



Talking Tourism

Presented by the Tourism Statistics Program, Statistics Canada

About the Tourism Statistics Program

The Tourism Statistics Program at Statistics Canada conducts two surveys, the Travel Survey of Residents of Canada and the International Travel Survey. The program is also responsible for compiling and disseminating monthly Frontier Counts, which are Canadian Border Services Agency (CBSA) administrative data on all travellers entering Canada.

Using information from these three components, the program provides estimates of receipts and payments for the Travel Account component of the Balance of Payments of Canada. The information obtained through these surveys contributes to the Tourism Satellite Account, which provides a means of measuring the significance of the tourism industry in the Canadian economy as well as in relation to other industries.

What's new?

Statistics Canada has been meeting with federal, provincial and territorial organizations to identify opportunities to support tourism survey collection activities. The agency is exploring the feasibility of using their infrastructures to contact international travellers for the International Travel Survey.

In January 2016, Statistics Canada took part in a meeting of deputy ministers of tourism from across Canada to discuss recommendations for the governance of Canada's Tourism Statistics Program.

Starting in May 2016, data on the leading indicator of cross-border travel is available, collected through CBSA's Integrated Primary Inspection Line (IPIL) at the Canadian land borders. The IPIL provides data that require minimal processing and it is therefore possible to release these preliminary data very quickly after collection. These data account for the largest share of United States residents entering Canada by car.

On June 28, 2016, Canada and Mexico agreed to formalize cooperation in the area of tourism statistics through a memorandum of understanding. This will promote the exchange of information and experience between the two countries, and identify opportunities for cooperation in the development of joint programs of mutual interest that will contribute to the improvement of tourism statistics. Also during their bilateral meeting, the Prime Minister announced the lifting of the visa requirement for Mexican visitors.

Welcome

This is the first edition of the newsletter *Talking Tourism*!

This newsletter has been developed by Statistics Canada's Tourism Statistics Program to highlight travel and tourism data developments, share news of program enhancements in the works and stay connected with data users.

This inaugural issue looks at recent and upcoming program developments and answers some common user questions about locating, accessing and purchasing tourism data.

What you'll find inside

- About the Tourism Statistics Program
- What's new?
- What's coming?
- How to access tourism data
- When are data released?
- Did you know?
- Some important concepts
- Key links
- We want to hear from you!

Issue 1 – July, 2016



What's coming?

Statistics Canada is developing a new **National Travel Survey**. In February and March 2016, over 50,000 Canadian residents were invited to complete an online travel questionnaire as a pilot test of the new survey. This test provided excellent input into the survey's design, content and operations. In 2018, the National Travel Survey will replace the Travel Survey of Residents of Canada on domestic travel and the International Travel Survey for Canadian residents returning to Canada.




Statistics Canada is looking to acquire data on border crossing transactions, electronic payment transactions and cellphone data. More on this in future!



How to access tourism data

Tourism data may be obtained from Statistics Canada in a variety of formats, including CANSIM tables, standard tables, public use microdata files and cost-recovery requests.

CANSIM is Statistics Canada's key socioeconomic database. Updated daily, CANSIM provides fast and easy access to the latest statistics available in Canada on a variety of subjects, including [travel and tourism](#).

-  Tables 426-0024 to 426-0028 for Travel Survey of Residents of Canada
-  Tables 427-0001 to 427-0006 for Frontier Counts
-  Tables 427-0007 to 427-0010 for International Travel Survey

Looking for more detailed data at the provincial level, or by mode of transportation on a monthly or annual basis? Check out [CANSIM table 427-0004](#).

Standard Tables and certain statistical profiles of travellers are available upon request, free of charge. To get more information, contact [Client Services](#).

Public Use Microdata Files contain microdata records with a wide variety of variables collected from the International Travel Survey and Travel Survey of Residents of Canada, including the characteristics of Canadian resident travellers and non-resident travellers, travel expenditures, length of stay, type of transportation, purpose of trip, accommodation used, places visited and expenditures by category. [International Travel Survey public use microdata files](#) and [Travel Survey of Residents of Canada public use microdata files](#) are available free of charge upon request.

Cost-Recovery Requests for custom tables and desired statistical tourism profiles are available. To get more information, contact [Client Services](#).



When are data released?

The **Tourism Statistics Program** regularly publishes four releases in *The Daily*, Statistics Canada’s official release vehicle.

1. Travel between Canada and other countries – Monthly based on Frontier Counts

Release Date	Reference Period
August 18, 2016	June, 2016
September 20, 2016	July, 2016
October 19, 2016	August, 2016
November 21, 2016	September, 2016

2. Characteristics of international overnight travellers – Quarterly/annual based on the International Travel Survey

Release Date	Reference Period
August 25, 2016	First quarter, 2016
November 28, 2016	Second quarter, 2016

3. Travel Survey of Residents of Canada – Quarterly/annual based on the Travel Survey of Residents of Canada

Release Date	Reference Period
August 30, 2016	Final, 2015

4. Leading Indicator of cross-border traveller volume – Monthly based on the Integrated Primary Inspection Line

Release Date	Reference Period
August 10, 2016	July, 2016
September 12, 2016	August, 2016
October 11, 2016	September, 2016
November 10, 2016	October, 2016

Don’t miss a release—follow us on [Twitter](#) @StatCan_eng and @StatCan_fra.

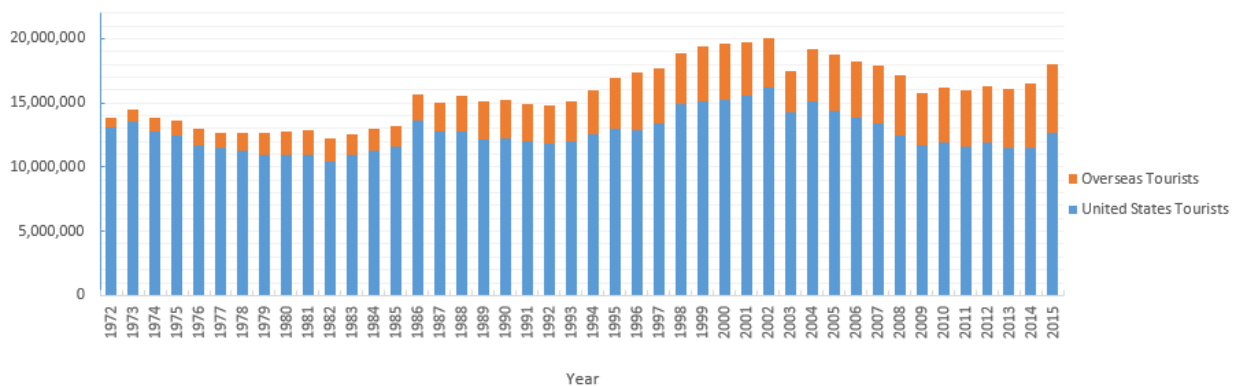


Did you know?

In 1972, nearly 95% of all tourists (travellers with overnight stay) to Canada were from the United States. In 2015, almost 30% of all tourists to Canada were from overseas countries.

Number of Tourists

International Tourists to Canada



Source: Statistics Canada, Frontier Counts - CANSIM Table: 427-0004.

Note: Overseas countries refer to countries other than the United States.



Some important concepts

International traveller: The term international traveller applies to all persons arriving in Canada who are cleared through CBSA points of entry. Any person may cross into Canada more than once in the same period. The method of collection counts each crossing made. Therefore, the figures represent the number of crossings (entries or re-entries), and include multiple counting of travellers who cross the border more than once in the time period. The term international traveller is divided into three groups: non-resident traveller, resident traveller and other traveller.

Overnight traveller or tourist: An overnight traveller or a tourist is a traveller whose trip includes one or more night's stay.

Same-day traveller: A same-day traveller is a traveller whose trip does not include any overnight stay.



Key links

[Information](#) on the Tourism Statistics Program can be found in the following places on Statistics Canada's website:



[Frontier Counts](#)



[International Travel Survey](#)



[Travel Survey of Residents of Canada](#)



We want to hear from you!

The success of this newsletter relies on the relevance of its content. If you have any suggestions for future editions, please [send us an email](#).

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