

Session 1

Regional tourism satellite accounts in a vastly diverse tourism economy

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STATISTICS CANADA
ONE HUNDRED YEARS AND COUNTING

Content

- Tourism satellite accounts in Canada
 - Results of the 2014 Provincial and Territorial Tourism Satellite Account
 - Importance of regional tourism satellite accounts
- Challenges in measuring tourism in remote regions
- Alternative data sources: big data
- Opportunities



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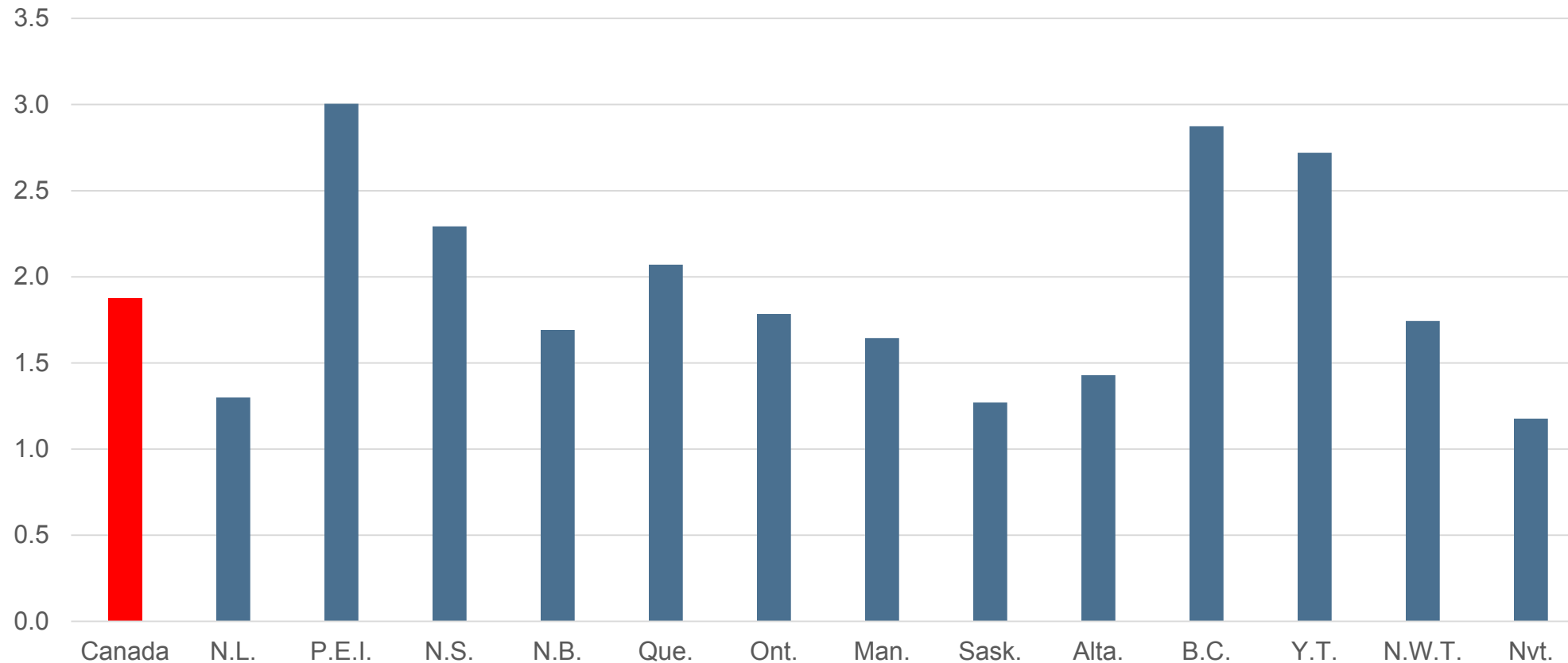
Tourism Satellite Accounts in Canada

- 2014 Provincial and Territorial Tourism Satellite Account
- Extensive work on tourism satellite accounts (TSA)
- Several extensions to the TSA
 - National tourism indicators
 - Human resource module
 - Government revenue attributable to tourism

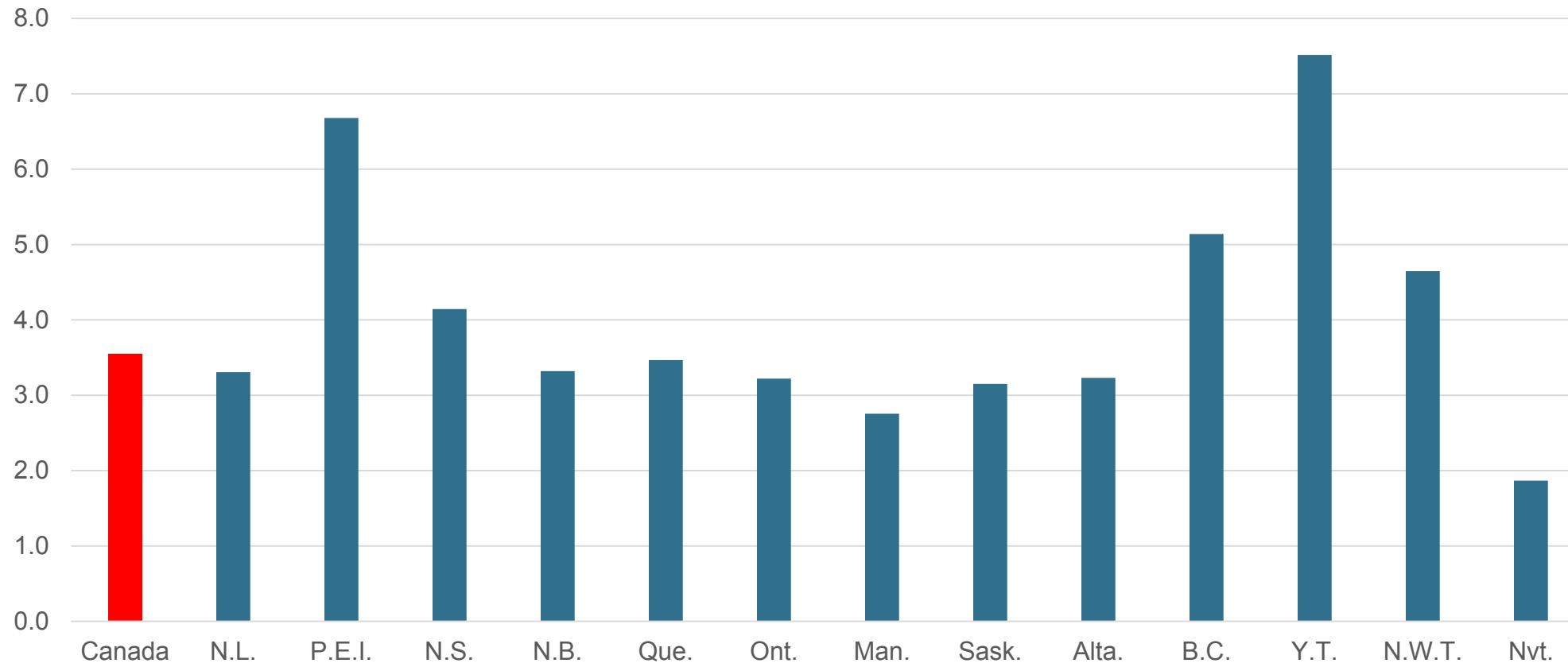
Results of the 2014 PTTSA

- Contribution to GVA: 1.9% in Canada
 - High of 3.0% in Prince Edward Island
 - Low of 1.2% in Nunavut
- Contribution to employment: 3.6% in Canada
 - Part-time, temporary and lower-paying jobs in some tourism industries lead to greater contribution to employment

Tourism's contribution to GVA (%)



Tourism's contribution to employment (%)



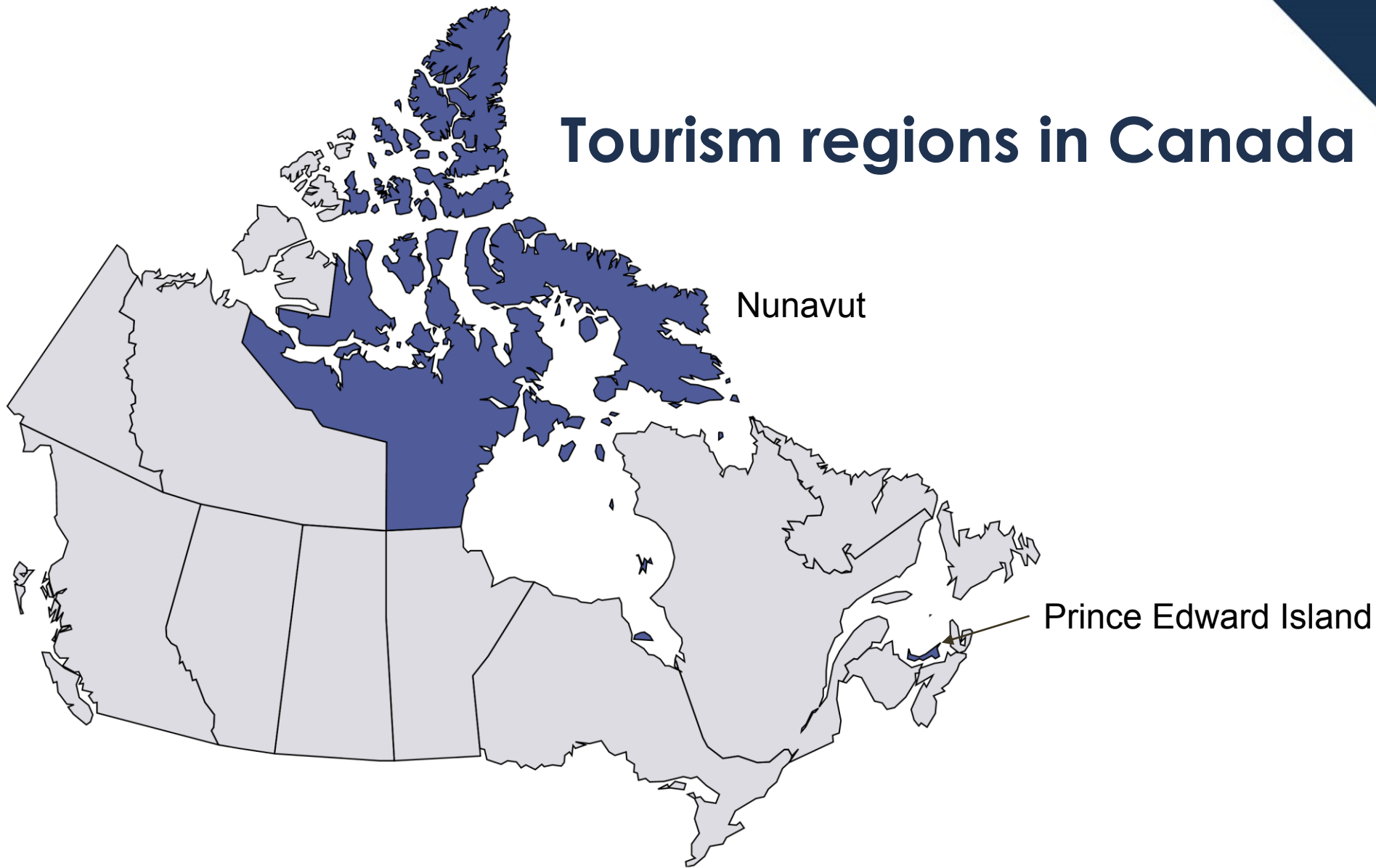


Results of the 2014 PTTSA

- Tourism demand: \$84.1 billion CDN
 - Domestic demand: 61%
 - International demand: 24%
 - Interprovincial demand: 15%
- 75% of tourism spending occurred in three regions:
 - Ontario, Quebec and British Columbia
- [Interactive data visualization tool](#)¹

¹ <https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2018011-eng.htm>

Tourism regions in Canada



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Importance of regional tourism satellite accounts in Canada



	Nunavut	Prince Edward Island
Tourism's contribution to GVA	1.2%	3.0%
Tourism industry	Small	Economic driver
Area	2.1 million km ²	5.7 thousand km ²
Population density	0.02/km ²	25.1/km ²
Roads	Local roads only	Main means of travel
Tourism demand	Mostly from its own residents	Mostly from other regions

- Canada's diverse landscape drives the need for regional tourism satellite accounts

Data sources

- Travel surveys
 - International travel survey
 - Travel survey of residents of Canada
- Regional supply and use tables
- Industry surveys
- Productivity accounts



Measuring tourism in remote locations

- Residents of the northern territories are mostly not covered by travel surveys
 - E-questionnaires: internet connectivity is limited
 - Telephone interviews: expensive
- Household final consumption expenditure (HFCE) determined to be good proxy of tourism spending



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Alternative data sources: big data

- Short-term private accommodation services
 - Significant growth in recent years
 - Likely covered on the demand side
 - Possible underrepresentation on the supply side
- Travel surveys: international visitors' credit and/or debit cards

Opportunities and potential work ahead

- Potential for work on extensions of regional TSAs
 - Regional tourism indicators
 - Regional government revenue attributable to tourism
 - Demand-side human resource module
 - Link to regional culture satellite account
- Review of available regional data
 - Collaboration between Statistics Canada and the Territories serves as an example of what can be done

THANK YOU!

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please visit, www.statcan.gc.ca

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