



Statistics
Canada

Statistique
Canada

Canadian Tourism Satellite Account Program

www.statcan.gc.ca



Telling Canada's
story in numbers

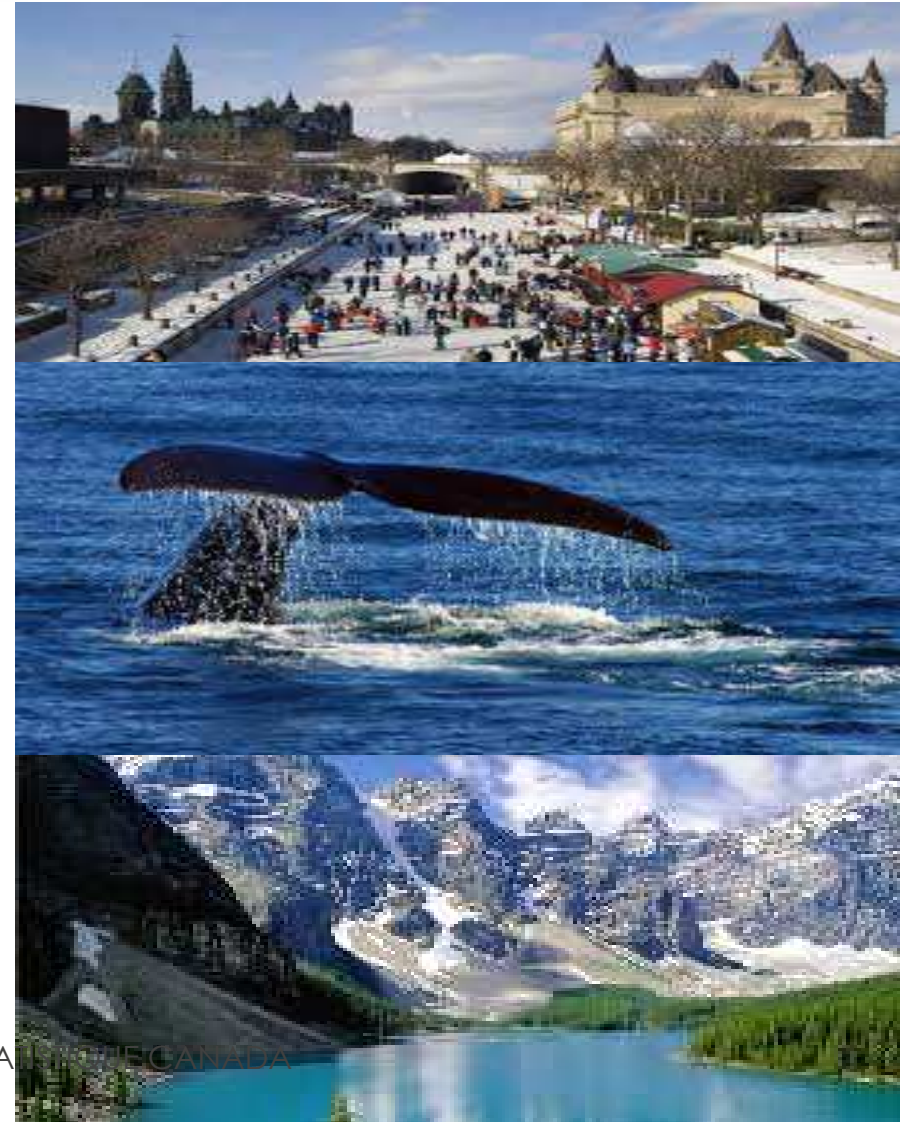
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New York
March 8, 2017

Canada 

Outline

- Economic importance of tourism in Canada
- Statistics Canada's Tourism Satellite Account
- Environmental measures of tourism activities
- Capacity building



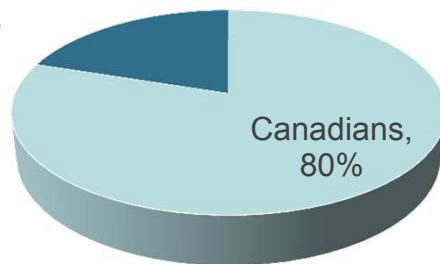


Tourism in Canada

Economic Impact (2015)

Tourism spending in Canada: **\$90.3 billion**

International visitors, 20%



Tourism activities:

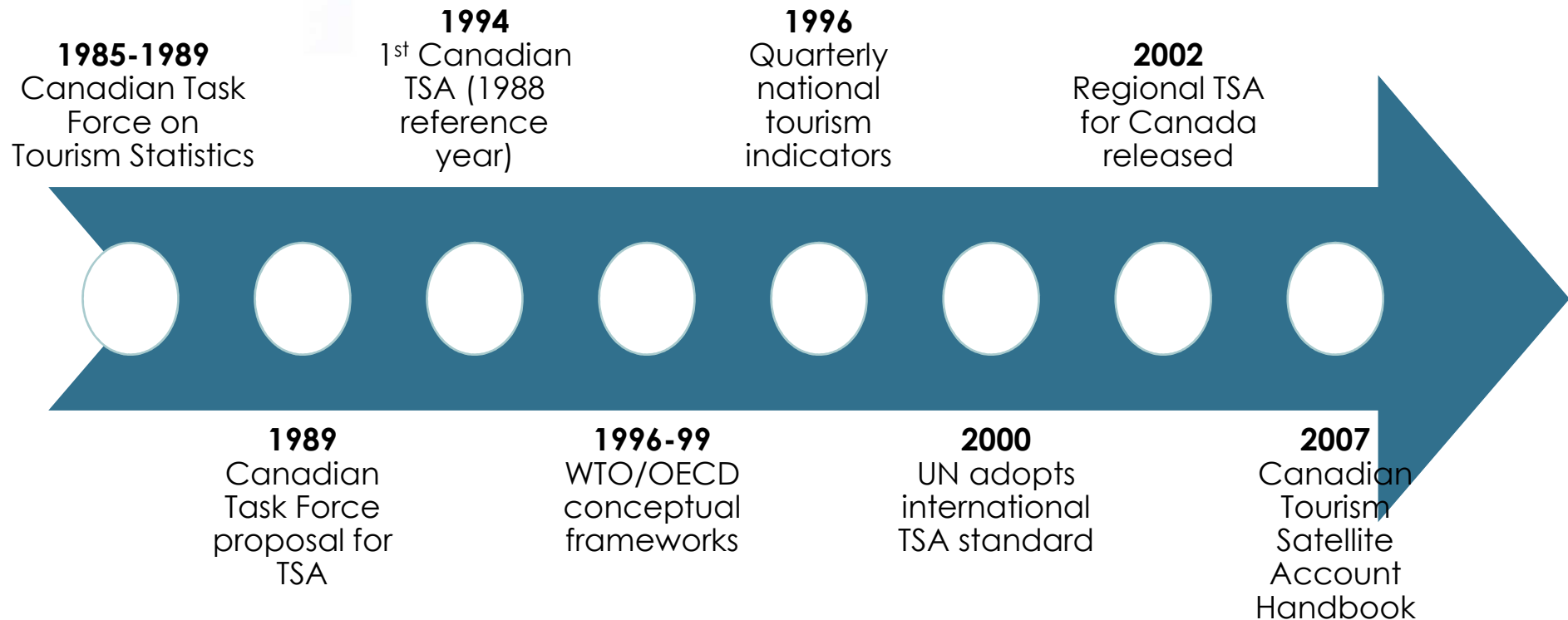
- **~2% of GDP** (\$36 billion)
- **637,400 jobs** (3.5% of total employment)





Tourism in Canada

History of Tourism Satellite Accounting in Canada



Canadian Tourism Satellite Account

Measuring Tourism in the Canadian economy

- Canadian Tourism Satellite Account
 - Reference year 2012
- Related products and extensions
 - National Tourism Indicators
 - Tourism Human Resource Module
 - Government Revenue Attributable to Tourism
 - Extensions
 - Environmental measures of tourism activities





Canadian Tourism Satellite Account

Measuring the economic contribution of tourism

Tourism-related
transactions in the
macroeconomic accounts
(implicit or explicit)



Canadian
Tourism
Satellite
Account

Tourism is not an industry/product identified within “traditional” classifications.

Highlight:

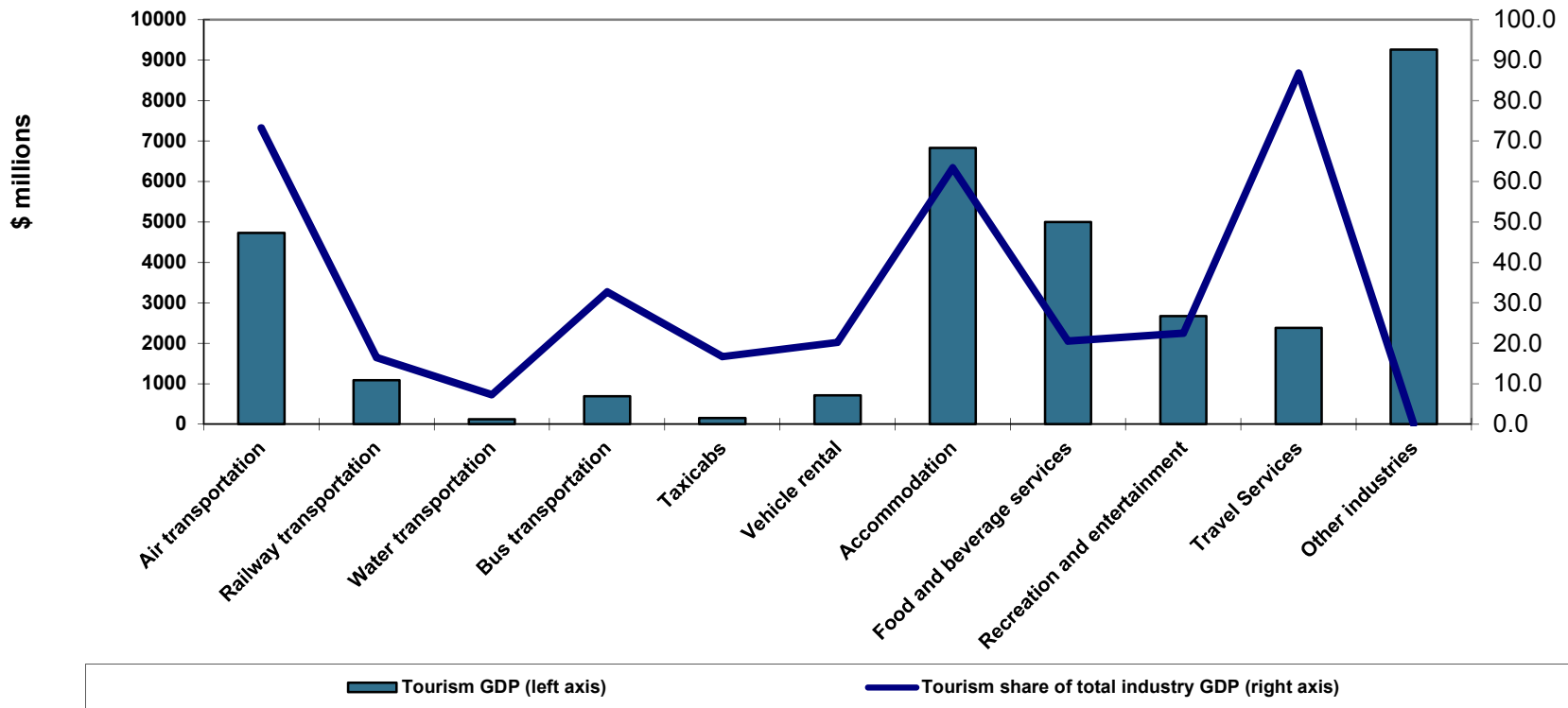
Tourism spending embedded in the Canadian SNA
Tourism and non-tourism components of industries



Canadian Tourism Satellite Account

GDP directly attributable to tourism

\$33.6 billion in 2012, 2.0% of economy-wide GDP

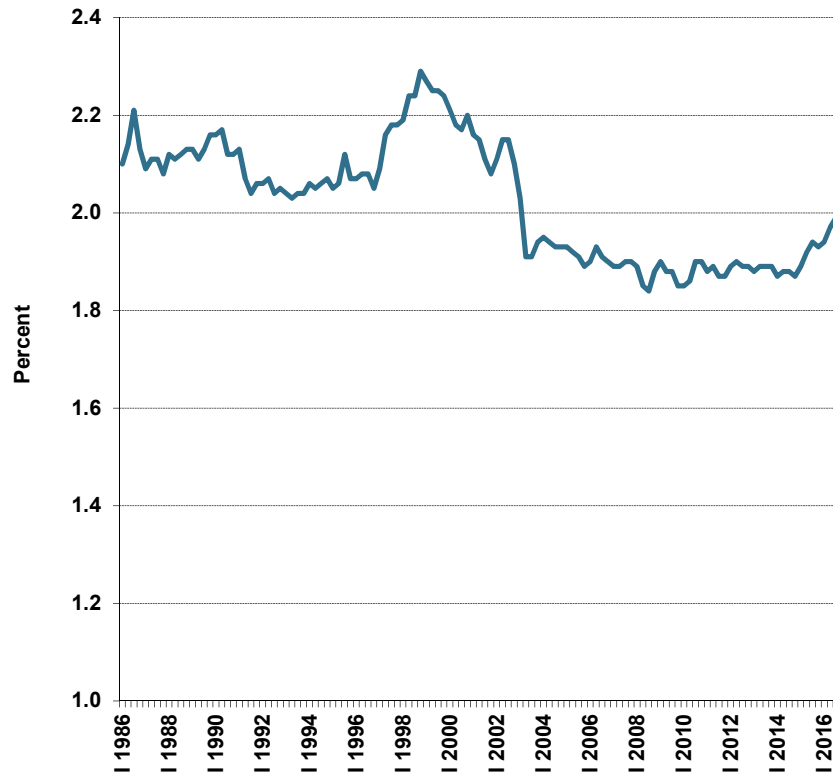




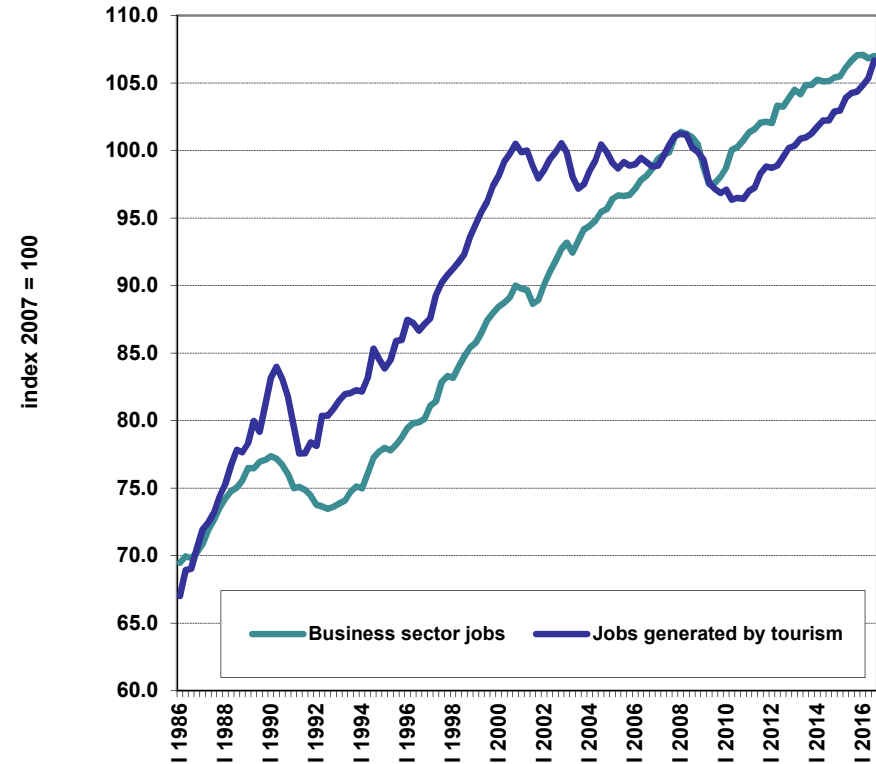
Canadian Tourism Satellite Account

Contribution to GDP and employment

Tourism's share of GDP



Tourism versus business sector employment



Tourism and the environment

Linking the TSA with the System of Environmental-Economic Accounts



- ✓ Understand complexities of linking accounts
- ✓ Test allocation methods for environmental flows

- Builds on prior exploratory work
 - Two industries: air transportation & food and beverage services
 - Link all tourism activities in Canada to Canadian SEEA - Physical Flow Account for 2012 to derive preliminary environmental measures of tourism activities
- Results to be presented at 6th UNWTO International Conference on Tourism Statistics (June 2017)

Tourism and the environment

Linking the TSA with the System of Environmental-Economic Accounts



Conclusions

- Linking TSA and Physical Flow Accounts is **feasible**
- Further work needed:
 - Allocation of **environmental flows** to tourism
 - Use of output, input or GDP shares, etc.
 - **Spatial aspect** of GHG emissions and SNA production boundary
 - GHG emission of foreign carriers arriving in Canada
 - **Non-market** production of accommodation & transportation
 - Staying with friends and relatives / using personal vehicle for tourism
- Evaluate the positive environmental impacts of tourism – conservation and preservation of historical sites, creation of national parks or wildlife sanctuaries

International cooperation/Capacity building

Compilation guide for TSA

- Canadian Tourism Satellite Account Handbook
 - Outlines in detail how the Canadian TSA was compiled
 - Transparent approach, examples provided
 - Helpful to users, stakeholders and tourism industry at national and regional level
 - Used in providing international guidance and technical assistance
- [Link to proposal for a compilation guide for TSA](#)



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08/03/2017

International cooperation/Capacity building

Statistics Canada's contribution



Actively participate in feasibility studies

- Work with UNWTO on linkage to TSA and SEEA for indicators of sustainable tourism



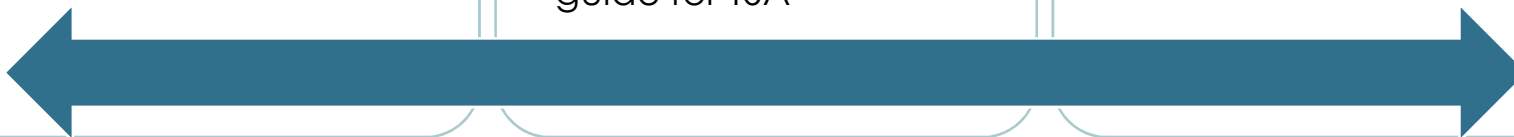
Review technical material on linkage activities, frameworks or methodology

- Participate in drafting of UNWTO compilation guide for TSA



Provide international guidance and technical assistance

- PRASC
- OECD
- UN
- UNWTO





Thank you

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