

The Daily

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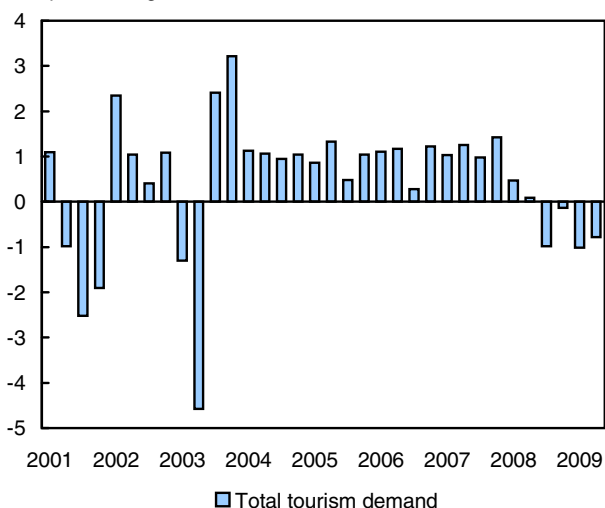
National tourism indicators

Second quarter 2009

Tourism spending in Canada declined 0.8% in real terms in the second quarter of 2009, as outlays by both Canadians and international visitors fell.

Tourism spending declines for fourth consecutive quarter

% change, preceding quarter, adjusted for seasonal variation and price change



Tourism spending was down for the fourth consecutive quarter in the second quarter of 2009. Over these four quarters, spending fell 2.9% in real terms. While this was the longest downturn since the early 1990s, it was not the most severe. In the first six-months of 2003, tourism demand fell 5.8% in real terms, largely reflecting the impact of the severe acute respiratory syndrome (SARS) episode.

Two factors added to the weakness for the quarter. First was the cancellation of flights to Mexico by Canadian airlines following the outbreak of the H1N1 influenza virus in that country. The second was the June 1 implementation of more stringent requirements for all persons, including US residents, to carry proper documentation in order to enter or re-enter the United States.

Note to readers

Levels and shares of tourism spending are expressed in current dollars, adjusted for seasonal variations. Growth rates of tourism spending and gross domestic product are expressed in real terms (i.e., adjusted for price change) as well as adjusted for seasonal variations, unless otherwise indicated. Employment data are also seasonally adjusted. Associated percentage changes are presented at quarterly rates.

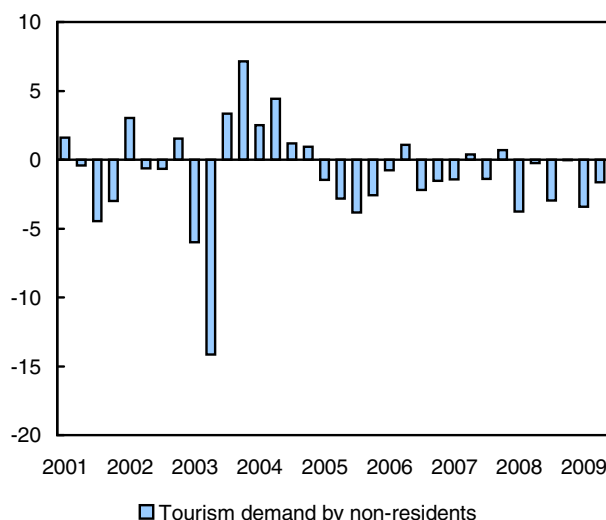
The National tourism indicators are funded by the Canadian Tourism Commission.

Spending by international visitors down again

Spending by international visitors fell 1.6% in the second quarter of 2009, following a 3.4% decline in the first quarter. This was the 6th consecutive quarterly decrease and the 15th decline in 18 quarters.

Non-resident spending declines again

% change, preceding quarter, adjusted for seasonal variation and price change



While spending by international visitors on transportation services was up 0.4%, driven notably by passenger air and interurban bus transport as well as vehicle rentals, this was the only advance in an otherwise negative quarter. Spending on accommodation declined 2.2%, reflecting fewer numbers of overnight travellers from both the United States and other countries.

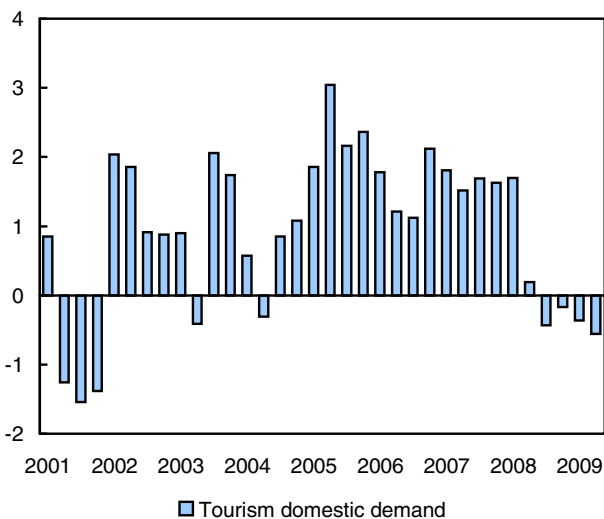
Declines were also registered in spending on food and beverage services, other tourism commodities (which include recreation and entertainment and travel services) and non-tourism commodities (which include items like groceries, alcohol and clothing).

Spending by Canadians on tourism continues down

Canadians' spending on tourism in Canada fell 0.6% in real terms in the second quarter of 2009, following more modest declines in the previous three quarters.

Tourism domestic demand continues down

% change, preceding quarter, adjusted for seasonal variation and price change



With the downturn in economic conditions in late 2008, Canadians began cutting back on both their business and leisure travel. They continued to

show restraint during the second quarter of 2009, as outlays on passenger air transportation (-2.0%), accommodation services (-3.5%) and travel services (-2.2%) were all down.

The declines were not across the board, however, as domestic spending on several items including interurban bus, vehicle fuel, repairs and parts, and other non-tourism commodities (such as groceries, alcohol and clothing) was up. The higher spending on these commodities indicates that Canadians toured closer to home during the quarter.

Continued contraction in tourism gross domestic product

Tourism gross domestic product contracted 1.1% in real terms in the second quarter of 2009, the fourth consecutive quarterly decrease. The declines were widespread across tourism industries, with accommodation (-3.1%) recording the largest decrease.

Tourism employment fell 0.9% in the second quarter of 2009, driven by job losses in the accommodation, air transportation and travel services industries.

Available on CANSIM: tables 387-0001 to 387-0010.

Definitions, data sources and methods: survey number 1910.

The second quarter 2009 issue of *National Tourism Indicators, Quarterly Estimates* (13-009-X, free) is now available from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the information officer (613-951-3640; lead-info-dcrd@statcan.gc.ca), Income and Expenditure Accounts Division.

□

National tourism indicators

	Second quarter 2008	Third quarter 2008	Fourth quarter 2008	First quarter 2009	Second quarter 2009	First quarter to second quarter 2009
Seasonally adjusted						
	\$ millions at 2002 prices					% change
Total tourism expenditures						
Tourism demand in Canada	16,866	16,702	16,679	16,511	16,383	-0.8
Tourism demand by non-residents	3,639	3,532	3,531	3,411	3,356	-1.6
Tourism domestic demand	13,227	13,170	13,148	13,100	13,028	-0.6
Transportation						
Tourism demand in Canada	6,250	6,137	6,143	6,024	5,989	-0.6
Tourism demand by non-residents	1,044	994	986	939	943	0.4
Tourism domestic demand	5,206	5,143	5,158	5,085	5,046	-0.8
Accommodation						
Tourism demand in Canada	2,641	2,604	2,596	2,581	2,502	-3.1
Tourism demand by non-residents	852	835	838	831	813	-2.2
Tourism domestic demand	1,789	1,770	1,758	1,750	1,689	-3.5
Food and beverage services						
Tourism demand in Canada	2,336	2,326	2,320	2,309	2,304	-0.2
Tourism demand by non-residents	558	543	539	505	488	-3.5
Tourism domestic demand	1,778	1,782	1,781	1,803	1,816	0.7
Other tourism commodities						
Tourism demand in Canada	2,684	2,681	2,680	2,664	2,652	-0.4
Tourism demand by non-residents	460	454	456	452	439	-2.9
Tourism domestic demand	2,224	2,227	2,224	2,212	2,213	0.1
Other commodities						
Tourism demand in Canada	2,954	2,954	2,940	2,933	2,936	0.1
Tourism demand by non-residents	726	706	712	684	673	-1.6
Tourism domestic demand	2,229	2,248	2,227	2,249	2,263	0.6

National tourism indicators

	Second quarter 2008	Third quarter 2008	Fourth quarter 2008	First quarter 2009	Second quarter 2009	First quarter to second quarter 2009
Seasonally adjusted						
	\$ millions at current prices					% change
Total tourism expenditures						
Tourism demand in Canada	18,803	18,904	18,477	18,114	17,894	-1.2
Tourism demand by non-residents	3,953	3,890	3,878	3,728	3,645	-2.2
Tourism domestic demand	14,850	15,014	14,599	14,386	14,249	-0.9
Transportation						
Tourism demand in Canada	7,241	7,307	6,870	6,577	6,462	-1.7
Tourism demand by non-residents	1,123	1,097	1,061	993	980	-1.3
Tourism domestic demand	6,118	6,210	5,809	5,584	5,482	-1.8
Accommodation						
Tourism demand in Canada	2,921	2,875	2,897	2,823	2,697	-4.5
Tourism demand by non-residents	942	922	936	909	876	-3.6
Tourism domestic demand	1,979	1,953	1,961	1,914	1,820	-4.9
Food and beverage services						
Tourism demand in Canada	2,710	2,729	2,747	2,752	2,770	0.6
Tourism demand by non-residents	647	637	638	602	586	-2.6
Tourism domestic demand	2,063	2,092	2,109	2,150	2,184	1.6
Other tourism commodities						
Tourism demand in Canada	2,888	2,905	2,890	2,876	2,859	-0.6
Tourism demand by non-residents	508	507	508	507	493	-2.8
Tourism domestic demand	2,381	2,398	2,382	2,369	2,367	-0.1
Other commodities						
Tourism demand in Canada	3,042	3,087	3,073	3,086	3,106	0.7
Tourism demand by non-residents	733	727	735	717	710	-1.0
Tourism domestic demand	2,309	2,361	2,337	2,369	2,397	1.2

Canada's population estimates

Second quarter 2009 (preliminary)

On July 1, 2009, Canada's population was estimated at 33,739,900. In the second quarter of 2009, Canada's population grew by 121,200 (+0.36%). The increase was largely due to net international migration, which totalled 84,800, the second-highest figure for a second quarter since 1972.

The number of births in Canada in the second quarter of 2009 was estimated at 96,200. This was the largest number of second-quarter births since 1996 and an increase of 1,600 compared with the second quarter of 2008. This upward trend in births is also evident in a number of other industrialized countries.

Strong demographic growth continues in the West

All four provinces in Western Canada recorded higher demographic growth than the national average from April to June 2009.

Alberta was the province with the fastest demographic growth rate from April to June 2009, at 0.59%. The main contributors to the province's growth were immigration and natural increase. Alberta's demographic growth was lower than in the second quarter of 2008 (+0.80%). The slowdown was mostly attributable to a decline in the net number of non-permanent residents and net interprovincial migration compared with the second quarter of 2008. Alberta's interprovincial migration gain of 4,700 was the largest in Canada.

Immigration was partly responsible for population increases in Manitoba (+0.48%), Saskatchewan (+0.44%) and British Columbia (+0.39%). For Saskatchewan, it was the highest second-quarter growth rate since 1975, and for Manitoba, the strongest growth since the current record-keeping system was introduced in 1971.

Moderate demographic growth for Quebec and Ontario

Ontario's population grew by 0.34% from April to June 2009, the smallest second-quarter increase since 1993. The slowdown was primarily due to interprovincial migration losses and a decrease in immigration. The migration losses in Ontario reached 4,000, the largest second-quarter migration deficit since 1990. Ontario has been experiencing losses in its quarterly interprovincial migration exchanges since the first quarter of 2003. Ontario received 30,100 immigrants from April to June 2009, a decrease compared with the 32,000 immigrants

Note to readers

Due to the seasonality of demographic events, comparisons are made against the same quarter. Unless otherwise stated, the comparisons presented in the text concern the second quarters of 2008 and 2009.

*The **natural increase** is the variation in population size over a given period as a result of the difference between the number of births and deaths.*

***International migration** represents a movement of population between Canada and a foreign country that involves a change in the usual place of residence. A distinction is made with regard to immigrants, emigrants, returning emigrants, net temporary emigrants and net non-permanent residents.*

***Non-permanent residents (also called temporary residents)** are people from another country who have a work or study permit, or who are refugee claimants, and family members living in Canada with them.*

received in the second quarter of 2008. This was the seventh consecutive quarter in which Ontario's demographic growth has been below the national average.

With demographic growth of 0.31%, Quebec posted the largest second-quarter increase in its population since 1991. The gain was partly attributable to an increase in the net number of non-permanent residents and immigration. At 7,200, the net number of non-permanent residents for Quebec from April to June 2009 was the highest quarterly level for this province since 1988. There were 22,400 births in Quebec from April to June 2009, the most second-quarter births the province has had since 1996.

Strong demographic growth in Prince Edward Island

From April to June, Prince Edward Island had the fastest demographic growth rate in the Atlantic provinces at 0.53%. The increase was partly due to higher net international migration following an increase in the number of immigrants. It was the province's highest second-quarter growth rate since 1978.

From April to June 2009, Newfoundland and Labrador's population climbed 0.28%, the highest second-quarter growth rate since 1983. In contrast to the other Atlantic provinces, the increase was mostly attributable to a net gain in interprovincial migration. It was also the fourth consecutive quarter in which Newfoundland and Labrador has posted gains in its exchanges with the other provinces and territories.

There were also population increases in the rest of the Atlantic provinces, as New Brunswick and Nova Scotia grew by 0.07% and 0.05% respectively. The gains were mostly due to immigration.

Demographic growth in the territories

The population grew in Nunavut (+0.68%), Yukon (+0.28%) and the Northwest Territories (+0.21%). Natural increase from April to June 2009 pushed Nunavut's population above 32,000.

Available on CANSIM: tables 051-0004 to 051-0006, 051-0017 to 051-0020, 051-0037, 051-0045 and 053-0001.

Definitions, data sources and methods: survey numbers, including related surveys, 3231, 3233 and 3601.

The publications, *Quarterly Demographic Estimates*, Vol. 23, no. 2 (91-002-X, free), and *Annual Demographic Estimates: Canada, Provinces and Territories*, 2009 (91-215-X, free), are now available from the *Publications* module of our website.

For more information, to obtain additional data, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-866-767-5611; 613-951-2320; fax: 613-951-2307; demography@statcan.gc.ca), Demography Division.

Components and factors of demographic growth

	Second quarter 2008 ¹	Second quarter 2009 ²	Second quarter 2008 and second quarter 2009
	number		difference
Total growth	127,764	121,211	-6,553
Natural increase	35,624	36,432	808
Births	94,527	96,150	1,623
Deaths	58,903	59,718	815
Net international migration	92,140	84,779	-7,361
Immigration	69,247	69,635	388
Net non permanent residents	31,242	23,533	-7,709
Emigration ³	8,349	8,389	40

1. Updated estimates.
2. Preliminary estimates.
3. Emigration also takes into account net temporary emigration and returning emigration.

Quarterly demographic estimates

	April 1, 2009 ¹	July 1, 2009 ²	April 1 to July 1, 2009
	number		% change
Canada	33,618,648	33,739,859	0.36
Newfoundland and Labrador	507,528	508,925	0.28
Prince Edward Island	140,246	140,985	0.53
Nova Scotia	937,752	938,183	0.05
New Brunswick	748,930	749,468	0.07
Quebec	7,804,821	7,828,879	0.31
Ontario	13,024,490	13,069,182	0.34
Manitoba	1,216,137	1,221,964	0.48
Saskatchewan	1,025,638	1,030,129	0.44
Alberta	3,666,196	3,687,662	0.59
British Columbia	4,438,037	4,455,207	0.39
Yukon	33,559	33,653	0.28
Northwest Territories	43,349	43,439	0.21
Nunavut	31,965	32,183	0.68

1. Updated postcensal estimates.
 2. Preliminary postcensal estimates.
- Note:** These estimates are based on 2006 Census population counts adjusted for census net undercoverage and incompletely enumerated Indian reserves.

Production and disposition of tobacco products

August 2009

Canadian manufacturers produced 1.6 billion cigarettes in August, up 35.6% from the previous month. The total number of cigarettes sold increased by 2.0% to 1.8 billion and closing inventories fell 10.6% to 1.6 billion cigarettes in August.

Note: This survey collects data on the production of tobacco products in Canada by Canadian manufacturers and the disposition or sales of this production. It does not collect data on imported tobacco products. Therefore, sales information in this release is not a proxy for domestic consumption of tobacco products.

Available on CANSIM: table 303-0062.

Definitions, data sources and methods: survey number 2142.

The August 2009 issue of *Production and Disposition of Tobacco Products*, Vol. 38, no. 8 (32-022-X, free), is now available from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (613-951-9497; toll-free 1-866-873-8789; manufact@statcan.gc.ca), Manufacturing and Energy Division. ■

Mineral wool including fibrous glass insulation

August 2009

Data on mineral wool including fibrous glass insulation are now available for August.

Definitions, data sources and methods: survey number 2110.

Data are available upon request only. For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; manufact@statcan.gc.ca), Manufacturing and Energy Division. ■

Asphalt roofing

August 2009

Data on asphalt roofing are now available for August.

Available on CANSIM: table 303-0052.

Definitions, data sources and methods: survey number 2123.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; manufact@statcan.gc.ca), Manufacturing and Energy Division. ■

Migration

2007/2008

Data are now available on the number of individuals who moved between July 1, 2007, and June 30, 2008. Migration data reflect interprovincial and international movements as well as intraprovincial moves between census metropolitan areas or census divisions. Moves across town or across the street are excluded.

Available on CANSIM: tables 111-0027 to 111-0031.

Definitions, data sources and methods: survey number 4101.

Migration estimates (91C0025, various prices) are available for the provinces and territories, census metropolitan areas and census divisions. There are also five tables covering these levels of geography, which provide data on origin and destination, as well as the age, the sex and the median income of migrants.

For more information or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-866-652-8443; 613-951-9720; fax: 1-866-652-8444; 613-951-4745; saadinfo@statcan.gc.ca), Small Area and Administrative Data Division. ■

New products

National Tourism Indicators, Quarterly Estimates,
Second quarter 2009
Catalogue number 13-009-X (PDF, free; HTML, free)

Whole Farm Database Reference Manual, 2009
Catalogue number 21F0005G (PDF, free; Print, free;
HTML, free)

Production and Disposition of Tobacco Products,
August 2009, Vol. 38, no. 8
Catalogue number 32-022-X (PDF, free; HTML, free)

Quarterly Demographic Estimates, April to
June 2009, Vol. 23, no. 2
Catalogue number 91-002-X (PDF, free; HTML, free)

Annual Demographic Estimates: Canada, Provinces
and Territories, 2009
Catalogue number 91-215-X (PDF, free; HTML, free)

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