

World Tourism ¹


Total Tourism Receipts (\$B)	US\$ 4,854
As a percent of world GDP	9.0%
Tourism Value-Added (\$B)	US\$ 1,830
As a percent of world GDP	3.4%
Tourism Employment ('000 of jobs)	79,131
As a percent of world employment	2.8%
Tourism Foreign Earnings (\$B)	US\$ 1,013
As a percent of world exports	6.0%
Consumer Spending on Tourism ² (\$B)	US\$ 2,920
As a percent of total personal spending	9.2%

Ontario Tourism ³


Total Tourism Receipts (\$B)	CAN\$ 22.1
As a percent of provincial GDP ⁴	3.8%
Tourism Value Added (\$B)	CAN\$ 11.3
As a percent of provincial GDP ⁴	1.9 %
Tourism Employment ('000 of jobs)	200.9
As a percent of provincial employment ⁵	3.0%
Tourism Labour Income (\$B)	CAN\$ 7.0
As a percent of provincial labour income ⁴	2.2%
Provincial Tourism Tax Revenues (\$B)	CAN\$ 2.6
As a percent of provincial tax revenues ⁶	3.7%
As a percent of provincial revenues ⁶	2.6%
Municipal Tourism Tax Revenues (\$M)	CAN\$ 571
Federal Tourism Tax Revenues (\$B)	CAN\$ 3.2
Tourism's Foreign Earnings (\$B)	CAN\$ 6.1
As a percent of Ontario's total international exports	3.0%
Rank of tourism as an Ontario export	8
Ontarians' Spending on Tourism ² (\$B)	CAN\$ 25.2
As a percent of total personal spending ⁷	7.5%
As a percent of personal disposable income ⁸	7.1%

Sources of Ontario's Tourism Receipts ⁹:

<u>Ontario</u>	<u>U.S.</u>	<u>Overseas</u>	<u>Canadian Provinces</u>
63%	17%	13%	8%

Ontario's Share of Spending by:

<u>Americans in Canada ¹⁰</u>	<u>Americans outside the US ¹¹</u>	<u>Overseas' in Canada ¹⁰</u>	<u>World's international Travellers ¹²</u>	<u>Canadians in Canada ¹⁰</u>	<u>Ontarians' Anywhere in the world ¹³</u>
43%	3%	35%	1%	36%	45%

World's Top International Tourism ¹⁴...
Destinations
International Arrivals ¹⁵ (millions)

1. France	81.9
2. Spain	59.2
3. USA	56.0

Earners
International Receipts ¹⁶ (\$B)

1. USA	US \$96.7
2. Spain	US \$57.8
3. France	US \$54.2

Spenders
International Expenditure ¹⁶ (\$B)

1. Germany	US \$82.9
2. USA	US \$76.2
3. UK	US \$72.3

11. Canada	17.9
N/A Ontario	8.5

12. Canada	US \$15.5
N/A Ontario	US \$4.1

8. Canada	US \$24.8
N/A Ontario	US \$9.2

NOTES

- 1 2008 Travel and Tourism Economic Research, World Travel & Tourism Council (WTTC)
- 2 Excludes spending on business travel
- 3 Travel Survey of the Residents of Canada (TSRC) and International Travel Survey (ITS), Statistics Canada; Economic Impact Model, Ontario Ministry of Tourism; Ontario Economic Accounts, Ontario Ministry of Finance
- 4 Ontario Economic Accounts Table 1, Ontario Ministry of Finance, Jan 2009
- 5 Labour Force Survey, Statistics Canada
- 6 2008 Ontario Economic Outlook and Fiscal Review, Ontario Ministry of Finance, Jan 2009
- 7 Ontario Economic Accounts Table 2, Ontario Ministry of Finance, Jan 2009
- 8 Ontario Economic Accounts Table 4, Ontario Ministry of Finance, Jan 2009
- 9 Travel Survey of the Residents of Canada (TSRC) and International Travel Survey (ITS), Statistics Canada, 2007
- 10 International Travel Survey (ITS), Statistics Canada, 2007, 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, 2007 U.S. Resident Spending Abroad and International Travel Survey (ITS), Statistics Canada, 2007
- 12 Tourism Highlights, 2008 Edition, World Tourism Organization (WTO) and International Travel Survey (ITS), Statistics Canada, 2007
- 13 Travel Survey of the Residents of Canada (TSRC) and International Travel Survey (ITS), Statistics Canada, 2007. 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.
- 14 Tourism Highlights 2008 Edition, World Tourist Organization (WTO), Ontario: International Travel Survey (ITS), Statistics Canada
- 15 Excludes same-day visitors
- 16 Excludes payments on transport fares but includes spending by business travellers