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Tourism Quick Facts 2017

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)	5,484
As a percent of world GDP	6.6%
Tourism GDP (US \$B)	8,502
As a percent of world GDP	10.3%
Tourism Employment (000s of jobs)	311,703
As a percent of world employment	9.9%
Tourism Foreign Earnings (US \$B)	1,578
As a percent of world exports	6.6%
Consumer Spending on Tourism (US \$B)	3,769
As a percent of total personal spending	8.3%

Ontario's Tourism



Tourism Receipts (CDN \$B)	36.1
As a percent of provincial GDP	4.4%
Tourism GDP (CDN \$B)	34.8
As a percent of provincial GDP	4.2%
Tourism Employment (000s of jobs)	401
As a percent of provincial employment	5.5%
Tourism Labour Income (CDN \$B)	21.2
As a percent of provincial labour income	4.7%
Provincial Tourism Tax Revenues^ (CDN \$B)	5.4
As a percent of provincial revenues	3.8%
Municipal Tourism Tax Revenues^ (CDN \$B)	1.4
Federal Tourism Tax Revenues^ (CDN \$B)	5.8
Tourism Foreign Earnings (CDN \$B)	11.6
As a percent of Ont's total international exports	2.8%

Ontario Consumer Spending on Tourism (CDN \$B)	35.4
As a percent of total personal spending	7.3%

Sources of Ontario's tourism receipts:

Ontario	U.S.	Overseas	Canadian Provinces
60.1%	13.4%	18.8%	7.7%

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
39.5%	2.9%	34.2%	0.7%	33.1%	40.4%

World's Top International Tourism

Table: Top Destinations

International Overnight Arrivals (millions)	
1. France	86.9
2. Spain	81.9
3. US	77.2
16. Canada	20.9
40. Ontario	9.4

Table: Top Earners

International Receipts* (US \$B)	
1. US	156.2
2. China	120.7
3. Spain	67.2
21. Canada	14.8
44. Ontario	6.0

Table: Top Spenders

International Expenditure (US \$B)	
1. China	218.5
2. US	123.0
3. Germany	86.9
7. Canada	30.1
23. Ontario	14.5

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 Heritage, Sport, Tourism, and Culture Industries