

Service bulletin

Traveller Accommodation Services

2010



Highlights

Operating revenues for the Canadian traveller accommodation industry grew 4.5% in 2010 to reach \$15.6 billion. This increase partially offset the revenue losses experienced during 2009, although revenues remained below 2008 levels.

In 2010, operating expenses for the traveller accommodation industry increased 2.6% to \$14.0 billion. The industry's operating profit margin increased to 10.0%, up from 8.4% in the previous year. The traveller accommodation industry consists of two industry groupings: the hotel, motor hotel and motel industry group and the other traveller accommodation industry group.

Hotels, motor hotels and motels

The hotels, motor hotels and motels industry group accounted for 83.8% of overall traveller accommodation industry revenue. Operating revenues for this industry group increased to \$13.1 billion in 2010, up 4.5% from the previous year.

The largest year-over-year revenue growth was recorded in Saskatchewan (7.5%), while British Columbia and Ontario followed with 7.3% and 6.3% respectively. Prince Edward Island posted a decline in operating revenue (-2.1%), while Nova Scotia (-0.1%) and Alberta (-0.4%) were relatively unchanged.

Total operating expenses for hotels, motor hotels and motels, combined, increased 2.2% to \$11.8 billion. With revenue growth outpacing expenses, the operating profit margin increased to 9.9%, up from 7.9% in 2009.

Other accommodation industries

The other accommodation industry group accounted for 16.2% of total industry revenue. This industry group includes campgrounds, bed and breakfasts, rooming and boarding houses, and cottages and cabins. This industry group registered operating revenues of \$2.5 billion, an increase of 4.1% over 2009. Operating expenses increased 4.6% to \$2.3 billion. The operating profit margin decreased slightly to 10.5% in 2010.

The other accommodation industry group is concentrated in Alberta and Ontario, with these two provinces accounting for 59.7% of the industry group's total operating revenue.

Statistical tables

Table 1

Summary statistics for traveller accommodation services, province and territory, 2008 to 2010

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 P				
Newfoundland and Labrador	214.6	184.8	71.4	13.9
Prince Edward Island	83.2	79.1	26.5	4.8
Nova Scotia	331.9	310.5	111.2	6.4
New Brunswick	266.1	242.3	80.9	8.9
Quebec	2,523.9	2,358.0	853.9	6.6
Ontario	4,349.5	4,013.3	1,434.4	7.7
Manitoba	820.8	750.4	200.2	8.6
Saskatchewan	625.3	532.4	165.3	14.9
Alberta	3,166.4	2,710.7	919.3	14.4
British Columbia	3,033.1	2,691.5	979.9	11.3
Yukon	81.0	73.4	22.0	9.3
Northwest Territories	62.4	56.8	17.7	9.1
Nunavut	39.5	34.0	8.7	13.9
Canada	15,597.6	14,037.2	4,891.5	10.0
2009 r				
Newfoundland and Labrador	207.8	180.4	69.2	13.2
Prince Edward Island	84.1	79.9	26.0	4.9
Nova Scotia	330.6	308.3	109.1	6.7
New Brunswick	263.4	242.5	78.5	7.9
Quebec	2,383.4	2,254.9	795.7	5.4
Ontario	4,082.5	3,866.7	1,353.9	5.3
Manitoba	802.6	744.7	198.4	7.2
Saskatchewan	587.0	498.3	153.9	15.1
Alberta	3,161.4	2,713.9	910.0	14.2
British Columbia	2,853.1	2,621.5	937.8	8.1
Yukon	80.0	79.7	25.6	0.4
Northwest Territories	64.0	58.6	18.4	8.4
Nunavut	33.0	30.7	7.5	7.2
Canada	14,932.9	13,680.1	4,684.0	8.4
2008 r				
Newfoundland and Labrador	207.7	182.7	68.8	12.0
Prince Edward Island	88.1	82.6	27.9	6.2
Nova Scotia	373.3	331.1	111.8	11.3
New Brunswick	270.3	247.4	80.1	8.5
Quebec	2,606.7	2,396.6	851.4	8.1
Ontario	4,414.1	4,011.2	1,396.1	9.1
Manitoba	803.8	737.2	194.6	8.3
Saskatchewan	554.1	465.7	144.5	16.0
Alberta	3,363.7	2,818.1	966.5	16.2
British Columbia	3,262.0	2,870.1	991.6	12.0
Yukon	82.6	72.1	22.2	12.7
Northwest Territories	64.8	60.8	19.8	6.3
Nunavut	31.9	29.0	7.2	8.9
Canada	16,123.3	14,304.7	4,882.5	11.3

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 721. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total.

Table 2
Summary statistics for hotels, motor hotels and motels, province and territory, 2008 to 2010

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 ^p				
Newfoundland and Labrador	179.7	150.7	62.0	16.1
Prince Edward Island	65.7	63.9	22.9	2.7
Nova Scotia	294.2	278.1	103.0	5.5
New Brunswick	229.0	207.2	71.0	9.5
Quebec	2,113.4	1,979.3	737.0	6.3
Ontario	3,659.2	3,375.4	1,250.7	7.8
Manitoba	757.8	688.4	185.3	9.2
Saskatchewan	571.7	481.5	153.7	15.8
Alberta	2,348.7	2,047.5	731.1	12.8
British Columbia	2,702.9	2,372.3	897.9	12.2
Yukon	F	F	F	F
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	13,070.1	11,775.1	4,255.7	9.9
2009 ^r				
Newfoundland and Labrador	174.6	147.3	60.1	15.6
Prince Edward Island	67.1	64.9	22.6	3.3
Nova Scotia	294.5	277.6	101.6	5.8
New Brunswick	226.3	206.2	68.8	8.9
Quebec	2,010.6	1,910.9	690.9	5.0
Ontario	3,442.6	3,266.5	1,180.4	5.1
Manitoba	736.5	681.9	182.5	7.4
Saskatchewan	531.8	448.3	142.8	15.7
Alberta	2,358.6	2,074.2	738.5	12.1
British Columbia	2,518.0	2,302.8	857.1	8.5
Yukon	F	F	F	F
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	12,504.7	11,518.1	4,090.0	7.9
2008 ^r				
Newfoundland and Labrador	172.7	148.5	59.4	14.0
Prince Edward Island	72.2	67.7	24.5	6.1
Nova Scotia	340.2	300.4	104.5	11.7
New Brunswick	234.7	212.6	72.4	9.4
Quebec	2,253.8	2,069.8	758.6	8.2
Ontario	3,817.3	3,462.4	1,252.1	9.3
Manitoba	740.7	675.5	179.4	8.8
Saskatchewan	494.9	412.2	133.1	16.7
Alberta	2,583.7	2,180.5	778.9	15.6
British Columbia	2,865.1	2,499.7	898.1	12.8
Yukon	F	F	F	F
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	13,724.5	12,162.5	4,303.0	11.4

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 72111, 72112, 721198. See "Data sources, definitions and methodology" at the end of tables for definitions of terms.

Table 3
Summary Statistics for other accommodation services, province and territory, 2008 to 2010

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 ^p				
Newfoundland and Labrador	34.9	34.2	9.5	2.2
Prince Edward Island	17.5	15.2	3.6	12.8
Nova Scotia	37.6	32.4	8.1	14.0
New Brunswick	37.1	35.1	9.9	5.3
Quebec	410.6	378.6	116.9	7.8
Ontario	690.3	637.9	183.8	7.6
Manitoba	63.0	62.0	14.9	1.6
Saskatchewan	53.6	50.9	11.6	5.0
Alberta	817.7	663.2	188.2	18.9
British Columbia	330.2	319.2	82.1	3.3
Yukon	F	F	F	F
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,527.5	2,262.2	635.8	10.5
2009 ^r				
Newfoundland and Labrador	33.3	33.1	9.1	0.5
Prince Edward Island	17.0	15.0	3.4	11.4
Nova Scotia	36.1	30.7	7.5	14.8
New Brunswick	37.0	36.2	9.7	2.1
Quebec	372.8	344.0	104.8	7.7
Ontario	639.9	600.2	173.5	6.2
Manitoba	66.1	62.8	15.9	5.0
Saskatchewan	55.2	50.0	11.1	9.5
Alberta	802.8	639.7	171.5	20.3
British Columbia	335.1	318.7	80.7	4.9
Yukon	F	F	F	F
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,428.3	2,162.1	594.0	11.0
2008				
Newfoundland and Labrador	35.0	34.2	9.4	2.3
Prince Edward Island	15.9	14.9	3.3	6.7
Nova Scotia	33.1	30.7	7.2	7.1
New Brunswick	35.6	34.8	7.7	2.3
Quebec	352.9	326.8	92.9	7.4
Ontario	596.8	548.8	144.0	8.0
Manitoba	63.1	61.7	15.2	2.2
Saskatchewan	59.3	53.5	11.4	9.7
Alberta	780.0	637.6	187.6	18.3
British Columbia	396.9	370.4	93.4	6.7
Yukon	F	F	F	F
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,398.8	2,142.2	579.5	10.7

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 721191, 721192, 7212 and 7213. See "Data sources, definitions and methodology" at the end of tables for definitions of terms.

Data sources, definitions and methodology

Description

This annual sample survey collects data required to produce economic statistics for the Traveller Accommodation industry in Canada.

Data collected from businesses are aggregated with information from other sources to produce official estimates of national and provincial economic production for this industry.

Survey estimates are made available to businesses, governments, investors, associations, and the public. The data are used to monitor industry growth, measure performance, and make comparisons to other data sources to better understand this industry.

Target population

The target population consists of all establishments classified to the Accommodation Services industry (NAICS 721) according to the North American Industry Classification System (NAICS) during the reference year.

Sampling

This is a sample survey with a cross-sectional design.

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm including address, industry classification, and information from administrative data sources. The frame is maintained by Statistics Canada's Business Register Division and is updated using administrative data.

The basic objective of the survey is to produce estimates for the whole industry - incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold (note: the threshold varies between surveys and sometimes between industries and provinces in the same survey) for which either survey or administrative data may be used; and administrative data only for businesses with revenue below the specified threshold. It should be noted that only financial information is available from businesses below the threshold; e.g., revenue, and expenses such as depreciation and salaries, wages and benefits. Detailed characteristics are collected only for surveyed establishments.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes and same geography). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance (based on revenue) in an industry. The must-take stratum is comprised of units selected based on complex structural characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises). All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

The effective sample size for reference year 2010 was 2,918 collection entities.

Definition

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. The derived figure excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. For unincorporated businesses, operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Therefore the profit estimate will be higher in industries where unincorporated proprietorships and partnerships are significant contributors.

Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 slip was completed. This category also includes the employer portion of employee benefits for items such as Canada/Quebec Pension Plan or Employment Insurance premiums. Salaries and wages do not include working owners' dividends nor do they include the remuneration of owners of unincorporated business. Therefore the relative level of salaries, wages and benefits will be lower in industries where unincorporated businesses are significant contributors.

An active **statistical establishment** is one production entity or the smallest grouping of production entities which produces as homogeneous a set of goods and/or services as possible; which does not cross provincial boundaries; and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for overall quality; in general, this includes a detailed review of individual responses (especially for the largest companies), an assessment of the general economic conditions portrayed by the data, historic trends, and comparisons with other data sources.

Disclosure control

Statistics Canada is prohibited by law from releasing any data which would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

Data accuracy

Of the units contributing to the estimate, the weighted response rate was 82.5%. CVs were calculated for each estimate and are available upon request.

Related products

Selected CANSIM tables from Statistics Canada

351-0002	Traveller accommodation, summary statistics, by North American Industry Classification System (NAICS), annual (375 series)
351-0006	Traveller accommodation, operating expenses, by North American Industry Classification System (NAICS), annual (percent) (21 series)

Survey(s)

Definitions, data sources and methods: survey number 2418 - Annual Survey of Service Industries: Traveller Accommodation

Release date: March 2012

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 <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published
*	significantly different from reference category ($p < 0.05$)

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