

Tourism Quick Facts 2012

World Tourism



Tourism Receipts (US \$B)	4,323
As a percent of world GDP	6.0%
Tourism GDP (US \$B)	6,801
As a percent of world GDP	9.4%
Tourism Employment (000s of jobs)	261,152
As a percent of world employment	8.8%
Tourism Foreign Earnings (US \$B)	1,237
As a percent of world exports	5.3%
Consumer Spending on Tourism (US \$B)	3,086
As a percent of total personal spending	4.2%

Ontario Tourism



Tourism Receipts (CDN \$B)	28.1
As a percent of provincial GDP	4.2%
Tourism GDP (CDN \$B)	24.7
As a percent of provincial GDP	3.7%
Tourism Employment (000s of jobs)	359
As a percent of provincial employment	5.2%
Tourism Labour Income (CDN \$B)	15.8
As a percent of provincial labour income	4.1%
Provincial Tourism Tax Revenues^ (CDN \$B)	4.9
As a percent of provincial revenues	4.3%
Municipal Tourism Tax Revenues^ (CDN \$B)	1.2
Federal Tourism Tax Revenues^ (CDN \$B)	6.0
Tourism Foreign Earnings (CDN \$B)	6.3
As a percent of Ont's total international exports	2.5%
Rank of tourism as an Ontario export	9
Ontario Consumer Spending on Tourism (CDN \$B)	32.7
As a percent of total personal spending	8.2%

Sources of Ontario's Tourism Receipts:

<u>Ontario</u>	<u>U.S.</u>	<u>Overseas</u>	<u>Canadian Provinces</u>
69.3%	11.9%	10.4%	8.4%

Ontario's Share of Spending of :

<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>
43.9%	2.4%	35.6%	0.5%	35.9%	42.2%

World's Top International Tourism Destinations ...

Intl Overnight Arrivals (millions)

1. France	83.0
2. US	66.7
3. China	57.7
16. Canada	16.3
37. Ontario	7.6

Earners

Intl Receipts* (US \$B)

1. US	136.1
2. Spain	54.2
3. China	49.4
20. Canada	13.4
45. Ontario	4.7

Spenders

Intl Expenditure (US \$B)

1. US	85.7
2. Germany	79.7
3. China	66.1
7. Canada	33.6
N/A Ontario	13.8

*excludes international transport fares; ^These tax revenues resulting from the total impact of tourism receipts in Ontario.

Sources: World Travel & Tourism Council; Tourism Economics; Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey; Ontario Ministry of Tourism, Culture and Sport