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Tourism Quick Facts 2014

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

World Tourism



Tourism Receipts (US \$B)	4,602
As a percent of world GDP	6.4%
Tourism GDP (US \$B)	6,956
As a percent of world GDP	9.7%
Tourism Employment (000s of jobs)	276,340
As a percent of world employment	9.4%
Tourism Foreign Earnings (US \$B)	1,278
As a percent of world exports	5.8%
Consumer Spending on Tourism (US \$B)	3,505
As a percent of total personal spending	7.9%

Ontario's Tourism



Tourism Receipts (CDN \$B)	29.8
As a percent of provincial GDP	4.1%
Tourism GDP (CDN \$B)	26.6
As a percent of provincial GDP	3.7%
Tourism Employment (000s of jobs)	372
As a percent of provincial employment	5.3%
Tourism Labour Income (CDN \$B)	17.5
As a percent of provincial labour income	4.5%
Provincial Tourism Tax Revenues^ (CDN \$B)	5.1
As a percent of provincial revenues	4.3%
Municipal Tourism Tax Revenues^ (CDN \$B)	1.3
Federal Tourism Tax Revenues^ (CDN \$B)	6.4
Tourism Foreign Earnings (CDN \$B)	8.5

As a percent of Ont's total international exports	3.2%
Rank of tourism as an Ontario export	7
Ontario Consumer Spending on Tourism (CDN \$B)	34.1
As a percent of total personal spending	7.8%

Sources of Ontario's tourism receipts:

Ontario	U.S.	Overseas	Canadian Provinces
64.4%	11.1%	17.4%	7.1%

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
37.4%	2.8%	33.6%	0.7%	33.3%	40.1%

World's Top International Tourism

Destinations		Earners		Spenders	
International Arrivals (millions)		International Receipts* (US \$B)		International Expenditure (US \$B)	
1. France	83.8	1. US	146.4	1. China	131.8
2. US	75.0	2. Spain	63.8	2. US	104.0
3. Spain	65.0	3. China	56.1	3. Germany	89.9
17. Canada	16.5	25. Canada	12.8	7. Canada	32.3
41. Ontario	7.3	44. Ontario	5.0	22. Ontario	15.2

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