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Tourism Quick Facts 2016

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)	4,976
As a percent of world GDP	6.7%
Tourism GDP (US \$B)	7,613
As a percent of world GDP	10.2%
Tourism Employment (000s of jobs)	292,220
As a percent of world employment	9.6%
Tourism Foreign Earnings (US \$B)	1,401
As a percent of world exports	6.6%
Consumer Spending on Tourism (US \$B)	3,599
As a percent of total personal spending	8.3%

Ontario's Tourism



Tourism Receipts (CDN \$B)	34.1
As a percent of provincial GDP	4.3%
Tourism GDP (CDN \$B)	32.7
As a percent of provincial GDP	4.1%
Tourism Employment (000s of jobs)	391
As a percent of provincial employment	5.5%
Tourism Labour Income (CDN \$B)	19.9
As a percent of provincial labour income	4.6%
Provincial Tourism Tax Revenues^ (CDN \$B)	5.1
As a percent of provincial revenues	3.6%
Municipal Tourism Tax Revenues^ (CDN \$B)	1.3
Federal Tourism Tax Revenues^ (CDN \$B)	5.5
Tourism Foreign Earnings (CDN \$B)	10.6

As a percent of Ont's total international exports	3.0%
Rank of tourism as an Ontario export	7
Ontario Consumer Spending on Tourism (CDN \$B)	33.6
As a percent of total personal spending	7.1%

Sources of Ontario's tourism receipts:

Ontario	U.S.	Overseas	Canadian Provinces
61.5%	13.5%	17.6%	7.4%

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
40.0%	2.9%	34.0%	0.7%	34.1%	42.5%

World's Top International Tourism

Table: Top Destinations

International Overnight Arrivals (millions)	
1. France	82.6
2. US	75.6
3. Spain	75.4
16. Canada	20.0
36. Ontario	9.2

Table: Top Earners

International Receipts* (US \$B)	
1. US	166.5
2. China	117.4
3. Spain	59.2
23. Canada	12.9
44. Ontario	5.3

Table: Top Spenders

International Expenditure (US \$B)	
1. China	226.8
2. US	116.0
3. Germany	77.1
6. Canada	27.3
24. Ontario	13.4

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