

The Daily

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Releases

National tourism indicators, third quarter 2012

2

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Air fares, 2011

7

Asphalt roofing, November 2012

9

Coal and coke statistics, October 2012

10

Population estimates, by census subdivision (current boundaries), 2010

11

New products and studies

12



Statistics
Canada

Statistique
Canada

Canada

Releases

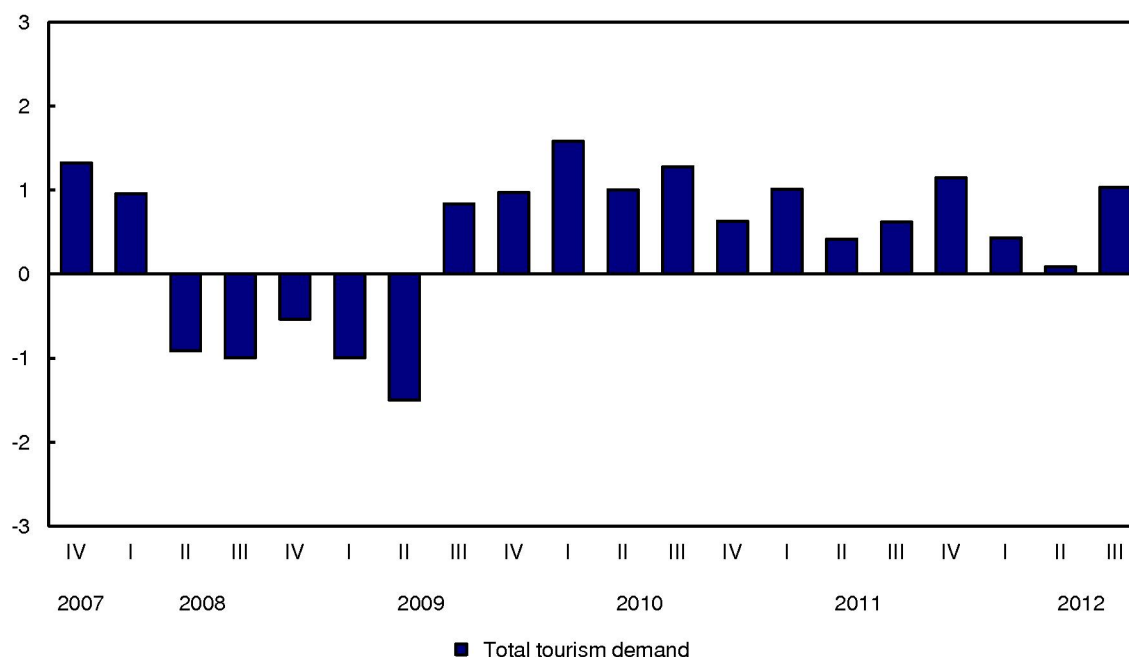
National tourism indicators, third quarter 2012

Tourism spending in Canada rose 1.0% in the third quarter following a 0.1% increase in the previous quarter. Higher tourism spending by Canadians at home more than offset a decline in spending by international visitors in Canada.

From the second quarter of 2009 to the third quarter of 2012, tourism spending in Canada increased in every quarter. During this period, it rose 11.6%.

Chart 1 Tourism spending continues to increase

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



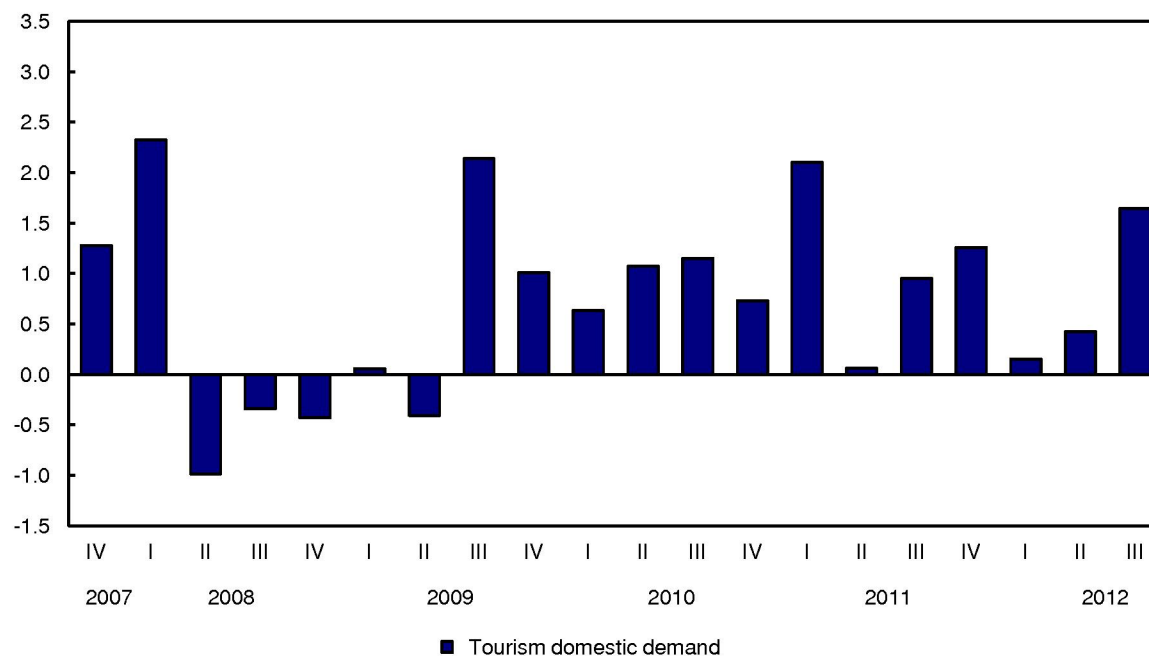
Tourism spending by Canadians at home continues to rise

Tourism spending by Canadians at home rose 1.6% in the third quarter, following a 0.4% increase in the previous quarter.

Outlays on most tourism goods and services were up, most notably on passenger air transport. Spending on non-tourism items, such as groceries and clothing, was also higher.

Chart 2 Increased tourism spending by Canadians at home

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



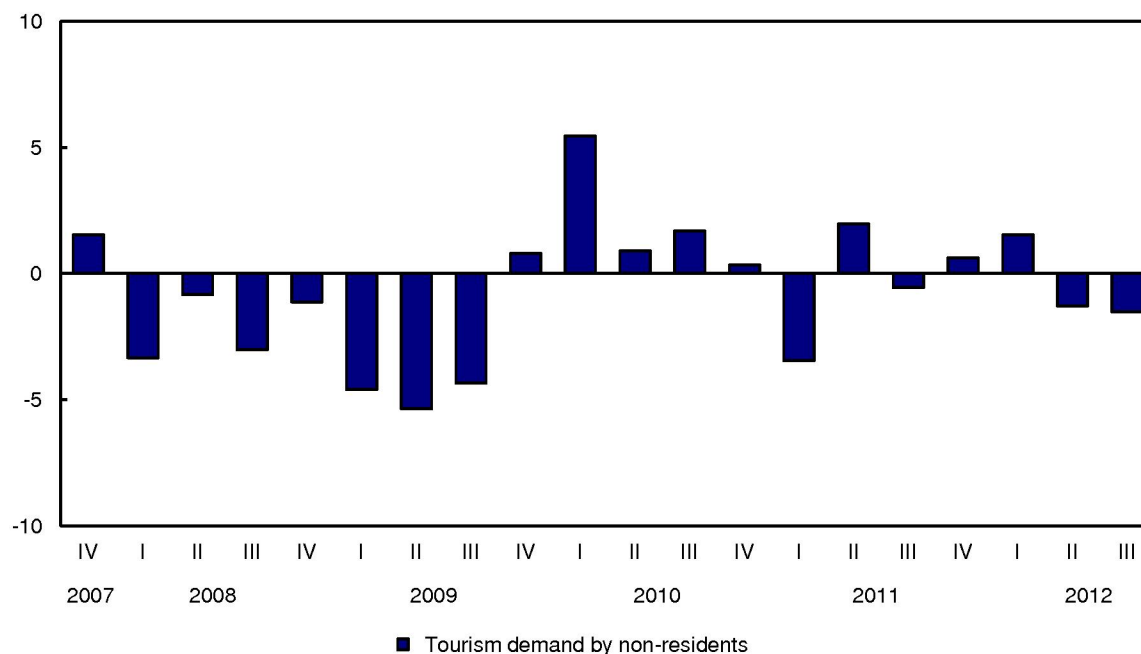
Lower spending by international visitors

Spending by international visitors in Canada fell 1.5% in the third quarter following a 1.3% decline in the second quarter. Overnight travel to Canada from both the United States and overseas countries was lower.

Outlays decreased on passenger air transport, accommodation and food and beverage services. Spending on other tourism and non-tourism goods and services was also lower.

Chart 3 Tourism spending by international visitors to Canada down

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



Tourism gross domestic product expands

Tourism gross domestic product (GDP) expanded 0.7% in the third quarter, the 13th consecutive quarterly increase. All tourism industries posted gains, notably transportation. Tourism GDP in non-tourism industries was also higher. Tourism employment was up 0.9% in the third quarter.

Note to readers

Growth rates of tourism spending and gross domestic product are expressed in real terms (that is, 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 unless otherwise noted.

With the third quarter 2012 release of the National Tourism Indicators (NTI), all data from the first quarter and second quarter of 2012 have been revised.

The NTI are funded by the Canadian Tourism Commission.

Table 1
National tourism indicators – Seasonally adjusted

| | Third quarter 2011 | Fourth quarter 2011 | First quarter 2012 | Second quarter 2012 | Third quarter 2012 | Second quarter to third quarter 2012 |
|-----------------------------------|------------------------------------|------------------------|-----------------------|------------------------|-----------------------|--|
| | millions of dollars at 2002 prices | | | | | % change |
| Total tourism expenditures | | | | | | |
| Tourism demand in Canada | 16,754 | 16,946 | 17,019 | 17,034 | 17,210 | 1.0 |
| Tourism demand by non-residents | 3,259 | 3,279 | 3,329 | 3,286 | 3,236 | -1.5 |
| Tourism domestic demand | 13,499 | 13,669 | 13,690 | 13,748 | 13,974 | 1.6 |
| Transportation | | | | | | |
| Tourism demand in Canada | 6,609 | 6,717 | 6,710 | 6,673 | 6,797 | 1.9 |
| Tourism demand by non-residents | 1,005 | 1,003 | 1,021 | 999 | 980 | -1.9 |
| Tourism domestic demand | 5,603 | 5,714 | 5,689 | 5,674 | 5,817 | 2.5 |
| Accommodation | | | | | | |
| Tourism demand in Canada | 2,428 | 2,440 | 2,464 | 2,472 | 2,473 | 0.0 |
| Tourism demand by non-residents | 760 | 774 | 788 | 781 | 766 | -1.9 |
| Tourism domestic demand | 1,669 | 1,665 | 1,676 | 1,691 | 1,707 | 0.9 |
| Food and beverage services | | | | | | |
| Tourism demand in Canada | 2,273 | 2,289 | 2,305 | 2,315 | 2,325 | 0.4 |
| Tourism demand by non-residents | 511 | 519 | 528 | 523 | 518 | -1.0 |
| Tourism domestic demand | 1,765 | 1,770 | 1,777 | 1,792 | 1,807 | 0.8 |
| Other tourism commodities | | | | | | |
| Tourism demand in Canada | 2,525 | 2,554 | 2,588 | 2,587 | 2,598 | 0.4 |
| Tourism demand by non-residents | 353 | 355 | 361 | 360 | 355 | -1.4 |
| Tourism domestic demand | 2,174 | 2,201 | 2,227 | 2,227 | 2,243 | 0.7 |
| Other commodities | | | | | | |
| Tourism demand in Canada | 2,919 | 2,946 | 2,952 | 2,987 | 3,017 | 1.0 |
| Tourism demand by non-residents | 630 | 628 | 631 | 623 | 617 | -1.0 |
| Tourism domestic demand | 2,288 | 2,319 | 2,321 | 2,364 | 2,400 | 1.5 |

Available without charge in CANSIM: tables 387-0001 to 387-0003, 387-0008, 387-0010 and 387-0011.

The following CANSIM tables have been terminated: 387-0004, 387-0005, 387-0006, 387-0007 and 387-0009.

For the following CANSIM tables, the current dollar, seasonally adjusted series have been terminated: 387-0001, 387-0002 and 387-0010.

For CANSIM table 387-0003, the following tourism employment series have been aggregated with Other transportation industries: Railway transportation, Water transportation, Bus transportation.

Definitions, data sources and methods: survey number 1910.

The *National Tourism Indicators, Quarterly Estimates* (13-009-X) has been discontinued. Previous issues are available from the *Key resource* module of our website under *Publications*. The quarterly data continues to be available free of charge on CANSIM.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Air fares, 2011

Average domestic air fares increased in 9 of the 10 selected Canadian cities of enplanement in 2011 compared with 2010.

The cities recording the largest year-over-year increases in air fares were Calgary (+6.5%), Regina (+5.8%) and Edmonton (+5.7%). The only decline occurred in Ottawa (-0.6%).

Domestic air fares averaged \$214.90 in Toronto, the highest level, followed by Vancouver (\$206.70), Ottawa (\$194.80) and Montréal (\$194.10).

Domestic and international air fares (all types) averaged \$249.70 in 2011, up 2.5% from \$243.50 in 2010. This advance was mainly a result of year-over-year increases in the first and second quarters.

The average domestic air fare (all types) paid by passengers was \$190.70, up 4.5%. The average international air fare was \$326.80, down 1.5%.

Note to readers

Average air fares are calculated for each flight stage. When the passenger boards the aircraft at one airport and departs the aircraft at another airport, this is considered a flight stage.

The Fare Basis Survey covers Air Canada, Jazz, Air Canada's Canadian regional code-share partners, Air Transat and WestJet.

Table 1
Average domestic air fares for 10 major Canadian cities

| | 2010 | 2011 | 2010 to 2011 |
|---------------|---------------|---------------|--------------|
| | dollars | | % change |
| Canada | 182.50 | 190.70 | 4.5 |
| Calgary | 165.50 | 176.20 | 6.5 |
| Edmonton | 160.80 | 170.00 | 5.7 |
| Halifax | 172.00 | 179.30 | 4.2 |
| Montréal | 191.10 | 194.10 | 1.6 |
| Ottawa | 196.00 | 194.80 | -0.6 |
| Regina | 168.10 | 177.80 | 5.8 |
| Saskatoon | 170.20 | 178.80 | 5.1 |
| Toronto | 205.20 | 214.90 | 4.7 |
| Vancouver | 199.20 | 206.70 | 3.8 |
| Winnipeg | 181.00 | 189.40 | 4.6 |

Note(s): The air carriers included are the Canadian Level I carriers operating scheduled services, which are comprised of Air Canada, Jazz, Air Canada's Canadian regional code-share partners, Air Transat and WestJet. All estimates shown above have a coefficient of variation of less than 10% and can be considered reliable from a sampling point of view.

Available without charge in CANSIM: tables 401-0003, 401-0004, 401-0041 and 401-0042.

Definitions, data sources and methods: survey number 2708.

Quarterly [data tables](#) are available from the *Key resource* module of our website under *Summary tables*.

The air fare data are now available in the service bulletin *Aviation*, 2011, Vol. 45, no. 1 (51-004-X, free), from the *Key resource* module of our website under *Publications*.

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Asphalt roofing, November 2012

Data on asphalt roofing are now available for November.

Available without charge in CANSIM: table 303-0052.

Definitions, data sources and methods: survey number 2123.

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Coal and coke statistics, October 2012

Data on coal and coke are now available for October.

Available without charge in CANSIM: tables 135-0001 and 135-0002.

Table 135-0001: Coke.

Table 135-0002: Coal.

Definitions, data sources and methods: survey numbers 2003 and 2147.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Population estimates, by census subdivision (current boundaries), 2010

Population estimates, by census subdivision in current boundaries, for the reference year 2010 are available free of charge in electronic format upon request. Revised data for the reference years 2007 to 2009 are also available.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

New products and studies

New products

Sawmills, October 2012, Vol. 66, no. 10
Catalogue number 35-003-X (HTML, free | PDF, free)

Aviation: "Air Fare, Canadian Air Carriers, Level I", 2011, Vol. 45, no. 1
Catalogue number 51-004-X2012002 (HTML, free | PDF, free)



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