

The Daily

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Releases

National tourism indicators, fourth quarter 2012	2
Tourism spending in Canada rose 0.8% in the fourth quarter, as both spending by Canadians at home and spending by international visitors in Canada increased.	
Annual Head Office Survey, 2011	7
From 2010 to 2011, the number of head offices declined 0.8% to 2,843. During the same period, the number of people employed in the head office industry rose 1.1% to 219,629.	
Poultry and egg statistics, January 2013	11
Estimates of the number of census families, July 1, 2012	12
Real estate rental and leasing and property management industries, 2011	13
Farm operating revenues and expenses, 2011 (final)	14
Engineering services industry, 2011	15
Importer Register, 2011	16
New products and studies	17



Releases

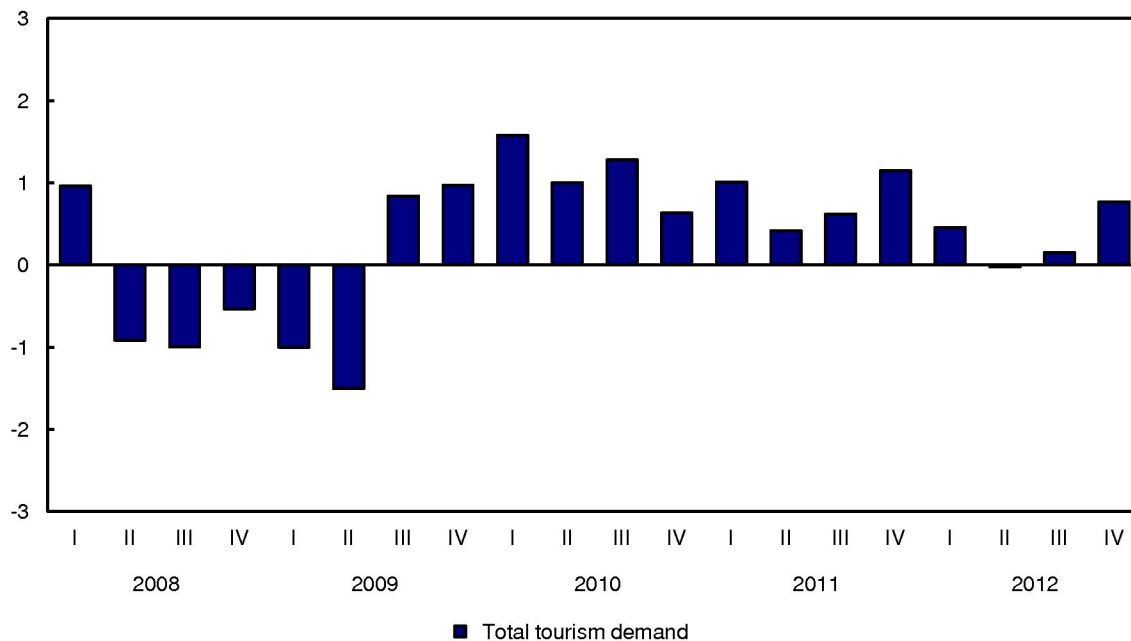
National tourism indicators, fourth quarter 2012

Tourism spending in Canada rose 0.8% in the fourth quarter, as both spending by Canadians at home and spending by international visitors in Canada increased.

From the second quarter of 2009 to the fourth quarter of 2012, tourism spending in Canada rose 11.4%. Just over half of the increase came from passenger air transport.

Chart 1 Tourism spending in Canada

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



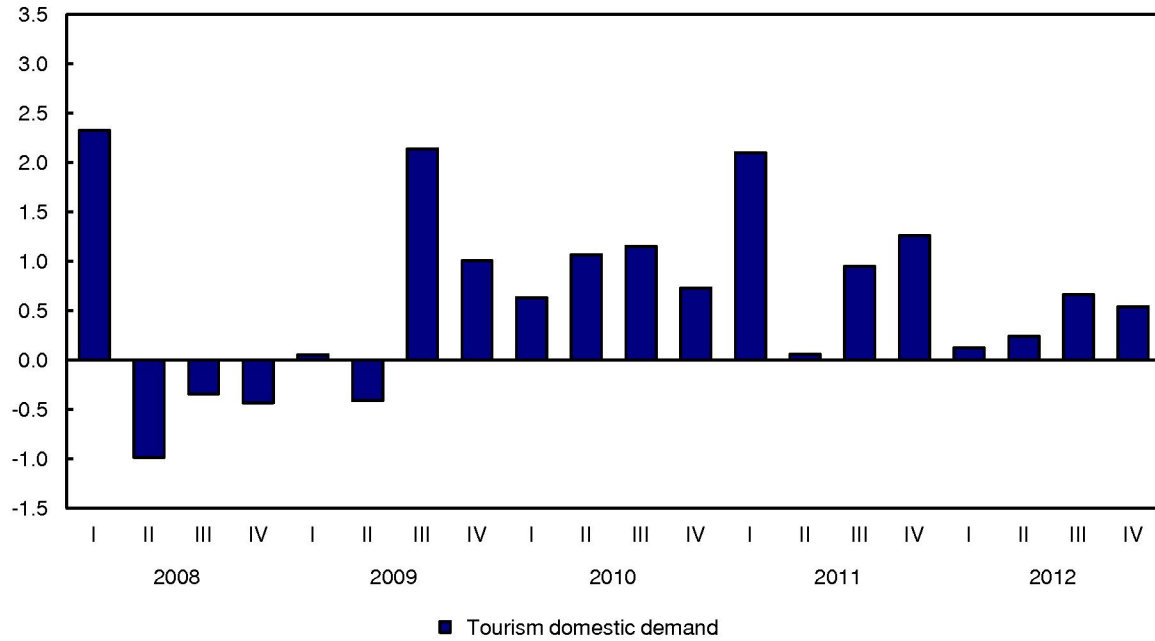
Tourism spending by Canadians continues to rise

Tourism spending by Canadians at home rose 0.5% in the fourth quarter, continuing an upward trend that began in the third quarter of 2009.

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

Chart 2 Tourism spending by Canadians at home

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



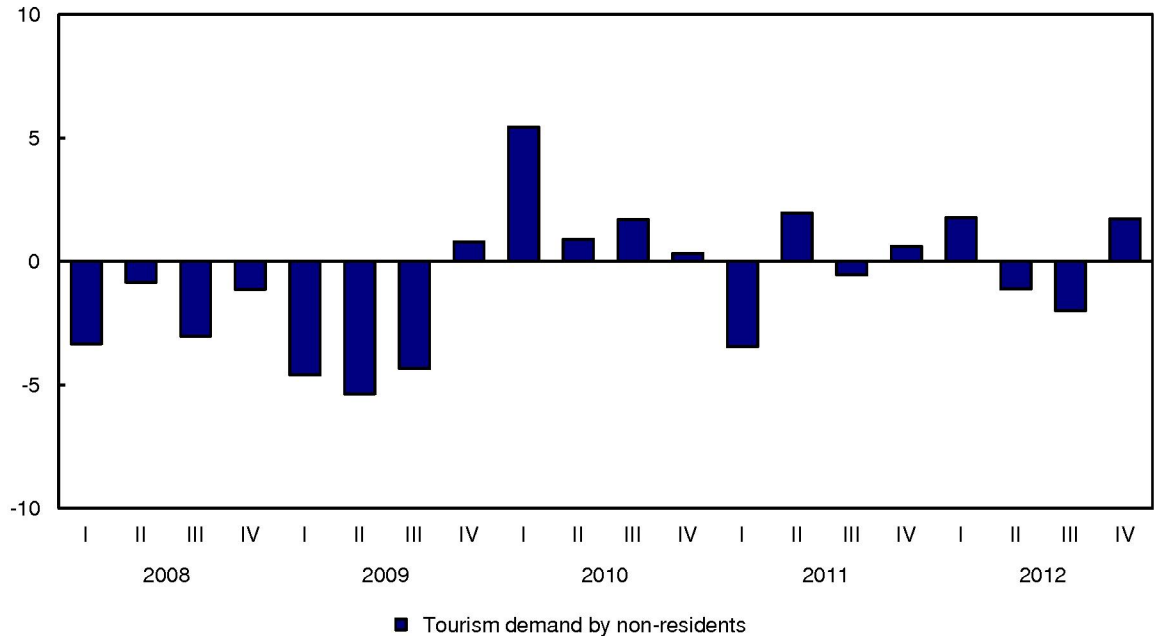
Increased spending by international visitors

Spending by international visitors in Canada rose 1.7% in the fourth quarter, following declines in the previous two quarters. A higher number of overseas visitors contributed to the increase.

Outlays on most tourism goods and services were up, including passenger air transport (+4.1%) and accommodation (+1.4%). Spending on non-tourism items was also higher.

Chart 3
Tourism spending by international visitors to Canada

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



Tourism gross domestic product expands

Tourism gross domestic product (GDP) grew by 0.6% in the fourth quarter, following increases of 0.2% the previous two quarters. Transportation (+0.9%) had the strongest gain. Tourism GDP in non-tourism industries was also higher.

Tourism employment reached 618,600 jobs, up 0.4% from the previous quarter and continuing an upward trend that began in the third quarter of 2010.

Tourism jobs in the air transportation, accommodation and food and beverage services industries all increased. Tourism jobs in non-tourism industries also rose.

Annual 2012

Tourism spending increased 2.0% in 2012, following a 3.3% gain in 2011.

Outlays by Canadians at home were 2.2% higher, with half of the increase coming from passenger air transport. Spending on food and beverage services, other tourism goods and services and non-tourism items were also higher.

Spending by international visitors in Canada rose 1.0%, on increases in outlays on accommodation, passenger air transport and food and beverage services.

Tourism GDP was up 1.8% in 2012. Most tourism industries posted increases, including transportation (+3.0%), food and beverage services (+2.7%) and accommodation (+1.2%). Tourism GDP in non-tourism industries was also higher.

Tourism employment was up 2.0% to 614,600 jobs. The transportation and food and beverage services industries contributed the most to the overall gain in jobs.

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

The NTI are funded by the Canadian Tourism Commission.

Table 1
National tourism indicators – Seasonally adjusted

	Fourth quarter 2011	First quarter 2012	Second quarter 2012	Third quarter 2012	Fourth quarter 2012	Third quarter to fourth quarter 2012
	millions of dollars at 2002 prices					% change
Total tourism expenditures						
Tourism demand in Canada	16,946	17,023	17,019	17,044	17,175	0.8
Tourism demand by						
non-residents	3,279	3,337	3,300	3,234	3,290	1.7
Tourism domestic demand	13,669	13,686	13,719	13,810	13,885	0.5
Transportation						
Tourism demand in Canada	6,717	6,741	6,747	6,756	6,816	0.9
Tourism demand by						
non-residents	1,003	1,029	1,016	988	1,016	2.8
Tourism domestic demand	5,714	5,712	5,731	5,768	5,800	0.6
Accommodation						
Tourism demand in Canada	2,440	2,461	2,458	2,438	2,454	0.7
Tourism demand by						
non-residents	774	786	777	765	776	1.4
Tourism domestic demand	1,665	1,675	1,681	1,673	1,678	0.3
Food and beverage services						
Tourism demand in Canada	2,289	2,301	2,311	2,314	2,328	0.6
Tourism demand by						
non-residents	519	528	523	513	519	1.2
Tourism domestic demand	1,770	1,773	1,788	1,801	1,809	0.4
Other tourism commodities						
Tourism demand in Canada	2,554	2,576	2,551	2,584	2,605	0.8
Tourism demand by						
non-residents	355	361	359	355	362	2.0
Tourism domestic demand	2,201	2,215	2,192	2,229	2,243	0.6
Other commodities						
Tourism demand in Canada	2,946	2,944	2,952	2,952	2,972	0.7
Tourism demand by						
non-residents	628	633	625	613	617	0.7
Tourism domestic demand	2,319	2,311	2,327	2,339	2,355	0.7

Available in CANSIM: tables 387-0001 to 387-0003, 387-0008, 387-0010 and 387-0011.

Definitions, data sources and methods: survey number 1910.

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).

Annual Head Office Survey, 2011

From 2010 to 2011, the number of head offices declined 0.8% to 2,843.

During the same period, the number of people employed in the head office industry rose 1.1% to 219,629.

Distribution by province and territory

The distribution of head offices by province and territory was relatively stable from 2010 to 2011. Ontario (40.0%) had the largest proportion in 2011, followed by Quebec (20.3%), Alberta (14.2%) and British Columbia (11.5%).

Ontario (42.1%) also had the largest proportion of head office employees, again followed by Quebec (23.6%), Alberta (17.0%) and British Columbia (7.4%).

These four provinces accounted for 86.0% of the head offices and 90.1% of the head office employees.

From 2010 to 2011, the province with the largest increase in the number of head office employees was Alberta (+1,966), while the province with the largest decrease was Ontario (-333).

Most head offices located in the largest metropolitan areas

Most of the head offices were located in the eight largest census metropolitan areas (CMAs), namely Toronto, Montréal, Vancouver, Calgary, Ottawa–Gatineau, Edmonton, Winnipeg and Québec.

These eight CMAs accounted for roughly half of Canada's population in 2011, but 68.9% of its head offices and 83.6% of its head office employees.

Among the eight CMAs, Toronto had the largest number of head offices and head office employees, with 734 head offices and 71,895 employees. It was followed by Montréal, with 405 head offices and 42,104 employees; Vancouver with 247 head offices and 14,458 employees; and Calgary with 224 head offices and 29,603 employees.

From 2010 to 2011, the number of employees rose the most in Calgary (+6.5%) and Edmonton (+3.4%). Meanwhile, the number of employees fell in Toronto (-0.5%) and Winnipeg (-0.3%).

Number of head offices per 100,000 population

Among the eight CMAs, the largest number of head offices per 100,000 population in 2011 was in Calgary (17.7), followed by Toronto (12.6), Winnipeg (11.9), Edmonton and Montréal (both 10.4), and Vancouver (10.2).

In 2011, two of the eight CMAs, Québec (7.7) and Ottawa–Gatineau (6.0), had fewer than 10.0 head offices per 100,000 population.

Main head offices of Canada's top 500 enterprises

The main head offices of Canada's top 500 enterprises accounted for 17.6% of the total number of head offices in 2011, but 57.9% of the total number of head office employees.

From 2010 to 2011, the number of employees at these main head offices increased by 2,287 employees, or 1.8% and accounted for 95.3% of the total increase in head office industry in that period.

These head offices were located mainly in Ontario (49.2%), Quebec (19.4%) and Alberta (15.2%). Likewise, the employees of those offices worked mainly in Ontario (44.2%), Quebec (20.9%) and Alberta (19.9%).

Canada's eight largest CMAs accounted for 84.6% of the main head offices of Canada's top 500 enterprises and 89.1% of the people employed at those head offices.

Among these eight CMAs, Toronto had the most main head offices of Canada's top 500 enterprises with 204 in 2011, followed by Montréal (82) and Calgary (62).

Toronto also had the most people employed at main head offices, with 46,536 employees in 2011. As a result of a 9.2% increase from 2010 to 2011, Calgary (22,036 employees) rose to second place, slightly ahead of Montréal (21,399 employees).

Analysis by industry sector

In 2011, over half of all head offices belonged to enterprises in retail trade (20.2%), manufacturing (18.6%), or wholesale trade (13.1%).

Head office employees mainly belonged to enterprises in manufacturing (18.8%), retail trade (17.0%), and finance and insurance (12.7%).

Geographically, 85.3% of head offices and 98.8% of head office employees in the oil and gas extraction industry were located in Alberta in 2011. More specifically, 79.4% of head offices and 95.0% of head office employees in this industry were located in the Calgary.

In the finance and insurance sector, 30.6% of head offices and 43.0% of head office employees were located in the Toronto.

Note to readers

"Head office industry" includes all entities, including Crown corporation entities, whose main business activity is to provide management or administrative support services to other entities of the same enterprise. Their activities include functions, such as strategic organizational planning, communications, tax planning, legal services, marketing, finance, human resource management, and information technology services.

For this release, an enterprise may have more than one head office; however, only one of them may be considered the main head office. The others are considered secondary head offices. If an enterprise has only one head office, then that head office is the main head office.

The list of the top 500 enterprises is compiled according to the enterprises' total revenue for each reference year. Since total revenue changes each year, the list may vary.

The number of employees is the average number of people employed at a head office during the reporting period. It includes full-time, part-time and temporary employees and employees absent with pay.

The industry sector and total revenue of the enterprise to which a head office belongs are determined from the enterprise structure recorded in the Business Register.

Table 1
Distribution of head offices, by province and territory

	2010		2011	
	number	%	number	%
Canada	2,865	100.0	2,843	100.0
Newfoundland and Labrador	36	1.3	36	1.3
Prince Edward Island	x	x	x	x
Nova Scotia	78	2.7	78	2.7
New Brunswick	54	1.9	54	1.9
Quebec	582	20.3	578	20.3
Ontario	1,146	40.0	1,137	40.0
Manitoba	109	3.8	109	3.8
Saskatchewan	95	3.3	94	3.3
Alberta	411	14.3	404	14.2
British Columbia	328	11.4	326	11.5
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x

x suppressed to meet the confidentiality requirements of the Statistics Act

Table 2
Distribution of head office employees, by province and territory

	2010		2011	
	number	%	number	%
Canada	217,231	100.0	219,629	100.0
Newfoundland and Labrador	803	0.4	868	0.4
Prince Edward Island	x	x	x	x
Nova Scotia	3,035	1.4	3,065	1.4
New Brunswick	3,790	1.7	3,823	1.7
Quebec	51,400	23.7	51,726	23.6
Ontario	92,907	42.8	92,574	42.1
Manitoba	6,918	3.2	6,907	3.1
Saskatchewan	6,192	2.9	6,224	2.8
Alberta	35,389	16.3	37,355	17.0
British Columbia	15,964	7.3	16,243	7.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x

x suppressed to meet the confidentiality requirements of the Statistics Act

Table 3
Head offices and head office employees, by census metropolitan area

	2010		2011	
	Head offices	Employees	Head offices	Employees
	number			
Québec	59	6,048	59	6,135
Montréal	407	41,678	405	42,104
Ottawa–Gatineau	78	7,037	76	7,064
Toronto	738	72,239	734	71,895
Winnipeg	91	6,516	91	6,498
Calgary	227	27,807	224	29,603
Edmonton	126	5,563	124	5,754
Vancouver	249	14,256	247	14,458

Table 4
Head offices per 100,000 population, by census metropolitan area

	2010	2011
	rate per 100,000 population	
Québec	7.8	7.7
Montréal	10.5	10.4
Ottawa–Gatineau	6.3	6.0
Toronto	12.9	12.6
Winnipeg	12.1	11.9
Calgary	18.3	17.7
Edmonton	10.7	10.4
Vancouver	10.4	10.2

Table 5
Main head offices and employees of Canada's top 500 enterprises, by census metropolitan area

	2010		2011	
	Head offices	Employees	Head offices	Employees
	number			
Québec	6	4,258	8	4,490
Montréal	85	21,370	82	21,399
Ottawa–Gatineau	8	x	8	4,278
Toronto	204	46,652	204	46,536
Winnipeg	13	3,314	13	3,323
Calgary	61	20,172	62	22,036
Edmonton	12	x	13	x
Vancouver	33	7,707	33	8,123

x suppressed to meet the confidentiality requirements of the Statistics Act

Available in CANSIM: table 528-0001.

Definitions, data sources and methods: survey number 5089.

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).

Poultry and egg statistics, January 2013

Data on the production of eggs, placements of hatchery chicks and turkey poults, and stocks of frozen eggs and poultry meats as well as edible dried egg products are now available for January.

Available in CANSIM: tables 003-0021 to 003-0024, 003-0038 and 003-0039.

Definitions, data sources and methods: survey numbers 3425 and 5039.

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).

Estimates of the number of census families, July 1, 2012

Estimates of the number of census families as of July 1, 2012, for Canada, the provinces and territories are now available. These estimates are distributed by family structure (husband-wife or lone-parent).

Note to readers

Estimates by size, age group of children and sex of parent in lone-parent families are available on request.

These estimates are based on the 2006 Census counts adjusted for census net undercoverage.

Available in CANSIM: table 051-0055.

Definitions, data sources and methods: survey number 3606.

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Real estate rental and leasing and property management industries, 2011

Data on the real estate rental and leasing and property management industry are now available for 2011.

The 2011 edition of *Real Estate Rental and Leasing and Property Management*, which contains industry highlights along with financial data including revenues, expenses, and operating profit margins, is now available.

Available in CANSIM: table 352-0017.

Definitions, data sources and methods: survey number 4705.

The publication *Real Estate Rental and Leasing and Property Management, 2011* (63-249-X), is now available from the *Browse by key resource* module of our website under *Publications*.

For more information or to order data, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca).

For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Meredith Thomas (613-951-6877; meredith.thomas@statcan.gc.ca), Service Industries Division.

Farm operating revenues and expenses, 2011 (final)

Final data on farm operating revenues and expenses for 2011 are now available.

Note to readers

The Agriculture Taxation Data Program uses taxation records to produce data on operating revenues and expenses for the agriculture sector.

Available in CANSIM: tables 002-0044 to 002-0063.

Definitions, data sources and methods: survey number 3447.

[Data tables](#) are also available from the *Browse by key resource* module of our website under *Summary tables*.

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Engineering services industry, 2011

Data on the engineering services industry are now available for 2011.

The 2011 edition of *Engineering Services*, which contains industry highlights along with financial data including revenues, expenses, and operating profit margins, is now available. The publication also includes product information as well as data by type of client and by geographic region.

Available in CANSIM: tables 360-0005, 360-0012 and 360-0013.

Definitions, data sources and methods: survey number 2439.

The publication *Engineering Services, 2011* (63-258-X), is now available from the *Browse by key resource* module of our website under *Publications*.

For more information or to order data, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca).

For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Lorraine St-Jean (613-951-5000; lorraine.st-jean@statcan.gc.ca), Service Industries Division.

Importer Register, 2011

Data from the Importer Register Database are now available from 2002 to 2011.

Definitions, data sources and methods: survey number 5124.

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New products and studies

New products

Real Estate Rental and Leasing and Property Management, 2011
Catalogue number 63-249-X (HTML | PDF)

Engineering Services, 2011
Catalogue number 63-258-X (HTML | PDF)

Income Research Paper Series: "User's Guide for Cross-Sectional Public-Use Microdata File: Survey of Labour and Income Dynamics (SLID), 2010", 2010, No. 1
Catalogue number 75F0002M2013001 (HTML | PDF)

Survey of Labour and Income Dynamics: Public-Use Microdata File, 2010
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