



Revisions to Ontario Tourism Statistics

April 10, 2014



Purpose

1. Update on methodology changes to Statistics Canada tourism surveys
2. Impact of methodology changes on Ontario tourism receipts statistics
3. Next steps

Changes in Statistics Canada Methodology

- In 2011, due to federal funding challenges, Statistics Canada made methodological changes to the Travel Survey of Residents of Canada, which measures domestic travel by Canadian residents.
 - Clarity in definition of traveler (e.g. routine business)
 - New two-month recall period to report travel trips, previously the survey was one-month recall.
- New methodology changed the way the survey was delivered and changes how individuals responded to questions (i.e. new survey).

Impact on Ontario Tourism Receipts Statistics

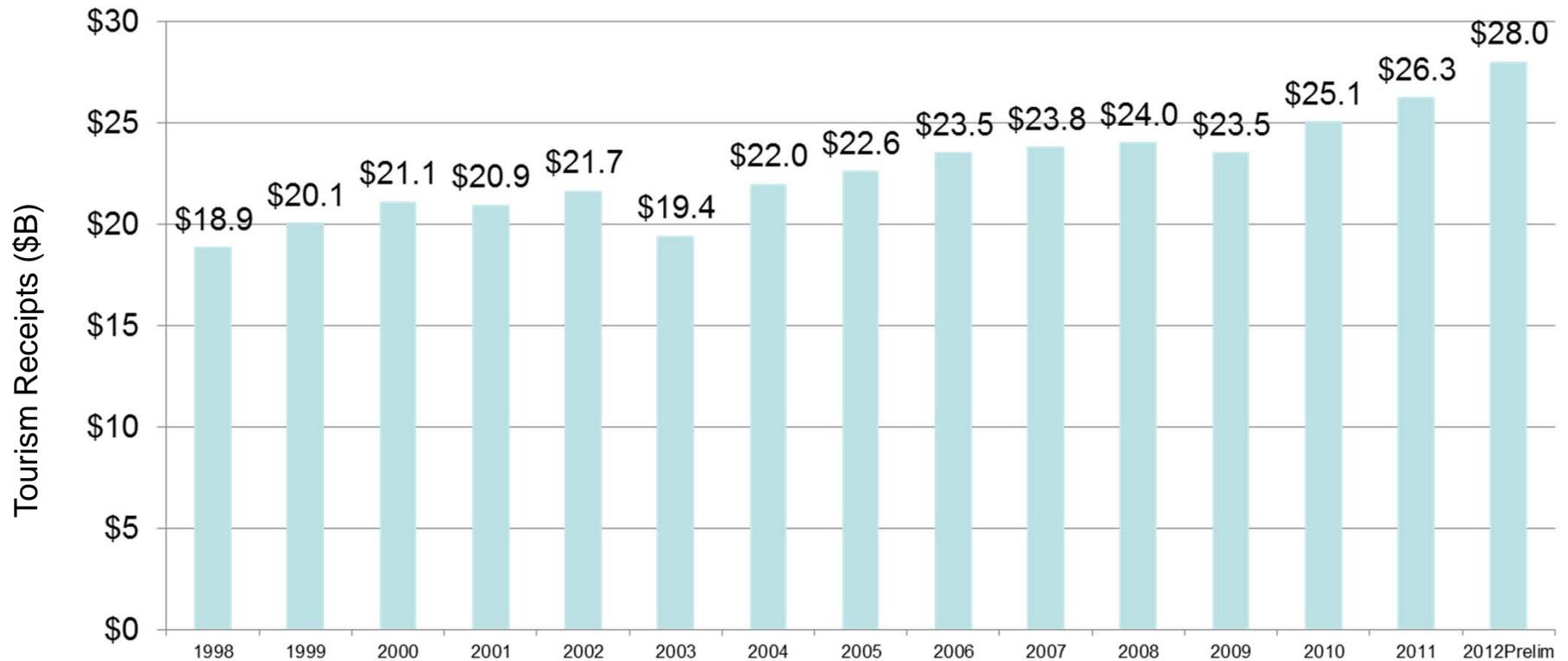
- Before the data revision, Ontario's tourism receipts for 2011 amounted to \$23 billion.
- According to the revised data, 2011 tourism receipts will now be reported as \$26 billion.

Does this mean that the Ministry or industry can take credit for an increase of \$3 billion in tourism receipts?

- No. It is a different survey and the results cannot be compared. It is a better administered survey and data is likely more accurate than before.
- As a result of the methodology changes, historical data needed to be revised to ensure that it is comparable to data collected prior to 2011.
- 2011 shows an increase of 4.8% over the revised 2010 data.

Appendix: Ontario's Tourism Receipts

Growth in Ontario Tourism Receipts: 1998-2012



*Tourism receipts include the spending of visitors in Ontario and the spending of Canadian residents in Ontario for trips that take them outside Ontario with no corresponding visit in Ontario. Tourism receipts also include the commissions and fees earned by the travel arrangements businesses that are located in Ontario.

Note: The above information is based on revised historical data so that it is comparable to data collected in 2011 and onwards (i.e., reflects changes to TSRC methodology).