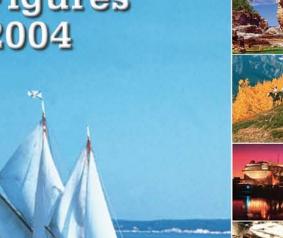
Canadian Tourism Facts & Figures 2004







2004 Tourism Highlights

- Tourism spending in Canada totalled \$57.5 billion in 2004, a 6.4% increase compared to 2003.
- Canadian residents accounted for 69.1% or \$39.7 billion while foreigners spent \$17.8 billion or
- Total tourism Gross Domestic Product (GDP) reached \$24.0 billion in 2004 or 1.9% of Canada's GDP.
- Foreigners made 19.0 million overnight trips to Canada in 2004, an 11.8% increase over 2003.
- Americans took 15.1 million trips or 6.0% more trips, while trips taken by overseas residents increased 23.7%.
- Canada's international travel account deficit was at \$4.1 billion in 2004. The deficit, which increased for a third consecutive year, was the highest since 1993.

Tourism in the Canadian Economy, 2004

	\$ billions	Percentage change 2004/2003
Total Demand	57.5	6.4
Domestic	39.7	3.7
International	17.8	12.9
Tourism GDP*	24.0	6.0

* Subject to revisions. Projected using 2000 structure and model.

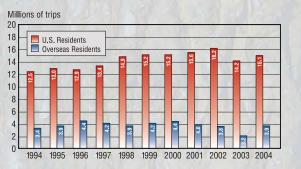
Volume of Tourists in Canada, 2004

	Trips '000	Percentage change 2004/2003
Total	107,690	3.8
Canadian Residents	88,658	2.7
U.S. Residents	15,088	6.0
Overseas Residents	3,944	23.7

Canada's International Travel Account, 2004

The second second second second		
All Countries	U.S. \$ billions	Overseas
16.7	9.9	6.8
20.8	11.6	9.2
-4.1	-1.8	-2.4
	16.7 20.8	\$ billions 16.7 9.9 20.8 11.6

International Tourists to Canada. 1994 to 2004



Canada's Top Ten Major Overseas Tourist Markets, 2004

	'000	'000	\$ millions	
ited Kingdom	801	10,221	1,115	
pan	391	4,742	553	
ance	337	4,891	405	
rmany	296	4,588	397	
stralia	174	2,447	272	
exico	169	2,886	232	
uth Korea	164	3,897	232	
ng Kong	115	2,168	142	
therlands	114	1,830	147	
iwan	106	1,308	125	

Top Ten States of Origin for U.S. Tourists to Canada, 2004

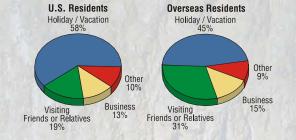
	Trips '000	Nights '000	Spending \$ millions
New York	1,885	6,163	728
Michigan	1,722	4,766	616
Washington	1,530	4,951	535
California	934	4,676	717
Ohio	792	2,751	337
Pennsylvania	682	2,998	363
Massachusetts	635	2,352	310
Minnesota	530	2,337	284
Illinois	488	2,089	320
New Jersey	427	1,814	295



Distribution of International Tourists to Canada by Quarter, 2004

	U.S. Residents (%)	Overseas Residents (%)	
Total	100	100	
January – March	14	14	
April – June	25	26	
July – September	43	41	
October – December	18	19	

Distribution of International Tourists to Canada by Purpose, 2004



Top Activities by International Tourists to Canada, 2004

U.S.

Overseas

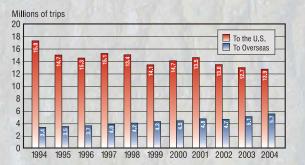
Residents %	Residents %
100	100
61	87
52	75
31	30
30	58
29	39
23	31
22	49
22	37
11	14
11	27
	% 100 61 52 31 30 29 23 22 22 11

Distribution of Canadian Tourists by Quarter,

In Canada %	To the U.S.	To Overseas %
100	100	100
18	22	33
22	25	23
38	32	24
22	21	20
	% 100 18 22 38	% % 100 100 18 22 22 25 38 32



Canadian International Tourists. 1994 to 2004



Top Ten Overseas Countries Visited by Canadians, 2004

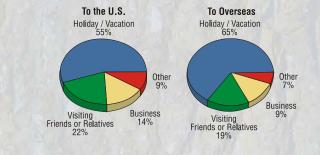
	'000	'000	\$ millions
nited Kingdom	754	9,718	952
exico	705	8,023	791
ance	590	7,592	822
ıba	570	5,204	542
ominican Republic	527	4,729	502
ermany	328	3,199	270
aly	255	2,790	381
etherlands	188	1,363	121
oain	166	1,843	208
nina	162	3,266	272

Top Ten U.S. States Visited by Canadians, 2004

	Overnight Visits	Nights	Spending
	'000	'000	\$ millions
New York	2,257	6,379	634
Florida	1,911	34,793	2,098
Washington	1,552	4,402	291
Michigan	1,143	3,027	216
California	983	8,558	846
Nevada	761	3,593	651
Maine	686	2,254	172
Minnesota	607	1,556	152
Vermont	597	1,642	103
Pennsylvania	591	1,452	113



Distribution of Canadian International Tourists by Purpose, 2004



Travel to Canada by Province Visited*, 2004

	Residents	Residents	
	'000s overn	ight visits	
Province/Region	16,502	5,493	
Atlantic Region	1,140	272	
Quebec	2,363	978	
Ontario	7,466	1,814	
Manitoba/Saskatchewan	542	148	
Alberta	1,030	796	
British Columbia**	3,962	1,485	4
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* Data are based on province of visit rather than province of entry.

** Includes Yukon, Northwest Territories and Nunayut.

Top Ten Urban Areas* Visited by International Tourists, 2004

	Total	U.S. Residents	Overseas Residents
		'000s overnight vis	sits
Toronto	3,627	2,335	1,292
Vancouver	3,039	1,856	1,183
Montreal	2,153	1,352	801
St. Catharines-Niagara	2,007	1,627	380
Quebec	1,129	691	438
Victoria	988	679	309
Ottawa-Gatineau	721	383	338
Calgary	659	286	373
Edmonton	502	355	147
Halifax	377	264	113

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 by Canadians 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

Canadian Tourism Satellite Accounts (CTSA) and the National Tourism Indicators (NTI)

The CTSA measures the importance of tourism in terms of expenditures, GDP and employment in Canada. 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 CTSA is updated only once every few years. The most recent update of the CTSA for reference year 2000 was released in October 2005. The NTI were developed to provide timely quarterly updates to the main components of the CTSA.

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