

# The Daily

Statistics Canada

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Tourism spending in Canada fell 0.7% in real terms in the third quarter of 2008, as outlays by both Canadians and international visitors to Canada declined.

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## Releases

### National tourism indicators

Third quarter 2008

Tourism spending in Canada fell 0.7% in real terms in the third quarter of 2008, as outlays by both Canadians and international visitors to Canada declined.

This brought an end to five years of growth following the severe acute respiratory syndrome (SARS) episode in the second quarter of 2003. Domestic demand had been the driving force behind that expansion.

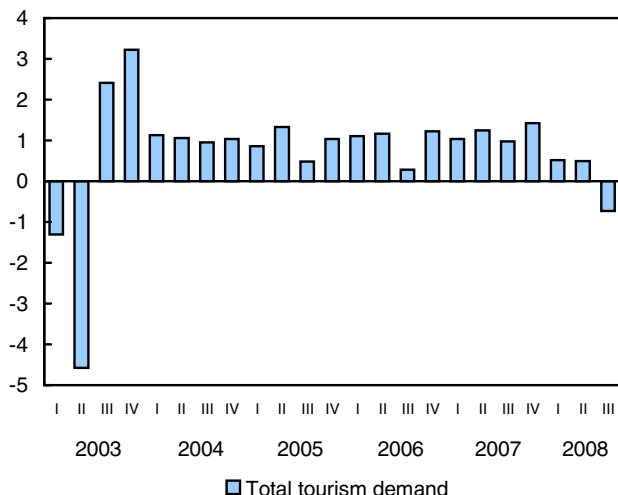
#### Note to readers

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

The National Tourism Indicators are funded by the Canadian Tourism Commission.

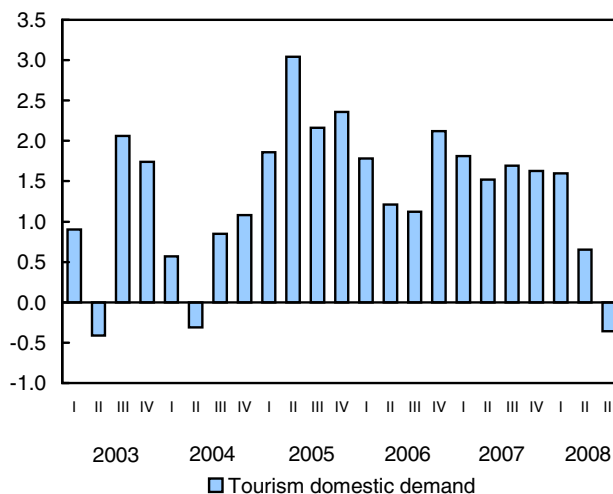
#### First decline of tourism spending in five years

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



#### Tourism domestic spending edges down

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



#### Spending on tourism at home edges down

Spending by Canadians on tourism in Canada edged down 0.4% in the third quarter of 2008. This was down sharply from the rate of growth in the previous quarter (+0.7%) and the average quarterly gains of the previous two years (+1.5%).

Slower growth in personal disposable income, poor weather (the summer of 2008 was the third wettest in 61 years), the high price of gasoline at the pumps and fuel surcharges on airfares served as the backdrop.

Canadians' travel spending outside Canada fell 1.7% (in nominal terms) in the third quarter, as both same-day and overnight travel to the United States declined. Travel to non-US destinations was up for the 12<sup>th</sup> consecutive quarter.

Overnight travel within Canada was lower as indicated by the 0.6% decrease in spending on accommodation. Declines were also recorded for passenger air transport spending and vehicle fuel consumption.

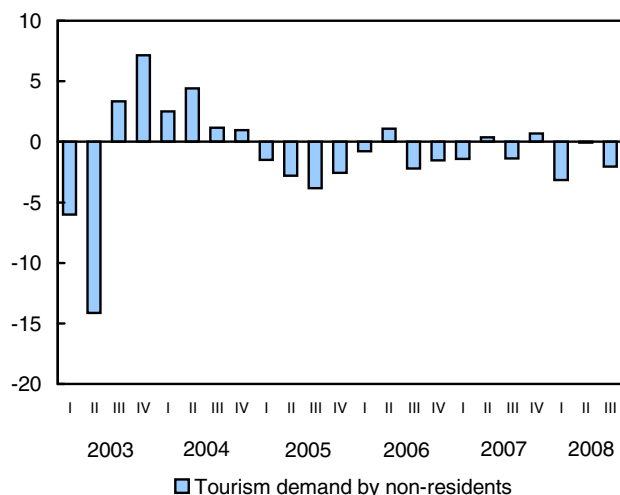
On the other hand, domestic spending on recreation and entertainment, and non-tourism commodities (food and alcohol bought in stores, clothing and jewelry, magazines and books, etc.) was up.

## Spending by international visitors falls again

Spending by international visitors to Canada fell 2.1% in real terms in the third quarter, the third consecutive decline. The number of travellers from the United States as well as overseas countries was down.

### Non-resident spending on tourism falls again

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



All major categories of spending by international visitors were lower in the third quarter. Outlays on

airfares (with Canadian carriers) fell 6.1%. Vehicle fuel consumption was also down sharply.

### Tourism gross domestic product and jobs contract

While economy-wide gross domestic product (GDP) expanded slightly in the third quarter of 2008, tourism GDP contracted by 0.6%. Declines were registered across all tourism industries, led by transportation (-1.1%) and accommodation (-0.8%).

Tourism employment was down 0.7% in the third quarter, as the accommodation industry lost jobs for a second consecutive quarter. Job gains were made however in the recreation and entertainment, and food and beverage services industries.

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

Definitions, data sources and methods: survey number 1910.

The third quarter 2008 issue of *National Tourism Indicators, Quarterly Estimates* (13-009-XWE, 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; [lead-info-dcrd@statcan.gc.ca](mailto:lead-info-dcrd@statcan.gc.ca)), Income and Expenditure Accounts Division.

□

## National tourism indicators

	Third quarter 2007	Fourth quarter 2007	First quarter 2008	Second quarter 2008	Third quarter 2008	Second quarter to third quarter 2008
Seasonally adjusted						
	\$ millions at 2002 prices					% change
<b>Total tourism expenditures</b>						
Tourism demand in Canada	16,538	16,772	16,859	16,942	16,819	-0.7
Tourism demand by non-residents	3,765	3,791	3,671	3,668	3,592	-2.1
Tourism domestic demand	12,773	12,981	13,189	13,274	13,226	-0.4
<b>Transportation</b>						
Tourism demand in Canada	6,080	6,185	6,235	6,237	6,102	-2.2
Tourism demand by non-residents	1,051	1,066	1,035	1,026	979	-4.6
Tourism domestic demand	5,029	5,119	5,200	5,211	5,123	-1.7
<b>Accommodation</b>						
Tourism demand in Canada	2,589	2,621	2,648	2,664	2,643	-0.8
Tourism demand by non-residents	893	895	853	859	848	-1.2
Tourism domestic demand	1,696	1,726	1,795	1,806	1,794	-0.6
<b>Food and beverage services</b>						
Tourism demand in Canada	2,292	2,310	2,319	2,336	2,328	-0.3
Tourism demand by non-residents	591	594	579	578	570	-1.3
Tourism domestic demand	1,702	1,716	1,740	1,758	1,758	0.0
<b>Other tourism commodities</b>						
Tourism demand in Canada	2,680	2,719	2,689	2,697	2,724	1.0
Tourism demand by non-residents	481	481	471	472	469	-0.7
Tourism domestic demand	2,199	2,238	2,218	2,224	2,255	1.4
<b>Other commodities</b>						
Tourism demand in Canada	2,897	2,937	2,970	3,008	3,022	0.5
Tourism demand by non-residents	750	756	733	732	725	-1.0
Tourism domestic demand	2,147	2,182	2,236	2,276	2,297	0.9

## National tourism indicators

	Third quarter 2007	Fourth quarter 2007	First quarter 2008	Second quarter 2008	Third quarter 2008	Second quarter to third quarter 2008
Seasonally adjusted						
	\$ millions at current prices					% change
<b>Total tourism expenditures</b>						
Tourism demand in Canada	17,758	18,232	18,501	18,883	19,078	1.0
Tourism demand by non-residents	4,023	4,091	3,951	3,989	3,955	-0.9
Tourism domestic demand	13,735	14,140	14,550	14,893	15,122	1.5
<b>Transportation</b>						
Tourism demand in Canada	6,568	6,850	7,071	7,298	7,427	1.8
Tourism demand by non-residents	1,092	1,122	1,100	1,116	1,101	-1.4
Tourism domestic demand	5,477	5,727	5,970	6,181	6,326	2.3
<b>Accommodation</b>						
Tourism demand in Canada	2,790	2,865	2,918	2,949	2,917	-1.1
Tourism demand by non-residents	960	974	940	951	937	-1.5
Tourism domestic demand	1,830	1,891	1,978	1,998	1,980	-0.9
<b>Food and beverage services</b>						
Tourism demand in Canada	2,614	2,659	2,667	2,712	2,731	0.7
Tourism demand by non-residents	674	691	665	671	668	-0.3
Tourism domestic demand	1,940	1,968	2,002	2,042	2,063	1.0
<b>Other tourism commodities</b>						
Tourism demand in Canada	2,806	2,868	2,846	2,887	2,936	1.7
Tourism demand by non-residents	525	530	508	515	517	0.3
Tourism domestic demand	2,281	2,338	2,338	2,372	2,419	2.0
<b>Other commodities</b>						
Tourism demand in Canada	2,981	2,991	2,998	3,036	3,066	1.0
Tourism demand by non-residents	773	775	738	736	732	-0.5
Tourism domestic demand	2,208	2,216	2,260	2,300	2,334	1.5

## New Housing Price Index

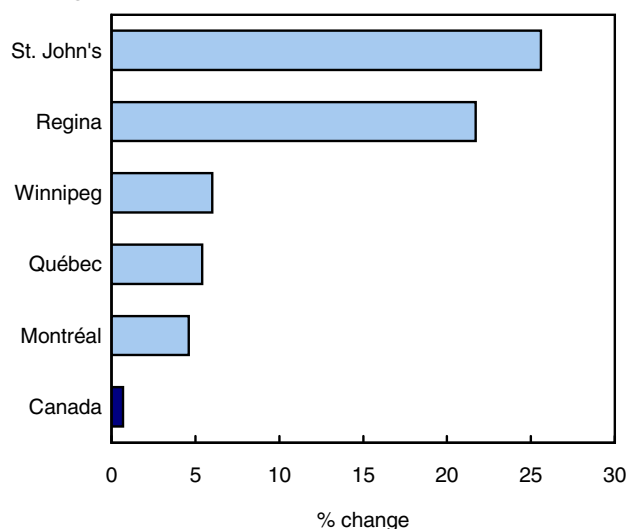
November 2008

The New Housing Price Index increased year-over-year by 0.7% in November, a slower pace than the 1.5% advance recorded in October and the smallest 12-month increase recorded since August 1999.

Prices decreased 0.3% between October and November, resulting in a New Housing Price Index of 157.6 (1997=100). This was the second consecutive monthly decrease at the Canada level.

The largest year-over-year increase was registered in St. John's (+25.6%). This city also registered the largest monthly increase (+3.4%) as builders reported higher costs for materials and labour.

### Percentage change from the same month of the previous year (cities with the largest positive change)

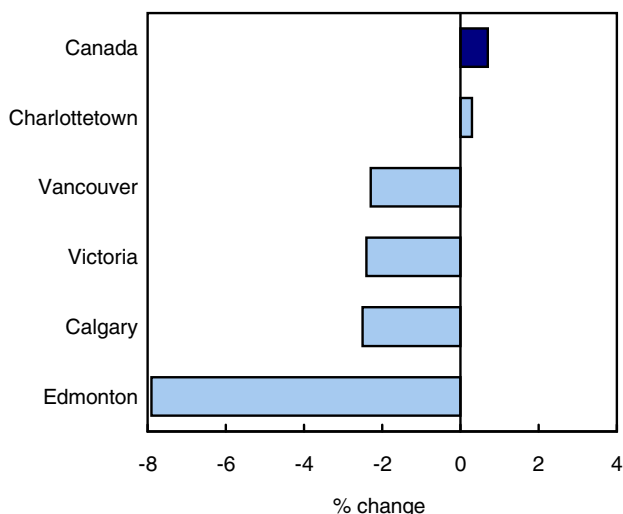


Regina, which registered no change between October and November, posted the second highest 12-month increase (+21.7%) among surveyed cities.

In Saskatoon, prices rose 2.7% year-over-year, again confirming a trend of deceleration in this city. On a month-over-month basis, new housing prices decreased 0.5% as some builders in this city reported reduced prices charged by sub-contractors.

Significant 12-month declines were recorded in both Edmonton (-7.9%) and Calgary (-2.5%). The year-over-year decrease recorded in Edmonton was the largest since May 1985, while the drop in Calgary was the largest since November 1991. On a monthly basis, prices fell 0.3% in Edmonton and 1.1% in Calgary.

### Percentage change from the same month of the previous year (cities with the smallest change or a negative change)



On the West Coast, Vancouver posted a year-over-year decline of 2.3%, the largest 12-month decrease since November 1999. Vancouver also recorded a decrease of 1.7% on a monthly basis. In Victoria, contractors' selling prices fell 2.4% year-over-year, and this city recorded a monthly decline of 0.9%.

Compared with November 2007, contractors' selling prices were 4.3% higher in Ottawa-Gatineau and 2.0% higher in Toronto and Oshawa.

In Québec, the 12-month growth rate was 5.4%, while in Montréal, prices increased 4.6%.

**Available on CANSIM: table 327-0005.**

**Definitions, data sources and methods: survey number 2310.**

The third quarter 2008 issue of *Capital Expenditure Price Statistics* (62-007-XWE, free) will be available in February.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-866-230-2248; 613-951-9606; fax: 613-951-2848; [prices-prix@statcan.gc.ca](mailto:prices-prix@statcan.gc.ca)), Prices Division. □

## New housing price indexes

	November 2008	November 2007 to November 2008	October to November 2008
	(1997=100)	% change	
<b>Canada total</b>	<b>157.6</b>	<b>0.7</b>	<b>-0.3</b>
<b>House only</b>	<b>165.9</b>	<b>-0.4</b>	<b>-0.5</b>
<b>Land only</b>	<b>141.1</b>	<b>3.1</b>	<b>0.1</b>
St. John's	177.2	25.6	3.4
Halifax	150.1	3.4	0.0
Charlottetown	119.4	0.3	0.0
Saint John, Fredericton and Moncton	118.3	3.0	0.8
Québec	159.4	5.4	1.5
Montréal	163.7	4.6	0.3
Ottawa-Gatineau	169.2	4.3	0.0
Toronto and Oshawa	146.4	2.0	0.0
Hamilton	152.3	1.9	-0.3
St. Catharines-Niagara	155.6	3.0	-1.6
Kitchener	142.5	2.2	0.1
London	143.3	2.7	0.0
Windsor	103.6	1.0	0.3
Greater Sudbury and Thunder Bay	112.7	3.7	0.2
Winnipeg	181.4	6.0	0.0
Regina	248.7	21.7	0.0
Saskatoon	219.6	2.7	-0.5
Calgary	243.8	-2.5	-1.1
Edmonton	229.5	-7.9	-0.3
Vancouver	120.6	-2.3	-1.7
Victoria	116.1	-2.4	-0.9

**Note:** View the census subdivisions that comprise the metropolitan areas online.



## Cement

November 2008

Data on cement are now available for November.

**Available on CANSIM: tables 303-0060 and 303-0061.**

**Definitions, data sources and methods: survey number 2140.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; [manufact@statcan.gc.ca](mailto:manufact@statcan.gc.ca)), Manufacturing and Energy Division.



## New products

**National Tourism Indicators, Quarterly Estimates,**  
third quarter 2008

**Catalogue number 13-009-XWE**  
(free).

**Building Permits** November 2008, Vol. 52, no. 11

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