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### Tourism Quick Facts 2013

This page gets updated annually. There is usually a lag of two years between current year and reference year.

#### World Tourism



|                                                                                     |                           |
|-------------------------------------------------------------------------------------|---------------------------|
| <b>Total Tourism Receipts (\$B)</b><br>As a percent of world GDP                    | <b>US \$4,434</b><br>6.3% |
| <b>Tourism Value-Added (\$B)</b><br>As a percent of world GDP                       | <b>US \$6,717</b><br>9.6% |
| <b>Tourism Employment</b> (000 of jobs)<br>As a percent of world employment         | <b>271,474</b><br>9.3%    |
| <b>Tourism Foreign Earnings (\$B)</b><br>As a percent of world exports              | <b>US \$1,229</b><br>5.6% |
| <b>Consumer Spending on Tourism(\$B)</b><br>As a percent of total personal spending | <b>US \$3,353</b><br>7.7% |

#### Ontario's Tourism



|                                                                                                                                          |                               |
|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| <b>Total Tourism Receipts (\$B)</b><br>As a percent of provincial GDP                                                                    | <b>CAN \$ 28.5</b><br>4.1 %   |
| <b>Tourism Value Added (\$B)</b><br>As a percent of provincial GDP                                                                       | <b>CAN \$ 25.3</b><br>3.6 %   |
| <b>Tourism Employment</b> (000 of jobs)<br>As a percent of provincial employment                                                         | <b>362</b><br>5.2%            |
| <b>Tourism Labour Income (\$B)</b><br>As a percent of provincial labour income                                                           | <b>CAN \$ 16.5</b><br>4.4%    |
| <b>Provincial Tourism Tax Revenues(\$B)</b><br>As a percent of provincial revenues                                                       | <b>CAN\$ 4.9</b><br>4.2%      |
| <b>Municipal Tourism Tax Revenues (\$B)</b>                                                                                              | <b>CAN \$ 1.3</b>             |
| <b>Federal Tourism Tax Revenues (\$B)</b>                                                                                                | <b>CAN \$ 6.0</b>             |
| <b>Tourism's Foreign Earnings (\$B)</b><br>As a percent of Ontario's total international exports<br>Rank of tourism as an Ontario export | <b>CAN\$ 7.2</b><br>3.2%<br>8 |
| <b>Ontarians' Spending on Tourism(\$B)</b><br>As a percent of total personal spending                                                    | <b>CAN \$ 34.8</b><br>8.2%    |

Sources of Ontario's tourism receipts:

| Ontario | U.S.  | Overseas | Canadian Provinces |
|---------|-------|----------|--------------------|
| 67.2%   | 11.1% | 14.1%    | 7.6%               |

Ontario's share of spending of:

| Americans in Canada | Americans outside the US | Overseas in Canada | World's international Travellers | Canadians in Canada | Ontarians' Anywhere in the world |
|---------------------|--------------------------|--------------------|----------------------------------|---------------------|----------------------------------|
| 40.3%               | 3.1%                     | 35.1%              | 0.7%                             | 34.8%               | 39.0%                            |

World's Top International Tourism

| Destinations                      |      | Earners                          |          | Spenders                           |          |
|-----------------------------------|------|----------------------------------|----------|------------------------------------|----------|
| International Arrivals (millions) |      | International Receipts* (US \$B) |          | International Expenditure (US \$B) |          |
| 1. France                         | 83.6 | 1. US                            | \$ 145.5 | 1. China                           | \$ 102.8 |
| 2. US                             | 70.0 | 2. Spain                         | \$ 61.3  | 2. US                              | \$ 97.6  |
| 3. Spain                          | 60.7 | 3. France                        | \$ 51.0  | 3. Germany                         | \$ 88.2  |
| 17. Canada                        | 16.1 | 22. Canada                       | \$ 13.0  | 7. Canada                          | \$ 33.6  |
| 39. Ontario                       | 7.3  | 46. Ontario                      | \$ 4.6   | 20. Ontario                        | \$ 15.8  |

NOTES

*\*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*