

## Service bulletin

# Traveller Accommodation Services

2007



### Highlights

- Operating revenues for the industry rose 5.6% from 2006 to \$15.5 billion in 2007.
- At the same time, the industry's operating expenses increased at a faster pace than operating revenues. As a result, its operating profit margin declined from 16.7% in 2006 to 15.7% in 2007.
- All types of accommodation providers generated higher profit margins in every province and territory, ranging from 7.7% in the Northwest Territories to 26% in Alberta.
- Revenues in the hotel and motel sector, the largest in the industry, represented 86% of total accommodation revenues earning \$13.3 billion in 2007, up 6% from 2006.
- Revenues in the "other traveller" accommodation sector, which consists mainly of campgrounds and outfitters, increased 5.3% from 2006 to \$2.1 billion.



## Statistical tables

Table 1

## Summary statistics for traveller accommodation, Canada, by provinces and territory, 2005 to 2007

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin	Statistical establishments
	millions of dollars			percent	number
2007 <sup>p</sup>					
Newfoundland and Labrador	196.2	163.7	64.3	16.6	..
Prince Edward Island	89.3	79.7	31.2	10.7	..
Nova Scotia	375.6	302.1	121.7	19.6	..
New Brunswick	260.8	232.6	82.7	10.8	..
Quebec	2,504.3	2,172.7	825.4	13.2	..
Ontario	4,386.3	3,858.9	1,431.9	12.0	..
Manitoba	738.2	602.3	182.5	18.4	..
Saskatchewan	533.6	445.4	145.7	16.5	..
Alberta	2,874.4	2,138.8	873.7	25.6	..
British Columbia	3,346.0	2,897.1	1,089.9	13.4	..
Yukon	82.1	74.8	23.1	8.9	..
Northwest Territories	61.5	56.7	19.2	7.7	..
Nunavut	34.0	31.3	8.2	7.9	..
<b>Canada</b>	<b>15,482.2</b>	<b>13,056.1</b>	<b>4,899.5</b>	<b>15.7</b>	<b>..</b>
2006 <sup>r</sup>					
Newfoundland and Labrador	172.8	143.9	59.0	16.7	..
Prince Edward Island	83.9	71.1	28.6	15.2	..
Nova Scotia	364.1	311.8	118.3	14.4	..
New Brunswick	240.4	205.2	75.9	14.6	..
Quebec	2,470.8	2,132.3	823.4	13.7	..
Ontario	4,271.4	3,659.1	1,401.6	14.3	..
Manitoba	685.5	582.9	179.4	15.0	..
Saskatchewan	464.6	388.8	129.5	16.3	..
Alberta	2,524.5	1,884.1	748.1	25.4	..
British Columbia	3,211.9	2,682.4	1,073.1	16.5	..
Yukon	77.5	68.7	22.5	11.3	..
Northwest Territories	71.1	60.3	18.4	15.2	..
Nunavut	29.4	24.5	7.0	16.5	..
<b>Canada</b>	<b>14,667.9</b>	<b>12,215.2</b>	<b>4,684.8</b>	<b>16.7</b>	<b>..</b>
2005					
Newfoundland and Labrador	175.7	144.8	59.4	17.6	455
Prince Edward Island	81.4	71.2	26.8	12.6	199
Nova Scotia	353.2	299.6	114.9	15.2	599
New Brunswick	232.3	204.1	74.6	12.1	502
Quebec	2,420.3	2,100.1	824.6	13.2	3,054
Ontario	4,213.6	3,631.1	1,334.3	13.8	4,509
Manitoba	672.3	586.1	170.8	12.8	704
Saskatchewan	467.0	388.3	130.9	16.8	805
Alberta	2,488.6	1,945.1	741.5	21.8	1,724
British Columbia	2,922.5	2,487.1	949.2	14.9	3,438
Yukon	79.1	70.6	23.5	10.8	167
Northwest Territories	57.1	54.7	17.0	4.3	99
Nunavut	30.0	26.4	6.0	12.0	36
<b>Canada</b>	<b>14,193.0</b>	<b>12,009.2</b>	<b>4,473.5</b>	<b>15.4</b>	<b>16,293</b>

**Note(s):** According to the North American Industry Classification System (NAICS 721). See "Data source, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

**Table 2**  
**Summary statistics for hotels, motor hotels and motels, Canada, by province and territory, 2005 to 2007**

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin	Statistical establishments
	millions of dollars			percent	number
<b>2007<sup>p</sup></b>					
Newfoundland and Labrador	160.4	129.0	53.0	19.6	..
Prince Edward Island	72.0	65.7	25.5	8.7	..
Nova Scotia	337.0	265.7	109.6	21.1	..
New Brunswick	222.7	194.6	71.0	12.6	..
Quebec	2,139.0	1,882.3	736.4	12.0	..
Ontario	3,737.8	3,289.7	1,264.6	12.0	..
Manitoba	654.9	524.8	150.6	19.9	..
Saskatchewan	464.0	383.0	126.0	17.5	..
Alberta	2,481.8	1,860.5	729.7	25.0	..
British Columbia	2,922.6	2,574.3	966.9	11.9	..
Yukon	64.3	57.5	18.9	10.6	..
Northwest Territories	x	x	x	x	..
Nunavut	x	x	x	x	..
<b>Canada</b>	<b>13,336.7</b>	<b>11,300.4</b>	<b>4,276.1</b>	<b>15.3</b>	<b>..</b>
<b>2006<sup>r</sup></b>					
Newfoundland and Labrador	143.2	116.2	48.6	18.8	..
Prince Edward Island	69.4	59.3	23.6	14.6	..
Nova Scotia	329.9	279.0	106.6	15.4	..
New Brunswick	208.2	174.3	64.5	16.3	..
Quebec	2,118.7	1,845.4	718.9	12.9	..
Ontario	3,646.4	3,132.1	1,223.6	14.1	..
Manitoba	607.0	512.8	148.1	15.5	..
Saskatchewan	400.9	333.0	110.5	16.9	..
Alberta	2,206.1	1,672.1	649.1	24.2	..
British Columbia	2,709.9	2,293.1	905.5	15.4	..
Yukon	63.0	55.2	19.5	12.4	..
Northwest Territories	x	x	x	x	..
Nunavut	x	x	x	x	..
<b>Canada</b>	<b>12,583.3</b>	<b>10,540.3</b>	<b>4041.5</b>	<b>16.2</b>	<b>..</b>
<b>2005</b>					
Newfoundland and Labrador	143.6	117.2	48.5	18.4	130
Prince Edward Island	65.7	58.1	21.5	11.6	94
Nova Scotia	325.0	274.1	105.8	15.7	302
New Brunswick	207.3	179.5	64.9	13.4	226
Quebec	2,103.6	1,818.3	722.4	13.6	1,552
Ontario	3,552.3	3,072.3	1,153.3	13.5	2,159
Manitoba	605.9	524.9	144.6	13.4	415
Saskatchewan	406.3	337.0	111.6	17.1	455
Alberta	2,168.9	1,693.3	636.3	21.9	1,166
British Columbia	2,627.6	2,245.2	867.8	14.6	1,866
Yukon	64.1	57.1	19.7	10.9	64
Northwest Territories	x	x	x	x	x
Nunavut	x	x	x	x	x
<b>Canada</b>	<b>12,344.8</b>	<b>10,448.6</b>	<b>3,917.5</b>	<b>15.4</b>	<b>8,495</b>

**Note(s):** According to the North American Industry Classification System (NAICS 721). See "Data source, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

**Table 3**  
**Summary Statistics for other accommodation industries, Canada, by province and territory, 2005 to 2007**

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin	Statistical establishments
	millions of dollars			percent	number
2007 <sup>p</sup>					
Newfoundland and Labrador	35.8	34.7	11.3	3.2	..
Prince Edward Island	17.2	13.9	5.7	19.2	..
Nova Scotia	38.6	36.4	12.1	5.7	..
New Brunswick	38.1	38.1	11.7	0.1	..
Quebec	365.2	290.4	89.0	20.5	..
Ontario	648.5	569.3	167.3	12.2	..
Manitoba	83.3	77.5	31.9	7.1	..
Saskatchewan	69.6	62.4	19.8	10.4	..
Alberta	392.5	278.3	144.0	29.1	..
British Columbia	423.3	322.8	123.0	23.7	..
Yukon	17.8	17.3	4.2	3.0	..
Northwest Territories	x	x	x	x	..
Nunavut	x	x	x	x	..
<b>Canada</b>	<b>2,145.5</b>	<b>1,755.7</b>	<b>623.4</b>	<b>18.2</b>	<b>..</b>
2006 <sup>r</sup>					
Newfoundland and Labrador	31.6	29.5	11.5	6.7	..
Prince Edward Island	16.3	13.3	5.4	18.6	..
Nova Scotia	34.2	32.8	11.7	4.2	..
New Brunswick	37.0	35.4	12.7	4.3	..
Quebec	352.1	287.0	104.5	18.5	..
Ontario	625.0	527.0	177.9	15.7	..
Manitoba	78.5	70.1	31.3	10.6	..
Saskatchewan	63.7	55.8	19.0	12.5	..
Alberta	348.3	249.6	107.2	28.3	..
British Columbia	416.4	326.9	113.0	21.5	..
Yukon	14.5	13.6	3.0	6.3	..
Northwest Territories	x	x	x	x	..
Nunavut	x	x	x	x	..
<b>Canada</b>	<b>2,037.6</b>	<b>1,657.8</b>	<b>599.7</b>	<b>18.6</b>	<b>..</b>
2005					
Newfoundland and Labrador	32.1	27.6	10.9	13.9	325
Prince Edward Island	15.7	13.1	5.3	16.7	105
Nova Scotia	28.2	25.5	9.1	9.7	297
New Brunswick	25.0	24.6	9.7	1.6	277
Quebec	316.6	281.9	102.2	11.0	1,502
Ontario	661.3	558.9	181.1	15.5	2,350
Manitoba	66.4	61.2	26.3	7.8	289
Saskatchewan	60.6	51.3	19.2	15.4	350
Alberta	319.7	251.8	105.2	21.2	558
British Columbia	294.9	241.9	81.5	18.0	1,570
Yukon	15.0	13.5	3.8	10.3	103
Northwest Territories	x	x	x	x	x
Nunavut	x	x	x	x	x
<b>Canada</b>	<b>1,848.2</b>	<b>1,560.6</b>	<b>556.1</b>	<b>15.6</b>	<b>7,798</b>

**Note(s):** According to the North American Industry Classification System (NAICS 721). See "Data source, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

## Data sources, definitions and methodology

### Description

This annual survey collects the financial and operating data needed to produce statistics for the Traveller Accommodation industry in Canada.

The data are produced as part of Statistics Canada's Unified Enterprise Survey (UES), the main purpose of which is to ensure Statistics Canada receives consistent and integrated data from many types of surveys and sizes of businesses with enough detail to produce accurate provincial statistics.

### 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 and is updated using administrative data.

The target population consists of all statistical establishments (sometimes referred to as firms or units) classified to this industry according to the North American Industry Classification System (NAICS) during the reference year observed.

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 2007 was 3,082 collection entities.

## Definitions

**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/Québec 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 comparability; in general, this includes a detailed review of individual responses (especially for the largest companies), general economic conditions, 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 78.1%. CVs were calculated for each estimate and are available upon request.

### Related products

#### CANSIM

Table 351-0002 - Summary statistics for traveller accommodation (all establishments), by North American Industry Classification System (NAICS), annual (375 series)

#### Survey(s)

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

#### Publications

Service Industries Newsletter, Catalogue no. 63-018-X.

Analytical paper series - Service Industries Division, Catalogue no. 63F0002X.

Release date: August 2009

### 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
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0 <sup>s</sup>	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

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