

**World Tourism <sup>1</sup>**


|  |              |
|--|--------------|
| <b>Total Tourism Receipts</b> (\$B)                    | US\$ 3,997.3 |
| As a percent of world GDP                              | 9.7%         |
| <b>Tourism Value-Added</b> (\$B)                       | US\$ 1,553.2 |
| As a percent of world GDP                              | 3.8%         |
| <b>Tourism Employment</b> ('000 of jobs)               | 72,137.8     |
| As a percent of world employment                       | 2.7%         |
| <b>Capital Investment in Tourism</b> (\$B)             | US\$ 829.3   |
| As a percent of world capital investment               | 9.3%         |
| <b>Tourism Foreign Earnings</b> (\$B)                  | US\$ 719.9   |
| As a percent of world exports                          | 6.5%         |
| <b>Consumer Spending on Tourism</b> <sup>2</sup> (\$B) | US\$ 2,570.8 |
| As a percent of total personal spending                | 10.2%        |

**Ontario Tourism <sup>3</sup>**


|   |                        |
|---|------------------------|
| <b>Total Tourism Receipts</b> (\$B)                       | CAN\$ 21.4 (US\$ 16.5) |
| As a percent of provincial GDP                            | 4.1%                   |
| <b>Tourism Value Added</b> (\$B)                          | CAN\$ 11.6 (US\$ 8.9)  |
| As a percent of provincial GDP                            | 2.2 %                  |
| <b>Tourism Employment</b> ('000 of jobs)                  | 205.7                  |
| As a percent of provincial employment                     | 3.3%                   |
| <b>Tourism Labour Income</b> (\$B)                        | CAN\$ 6.2 (US\$ 4.7)   |
| As a percent of provincial labour income <sup>4</sup>     | 2.2%                   |
| <b>Provincial Tourism Tax Revenues</b> <sup>5</sup> (\$B) | CAN\$ 2.9 (US\$ 2.2)   |
| As a percent of provincial tax revenues                   | 5.1%                   |
| As a percent of provincial revenues <sup>6</sup>          | 3.7%                   |
| <b>Municipal Tourism Tax Revenues</b> (\$M)               | CAN\$ 125 (US\$ 96.0)  |
| <b>Federal Tourism Tax Revenues</b> (\$B)                 | CAN\$ 3.4 (US\$ 2.6)   |
| <b>Tourism's Foreign Earnings</b> (\$B)                   | CAN\$ 6.7 (US\$ 5.2)   |
| As a percent of Ontario's total international exports     | 3.4%                   |
| Rank of tourism as an Ontario export                      | 7                      |
| <b>Ontarians' Spending on Tourism</b> <sup>2</sup> (\$B)  | CAN\$ 21.8 (US\$ 16.8) |
| As a percent of total personal spending <sup>7</sup>      | 7.5%                   |
| As a percent of personal disposable income <sup>8</sup>   | 7.1%                   |

**Sources of Ontario's Tourism Receipts <sup>9</sup>:**

|         |      |          |                    |
|---------|------|----------|--------------------|
| Ontario | U.S. | Overseas | Canadian Provinces |
| 62%     | 21%  | 11%      | 7%                 |

**Ontario's Share of Spending by:**

|                                   |  |                                   |  |                                   |  |
|-----------------------------------|--|-----------------------------------|--|-----------------------------------|--|
| Americans in Canada <sup>10</sup> | Americans outside the US <sup>11</sup> | Overseas' in Canada <sup>10</sup> | World's international Travellers <sup>12</sup> | Canadians in Canada <sup>13</sup> | Ontarians' Anywhere in the world <sup>13</sup> |
| 44.0%                             | 4.7%                                   | 33.3%                             | 0.7%   | 29.8%                             | 47.1%  |

**World's Top International Tourism <sup>15</sup>...**

| Destinations                                    |      | Earners                                    |          | Spenders                                      |          |
|---|------|--|----------|---|----------|
| International Arrivals <sup>16</sup> (millions) |      | International Receipts <sup>17</sup> (\$B) |          | International Expenditure <sup>17</sup> (\$B) |          |
| 1. France                                       | 75.1 | 1. USA                                     | US\$74.5 | 1. Germany                                    | US\$71   |
| 2. Spain  | 53.6 | 2. Spain                                   | US\$45.2 | 2. USA  | US\$66   |
| 3. USA  | 46.1 | 3. France                                  | US\$40.8 | 3. UK   | US\$56   |
| 11. Canada                                      | 19.2 | 12. Canada                                 | US\$12.8 | 8. Canada                                     | US\$16.0 |
| N/A Ontario                                     | 9.2  | N/A Ontario                                | US\$3.4  | N/A Ontario                                   | US\$7.0  |

## NOTES

- 1 2005 Travel and Tourism Economic Research, World Travel & Tourism Council (WTTC)
- 2 Excludes spending on business travel
- 3 Canadian Travel Survey (CTS) and International Travel Survey (ITS), Statistics Canada; Economic Impact Model, Ontario Ministry of Tourism; 2004-2005 Public Accounts of Ontario, Ontario Ministry of Finance; Ontario Economic Accounts, 2004, Ontario Ministry of Finance
- 4 2004-2005 Table 7, Public Accounts of Ontario, Ontario Ministry of Finance
- 5 Includes indirect taxes, corporate taxes and income taxes
- 6 2004-2005 Table A3, Ontario Budget, Ontario Ministry of Finance
- 7 2004-2005 Table 8, Public Accounts of Ontario, Ontario Ministry of Finance
- 8 2004-2005 Table 10, Public Accounts of Ontario, Ontario Ministry of Finance
- 9 Canadian Travel Survey (CTS) and International Travel Survey (ITS), Statistics Canada, 2004
- 10 International Travel Survey, Statistics Canada, includes spending on Canadian fares but not on foreign fares. Excludes students and commuters.
- 11 U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis, revised as of June 15 2007.
- 12 Tourism Highlights, 2005 Edition, World Tourism Organization (WTO)
- 13 Canadian Travel Survey (CTS), Statistics Canada
- 14 Canadian Travel Survey (CTS) and International Travel Survey (ITS), Statistics Canada, 2004. Spending by Ontarians anywhere in the world includes all spending on travel by Ontarians in Ontario, in the rest of Canada and outside of Canada, excluding business travel spending. Includes fares paid to domestic and foreign carriers. Ontario's share of spending by Ontarians anywhere in the world includes spending in Ontario, and spending on Canadian fares to travel outside of Ontario.
- 15 Tourism Highlights 2005 Edition, World Tourist Organization (WTO), Ontario: International Travel Survey (ITS), Statistics Canada
- 16 Excludes same-day visitors
- 17 Excludes payments on transport fares but includes spending by business travellers