Measuring the sustainability of tourism: a Statistics Canada perspective

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Economic Statistics Field
Statistics Canada
Canada’s contributions to the UNWTO

• Statistics Canada and Destination Canada have made significant contributions to the UNWTO body of work since the late 1980’s.

• Canada is chair of UNCEEA and of SF-MST Editorial Board and is a member of the Expert Group on MST.

• Active contributor to the UNWTO Committee on Statistics
Canada 365: Welcoming the World. Every Day.

• Federal Tourism Growth Strategy priorities:
  – Investing in Canada’s tourism assets
  – Embracing recreation and the great outdoors
  – Partnering to grow Indigenous tourism
  – Attracting more international events
  – Improving coordination through a federal ministerial council

• Strategy promotes tourism policies and programs that align with SDGs 8, 9, 11, 12 and 17
Chronology of tourism statistics in Canada

Tourism Satellite Account and extensions
- 1980: National Task Force on Tourism Data
- 1981: The Ottawa International Conference on Travel and Tourism Statistics
- 1985: National Tourism Indicators, first quarter 1999
- 1996: Provincial and Territorial Tourism Satellite Account
- 1998: Government Revenue Attributable to Tourism

Milestones
- 1998: Pilot study: Linking the TSA with SEEA
- 2002: Tourism Human Resource Module
- 2008: International Recommendations on Tourism Statistics
- 2010: Statistical Framework on Measuring the Sustainability of Tourism
- 2019: Linking the TSA with SEEA
- 2021: Tourism Investment Module
In March 2023, Statistics Canada released its first official dataset linking its tourism satellite account and physical flow account.

- 6.1% of all Canadian energy use and 6.4% of all Canadian GHG emissions were attributable to tourism.

<table>
<thead>
<tr>
<th></th>
<th>Direct plus indirect energy use</th>
<th>Direct plus indirect greenhouse gas emissions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Terajoules</td>
<td>Kilotonnes</td>
</tr>
<tr>
<td>Tourism</td>
<td>711,740</td>
<td>50,274</td>
</tr>
<tr>
<td>Tourism products</td>
<td>687,257</td>
<td>47,896</td>
</tr>
<tr>
<td>Transportation</td>
<td>600,849</td>
<td>41,951</td>
</tr>
<tr>
<td>Accommodation</td>
<td>33,016</td>
<td>2,041</td>
</tr>
<tr>
<td>Food and beverage services</td>
<td>28,866</td>
<td>2,621</td>
</tr>
<tr>
<td>Other tourism products</td>
<td>24,526</td>
<td>1,283</td>
</tr>
<tr>
<td>Other products</td>
<td>24,483</td>
<td>2,378</td>
</tr>
</tbody>
</table>
Tourism and COVID-19

Note: 2012 constant dollars, seasonally adjusted
Source: National Tourism Indicators, Statistics Canada
Canada and MST economic indicators

- In addition to energy use and GHG emissions due to tourism, Statistics Canada produces several economic indicators that could potentially be covered by the SF-MST

<table>
<thead>
<tr>
<th>MST indicators</th>
<th>Period</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism direct GDP</td>
<td>2023Q3</td>
<td>$16.3 billion</td>
</tr>
<tr>
<td>Tourism share of GDP</td>
<td>2023Q3</td>
<td>1.77%</td>
</tr>
<tr>
<td>Tourism direct jobs</td>
<td>2023Q3</td>
<td>682,200 jobs</td>
</tr>
<tr>
<td>Tourism share of jobs</td>
<td>2023Q3</td>
<td>3.33%</td>
</tr>
<tr>
<td>Jobs in tourism industries</td>
<td>2019</td>
<td>1,900,323 jobs</td>
</tr>
<tr>
<td>Share of jobs in tourism industries</td>
<td>2019</td>
<td>9.8%</td>
</tr>
<tr>
<td>Overnight travel to Canada</td>
<td>Nov. 2023</td>
<td>1.7 million trips</td>
</tr>
<tr>
<td>Establishments in tourism industries</td>
<td>2022</td>
<td>216,600 establishments</td>
</tr>
<tr>
<td>Capital investment in tourism</td>
<td>2022</td>
<td>$25.4 billion</td>
</tr>
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