

# Canada

## Tourism in the economy

Tourism's direct contribution to Canada's GDP was CAD 38.8 billion in 2016, an increase of 5.1% over 2015. Overall, tourism continues to represent approximately 2% of GDP. One in 10 jobs (1.8 million) were associated with tourism industries in 2015, with 721 600 jobs directly supported by tourism in 2016. Canada's domestic tourism represented 78% of tourism revenues in 2016.

Growth in international arrivals to Canada has been very strong in recent years. In 2016, Canada welcomed nearly 20 million overnight visitors, up 11.1% on 2015 which was itself already a strong year. 2016 was the second-best year on record.

Canada's largest international market is the United States, with 13.9 million overnight visitors in 2016, an increase of 9.7% on the previous year. Canada posted strong growth from a number of key overseas markets, including the United Kingdom (up 16.5% to 833 300); China (up 23.6% to 610 100) and France (up 9% to 545 800). Amongst countries with a smaller share of the inbound market, South Korea and Mexico exhibited particularly strong growth (up 29.6% and 24% respectively).

Meetings, conventions and incentive travel remains steady, attracting close to 2 million visitors each year, with total spending of approximately CAD 1.7 billion.

## Tourism governance and funding

In Canada, the Federal Government, the ten provincial governments, the three territorial governments and numerous municipalities all play a role in promoting tourism.

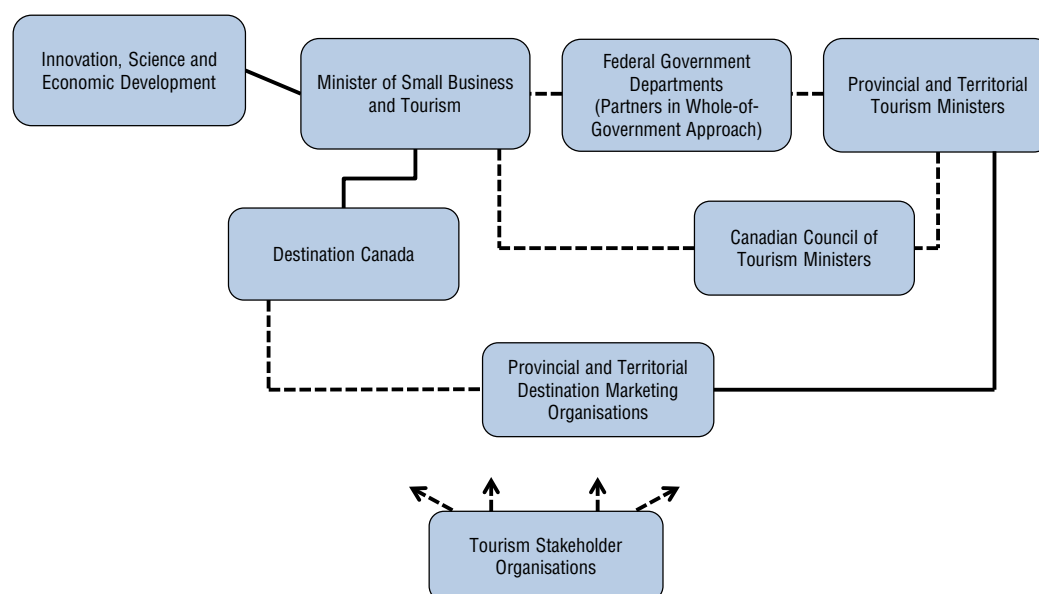
Innovation, Science and Economic Development Canada (ISED) is the federal department whose mission is to foster a growing, competitive, knowledge-based Canadian economy. Within ISED, the Minister of Small Business and Tourism has the lead responsibility for the tourism sector.

ISED is responsible for leading coordination among federal departments to support a whole-of-a government approach to the implementation of Canada's New Tourism Vision. It does this through the Canada's New Tourism Vision Steering Committee which brings together eighteen federal departments and agencies directly implicated in Canada's New Tourism Vision. Participating federal organisations include: Parks Canada, which is responsible for national parks, national historic sites and national marine conservation areas; Canada's six regional development agencies, which support many local tourism-related investment initiatives; and Destination Canada, the national tourism marketing organisation.

Destination Canada operates as a Canadian Crown corporation wholly owned by the Government of Canada. Destination Canada undertakes initiatives to market Canada. It does this in conjunction with its partners, which include provincial, territorial and regional

destination marketing organisations. The Government of Canada stabilized Destination Canada annual funding to CAD 95.5 million.

### Canada: Organisational chart of tourism bodies



Source: OECD, adapted from Innovation, Science and Economic Development, 2018.

Through multiple initiatives, Destination Canada promotes Canada as a premier destination and showcases the country's most unique attributes. Northern and rural Canada, for instance, remain largely undiscovered by foreign tourists. Destination Canada has partnered with destination marketing organisations, such as Tourism Yukon, to promote this undiscovered frontier. Destination Canada has developed Signature Experiences in all three Territories of Canada's North, (complementing those throughout the rest of the country). These help local tour operators to showcase unique Northern adventures, such as Arctic safaris, cruises and excursions to view the Aurora Borealis. Destination Canada also promotes tourism in Canadian rural areas through its suite of Signature Experiences. For example, in Alberta, tourists are invited to take part to a cattle drive at a ranch and sleep in an authentic western bunkhouse.

Provincial and Territorial governments also play an active role in the development and promotion of tourism at the sub-national level in every part of the country. Ministers responsible for tourism from each jurisdiction meet as the Canadian Council of Tourism Ministers on an annual basis to discuss trends and issues of concern to the Canadian tourism sector and work together to seek solutions.

Statistics Canada is the national statistical agency responsible for the collection and analysis of tourism-related statistics. Statistics are compiled on a number of tourism industries, such as air, boat, rail, bus and taxi transportation; traveller accommodation; food services and drinking establishments; amusement and recreation, and travel arrangement services. Statistics Canada is re-developing its two core national tourism surveys to create the National Travel Survey and the Visitor Travel Survey, both operative from 2018. Statistics Canada also compiles data on all international travellers cleared for

entry into Canada, and generates two major products for the macroeconomic evaluation of tourism: the National Tourism Satellite Account and the National Tourism Indicators.

## Tourism policies and programmes

On May 11, 2017, the Minister of Small Business and Tourism announced Canada's New Tourism Vision, a strategic, whole-of-government approach coordinating action across 18 federal departments and agencies to help grow Canada's tourism sector and increase international visitation. The Vision is guided by three overarching goals:

- Grow international visitation to Canada by 30 % by 2021,
- Double visitation from China by 2021,
- Position Canada to compete for a top-ten ranking as an international destination, by 2025.

In order to achieve these goals, the Vision sets out a detailed Action Plan that identifies 20 action items focused around three pillars: investments in stronger and more sustained marketing, in measures to facilitate easier access (i.e. travelling to and within the country), and in tourism product development (i.e. support for Canadian tourism businesses and operators as they work to upgrade their offerings with new, innovative products and services).

### Investment to support Canada's New Tourism Vision

On a federal level, Canada's New Tourism Vision and its 20-point action plan were supported by major new investments announced in the 2017 federal Budget. To attract more international visitors to Canada, Budget 2017 stabilised annual funding for Destination Canada, Canada's national tourism marketing organisation at CAD 95.5 million, starting in 2018-19. Stabilised funding will allow Destination Canada to continue its strong collaboration with industry partners to maximise the impacts of its marketing campaigns to draw in more tourists from abroad and increase economic activity.

To complement Destination Canada's activities, Budget 2017 also provides CAD 8.6 million over four years, starting in 2017-18, to Indigenous and Northern Affairs Canada to support the development of Canada's unique and authentic Indigenous tourism industry.

Finally, to ensure that tourism operators and governments make the most of their efforts and investments, Budget 2017 provides CAD 13.6 million over five years, starting in 2017-18, and CAD 2.7 million per year thereafter, to Statistics Canada to broaden tourism data collection.

The Government of Canada also works very actively with provincial and territorial colleagues to grow and increase the competitiveness of Canada's tourism sector. In 2016, the Canadian Council of Tourism Ministers announced the Nunavut Declaration, which commits to federal-provincial-territorial collaboration, and aims to strengthen competitiveness, grow Canada's tourism offerings, and support a statistical system that meets the information needs of decision-makers (Box 1.2).

## Statistical profile

Table 1. **Canada: Domestic, inbound and outbound tourism**

	2012	2013	2014	2015	2016
<b>TOURISM FLOWS, THOUSAND</b>					
<b>Domestic tourism</b>					
Total domestic trips	..	..	..	..	..
Overnight visitors (tourists)	108 393	108 925	108 647	109 805	113 053
Same-day visitors (excursionists)	..	..	..	..	..
Nights in all types of accommodation	297 302	287 115	292 569	306 212	344 706
Hotels and similar establishments	..	..	..	..	..
Specialised establishments	..	..	..	..	..
Other collective establishments	..	..	..	..	..
Private accommodation	..	..	..	..	..
<b>Inbound tourism</b>					
Total international arrivals	25 318	25 144	25 557	27 555	30 142
Overnight visitors (tourists)	16 344	16 059	16 537	17 971	19 818
Same-day visitors (excursionists)	8 974	9 085	9 020	9 584	10 324
<b>Top markets</b>					
United States	11 887	11 466	11 508	12 669	13 892
United Kingdom	597	609	659	686	805
China	273	342	448	483	591
France	423	452	465	477	515
Germany	277	313	324	325	359
Nights in all types of accommodation	..	..	..	..	..
Hotels and similar establishments	..	..	..	..	..
Specialised establishments	..	..	..	..	..
Other collective establishments	..	..	..	..	..
Private accommodation	..	..	..	..	..
<b>Outbound tourism</b>					
Total international departures	..	..	..	..	..
Overnight visitors (tourists)	32 276	32 971	33 518	32 267	31 278
Same-day visitors (excursionists)	..	..	..	..	..
<b>Top destinations</b>					
..	..	..	..	..	..
..	..	..	..	..	..
..	..	..	..	..	..
..	..	..	..	..	..
..	..	..	..	..	..
<b>TOURISM RECEIPTS AND EXPENDITURE, MILLION CAD</b>					
<b>Inbound tourism</b>					
Total international receipts	20 675	21 584	22 978	24 680	27 721
International travel receipts	17 388	18 201	19 623	21 157	23 886
International passenger transport receipts	3 287	3 383	3 355	3 523	3 835
<b>Outbound tourism</b>					
Total international expenditure	42 996	44 320	46 092	46 880	46 505
International travel expenditure	35 030	36 161	38 005	38 525	38 096
International passenger transport expenditure	7 966	8 159	8 087	8 355	8 409

.. Not available

Source: OECD Tourism Statistics (Database).


StatLink  <http://dx.doi.org/10.1787/888933639702>


Table 2. **Canada: Enterprises and employment in tourism**

	Number of establishments	Number of persons employed <sup>1</sup>				
	2016	2012	2013	2014	2015	2016
<b>Total</b>	..	<b>675 800</b>	<b>687 700</b>	<b>700 300</b>	<b>708 400</b>	<b>721 600</b>
<b>Tourism industries</b>	<b>200 835</b>	<b>534 800</b>	<b>543 000</b>	<b>551 200</b>	<b>559 400</b>	<b>569 800</b>
Accommodation services for visitors	19 817	139 600	140 800	140 700	142 600	143 900
Hotels and similar establishments	..	..	..	..	..	..
Food and beverage serving industry	84 296	203 000	210 200	216 400	221 000	228 100
Passenger transport	41 921	80 700	83 100	84 700	84 400	85 200
Air passenger transport	..	..	..	..	..	..
Railways passenger transport	..	..	..	..	..	..
Road passenger transport	..	..	..	..	..	..
Water passenger transport	..	..	..	..	..	..
Passenger transport supporting services	..	..	..	..	..	..
Transport equipment rental	..	..	..	..	..	..
Travel agencies and other reservation services industry	8 343	45 500	43 900	44 600	44 800	44 900
Cultural industry	..	..	..	..	..	..
Sports and recreation industry	46 458	66 000	64 900	64 800	66 700	67 700
Retail trade of country-specific tourism characteristic goods	..	..	..	..	..	..
Other country-specific tourism industries	..	..	..	..	..	..
<b>Other industries</b>	..	<b>141 000</b>	<b>144 700</b>	<b>149 100</b>	<b>149 000</b>	<b>151 800</b>

.. Not available

1. Data refer to number of jobs.

Source: OECD Tourism Statistics (Database).


StatLink  <http://dx.doi.org/10.1787/888933639721>Table 3. **Canada: Internal tourism consumption**

Million CAD

	2016		
	Domestic tourism expenditure	Inbound tourism expenditure	Internal tourism consumption
<b>Total</b>	..	..	..
<b>Consumption products</b>	<b>71 606</b>	<b>20 012</b>	<b>91 618</b>
Tourism characteristic products	43 812	15 371	59 183
Accommodation services for visitors	8 117	4 868	12 985
Food and beverage serving services	11 785	3 563	15 348
Passenger transport services	16 336	4 757	21 093
Air passenger transport services	..	..	..
Railways passenger transport services	..	..	..
Road passenger transport services	..	..	..
Water passenger transport services	..	..	..
Passenger transport supporting services	..	..	..
Transport equipment rental services	..	..	..
Travel agencies and other reservation services industry	4 194	215	4 409
Cultural services	3 380	1 968	5 348
Sports and recreation services	..	..	..
Country-specific tourism characteristic goods	..	..	..
Country-specific tourism characteristic services	..	..	..
Other consumption products	27 794	4 641	32 435
Tourism connected products	..	..	..
Non-tourism related consumption products	..	..	..
<b>Non-consumption products</b>	..	..	..

.. Not available

Source: OECD Tourism Statistics (Database).

StatLink  <http://dx.doi.org/10.1787/888933639740>



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