

INTERNATIONAL TRAVELERS VS. DOMESTIC TRAVELERS — EXPLORING DIFFERENCES | TRAVEL ECONOMY SERIES

Canada is known as one of the most welcoming countries in the world.

We're also among one of the best travelled nations in the world, and the most multicultural. So, while Canadians really love to travel abroad, we are also our own biggest fans! Canada continues to welcome more international visitors each year, breaking inbound visitation records in both 2017 and 2018! With tourism reaching new heights, explore some interesting information about domestic and international travel to and around Canada:



\$102 BILLION

The amount spent on tourism in 2018¹



TRANSPORTATION

The biggest expenditure for both domestic and international visitors²



ONTARIO

The province most Canadians take their trips³



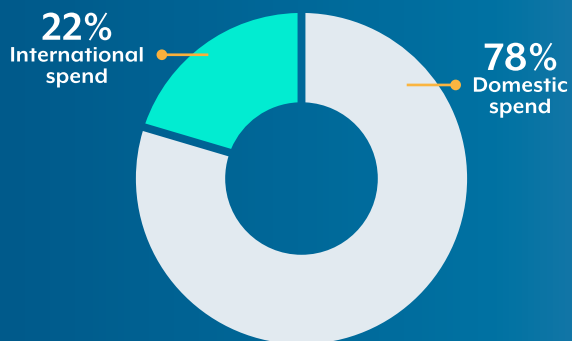
SASKATCHEWAN

The province with the largest increase in international visitors in 2018⁴

CONTRIBUTION TO THE ECONOMY

78% of tourism spending in Canada is from Canadians, however **international visitors spent an average of \$1047 per trip**, compared to about \$244 per trip for domestic visitors.⁵

Spending in 2018 (\$M)



While domestic tourism is the industry's bread and butter, every 1% increase in international visitors to Canada means an additional \$817M export revenues for the economy.⁶

DID YOU KNOW?

Visiting Friends and Relatives (VFR) is one of the most popular reasons people travel to and around Canada. Our immense landscape and increasingly diverse population have helped to drive Canada's visitor economy.



¹Statistics Canada. Table 36-10-0230-01 Tourism demand in Canada, constant prices (x1,000,000)

²Ibid.

³Statistics Canada. Table 24-10-0027-01 Number of domestic trips made by Canadian residents, by trip characteristics (x1,000)

⁴Statistics Canada. International Travel: Advance Information, December 2018

⁵Calculations from Statistics Canada reports: 2017 TSRC, 2018 International Travel information and Tourism indicators for fiscal 2018

⁶Destination Canada. Unlocking the Potential of Canada's Visitor Economy, December 2018