

# The Daily

Statistics Canada

**Monday, June 29, 2009**

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## Releases

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<b>National tourism indicators, first quarter 2009</b>	2
Tourism spending in Canada declined 1.3% in real terms in the first quarter of 2009, as outlays by both Canadians and international visitors fell.	
Study: Immigrants in rural Canada, 2006	6
Production and disposition of tobacco products, May 2009	6
Film, television and video production, 2007	7
Mineral wool including fibrous glass insulation, May 2009	7
Asphalt roofing, May 2009	7

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<b>New products</b>	8
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## Releases

### National tourism indicators

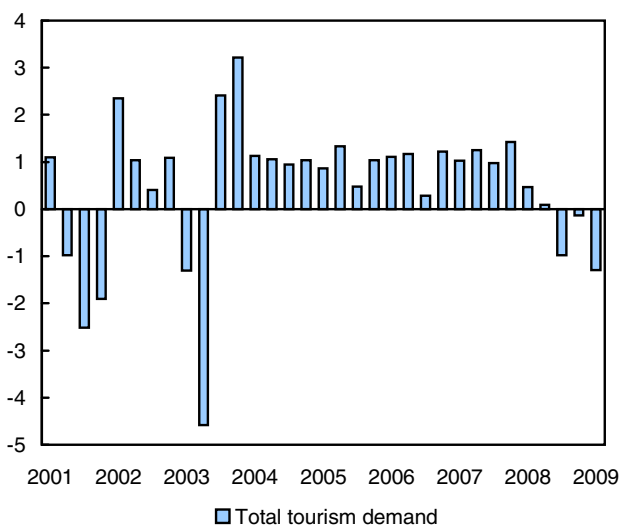
First quarter 2009

Tourism spending in Canada declined 1.3% in real terms in the first quarter of 2009, as outlays by both Canadians and international visitors fell.

This was the first time tourism spending has fallen for three consecutive quarters since 2001, when the tourism sector, already in a downturn, was hit by the events of September 11 and their aftermath. During that contraction, tourism spending fell a cumulative 5.3% in real terms. Subsequently, with the severe acute respiratory syndrome (SARS) outbreak, tourism demand fell 5.8% over the first and second quarters of 2003. Tourism spending has declined a cumulative 2.4% so far in the current downturn.

#### Tourism spending contracts further

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



#### Spending by international visitors drops sharply

Spending by international visitors fell 5.7% in the first quarter of 2009. This was the 14th decline in 17 quarters, and the sharpest decline since the SARS outbreak during the second quarter of 2003.

International visitors spent less on all tourism commodities. Outlays on transportation were notably weak, down 8.0% from the previous quarter. Consumption of vehicle fuel fell 10.3%, as the number

#### 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.

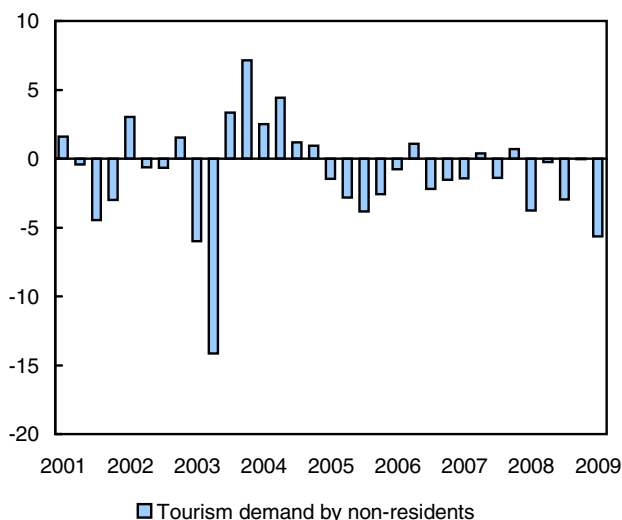
The annual revision of the National tourism indicators will be implemented with the third quarter 2009 issue, at which time they will be adapted to the definition of tourism used in the redesigned Travel Survey of Residents of Canada.

The National tourism indicators are funded by the Canadian Tourism Commission.

of same-day car trips from the United States continued down. Spending on food and beverage services was also notably lower (-8.0%).

#### Non-resident spending on tourism down sharply

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

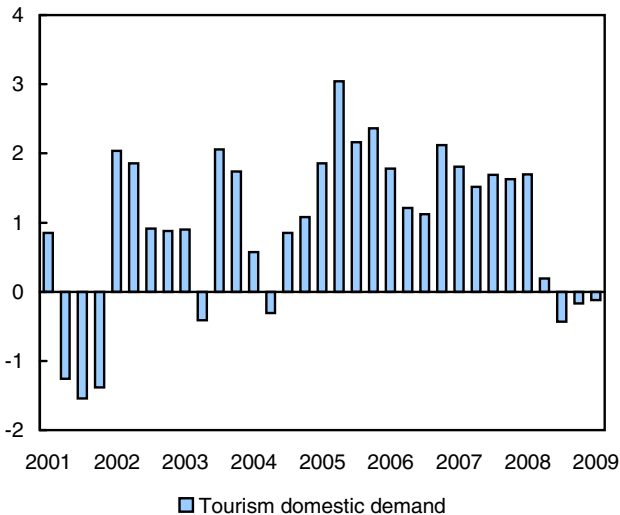


#### Spending by Canadians on tourism edges down

Canadians' spending on tourism in Canada edged down 0.1% in real terms in the first quarter of 2009, after modest declines in the previous two quarters. This was the first time domestic tourism spending has declined for three consecutive quarters since 2001.

## Tourism domestic demand down again

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



Spending on transportation was down 1.2% for the quarter. Fewer numbers of Canadians travelling abroad contributed to the weakness in transportation, as outlays on passenger air transportation fell 2.5% in real terms.

Overnight travel within Canada was up, on the other hand, as indicated by higher spending on accommodation. Gains were also registered in

spending on vehicle rentals and gasoline, food and beverages and recreation and entertainment.

## Tourism gross domestic product contracts again

Tourism gross domestic product (GDP) contracted 0.9% in the first quarter of 2009, following two negative quarters in the second half of 2008. Tourism GDP was lower across all industries, except for the accommodation industry, which recorded marginal gains.

Tourism employment fell 0.4% in the first quarter of 2009, driven by job losses in the travel services, food and beverage services and air transportation industries. Tourism jobs advanced in the accommodation and recreation and entertainment industries.

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

**Definitions, data sources and methods: survey number 1910.**

The first quarter 2009 issue of *National Tourism Indicators, Quarterly Estimates* (13-009-X, 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.gc.ca](mailto:iead-info-dcrd@statcan.gc.ca)), Income and Expenditure Accounts Division.

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## National tourism indicators

	First quarter 2008	Second quarter 2008	Third quarter 2008	Fourth quarter 2008	First quarter 2009	Fourth quarter 2008 to first quarter 2009
Seasonally adjusted						
	\$ millions at 2002 prices					% change
<b>Total tourism expenditures</b>						
Tourism demand in Canada	16,851	16,866	16,702	16,679	16,464	-1.3
Tourism demand by non-residents	3,648	3,639	3,532	3,531	3,332	-5.7
Tourism domestic demand	13,202	13,227	13,170	13,148	13,132	-0.1
<b>Transportation</b>						
Tourism demand in Canada	6,246	6,250	6,137	6,143	6,003	-2.3
Tourism demand by non-residents	1,047	1,044	994	986	907	-8.0
Tourism domestic demand	5,200	5,206	5,143	5,158	5,097	-1.2
<b>Accommodation</b>						
Tourism demand in Canada	2,628	2,641	2,604	2,596	2,593	-0.1
Tourism demand by non-residents	852	852	835	838	811	-3.3
Tourism domestic demand	1,776	1,789	1,770	1,758	1,782	1.4
<b>Food and beverage services</b>						
Tourism demand in Canada	2,324	2,336	2,326	2,320	2,293	-1.2
Tourism demand by non-residents	566	558	543	539	496	-8.0
Tourism domestic demand	1,758	1,778	1,782	1,781	1,797	0.9
<b>Other tourism commodities</b>						
Tourism demand in Canada	2,703	2,684	2,681	2,680	2,682	0.1
Tourism demand by non-residents	464	460	454	456	445	-2.3
Tourism domestic demand	2,239	2,224	2,227	2,224	2,237	0.6
<b>Other commodities</b>						
Tourism demand in Canada	2,950	2,954	2,954	2,940	2,894	-1.6
Tourism demand by non-residents	720	726	706	712	673	-5.5
Tourism domestic demand	2,229	2,229	2,248	2,227	2,221	-0.3

## National tourism indicators

	First quarter 2008	Second quarter 2008	Third quarter 2008	Fourth quarter 2008	First quarter 2009	Fourth quarter 2008 to first quarter 2009
Seasonally adjusted						
	\$ millions at current prices					% change
<b>Total tourism expenditures</b>						
Tourism demand in Canada	18,544	18,803	18,904	18,477	18,130	-1.9
Tourism demand by non-residents	3,936	3,953	3,890	3,878	3,658	-5.7
Tourism domestic demand	14,608	14,850	15,014	14,599	14,472	-0.9
<b>Transportation</b>						
Tourism demand in Canada	7,112	7,241	7,307	6,870	6,610	-3.8
Tourism demand by non-residents	1,113	1,123	1,097	1,061	971	-8.5
Tourism domestic demand	5,999	6,118	6,210	5,809	5,639	-2.9
<b>Accommodation</b>						
Tourism demand in Canada	2,891	2,921	2,875	2,897	2,854	-1.5
Tourism demand by non-residents	937	942	922	936	893	-4.6
Tourism domestic demand	1,954	1,979	1,953	1,961	1,961	0.0
<b>Food and beverage services</b>						
Tourism demand in Canada	2,672	2,710	2,729	2,747	2,733	-0.5
Tourism demand by non-residents	651	647	637	638	591	-7.4
Tourism domestic demand	2,021	2,063	2,092	2,109	2,142	1.6
<b>Other tourism commodities</b>						
Tourism demand in Canada	2,867	2,888	2,905	2,890	2,892	0.1
Tourism demand by non-residents	504	508	507	508	499	-1.8
Tourism domestic demand	2,363	2,381	2,398	2,382	2,393	0.5
<b>Other commodities</b>						
Tourism demand in Canada	3,002	3,042	3,087	3,073	3,041	-1.0
Tourism demand by non-residents	731	733	727	735	705	-4.2
Tourism domestic demand	2,271	2,309	2,361	2,337	2,337	0.0



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## Study: Immigrants in rural Canada 2006

Immigrants accounted for 5.3% of the population living in Canada's rural and small town areas in 2006, or 312,555 people. In contrast, immigrants represented about one-quarter of the total population living in census metropolitan areas.

The majority of immigrants who live in the rural zones arrived in Canada before 1986. These established immigrants made up about 70% of all immigrants in rural and small town areas in 2006.

Recent immigrants, those who arrived between 2001 and 2006, tended to settle in the nation's metropolitan areas. Since 2001, 31,075 immigrants who came to Canada chose to live in rural and small town areas. They accounted for only 0.5% of the population in rural areas.

Traditional sources of immigrants (mainly Western and Northern Europe followed by the United States) constituted a higher share of the population across the rural zones of Canada. Large metropolitan areas had a higher share of immigrants from South-East and East Asian countries.

Provincially, the largest share of the immigrant population in rural and small town areas was in British Columbia (12.2%), Ontario (8.1%), Manitoba (6.9%) and Alberta (6.0%), while the lowest share was in Newfoundland and Labrador, Quebec and Saskatchewan.

Western provinces had the highest share of recent immigrants in their rural areas. Recent immigrants accounted for 1.7% of the rural population of Manitoba, the largest proportion, followed by British Columbia (0.9%) and Alberta (0.8%).

Within these provinces, the Winkler and Steinbach regions in Manitoba and the Fort McMurray region in Alberta had a relatively high share of recent immigrants in 2006. In the Winkler region, recent immigrants accounted for about 5% of the region's population.

**Note:** This bulletin profiles rural immigrants by five themes: immigrants as a percent of the total population; immigrant period of arrival; region of birth; migration of recent immigrants; and a ranking of rural regions in terms of the number of immigrants as a percent of the total population in each rural region. The geographical concept of rural and small town Canada is defined as labour market areas, which are outside of the

commuting zones of larger urban centers with core populations of 10,000 or more.

The *Rural and Small Town Canada Analysis Bulletins* address issues of interest to rural Canada such as employment trends, education levels, health status, Internet usage and number of firms by type, among others. As discussed in Statistics Canada's paper, "Urban perspectives and measurement," there are numerous possible operational definitions of urban and rural areas, of which the one used in this paper is only one.

The article "Immigrants in rural Canada: 2006" is now available in the online edition of *Rural and Small Town Canada Analysis Bulletin*, Vol. 8, no. 2 (21-006-X, free) from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Roland Beshiri (613-951-6506; [roland.beshiri@statcan.gc.ca](mailto:roland.beshiri@statcan.gc.ca)), Agriculture Division. ■

## Production and disposition of tobacco products

May 2009

Canadian manufacturers produced 1.8 billion cigarettes in May, up 3.4% from the previous month. The total number of cigarettes sold increased by 0.2% to 1.5 billion, while closing inventories rose by 13.4% to 2.2 billion cigarettes in May.

**Note:** This survey collects data on the production of tobacco products in Canada by Canadian manufacturers and the disposition or sales of this production. It does not collect data on imported tobacco products. Therefore, sales information in this release is not a proxy for domestic consumption of tobacco products.

**Available on CANSIM: table 303-0062.**

**Definitions, data sources and methods: survey number 2142.**

The May 2009 issue of *Production and Disposition of Tobacco Products*, Vol. 38, no. 5 (32-022-X, 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 dissemination officer (613-951-9497; toll-free 1-866-873-8789; [manufact@statcan.gc.ca](mailto:manufact@statcan.gc.ca)), Manufacturing and Energy Division. ■

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**Film, television and video production**  
2007

Data on the film, television and video production industry are now available for 2007.

**Available on CANSIM: table 361-0016.**

**Definitions, data sources and methods: survey number 2413.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact Moreno Da Pont (613-951-9345; fax: 613-951-6696; [moreno.dapont@statcan.gc.ca](mailto:moreno.dapont@statcan.gc.ca)), Service Industries Division. ■

**Mineral wool including fibrous glass insulation**  
May 2009

Data on mineral wool including fibrous glass insulation are now available for May.

**Definitions, data sources and methods: survey number 2110.**

Data are available upon request only. 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. ■

**Asphalt roofing**  
May 2009

Data on asphalt roofing are now available for May.

**Available on CANSIM: table 303-0052.**

**Definitions, data sources and methods: survey number 2123.**

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. ■

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## New products

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**National Tourism Indicators, Quarterly Estimates,**  
First quarter 2009  
**Catalogue number 13-009-X** (PDF, free; HTML, free)

**Rural and Small Town Canada Analysis Bulletin,**  
2001-2006, Vol. 8, no. 2  
**Catalogue number 21-006-X** (PDF, free; HTML, free)

**Production and Disposition of Tobacco Products,**  
May 2009, Vol. 38, no. 5  
**Catalogue number 32-022-X** (PDF, free; HTML, free)

**Energy Statistics Handbook,** First quarter 2009  
**Catalogue number 57-601-X** (CD-ROM \$54/\$161;  
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