

Research

▶ Current Performance

▶ Economic Impact of Tourism

▶ Historical Statistics

▶ Maps, Resources and Useful Links

▶ Quick Facts

▶ Regional Tourism Profiles

▶ Reports

▶ Subscribe

▶ Tourism Outlook

▶ TREIM

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 [PRINT](#)

## Tourism Quick Facts 2015

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

### World Tourism



|                                              |                |
|----------------------------------------------|----------------|
| <b>Tourism Receipts (US \$B)</b>             | <b>4,824</b>   |
| As a percent of world GDP                    | 6.6%           |
| <b>Tourism GDP (US \$B)</b>                  | <b>7,373</b>   |
| As a percent of world GDP                    | 10.1%          |
| <b>Tourism Employment (000s of jobs)</b>     | <b>286,181</b> |
| As a percent of world employment             | 9.6%           |
| <b>Tourism Foreign Earnings (US \$B)</b>     | <b>1,366</b>   |
| As a percent of world exports                | 6.4%           |
| <b>Consumer Spending on Tourism (US \$B)</b> | <b>3,405</b>   |
| As a percent of total personal spending      | 8.1%           |

### Ontario's Tourism



|                                                   |             |
|---------------------------------------------------|-------------|
| <b>Tourism Receipts (CDN \$B)</b>                 | <b>32.3</b> |
| As a percent of provincial GDP                    | 4.2%        |
| <b>Tourism GDP (CDN \$B)</b>                      | <b>30.9</b> |
| As a percent of provincial GDP                    | 4.0%        |
| <b>Tourism Employment (000s of jobs)</b>          | <b>389</b>  |
| As a percent of provincial employment             | 5.5%        |
| <b>Tourism Labour Income (CDN \$B)</b>            | <b>18.8</b> |
| As a percent of provincial labour income          | 4.4%        |
| <b>Provincial Tourism Tax Revenues^ (CDN \$B)</b> | <b>4.9</b>  |
| As a percent of provincial revenues               | 3.8%        |
| <b>Municipal Tourism Tax Revenues^ (CDN \$B)</b>  | <b>1.2</b>  |
| <b>Federal Tourism Tax Revenues^ (CDN \$B)</b>    | <b>5.2</b>  |
| <b>Tourism Foreign Earnings (CDN \$B)</b>         | <b>9.1</b>  |

|                                                       |             |
|-------------------------------------------------------|-------------|
| As a percent of Ont's total international exports     | 3.3%        |
| Rank of tourism as an Ontario export                  | 7           |
| <b>Ontario Consumer Spending on Tourism (CDN \$B)</b> | <b>34.3</b> |
| As a percent of total personal spending               | 7.7%        |

Sources of Ontario's tourism receipts:

| Ontario | U.S.  | Overseas | Canadian Provinces |
|---------|-------|----------|--------------------|
| 63.2%   | 11.6% | 17.9%    | 7.3%               |

Ontario's share of spending of:

| Americans in Canada | Americans outside the US | Overseas in World's Canada | World's international Travellers | Canadians in Canada | Ontarians' Anywhere in the world |
|---------------------|--------------------------|----------------------------|----------------------------------|---------------------|----------------------------------|
| 40.6%               | 2.7%                     | 39.3%                      | 0.7%                             | 35.7%               | 40.7%                            |

World's Top International Tourism

Table: Top Destinations

| International Overnight Arrivals (millions) |      |
|---------------------------------------------|------|
| 1. France                                   | 84.4 |
| 2. US                                       | 77.5 |
| 3. Spain                                    | 68.2 |
| 18. Canada                                  | 18.0 |
| 40. Ontario                                 | 8.5  |

Table: Top Earners

| International Receipts* (US \$B) |       |
|----------------------------------|-------|
| 1. US                            | 168.7 |
| 2. China                         | 113.2 |
| 3. Spain                         | 55.3  |
| 27. Canada                       | 11.0  |
| 46. Ontario                      | 4.9   |

Table: Top Spenders

| International Expenditure (US \$B) |       |
|------------------------------------|-------|
| 1. China                           | 238.6 |
| 2. US                              | 105.6 |
| 3. Germany                         | 73.5  |
| 7. Canada                          | 27.9  |
| 24. Ontario                        | 13.2  |

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*