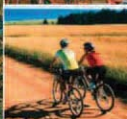


# Canadian Tourism Facts & Figures 2003



*Discover our true nature*



## 2003 Tourism Highlights

- ▶ Tourism spending in Canada reached \$52.1 billion in 2003, a 2.0% decline compared to 2002.
- ▶ Canadian residents accounted for 69.5% or \$36.2 billion while foreigners spent \$15.9 billion or 30.5%.
- ▶ Total tourism Gross Domestic Product (GDP) reached \$22.5 billion in 2003 or 1.9% of Canada's GDP.
- ▶ Foreigners made 17.4 million overnight trips to Canada in 2003, a 12.7% drop over 2002.
- ▶ Americans took 14.2 million trips or 12.0% fewer trips, while trips taken by overseas residents fell 16.0%.
- ▶ Canada's international travel account deficit was at 3.9 billion in 2003. The deficit, which more than doubled compared to 2002, was the highest since 1994.

### Tourism in the Canadian Economy, 2003

	\$ billions	Percentage change 2003/2002
<b>Total Demand</b>	<b>52.1</b>	<b>-2.0</b>
Domestic	36.2	2.6
International	15.9	-11.0
<b>Tourism GDP*</b>	<b>22.5</b>	<b>-1.7</b>

\* Subject to revisions. Projected using 1998 structures and model.

### Volume of Tourists to Canada, 2003

	Trips '000	Percentage change 2003/2002
<b>Total</b>	<b>103,729</b>	<b>-9.9</b>
Canadian Residents	86,309	-9.4
U.S. Residents	14,232	-12.0
Overseas Residents	3,188	-16.0

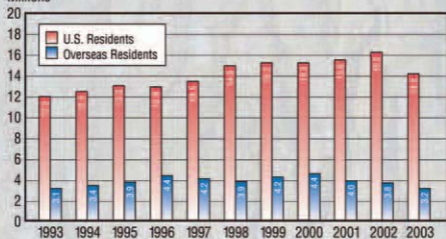
### Canada's International Travel Account, 2003

	All Countries	U.S. \$ billions	Overseas
Receipts	14.7	9.1	5.7
Payments	18.6	10.6	8.0
Balance	-3.9	-1.5	-2.3



## International Tourists to Canada, 1993 to 2003

Millions



## Canada's Top Ten Major Overseas Tourist Markets, 2003

	Trips '000	Nights '000	Spending \$'000,000
United Kingdom	691	8,961	945
France	275	4,180	365
Germany	253	3,942	345
Japan	250	2,994	348
Australia	136	1,765	206
South Korea	133	3,341	222
Mexico	132	2,101	206
Netherlands	104	1,499	124
Hong Kong	87	1,623	106
Switzerland	83	1,605	150

## Top Ten States of Origin for U.S. Tourists to Canada, 2003

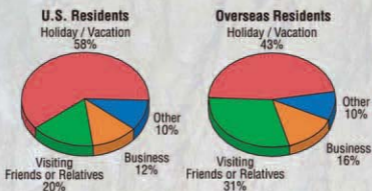
	Trips '000	Nights '000	Spending \$'000,000
New York	1,753	5,756	676
Michigan	1,619	4,562	557
Washington	1,533	5,160	522
California	866	4,513	609
Ohio	724	2,447	309
Massachusetts	648	2,450	310
Pennsylvania	577	2,501	313
Minnesota	516	2,195	255
Illinois	501	2,388	345
Florida	416	2,484	342



### Distribution of International Tourists to Canada by Quarter, 2003

	U.S. Residents (%)	Overseas Residents (%)
<b>Total</b>	<b>100</b>	<b>100</b>
First Quarter	15	17
Second Quarter	24	24
Third Quarter	43	39
Fourth Quarter	18	20

### Distribution of International Tourists to Canada by Purpose, 2003



### Top Activities Participated in by International Tourists to Canada, 2003

	U.S. Residents (%)	Overseas Residents (%)
<b>Total*</b>	<b>100</b>	<b>100</b>
Shopping	62	87
Sightseeing	51	75
Participating in sports/outdoor activities	32	32
Visiting friends or relatives	31	59
Visit a historical site	28	39
Visit a national or provincial nature park	23	47
Go to a bar or night club	23	33
Visit a museum or art gallery	21	37
Attending cultural events	11	14
Visit a zoo, aquarium, botanical garden	11	27

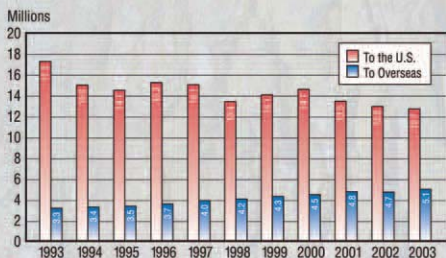
\* More than one activity may be participated in while on a trip.

### Distribution of Canadian Tourists by Quarter, 2003

	In Canada (%)	To the U.S. (%)	To Overseas (%)
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
First Quarter	18	22	34
Second Quarter	24	24	20
Third Quarter	37	33	24
Fourth Quarter	21	21	22



## Canadian International Tourists, 1993 to 2003



## Top Ten Overseas Countries Visited by Canadians, 2003

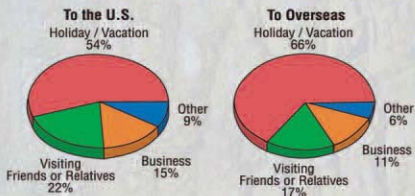
	Overnight Visits '000	Nights '000	Spending \$'000,000
Mexico	716	7,375	790
United Kingdom	684	8,624	821
France	509	6,468	671
Cuba	495	4,408	451
Dominican Republic	415	3,983	403
Germany	331	3,297	278
Italy	248	3,279	384
Netherlands	165	1,401	110
Spain	154	2,017	199
Switzerland	125	911	98

## Top Ten U.S. States Visited by Canadians, 2003

	Overnight Visits '000	Nights '000	Spending \$'000,000
New York	2,003	5,622	513
Florida	1,669	31,708	1,958
Washington	1,461	4,265	285
Michigan	1,077	2,793	214
California	890	7,872	820
Nevada	711	3,380	611
Maine	608	1,850	141
Vermont	598	1,619	91
Pennsylvania	527	1,354	106
Minnesota	478	1,289	129



## Distribution of Canadian International Tourists by Purpose, 2003



## Travel to Canada by Province Visited\*, 2003

Province/Region**	U.S. Residents	Overseas Residents
	'000s overnight visits	
<b>Province/Region**</b>	<b>15,523</b>	<b>4,316</b>
Atlantic Region	1,160	201
Quebec	2,224	800
Ontario	6,732	1,350
Manitoba/Saskatchewan	514	112
Alberta	964	630
British Columbia	3,928	1,223

\* Data are based on province of visit rather than province of entry.

\*\* Total includes Yukon, Northwest Territories and Nunavut.

## Top Ten Urban Areas\* Visited by International Tourists, 2003

	Total	U.S. Residents	Overseas Residents
		'000s overnight visits	
Toronto	2,920	1,974	946
Vancouver	2,772	1,812	959
Montreal	1,913	1,290	623
St. Catharines-Niagara	1,673	1,432	241
Quebec	890	565	325
Victoria	852	608	244
Ottawa-Gatineau	596	318	278
Calgary	550	263	287
Edmonton	416	287	130
Halifax	338	258	79

\* Data refer to Census Metropolitan Areas.

Note: The term tourist refers to persons who took trips of one night or more.

# Sources of Information

## **Canadian Travel Survey (CTS)**

The CTS is conducted as a supplement to Statistics Canada's Labour Force Survey and is based on telephone interviews with approximately 14,500 households each month. The survey measures the volume, characteristics and spending of domestic travel, which is defined as same-day or overnight travel to Canadian destinations located 80 kilometres or more from home.

## **International Travel Survey (ITS)**

Travel Characteristics - The ITS is an ongoing quarterly survey conducted by Statistics Canada which provides a wealth of data on international trip characteristics such as expenditures, activities, places visited and length of stay.

Volume of International Travellers - With the help of Canada Border Services Agency, all ports of entry across Canada participate in collecting monthly census counts of vehicles and passengers entering or re-entering Canada by country of residence and mode.

## **Provincial and Territorial Tourism Satellite Accounts (PTSA) and the National Tourism Indicators (NTI)**

The PTSA measures the importance of tourism in terms of expenditures, GDP and employment for each province and territory. It permits a comparison of tourism with other industries since the concepts and methods used are based on the framework of the Canadian System of National Accounts. The PTSA is updated only once every few years. The most recent update of the Canadian PTSA for reference year 1998 was released in June 2003. The NTI were developed to provide timely quarterly updates to the main components of the PTSA.

## **For more information please contact:**

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