

Service bulletin

Traveller Accommodation Services

2008



Highlights

- Operating revenues for the traveller accommodation industry rose 2.6% from 2007 to reach \$16.4 billion in 2008.
- The industry's operating expenses grew at a faster pace than operating revenues, increasing 3.8% to \$14.6 billion. As a result, the operating profit margin dropped from 11.9% in 2007 to 10.9% in 2008.
- Revenues in the hotel, motor hotel and motel industry group, which represented 84% of total accommodation revenues, earned \$13.8 billion in 2008, up 1.9% from a year earlier.
- Revenues in the other traveller accommodation industry group increased 6.6% from 2007 to \$2.6 billion in 2008.

Statistical tables

Table 1

Summary statistics for traveller accommodation, Canada, by provinces and territory, 2006 to 2008

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 ^p				
Newfoundland and Labrador	212.3	186.4	71.9	12.2
Prince Edward Island	88.8	82.7	28.9	6.9
Nova Scotia	389.1	344.4	118.1	11.5
New Brunswick	273.7	250.1	82.4	8.6
Quebec	2,549.0	2,348.3	827.5	7.9
Ontario	4,567.8	4,143.1	1,448.6	9.3
Manitoba	811.9	744.5	208.7	8.3
Saskatchewan	567.2	475.2	154.7	16.2
Alberta	3,313.5	2,843.3	987.6	14.2
British Columbia	3,398.6	2,988.5	1,043.3	12.1
Yukon	83.0	72.4	22.5	12.7
Northwest Territories	65.7	60.7	19.8	7.6
Nunavut	31.8	29.0	7.2	8.9
Canada	16,352.4	14,568.5	5,021.1	10.9
2007 ^r				
Newfoundland and Labrador	198.1	172.3	66.8	13.0
Prince Edward Island	87.6	79.6	28.5	9.2
Nova Scotia	387.4	340.5	117.1	12.1
New Brunswick	268.9	238.6	81.8	11.3
Quebec	2,507.7	2,286.8	817.1	8.8
Ontario	4,520.3	4,011.9	1,414.0	11.2
Manitoba	752.0	681.7	190.8	9.4
Saskatchewan	514.4	446.9	143.8	13.1
Alberta	3,158.9	2,646.3	915.3	16.2
British Columbia	3,360.4	2,972.1	1,042.7	11.6
Yukon	82.6	75.3	23.1	8.9
Northwest Territories	61.5	56.7	19.2	7.7
Nunavut	34.0	31.3	8.2	7.9
Canada	15,933.9	14,039.9	4,868.4	11.9
2006 ^r				
Newfoundland and Labrador	174.8	145.7	60.1	16.6
Prince Edward Island	85.7	72.6	28.9	15.3
Nova Scotia	364.1	311.8	118.3	14.4
New Brunswick	245.2	209.7	77.2	14.5
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	622.9	179.4	9.1
Saskatchewan	464.6	388.8	129.5	16.3
Alberta	2,749.5	2,303.3	798.5	16.2
British Columbia	3,119.4	2,609.1	1,004.5	16.4
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
Canada	14,809.1	12,608.9	4,669.3	14.9

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, 2006 to 2008

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 ^p				
Newfoundland and Labrador	172.6	148.5	59.4	14.0
Prince Edward Island	71.2	66.5	23.9	6.6
Nova Scotia	350.0	308.8	106.9	11.8
New Brunswick	234.6	212.5	72.4	9.4
Quebec	2,181.8	2,009.6	726.6	7.9
Ontario	3,931.0	3,576.4	1,283.5	9.0
Manitoba	726.2	664.9	178.6	8.5
Saskatchewan	491.3	408.5	132.3	16.9
Alberta	2,494.1	2,108.9	759.2	15.4
British Columbia	2,967.1	2,602.1	936.6	12.3
Yukon	F	F	F	F
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	13,769.7	12,239.6	4,321.2	11.1
2007 ^r				
Newfoundland and Labrador	162.3	137.7	55.5	15.2
Prince Edward Island	70.4	64.3	23.7	8.7
Nova Scotia	348.9	305.0	106.0	12.6
New Brunswick	231.6	202.9	72.2	12.4
Quebec	2,142.5	1,948.9	715.8	9.0
Ontario	3,898.3	3,448.7	1,259.3	11.5
Manitoba	668.7	604.2	160.5	9.6
Saskatchewan	444.8	384.5	124.1	13.6
Alberta	2,454.8	2,028.8	723.1	17.4
British Columbia	2,944.0	2,590.3	937.5	12.0
Yukon	64.8	58.0	18.9	10.5
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	13,511.2	11,846.7	4,220.2	12.3
2006 ^r				
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	552.8	148.1	8.9
Saskatchewan	400.9	333.0	110.5	16.9
Alberta	2,206.1	1,872.1	649.1	15.1
British Columbia	2,732.1	2,311.3	911.6	15.4
Yukon	63.0	55.2	19.5	12.4
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	12,605.5	10,798.6	4,047.5	14.3

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, 2006 to 2008

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 ^p				
Newfoundland and Labrador	39.7	37.9	12.5	4.5
Prince Edward Island	17.6	16.2	4.9	8.0
Nova Scotia	39.1	35.6	11.2	9.2
New Brunswick	39.1	37.6	10.0	3.9
Quebec	367.2	338.6	100.9	7.8
Ontario	636.8	566.8	165.1	11.0
Manitoba	85.6	79.6	30.0	7.0
Saskatchewan	75.9	66.7	22.4	12.1
Alberta	819.4	734.4	228.5	10.4
British Columbia	431.5	386.4	106.7	10.5
Yukon	F	F	F	F
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,582.7	2,329.0	699.9	9.8
2007 ^r				
Newfoundland and Labrador	35.8	34.7	11.3	3.2
Prince Edward Island	17.2	15.3	4.8	11.2
Nova Scotia	38.6	35.4	11.1	8.3
New Brunswick	37.3	35.6	9.6	4.5
Quebec	365.2	337.9	101.3	7.5
Ontario	622.0	563.2	154.8	9.4
Manitoba	83.3	77.5	30.3	7.1
Saskatchewan	69.6	62.4	19.8	10.4
Alberta	704.0	617.5	192.2	12.3
British Columbia	416.3	381.8	105.2	8.3
Yukon	17.8	17.3	4.2	3.0
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,422.7	2,193.2	648.2	9.5
2006 ^r				
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	543.4	431.2	149.4	20.7
British Columbia	387.3	297.8	92.9	23.1
Yukon	14.5	13.6	3.0	6.3
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,203.6	1,810.3	621.8	17.8

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 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 2008 was 2,780 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 79.3%. 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: May 2010

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

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