

Canadian Tourism Facts & Figures 2002



Discover our true nature



2002 Tourism Highlights

- ▶ Tourism spending in Canada reached \$51.8 billion in 2002, a 0.3% increase compared to 2001.
- ▶ Canadians accounted for 66% or \$34.0 billion while foreigners spent \$17.8 billion or 34%.
- ▶ Total tourism Gross Domestic Product (GDP) reached \$23.0 billion in 2002 or 2.0% of Canada's GDP.
- ▶ Foreigners made 20.0 million overnight trips to Canada in 2002, a 2.0% increase over 2001.
- ▶ Americans took 16.2 million trips or 3.8% additional trips compared to a 5.3% decrease by overseas residents.
- ▶ Canada's international travel account deficit, was at 1.9 billion in 2002. For the first time, the deficit with the United States was lower than the deficit with the overseas countries.

Tourism in the Canadian Economy, 2002

	\$ billions	Percentage change 2002/2001
Total Demand	51.8	0.3
Domestic	34.0	1.8
International	17.8	-2.6
Tourism GDP*	22.8	0.3

* Subject to revisions. Projected using 1996 structures and model.

Volume of Tourists to Canada, 2002

	Trips '000	Percentage change 2002/2001
Total	115,179	NA
Canadian Residents	95,215	NA*
U.S. Residents	16,168	3.8
Overseas Residents	3,796	-5.3

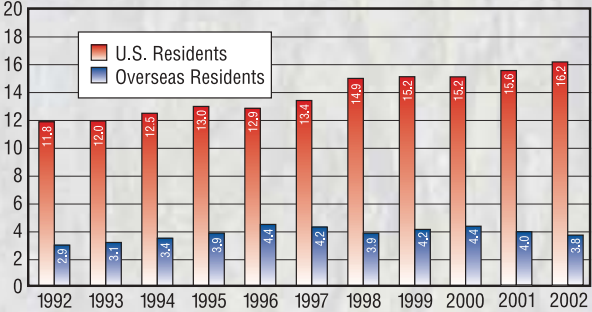
* Currently, the 2001 CTS data cannot be compared with the 2002 data.

Canada's International Travel Account, 2002

	All Countries	U.S. \$ billions	Overseas
Receipts	16.7	10.3	6.4
Payments	18.6	11.0	7.6
Balance	-1.9	-0.7	-1.2

International Tourists to Canada, 1992 to 2002

Millions



Canada's Top Ten Major Overseas Tourist Markets, 2002

	Trips '000	Nights '000	Spending \$'000,000
United Kingdom	721	9,371	993
Japan	423	4,884	666
France	312	4,144	374
Germany	292	4,319	385
Mexico	161	2,187	229
Australia	149	2,051	216
South Korea	143	3,486	244
Hong Kong	118	2,015	158
Netherlands	107	1,578	130
Taiwan	104	1,441	134

Top Ten States of Origin for U.S. Tourists to Canada, 2002

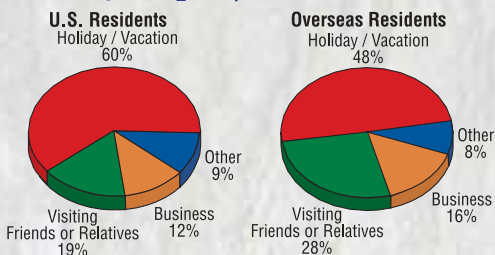
	Trips '000	Nights '000	Spending \$'000,000
New York	2,084	6,799	780
Michigan	1,927	5,323	625
Washington	1,706	5,897	598
California	947	5,047	755
Ohio	890	2,967	380
Massachusetts	727	2,781	377
Pennsylvania	713	3,012	376
Illinois	580	2,714	378
Minnesota	493	2,107	277
New Jersey	462	1,900	324



Distribution of International Tourists to Canada by Quarter, 2002

	U.S. Residents (%)	Overseas Residents (%)
Total	100	100
First Quarter	14	15
Second Quarter	26	25
Third Quarter	43	41
Fourth Quarter	17	19

Distribution of International Tourists to Canada by Purpose, 2002



Top Activities Participated in by International Tourists to Canada, 2002

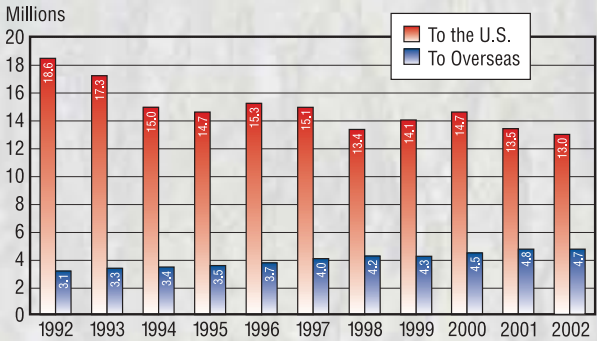
	U.S. Residents %	Overseas Residents %
Total*	100	100
Shopping	63	87
Sightseeing	53	76
Participating in sports/outdoor activities	32	31
Visiting friends or relatives	30	57
Visit a historical site	30	40
Visit a national or provincial nature park	24	49
Go to a bar or night club	22	31
Visit a museum or art gallery	21	38
Attending cultural events	12	14
Visit a zoo, aquarium, botanical garden	11	26

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

Distribution of Canadian Tourists by Quarter, 2002

	In Canada %	To the U.S. %	To Overseas %
Total	100	100	100
First Quarter	18	22	31
Second Quarter	22	25	23
Third Quarter	39	33	25
Fourth Quarter	21	20	21

Canadian International Tourists, 1992 to 2002



Top Ten Overseas Countries Visited by Canadians, 2002

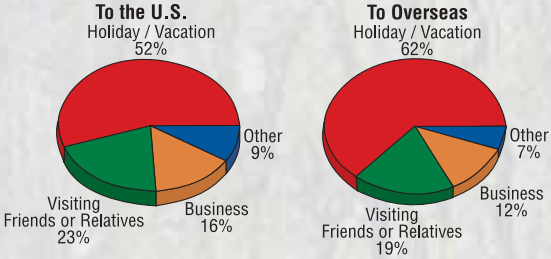
	Overnight Visits '000	Nights '000	Spending \$'000,000
United Kingdom	720	9,545	905
Mexico	607	6,234	672
France	505	6,137	618
Cuba	331	2,909	301
Dominican Republic	319	3,076	315
Germany	255	2,748	240
Italy	246	2,726	336
Netherlands	164	1,345	105
Spain	146	2,042	213
Mainland China	140	2,884	244

Top Ten States Visited by Canadians, 2002

	Overnight Visits '000	Nights '000	Spending \$'000,000
New York	2,183	6,541	611
Florida	1,603	33,254	2,066
Washington	1,553	4,491	264
Michigan	1,193	3,119	235
California	874	7,634	849
Nevada	626	2,830	528
Vermont	623	1,725	101
Maine	591	1,943	138
Pennsylvania	583	1,481	132
Minnesota	484	1,304	137



Distribution of Canadian International Tourists by Purpose of Trip, 2002



Travel to Canada by Province Visited*, 2002

Province/Region**	U.S. Residents '000s overnight visits	Overseas Residents
Province/Region**	17,786	5,418
Atlantic Region	1,237	228
Quebec	2,555	997
Ontario	8,140	1,751
Manitoba/Saskatchewan	578	138
Alberta	1,076	795
British Columbia	3,904	1,441

* 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, 2002

Urban Area	Total	U.S. Residents	Overseas Residents
		'000s overnight visits	
Toronto	3,604	2,389	1,214
Vancouver	3,041	1,872	1,169
Montreal	2,303	1,496	807
St. Catharines-Niagara	2,223	1,858	365
Quebec	1,098	672	426
Victoria	899	588	311
Ottawa-Gatineau	839	428	411
Calgary	636	283	353
Edmonton	471	321	150
Windsor	332	322	10

*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 Customs and Revenue 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:

CANADIAN
TOURISM
COMMISSION



COMMISSION
CANADIENNE
DU TOURISME

Canadian Tourism Commission

Telephone: 613-946-1000
Fax: 613-954-3945
Internet: www.canadatourism.com
Mail: Canadian Tourism Commission
55 Metcalfe Street., Suite 600
Ottawa, Ontario, Canada K1P 6L5



Statistics Canada Statistique Canada

Tourism Statistics Program

Phone: 613-951-7608
Toll free: 1-800-307-3382
Fax: 613-951-2909
E-mail: cult.tourstats@statcan.ca
Internet: www.statcan.ca
Mail: Statistics Canada
Tourism Statistics Program
Room 2100, Main Building
Ottawa, Ontario, Canada K1A 0T6

Canada 

