



MINISTRY OF HERITAGE, SPORT, TOURISM AND CULTURE INDUSTRIES

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## Tourism Quick Facts 2018

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

### World Tourism



|                                              |                |
|----------------------------------------------|----------------|
| <b>Tourism Receipts</b> (US \$B)             | <b>5,703</b>   |
| As a percent of world GDP                    | 6.7%           |
| <b>Tourism GDP</b> (US \$B)                  | <b>8,811</b>   |
| As a percent of world GDP                    | 10.4%          |
| <b>Tourism Employment</b> (000s of jobs)     | <b>318,811</b> |
| As a percent of world employment             | 10.0%          |
| <b>Tourism Foreign Earnings</b> (US \$B)     | <b>1,643</b>   |
| As a percent of world exports                | 6.5%           |
| <b>Consumer Spending on Tourism</b> (US \$B) | <b>4,028</b>   |
| As a percent of total personal spending      | 8.4%           |

### Ontario's Tourism



|                                                              |             |
|--------------------------------------------------------------|-------------|
| <b>Tourism Receipts</b> (CDN \$B)                            | <b>36.7</b> |
| As a percent of provincial GDP                               | 4.3%        |
| <b>Tourism GDP</b> (CDN \$B)                                 | <b>35.5</b> |
| As a percent of provincial GDP                               | 4.1%        |
| <b>Tourism Employment</b> (000s of jobs)                     | <b>393</b>  |
| As a percent of provincial employment                        | 5.3%        |
| <b>Tourism Labour Income</b> (CDN \$B)                       | <b>21.5</b> |
| As a percent of provincial labour income                     | 4.5%        |
| <b>Provincial Tourism Tax Revenues<sup>^</sup></b> (CDN \$B) | <b>5.6</b>  |

|                                                             |             |
|-------------------------------------------------------------|-------------|
| As a percent of provincial revenues                         | 3.8%        |
| <b>Municipal Tourism Tax Revenues<sup>^</sup></b> (CDN \$B) | <b>1.4</b>  |
| <b>Federal Tourism Tax Revenues<sup>^</sup></b> (CDN \$B)   | <b>5.9</b>  |
| <b>Tourism Foreign Earnings</b> (CDN \$B)                   | <b>10.3</b> |
| As a percent of Ont's total international exports           | 2.4%        |
| <b>Ontario Consumer Spending on Tourism</b> (CDN \$B)       | <b>36.2</b> |
| As a percent of total personal spending                     | 7.1%        |

## Sources of Ontario's tourism receipts:

|                |             |                 |                           |
|----------------|-------------|-----------------|---------------------------|
| <b>Ontario</b> | <b>U.S.</b> | <b>Overseas</b> | <b>Canadian Provinces</b> |
| 63.0%          | 13.7%       | 14.5%           | 8.9%                      |

## Ontario's share of spending of:

|                            |                                 |                           |                                         |                            |                                         |
|----------------------------|---------------------------------|---------------------------|-----------------------------------------|----------------------------|-----------------------------------------|
| <b>Americans in Canada</b> | <b>Americans outside the US</b> | <b>Overseas in Canada</b> | <b>World's international Travellers</b> | <b>Canadians in Canada</b> | <b>Ontarians' Anywhere in the world</b> |
| 37.2%                      | 3.3%                            | 32.8%                     | 0.6%                                    | 32.7%                      | 42.4%                                   |

## World's Top International Tourism

### Table: Top Destinations

|             | <b>International Overnight Arrivals (millions)</b> |
|-------------|----------------------------------------------------|
| 1. France   | 89.3                                               |
| 2. Spain    | 82.7                                               |
| 3. US       | 79.7                                               |
| 17. Canada  | 21.1                                               |
| 41. Ontario | 9.6                                                |

### Table: Top Earners

|             | <b>International Receipts* (US \$B)</b> |
|-------------|-----------------------------------------|
| 1. US       | 143.9                                   |
| 2. China    | 122.3                                   |
| 3. Spain    | 79.7                                    |
| 23. Canada  | 16.0                                    |
| 46. Ontario | 6.1                                     |

### Table: Top Spenders

|             | <b>International Expenditure (US \$B)</b> |
|-------------|-------------------------------------------|
| 1. China    | 235.2                                     |
| 2. US       | 112.5                                     |
| 3. Germany  | 92.1                                      |
| 8. Canada   | 31.8                                      |
| 24. Ontario | 15.5                                      |

## 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 National Travel Survey and Visitor Travel Survey; Ontario Ministry of Heritage, Sport, Tourism, and Culture Industries*