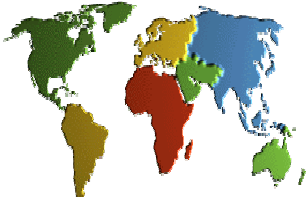


## Tourism Quick Facts 2004

### WORLD'S TOURISM<sup>1</sup>



<b>Total Tourism Receipts (\$B)</b> As a percent of world GDP	<b>US\$ 3,997.3</b> 9.8%
<b>Tourism Value-Added (\$B)</b> As a percent of world GDP	<b>US\$ 1,553.2</b> 3.8%
<b>Tourism Employment ('000 of jobs)</b> As a percent of world employment	<b>72,137.8</b> 2.7%
<b>Capital Investment in Tourism (\$B)</b> As a percent of world capital investment	<b>US\$ 829.3</b> 9.3%
<b>Tourism Foreign Earnings (\$B)</b> As a percent of world exports	<b>US\$ 719.9</b> 6.5%
<b>Consumer Spending on Tourism<sup>3</sup> (\$B)</b> As a percent of total personal spending	<b>US\$ 2,570.8</b> 10.2%

### ONTARIO'S TOURISM<sup>2</sup>



<b>Total Tourism Receipts (\$B)</b> As a percent of provincial GDP	<b>Cnd\$ 21.4 (US\$16.4)</b> 4.1%
<b>Tourism Value Added (\$B)</b> As a percent of provincial GDP	<b>Cnd\$ 11.6 (US\$8.9)</b> 2.2%
<b>Tourism Employment ('000 of jobs)</b> As a percent of provincial employment	<b>213.5</b> 3.3%
<b>Tourism Labour Income (\$B)</b> As a percent of provincial labour income	<b>Cnd\$ 6.3 (US\$ 4.9)</b> 2.3%
<b>Provincial Tourism Tax Revenues<sup>4</sup> (\$B)</b> As a percent of provincial revenues, 2004/2005	<b>Cnd\$ 2.4 (US\$1.8)</b> 3.1%
<b>Municipal Tourism Tax Revenues (\$M)</b>	<b>Cnd\$ 198 (US\$152)</b>
<b>Federal Tourism Tax Revenues (\$B)</b>	<b>Cnd\$ 3.2 (US\$2.5)</b>
<b>Tourism's Foreign Earnings (\$B)</b> As a percent of Ontario's total international exports	<b>Cnd\$ 6.7 (US\$5.2)</b> 2.9%
Rank of tourism as an Ontario export	7
<b>Ontarians' Spending on Tourism<sup>3</sup> (\$B)</b> As a percent of total personal spending	<b>Cnd\$ 21.7 (US\$16.7)</b> 7.5%
As a percent of personal disposable income	7.1%

### Sources of Ontario's Tourism Receipts:

<b>Ontario</b>	<b>U.S.</b>	<b>Overseas</b>	<b>Canadian Provinces</b>
<b>61.6%</b>	<b>20.5%</b>	<b>11.0%</b>	<b>7.0%</b>

### Ontario's Share Of Spending By:

Americans in Canada	Americans outside the US <sup>5</sup>	Overseas' in Canada	World's international Travellers <sup>5</sup>	Canadians' in Canada	Ontarians' Anywhere in the world
<b>44.0%</b>	<b>4.7%</b>	<b>33.3%</b>	<b>0.6%</b>	<b>29.8%</b>	<b>31.4%</b>

### World's Top International Tourism ...

#### Destinations

Arrivals (millions) <sup>5</sup>	
1. <b>France</b>	75.1
2. <b>Spain</b>	53.6
3. <b>USA</b>	46.1
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11. Canada	19.2
N/A. <b>Ontario</b>	9.2

#### Earners

International Receipts (\$B) <sup>6</sup>	
1. <b>USA</b>	US\$74.5
2. <b>Spain</b>	US\$45.2
3. <b>France</b>	US\$40.8
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12. Canada	US\$12.8
N/A. <b>Ontario</b>	US\$3.5

#### Spenders

International Expenditure (\$B) <sup>6</sup>	
1. <b>Germany</b>	US\$71.0
2. <b>USA</b>	US\$65.6
3. <b>UK</b>	US\$55.9
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8. Canada	US\$16.0
N/A. <b>Ontario</b>	US\$6.5

<sup>1</sup> 2005 Travel and Tourism Economic Research, the WTTC. <sup>2</sup> Economic Impact Model, MTR; 2004-2005 Public Accounts of Ontario, MFin; Ontario Economic Accounts, 2004, MFin; <sup>3</sup> Excludes business travel; <sup>4</sup> Includes indirect taxes, corporate taxes and income taxes; <sup>5</sup> Excludes same-day visitors; <sup>6</sup> Excludes international transport payments but includes spending by business travellers.