



The Daily

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Tuesday, March 28, 2000

For release at 8:30 a.m.

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- **National tourism indicators, fourth quarter 1999 and 1999** 2
Canadian tourists and foreign visitors spent a record \$10.0 billion in the fourth quarter of 1999. This left tourism spending in Canada at \$50.1 billion for 1999, an all-time high.
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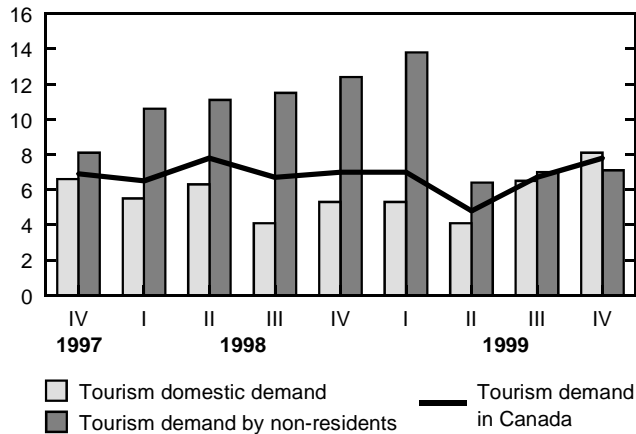
National tourism indicators

Fourth quarter 1999 and 1999

Canadian tourists and foreign visitors spent \$10.0 billion on tourism in Canada from October to December 1999, a record for a fourth quarter. Tourism spending was 7.8% higher than in the fourth quarter of 1998. Spending by Canadians in Canada was 8.1% higher than in the fourth quarter of 1998, while spending by non-residents was 7.1% higher.

Growth in demand recovers in the second half of 1999

year-to-year % change, unadjusted data



The growth of tourism spending in Canada during the fourth quarter was widespread across major categories. Transportation increased the most (+10.7%).

After adjusting for seasonal variation and inflation, tourism spending rose at an annualized rate of 6.0% from the third to the fourth quarter of 1999. This increase followed a 4.3% rise from the second to the third quarter. Spending was higher in all major categories.

Spending by Canadians on the rise

Canadian tourists spent \$7.5 billion in Canada on goods and services in the fourth quarter of 1999, up 8.1% from the fourth quarter of 1998. Increases were

Note to readers

Data are unadjusted for seasonality and expressed at current prices, unless noted otherwise. Estimates for the first, second and third quarter have been revised.

recorded in all major categories of spending, especially transportation (+11.3%). During the fourth quarter, Canadian tourism spending in Canada (domestic demand) continued to be the major component of total demand (75%).

In the fourth quarter, the Canadian dollar rose (year over year) against its American counterpart for a second consecutive quarter. This may have contributed to annual increases in the number of trips Canadians made to the United States during the third (+6.6%) and fourth (+7.1%) quarters of 1999, following 12 consecutive quarterly declines.

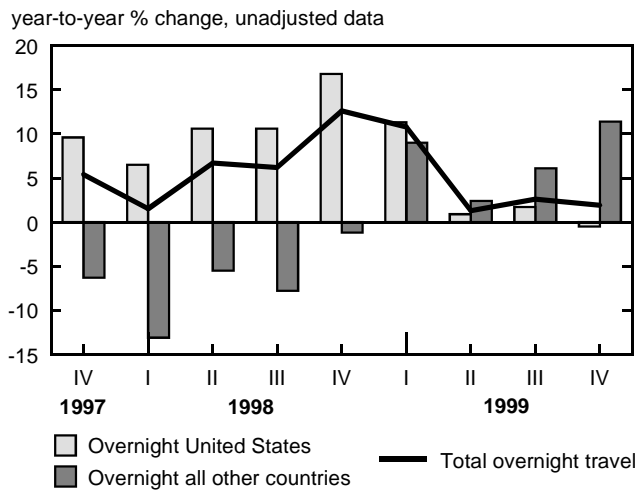
After adjusting for seasonal variation and inflation, tourism spending by Canadians in Canada increased by 5.7% (at annual rates) from the third quarter of 1999. All major categories saw significant rises.

Spending by non-residents levels off

Spending by non-residents in Canada (or tourism exports) reached \$2.5 billion in the fourth quarter of 1999, a 7.1% increase from the same period in 1998 and lower than the average increase of 7.9% for the first three quarters of 1999. Exports represented about 25 cents of every tourism dollar spent in Canada. Spending rose in all major categories; the biggest gains were in accommodation (+10.2%) and transportation (+7.6%).

The slower growth in spending by non-residents is consistent with the number of more expensive overnight trips. These increased by 1.9% during the fourth quarter (from one year earlier), compared with an average growth of 3.4% through the first three quarters. The total number of inbound travellers (for same-day and overnight trips) decreased by 1.5% during the fourth quarter, the first drop since the second quarter of 1993. The number of visitors from the United States, which represents over 90% of the total, shrank by 2.4%; the number of visitors from all other countries (who, on average, spend more) increased by 10.3%.

Growth in travellers from other countries replaces growth in U.S. visitors



Tourism from the Asia-Pacific region continues to rebound. The number of travellers increased for the fourth consecutive quarter, up 13.4% year-over-year during the fourth quarter. The number of visitors from Japan rose 10.5% in the third quarter and 10% in the fourth quarter, after nine quarterly declines. The number of travellers from other countries in the Asia-Pacific region grew by 15.7% in the fourth quarter.

After adjusting for seasonality and inflation, non-resident spending rose 6.7% at annual rates from the third quarter of 1999, compared with 5.0% from the second to the third quarter.

Strong growth in employment generated by tourism

Employment generated by tourism activities, as measured by the number of part-time and full-time employed persons, reached 524,600 in the fourth quarter of 1999, up 2.3% from a year earlier.

Employment increased in all major categories, led by other tourism industries (+4.6%) and transportation (+4.3%).

On a seasonally adjusted basis, tourism employment was up 8.1% at annual rates from the third quarter of 1999. This growth in tourism employment outpaced that of the business sector overall (+4.4%) for the first time since the first quarter of 1998.

1999 review

Tourism spending in Canada topped \$50.1 billion in 1999, an all-time high. Non-residents spent \$15.3 billion, 30% of the total, and Canadians spent \$34.8 billion, 70% of the total.

The non-residents' share of total spending has been steadily increasing in the last 10 years. Their spending accounted for 22% of total demand in 1989, and 25% in 1994. Outlays by foreign visitors grew 7.7% in 1999, and 11.4% in 1998.

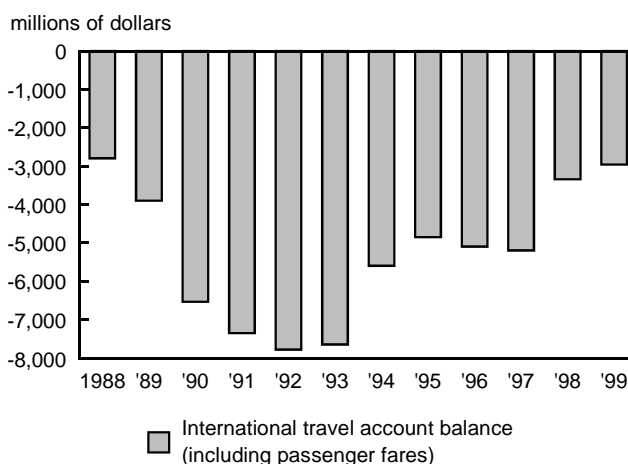
In comparison, spending by Canadians rose 6.0% in 1999, and 5.1% in 1998. The overall combined increase of tourism expenditure was 6.5%, slightly slower growth than in 1998 (+7.0%). The strength of the increase came mainly from transportation.

After removing inflation, tourism spending in Canada rose 3.2%, compared with 5.0% in 1998. The increase in spending by non-residents (+5.1%) was once again the main source of growth in overall demand. Canadians spent 2.4% more.

Total inbound travel posted a seventh consecutive annual increase, up 2.1% in 1999 compared with 6.6% in 1998. The number of travellers from the United States increased by only 1.8% in 1999, after rising 8.3% in 1998. The number of travellers from all other countries recovered to rise 5.2% in 1999, after declining 8.3% in 1998. This recovery resulted mainly from an increase of 4.1% in the number of travellers from Europe after a 2.4% decline in 1998, and 7% more travellers from the Asia-Pacific region following a 19.5% drop in 1998.

In 1999, Canada's travel account balance (including passenger fares), the difference between the expenditures of foreign visitors in the country and those of Canadian residents outside the country, was \$3.0 billion, the lowest deficit since 1988.

Lowest travel deficit in 10 years



Prices for tourism goods and services rose faster than the Consumer Price Index

Inflation in tourism goods and services, as measured by the Tourism Commodities Implicit

Price Index, increased to 3.8% in 1999, after a rise of 2.1% in 1998. Prices of transport (+4.5%) and accommodation services (+4.6%) increased the most. Higher transportation costs reflected the rising price of fuel. In comparison, the Consumer Price Index for all items rose 1.8% in 1999 and 1.0% in 1998.

Employment growth generated by tourism slowed

Employment generated by tourism, as measured by the number of part-time and full-time employees, was 524,300 in 1999, up 1.2% from one year earlier, compared with growth of 3.0% in 1998. All major tourism categories saw slower employment growth in 1999. Tourism employment growth was outpaced by that of the entire business sector (+3.5%); in 1998, these increases were almost equal.

Available on CANSIM: matrices 1835-1854.

The fourth quarter 1999 issue of the *National tourism indicators* (13-009-XPB, \$21/\$70) is now available. To order, contact the client services officer (613-951-3640; fax: 613-951-3618; iead-info-dcrd@statcan.ca), Income and Expenditure Accounts Division.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Katharine Kemp (613-951-3814), Income and Expenditure Accounts Division.

Tourism expenditures

	Fourth quarter 1998	First quarter 1999	Second quarter 1999	Third quarter 1999	Fourth quarter 1999	Fourth quarter 1998 to fourth quarter 1999 % change
\$ millions at current prices, unadjusted for seasonality						
Tourism expenditures						
Tourism demand in Canada	9,293	9,564	12,088	18,441	10,019	7.8
Tourism exports	2,362	2,059	3,984	6,716	2,529	7.1
Tourism domestic demand	6,931	7,505	8,104	11,725	7,490	8.1
Transportation						
Tourism demand in Canada	4,041	4,099	4,813	6,697	4,475	10.7
Tourism exports	578	508	1,024	1,765	622	7.6
Tourism domestic demand	3,463	3,591	3,789	4,932	3,853	11.3
Accommodation						
Tourism demand in Canada	1,176	1,148	1,802	2,858	1,252	6.5
Tourism exports	481	472	935	1,487	530	10.2
Tourism domestic demand	695	676	867	1,371	722	3.9
Food and beverage services						
Tourism demand in Canada	1,457	1,419	2,025	3,127	1,532	5.1
Tourism exports	594	501	906	1,501	633	6.6
Tourism domestic demand	863	918	1,119	1,626	899	4.2
Other tourism commodities						
Tourism demand in Canada	835	1,158	1,203	1,829	883	5.7
Tourism exports	221	191	377	625	231	4.5
Tourism domestic demand	614	967	826	1,204	652	6.2
Other commodities						
Tourism demand in Canada	1,784	1,740	2,245	3,930	1,877	5.2
Tourism exports	488	387	742	1,338	513	5.1
Tourism domestic demand	1,296	1,353	1,503	2,592	1,364	5.2

Tourism expenditures

	1998	1999	1998 to 1999	Third quarter 1999	Fourth quarter 1999	Third quarter to fourth quarter 1999
	\$ millions at current prices		% change	\$ millions at current prices (seasonally adjusted)		% change (annual rate)
Tourism expenditures						
Tourism demand in Canada	47,049	50,112	6.5	12,618	12,897	9.1
Tourism exports	14,189	15,288	7.7	3,829	3,908	8.5
Tourism domestic demand	32,860	34,824	6.0	8,789	8,989	9.4
Transportation						
Tourism demand in Canada	18,510	20,084	8.5	5,088	5,225	11.2
Tourism exports	3,613	3,919	8.5	981	1,005	10.2
Tourism domestic demand	14,897	16,165	8.5	4,107	4,220	11.5
Accommodation						
Tourism demand in Canada	6,720	7,060	5.1	1,767	1,794	6.3
Tourism exports	3,159	3,424	8.4	862	877	7.1
Tourism domestic demand	3,561	3,636	2.1	905	917	5.4
Food and beverage services						
Tourism demand in Canada	7,716	8,103	5.0	2,029	2,073	9.0
Tourism exports	3,290	3,541	7.6	885	901	7.4
Tourism domestic demand	4,426	4,562	3.1	1,144	1,172	10.2
Other tourism commodities						
Tourism demand in Canada	4,800	5,073	5.7	1,269	1,298	9.5
Tourism exports	1,321	1,424	7.8	353	362	10.6
Tourism domestic demand	3,479	3,649	4.9	916	936	9.0
Other commodities						
Tourism demand in Canada	9,303	9,792	5.3	2,465	2,507	7.0
Tourism exports	2,806	2,980	6.2	748	763	8.3
Tourism domestic demand	6,497	6,812	4.8	1,717	1,744	6.4
	\$ millions at 1992 prices		% change	\$ millions at 1992 prices (seasonally adjusted)		% change (annual rate)
Tourism expenditures						
Tourism demand in Canada	41,626	42,969	3.2	10,766	10,923	6.0
Tourism exports	12,668	13,309	5.1	3,327	3,381	6.7
Tourism domestic demand	28,958	29,660	2.4	7,439	7,542	5.7
Transportation						
Tourism demand in Canada	16,285	16,898	3.8	4,249	4,305	5.4
Tourism exports	3,362	3,570	6.2	896	918	10.2
Tourism domestic demand	12,923	13,328	3.1	3,353	3,387	4.1
Accommodation						
Tourism demand in Canada	5,681	5,706	0.4	1,414	1,430	4.6
Tourism exports	2,660	2,757	3.6	687	697	6.0
Tourism domestic demand	3,021	2,949	-2.4	727	733	3.3
Food and beverage services						
Tourism demand in Canada	7,015	7,216	2.9	1,804	1,827	5.2
Tourism exports	2,981	3,142	5.4	784	791	3.6
Tourism domestic demand	4,034	4,074	1.0	1,020	1,036	6.4
Other tourism commodities						
Tourism demand in Canada	4,157	4,277	2.9	1,068	1,083	5.7
Tourism exports	1,121	1,168	4.2	289	293	5.7
Tourism domestic demand	3,036	3,109	2.4	779	790	5.8
Other commodities						
Tourism demand in Canada	8,488	8,872	4.5	2,231	2,278	8.7
Tourism exports	2,544	2,672	5.0	671	682	6.7
Tourism domestic demand	5,944	6,200	4.3	1,560	1,596	9.6

OTHER RELEASES

Coal mining

1998

The economic downturn in Asian markets curbed activity in the coal mining industry for the second time since 1990. Coal production for 1998 was 75 359 kilotonnes, down 4.2% from 1997. The value of coal production decreased 8.3% from 1997 to \$1.770 billion, because of lower coal prices on foreign markets.

Exports of coal fell 6.4% from 1997 to 34 183 kilotonnes. Japan is the destination for almost half (49%) of Canada's coal exports. The rest of Asia represents 24% of the foreign market for Canadian coal, and Europe represents 17%. Most of the coal that is exported is mined in British Columbia and shipped from Vancouver.

Employment in coal mines fell 8.7% to 8,157 employees, and wages and salaries decreased 9.7% from 1997 to \$469 million. Employment in mines dropped or remained stable in all producing provinces. It fell 9.6% in the export-driven British Columbia mines, but declined 19.2% in the Atlantic provinces, where coal is produced to supply nearby electric power-generating stations.

The 1998 issue of *Coal mining* (26-206-XIB, \$19) will be available shortly. See *How to order publications*.

For more information, or to enquire about the methods, concepts or data quality of this release, contact Serge Grenier (613-951-3566; grenser@statcan.ca), Energy Section, Manufacturing, Construction and Energy Division. ■

PUBLICATIONS RELEASED

Canadian international merchandise trade,
January 2000
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(Canada: \$14/\$141).

Canada's international transactions in securities,
December 1999
Catalogue number 67-002-XPB
(Canada: \$18/\$176; outside Canada: US\$18/US\$176).

Canadian international merchandise trade,
January 2000
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(Canada: \$19/\$188; outside Canada: US\$19/US\$188).

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MAJOR RELEASES

- **Urban transit, 1995** 2
Despite the difficulties of taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 45 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1995** 4
Growth in productivity among Canadian businesses was noticeably weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

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