



# 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?

As those in Canada's tourism community will have already noted, the 2017 federal budget released on March 22, 2017 includes a section entitled "Attracting International Tourists to Grow Our Economy." The section includes the following paragraph that addresses the objective of supporting the tourism sector in making informed decisions:

*"To ensure that tourism operators and governments make the most of their efforts and investments, Budget 2017 proposes to provide \$13.6 million over five years, starting in 2017–18, and \$2.7 million per year thereafter, to Statistics Canada to broaden tourism data collection. The International Travel Survey Program would be enhanced, resulting in better data at more detailed geographic levels, while the Tourism Satellite Account would be expanded to include data at the provincial and territorial level."*

The feedback that we have received from partners in the tourism community has contributed to the selection of projects proposed by Statistics Canada to improve Canada's tourism data. Pending Treasury Board approval of the budget proposal, the success of these projects going forward will depend on continued collaboration and partnership with stakeholders in the tourism industry. We will be providing more details in future editions of Talking Tourism and other communications with Statistics Canada's Tourism Statistics Program.

## Welcome

This is the third 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.

The third issue looks at recent and upcoming program developments and provides information on upcoming releases, some tourism concepts and on accessing tourism data.

## What you'll find inside

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


Issue 3 – April, 2017






 In the fall of 2014, Statistics Canada launched *Canadian Megatrends* in preparation for Statistics Canada's 100<sup>th</sup> birthday in 2018. The articles in [Canadian Megatrends](#) explore some of the widespread changes that have had an enduring impact on Canadian society and its economy over the past century. As Canada celebrates its 150<sup>th</sup> anniversary in 2017 with an anticipated influx of international visitors, a *Canadian Megatrends* issue on Canadian tourism was released on January 9, 2017.

That issue of *Canadian Megatrends* took a historical look at the evolution of Canadian tourism from 1946 to 2015, describing the long-term changes in who has been visiting Canada—and where Canadians have been visiting. You can read the full article in the [most recent edition](#) of [Canadian Megatrends](#).

 For the Federal-Provincial-Territorial (FPT) Tourism Directors sub-committee on research and statistics, and in collaboration with the Tourism Research Partners Forum, the Tourism Statistics Program has reviewed and summarized the results of a survey conducted by the sub-committee of provincial and territorial tourism focal points. The purpose of the survey was to identify the main tourism data priorities as well as desired frequencies and levels of geographic detail. A summary of survey results including notes on how these needs align with Statistics Canada's existing data products and their limitations has been returned to members of the Forum for further input. Overall, the survey demonstrated that consumer-based information is a priority, with a desire for territorial data and greater sub-provincial detail. The survey results will fuel future discussions of the sub-committee and the FPT Tourism Directors, concerning resource allocation and strategies to improve the existing Tourism Statistics Program.




### What's coming?

 The Tourism Statistics Program has been undertaking development work along two main fronts for its Frontier Counts segment.

The first, as mentioned in our last newsletter, has been our preparations to receive a new electronic source of data from Canada Border Services Agency (CBSA) for air passengers entering Canada. The PIK (Primary Inspection Kiosk) system will begin replacing the paper E311 Declaration cards across major Canadian airports in 2017, starting with Ottawa International Airport in March. For Statistics Canada's long-running Frontier Counts program, the introduction of this new data source represents something of a 'Y2K' scenario, in that our infrastructure, programs and methodological assembly line need to be revised and tested to incorporate this new source. While this work is essential in the short term to maintain the quality of our existing data products, the widespread deployment of PIK also brings the potential for future improvements. For example, while E311 forms require the labour-intensive and costly work of capturing and coding information, automated processing of PIK data will require far less effort. Fields in the E311 cards that are currently not captured for Frontier Counts due to cost, such as duration of trip, will be available.

The second project has also involved minimizing the use of paper CBSA records in favour of electronic data, this time for highway border crossings. The Frontier Counts currently incorporates border-crossing data collected through CBSA's electronic Integrated Primary Inspection Line (IPIL) system at 112 land ports across the country. Last year, CBSA expanded the range of modes collected through IPIL from automobiles, commercial trucks and motorcycles to include bus and pedestrian crossings. In consultation with CBSA we have been comparing the results from paper and IPIL by port for the new modes of transportation to identify and resolve reporting issues before adopting the electronic CBSA outputs.



 In preparation for the second pilot test of the National Travel Survey (NTS), the tourism partners provided valuable feedback on the content of the electronic questionnaire. We have been able to address most of the questions/concerns raised by the tourism partners, which will be tested in the August 2017 pilot.

For the NTS main survey pilot, a sample of 90,000 dwellings is planned to be selected each quarter. However, this size may increase as it is possible for external users to purchase additional sample. If a given province buys more sample units, the precision of the estimates for that province will improve (i.e., the sampling variance will decrease). The precision of the national estimates will also increase slightly (i.e., the sampling variance will decrease slightly). The other provincial samples and the national sample will remain representative of the survey population (i.e., no bias will be introduced).

### What are standard tables?

The Tourism Statistics Program offers a wide range of data tables known as “standard tables”. Standard tables are free of charge and are produced using data from the Travel Survey of Residents of Canada, the Frontier Counts, and the International Travel Survey. Below is a listing of available standard tables from the Travel Survey of Residents of Canada. If you would like to have a list of standard tables from Frontier Counts and the International Travel Survey, please [send us an email](#).

- Expenditures by duration of visit, province of trip origin, and province of expenditures.
- Expenditures by duration of visit, type of reallocated expenditures, and province of expenditures
- Expenditures by duration of visit, main trip purpose, and province of expenditures
- Number of person-nights by province of origin and province of visit
- Number of person-nights by main trip purpose and province of visit
- Number of person-trips by duration of trip, main trip purpose, and province of trip destination
- Number of person-visits by duration of visit, province of trip origin, and province of visit
- Number of person-visits by duration of visit, main trip purpose, and province of visit



## When are data released?

The **Tourism Statistics Program** regularly publishes four releases in [The Daily](#), Statistics Canada’s official release vehicle.

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

Release Date	Reference Period
April 20, 2017	February, 2017
May 18, 2017	March, 2017
June 20, 2017	April, 2017
July 20, 2017	May, 2017

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

Release Date	Reference Period
May 29, 2017	Fourth quarter 2016

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

Release Date	Reference Period
May 17, 2017	Fourth quarter 2016

### Leading Indicator of cross-border traveller volume (preliminary) – Monthly based on the Integrated Primary Inspection Line data from CBSA

Release Date	Reference Period
April 10, 2017	March, 2017
May 11, 2017	April, 2017
June 12, 2017	May, 2017
July 10, 2017	June, 2017

Don’t miss a release—follow us on [Twitter](#) @StatCan\_eng and @StatCan\_fra.



## Did you know?

Visitors spend different amounts when visiting different cities in Canada. As a result, a Census Metropolitan Area's (CMA) ranking of number of visitors will not always match its ranking of expenditures by visitors. Using the Travel Survey of Residents of Canada data from 2011 to 2015, Figures 1 and 2 display the top 10 CMAs visited by Canadians in 2015, showing numbers of visits and amounts of expenditures respectively. It can be seen in the two graphs below that although Vancouver is ranked no. 5 in number of visits (see Figure 1), it is ranked no. 3 (see Figure 2) for total expenditures. The implication, of course, is that Canadian visitors spent more on average in Vancouver than in Ottawa-Gatineau or Québec. Another example is Halifax. The CMA of Halifax is not ranked in the top 10 for visits, however in terms of expenditures it is ranked as no. 9 (see Figure 2).

Figure 1: Top 10 CMAs visited by Canadians, by number of visits (thousands) (ordered by 2015 values)

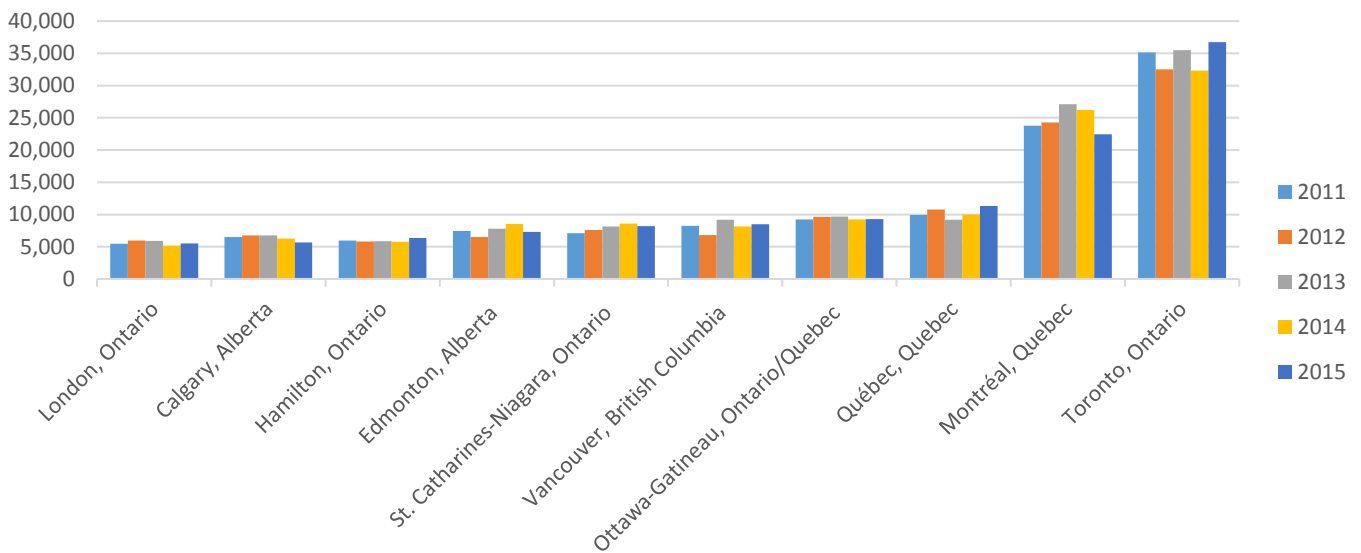
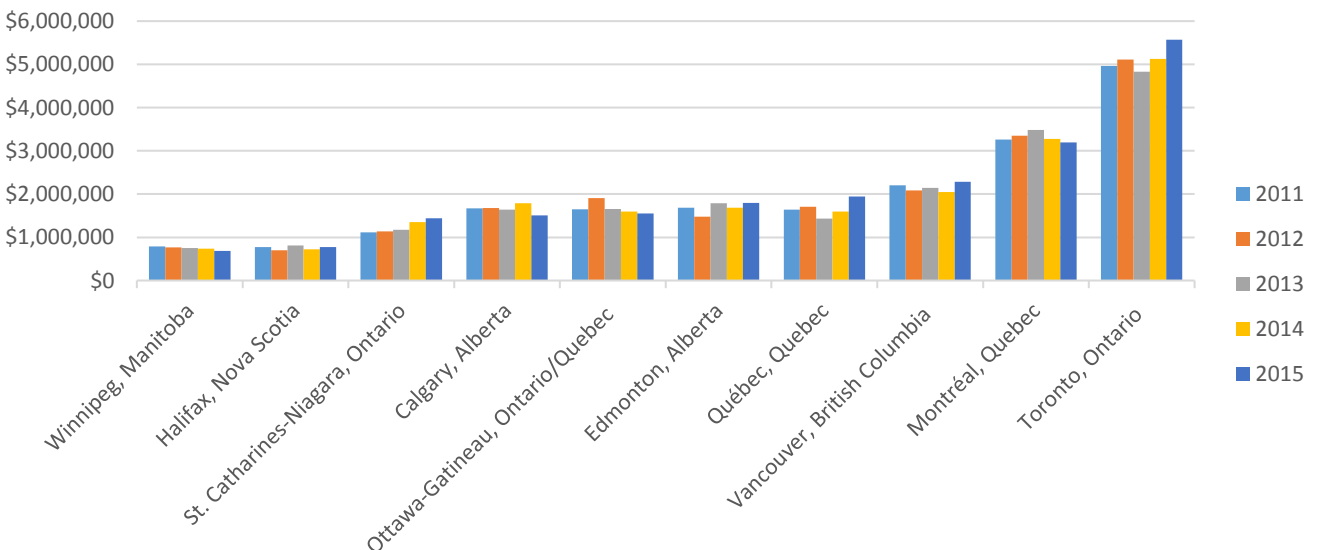


Figure 2: Top 10 CMAs visited by Canadians, by total expenditures (ordered by 2015 values)



Source: Statistics Canada, Travel Survey of Residents of Canada - CANSIM Table: 426-0027.



## Some useful concepts

The following concepts pertain to domestic trips made by Canadian residents, as defined in the Travel Survey of Residents of Canada (TSRC).

**Traveller:** Any person aged 18 or more who completes a *trip*. Any person who does not take a trip may be described as a non-traveller.

**Trip:** A trip must have *originated* in one of the ten provinces; have ended during the *reference month* and be less than 365 days/night's duration TSRC collects all *overnight trips* that have a Canadian destination, all *same day trips* of a distance that is 40km and over and the *Canadian portion* of *international trips*. These trips are considered as "out-of-town" by the traveller.

In-scope trips include:

- All trips for purposes of pleasure, vacation or holiday
- All trips for visiting friends or relatives
- All business and work related trips, **except** routine travel which is a regular part of the job
- All trips for other reasons **except** regular household or grocery shopping, moving (or helping someone move) to a new residence (or school), commuting to school, regular medical or dental appointments or check-ups, regular attendance at religious observances/services, attendance at funerals and trips for various regular chores such as picking up someone at the arena.

**Visit:** A visit is defined as a location visited in Canada. It is the location where the traveller has spent at least one night, in the case of an overnight visit, or the destination of the trip, in the case of a same-day visit. If the traveller travelled twice to the same location during the same trip, only one visit is recorded at that location.

**Same day trip or visit:** To be considered a same-day trip, it has to be 40 km or more (one way) in which the *traveller* left and returned home on the same day.

**Overnight trip or visit:** *Trip* or *visit* that includes at least one night away from home.

**Example:** Jean-Pierre often takes trips to meet with family and friends. Jean-Pierre, who lives in Sherbrooke, Quebec leaves home and takes an overnight trip to meet friends in Magog, Quebec. He returns home the following evening. The following day, Jean-Pierre travels to meet family and friends near Drummondville Quebec, over 70 km from his home. Jean also returns home that evening concluding his same day trip. Jean-Pierre took a total of one overnight trip and one same day trip.



## 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](#). If you wish to be removed from the newsletter distribution list, please [let us know](#).

**Contact Information:**

Peter Kalhok

Chief, Tourism Statistics Program

Statistics Canada

[statcan.tcesd-tourismnewsletter-dtcse-bulletind'informationdutourisme.statcan@canada.ca](mailto:statcan.tcesd-tourismnewsletter-dtcse-bulletind'informationdutourisme.statcan@canada.ca)

(613) 415-4511