

The Economic Impacts of Cultural and Sport Tourism in Canada 2007



The Outspan Group Inc.

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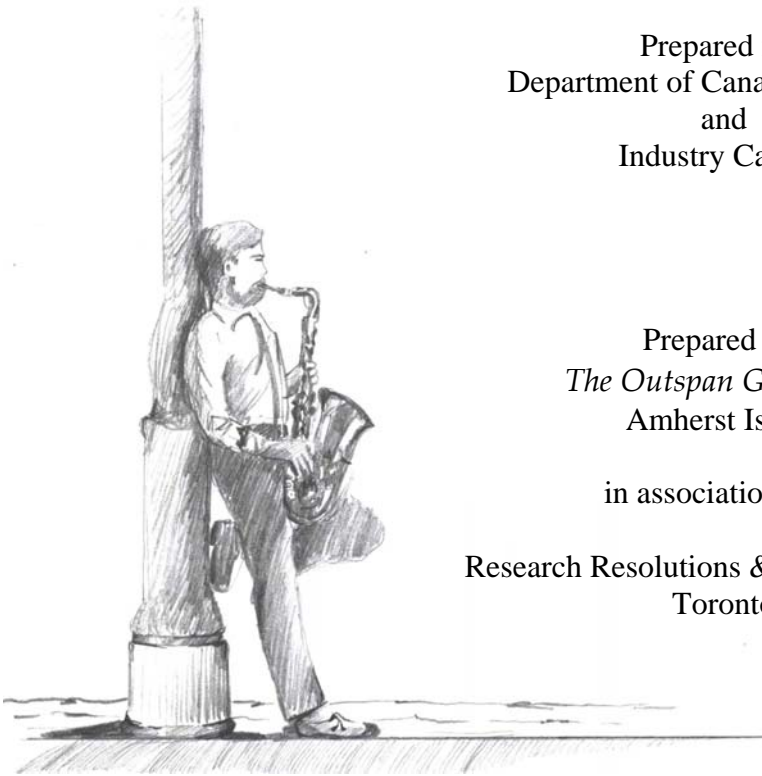
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The views expressed are those of the author and do not necessarily reflect those of the
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The Economic Impacts of Cultural and Sport Tourism in Canada 2007

Executive Summary

This study is to quantify the economic impacts of cultural and sport tourism in the 2007 calendar year using recently released Statistics Canada survey data. The economic impacts are derived from survey data that captured the spending by Canadian and foreign tourists to Canada. The purpose was to show the importance of culture and sport events as generators of tourism through an analysis of tourist spending and economic impacts.

Tourism Receipts

Tourism receipts from cultural tourists amounted to \$8 billion in 2007, while tourism receipts from sport tourists totalled \$2 billion, as summarized in Table Ex1. These tourism receipts exclude same-day USA and overseas tourists.

Expenditure Type	Tourist Type		Total
	Cultural	Sport	
Vehicle operation	\$638.8	\$311.8	\$950.6
Vehicle rental	\$200.3	\$36.4	\$236.7
Commercial carrier fares and local transportation	\$2,409.0	\$387.8	\$2,796.8
Accommodation	\$1,636.6	\$393.1	\$2,029.7
Food & beverage (restaurants)	\$1,269.7	\$398.0	\$1,667.7
Food & beverage (stores)	\$353.1	\$117.2	\$470.3
Recreation/entertainment	\$721.3	\$225.0	\$946.3
Other spending	\$804.9	\$185.0	\$989.9
TOTAL	\$8,033.6	\$2,054.3	\$10,087.9

Canadian tourists were responsible for the majority of these receipts: \$5.2 billion of cultural tourism and \$1.7 billion of sport tourism.

Economic Impacts

The analysis of economic impacts associated with the tourism revenues showed that cultural and sport tourism have a significant impact. The gross domestic product derived from cultural tourism in 2007 amounted to over \$5.1 billion and produced labour income of almost \$3.3 billion. The gross domestic product derived from sport tourism was over \$1.2 billion in 2007. Table Ex2 shows the immensity of the two types of tourism: for example, cultural tourism alone generated over 110,000 full-time jobs in 2007 and cultural and sport tourism combined generated over \$515 million in tax revenues, not including income taxes.

Table Ex2 Summary of Cultural and Sport Tourism National Economic Impacts by Origin, 2007 (Millions of Dollars)				
Jurisdiction	Type of Impact			
	Gross Domestic Product	Labour Income	Employment	Taxes
Cultural Tourism Impacts				
Canadian	\$3,357.4	\$2,152.3	71,788	\$275.2
Foreign	\$1,764.2	\$1,128.3	38,702	\$143.8
Total	\$5,121.6	\$3,280.6	110,490	\$419.0
Sport Tourism Impacts				
Canadian	\$1,061.1	\$671.5	23,912	\$84.5
Foreign	\$193.5	\$123.6	4,238	\$15.3
Total	\$1,254.6	\$795.1	28,150	\$99.8
Combined Cultural and Sport Tourism Impacts				
Canadian	\$4,418.5	\$2,823.1	95,700	\$359.7
Foreign	\$1,957.7	\$1,251.9	42,940	\$159.1
Total	\$6,376.2	\$4,075.7	138,640	\$518.8

The Economic Impacts of Cultural and Sport Tourism in Canada 2007

1. Introduction

Tourism is an important sector of the Canadian economy. It is a major employer and generates billions of dollars each year: in 2007, tourist spending totalled \$70.8 billion and employment in the sector reached 653,400 jobs¹. Total tourist spending has been growing: in 2004 tourism spending was \$58.8 billion and in 2006 it was \$66.8 billion. Tourism's share of Canada's gross domestic product varies from year to year but is usually around 2% of the national GDP. The sector is comprised of various industries (accommodation, food and beverage, transportation, etc.) as well as a wide range of activities, events, products and services that motivate tourism. This study reports on recent data related to cultural tourism and sport tourism.

The objective of this study is to quantify the economic impacts of cultural and sport tourism in the 2007 calendar year using recently released Statistics Canada survey data. The economic impacts are derived from survey data that captured the tourist spending in Canada by Canadians and foreign visitors. Through the economic impact analysis the importance of culture and sport as generators of tourism is demonstrated.

The terms 'cultural tourism' and 'sport tourism' require definition. Cultural tourism is a broad category that includes arts, heritage and Aboriginal-related activities in which tourists participate as part of their trip in Canada. These activities include such things as attending a play or concert, or visiting an historic site, museum or art gallery. For the purposes of this study, a narrow definition of sport tourism was adopted; it was restricted to travellers who enjoy or participate in sporting events as spectators or participants, as well as those who take part in team sports. Travel to see a professional hockey game or to participate in a baseball tournament are examples of sport tourism. More detailed operational definitions are provided in the next section (Methods).

This is a technical report that presents the results of the analysis of economic impacts associated with cultural and sport tourism. This introductory section is followed by a section on the methods used for the study, which is then followed by the presentation of results. A short conclusion presents overall and major findings of the analysis. The appendices contain detailed information for those interested in the analytical details.

The project was conducted by *The Outspan Group Inc.* with technical support and tabulations by Research Resolutions & Consulting Ltd.

¹ Source: Tourism Snapshot, Year-in-review, 2007 facts and figures. www.canada.travel and Statistics Canada, National Tourism Indicators.

2. Methods

This section describes the data used for the analysis as well as the economic impact analysis itself. In general, the methods adopted for the study are intended to produce reliable and conservative impacts. Where there were choices between approaches, the more conservative approach was used.

2.1 Data

Data used for the study were supplied by Statistics Canada and were derived from two sources: the Travel Survey of Residents of Canada (TSRC) and the International Travel Survey (ITS). The TSRC is a supplement to the Canada Labour Force Survey, which is a monthly survey carried out in the provinces. The TSRC provides extensive information on the travel of Canadians. For the analysis of Canadian residents travel in 2007 a total of 88,712 records were used. Data on Canadian travellers included same-day and overnight trips within Canada.

The ITS gathers data from USA and overseas visitors through several survey instruments. Since the identification of activities in Canada was key to this study, same-day travellers from the USA and overseas were excluded from the data used for the analysis as their survey requested no information on activities. As a result, only overnight visitors from USA and overseas were included in the analysis.

Defining a cultural tourist and a sport tourist required the identification of two visitor groups based on a selection of the activities in which visitors took part. The TSRC and ITS have similar (but not identical) lists of activities from which respondents can choose.

Cultural tourists were defined as those respondents who indicated that they did at least one of the following activities:

- attend a performance such as a play or concert,
- attend an Aboriginal event,
- attend a festival or fair,
- visit an historic site, or
- visit a museum or art gallery.

Sport tourists were those who:

- attended a sports event as a spectator (TSRC)/attended sports event (ITS), and/or
- participated in a team sport (TSRC).

There was some discussion of allowing a broader definition of ‘sport’ that included a range of recreational activities (e.g. boating, cycling, golfing, etc.) but these types of activities were not included because they fall outside the mandate of Canadian Heritage. The appendix contains more detailed information on the activities selected and the methods adopted.

Because tourists participate in many different activities, it was necessary to identify groups of tourists based on their activities. Five such groups were formed:

- culture,
- sport,
- outdoors,
- entertainment, and
- other.

In order to be able to allocate tourism receipts in a non-duplicative manner, spending by activity participation was calculated. For example, if a tourist indicated participating only in a sport activity, then 100% of spending was allocated to sport tourism. On the other hand, if a tourist indicated participating in several activities of which only one was sport, then only that proportion of all spending attributable to sport was added to sport tourism. In this way the spending identified for each of the tourist groups was mutually exclusive. The appendix includes more information on this allocation process.

2.2 Economic Impact Analysis

The Economic Impact Model for the Arts and Heritage (EIMAH) was used to calculate the economic impacts. This is a shareware model prepared for the Department of Canadian Heritage to reflect the spending patterns on goods and services by arts and heritage organizations. It uses a set of categories for tourist spending that is generally considered standard. The EIMAH calculates economic impacts at the provincial level and the national level. In other words, the economic impacts retained within a province from spending that occurred within that province are measured, along with the economic impacts that are felt nationally from that spending.

The measures of economic impact include: direct, indirect and total impacts of gross domestic product (GDP); labour income; and employment; as well as taxes on products and production.

Gross Domestic Product (GDP) includes labour income and the net income of incorporated businesses (profits); as such it represents the net value of production (or value added) resulting from an expenditure within the defined impact area.

Labour income includes workers' wages (amount of wages and salaries paid to individuals), supplementary labour income and the net income of unincorporated businesses.

Employment (Full-Time Equivalents: FTEs) is the equivalent of one year of work for one person. Employment is the sum of the numbers of paid workers and other than paid workers. The latter include the self-employed, unpaid family members and owners of unincorporated businesses.

Tax revenue is measured in two ways in the model: taxes on products and taxes on production. Tax on products includes GST, PST, harmonized sales tax, amusement taxes and excise taxes. Tax on production is comprised of property taxes, licenses and permits.

Income taxes are not included in these taxes.

It should be noted that the EIMAH is considered a very conservative model: it does not estimate induced impacts; it does not include income taxes; and it measures GDP increases to the economy as value-added. **For these reasons, the economic impact results presented in this report must be viewed as minimum impact values.**

3. Tourism Receipts

This section presents summary information on the data used for the economic impact analysis.

3.1 Culture

Tables 1 and 2 present summary information on the spending by tourists attributable to participation in cultural activities used for the analysis of economic impacts. Table 1 shows the total of all tourism receipts for the tourists included in this study for Canada as a whole as well as by province.² These data provide the national tourism context for the analysis: total cultural tourist spending (\$8.0 billion) represents 15% of total tourist spending included in this study (\$53.5 billion). Table 1 also presents the total receipts from Cultural Tourists in 2007 by province and by major tourist origin. This percentage varies by province from a high in Prince Edward Island of about 22% to a low in Saskatchewan of about 12%. In general, cultural tourism spending is a higher percent of total spending in Quebec and east compared to the West. Overall, Canadian tourists account for 65% of all cultural tourist spending.

Table 2 presents the breakdown in the spending by cultural tourists in Canada by tourist origin. Most cultural tourist funds are spent on commercial carrier fares and local transportation at \$2.4 billion. This is followed by spending on accommodation (\$1.64 billion) and food and beverage (\$1.62 billion). These three categories (\$5.7 billion) account for almost three-quarters (71%) of cultural tourists spending in Canada. Spending on recreation and entertainment, which includes any spending associated with visiting cultural institutions or partaking in cultural activities, represents 9% of total spending at \$721 million.

² Estimates provided herein will not match those published by Statistics Canada, the Canadian Tourism Commission or other federal or provincial jurisdictions for Canada as a whole, in large part because same-day tourists from the USA and overseas have been systematically excluded as has tourism within the territories, due to the incomplete nature of this information (the TSRC only surveys Canadians within the provinces).

Jurisdiction	All Tourism Receipts	Cultural Tourism			
		Canadian	USA	Overseas	TOTAL
Canada	\$53,537.3	\$5,188.0	\$1,372.7	\$1,472.9	\$8,033.6
Newfoundland	\$767.1	\$111.0	\$19.2		\$130.2
Prince Edward Island	\$307.7	\$43.1	\$19.4	\$5.9	\$68.4
Nova Scotia	\$1,523.9	\$181.8	\$60.5	\$46.0	\$288.3
New Brunswick	\$993.5	\$111.0	\$25.1	\$8.1	\$144.2
Quebec	\$10,646.3	\$1,123.3	\$317.2	\$302.9	\$1,743.4
Ontario	\$19,515.4	\$1,953.1	\$505.3	\$504.7	\$2,963.1
Manitoba	\$1,446.7	\$154.9	\$35.0		\$189.9
Saskatchewan	\$1,455.0	\$160.5	\$13.2		\$173.7
Alberta	\$6,862.6	\$594.1	\$105.0	\$183.1	\$882.2
British Columbia	\$9,654.4	\$755.2	\$280.4	\$353.0	\$1,388.6

Note: Only combined USA and Overseas receipts can be reported for Newfoundland and Labrador, Manitoba and Saskatchewan due to insufficient records in one or both categories. Regions/provinces may not add to the total for Canada because of idiosyncrasies in how spending is assigned to geographic areas.

Expenditure Type	Tourist Origin			Total
	Canada	USA	Overseas	
Vehicle operation	\$575.5	\$46.5	\$16.8	\$638.8
Vehicle rental	\$98.5	\$40.2	\$61.6	\$200.3
Commercial carrier fares and local transportation	\$1,838.6	\$129.6	\$440.8	\$2,409.0
Accommodation	\$779.0	\$508.6	\$349.0	\$1,636.6
Food & beverage (restaurants)	\$833.3	\$242.9	\$193.5	\$1,269.7
Food & beverage (stores)	\$235.4	\$60.1	\$57.6	\$353.1
Recreation/entertainment	\$438.1	\$174.7	\$108.5	\$721.3
Other spending	\$389.5	\$170.4	\$245.0	\$804.9
TOTAL	\$5,188.0	\$1,372.7	\$1,472.9	\$8,033.6

3.2 Sport

Table 3 presents a summary of tourist receipts from sport tourism by province and broad tourist origin categories. Table 3 shows that within the context of total tourism receipts, sport tourism receipts (\$2.1 billion) account for almost 4% of this total. Given the narrow definition used in this study, over half the provinces had very low numbers of records available for analysis.

Jurisdiction	All Tourism Receipts	Sport Tourism		
		Canadian	USA & Overseas	TOTAL
Canada	\$53,537.3	\$1,740.2	\$314.1	\$2,054.3
Newfoundland	\$767.1	\$34.8	\$0.2*	\$35.0
Prince Edward Island	\$307.7	\$10.7	\$0.4*	\$11.1
Nova Scotia	\$1,523.9	\$59.3	\$4.5*	\$63.8
New Brunswick	\$993.5	\$54.4	\$4.6*	\$59.0
Quebec	\$10,646.3	\$323.6	\$45.1	\$368.7
Ontario	\$19,515.4	\$639.1	\$129.0	\$768.1
Manitoba	\$1,446.7	\$77.9	\$5.3*	\$83.2
Saskatchewan	\$1,455.0	\$108.5	\$2.6*	\$111.1
Alberta	\$6,862.6	\$235.5	\$43.7	\$279.2
British Columbia	\$9,654.4	\$196.3	\$69.5	\$265.8

Note: Those values marked with an * indicate a low number of records and should be treated with caution.

Those provinces where there were sufficient records accounted for the bulk of sport tourism's receipts. Quebec, Ontario, Alberta and British Columbia account for \$1.7 billion or 82% of sports tourism receipts.

Table 4 shows the distribution of receipts among the expenditure categories. Food and beverage receipts (\$515 million) form the single largest category, followed by accommodation (\$393 million) and public and local transportation (\$388 million). These three categories account for 63% of total receipts. Table 4 shows that sport tourism is mostly driven by Canadians within Canada – 85% of total sport tourism spending is done by Canadians. This table also shows that receipts from overseas sport tourists (\$195.6 million) exceeded those from USA sport tourists (\$118.6 million) by \$77 million in 2007.

Table 4
Total Sport Tourist Spending by Type and Origin, 2007
(Millions of Dollars)

Expenditure Type	Visitor Origin			Total
	Canada	USA	Overseas	
Vehicle operation	\$305.4	\$3.9	\$2.5	\$311.8
Vehicle rental	\$25.0	\$4.9	\$6.5	\$36.4
Commercial carrier fares and local transportation	\$323.7	\$9.7	\$54.4	\$387.8
Accommodation	\$303.7	\$45.9	\$43.5	\$393.1
Food & beverage (restaurants)	\$348.8	\$21.9	\$27.3	\$398.0
Food & beverage (stores)	\$104.2	\$4.5	\$8.5	\$117.2
Recreation/entertainment	\$189.7	\$16.0	\$19.3	\$225.0
Other spending	\$139.7	\$11.8	\$33.5	\$185.0
TOTAL	\$1,740.2	\$118.6	\$195.6	\$2,054.3

4. Economic Impact Analysis

4.1 Culture

Table 5 through Table 7 present the results of the economic impact analysis for cultural tourists at the national level. Table 5 shows that the GDP impact from spending by Canadian cultural tourists amounted to almost \$3.4 billion in 2007 (measured as the value-added to each provincial economy). Of this amount, over \$2.1 billion was received as wages and salaries by the tourism sector; and this generated employment of over 71,500 full-time jobs. Taxes to all levels of government totalled over \$275 million.

The relative size of the impacts in each province reflects, to a large extent, the level of cultural tourist spending in the province. Those provinces with more integrated and self-reliant economies will experience larger impacts than those economies that rely upon imports from other provinces. This helps explain why the province of Ontario represents over one-third of the total national impacts in all measures of impact.

Table 6 summarizes the economic impacts associated with spending by USA and overseas cultural tourists. Ontario, British Columbia and Québec receive the bulk (81%) of the GDP impacts; Atlantic Canada and the Prairies account for the remaining 19%. In total, spending by foreign cultural tourists added over \$1.75 billion dollars to the Canadian economy in 2007. The spending by these tourists also added over \$140 million to governments through tax revenues.

Jurisdiction	Type of Impact			
	Gross Domestic Product	Labour Income	Employment	Taxes
Canada	\$3,357.4	\$2,152.3	71,788	\$275.2
Newfoundland	\$66.3	\$42.9	1,576	\$5.1
Prince Edward Island	\$24.1	\$15.6	636	\$1.9
Nova Scotia	\$107.8	\$72.5	2,766	\$8.4
New Brunswick	\$65.3	\$43.6	1,679	\$5.6
Québec	\$705.7	\$460.1	16,073	\$64.6
Ontario	\$1,201.5	\$783.0	25,386	\$103.5
Manitoba	\$110.9	\$68.6	2,216	\$9.2
Saskatchewan	\$112.9	\$65.7	2,546	\$9.3
Alberta	\$438.1	\$256.6	8,066	\$28.2
British Columbia	\$524.8	\$343.7	10,844	\$39.4

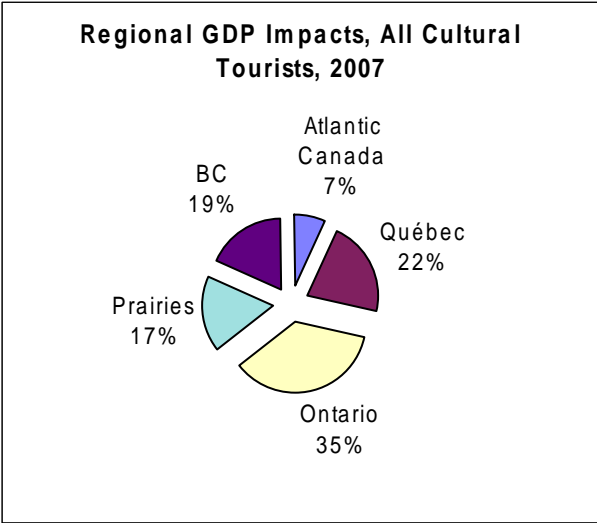
Type of Impact	Canada	Atlantic Canada	Québec	Ontario	Prairies	BC
Gross Domestic Product	\$1,764.2	\$107.9	\$398.0	\$595.8	\$231.4	\$431.1
Labour Income	\$1,128.3	\$69.9	\$254.1	\$382.5	\$139.0	\$282.8
Employment	38,702	2,713	8,866	13,020	4,878	9,225
Taxes	\$143.8	\$8.5	\$36.2	\$49.6	\$16.0	\$33.5

When Canadian and foreign cultural tourism impacts are summed, the total economic impact associated with cultural tourism can be seen in Table 7. Total 2007 GDP impacts at the national level amounted to over \$5.1 billion from cultural tourism; over \$3.2 billion was derived as wages and salaries; over 110,000 full-time jobs were created; and governments raised \$419 million as tax revenue. These significant dollar and employment impacts derived from cultural tourism in 2007 were spread across all regions of the country.

Over half (56%) of the GDP economic impacts were felt in Ontario and Quebec, while Atlantic Canada experienced only 7% of the total. However, even this 7% represents a value-added to the economy of over \$370 million in 2007.

Table 7 National Economic Impacts Generated by All Cultural Tourists, 2007 (Millions of Dollars)						
Type of Impact	Canada	Atlantic Canada	Québec	Ontario	Prairies	BC
Gross Domestic Product	\$5,121.6	\$371.4	\$1,103.7	\$1,797.3	\$893.3	\$955.9
Labour Income	\$3,280.6	\$244.5	\$714.2	\$1,165.5	\$529.9	\$626.5
Employment	110,490	9,370	24,939	38,406	17,706	20,069
Taxes	\$419.0	\$29.5	\$100.8	\$153.1	\$62.7	\$72.9

The *Regional GDP Impacts* chart shows the percentage breakdown of the total GDP economic impact by region from cultural tourism.



4.2 Sport

Sport tourism, even as narrowly defined for this study, produces significant economic impacts. Canadian sport tourists generated national GDP economic impacts of over \$1 billion, as shown in Table 8. A total of almost 24,000 jobs were created because of sport tourism in 2007, and over \$670 million was paid in wages and salaries. This table also shows that significant sport tourism impacts (e.g. \$850 million in GDP) were generated in the larger provinces – Ontario, Quebec, Alberta and British Columbia – by Canadian tourists. However, sport tourism is also important in the smaller provinces such as Prince Edward Island and Newfoundland and Labrador where \$6.2 million and \$19.4 million respectively were created in value-added to their economies because of sport tourism.

Jurisdiction	Type of Impact			
	Gross Domestic Product	Labour Income	Employment	Taxes
Canada	\$1,061.1	\$671.5	23,912	\$84.5
Newfoundland	\$19.4	\$12.6	460	\$1.5
Prince Edward Island	\$6.2	\$4.1	169	\$0.5
Nova Scotia	\$33.2	\$22.1	875	\$2.6
New Brunswick	\$30.5	\$20.0	811	\$2.5
Québec	\$193.6	\$125.3	4,581	\$17.5
Ontario	\$360.6	\$230.4	7,929	\$30.0
Manitoba	\$51.2	\$31.2	1,122	\$4.1
Saskatchewan	\$71.1	\$42.9	1,794	\$5.5
Alberta	\$164.3	\$96.7	3,321	\$10.5
British Columbia	\$131.0	\$86.2	2,850	\$9.8

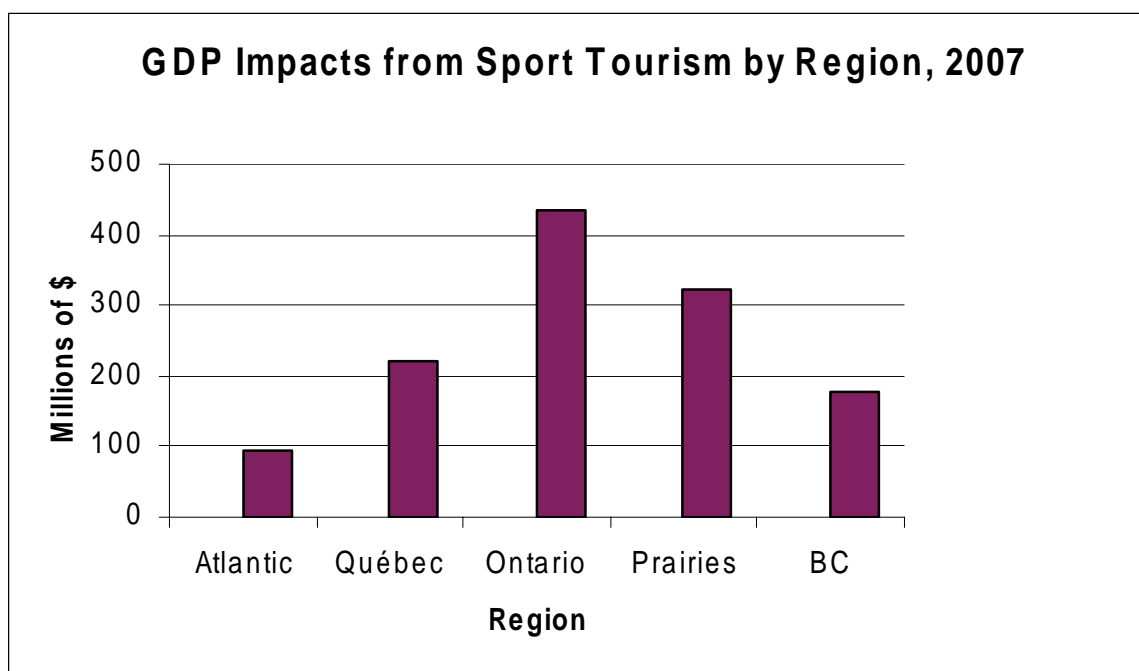
The economic impact of spending by foreign sport tourists is not as important as the economic impacts generated by Canadian sport tourists (see Table 9). The total GDP generated in 2007 across Canada by foreign sport tourists was \$193 million. In fact, foreign sport tourists generated fewer than one-fifth (18%) the economic impacts that Canadian sport tourism generated. Ontario, British Columbia and the Prairies were the main areas to feel the economic impacts, accounting for 82% of national GDP impacts. Atlantic Canada experienced the smallest economic impacts (e.g. \$6 million in GDP).

Type of Impact	Canada	Atlantic Canada	Québec	Ontario	Prairies	BC
Gross Domestic Product	\$193.5	\$6.0	\$28.5	\$75.5	\$36.2	\$47.3
Labour Income	\$123.6	\$4.0	\$18.1	\$48.5	\$21.8	\$31.2
Employment	4,238	147	638	1,671	763	1,019
Taxes	\$15.3	\$0.4	\$2.6	\$6.3	\$2.4	\$3.6

Combined (Canadian and foreign) sport tourism GDP impacts exceeded \$1.25 billion in 2007 (Table 10). Ontario and the Prairies are the two areas that experienced the largest GDP impacts (\$436 million and \$323 million, respectively); the Prairies GDP impact was more than Atlantic Canada and Quebec together (\$317 million). Nationally, sport tourism is an important source of income for workers – almost \$800 million was generated in wages and salaries in 2007, while creating over 28,000 full-time jobs across the country. Just under \$100 million in taxes were raised through sport tourism.

Type of Impact	Canada	Atlantic Canada	Québec	Ontario	Prairies	BC
Gross Domestic Product	\$1,254.6	\$95.3	\$222.1	\$436.1	\$322.8	\$178.3
Labour Income	\$795.1	\$62.8	\$143.4	\$278.9	\$192.6	\$117.4
Employment	28,150	2,462	5,219	9,600	7,000	3,869
Taxes	\$99.8	\$7.5	\$20.1	\$36.3	\$22.5	\$13.4

The following chart shows the regional distribution of GDP impacts generated from sport tourism in each of the regions.



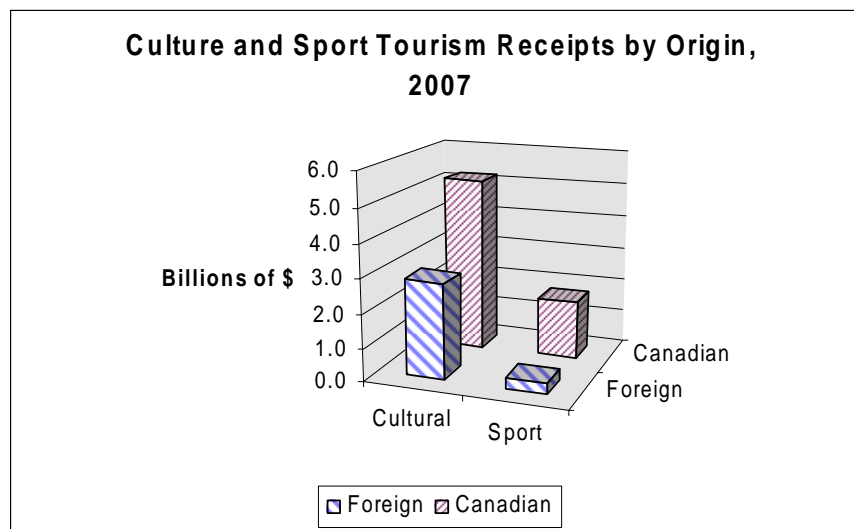
5. Conclusions

5.1 Tourism Receipts

Tourism receipts from cultural tourists amounted to \$8 billion in 2007, while tourism receipts from sport tourists totalled \$2 billion, as summarized in Table 11. Combined (\$10 billion) these tourism receipts account for 19% of the total tourism receipts (\$53.5 billion) used in this study.

Tourist Origin	Tourism Receipts		TOTAL
	Cultural	Sport	
Canadian	\$5,188.0	\$1,740.2	\$6,928.2
Foreign	\$2,845.6	\$314.1	\$3,159.7
TOTAL	\$8,033.6	\$2,054.3	\$10,087.9

The following chart graphically illustrates the distribution of tourism receipts from culture and sport in 2007.



Foreign tourism receipts represent 35% of total cultural receipts, while foreign tourism receipts represent only 15% of the total sport receipts. Relatively speaking then, foreign tourism receipts form an important and integral part of cultural-based tourism in Canada, whereas in a year such as 2007 with relatively few major international sports competitions taking place in Canada, foreign tourism receipts were of relatively minor importance to Canadian sport tourism. Further,

tourism receipts from Canadian sources for Sport Tourism and Culture Tourism combined are over double those from USA and overseas (foreign) sources (\$6.9 billion to \$3.2 billion) in 2007. While similar, foreign tourists make a slightly higher contribution to sport/culture tourism receipts than is the case among *all* tourists considered in this study (32% of sport/culture receipts versus 27% of all tourism receipts).

5.2 Economic Impacts

It would be expected that the economic impacts associated with cultural tourism and sport tourism would reflect the relative proportions of their receipts. This is largely borne out by the economic impact results reported in the previous section and summarized in Table 12. The gross domestic product derived from cultural tourism in 2007 amounted to over \$5.1 billion and produced labour income of almost \$3.3 billion. The gross domestic product derived from sport tourism was over \$1.2 billion in 2007. Table 12 shows the immensity of the two types of tourism: for example, cultural tourism alone generated over 110,000 full-time jobs in 2007 and cultural and sport tourism combined generated over \$515 million in tax revenues, not including income taxes. The national economic impacts from both cultural tourism and sport tourism indicate that their contribution to the Canadian economy³ is significant.

Jurisdiction	Type of Impact			
	Gross Domestic Product	Labour Income	Employment	Taxes
Cultural Tourism Impacts				
Canadian	\$3,357.4	\$2,152.3	71,788	\$275.2
Foreign	\$1,764.2	\$1,128.3	38,702	\$143.8
Total	\$5,121.6	\$3,280.6	110,490	\$419.0
Sport Tourism Impacts				
Canadian	\$1,061.1	\$671.5	23,912	\$84.5
Foreign	\$193.5	\$123.6	4,238	\$15.3
Total	\$1,254.6	\$795.1	28,150	\$99.8
Combined Sport and Cultural Tourism Impacts				
Canadian	\$4,418.5	\$2,823.1	95,700	\$359.7
Foreign	\$1,957.7	\$1,251.9	42,940	\$159.1
Total	\$6,376.2	\$4,075.7	138,640	\$518.8

³ The GDP for Canada in 2007 was \$1.2 trillion in 2002 dollars, (source: Statistics Canada – Catalogue no. 11-010-x). Statistics Canada also calculated the 2006 Tourism GDP to be \$27.4 billion based on tourism spending of \$66.8 billion, (source: Statistics Canada – Catalogue no. 13-604 no. 57).

APPENDICES

1. Tabulations of Tourism Data
2. Definitions of Economic Impact Measures
3. Detailed Tabulations from the Surveys

Appendix 1

Tabulations of Tourism Data

There were a number of decisions that had to be made concerning the data to be used for the analysis of economic impacts. The chief concerns related to a) the availability of data on activities; b) adequacy of sample size; c) use of tourism receipts or tourism spending; d) including provincial residents and/or non-residents spending in the analysis; and e) how to attribute tourism spending to the selected tourist groupings. The decision to exclude the territories from the analysis was made because domestic tourism data are not collected in the territories.

1. Data on Activities

The Travel Survey of Residents of Canada (TSRC) gathers information on tourism activities. Most of the various components of the International Travel Survey (ITS) gather information on tourists' activities, with the exception of same-day automobile travellers from the USA. As a result, there was no way of knowing how to classify these same-day travellers from the USA into the sport tourism or cultural tourism groups. This meant same-day automobile USA travellers were excluded from the analysis of impacts.

It is also useful to note that the array of activities presented on the ITS and TSRC are not identical. This did not create a problem for the analysis but somewhat different bases were used to classify sport and culture tourists.

2. Residents and/or Non-residents

For Canadian tourists, there was discussion on whether it was appropriate to include spending by provincial residents as well as spending in the province by non-residents. It was decided to include the spending of both residents and non-residents within each province.

3. Sample Size

The number of records available for analysis from each tourist origin, at the provincial level, was a concern. The combined resident and non-resident Canadian data presented no issue for the analysis; however, for the USA and overseas origins, data at the provincial level was an issue. Where the number of records was low (below 100), the decision was made to amalgamate results regionally and to combine the USA and overseas records into a 'foreign' tourist category.

4. Tourism Receipts

There were two measures of tourism spending: tourism receipts and tourism spending. The tourism spending included the spending within the province by the visitors whereas tourist receipts included spending by Canadians on transportation and other services on trips in Canada

and abroad. This measure also includes spending by USA and Overseas tourists on domestic carriers to enter and/or leave Canada. The tourism receipts, it was decided, provides a better reflection of the total spending attributable to the selected activity groups.

5. Attributing Tourism Receipts

The method applied to the attributing of spending to the selected tourist groupings is described here. The assumptions applied in tabulation of TSRC/ITS 2007 files were:

- Data are for same-day and overnight domestic tourists and only overnight foreign tourists;
- Any trips and associated spending for trips to the Territories are excluded.
- Actual numbers of records available for each subgroup are displayed (unweighted).
- All spending estimates are weighted and projected.

Spending was divided for each province and for the Atlantic Region (NET) into spending by residents and non-residents of each province/region.

Tables display spending associated with trips that fall into the “culture” group (1+ cultural activity on the trip). These dollars are NOT be used to estimate tourism economic impact but are displayed to provide an estimate of the total spend that is, subsequently, subjected to the allocation rules described below.

To identify the amount of spending from the “culture” group (1+ cultural activity on the trip) that is **“attributable” to culture**, the following procedures were followed:

Step 1: Assigned every activity to one of the following groups:

1. Outdoors
2. Sports
3. Culture
4. Entertainment
5. Other
6. None

Step 2: Generated all possible combinations and permutations of these groups (32) and assigned spending in fifths, depending on how many groups are named in a trip record (1 – 5, excluding “none”). Obviously, for cultural spending, all records had to have at least one cultural activity. If there was no other activity group on the record, 100% of the trip spending in every category of expenditure would be assigned to “culture”. If the trip had two groups of activities (e.g., culture and sports), 50% of the spending would be assigned to “culture”, and so on, with a minimum of 20% of spending being assigned to culture.

The outcome of these steps is displayed in the spreadsheet and labelled as “Cultural Share of Trip Spending”.

An example at the Canada level:

Once the rules are applied to total tourism receipts on trips with a cultural activity, the figure declines from \$9.1 billion to \$4.9 billion.

Total Tourism Receipts for 1+ Cultural Trips (NOT used to estimate economic impact)	9,110,181,427
Total Tourism Receipts - Cultural Share (Used to estimate economic impact)	4,939,749,017
Cultural Share as % of 1+ Cultural Trip Tourism Receipts	54%

An identical procedure was followed for Sport Tourism.

Identification of Tourism Groups

	Group Name	Activities
1	Outdoors	National, provincial or nature park
1	Outdoors	Camping/Any camping nights
1	Outdoors	Beach
1	Outdoors	Fishing
1	Outdoors	Wildlife viewing or bird watching
1	Outdoors	Hiking or backpacking
1	Outdoors	Hunting
1	Outdoors	Snowmobiling
1	Outdoors	Canoeing or kayaking
1	Outdoors	Boating
1	Outdoors	Cycling
1	Outdoors	Golfing
1	Outdoors	Cross-country skiing
1	Outdoors	Downhill skiing
1	Outdoors	Snowboarding
2	Sports	Play team sports (TSRC)
2	Sports	Attend a sports event as a spectator (TSRC), attend sports event (ITS)
3	Culture	Performance such as a play or concert
3	Culture	Aboriginal event (pow wow, performance, other)
3	Culture	Festival or fair
3	Culture	Historic site
3	Culture	Museum or art gallery
4	Entertainment	Theme or amusement park
4	Entertainment	Zoo or aquarium
4	Entertainment	Casino
5	Other	Other activities/same-day main activity
6	None	None/no activities mentioned

Appendix 2

Definitions of Impact Measures

Direct impacts refer to the increased income to businesses and individuals resulting from an increase in demand for goods and services in the impact area stemming from holding an artistic or heritage event or associated with an organization.

Indirect impacts result from the increased production by businesses located in the impact area that supply intermediate products to industries directly involved in the artistic or heritage event or site related activities.

Labour income includes worker's wages (amount of wages and salaries paid to individuals), supplementary labour income and the net income of unincorporated businesses.

Gross Domestic Product (GDP) includes labour income and the net income of incorporated businesses (profits); as such it represents the net value of production (or value added) resulting within the defined impact area.

Employment (Full-Time Equivalents: FTEs) is the equivalent of one year of work for one person (for example, three individuals working for a four-month period would equal one FTE, or five FTEs could represent one individual holding a full-time position for five years).

Employment is measured in person-years (FTEs). Employment for part of the year is counted as a corresponding proportion of a person-year. However, no distinction is made between full time and part-time employment. For example, a person working half-time or six months is counted as a half person-year.

Employment is the sum of the numbers of paid workers and other than paid workers. The latter include the self-employed, unpaid family members and owners of unincorporated businesses.

Tax revenue is measured in two ways in the model: taxes on products and taxes on production. Tax on products includes GST, PST, harmonized sales tax, amusement taxes and excise taxes. Tax on production is comprised of property taxes, licenses and permits. Tax revenue does not include income taxes.

Appendix 3
Detailed Tabulations from the Surveys

Canadian Cultural Tourism Receipt Tabulations

*** Excludes Territories							
Base: All Trips	Canada	Atlantic		Newfoundland & Labrador		P.E.I.	
Bold numbers = Unweighted records	Total	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents
Cultural Share of Trip Spending	9,817	1,448	225	351	68	179	143
Total Tourism Receipts	5,187,953,874	220,542,601	226,370,098	42,756,635	68,196,677	4,908,470	38,237,026
No visit in region	2,497	511	0	117	0	126	0
Commercial carrier fares	1,228,546,704	61,190,462	0	11,168,959	0	2,585,456	0
Local transportation	10,412,137	816,119	0	119,727	0	19,972	0
Vehicle operation	13,392,745	1,433,862	0	116,591	0	286,231	0
Vehicle rental	22,738,140	932,192	0	528,008	0	23,218	0
Visitor spending in region	7,320	937	225	234	68	53	143
Commercial carrier fares	558,342,772	15,553,657	37,868,942	3,844,684	14,881,998	139,583	2,151,258
Local transportation	41,273,617	719,267	2,634,039	129,045	312,189	30,633	252,807
Vehicle operation	562,087,009	28,519,791	28,904,188	5,536,275	8,322,842	403,259	5,528,612
Vehicle rental	75,806,133	1,939,455	10,778,799	362,417	6,123,867	0	1,202,646
Accommodation	779,000,307	27,320,977	56,195,460	4,089,770	13,808,164	109,375	11,531,869
Food/beverage in stores	235,434,404	11,642,955	13,560,916	2,352,088	2,284,073	133,622	3,840,567
Food/beverage in restaurants	833,298,518	32,899,844	48,536,298	6,991,262	15,133,711	456,248	6,606,901
Recreation/entertainment	438,137,045	17,990,682	15,278,226	2,605,300	3,937,846	483,959	3,967,069
Clothing/footwear	306,687,817	15,252,594	8,410,600	3,823,766	2,289,083	233,569	1,566,460
Other items	82,796,525	4,330,743	4,202,629	1,088,742	1,102,904	3,344	1,588,837

Canadian Cultural Tourism Receipt Tabulations (2)

*** Excludes Territories								
Base: All Trips	Nova Scotia		New Brunswick		Quebec		Ontario	
Bold numbers = Unweighted records	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents
Cultural Share of Trip Spending	449	257	469	188	1,990	400	3,199	508
Total Tourism Receipts	70,190,366	111,588,949	41,358,745	69,675,831	851,174,531	272,087,147	1,616,616,107	336,480,122
No visit in region	254	0	312	0	604	1	1,365	31
Commercial carrier fares	32,175,336	0	18,925,746	0	257,545,812	442,342	603,424,389	13,720,650
Local transportation	393,381	0	324,269	0	2,412,074	0	6,394,873	0
Vehicle operation	1,243,067	0	2,117,167	0	9,681,708	0	14,156,105	0
Vehicle rental	309,779	0	400,368	0	5,785,450	0	14,744,535	0
Visitor spending in region	195	257	157	188	1,386	399	1,834	477
Commercial carrier fares	1,081,304	20,056,554	2,288,953	5,313,230	18,732,631	26,331,218	63,193,996	71,983,302
Local transportation	130,555	2,247,240	52,840	156,766	4,312,373	3,370,344	8,775,473	7,512,114
Vehicle operation	7,362,215	11,832,531	4,668,641	11,440,409	104,633,410	20,992,073	148,865,020	27,633,569
Vehicle rental	198,280	3,488,156	279,157	734,549	3,256,637	4,375,134	9,372,976	9,760,875
Accommodation	7,648,784	26,259,189	2,094,347	17,974,941	118,119,310	72,974,437	201,197,880	65,166,079
Food/beverage in stores	3,063,000	6,878,780	1,457,621	5,194,121	37,991,891	12,605,786	62,314,719	18,571,823
Food/beverage in restaurants	7,175,145	24,837,768	4,176,227	16,058,880	140,650,000	67,445,054	238,230,077	61,892,529
Recreation/entertainment	5,249,397	8,107,551	2,439,554	6,478,234	77,194,223	26,556,268	159,384,458	24,255,270
Clothing/footwear	2,546,346	6,477,291	1,824,692	4,901,986	52,265,040	32,093,241	69,960,681	31,261,260
Other items	1,613,778	1,403,888	309,165	1,422,715	18,593,971	4,901,251	16,600,926	4,722,651

Canadian Cultural Tourism Receipt Tabulations (3)

*** Excludes Territories								
Base: All Trips	Manitoba		Saskatchewan		Alberta		British Columbia	
Bold numbers = Unweighted records	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents
Cultural Share of Trip Spending	601	125	710	137	1,001	343	868	361
Total Tourism Receipts	91,365,754	63,558,888	90,971,313	69,486,898	440,439,798	153,683,459	484,193,945	270,983,215
No visit in region	313	0	346	0	531	0	412	0
Commercial carrier fares	46,944,780	0	31,818,100	0	213,681,065	0	177,952,896	0
Local transportation	492,051	0	344,248	0	1,582,096	0	2,064,327	0
Vehicle operation	1,478,536	0	1,432,226	0	5,901,386	0	2,454,432	0
Vehicle rental	860,321	0	368,341	0	2,070,436	0	7,290,432	0
Visitor spending in region	288	125	364	137	470	343	456	361
Commercial carrier fares	2,633,049	18,036,815	2,337,975	4,673,989	7,423,212	27,358,740	38,715,529	45,325,927
Local transportation	206,663	590,906	455,885	260,013	2,056,546	1,427,060	2,731,355	2,527,928
Vehicle operation	9,444,788	7,366,597	12,917,681	13,493,813	44,007,758	21,541,069	41,768,979	28,852,764
Vehicle rental	223,283	3,602,013	54,088	330,169	1,824,309	3,168,486	8,216,977	9,589,367
Accommodation	5,780,573	13,263,995	10,150,240	15,501,969	41,056,331	29,414,580	55,195,973	67,662,503
Food/beverage in stores	3,669,708	3,442,044	3,791,743	5,449,864	14,840,355	11,670,417	18,017,647	17,864,536
Food/beverage in restaurants	8,416,966	10,813,180	13,091,211	18,565,300	44,780,654	27,302,575	65,828,237	54,846,593
Recreation/entertainment	5,505,880	2,906,619	7,026,705	4,025,527	27,030,802	15,432,532	32,053,383	23,496,471
Clothing/footwear	4,523,992	2,964,759	5,200,652	5,259,312	29,364,660	13,276,221	19,690,231	17,164,573
Other items	1,185,163	571,961	1,982,220	1,926,941	4,820,188	3,091,780	12,213,547	3,652,553

Canadian Sport Tourism Receipt Tabulations

*** Excludes Territories							
Base: All Trips	Canada	Atlantic		Newfoundland & Labrador		P.E.I.	
Bold numbers = Unweighted records	Total	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents
Sport Tourism Share of Trip Spending	4,368	748	38	144	15	97	26
Total Tourism Receipts	1,740,156,352	123,916,346	35,327,572	21,752,877	13,088,011	3,196,715	7,530,045
No visit in region	624	146	0	34	0	61	0
Commercial carrier fares	152,270,525	14,757,725	0	2,175,328	0	1,071,380	0
Local transportation	1,140,683	274,144	0	27,596	0	10,452	0
Vehicle operation	18,173,007	545,739	0	28,304	0	247,543	0
Vehicle rental	2,810,336	1,108,730	0	407,305	0	118,134	0
Visitor spending in region	3,744	602	38	110	15	36	26
Commercial carrier fares	158,773,761	5,415,713	6,388,016	2,171,188	4,115,012	6,096	174,719
Local transportation	11,532,551	556,171	54,893	100,562	55,132	17,727	44,183
Vehicle operation	287,232,840	21,716,980	3,556,496	4,008,422	846,091	423,836	1,027,138
Vehicle rental	22,207,515	1,421,376	1,777,947	754,964	823,084	0	0
Accommodation	303,695,806	21,873,530	6,146,344	3,316,686	758,025	37,684	1,981,567
Food/beverage in stores	104,213,331	6,850,751	2,906,546	1,044,637	757,032	285,628	512,569
Food/beverage in restaurants	348,773,268	25,905,803	7,454,542	4,269,198	1,432,135	840,390	1,700,055
Recreation/entertainment	189,650,704	8,426,515	3,172,285	1,343,883	1,304,982	54,754	748,222
Clothing/footwear	111,335,140	13,560,372	3,870,504	1,761,604	2,996,519	0	1,151,756
Other items	28,346,886	1,502,797	0	343,200	0	83,093	189,834

Canadian Sport Tourism Receipt Tabulations (2)

*** Excludes Territories								
Base: All Trips	Nova Scotia		New Brunswick		Quebec		Ontario	
Bold numbers = Unweighted records	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents
Sport Tourism Share of Trip Spending	238	65	269	73	668	111	1,401	158
Total Tourism Receipts	42,287,998	17,001,664	29,992,350	24,394,258	239,544,849	84,048,206	540,217,968	98,893,245
No visit in region	94	0	87	0	138	0	375	7
Commercial carrier fares	9,137,942	0	3,502,825	0	28,041,640	0	75,948,708	1,306,767
Local transportation	220,161	0	35,935	0	102,204	0	637,619	0
Vehicle operation	1,124,329	0	800,565	0	1,984,859	0	16,197,368	0
Vehicle rental	419,468	0	281,957	0	324,082	0	2,750,462	0
Visitor spending in region	144	65	182	73	530	111	1,026	151
Commercial carrier fares	207,438	1,820,013	464,721	1,714,792	11,653,715	7,978,337	14,304,449	21,995,104
Local transportation	58,771	67,856	192,345	54,488	820,613	927,142	3,227,099	1,648,672
Vehicle operation	6,213,546	1,633,596	6,108,075	3,357,770	43,133,826	4,719,016	97,479,816	6,106,344
Vehicle rental	59,374	744,604	262,255	436,909	2,047,067	1,421,447	2,660,556	3,192,454
Accommodation	5,283,665	5,303,422	5,263,822	6,075,004	41,023,318	20,024,477	91,986,735	20,078,650
Food/beverage in stores	2,132,557	990,566	1,722,553	2,311,756	15,387,353	3,734,545	34,000,763	6,367,244
Food/beverage in restaurants	7,728,874	4,489,226	6,478,516	6,421,951	54,627,678	16,860,317	106,485,931	17,956,126
Recreation/entertainment	2,688,024	1,075,072	2,278,654	2,105,210	22,535,002	19,041,969	54,171,507	11,228,911
Clothing/footwear	6,767,174	811,600	2,344,843	1,597,380	13,163,264	8,291,179	33,184,148	6,171,134
Other items	246,676	65,709	255,284	319,000	4,700,227	1,049,778	7,182,809	2,841,840

Canadian Sport Tourism Receipt Tabulations (3)

*** Excludes Territories								
Base: All Trips	Manitoba		Saskatchewan		Alberta		British Columbia	
Bold numbers = Unweighted records	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents	Residents	Non-residents
Sport Tourism Share of Trip Spending	320	40	501	61	444	136	286	72
Total Tourism Receipts	42,672,190	35,196,717	70,868,391	37,677,533	182,763,643	52,776,742	155,576,072	40,676,878
No visit in region	111	0	142	0	154	0	80	0
Commercial carrier fares	6,650,205	0	5,857,908	0	43,986,928	0	25,527,947	0
Local transportation	153,957	0	133,318	0	417,099	0	223,981	0
Vehicle operation	1,116,223	0	1,220,715	0	3,009,288	0	2,411,890	0
Vehicle rental	753,392	0	563,316	0	324,157	0	44,966	0
Visitor spending in region	209	40	359	61	290	136	206	72
Commercial carrier fares	972,552	5,050,729	918,111	1,277,149	5,240,427	7,939,264	12,732,220	7,100,671
Local transportation	336,085	163,358	116,741	28,488	829,701	489,091	1,008,228	524,629
Vehicle operation	9,025,001	5,795,427	17,231,283	4,239,972	31,670,036	6,281,940	23,624,861	4,338,767
Vehicle rental	141,650	1,443,481	100,659	0	2,004,228	1,576,165	261,034	1,100,682
Accommodation	5,360,605	8,935,632	11,453,243	5,298,737	28,635,198	9,839,574	25,557,886	7,481,877
Food/beverage in stores	3,217,257	1,533,176	3,354,879	2,419,585	10,260,953	3,301,819	7,777,969	3,100,490
Food/beverage in restaurants	7,652,146	7,581,266	14,748,864	8,602,674	31,555,523	12,365,271	27,948,767	9,028,360
Recreation/entertainment	2,948,872	1,506,548	6,640,454	14,250,178	14,899,909	4,981,914	21,416,866	4,429,773
Clothing/footwear	3,078,334	3,115,742	5,712,497	810,116	8,653,100	4,947,511	3,530,751	3,246,490
Other items	1,265,911	71,357	2,816,401	750,635	1,277,096	1,054,193	3,508,704	325,138

USA Cultural Tourism Receipt Tabulations

** Excludes Territories & Students/Commuters							
Base: Overnight Visits	Canada	Atlantic	Newfoundland & Labrador	P.E.I.	Nova Scotia	New Brunswick	Quebec
Bold numbers = Unweighted records							
Cultural Share of Trip Spending	6,818	954	76	278	586	487	1,395
Total Tourism Receipts	1,372,740,669	117,740,075	11,100,766	19,351,149	60,529,416	25,105,941	317,193,588
No visit in region	0	0	0	0	0	0	0
Commercial carrier fares	0	0	0	0	0	0	0
Local transportation	0	0	0	0	0	0	0
Vehicle operation	0	0	0	0	0	0	0
Vehicle rental	0	0	0	0	0	0	0
Visitor spending in region	6,818	954	76	278	586	487	1,395
Commercial carrier fares	101,176,202	12,184,498	1,207,115	4,011,260	5,578,431	1,009,466	19,037,257
Local transportation	28,390,889	1,382,931	280,188	193,502	605,763	303,478	11,236,897
Vehicle operation	46,470,239	7,964,648	501,336	1,067,190	4,973,210	1,422,911	5,956,080
Vehicle rental	40,181,522	4,931,014	774,606	565,407	2,926,419	664,582	7,710,392
Accommodation	508,552,923	41,064,878	3,661,866	6,509,878	19,180,054	11,713,080	136,748,673
Food/beverage in stores	60,057,872	7,168,088	668,773	1,046,684	3,779,557	1,456,615	12,094,929
Food/beverage in restaurants	242,874,043	20,383,123	2,032,426	3,131,328	10,145,437	4,569,038	56,768,486
Recreation/entertainment	174,653,631	10,524,698	899,196	1,393,239	5,935,858	2,007,217	27,591,067
Clothing/footwear	125,913,007	9,443,246	846,984	1,088,406	5,773,713	1,550,480	29,462,632
Other items	44,470,340	2,692,952	228,275	344,254	1,630,975	409,074	10,587,175

USA Cultural Tourism Receipt Tabulations (2)

Base: Overnight Visits	Ontario	Manitoba	Saskatchewan	Alberta	B.C.
Bold numbers = Unweighted records					
Cultural Share of Trip Spending	2,322	256	154	555	1,853
Total Tourism Receipts	505,258,455	20,395,471	7,824,131	104,979,563	280,448,574
No visit in region	0	0	0	0	0
Commercial carrier fares	0	0	0	0	0
Local transportation	0	0	0	0	0
Vehicle operation	0	0	0	0	0
Vehicle rental	0	0	0	0	0
Visitor spending in region	2,322	256	154	555	1,853
Commercial carrier fares	23,270,804	2,366,465	830,124	8,882,224	22,274,626
Local transportation	8,407,471	366,900	282,947	1,547,887	5,165,856
Vehicle operation	17,654,226	644,928	545,357	4,478,270	9,226,730
Vehicle rental	12,413,333	684,182	564,352	5,335,306	8,542,943
Accommodation	179,318,967	7,292,134	2,605,578	38,407,706	103,114,986
Food/beverage in stores	21,021,496	985,617	326,696	4,453,113	13,201,349
Food/beverage in restaurants	91,696,112	3,162,934	1,070,795	17,363,391	49,698,787
Recreation/entertainment	84,862,472	2,772,296	848,409	13,314,796	33,240,998
Clothing/footwear	50,621,537	1,598,918	540,797	6,860,526	26,443,262
Other items	15,992,034	521,099	209,078	4,336,345	9,539,036

USA Sport Tourism Receipt Tabulations

** Excludes Territories & Students/Commuters							
Base: Overnight Visits	Canada	Atlantic	Newfoundland & Labrador	P.E.I.	Nova Scotia	New Brunswick	Quebec
Bold numbers = Unweighted records							
Sport Tourism Share of Trip Spending	688	52	1	12	15	33	113
Total Tourism Receipts	118,551,700	4,804,759	57,456	290,916	1,109,061	3,325,111	23,389,603
No visit in region	0	0	0	0	0	0	0
Commercial carrier fares	0	0	0	0	0	0	0
Local transportation	0	0	0	0	0	0	0
Vehicle operation	0	0	0	0	0	0	0
Vehicle rental	0	0	0	0	0	0	0
Visitor spending in region	688	52	1	12	15	33	113
Commercial carrier fares	7,229,803	791,686	0	1,020	28,616	762,049	1,267,934
Local transportation	2,422,611	4,655	0	0	4,655	0	712,671
Vehicle operation	3,891,644	143,419	0	53,662	47,650	42,107	385,755
Vehicle rental	4,903,138	606,422	12,812	28,888	190,160	374,562	785,254
Accommodation	45,871,874	1,671,073	0	38,483	360,538	1,272,052	10,392,765
Food/beverage in stores	4,497,931	227,979	6,612	23,356	66,812	127,022	742,189
Food/beverage in restaurants	21,936,521	700,678	11,246	66,837	146,888	466,378	3,816,582
Recreation/entertainment	15,969,564	317,132	14,518	36,827	118,698	141,538	3,009,400
Clothing/footwear	8,988,900	267,196	10,081	31,811	114,729	108,234	1,744,673
Other items	2,839,714	74,519	2,186	10,033	30,316	31,168	532,380

USA Sport Tourism Receipt Tabulations (2)

Base: Overnight Visits	Ontario	Manitoba	Saskatchewan	Alberta	B.C.
Bold numbers = Unweighted records					
Sport Tourism Share of Trip Spending	276	56	27	81	142
Total Tourism Receipts	59,331,237	3,421,454	1,787,485	11,134,509	13,282,098
No visit in region	0	0	0	0	0
Commercial carrier fares	0	0	0	0	0
Local transportation	0	0	0	0	0
Vehicle operation	0	0	0	0	0
Vehicle rental	0	0	0	0	0
Visitor spending in region	276	56	27	81	142
Commercial carrier fares	2,423,023	263,474	103,954	1,064,953	667,367
Local transportation	1,440,530	50,162	7,510	47,824	159,259
Vehicle operation	1,951,614	110,636	150,761	557,510	591,949
Vehicle rental	2,306,821	84,040	125,649	640,039	354,911
Accommodation	23,639,437	1,375,671	442,058	3,931,495	4,419,376
Food/beverage in stores	1,965,106	156,178	61,681	509,084	762,205
Food/beverage in restaurants	12,072,460	593,264	190,821	1,908,209	2,409,583
Recreation/entertainment	8,183,812	385,975	550,177	1,310,613	1,988,896
Clothing/footwear	4,182,470	311,715	105,650	839,385	1,409,747
Other items	1,165,965	90,339	49,224	325,397	518,804

Overseas Cultural Tourism Receipt Tabulations

** Excludes Territories & Students/Commuters							
Base: Overnight Visits	Canada	Atlantic	Newfoundland & Labrador	P.E.I.	Nova Scotia	New Brunswick	Quebec
Bold numbers = Unweighted records							
Cultural Share of Trip Spending	5,248	485	57	101	362	165	1,506
Total Tourism Receipts	1,472,875,837	69,939,646	8,126,257	5,900,552	45,950,930	8,137,379	302,935,960
No visit in region	0	0	0	0	0	0	0
Commercial carrier fares	0	0	0	0	0	0	0
Local transportation	0	0	0	0	0	0	0
Vehicle operation	0	0	0	0	0	0	0
Vehicle rental	0	0	0	0	0	0	0
Visitor spending in region	5,248	485	57	101	362	165	1,506
Commercial carrier fares	420,025,158	18,857,078	1,037,011	701,978	14,580,216	900,179	68,383,857
Local transportation	20,781,094	1,054,750	156,207	39,640	702,652	156,250	5,880,053
Vehicle operation	16,849,136	1,776,664	228,325	83,455	1,215,860	249,023	2,716,004
Vehicle rental	61,568,887	4,398,049	695,254	221,819	2,651,548	829,428	16,331,351
Accommodation	348,953,791	15,229,694	1,574,073	2,362,446	9,383,987	1,909,188	84,742,737
Food/beverage in stores	57,633,577	4,003,275	532,112	330,470	2,548,297	572,083	11,426,190
Food/beverage in restaurants	193,544,613	10,601,865	1,353,895	971,769	6,746,252	1,464,056	41,389,312
Recreation/entertainment	108,479,885	4,327,095	694,293	392,565	2,556,870	657,558	21,818,589
Clothing/footwear	183,162,834	7,465,472	1,310,472	600,408	4,357,787	1,144,185	37,744,225
Other items	61,876,862	2,225,706	544,616	196,004	1,207,462	255,429	12,503,643

Overseas Cultural Tourism Receipt Tabulations (2)

Base: Overnight Visits	Ontario	Manitoba	Saskatchewan	Alberta	B.C.
Bold numbers = Unweighted records					
Cultural Share of Trip Spending	2,653	98	68	1,063	1,464
Total Tourism Receipts	504,669,106	14,596,120	5,424,359	183,110,508	352,951,302
No visit in region	0	0	0	0	0
Commercial carrier fares	0	0	0	0	0
Local transportation	0	0	0	0	0
Vehicle operation	0	0	0	0	0
Vehicle rental	0	0	0	0	0
Visitor spending in region	2,653	98	68	1,063	1,464
Commercial carrier fares	154,839,421	2,532,899	762,479	43,008,520	96,811,799
Local transportation	6,145,714	186,278	147,819	2,248,999	5,117,482
Vehicle operation	6,249,715	366,540	212,325	1,992,068	3,535,821
Vehicle rental	15,161,240	732,427	261,969	11,111,313	13,572,538
Accommodation	100,822,574	2,489,464	937,419	52,746,673	91,985,231
Food/beverage in stores	17,944,739	1,010,305	324,072	7,455,392	15,115,306
Food/beverage in restaurants	63,191,068	2,937,875	755,682	25,095,668	48,183,059
Recreation/entertainment	37,719,458	1,220,271	367,423	14,206,219	28,032,276
Clothing/footwear	80,232,833	2,350,675	1,167,204	16,226,073	36,921,871
Other items	22,362,344	769,386	487,968	9,019,583	13,675,920

Overseas Sport Tourism Receipt Tabulations

** Excludes Territories & Students/Commuters							
Base: Overnight Visits	Canada	Atlantic	Newfoundland & Labrador	P.E.I.	Nova Scotia	New Brunswick	Quebec
Bold numbers = Unweighted records							
Sport Tourism Share of Trip Spending	859	48	2	6	35	19	190
Total Tourism Receipts	195,597,349	5,010,329	151,076	144,164	3,407,897	1,229,671	21,709,474
No visit in region	0	0	0	0	0	0	0
Commercial carrier fares	0	0	0	0	0	0	0
Local transportation	0	0	0	0	0	0	0
Vehicle operation	0	0	0	0	0	0	0
Vehicle rental	0	0	0	0	0	0	0
Visitor spending in region	859	48	2	6	35	19	190
Commercial carrier fares	52,370,580	1,292,542	52,232	28,042	929,694	208,841	3,505,723
Local transportation	2,074,912	41,327	2,701	300	36,162	2,164	356,527
Vehicle operation	2,540,679	90,962	3,384	10,676	58,082	18,820	359,309
Vehicle rental	6,531,826	181,635	40,100	323	131,726	9,486	905,601
Accommodation	43,453,245	897,277	15,570	12,329	762,090	107,288	6,215,943
Food/beverage in stores	8,498,645	341,976	3,602	10,073	245,808	82,151	923,116
Food/beverage in restaurants	27,328,836	704,481	8,476	29,640	436,970	228,311	3,280,321
Recreation/entertainment	19,330,454	410,538	16,818	26,428	235,194	132,099	2,513,329
Clothing/footwear	25,051,222	856,867	6,488	19,393	466,613	362,696	2,898,232
Other items	8,416,949	192,727	1,707	6,961	105,560	77,816	751,372

Overseas Sport Tourism Receipt Tabulations (2)

Base: Overnight Visits	Ontario	Manitoba	Saskatchewan	Alberta	B.C.
Bold numbers = Unweighted records					
Sport Tourism Share of Trip Spending	462	17	15	190	232
Total Tourism Receipts	69,635,477	1,913,772	813,222	32,579,021	56,251,593
No visit in region	0	0	0	0	0
Commercial carrier fares	0	0	0	0	0
Local transportation	0	0	0	0	0
Vehicle operation	0	0	0	0	0
Vehicle rental	0	0	0	0	0
Visitor spending in region	462	17	15	190	232
Commercial carrier fares	17,558,218	256,088	61,562	8,983,196	13,835,441
Local transportation	745,683	26,747	1,074	334,077	569,476
Vehicle operation	901,960	56,337	17,044	436,630	678,436
Vehicle rental	2,061,031	111,091	8,507	1,793,918	1,470,043
Accommodation	15,089,558	304,351	274,043	6,840,356	13,831,717
Food/beverage in stores	2,978,313	171,388	28,195	1,328,064	2,660,130
Food/beverage in restaurants	10,195,527	476,675	126,397	4,341,976	7,944,742
Recreation/entertainment	6,896,855	128,903	89,600	3,592,832	5,544,356
Clothing/footwear	10,128,787	295,572	162,570	3,336,455	7,188,742
Other items	3,079,544	86,621	44,229	1,591,518	2,528,508