



# Talking Tourism

Presented by the Tourism Statistics Program, Statistics Canada



## About the Tourism Statistics Program

The Tourism Statistics Program at Statistics Canada conducts two surveys, the Travel Survey of Residents of Canada and the International Travel Survey. The program is also responsible for compiling and disseminating monthly Frontier Counts, which are Canadian Border Services Agency (CBSA) administrative data on all travellers entering Canada.

Using information from these three components, the program provides estimates of receipts and payments for the Travel Account component of the Balance of Payments of Canada. The information obtained through these surveys contributes to the Tourism Satellite Account, which provides a means of measuring the significance of the tourism industry in the Canadian economy as well as in relation to other industries.



## What's new?

In September 2016, Statistics Canada met with federal, provincial and territorial members of the Tourism Research Partners Forum to get input on their data needs, as well as to present an overview of the International Travel Survey and an update on the upcoming National Travel Survey.

The Tourism Statistics Program has heard from data users that the data from the releases of *Leading indicators of cross-border travel* are serving an important need for more timely indicators of travel trends. Based on user feedback and input from Destination Canada, the release of October 2016 information on November 10, 2016 was revised to provide a more detailed picture of US residents entering Canada by automobile at land borders equipped with CBSA's Integrated Primary Inspection Line (IPIL) system. At the province/territory level, unrounded counts of US residents entering Canada by US-licensed automobiles are now provided for every state, along with corresponding automobile counts at the national level.

Lastly, a quick word of thanks to Travel and Tourism Research Association (TTRA) Canada for helping to advertise this publication for us. In the months since our first edition, we have received many requests from interested parties to be added to the newsletter distribution list.

## Welcome

This is the second edition of the newsletter *Talking Tourism!*

This newsletter has been developed by Statistics Canada's Tourism Statistics Program to highlight travel and tourism data developments, share news of program enhancements in the works and stay connected with data users.

The second issue looks at recent and upcoming program developments and provides information on upcoming releases, some tourism concepts and on locating tourism data.

## What you'll find inside

- About the Tourism Statistics Program
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- What's coming
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Issue 2 – November, 2016



## What's coming?



The National Travel Survey, for which the implementation is planned for February 2018, will replace the Travel Survey of Residents of Canada on domestic travel and the International Travel Survey for Canadian residents returning to Canada.

Based on the pilot test conducted in March 2016, the number of reported international trips made by Canadian residents is very small. To be more efficient and to improve the response rate, Statistics Canada is currently looking into the possibility of having access to cross-border information from Canada Border Services Agency (CBSA). The idea is to refine the stratification with information from CBSA to help reduce the sample size required and improve the quality of the estimates.

Before a full-scale implementation, Statistics Canada will conduct another pilot test in the summer of 2017 using auxiliary information from CBSA. This pilot test will also aim to test the updated version of the electronic questionnaire as well as the processing system.



Over the past few months, Statistics Canada has been participating in discussions with officials from CBSA as they develop new methods for gathering information from air passengers entering Canada. We have been reviewing details of proposed content, informing CBSA of how content on the existing E311 Declaration Cards is used by the Tourism Statistics Program. The goal is to ensure that data elements that are key to producing high-quality tourism statistics will continue to be present, as well as investigating options for additional information-gathering.



A benefit of a long-running survey program/administrative data source is the ability to observe the changes and trends that occur over long periods of time. Using decades of data from Statistics Canada's Frontier Counts, a soon to be released edition of [Canadian Megatrends](#) will feature an article examining trends among travellers to Canada as well as among Canadians travelling abroad.



## How to access tourism data using CANSIM

As indicated in the July issue of the newsletter *Talking Tourism*, CANSIM is Statistics Canada's key socioeconomic database. Updated daily, CANSIM provides fast and easy access to the latest statistics available in Canada on a variety of subjects, including [travel and tourism](#). The following is the list of CANSIM tables generated by the Tourism Statistics Program:



Tables 426-0024 to 426-0028 for Travel Survey of Residents of Canada



Tables 427-0001 to 427-0006 for Frontier Counts



Tables 427-0007 to 427-0010 for International Travel Survey (for the year 2014 only)

In order to reach one of these tables, for example Table 427-0001, let's start by going to [CANSIM](#) from the **Features** section of the Statistics Canada home page at [www.statcan.gc.ca](http://www.statcan.gc.ca). Once on the CANSIM page, enter 427-0001 in the **Search CANSIM** space and click **Search** button. We now have the initial view of the Table 427-0001. For each table, CANSIM interface provides a series of tabs that help in getting the user-defined data and statistics from the table. These tabs are: **Data table**, **Add/Remove data**, **Manipulate**, **Download**, **Related information** and **Help**.

In order to learn more on how to get the most out of a CANSIM table, please read and follow the instructions provided in the [Help using this page](#) from the CANSIM main page or from the **Help** tab from a given table page. If you have questions regarding the use of the CANSIM tables from the Tourism Statistics Program, please feel free to [send us an email](#).



## When are data released?

The **Tourism Statistics Program** regularly publishes four releases in *The Daily*, Statistics Canada’s official release vehicle.

### Travel between Canada and other countries – Monthly based on Frontier Counts

Release Date	Reference Period
December 19, 2016	October, 2016
January 19, 2017	November, 2016
February 21, 2017	December, 2016
March 20, 2017	January, 2017

### Characteristics of international overnight travellers – Quarterly/annual based on the International Travel Survey

Release Date	Reference Period
February 27, 2017	Third quarter 2016

### Travel Survey of Residents of Canada – Quarterly/annual based on the Travel Survey of Residents of Canada

Release Date	Reference Period
December 19, 2016	First quarter 2016
January 17, 2017	Second quarter 2016

### Leading Indicator of cross-border traveller volume (preliminary) – Monthly based on the Integrated Primary Inspection Line data from CBSA

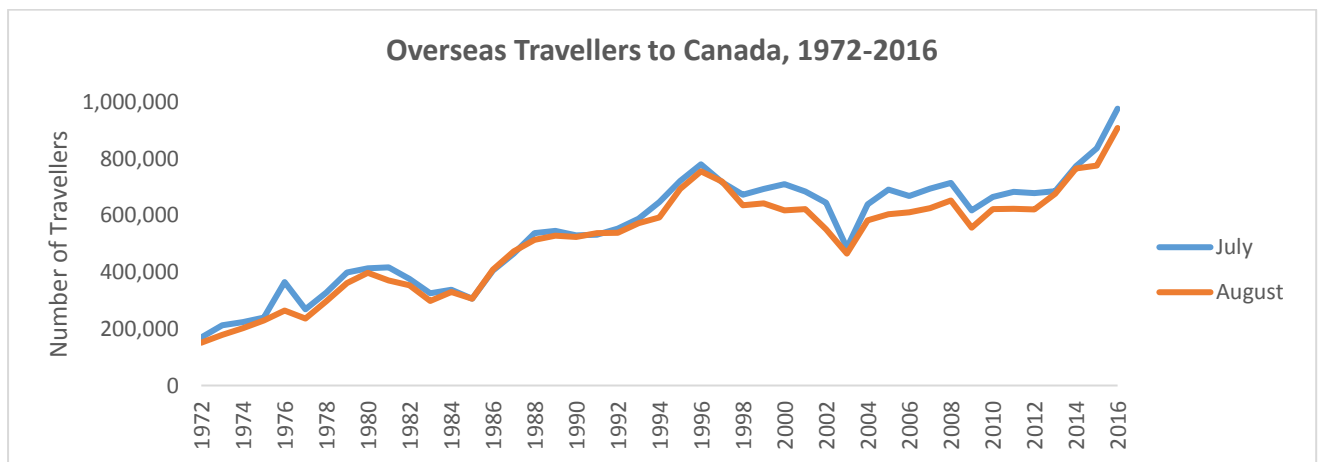
Release Date	Reference Period
December 12, 2016	November, 2016
January 10, 2017	December, 2016
February 10, 2017	January, 2017
March 10, 2017	February, 2017

Don’t miss a release—follow us on [Twitter](#) @StatCan\_eng and @StatCan\_fra.



## Did you know?

The July (977,000 trips) and August (909,000 trips) figures respectively represented the highest and second-highest numbers of trips made by residents of overseas countries to Canada since electronic recordkeeping began in 1972.



Source: Statistics Canada, CANSIM Table 427-0001



## Some useful concepts

The following concepts pertain to the trips abroad made by Canadian residents, as defined in the International Travel Survey of the Tourism Statistics Program of Statistics Canada.

**Trip:** A trip starts when a Canadian resident crosses the border to exit Canada and ends when he/she first re-enters Canada through a CBSA point of entry.

**Trip duration:** The trip duration is measured by the number of nights a Canadian resident traveller spends outside Canada.

**Travel party size:** A travel party refers to Canadian residents who are travelling together (whether they are from the same household or not) and who are willing to collectively report their trip spending. The number of persons in a travel party refers to the travel party size.

**Person-trip:** A person-trip differs from a trip in that a person-trip is weighted by the travel party size, while a trip is taken by the whole travel party.

**Visit:** A resident traveller may cross into several countries or the states of the United States before being recorded as having re-entered Canada. Each of these crossings represent a visit within a trip.

**Person-visit:** A person-visit differs from a visit in that a person-visit is weighted by the travel party size, while a visit is taken by the whole travel party.

**Example:** A Canadian family of four travels to make an overseas trip visiting the United Kingdom, France, and Singapore for a total of 30 nights. This scenario results in an overseas trip with a trip duration of 30 nights, and a travel party size of four persons. Thus, there are four person-trips resulting from this trip. Since there are three countries visited, with four person-visits to United Kingdom, France, and Singapore each, that results in 12 person-visits overall from the trip.



## Key links

[Information](#) on the Tourism Statistics Program can be found in the following places on Statistics Canada's website:



[Frontier Counts](#)



[International Travel Survey](#)



[Travel Survey of Residents of Canada](#)



## We want to hear from you!

The success of this newsletter relies on the relevance of its content. If you have any suggestions for future editions, please [send us an email](#). If you wish to be removed from the newsletter distribution list, please [let us know](#).

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