Canadian Tourism Satellite Account Program
www.statcan.gc.ca

Telling Canada’s story in numbers

André Loranger
Assistant Chief Statistician
Economics Statistics

Accounting and Statistics for Sustainable Tourism
New York
March 8, 2017
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%
- Canadians, 80%

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

1985-1989
Canadian Task Force on Tourism Statistics

1989
Canadian Task Force proposal for TSA

1989-1992
1st Canadian TSA (1988 reference year)

1994
Canadian Task Force proposal for TSA

1994
WTO/OECD conceptual frameworks

1996
Quarterly national tourism indicators

1996-1999
WTO/OECD conceptual frameworks

2000
UN adopts international TSA standard

2002
Regional TSA for Canada released

2007
Canadian Tourism Satellite Account Handbook

Tourism in Canada
History of Tourism Satellite Accounting in Canada

1985-1989
Canadian Task Force on Tourism Statistics

1989
Canadian Task Force proposal for TSA

1994
1st Canadian TSA (1988 reference year)

1996
Quarterly national tourism indicators

2000
UN adopts international TSA standard

2002
Regional TSA for Canada released

2007
Canadian Tourism Satellite Account Handbook
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
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

Tourism GDP (left axis)
Tourism share of total industry GDP (right axis)
Canadian Tourism Satellite Account
Contribution to GDP and employment

Tourism's share of GDP

Tourism versus business sector employment

- Business sector jobs
- Jobs generated by tourism

Index 2007 = 100

Percent

Year:
- 1986
- 1988
- 1990
- 1992
- 1994
- 1996
- 1998
- 2000
- 2002
- 2004
- 2006
- 2008
- 2010
- 2012
- 2014
- 2016
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
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

André Loranger
Assistant Chief Statistician, Economic Statistics
Statistics Canada
andre.loranger@canada.ca

www.statcan.gc.ca