

TOURISM PERFORMANCE FOR CANADA (2009)

Provided by the Canadian Tourism Commission

Tourism Overall Performance in 2009

Based on information currently available from Statistics Canada and CTC forecast, the estimated overall performance figures for tourism in Canada in 2009 are as follows:

- Total tourism revenue in Canada: \$71.0 Billion (-5% over 2008)
- Total international tourism revenue (exports) : \$14.2 Billion (-10% over 2008)
- Total domestic tourism revenue : \$56.7 Billion (-4.1% over 2008)
- Tourism's contribution to Canada's GDP: \$29.2 Billion (-3.6% over 2008)
- Government revenues generated by tourism : \$19.6 Billion (-5.3% over 2008)
- Total employment generated by tourism demand : 652,000 jobs (-1.6% over 2008)

Tourism Overnight Performance in 2009 by CTC Key Markets

As you are well aware, 2009 was a challenging year for the tourism sector around the world, including Canada. Tourism export receipts and the number of non-resident visitors to Canada declined across all CTC key markets, except China. The main factors that contributed to these results were the global economic slowdown and health concerns over H1N1. The results for Mexico also reflect the impact of the new visa requirement on Mexicans travelling to Canada. Table 1 provides an overview of the expected overnight receipts and number of overnight visitors to Canada for the CTC key markets.

Table 1: 2009 CTC Preliminary Estimates - International Travel to Canada

	Overnight Receipts ¹		Overnight Trips	
	(\$M)	09/08%	('000)	09/08%
US Leisure Travel	4,735.3	-6.0%	9,993.7	-5.5%
Mexico	294.9	-23.4%	178.4	-33.0%
Americas	5,030.2	-6.6%	10,172.1	-6.1%
US MC & IT	1,554.4	-4.0%	1,763.6	-8.3%
US Total	6,289.7	-5.2%	11,757.3	-5.6%
United Kingdom	998.2	-18.6%	714.3	-16.4%
France	521.2	-3.8%	406.2	-3.5%
Germany	449.6	-3.7%	309.0	-3.4%
Japan	284.9	-25.0%	198.0	-28.3%
South Korea	236.4	-16.8%	137.9	-25.0%
Australia	339.8	-4.7%	204.7	-14.3%
China	273.2	3.9%	160.4	0.3%
India	111.1	-0.5%	107.0	-3.5%
Brazil	92.7	-18.5%	62.0	-13.5%
Overseas	3,307.1	-9.9%	2,299.5	-8.9%
Total Core Markets	9,891.7	-7.3%	14,056.8	-8.2%
Total International Travel	11,993.9	-8.1%	15,568.3	-8.9%

¹ Overnight receipts include spending during trips within Canada and exclude transportation fares to enter or exit Canada.