



The Daily

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- **National tourism indicators, third quarter 1998** 2
Tourism expenditures in Canada reached \$17.3 billion during the third quarter of 1998, an increase of 6.5% from the same period last year.

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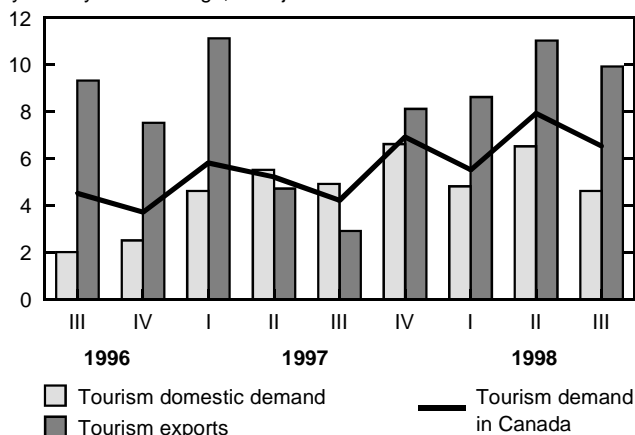
National tourism indicators

Third quarter 1998

Tourism expenditures in Canada reached \$17.3 billion during the third quarter of 1998, up 6.5% from the same period last year. This continues the strong growth which began in the fourth quarter of 1997. Non-resident spending increased at a faster pace than that of Canadian visitors in the country for a fourth consecutive quarter. In fact, expenditures by foreign visitors have been the driving force for eighteen of the last twenty quarters, the exceptions being the second and third quarters of 1997.

Spending by non-residents is the main source of growth

year-to-year % change, unadjusted data



The data are unadjusted for seasonality and expressed at current prices, unless noted otherwise.

same period last year. This represented about 36% of every tourism dollar spent in Canada, constituting the largest share since 1986. Spending rose markedly in all major categories, with the biggest gains in food and beverages (+13.6%) and accommodation (+11.1%). Foreign visitors' spending was up more than 10% for the first nine months of 1998, a pace similar to 1996 and double that of 1997.

The significant influx of visitors from the United States was the major factor behind the surge in spending by non-residents. U.S. residents continued to take advantage of the cheaper Canadian dollar. They made 9.4 million same-day visits and 6.6 million of the more expensive overnight trips during the July-September period, up 6.5% and 10.7% respectively from last year.

Spending by American visitors helped offset a sharp decline in expenditures by tourists from other parts of the world. Tourism from the Asia/Pacific region continued to plummet, falling 20% compared with the third quarter of 1997. This decline constitutes the fifth consecutive double-digit decrease. The number of visitors from Europe, in particular those from France, Germany and the United Kingdom, dropped 4.9% in the quarter, despite the appreciation of their currencies against our dollar.

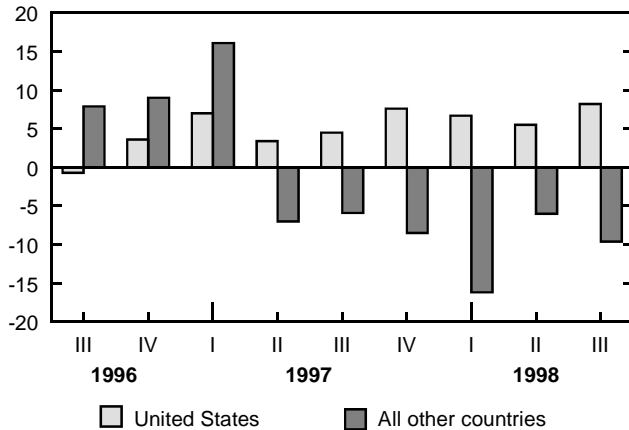
The overall strength in tourism spending in the country was spread across all major categories, with notable gains in hotel and motel accommodation (+8.9%) and in the meals and alcohol (+9.8%) provided by these premises. The transportation category continued to grow (+4.5%), but at a slightly reduced pace compared with 1997 and the first half of 1998. In particular, spending on passenger air transport did not have the same sustained growth recorded in the previous quarters and may have been affected by the pilots' strike in early September.

Strong spending by non-residents

Expenditures by non-residents (or tourism exports) reached \$6.2 billion in the quarter, up 9.9% from the

Number of visitors from countries other than the United States continued to decline

year-to-year % change, unadjusted data



After adjusting for seasonality and inflation, the strength in tourism exports was still apparent, with non-resident outlays showing a 4.6% increase (at annual rates) from the previous quarter. Increases were recorded in outlays on all major categories of spending except transportation.

Domestic demand remained strong

Spending by Canadians on tourism in Canada reached \$11.1 billion from July to September, up 4.6% from the same period last year. Less travel outside the country coupled with generally favourable economic conditions at home helped keep domestic tourism spending on the rise. Spending increased in all major categories. Expenditures on accommodation rose 6.4% over the previous year, while outlays on transportation grew more moderately (+4.4%).

The number of Canadians visiting the United States dropped by 21% from the third quarter of 1997. The

value of the Canadian dollar compared with its U.S. counterpart declined about 9% during the third quarter of 1998 from the same period last year, significantly raising the cost of a trip south of the border. In contrast, the number of trips by Canadians to other countries rose 4.1%.

During the first nine months of 1998, the increased number of Americans coming to Canada in combination with fewer Canadian residents travelling to the United States produced the lowest travel deficit in ten years.

After adjusting for seasonal variation and inflation, tourism spending by Canadians in the country showed signs of weakness, increasing by only 0.3% (at annual rates) from the previous quarter.

Employment generated by tourism on the rise from a year earlier

Employment generated by tourism activities reached 538,000 in the third quarter of 1998, up 1.5% from the same period a year earlier.

On a seasonally adjusted basis, however, employment in tourism activities was down 0.2% from the second quarter of 1998, the first decline after two years of consecutive quarterly growth. For a second consecutive quarter, business sector employment outpaced tourism employment.

Available on CANSIM: matrices 1835-1854

The third quarter 1998 issue of *National tourism indicators* (13-009-XPB, \$21/\$70) is now available. To order the publication, contact the client services officer (613-951-3640; fax: 613-951-3618), Income and Expenditure Accounts Division.

For further information or to inquire about the concepts, methods or data quality of this release, contact Katharine Kemp (613-951-3814) or Jacques Delisle (613-951-3796), Income and Expenditure Accounts Division. □

Tourism expenditures

	Third quarter 1997	Fourth quarter 1997	First quarter 1998	Second quarter 1998	Third quarter 1998	Third quarter 1997 to third quarter 1998
	\$ millions at current prices, unadjusted for seasonality					% change
Tourism expenditures						
Tourism demand in Canada	16,210	8,686	8,860	11,544	17,260	6.5
Tourism exports	5,629	2,101	1,776	3,739	6,188	9.9
Tourism domestic demand	10,581	6,585	7,084	7,805	11,072	4.6
Transportation						
Tourism demand in Canada	5,916	3,846	3,852	4,629	6,183	4.5
Tourism exports	1,548	531	438	958	1,621	4.7
Tourism domestic demand	4,368	3,315	3,414	3,671	4,562	4.4
Accommodation						
Tourism demand in Canada	2,475	1,062	1,059	1,756	2,691	8.7
Tourism exports	1,203	424	415	883	1,337	11.1
Tourism domestic demand	1,272	638	644	873	1,354	6.4
Food and beverage services						
Tourism demand in Canada	2,714	1,338	1,308	1,945	2,959	9.0
Tourism exports	1,225	523	433	860	1,391	13.6
Tourism domestic demand	1,489	815	875	1,085	1,568	5.3
Other tourism commodities						
Tourism demand in Canada	1,610	783	1,067	1,121	1,707	6.0
Tourism exports	511	195	165	350	569	11.4
Tourism domestic demand	1,099	588	902	771	1,138	3.5
Other commodities						
Tourism demand in Canada	3,495	1,657	1,574	2,093	3,720	6.4
Tourism exports	1,142	428	325	688	1,270	11.2
Tourism domestic demand	2,353	1,229	1,249	1,405	2,450	4.1

Tourism expenditures

	1996	1997	1996 to 1997	Second quarter 1998	Third quarter 1998	Second to third quarter 1998
	\$ millions at current prices		% change	\$ millions at current prices (seas. adj.)		% change (at annual rates)
Tourism expenditures						
Tourism demand in Canada	41,773	43,987	5.3	11,731	11,782	1.8
Tourism exports	12,102	12,734	5.2	3,435	3,481	5.5
Tourism domestic demand	29,671	31,253	5.3	8,296	8,301	0.2
Transportation						
Tourism demand in Canada	16,539	17,627	6.6	4,674	4,639	-3.0
Tourism exports	3,205	3,347	4.4	887	873	-6.2
Tourism domestic demand	13,334	14,280	7.1	3,787	3,766	-2.2
Accommodation						
Tourism demand in Canada	5,928	6,188	4.4	1,664	1,674	2.4
Tourism exports	2,588	2,813	8.7	752	770	9.9
Tourism domestic demand	3,340	3,375	1.0	912	904	-3.5
Food and beverage services						
Tourism demand in Canada	6,766	7,085	4.7	1,917	1,944	5.8
Tourism exports	2,759	2,911	5.5	801	822	10.9
Tourism domestic demand	4,007	4,174	4.2	1,116	1,122	2.2
Other tourism commodities						
Tourism demand in Canada	4,160	4,444	6.8	1,185	1,197	4.1
Tourism exports	1,132	1,169	3.3	322	328	7.7
Tourism domestic demand	3,028	3,275	8.2	863	869	2.8
Other commodities						
Tourism demand in Canada	8,380	8,643	3.1	2,291	2,328	6.6
Tourism exports	2,418	2,494	3.1	673	688	9.2
Tourism domestic demand	5,962	6,149	3.1	1,618	1,640	5.6
	\$ millions at 1992 prices		% change	\$ millions at 1992 prices (seas. adj.)		% change (at annual rates)
Tourism expenditures						
Tourism demand in Canada	38,685	39,659	2.5	10,388	10,428	1.5
Tourism exports	11,210	11,617	3.6	3,089	3,124	4.6
Tourism domestic demand	27,475	28,042	2.1	7,299	7,304	0.3
Transportation						
Tourism demand in Canada	15,305	15,677	2.4	4,107	4,092	-1.5
Tourism exports	2,990	3,111	4.0	834	824	-4.7
Tourism domestic demand	12,314	12,566	2.0	3,273	3,268	-0.6
Accommodation						
Tourism demand in Canada	5,361	5,470	2.0	1,410	1,420	2.9
Tourism exports	2,333	2,479	6.2	638	652	9.1
Tourism domestic demand	3,028	2,991	-1.2	772	768	-2.1
Food and beverage services						
Tourism demand in Canada	6,396	6,592	3.1	1,744	1,761	4.0
Tourism exports	2,606	2,706	3.8	728	745	9.7
Tourism domestic demand	3,789	3,886	2.5	1,016	1,016	0.0
Other tourism commodities						
Tourism demand in Canada	3,767	3,932	4.4	1,032	1,031	-0.4
Tourism exports	1,015	1,020	0.5	275	277	2.9
Tourism domestic demand	2,752	2,912	5.8	757	754	-1.6
Other commodities						
Tourism demand in Canada	7,856	7,988	1.7	2,095	2,124	5.7
Tourism exports	2,265	2,301	1.6	614	626	8.0
Tourism domestic demand	5,591	5,687	1.7	1,481	1,498	4.7

OTHER RELEASES

Asphalt roofing

November 1998

Production of asphalt shingles totalled 3 275 963 metric bundles in November, a 3.8% increase from 3 156 312 metric bundles produced in November 1997.

January to November 1998 production amounted to 39 649 510 metric bundles, a 1.5% decrease from 40 258 660 metric bundles produced during the same period in 1997.

Available on CANSIM: matrices 32 and 122 (series 27).

The November 1998 issue of *Asphalt roofing* (45-001-XPB, \$7/\$62) will be available shortly. See *How to order publications*.

For further information, or to enquire about the methods, concepts or data quality of this release, contact Don Grant (613-951-5998; grantdo@statcan.ca), Manufacturing, Construction and Energy Division. ■

PUBLICATIONS RELEASED

Steel wire and specified wire products,

October 1998

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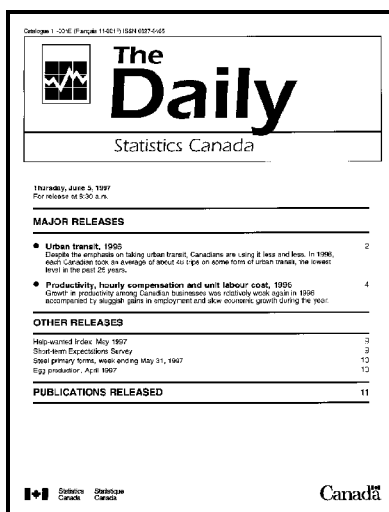
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