

Tourism Quick Facts 2010

World Tourism ¹



Total Tourism Receipts (\$B)	US\$3,598
As a percent of world GDP	5.7%
Tourism Value-Added (\$B) ²	US\$5,776
As a percent of world GDP	9.1%
Tourism Employment (000 of jobs)	251,512
As a percent of world employment	8.6%
Tourism Foreign Earnings (\$B)	US\$1,059
As a percent of world exports	5.6%
Consumer Spending on Tourism (\$B)	US\$2,718
As a percent of total personal spending	5.6%

Ontario Tourism ³



Total Tourism Receipts (\$B)	CAN\$22.0
As a percent of provincial GDP	3.6%
Tourism Value Added (\$B)	CAN\$19.5
As a percent of provincial GDP	3.2 %
Tourism Employment (000 of jobs)	305.4
As a percent of provincial employment	4.5%
Tourism Labour Income (\$B)	CAN\$12.7
As a percent of provincial labour income	3.6%
Provincial Tourism Tax Revenues (\$B)	CAN\$4.0
As a percent of provincial revenues	3.8%
Municipal Tourism Tax Revenues (\$M)	CAN\$966
Federal Tourism Tax Revenues (\$B)	CAN\$4.5
Tourism's Foreign Earnings (\$B)	CAN\$5.6
As a percent of Ont's total international exports	2.9%
Rank of tourism as an Ontario export	9
Ontarians' Spending on Tourism (\$B)	CAN\$27.7
As a percent of total personal spending	7.5%
As a percent of personal disposable income	7.0%

Sources of Ontario's Tourism Receipts ³:

<u>Ontario</u>	<u>U.S.</u>	<u>Overseas</u>	<u>Canadian Provinces</u>
66.7%	13.9%	11.6%	7.8%

Ontario's Share of Spending of ^{1&3}:

<u>Americans in</u>	<u>Americans</u>	<u>Overseas in</u>	<u>World's international</u>	<u>Canadians in</u>	<u>Ontarians Anywhere</u>
<u>Canada</u>	<u>outside the U.S.</u>	<u>Canada</u>	<u>Travellers</u>	<u>Canada</u>	<u>in the world</u>
42.6%	2.9%	35.0%	0.5%	32.2%	35.4%

World's Top International Tourism Destinations ¹...

<u>Intl Overnight Arrivals (millions)</u>		<u>Earners</u>		<u>Spenders</u>	
		<u>Intl Overnight Receipts (US \$B)</u>		<u>Intl Overnight Expenditure (US \$B)</u>	
1. France	77.1	1. USA	\$103.5	1. Germany	\$78.1
2. USA	59.8	2. Spain	\$52.5	2. USA	\$75.5
3. China	55.7	3. France	\$46.6	3. China	\$54.9
14. Canada	16.1	15. Canada	\$15.7	6. Canada	\$29.6
36. Ontario	7.3	46. Ontario	\$5.1	N/A Ontario	\$13.8

NOTES

- 1 2010 Travel and Tourism Economic Research, World Travel & Tourism Council (WTTC)
- 2 Includes the impact of capital spending
- 3 Statistics Canada's Travel Survey of the Residents of Canada (TSRC) and International Travel Survey (ITS); Ontario Ministry of Tourism, Culture and Sport's Tourism Economic Impact Model