TOURISM **SNAPSHOT**
2005 YEAR REVIEW *
FACTS & FIGURES

TOURISM HIGHLIGHTS

- Tourism spending in Canada totaled $62.7 billion in 2005, a 7.2% increase compared to 2004.

- Canadian residents accounted for 72.1% or $45.2 billion while foreigners spent $17.5 billion or 27.9%.

- Total tourism Gross Domestic Product (GDP) reached $26.1 billion in 2005 or 2.0% of Canada's GDP.

- Canada's international travel account deficit was at $5.8 billion in 2005. The deficit increased for a fourth consecutive year, the highest since 1993.

- Employment in Canada's tourism sector reached 625,800 jobs in 2005, for an increase of 1.6% over the previous year.

- Trips taken by overseas residents reached 4.2 million for a gain of 7.7%, partially offsetting the setback in trips from the U.S, which declined by 4.6% to 14.4 million trips.

- Combined, international tourists made 18.6 million overnight trips to Canada in 2005, a 2.2% decline over 2004.

Tourism in the Canadian Economy

	$ billions	05/04 %
Total Demand	62.7	7.2
Domestic	45.2	10.9
International	17.5	-1.3
Tourism GDP	26.1	7.0

Source: Statistics Canada, National Tourism Indicators

Canada's International Travel Account

	All Countries	U.S.	Overseas
	$ billions		
Receipts	16.5	9.0	7.5
Payments	22.3	12.4	9.8
Balance	-5.8	-3.4	-2.4

Source: Statistics Canada, International Travel Account

Overnight Trips to Canada

	Trips 000's	05/04 %	Spending $ M	05/04 %
United States Leisure	12,427	-5.1	5.9	-9.8
United States MC & IT	1,964	-1.4	1.5	-3.8
Total United States	14,390	-4.6	7.5	-3.2
Proportion of all countries %	77.3		56.8	
UK	888	10.8	1.2	11.6
France	351	4.3	0.5	14.4
Germany	311	4.9	0.4	3.2
Mexico	179	6.1	0.2	3.3
Japan	398	1.8	0.6	0.7
South Korea	173	5.0	0.2	6.3
China	113	18.7	0.2	28.3
Australia	179	3.0	0.3	5.5
Total Overseas Core Markets	2,592	7.1	3.6	8.6
Proportion of all countries %	13.9		27.3	
Other Overseas Countries	1,630	7.5	2.1	4.9
Proportion of all countries %	8.8		15.9	
TOTAL COUNTRIES	18,612	-2.2	13.2	-2.4

Source: Statistics Canada, International Travel Survey

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* Note to users: the *2005 Tourism Snapshot Year Review* replaces the former *Canadian Tourism Facts & Figures* produced in collaboration with **Statistics Canada**. The *2005 Year Review* provides data only on international markets. Domestic results will be reported on www.canadatourism.com as they become available from the new *Travel Survey of Residents of Canada*.

2005

CTC Core International Markets - Overnight Travellers Characteristics
Note: Travel characteristic levels and proportions do not include 'not stated' responses.

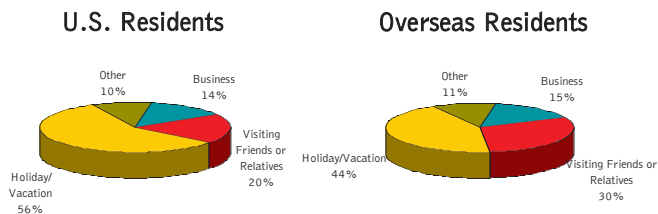|	Total International Markets	05/04 %	Total CTC Core Markets	05/04 %	US	05/04 %	US Leisure	05/04 %	US MC & IT	05/04 %
					UNITED STATES					
Overnight Person-trips (000's)	18,612.2	-2.2	16,982.0	-3.0	14,390.3	-4.6	12,426.7	-5.1	1,963.6	-1.4
Overnight Travel Receipts ($M)	13,229.1	-2.4	11,131.9	-4.1	7,462.9	-3.2	5,939.5	-9.8	1,523.4	-3.8
Average Party Size	2.0	-2.0	1.6	0.0	2.07	-2.4	2.25	-1.7	1.38	-1.4
Average Trip Duration (Nights)	6.8	4.8	5.8	3.6	3.98	-1.2	4.13	-0.5	3.09	-3.4
Receipts per Trip ($)	710.8	-0.3	655.5	-1.1	518.61	-4.2	477.96	-4.9	775.81	-2.5
Receipts per Person-Night ($)	105.3	-4.2	113.0	-5.0	130.20	-3.2	115.90	-4.4	251.20	1.2
Seasonality (000's)		Proportion - %		Proportion - %						
1st. Quarter	2,720.3	14.6	2,500.2	14.7	2,100.4	1.8	1,664.1	2.9	436.3	-2.4
2nd. Quarter	4,817.3	25.9	4,376.0	25.8	3,723.4	-3.3	3,167.8	2.1	555.7	3.7
3rd. Quarter	7,826.4	42.0	7,162.5	42.2	6,100.1	-6.4	5,568.9	-6.8	531.2	-1.9
4th. Quarter	3,248.2	17.5	2,943.6	17.3	2,466.4	-7.1	2,026.1	-7.5	440.4	-5.5
Main Trip Purpose (000's)										
Business	2,622.4	14.1	2,330.7	13.7	1,963.6	-1.4	0.0	0.0	1,963.6	-1.4
Visiting Friends and Relatives	4,161.2	22.4	3,551.0	20.9	2,823.6	1.3	2,823.6	1.3	0	0.0
Pleasure	9,951.2	53.5	9,382.2	55.3	8,140.6	-7.6	6,606.4	-8.6	0	0.0
Other	1,877.3	10.0	1,718.4	10.1	1,462.5	-2.7	2,996.7	-2.8	0	0.0
Gender (%)		05/04 - %		05/04 - %						
Male	50.9	-0.2	50.7	-0.6	50.7	-0.2	48.2	-0.6	66.8	1.2
Female	49.1	0.2	49.3	0.6	49.3	0.2	51.8	0.6	33.2	-1.2
Age (000's)		Proportion - %		Proportion - %						
24 & Under	2,624.1	15.2	2,362.9	15.1	1,903.3	-7.0	1,833.8	-7.6	69.4	11.0
25-34	2,174.0	12.6	1,860.6	11.9	1,353.5	-6.0	1,137.1	-5.9	216.4	-6.2
35-44	2,796.6	16.3	2,514.7	16.1	2,104.6	-7.2	1,672.5	-8.7	432.1	-1.2
45-54	3,371.5	19.6	3,087.5	19.7	2,685.4	-5.7	2,117.9	-7.0	567.5	-0.7
55+	6,237.0	36.3	5,829.7	37.2	5,110.5	-3.1	4,593.9	-3.3	516.4	-1.5
Accommodation Types (000's Person-Trips)										
Hotel Only	7,301.9	43.7	6,848.4	45.1	5,889.3	-3.6	4,352.1	-4.5	1,537.2	-1.0
Motel Only	1,510.9	9.0	1,482.4	9.8	1,450.7	-11.3	1,325.9	-11.3	124.8	-10.8
Home of Friends or Relatives Only	3,318.1	19.9	2,762.0	18.2	2,201.6	1.6	2,160.7	1.8	40.8	-6.4
Camping or Trailer Park Only	485.8	2.9	473.5	3.1	455.7	-9.5	451.1	-9.3	4.6	-30.3
Cottage or Cabin Only	1,135.4	6.8	1,133.4	7.4	1,114.9	-4.3	1,106.7	-4.2	8.2	-9.9
Hotel & Motel	337.0	2.0	305.5	2.0	266.9	-10.4	215.9	-13.3	51.0	4.7
Other Combinations of Two or More Types	2,619.3	15.7	2,191.0	14.4	1,468.8	-9.3	1,396.4	-9.3	123.3	-3.2
Top Activities (000's)*										
Go Shopping	12,356.2	19.9	10,931.7	20.0	8,648.6	-6.3	7,813.5	-6.2	835.1	-7.7
Go Sightseeing	10,446.5	16.9	9,290.3	17.0	7,247.7	-6.8	6,600.1	-7.2	647.6	-2.2
Visit Friends or Relatives	6,986.4	11.3	5,907.7	10.8	4,523.6	-1.1	4,284.1	-0.5	239.4	-10.7
Visit a Historic Site	5,777.6	9.3	5,153.1	9.4	4,052.3	-7.0	3,701.1	-7.2	351.2	-5.1
Participate in Sports/Outdoor Activities	5,489.3	8.9	5,105.6	9.3	4,272.7	-8.1	4,102.1	-7.6	170.7	-18.9
Visit a National or State Nature Park	5,154.2	8.3	4,426.4	8.1	3,040.0	-7.9	2,864.5	-8.2	175.5	-2.4
Go to a Bar or Night Club	4,581.2	7.4	4,142.7	7.6	3,229.7	-8.7	2,605.6	-9.5	624.0	-5.1
Visit a Museum or Art Gallery	4,565.7	7.4	4,035.9	7.4	3,079.9	-6.3	2,805.0	-6.6	274.9	-3.3
Visit a Zoo, Aquarium/Botanical Garden	2,648.2	4.2	2,251.1	4.1	1,576.5	-8.0	1,470.1	-8.5	106.5	0.0
Attend Cultural Events	2,275.5	3.7	2,035.9	3.7	1,660.3	-4.0	1,576.8	-2.8	83.5	-21.6
Attend a Festival or Fair	1,668.2	2.7	1,442.6	2.6	1,084.7	-9.2	1,014.0	-7.8	70.7	-24.5
Provinces Visited (000's)*										
Newfoundland	76.6	0.4	61.5	0.3	50.6	-7.8	44.1	-9.8	6.5	8.3
Prince Edward Island	205.6	1.0	194.4	1.0	154.8	-18.5	151.9	-18.2	2.9	-34.1
Nova Scotia	563.7	2.6	505.3	2.6	411.5	-9.6	385.0	-10.0	26.5	-2.2
New Brunswick	434.3	2.0	411.6	2.1	372.2	-15.4	350.8	-14.7	21.4	-24.1
Quebec	3,257.9	15.1	2,856.5	14.8	2,195.9	-7.1	1,825.0	-7.9	370.9	-2.5
Ontario	9,202.8	43.0	8,323.2	43.3	7,214.2	-3.4	6,187.0	-4.5	1,027.2	-4.2
Manitoba	365.1	1.7	341.5	1.8	292.8	-14.2	257.6	-12.3	35.2	-26.1
Saskatchewan	228.0	1.1	212.6	1.1	180.9	-9.9	160.3	-13.1	20.6	27.1
Alberta	1,782.3	8.3	1,523.5	7.9	961.0	-6.7	790.4	-5.4	170.6	-11.2
British Columbia	4,983.1	23.3	4,511.2	23.5	3,535.9	-4.7	3,177.4	-4.9	358.5	-3.0
Yukon	277.2	1.3	260.1	1.4	230.9	1.2	224.8	0.4	6.1	48.8
Northwest Territories	36.5	0.2	35.2	0.2	26.1	15.0	22.3	12.1	3.8	35.7

*Travellers may visit more than one province and participate in more than one activity while on a trip.

Continued: CTC Core International Markets - Overnight Travellers Characteristics

	EUROPE/LATIN AMERICA							ASIA/PACIFIC							
UK	05/04 %	France	05/04 %	Germany	05/04 %	Mexico	05/04 %	Japan	05/04 %	China	05/04 %	Australia	05/04 %	S Korea	05/04 %
887.8	10.8	351.1	4.3	310.9	4.9	178.9	6.1	398.3	1.8	113.2	18.7	178.8	3.0	172.7	5.0
1,245.6	11.6	463.3	14.4	410.1	3.2	239.7	3.3	557.1	0.7	219.2	28.3	287.1	5.5	246.9	6.3
1.7	-3.4	1.6	0.6	1.6	0.0	1.5	-9.1	1.4	0.0	1.2	-9.8	1.6	0.0	1.3	0.0
13.4	5.0	16.6	14.2	15.8	2.1	17.6	2.8	11.9	-1.8	32.9	0.8	13.7	-2.8	25.9	9.2
1,403.0	0.8	1,319.4	9.7	1,318.8	-1.6	1,340.0	-2.6	1,398.7	-1.0	1,935.7	8.1	1,605.6	2.4	1,429.4	1.2
104.8	-4.0	79.4	-14.1	83.7	-3.4	76.1	-5.3	117.3	0.6	58.9	7.4	117.4	5.5	55.3	-7.2
142.7	22.5	54.3	9.3	35.9	16.9	28.6	43.7	59.8	12.0	16.1	-3.0	31.4	10.6	31.0	17.8
233.2	8.1	74.3	10.7	78.2	-0.8	44.1	-1.8	100.5	-1.0	29.5	22.4	50.6	3.9	42.2	2.4
353.8	9.2	161.9	3.8	152.6	6.9	74.0	-1.1	145.3	-2.0	40.5	13.4	67.4	6.5	66.9	5.0
158.2	9.2	60.6	-5.2	44.2	0.2	32.1	11.1	92.7	5.3	27.1	43.3	29.6	-10.8	32.7	-1.5
91.9	19.2	42.7	-16.9	57.1	3.6	34.3	8.2	56.4	25.3	41.8	73.4	16.5	25.0	26.4	-12.9
285.8	12.3	111.2	10.4	78.3	25.1	36.3	19.4	71.4	-8.3	40.6	15.8	50.4	-7.0	53.4	-1.1
461.0	7.8	171.7	5.5	157.8	-3.8	85.7	-5.1	219.8	3.0	8.4	-55.8	102.2	4.8	35.0	-23.2
49.0	16.4	25.6	18.0	17.8	20.3	22.6	38.7	50.7	-7.7	22.5	-2.6	9.8	12.6	57.9	68.3
48.8	-1.2	54.1	-5.4	52.9	-0.9	58.0	8.8	41.8	-8.3	60.9	2.7	51.6	13.2	57.3	-6.7
51.2	1.2	45.9	5.4	47.1	0.9	42.0	-8.8	58.2	8.3	39.1	-2.7	48.4	-13.2	42.7	6.7
118.1	7.1	70.8	6.9	45.6	-5.6	45.2	-11.9	72.5	-20.7	19.0	46.2	28.0	40.0	60.4	60.2
130.9	20.9	68.2	14.0	54.6	8.5	43.8	56.4	124.1	23.1	15.3	-20.7	30.6	-0.7	39.6	7.3
126.9	4.1	48.6	-0.4	63.6	5.3	35.3	16.9	56.6	31.3	31.0	14.4	18.5	42.3	29.6	-10.6
153.8	7.0	60.7	2.2	59.3	3.0	17.8	-30.2	36.9	-22.5	19.7	27.1	28.4	-25.1	25.5	-27.8
331.0	12.1	88.3	3.5	76.6	8.7	23.8	-10.5	90.8	10.6	27.5	37.5	66.8	10.4	14.4	-19.6
319.5	5.9	77.8	5.0	91.3	-2.6	83.5	-3.9	245.6	3.3	40.2	33.1	57.7	1.4	43.5	-15.4
9.9	22.2	4.4	-10.2	5.0	16.3	0.4	-69.2	2.4	71.4	3.1	342.9	2.0	-60.0	4.5	221.4
213.1	29.4	74.7	-4.7	63.7	11.8	35.1	15.1	54.3	7.1	39.1	17.1	34.5	-6.2	45.9	-7.6
1.5	-61.5	3.4	126.7	12.0	-21.6	0.4	100.0	0.3	100.0	0.0	0.0	0.2	100.0	0.0	-100.0
6.1	13.0	2.6	271.4	5.2	79.3	0.5	-16.7	1.9	12.1	0.0	0.0	2.2	1,000.0	0.0	-100.0
14.6	9.8	6.1	-7.6	8.9	41.2	1.8	200.0	1.0	-61.4	0.4	-93.7	5.4	-10.0	0.4	-87.5
258.9	-2.0	140.9	-4.6	109.2	4.5	31.5	-11.0	58.1	-9.2	18.5	14.9	65.2	6.9	39.9	10.5
794.9	8.6	308.4	7.6	263.7	4.3	166.9	10.2	338.5	6.8	106.5	25.1	157.4	4.4	146.8	14.3
711.1	11.2	257.2	8.7	244.7	6.6	124.4	7.2	314.3	-2.1	98.5	37.0	156.5	2.1	135.9	13.9
528.6	15.7	208.3	1.7	151.6	5.3	80.1	14.8	141.8	3.4	73.3	22.2	102.1	-4.6	98.3	-5.7
406.9	15.9	185.8	12.4	157.3	4.0	81.1	-1.1	94.7	18.8	38.0	16.2	87.0	14.3	50.0	13.6
317.9	5.5	130.0	5.9	114.6	0.8	40.7	-30.8	89.5	-13.0	21.5	4.9	71.9	11.0	46.8	20.3
478.2	8.9	190.7	16.8	190.5	8.4	95.0	2.4	182.7	1.9	54.7	55.0	103.6	2.8	91.0	13.8
420.2	16.6	133.7	4.1	87.4	8.4	69.7	36.4	68.8	1.8	19.8	6.5	74.7	1.6	38.7	13.2
340.7	9.3	181.4	9.4	124.3	-2.6	66.1	-15.5	87.4	-13.3	30.4	-15.8	73.7	4.4	52.0	4.6
234.8	-0.8	123.5	5.0	77.6	-15.1	60.1	7.3	59.3	-3.4	28.5	-2.4	57.1	-11.2	33.7	-18.2
147.0	19.6	76.2	24.9	45.7	-5.4	29.2	6.6	29.5	34.1	9.8	-28.5	20.7	-13.0	17.5	0.6
130.9	17.4	60.3	-12.7	34.5	2.7	29.4	22	43.0	3.1	10.2	-48.0	21.2	-11.2	28.3	26.9
4.4	2.3	0.7	-66.7	2.9	-19.4	0.2	100.0	2.1	162.5	0.1	-94.7	0.5	-61.5	0.0	-100.0
15.9	24.2	1.7	-15.0	7.8	136.3	0.2	100.0	9.2	19.5	1.7	1,600.0	3.1	3.3	0.0	-100.0
43.9	0.9	7.7	16.7	23.1	-1.3	1.5	-37.5	8.7	70.6	0.6	-14.3	7.9	-29.5	0.4	-66.5
16.6	-2.9	5.1	-29.2	9.0	30.4	0.2	100.0	3.4	183.3	0.9	80.0	3.8	-5.0	0.4	100.0
132.6	23.1	281.8	8.5	66.9	-4.7	52.9	-7.5	44.3	7.0	32.1	23.9	31.7	16.5	18.3	10.9
429.6	11.7	108.4	4.7	123.3	3.3	81.9	4.6	173.9	-3.9	64.2	57.8	59.1	-15.0	68.6	20.6
20.7	-25.0	1.1	0.0	6.4	-5.9	2.2	-69.0	10.2	21.4	0.3	-84.2	5.7	78.1	2.1	5.0
16.3	-26.9	1.0	400.0	4.9	-12.5	0.2	-86.7	3.6	-53.2	1.0	-23.1	3.9	-35.0	0.8	-7.1
226.2	-1.0	17.6	-5.9	87.4	9.9	17.4	37.0	109.5	12.5	17.5	13.6	44.0	-18.8	42.9	21.2
298.4	3.5	17.0	-29.2	111.5	-3.8	59.5	3.5	203.5	-6.3	65.5	-4.0	112.6	4.7	107.3	3.2
6.6	61.0	3.5	250.0	14.7	-12.5	0.0	0.0	2.8	-15.2	0.0	0.0	1.6	-27.3	0.0	0.0
0.0	-100.0	0.2	100.0	1.9	171.0	0.0	0.0	7.0	-9.1	0.0	0.0	0.0	-100.0	0.0	0.0

2005

Distribution of International Tourists to Canada by Purpose

U.S. Residents

Other 10%
Business 14%
Visiting Friends or Relatives 20%
Holiday/Vacation 56%

Overseas Residents

Other 11%
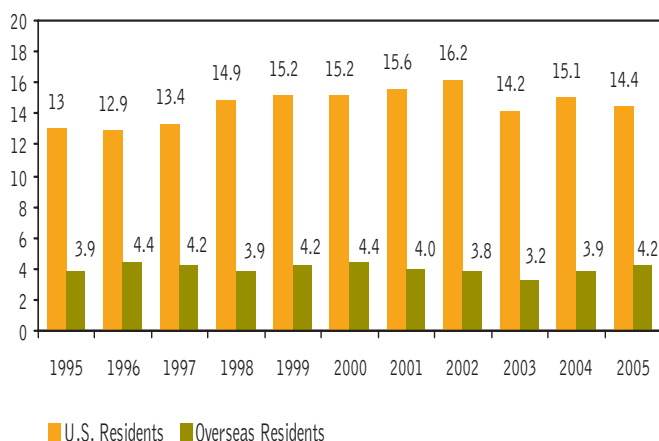Business 15%
Visiting Friends or Relatives 30%
Holiday/Vacation 44%

Source: Statistics Canada, International Travel Survey

Distribution of International Tourists to Canada by Quarter

U.S. Residents

Oct - Dec 16%
Jan - Mar 13%
April - June 26%
July - Sept 45%

Overseas Residents

Oct - Dec 19%
Jan - Mar 14%
April - June 26%
July - Sept 41%
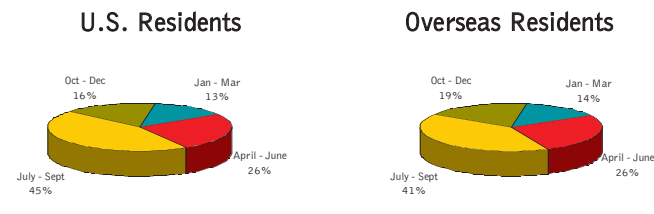
Source: Statistics Canada, International Travel Survey

International Tourists to Canada, overnight trips (M)

Year	U.S. Residents	Overseas Residents
1995	13	3.9
1996	12.9	4.4
1997	13.4	4.2
1998	14.9	3.9
1999	15.2	4.2
2000	15.2	4.4
2001	15.6	4.0
2002	16.2	3.8
2003	14.2	3.2
2004	15.1	3.9
2005	14.4	4.2

■ U.S. Residents ■ Overseas Residents

Source: Statistics Canada, International Travel Survey

Top Ten Overseas Countries Visited by Canadians

	Trips 000's	Nights 000's	Spending $ millions
United Kingdom	898.2	11,370.0	1,090.9
Mexico	794.4	8,779.6	910.1
France	616.0	7,770.5	828.9
Cuba	517.9	4,573.8	470.2
Dominican Republic	505.8	4,487.6	457.3
Italy	382.7	4,860.3	616.0
Germany	317.1	3,204.6	275.7
Netherlands	197.1	1,601.5	131.8
Spain	169.6	2,300.1	222.7
China	160.8	2,996.0	304.1

Source: Statistics Canada, International Travel Survey

International Travel Competitive Review (000's)

TRIPS FROM:	OVERNIGHT TRIPS TO:							
	Canada		United States		Australia		United Kingdom	
	#	05/04 %	#	05/04 %	#	05/04 %	#	05/04 %
Total International	18,612	-2	41,149	8	5,497	5	29,971	8
United States	14,390	-5	—	—	446	3	3,436	5
Other Core Markets								
France	351	4	879	13	64	10	3,333	2
Germany	311	5	1,416	7	146	4	3,318	12
United Kingdom	888	11	4,345	1	708	5	—	—
Mexico	179	6	4,605	15	...	...	77	15
China	113	19	405*	24*	285	13	127	-9
Japan	398	2	3,884	4	686	-4	326	-6
South Korea	173	5	705	13	250	18	...	...
Australia	179	3	582	12	—	—	915	16
Canada	—	—	14,865	7	103	4	803	9
Total Core Markets	16,982	-3	31,685	8	2,688	4	12,335	5

... Data not available. — non-applicable. *Includes Hong Kong, SAR.

Sources: Statistics Canada; Australian Bureau of Statistics; National Statistics (UK); and ITA. Office of Travel and Tourism Industries (USA).

Sources of Information

International Travel Survey (ITS)

Travel Characteristics - The ITS is an ongoing quarterly survey conducted by Statistics Canada that provides a wealth of data on international trip characteristics such as expenditures, activities, places visited and length of stay.

Volume of International Travelers - With the help of Canada Border Services Agency, all ports of entry across Canada participate in collecting monthly census counts of vehicles and passengers entering or re-entering Canada by country of residence and mode.

For more current information, please refer to the monthly *Tourism Snapshot*

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