 1.1	113.9 -5.6	113.3 -0.5
Tourism activities	590.9 -2.2	595.8 -1.6	624.5 -0.4	566.7 -0.3	590.4 -0.1	600.7 0.8	601.2 -2.6	594.5 -1.1

Section F

Tourism prices and gross domestic product

Table 15
Tourism gross domestic product, seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
Transportation	1,488 -0.1	1,554 4.4	1,608 3.5	1,614 0.4	1,662 3.0	1,699 2.2	5,872 -8.3	6,264 6.7
Accommodation	1,776 5.1	1,755 -1.2	1,788 1.9	1,809 1.2	1,814 0.3	1,818 0.2	6,739 -4.0	7,128 5.8
Food and beverage services	939 2.6	943 0.4	956 1.4	966 1.0	974 0.8	990 1.6	3,629 0.7	3,804 4.8
Other tourism industries	1,123 2.1	1,138 1.3	1,168 2.6	1,180 1.0	1,180 0.0	1,174 -0.5	4,375 -1.0	4,609 5.3
Total tourism industries	5,326 2.5	5,390 1.2	5,520 2.4	5,569 0.9	5,630 1.1	5,681 0.9	20,615 -3.9	21,805 5.8
Other industries	1,863 2.3	1,844 -1.0	1,872 1.5	1,965 5.0	2,001 1.8	2,019 0.9	7,068 -5.9	7,544 6.7
Tourism gross domestic product	7,189 2.5	7,234 0.6	7,392 2.2	7,534 1.9	7,631 1.3	7,700 0.9	27,683 -4.4	29,349 6.0

Table 16
Tourism gross domestic product, not seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
Transportation	1,256 -1.1	1,445 8.6	2,104 9.4	1,459 8.2	1,426 13.5	1,629 12.7	5,872 -8.3	6,264 6.7
Accommodation	1,308 4.4	1,789 6.2	2,628 5.7	1,403 6.6	1,330 1.7	1,863 4.1	6,739 -4.0	7,128 5.8
Food and beverage services	700 3.7	930 4.7	1,441 5.0	733 5.6	723 3.3	977 5.1	3,629 0.7	3,804 4.8
Other tourism industries	882 0.0	1,080 5.3	1,773 7.3	874 7.2	955 8.3	1,089 0.8	4,375 -1.0	4,609 5.3
Total tourism industries	4,146 1.6	5,244 6.4	7,946 6.9	4,469 7.1	4,434 6.9	5,558 6.0	20,615 -3.9	21,805 5.8
Other industries	1,330 7.7	1,756 5.9	2,687 6.2	1,771 7.7	1,429 7.4	1,879 7.0	7,068 -5.9	7,544 6.7
Tourism gross domestic product	5,476 3.0	7,000 6.3	10,633 6.7	6,240 7.3	5,863 7.1	7,437 6.2	27,683 -4.4	29,349 6.0

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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of 2002 dollars and percentage change, preceding period								
Transportation	1,566 0.3	1,598 2.0	1,630 2.0	1,622 -0.5	1,643 1.3	1,637 -0.4	6,138 -4.6	6,416 4.5
Accommodation	1,513 1.3	1,525 0.8	1,528 0.2	1,536 0.5	1,550 0.9	1,565 1.0	5,920 -3.2	6,102 3.1
Food and beverage services	764 1.9	766 0.3	766 0.0	772 0.8	772 0.0	778 0.8	3,003 -2.5	3,068 2.2
Other tourism industries	932 1.9	937 0.5	939 0.2	954 1.6	942 -1.3	933 -1.0	3,669 -3.1	3,762 2.5
Total tourism industries	4,775 1.1	4,826 1.1	4,863 0.8	4,884 0.4	4,907 0.5	4,913 0.1	18,730 -3.5	19,348 3.3
Other industries	1,591 2.0	1,593 0.1	1,611 1.1	1,627 1.0	1,621 -0.4	1,623 0.1	6,213 -0.7	6,422 3.4
Tourism gross domestic product	6,366 1.4	6,419 0.8	6,474 0.9	6,511 0.6	6,528 0.3	6,536 0.1	24,943 -2.8	25,770 3.3

Table 18
Implicit price indexes for tourism demand, seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
	index (2002 = 100) and percentage change, preceding period							
Transport services	109.2 0.2	109.6 0.4	110.2 0.5	115.4 4.7	119.4 3.5	123.5 3.4	106.7 -8.7	111.1 4.1
Accommodation services	116.8 4.0	114.3 -2.1	116.0 1.5	117.2 1.0	116.1 -0.9	115.5 -0.5	113.1 -1.5	116.1 2.7
Food and beverage services	122.9 0.7	123.1 0.2	124.8 1.4	125.0 0.2	126.0 0.8	127.2 1.0	120.9 3.5	124.0 2.5
Other tourism commodities	113.0 0.2	113.8 0.7	115.4 1.4	114.6 -0.7	116.1 1.3	116.5 0.3	111.6 1.3	114.2 2.3
Tourism commodities	113.6 1.0	113.5 -0.1	114.6 1.0	117.2 2.3	119.3 1.8	121.4 1.8	111.2 -3.5	114.7 3.2
Total tourism expenditures	112.3 0.8	112.3 0.0	113.2 0.8	115.2 1.8	117.1 1.6	118.9 1.5	110.3 -2.7	113.3 2.7

Section G

Supplementary tables

Table 19
International travellers, seasonally adjusted

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
thousands of travellers and percentage change, preceding period								
Total inbound travel	6,217 3.9	6,091 -2.0	6,221 2.1	6,140 -1.3	5,930 -3.4	6,024 1.6	24,696 -9.8	24,669 -0.1
Same day	2,207 4.7	2,111 -4.3	2,166 2.6	2,088 -3.6	1,974 -5.5	2,018 2.2	8,959 -12.4	8,572 -4.3
Overnight	4,010 3.4	3,980 -0.7	4,055 1.9	4,052 -0.1	3,956 -2.4	4,006 1.3	15,737 -8.2	16,097 2.3
United States	5,099 3.1	4,976 -2.4	5,106 2.6	5,032 -1.5	4,834 -3.9	4,895 1.3	20,526 -9.2	20,214 -1.5
Same day	2,179 4.7	2,083 -4.4	2,139 2.7	2,063 -3.6	1,949 -5.5	1,993 2.2	8,858 -12.3	8,465 -4.4
Overnight	2,920 2.0	2,893 -0.9	2,967 2.6	2,969 0.1	2,884 -2.8	2,902 0.6	11,667 -6.7	11,749 0.7
All other countries	1,117 7.3	1,115 -0.2	1,115 -0.0	1,109 -0.6	1,096 -1.1	1,129 3.0	4,170 -12.5	4,456 6.8
Same day	27 7.9	28 0.9	27 -1.6	25 -8.2	25 -1.7	25 2.8	100 -20.6	107 6.9
Overnight	1,090 7.3	1,087 -0.2	1,088 0.0	1,084 -0.4	1,071 -1.1	1,104 3.0	4,070 -12.3	4,349 6.8
Same day and overnight:								
Americas, except United States	113 6.3	120 5.8	118 -1.9	120 2.0	121 0.5	118 -2.3	488 -20.5	471 -3.5
Mexico	29 9.8	32 10.5	30 -6.5	32 6.7	33 1.4	32 -2.3	172 -36.5	124 -28.0
Other Americas	84 5.2	88 4.1	88 -0.3	88 0.3	88 0.2	86 -2.3	316 -7.9	347 9.8
Europe	616 7.0	582 -5.6	585 0.5	582 -0.5	576 -1.1	587 2.0	2,252 -9.6	2,365 5.0
France	109 3.6	108 -1.2	109 1.1	114 4.4	117 2.8	117 -0.2	412 -3.2	441 7.0
Germany	88 4.0	87 -1.1	85 -2.4	83 -2.6	77 -6.3	82 5.8	319 -4.0	342 7.3
United Kingdom	181 -1.0	186 2.4	183 -1.5	177 -3.0	173 -2.7	175 1.3	724 -16.7	727 0.4
Other Europe	238 17.2	201 -15.3	208 3.3	208 -0.0	208 0.2	214 2.5	797 -7.8	855 7.3
Asia/Pacific	365 8.3	389 6.7	389 -0.0	382 -1.7	377 -1.5	400 6.2	1,343 -14.3	1,525 13.6
China	46 14.8	50 7.3	54 8.0	50 -5.8	55 9.5	59 7.6	166 0.2	200 20.4
Hong Kong	27 -3.9	33 19.6	28 -14.6	32 14.7	32 -0.5	32 1.7	112 -15.6	119 6.8
Japan	62 16.2	61 -0.9	63 3.3	57 -10.2	52 -8.0	54 3.5	206 -28.4	243 18.2
South Korea	40 12.4	46 15.2	41 -11.0	43 3.8	39 -9.0	41 6.1	144 -26.7	170 17.9
Australia	57 2.0	62 9.6	62 -0.3	63 1.3	61 -3.1	64 5.7	214 -14.1	244 14.3
Other Asia/Pacific	132 7.2	137 3.6	141 2.9	138 -2.4	138 0.1	149 7.9	501 -6.5	549 9.5
Africa	23 2.8	24 4.7	23 -2.8	24 3.8	23 -4.5	24 3.2	87 -5.0	94 8.1
Canadian outbound travel	12,845 4.0	13,224 2.9	13,411 1.4	14,140 5.4	14,358 1.5	14,927 4.0	47,484 -8.2	53,620 12.9
United States	10,771 4.6	11,069 2.8	11,220 1.4	11,842 5.5	12,147 2.6	12,623 3.9	39,254 -10.0	44,903 14.4
Same day	5,906 3.9	6,087 3.1	6,219 2.2	6,731 8.2	7,033 4.5	7,305 3.9	21,281 -13.9	24,942 17.2
Overnight	4,865 5.4	4,982 2.4	5,001 0.4	5,112 2.2	5,114 0.0	5,318 4.0	17,973 -5.0	19,961 11.1
All other countries	2,074 1.1	2,155 3.9	2,190 1.7	2,298 4.9	2,211 -3.8	2,304 4.2	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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
thousands of travellers and percentage change, preceding year								
Total inbound travel	3,884 -5.4	6,471 -3.3	9,590 3.5	4,725 2.0	3,560 -8.3	6,405 -1.0	24,696 -9.8	24,669 -0.1
Same day	1,673 -11.1	2,234 -8.8	2,883 2.7	1,781 -2.0	1,449 -13.4	2,113 -5.4	8,959 -12.4	8,572 -4.3
Overnight	2,210 -0.5	4,236 -0.1	6,707 3.8	2,943 4.6	2,110 -4.5	4,292 1.3	15,737 -8.2	16,097 2.3
United States	3,224 -7.0	5,266 -5.2	7,795 2.2	3,929 1.3	2,944 -8.7	5,161 -2.0	20,526 -9.2	20,213 -1.5
Same day	1,663 -11.1	2,202 -9.1	2,832 2.6	1,767 -2.0	1,441 -13.4	2,084 -5.4	8,858 -12.3	8,465 -4.4
Overnight	1,561 -2.1	3,064 -2.2	4,962 2.0	2,161 4.2	1,503 -3.7	3,078 0.4	11,667 -6.7	11,749 0.7
All other countries	660 3.6	1,204 6.3	1,796 9.2	796 5.3	616 -6.6	1,243 3.2	4,170 -12.5	4,456 6.8
Same day	10 -0.7	32 14.1	50 9.9	14 -10.3	9 -16.4	29 -10.1	100 -20.6	107 6.9
Overnight	649 3.6	1,172 6.1	1,745 9.2	782 5.6	607 -6.5	1,214 3.6	4,070 -12.3	4,349 6.8
Same day and overnight:								
Americas, except United States	75 -15.9	126 -11.7	178 3.0	92 10.1	75 0.1	130 3.0	488 -20.5	471 -3.5
Mexico	22 -42.8	35 -41.8	47 -17.8	20 18.3	21 -5.1	39 13.5	172 -36.5	124 -28.0
Other Americas	53 4.1	91 9.8	131 13.4	72 8.0	54 2.3	90 -1.0	316 -7.9	347 9.8
Europe	345 11.0	615 2.2	1,013 6.8	393 0.4	302 -12.4	635 3.2	2,252 -9.6	2,365 5.0
France	68 12.6	99 4.9	196 6.1	77 7.5	70 2.0	110 11.1	412 -3.2	441 7.0
Germany	43 9.0	94 10.1	155 8.9	50 -3.1	34 -19.6	93 -1.4	319 -4.0	342 7.3
United Kingdom	109 -0.3	202 -1.8	291 4.6	125 -4.4	95 -12.9	201 -0.9	724 -16.7	727 0.4
Other Europe	124 23.1	220 1.6	371 8.1	140 2.5	103 -17.3	232 5.4	797 -7.8	855 7.3
Asia/Pacific	228 1.2	437 19.4	569 16.4	292 11.0	226 -0.6	453 3.7	1,343 -14.3	1,525 13.6
China	30 -1.0	48 18.6	81 32.8	40 19.5	35 15.9	58 19.7	166 0.2	200 20.4
Hong Kong	20 -0.9	35 11.4	41 5.6	24 9.4	21 2.8	37 6.0	112 -15.6	119 6.8
Japan	39 7.8	61 44.0	93 16.2	51 6.4	32 -17.7	50 -18.6	206 -28.4	243 18.2
South Korea	28 -0.3	48 32.3	63 18.9	31 15.7	27 -4.8	43 -9.9	144 -26.7	170 17.9
Australia	34 0.5	77 17.9	86 17.2	47 14.4	35 4.3	82 5.5	214 -14.1	244 14.3
Other Asia/Pacific	76 0.3	167 11.9	206 12.1	99 7.7	76 -0.0	184 9.9	501 -6.5	549 9.5
Africa	12 0.6	27 15.2	36 6.4	19 7.1	12 1.9	26 -2.7	87 -5.0	94 8.1
Canadian outbound travel	12,312 7.8	13,090 15.7	15,390 13.7	12,827 14.3	13,680 11.1	14,806 13.1	47,484 -8.2	53,620 12.9
United States	9,471 11.1	11,074 17.0	13,382 14.6	10,975 14.5	10,650 12.4	12,658 14.3	39,254 -10.0	44,903 14.4
Same day	5,134 12.6	6,185 19.5	6,966 18.5	6,657 17.5	6,071 18.2	7,463 20.7	21,281 -13.9	24,942 17.2
Overnight	4,337 9.5	4,889 13.9	6,417 10.7	4,318 10.1	4,579 5.6	5,195 6.3	17,973 -5.0	19,961 11.1
All other countries	2,840 -1.9	2,016 9.4	2,008 8.4	1,852 13.0	3,030 6.7	2,148 6.5	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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding period								
International travel account								
Receipts								
Spending in Canada by foreign residents	4,047 4.0	4,024 -0.6	4,095 1.8	4,032 -1.5	3,876 -3.9	4,095 5.7	15,547 -6.0	16,198 4.2
Payments								
Spending in foreign countries by Canadians	7,127 1.3	7,607 6.7	7,714 1.4	8,015 3.9	7,679 -4.2	8,018 4.4	27,692 -3.3	30,464 10.0
Balance								
Receipts minus payments	-3,080	-3,583	-3,619	-3,983	-3,803	-3,922	-12,146	-14,265

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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
millions of dollars and percentage change, preceding year								
International travel account								
Receipts								
Spending in Canada by foreign residents	3,155 3.8	3,976 2.8	5,662 5.3	3,405 4.2	3,098 -1.8	4,038 1.5	15,547 -6.0	16,198 4.2
Payments								
Spending in foreign countries by Canadians	8,267 4.4	8,015 12.2	7,381 11.4	6,800 13.3	8,661 4.8	8,551 6.7	27,692 -3.3	30,464 10.0
Balance								
Receipts minus payments	-5,112	-4,039	-1,720	-3,395	-5,562	-4,514	-12,146	-14,265

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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
	percentage change, preceding period, preceding year							
United States (dollar)	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	0.9676 -1.9 -5.8	1.1415 7.0 7.0	1.0301 -9.8 -9.8
European Economic and Monetary Union (euro)	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	1.3934 3.3 6.6	1.5851 1.6 1.6	1.3671 -13.8 -13.8
United Kingdom (Pound sterling)	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	1.5784 -0.1 3.0	1.7799 -9.2 -9.2	1.5928 -10.5 -10.5
Switzerland (franc)	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	1.1132 6.3 20.0	1.0503 6.7 6.7	0.9902 -5.7 -5.7
Hong Kong (dollar)	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	0.1244 -1.7 -5.8	0.1473 7.4 7.4	0.1326 -10.0 -10.0
Japan (yen)	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	0.0119 -1.0 6.3	0.0122 17.5 17.5	0.0118 -3.6 -3.6
Australia (dollar)	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	1.0282 3.8 13.3	0.8970 -0.3 -0.3	0.9474 5.6 5.6
New Zealand (dollar)	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	0.7746 3.8 7.6	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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
	index (2005=100) and percentage change, preceding year							
Canada [1]	107.9 1.6	108.6 1.4	109.2 1.8	109.8 2.3	110.7 2.6	112.2 3.4	107.0 0.3	108.9 1.8
United States	111.1 2.4	111.7 1.8	111.8 1.2	113.0 2.1	113.5 2.1	115.5 3.4	109.9 -0.4	111.9 1.8
United Kingdom	112.9 3.3	114.4 3.4	114.7 3.1	115.9 3.4	117.6 4.1	119.4 4.4	110.8 2.2	114.5 3.3
France	107.1 1.3	108.0 1.6	107.9 1.5	108.3 1.6	109.0 1.8	110.2 2.1	106.2 0.1	107.8 1.5
Germany	107.5 0.8	108.0 1.1	108.4 1.2	108.8 1.5	109.8 2.1	110.5 2.3	107.0 0.3	108.2 1.1
Netherlands	107.1 0.9	108.3 1.0	108.0 1.6	108.4 1.7	109.2 2.0	110.8 2.2	106.6 1.2	108.0 1.3
Switzerland	104.3 1.1	105.1 1.0	103.9 0.3	104.7 0.3	104.9 0.6	105.5 0.4	103.8 -0.5	104.5 0.7
Japan	99.4 -1.2	99.7 -0.9	99.5 -0.8	99.9 0.1	99.2 -0.2	99.4 -0.2	100.3 -2.1	99.6 -0.7
Australia	114.7 2.9	115.4 3.1	116.3 2.8	116.7 2.7	118.5 3.3	119.6 3.6	112.6 1.8	115.8 2.8
New Zealand	113.5 2.0	113.7 1.7	114.9 1.5	117.6 4.0	118.5 4.5	119.7 5.3	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

	First quarter 2010	Second quarter 2010	Third quarter 2010	Fourth quarter 2010	First quarter 2011	Second quarter 2011	2009	2010
	percentage change, preceding period							
Gross domestic product at market prices (billions of dollars)	1,600.8 2.3	1,610.4 0.6	1,625.4 0.9	1,661.9 2.2	1,694.6 2.0	1,701.0 0.4	1,529.0 -4.6	1,624.6 6.3
Gross domestic product at basic prices (billions of dollars)	1,504.7 2.4	1,512.9 0.5	1,525.7 0.8	1,560.6 2.3	1,592.2 2.0	1,597.4 0.3	1,436.1 -4.8	1,525.9 6.3
Tourism share of gross domestic product at basic prices (percent)	1.91 0.1	1.91 0.1	1.94 1.3	1.93 -0.4	1.92 -0.7	1.93 0.6	1.93 0.5	1.92 -0.2
Gross domestic product at market prices (billions of chained (2002) dollars)	1,312.8 1.4	1,320.3 0.6	1,328.4 0.6	1,338.5 0.8	1,350.3 0.9	1,348.9 -0.1	1,283.7 -2.8	1,325.0 3.2
Final domestic demand (billions of dollars)	1,619.0 1.7	1,638.2 1.2	1,662.8 1.5	1,690.7 1.7	1,709.2 1.1	1,728.2 1.1	1,562.0 -0.7	1,652.7 5.8
Final domestic demand (billions of chained (2002) dollars)	1,403.4 1.3	1,416.8 1.0	1,431.8 1.1	1,448.6 1.2	1,455.1 0.5	1,465.9 0.7	1,363.4 -2.1	1,425.1 4.5
Personal disposable income per person (dollars)	29,136 1.2	30,187 3.6	29,674 -1.7	30,059 1.3	30,251 0.6	30,335 0.3	28,699 0.1	29,764 3.7
Personal saving rate (percent)	3.6 0.0	6.8 88.9	4.3 -36.8	4.4 2.3	4.4 0.0	4.1 -6.8	4.6 17.2	4.8 3.8
Population (thousands) [1]	33,903 0.2	33,988 0.3	34,109 0.4	34,238 0.4	34,278 0.1	34,349 0.2	33,669 1.2	34,059 1.2
Total number of jobs, business sector (index 2002 = 100)	108.6 0.5	109.9 1.2	110.4 0.4	110.4 0.0	111.4 0.9	111.8 0.4	107.8 -2.7	109.8 1.9

1. Data not adjusted for seasonal variation.