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Releases

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Releases

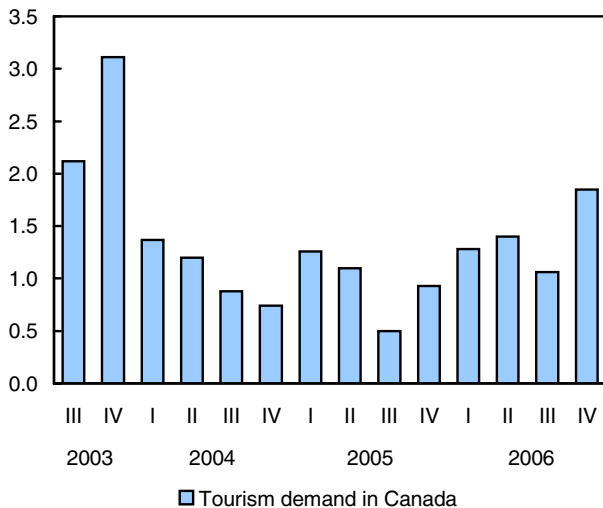
National tourism indicators

Fourth quarter 2006 and annual 2006

Tourism spending advanced for the 14th consecutive quarter at the end of 2006, bolstered by tourism outlays by Canadians and a turnaround in spending by non-residents visiting Canada.

Acceleration of total tourism demand at year-end

% change, preceding quarter, adjusted for seasonal variation and inflation



Overall tourism spending (resident and non-resident) was up 1.8% in the fourth quarter. Tourism demand has been on the rise since the second quarter of 2003.

Tourism registered its third consecutive year of solid growth in 2006 following a downturn in 2003 related to severe acute respiratory syndrome (SARS) and the war in Iraq. Tourism demand climbed 4.6%, following gains of 3.9% in 2005 and 5.2% in 2004.

Tourism spending (in current dollars) in Canada reached \$66.9 billion in 2006. Canadians accounted

Note to readers

Levels and shares of tourism spending are expressed in current dollars, adjusted for seasonal variations. Growth rates of tourism spending and GDP are expressed in real terms (i.e., adjusted for price changes) as well as adjusted for seasonal variations, unless otherwise indicated. Employment data are also seasonally adjusted. Associated percentage changes are presented at quarterly rates.

for three-fourths of this total, a proportion that has risen from two-thirds during the late 1990s.

Tourism spending by Canadians in Canada rose last year at its fastest pace in a decade, while spending by foreign visitors fell for the second year in a row.

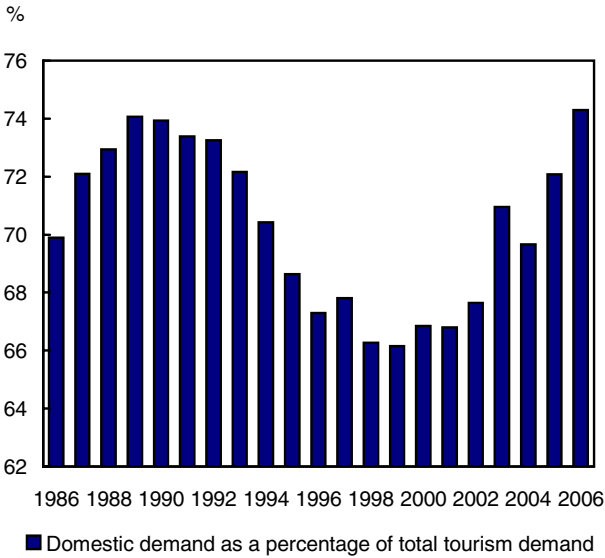
Tourism spending by Canadians continues upward trend

Domestic tourism spending in Canada rose 2.0% in the fourth quarter, bringing the annual gain to 7.7%, the strongest annual advance since 1997. Solid gains in personal disposable income (+6.1%), low unemployment and a healthy labour market stimulated domestic tourism.

Canadians travelling abroad also spent more in the fourth quarter, boosting the country's international travel deficit to a record \$2.1 billion. A deficit indicates that Canadian travellers spend more abroad than international travellers spend in Canada. The record deficit occurred despite increased travel spending by non-residents in Canada.

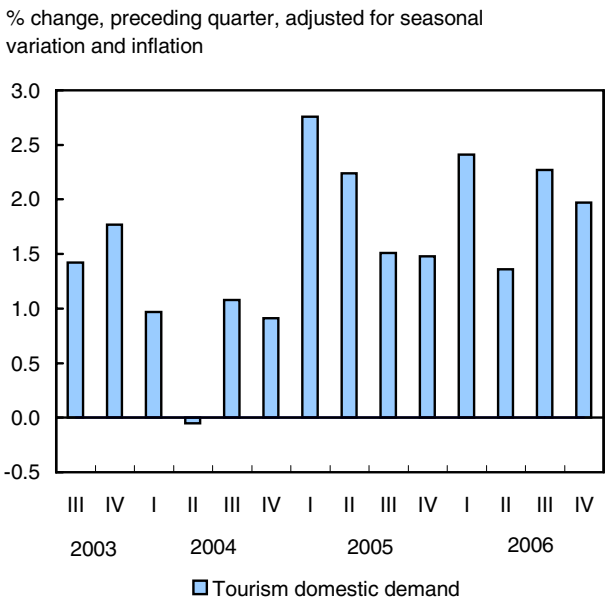
The increase in Canadian travel abroad was reflected in the 3.1% hike in domestic spending on air transportation in the fourth quarter. In this release, Canadians' spending on travel with Canadian carriers is counted as spending in Canada and is thus included in domestic demand. In 2006, domestic demand for air transportation jumped 10%, the third consecutive annual double-digit gain since 2003.

Domestic share of total tourism spending continues to increase



As for other tourism commodities, Canadians' spending increased by 1.5% for accommodation services and 1.6% for food and beverage services in the fourth quarter. The year 2006 was a good one for accommodation services, with domestic demand up 10%, the strongest annual increase in nine years.

Another solid quarter for tourism domestic demand



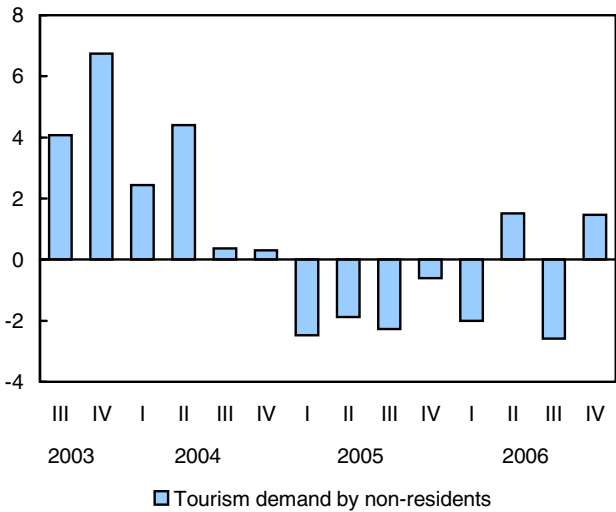
Increase in international tourism spending

Tourism exports were up 1.5% in the fourth quarter of 2006. This occurred despite a decline in the number of international visitors to Canada, which was driven by a substantial drop in same-day travel from the United States.

The number of travellers staying more than one day was up in the fourth quarter, however, with 3.4% more American visitors and 2.3% more visitors from other countries. On average, overnight visitors stay three or four days in the country and spend eight times as much as same-day visitors.

Tourism exports turnaround on increase in overnight travel to Canada

% change, preceding quarter, adjusted for seasonal variation and inflation



The results for tourism exports for the quarter were mixed. Non-resident spending on air transportation (+4.8%) and accommodation (+1.0%) recorded gains, reflecting the greater number of travellers visiting for more than one day. Spending on food and beverage services (-0.2%) and on vehicle fuel (-2.4%) on the other hand was weak, reflecting fewer same-day travellers.

Tourism exports fell 3.9% in 2006, following a similar decline in 2005. Declines were widespread across spending categories. Outlays on vehicle repairs and parts and fuel, items associated with same-day visits to Canada, fell sharply. For the year as a whole, the number of same-day travellers from the United States was down 12%. This was the seventh straight year of decline, bringing the number of these travellers to half of what it was in 1999.

Tourism employment continues to grow

Tourism employment rose 0.4% in the fourth quarter of 2006, pushed up mainly by job gains in food and beverage services (+0.9%) and recreation and entertainment. Employment in accommodation services and in the travel agency industry edged down.

For the year 2006 overall, tourism employment advanced 1.4%, almost three times the average pace of the previous five years (+0.5%). Half the increase came from the accommodation industry, which registered its strongest job gains (+3.0%) since 1990. Gains were recorded in all other industries, with the exception of travel agency services and rail transportation, which lost jobs.

Tourism gross domestic product outpaces overall economic growth

Tourism gross domestic product (GDP) advanced 1.9% in the fourth quarter of 2006, nearly five times the 0.4% growth in economy-wide GDP. The strength this quarter came from the transportation sector (+2.2%), due mainly to the solid performance of the airline industry. Accommodation services also posted healthy gains.

Tourism GDP grew 4.2% in 2006, the third consecutive annual increase since 2003 when it declined 2.3%. Tourism's share of economy-wide GDP was 2.1% in 2006, up from 2.0% three years earlier.

Looking ahead

According to the Business Conditions Survey for the Traveller Accommodation Industries, 73% of hotel operators expected almost the same or higher occupancy rates in the first quarter of 2007, while 27% expected them to fall.

The Canadian dollar lost ground against its US counterpart and the euro early in the quarter, making it less expensive for Americans and Europeans to shop and travel in Canada. This also made it more costly for Canadians to travel to the United States and to Europe.

Finally, implementation of the requirement for passports to enter the United States by air could adversely affect travel, in the short term at least, between Canada and the United States.

Available on CANSIM: tables 387-0001 to 387-0010.

Definitions, data sources and methods: survey number 1910.

The fourth quarter 2006 issue of *National Tourism Indicators, quarterly estimates* (13-009-XIB, free) is now available from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the information officer (613-951-3640; iead-info-dcrd@statcan.ca), Income and Expenditure Accounts Division.

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National tourism indicators

	Fourth quarter 2005	First quarter 2006	Second quarter 2006	Third quarter 2006	Fourth quarter 2006	Third to fourth quarter 2006 % change
millions of dollars at 1997 prices, seasonally adjusted						
Total tourism expenditures						
Tourism demand in Canada	13,847	14,024	14,220	14,371	14,636	1.8
Tourism demand by non-residents	3,559	3,488	3,541	3,449	3,500	1.5
Tourism domestic demand	10,287	10,536	10,679	10,921	11,136	2.0
Transportation						
Tourism demand in Canada	5,162	5,214	5,327	5,395	5,513	2.2
Tourism demand by non-residents	918	894	883	861	881	2.3
Tourism domestic demand	4,245	4,320	4,444	4,534	4,632	2.2
Accommodation						
Tourism demand in Canada	1,934	1,967	1,989	2,004	2,030	1.3
Tourism demand by non-residents	821	808	829	803	811	1.0
Tourism domestic demand	1,114	1,158	1,160	1,201	1,220	1.5
Food and beverage services						
Tourism demand in Canada	1,912	1,950	1,961	1,981	2,002	1.1
Tourism demand by non-residents	563	550	560	549	548	-0.2
Tourism domestic demand	1,349	1,400	1,401	1,432	1,454	1.6
Other tourism commodities						
Tourism demand in Canada	2,360	2,399	2,412	2,428	2,456	1.2
Tourism demand by non-residents	476	465	475	457	466	1.9
Tourism domestic demand	1,883	1,934	1,937	1,970	1,990	1.0
Other commodities						
Tourism demand in Canada	2,479	2,495	2,530	2,563	2,634	2.8
Tourism demand by non-residents	782	771	794	779	795	2.0
Tourism domestic demand	1,697	1,724	1,736	1,784	1,840	3.1

National tourism indicators

	Fourth quarter 2005	First quarter 2006	Second quarter 2006	Third quarter 2006	Fourth quarter 2006	Third to fourth quarter 2006 % change
millions of dollars at current prices, seasonally adjusted						
Total tourism expenditures						
Tourism demand in Canada	16,078	16,337	16,739	16,881	16,987	0.6
Tourism demand by non-residents	4,321	4,263	4,365	4,252	4,324	1.7
Tourism domestic demand	11,758	12,073	12,374	12,630	12,663	0.3
Transportation						
Tourism demand in Canada	6,022	6,049	6,330	6,370	6,317	-0.8
Tourism demand by non-residents	1,216	1,191	1,201	1,172	1,221	4.2
Tourism domestic demand	4,806	4,858	5,129	5,198	5,096	-2.0
Accommodation						
Tourism demand in Canada	2,431	2,502	2,568	2,588	2,621	1.3
Tourism demand by non-residents	1,031	1,029	1,069	1,035	1,029	-0.6
Tourism domestic demand	1,400	1,473	1,498	1,553	1,593	2.6
Food and beverage services						
Tourism demand in Canada	2,363	2,429	2,458	2,486	2,528	1.7
Tourism demand by non-residents	696	685	702	687	693	0.9
Tourism domestic demand	1,667	1,744	1,755	1,799	1,835	2.0
Other tourism commodities						
Tourism demand in Canada	2,678	2,718	2,740	2,771	2,807	1.3
Tourism demand by non-residents	566	557	569	550	560	1.8
Tourism domestic demand	2,111	2,161	2,170	2,221	2,247	1.2
Other commodities						
Tourism demand in Canada	2,586	2,639	2,645	2,667	2,714	1.8
Tourism demand by non-residents	812	801	824	808	821	1.7
Tourism domestic demand	1,773	1,838	1,821	1,859	1,893	1.8

Canada's population estimates

Fourth quarter 2006 (preliminary)

Today, Statistics Canada releases population estimates for Canada, the provinces and territories, as of January 1, 2007.

These estimates differ from the results of the 2006 Census published March 13, 2007 for two reasons. First, the population estimates are based on the 2001 Census counts, adjusted for net undercoverage, and updated between censuses using information on births, deaths and interprovincial and international migration derived from administrative sources.

Moreover, the 2006 Census provided population counts as of May 16, 2006 while these population estimates are providing population numbers as of January 1, 2007. Population estimates based on the 2006 Census counts, adjusted for net undercoverage, will be available in the fall of 2008. For more information on the subject, consult the detailed explanation.

Population estimates published today show new patterns in interprovincial migration between October and December 2006.

Oil-rich Alberta recorded a slowdown in net gains from interprovincial migration. The province, whose population has been growing rapidly thanks to a booming economy, had a net inflow of 11,800 people in the fourth quarter. This was down from 17,100 for the same period of last year.

As a result, the growth in Alberta's population during the fourth quarter slowed slightly to 0.65%, a bit slower than last year (+0.75%). Even so, this was still more than four times the 0.14% overall increase in Canada's estimated population.

This slowdown occurred in large part because of an increase in people leaving Alberta for other parts of the country. As a result, net gains from interprovincial migration increased for most other provinces, especially British Columbia and Saskatchewan.

Fuelled by this shift in interprovincial migration patterns, Saskatchewan's population rose 0.21% during the fourth quarter. This was the first time in 23 years that the province's quarterly growth was faster than the national average. It was also the first time since 1996 that it recorded an increase in population for three consecutive quarters.

British Columbia was the only other province whose population rose faster (+0.25%) than the national average. Because of net gains in international and interprovincial migration, the province recorded its highest fourth quarter growth rate since 1996. British

Columbia's net gains from other provinces were the highest for a fourth quarter since 1995.

The rate of demographic growth in Ontario (+0.04%) was lower than the national average for a second quarter in a row, a situation not observed since 1981. The province's net interprovincial migration from October to December 2006 (-10,100) was the lowest recorded for a fourth quarter since 1974 (-10,700).

Quebec's demographic growth for the last quarter (+0.09%) was similar to what was recorded last year at the same period and stays below the national average. The increase in net interprovincial migration losses offset the increase in births recorded in the province since the beginning of 2006.

In Manitoba, the population growth for the last three months of 2006 (+0.13%) was higher than the same period last year (+0.00%). This growth stays nonetheless lower than the country's average. It can be explained by smaller losses from interprovincial migration and by the highest fourth-quarter increase in immigrants since 1973.

The population rose in both Prince Edward Island (+0.03%) and New Brunswick (+0.02%) during the last quarter, but at a pace slower than the national average. At the same period in 2005, these two provinces experienced losses in population. The decrease in net losses from interprovincial migration explains this change in trends.

The population declined in Nova Scotia (-0.04%), Newfoundland and Labrador (-0.08%) the Northwest Territories (-0.36%) and Yukon (-0.38%) in the fourth quarter of 2006. The population of these four also declined during the fourth quarter of 2005. Yukon is the only area to have recorded larger losses than last year.

Nunavut was the only territory to record population growth. With its strong fertility, the territory had a growth rate (+0.31%) twice as fast as the national average.

As of January 1, 2007, Canada's population was estimated at 32,777,300, up 329,000 from January 1, 2006. During the year, the population grew 1.0%, with international migration accounting for two-thirds of the increase.

Available on CANSIM: tables 051-0005, 051-0006, 051-0017, 051-0020, 051-0037, 051-0045, 053-0001.

Definitions, data sources and methods: survey numbers, including related surveys, 3231, 3233 and 3601.

The publication *Quarterly Demographic Estimates*, Vol. 20, no. 4 (91-002-XWE, free) is now available from the *Publications* page of our website.

For more information, to obtain additional data, or to enquire about the concepts, methods or data quality of this release, contact Client Services

(toll-free 1-866-767-5611 or 613-951-2320; fax: 613-951-2307; demography@statcan.ca), Demography Division.

Canada's population estimates and demographic growth¹

	October 1, 2006 ^{pp}	January 1, 2007 ^{pp}	October 1, 2006 to January 1, 2007 % change
	number		
Canada	32,730,213	32,777,304	0.14
Newfoundland and Labrador	508,955	508,548	-0.08
Prince Edward Island	138,596	138,632	0.03
Nova Scotia	934,172	933,793	-0.04
New Brunswick	748,439	748,582	0.02
Quebec	7,669,100	7,676,097	0.09
Ontario	12,721,776	12,726,336	0.04
Manitoba	1,178,491	1,180,004	0.13
Saskatchewan	985,859	987,939	0.21
Alberta	3,413,464	3,435,511	0.65
British Columbia	4,327,431	4,338,106	0.25
Yukon	31,151	31,032	-0.38
Northwest Territories	41,929	41,777	-0.36
Nunavut	30,850	30,947	0.31

pp preliminary postcensal estimates

1. These estimates are based on the 2001 Census counts adjusted for net undercoverage.

Book publishers 2005

The book publishing industry recorded total revenues of just over \$2.4 billion in 2005, up only 1.6% from 2004. This was in sharp contrast to the 19% growth rate that occurred from 2000 to 2004.

Despite the lackluster performance nationally, total revenue gains were strong in the West with British Columbia (+19.9%), Saskatchewan (+9.1%) and Alberta (+8.7%) outpacing the national average.

In contrast, publishers in the Atlantic provinces lost ground as revenues declined by 5.2%. Ontario saw a small 2.2% decrease in revenue from 2004 while Quebec had an increase of 6.8%.

Despite stagnant revenue growth, profits for book publishers were up in 2005. Total profit for the industry grew from \$227 million to \$285 million in 2005. The industry's total profit margin increased from 10.1% to 11.9%.

Companies in Ontario and Quebec accounted for the majority of the book publishing industry's profit. They earned \$270 million of the industry's \$285 million profit. They also led the industry with profit margins of 11.0% and 13.1% respectively. British Columbia was next with a profit margin 7.8%.

Salaries, wages and benefits accounted for 20.9% of total industry expenses, up marginally from the previous year.

The top 10 publishers in the industry earned 52% of the total revenue and had a profit margin of 15.8%. The

comparable figures for 2004 were 51% of revenues and a profit margin of 14.0%.

Available on CANSIM: table 361-0007.

Definitions, data sources and methods: survey number 3105.

Selected information from the 2005 Survey of Book Publishers is now available in table format in *Book Publishers: Data Tables* (87F0004XIE, free) from the *Publications* module of our website.

For more information about the survey, or to enquire about the concepts, methods or data quality of this release, contact Les Reid (613-951-2246; fax: 613-951-6696; les.reid@statcan.ca), Service Industries Division.

Heritage institutions 2005

Canada's heritage institutions, excluding nature parks and archives, again generated operating revenues of just over \$1 billion in 2005, up 1% from the previous year. Not-for-profit institutions accounted for the vast majority (89%) of total operating revenue.

The three most populous provinces accounted for four-fifths of the industry's revenues: Ontario (38%), Quebec (30%) and British Columbia (15%).

However, revenue growth varied widely across Canada, from over 10% for institutions in Nova Scotia, Newfoundland and Labrador, and Quebec, to moderate growth or declines elsewhere. Year-to-year fluctuations in public sector funding for not-for-profit institutions can influence overall revenue growth, as can tourism demand.

History and science museums, exhibition centres, planetariums, and observatories, combined, generated 44% of the total industry's operating revenues.

Non-commercial art museums and galleries generated 24%, as did botanical gardens, conservatories, aquariums and zoos. The remainder came from historic sites, buildings and communities.

Heritage institutions overall saw a marginal improvement in operating profit margin, posting 1.3% in 2005, compared with a 0.5% loss recorded in the previous year.

While not-for profit institutions broke even, this was nonetheless an improvement from the 2.0% loss in 2004. Much of the increment was due to the strong performance of botanical gardens, conservatories,

aquariums and zoos, which had a combined operating profit margin of 8.2%.

Total operating expenses edged down 0.8% from the previous year.

However, salaries, wages and benefits paid out by heritage institutions to their employees rose by 4.1%. In 2005, they represented 46.5% of industry operating expenses, up from 44.3% in 2004.

This figure does not take into account the services provided by volunteers, who are an integral component of the heritage institutions work force.

Available on CANSIM: table 361-0008.

Definitions, data sources and methods: survey number 3107.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Evelyn Park (613-951-3506; fax: 613-951-6696; evelyn.park@statcan.ca) or Joan Farnworth (613-951-6303; joan.farnworth@statcan.ca), Service Industries Division.

Selected financial statistics¹ for not-for-profit heritage institutions

	Operating revenue		Operating expenses		Salaries, wages and benefits		Operating margin	
	2004	2005	2004	2005	2004	2005	2004	2005
	\$ millions				%			
Art museums and galleries	243.0	246.1	252.4	249.8	101.0	101.5	-3.9	-1.5
Museums	443.4	440.9	457.0	450.0	200.9	213.9	-3.1	-2.1
Historic and heritage sites	88.1	84.7	87.6	85.6	48.9	48.0	0.6	-1.2
Zoos and botanical gardens	147.3	152.1	143.5	139.6	68.1	66.6	2.5	8.2
Canada	921.8	923.7	940.4	925.0	418.9	430.0	-2.0	-0.1

1. Estimates for the most recent year are preliminary. Preliminary data are subject to revision. Due to rounding, components may not add to total (where applicable). Estimates for 2004 have been revised.

Restaurants, caterers and taverns January 2007 (preliminary)

Total estimated sales of the restaurants, caterers and taverns industry reached \$3.1 billion in January, a 5.6% increase over January 2006 on a year-over-year basis. (Data are neither seasonally adjusted, nor adjusted for inflation).

The increase in sales, at the national level, was due to higher sales at limited service restaurants (+8.2%) and full service restaurants (+6.2%). These two sectors account for almost 87% of the sales for the industry. Food service contractors (-6.5%) and caterers (-1.8%) posted declines and accounted for 7% of the sales for the industry in January.

Note: Sales estimates at the provincial and national level were revised from October 2006 to take into account new information regarding the population coverage and consequently the sample. To obtain the revised data, refer to the following CANSIM table.

Available on CANSIM: table 355-0001.

Definitions, data sources and methods: survey number 2419.

For more information, to enquire about the concepts, methods or data quality, or to obtain more information about the redesign or the revision of the number of locations of the Monthly

Restaurants, Caterers and Taverns Survey contact
Alain Mbassegue (613-951-2011; fax: 613-951-6696,

alain.mbassegue@statcan.ca), Service Industries
Division.

Food services sales

	January 2006 ^r	December 2006 ^r	January 2007 ^p	January 2006 to January 2007
Not seasonally adjusted				
	\$ thousands			% change
Total, food services sales	2,904,839	3,620,511	3,066,845	5.6
Full-service restaurants	1,348,803	1,701,956	1,433,068	6.2
Limited-service restaurants	1,130,714	1,374,650	1,223,723	8.2
Food service contractors	177,395	216,966	165,829	-6.5
Social and mobile caterers	51,809	88,295	50,857	-1.8
Drinking places	196,118	238,645	193,368	-1.4
Provinces and territories				
Newfoundland and Labrador	29,438	38,198	29,748	1.1
Prince Edward Island	10,047	12,249	10,491	4.4
Nova Scotia	62,713	81,671	62,444	-0.4
New Brunswick	53,832	59,752	45,308	-15.8
Quebec	611,796	744,379	631,850	3.3
Ontario	1,134,075	1,451,921	1,211,127	6.8
Manitoba	75,657	92,198	79,965	5.7
Saskatchewan	73,538	87,715	76,230	3.7
Alberta	372,677	464,723	400,172	7.4
British Columbia	472,791	577,816	510,883	8.1
Yukon	2,024	2,185	1,811	-10.5
Northwest Territories	6,036	7,352	6,507	7.8
Nunavut	213	352	309	45.3

^r revised

^p preliminary

Real estate agents, brokers, appraisers and other related activities industries 2005

Total operating revenues reported by real estate agents, brokers, appraisers and other real estate industries increased by 10% in 2005 to \$9.8 billion. The industry has grown by 37% over the past three years, reflecting an increase in volume of sales and higher prices of real estate.

The high demand for real estate can be attributed largely to continuing low mortgage rates coupled with steady economic growth, which in turn has driven up the prices for real estate. Statistics Canada's national New Housing Price Index jumped almost 5% in 2005, more than double the rate of inflation.

The growth in operating revenue of real estate agents, brokers, appraisers and other real estate activities industries was widespread across Canada. Alberta (+20%), Manitoba (+17%) and British Columbia (+15%) recorded the highest growth rates.

Ontario continues to account for the largest share of the industry's earning with 50.7% of total industry

operating revenue, followed by British Columbia with 19.6% and Quebec with 13.1%.

These industries are dominated by the offices of real estate agents and brokers, which generated 88% of the total operating revenue.

Data on the real estate agents, brokers, appraisers and other real estate activities industries are now available for 2005. These data provide information on revenue and expenses at the provincial and territorial level.

Available on CANSIM: table 352-0005.

Definitions, data sources and methods: survey number 4706.

For more information, or to enquire about the concepts, methods and data quality of this release, contact Adib Farhat (613-951-6306: *adib.farhat@statcan.ca*) or Eric Chamberland (613-951-0443; *eric.chamberland@statcan.ca*), Service Industries Division.

Survey of Northern Children 2004

The Survey of Northern Children, Cycle 6, was conducted by Statistics Canada between February and April 2005, as a component of the National Longitudinal Survey of Children and Youth (NLSCY). The survey is conducted by Statistics Canada and is sponsored by Human Resources and Social Development Canada.

The survey is a cross-sectional survey of children living in the Yukon and Nunavut who were born in 1999 and who were enrolled in senior kindergarten in September 2004. The survey was conducted at the same time as Cycle 6 of the NLSCY, using the same interviewers as well as a similar survey instrument.

More information on this component of the NLSCY can be found in Chapter 15 of the *User Guide: National Longitudinal Survey of Children and Youth, Cycle 6*.

Definitions, data sources and methods: survey number 4450.

Data are available for custom tabulation only. For more information about the data collected during the first six cycles of the NLSCY, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-461-9050; 613-951-3321; ssd@statcan.ca), Special Surveys Division. ■

New products

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
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