

# ***New Brunswick Tourism Indicators Summary Report 2013***

September 2014





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Published by:

Province of New Brunswick  
P.O. Box 6000  
Fredericton, New Brunswick

Images: Department of Tourism, Heritage and Culture, New Brunswick, Canada

9778



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# Preface

The New Brunswick Department of Tourism, Heritage and Culture collects and reports on a monthly basis provincial tourism indicators including accommodation occupancy, provincial park campground occupancy, provincial visitor information centre counsels, and attraction visits.

The Department is also a partner in Statistics Canada's core travel surveys, to provide estimates of visitor spending and the volume of visits in New Brunswick. Note that 2012 is the most recent reference year available from the Statistics Canada travel survey data. Further, no direct comparisons to previous years are possible due to recent methodological changes in the domestic travel survey (the Travel Survey of Residents of Canada). For more information on Statistics Canada's travel surveys and changes, please refer to Appendix B: Statistics Canada Travel Surveys.

This year-in-review report summarizes all of these tourism indicators, to inform business planning for tourism development projects and marketing activities.

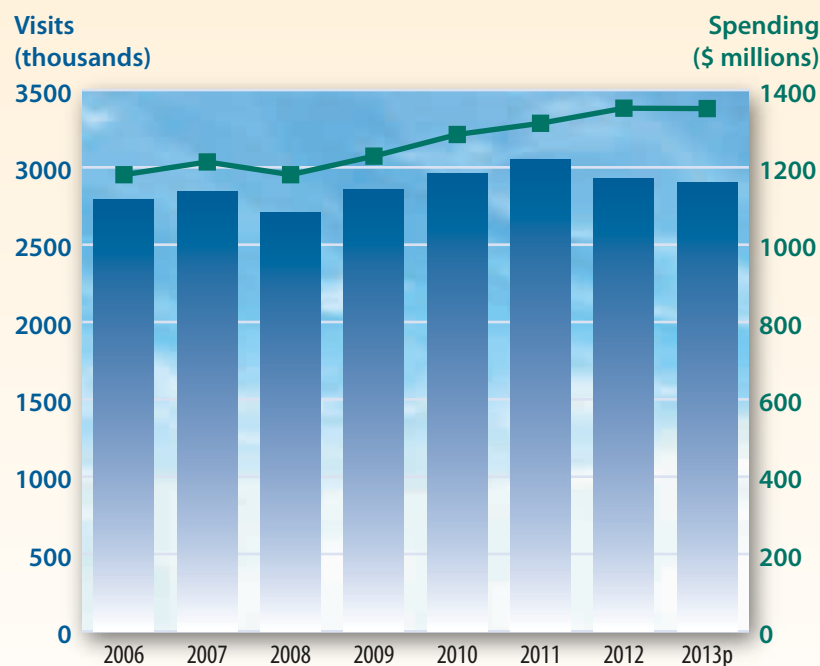
Figure 1: Trends in visits of one or more nights and total visitor spending from 2006 to 2012, and preliminary 2013 estimates.  
Source: New Brunswick Department of Tourism, Heritage and Culture, Statistics Canada (2014) TSRC 2011 Revision Factors, Statistics Canada (2006-2012) International Travel Survey, Conference Board of Canada (Autumn 2013) Travel Markets Outlook

## Trends in Visits and Visitor Spending in New Brunswick

With recent methodological changes causing difficulties in directly comparing estimates from Statistics Canada travel surveys between years, Statistics Canada has produced revision factors to bridge the breaks in the time series (see Appendix B).

The following figure depicts the volume of visits of one or more nights in New Brunswick, and the total value of visitor spending, from 2006 to 2012 based on the revision factors for the Travel Survey of Residents of Canada, and the International Travel Survey.

Further, preliminary estimates for 2013 have been included, based on the Conference Board of Canada's Autumn 2013 Travel Markets Outlook.



# 2013 New Brunswick Tourism Season Summary

Canadian economic and employment gains only began to take hold late in 2013, in tandem with the economic recovery in the United States that started strengthening the U.S. Dollar against the Canadian Dollar. The U.S. economy was held back from the budgetary sequestration in the first quarter of the year, to the debt-ceiling crisis in October 2013. The prolonged economic uncertainties, continuing austerity, employment concerns, and household debt levels all drained consumer confidence and suppressed 2013 travel intentions<sup>1</sup>. During the 2013 summer vacation trip planning period, Canadian consumer confidence had dipped to 10-month lows, and U.S. consumer confidence levels were 10 points below the prior year.

Summer travel intentions remained soft for Canadian travellers, although international travel intentions were sustained by perceptions of better value for money in destinations outside of Canada<sup>2</sup>. These perceptions were reflected in reality. While New Brunswick was the least costly destination among the Maritime provinces, when factoring in all transportation and in-destination travel costs, New England was a less expensive destination for New Brunswick's main Canadian and American travel markets alike<sup>3</sup>.

In addition to the overall economic disincentives for travel in the first half of 2013 (or the record rainfalls received in the province), the major events and conferences that incited early season visits in past years were not hosted in 2013. The New Brunswick accommodations sector in particular appeared to exhibit a lack of confidence in the 2013 season by further reducing room rates, potentially impeding re-investment for New Brunswick accommodations (although the renovation of the Algonquin Resort provided a welcome exception to this observation)<sup>3</sup>. The Tourism Industry Association of Canada (TIAC) has observed tourism sector investment bypassing Canada for jurisdictions that offer better growth trajectories<sup>4</sup>. TIAC is developing wide-ranging recommendations to reinforce private sector investment in the resilient tourism sector.

Canada's overall tourism sector performance remained weak in 2013, four years post-recession<sup>5</sup>. In New Brunswick, tourism revenues came from non-residents, while domestic tourism revenues were flat and trailed behind non-tourism demand within the tourism sector<sup>6</sup>. New Brunswick tourism sector gains were mostly within transportation and travel services. New Brunswick accommodations sold three percent fewer room nights (at two percent lower rates), while provincial park campgrounds reported marginal gains. New Brunswick attractions also saw small gains in attendance, mostly later in the season, between August and October 2013.

In the outlook, moderate employment gains and stubbornly high debt-to-income ratios will continue to constrain spending on discretionary goods, services, and leisure travel<sup>1</sup>. However, economic prospects are improving, business convention activity is strengthening, and international arrivals continue to expand. The latter will be assisted by the weakening Canadian Dollar, and the Dollar may also lead more Canadians to travel within Canada<sup>5</sup>.

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1 Conference Board of Canada (Autumn 2013). [Travel Markets Outlook](#).

2 Conference Board of Canada (May-June 2013). [Travel Exclusive](#).

3 MacKellar Cunningham & Associates Ltd. (2013). East Coast Rate Report: New Brunswick Edition.

4 Tourism Industry Association of Canada (Fall 2013). [Driving Global Opportunity](#).

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5 Conference Board of Canada (November-December 2013). [Travel Exclusive](#).

6 Conference Board of Canada (2014). [Tourism Sector Performance Monitor – Full-Year 2013](#).

# *The Importance of Tourism in the New Brunswick Economy*

Tourism is critical to New Brunswick's culture, heritage, arts, recreation, and entertainment industries, and it also contributes significantly to New Brunswick's service industries including transportation and travelling services, accommodations, and food and beverage services.

These industries comprise the tourism sector. In 2012, 30,220 employees worked in the tourism sector, representing 8.6% of New Brunswick's labour force<sup>7</sup>. Across New Brunswick, there were 2,929 tourism sector business locations in 2012<sup>8</sup>.

Visits in the province of New Brunswick in 2012 contributed an estimated \$1.1 billion in tourism-related spending on accommodations, restaurants, shopping, travel, and travel activities<sup>9</sup>. Non-resident visitor spending was estimated at \$543 million in 2012. The total impact of this visitor spending on provincial GDP has been estimated at \$696 million, representing 2.4% of provincial GDP (see Table 1)<sup>10</sup>. This estimated tourism share of provincial GDP ranks with the primary industries of agriculture, forestry, and fishing.

This economic activity sustained an estimated 17,162 full-time equivalent jobs (FTEs) in 2012<sup>10</sup>. New Brunswick jobs sustained by tourism extend beyond the tourism sector itself, as tourism demand must also be supplied by New Brunswick's retail and manufacturing industries.

Visitor spending also benefited New Brunswick's provincial and municipal governments through estimated tax revenues of \$99 million and \$16 million, respectively, in 2012<sup>10</sup>. This allows for further investment in culture and recreation facilities that benefit the residents of New Brunswick, and provides incremental funding to support education, health care, and other vital programs.

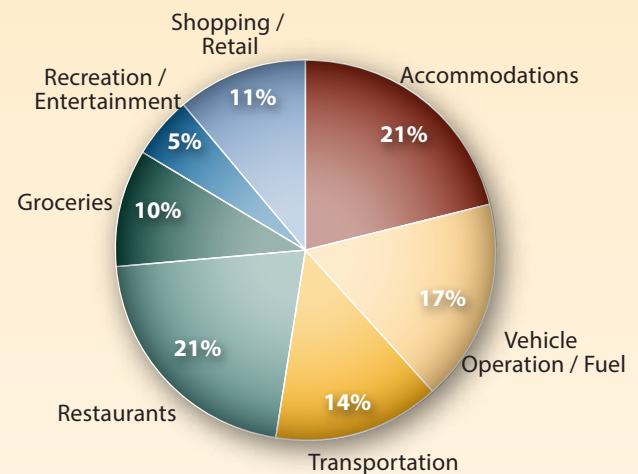


Figure 2: Categorized 2012 non-resident visitor spending in New Brunswick on visits of one or more nights. Source: Statistics Canada, New Brunswick Department of Tourism, Heritage and Culture

7 Source: Canadian Tourism Human Resource Council

8 Source: Statistics Canada Business Register (June 2012). Location counts are of active businesses within the 29 industry groups that are part of the Canadian Tourism Satellite Account, and have corporate income tax (T2) accounts and GST accounts with annual gross incomes exceeding \$30,000.

9 Source: Statistics Canada (2012). Travel Survey of Residents of Canada, and International Travel Survey

10 Source: New Brunswick Department of Tourism, Heritage and Culture



New Brunswick Tourism Economic Indicator		2012
Total visitor spending		\$1,117,854,000
Non-resident visitor spending		\$542,951,000
Tourism GDP		\$696,014,000
% of Provincial GDP		2.4%
Employment		
Total tourism sector businesses		2,929
Total tourism sector employment		30,220
% of provincial labour force		8.6%
FTEs sustained by tourism		17,162
Government revenue attributable to tourism		
Federal taxes		\$158,368,000
Provincial taxes		\$99,207,000
Municipal taxes		\$16,063,000

Table 1: Tourism sector employment and economic measures.  
Source: Statistics Canada, Canadian Tourism Human Resource Council, New Brunswick Department of Tourism, Heritage and Culture



# Visits in New Brunswick

In 2012, New Brunswick welcomed nearly three million visits of one or more nights from New Brunswick residents on out-of-town trips, from other parts of Canada, from the United States, and from overseas (see Figure 3).

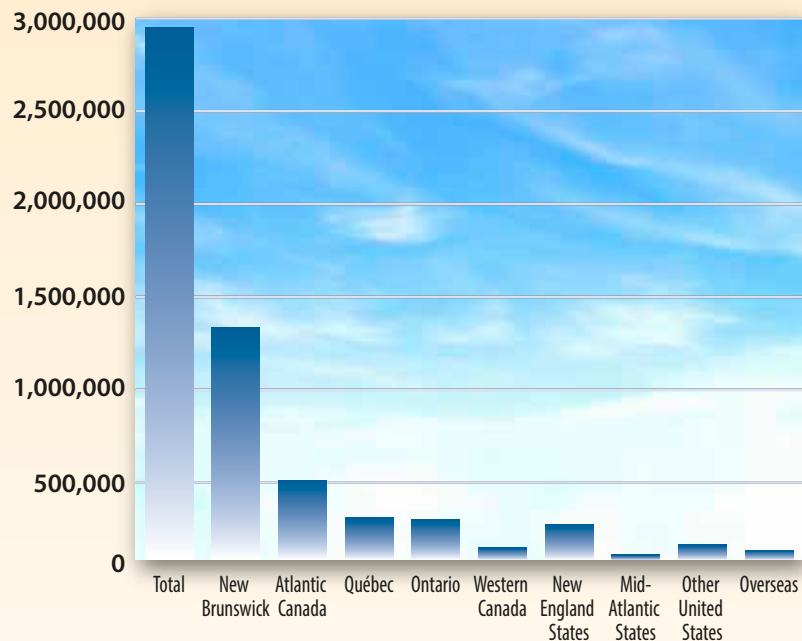


Figure 3: Visits of one or more nights in New Brunswick, by region of origin. Source: Statistics Canada (2012). Travel Survey of Residents of Canada, and International Travel Survey

## Quarterly Visits

Quarterly non-resident overnight visits to New Brunswick reflecting the seasonality of New Brunswick tourism in 2012 are depicted in Figure 4.

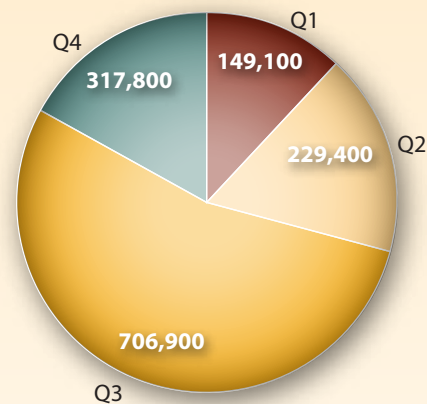


Figure 4: Quarterly non-resident visits of one or more nights in New Brunswick in 2012.

Source: Statistics Canada (2012). Travel Survey of Residents of Canada, and the International Travel Survey

## Monthly Domestic Visits

Monthly visits of one or more nights in New Brunswick by Canadian residents (including New Brunswick residents) are depicted in Figure 5.

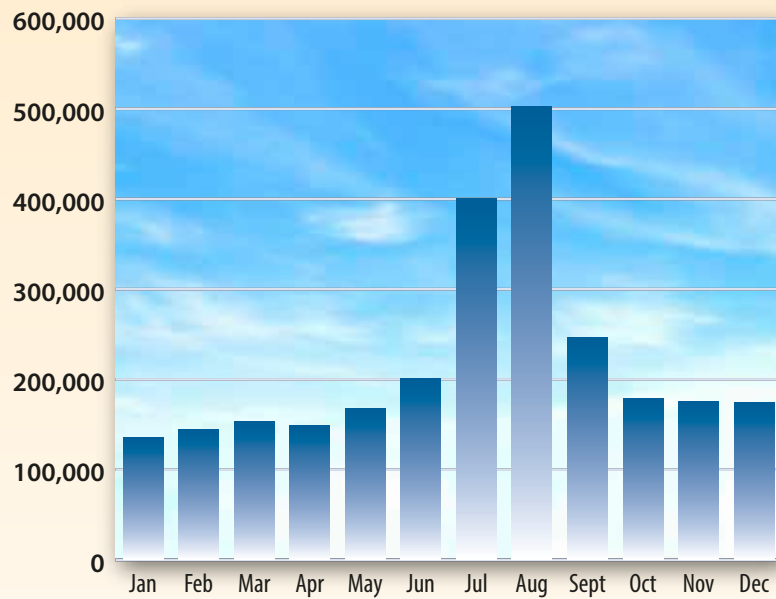


Figure 5: Monthly visits of one or more nights in New Brunswick by Canadian residents.

Source: Statistics Canada (2012). Travel Survey of Residents of Canada

## Trip Reasons

According to Statistics Canada's travel surveys, main trip reasons for New Brunswick visits of one or more nights break down as illustrated in Figure 6. The majority of New Brunswick visits in 2012 were for visiting friends and relatives, or for vacation. Meetings, conferences, conventions, and non-routine business trips represented 13% of main trip reasons. Non-routine shopping trips, personal trips, and trips for educational study were among the 6% of other main trip reasons reported for overnight visits to New Brunswick in 2012.

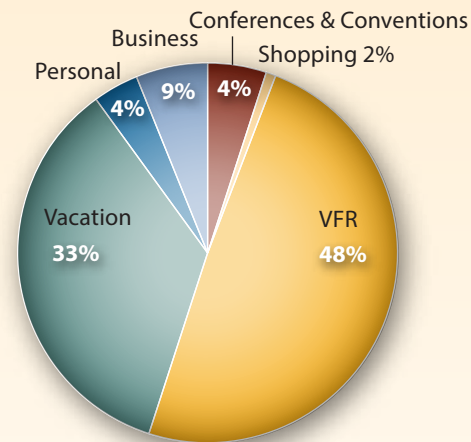


Figure 6: Main trip reasons for visits of one or more nights in New Brunswick.  
Source: Statistics Canada (2012). Travel Survey of Residents of Canada, and the International Travel Survey

## Mode of Transportation

Ninety-one percent of Canadian residents visiting in New Brunswick for one or more nights travelled by car, as of 2012 (see Figure 7). Statistics Canada's International Travel Survey reports only mode of entry into Canada rather than primary mode of transportation while on trips, but American transportation patterns are comparable to Canadian resident visitors to New Brunswick.

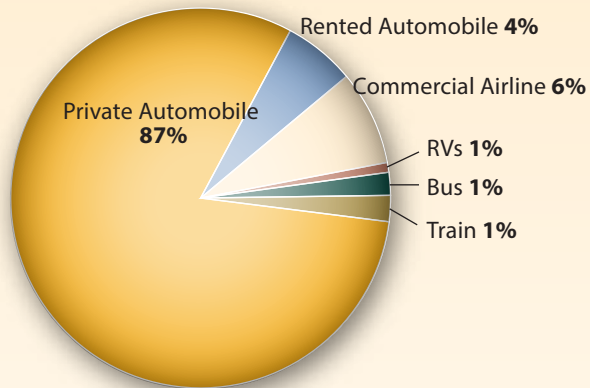


Figure 7: Primary mode of transportation for trips by Canadian residents visiting in New Brunswick for one or more nights.

Source: Statistics Canada (2012). Travel Survey of Residents of Canada



## United States Border Crossings

New Brunswick border crossings observed a 1% decrease in U.S. resident auto trips of one or more nights in 2013 as compared to 2012, and a 9% decrease in same-day trips (see Table 2).

New Brunswick border crossings saw a 4% decrease in the number of Canadians returning from U.S. auto trips of one or more nights in 2013, and a 5% decrease in same-day trips. Declines in trips of one or more nights began in the second half of 2013, coinciding with the beginning of the decline in the value of the Canadian Dollar relative to the U.S. Dollar.

United States resident border crossings into New Brunswick by auto	2011	2012	2013	% Change 2013 vs. 2012
Same-day trips	651,149	616,015	561,469	-9%
One or more nights	237,450	233,705	231,668	-1%
Canadian residents returning through New Brunswick border crossings by auto				
Same-day trips	3,215,748	3,285,316	3,123,060	-5%
One or more nights	503,946	519,782	500,254	-4%

Table 2: United States and Canadian residents crossing New Brunswick borders by automobile.

Source: Statistics Canada International Travel Statistics

## Airport Passengers

The number of passengers travelling through New Brunswick's three major airports increased by 6% in 2013, continuing from the 5% increase observed in 2012 (see Table 3).

New Brunswick air passenger movements	2011	2012	2013	% Change 2013 vs. 2012
Total (Fredericton, Moncton, and Saint John airports)	1,061,075	1,114,502	1,181,746	+6%

Table 3: Total passenger movements through New Brunswick's three major airports. Source: Transport Canada, Advanced enplaned and deplaned passenger movements – Atlantic Region Airports

The background of the slide features a scenic view of a harbor. On the left, a large white lighthouse with a red roof and railing is partially visible. In the center, a large cruise ship is docked at a pier. To the right of the ship, a smaller white lighthouse with a red roof stands on a wooden pier. Another cruise ship is visible in the background on the right. The sky is clear and blue. The overall scene is bright and sunny.

## Cruise Calls

The port of Saint John received 64 cruise ships and welcomed 166,616 passengers in 2013.

New Brunswick cruise calls and passengers	2011	2012	2013	% Change 2013 vs. 2012
Cruise Ships	66	75	64	-15%
Passengers	184,790	187,901	166,616	-11%

Table 4: Total cruise ships and passengers calling on the port of Saint John, New Brunswick.

Source: [Cruise Saint John](#), as accessed on April 4, 2014.

# New Brunswick Accommodations

New Brunswick accommodations sold 1.6 million room nights in 2013, representing a 3% decline compared to 2012. The number of room nights available, as reported by accommodations included in the provincial occupancy reporting program, also declined by 5% in 2013. This decline in room nights resulted in a one percentage point increase in the provincial accommodation occupancy rate (see Table 5).

The average daily room rate in New Brunswick, as observed in the month of August, declined by 2% to \$110.88. New Brunswick accommodations offered room rates below the Atlantic Canadian average, and well below New England rates in 2013<sup>3</sup>.

In contrast to the province overall, the Miramichi River and Southeastern New Brunswick area along with the Greater Moncton and Dieppe area maintained room night sales to resident and non-resident Canadian guests (see Table 6). The Greater Fredericton area maintained levels of room nights sold to non-resident Canadians and United States and other international residents. Accommodations in the Acadian Peninsula and Northern New Brunswick maintained levels of room nights sold to New Brunswick residents.

Accommodations	2011	2012	2013	% Change 2013 vs. 2012
Room Nights Sold	1,708,792	1,652,770	1,601,019	-3%
Room Nights Available	3,392,056	3,304,395	3,145,690	-5%
Occupancy Rate	50%	50%	51%	+1
Average Daily Room Rate	\$112.73	\$113.02	\$110.88	-2%

Table 5: New Brunswick accommodation room nights available and sold, occupancy rates, and average daily room rates.

Source: New Brunswick Department of Tourism, Heritage and Culture, and the Conference Board of Canada (Pannell Kerr Forster Consulting Inc., Trends in the Canadian Hotel Industry)

Provincial Region	Visitor Origin	Accommodation Room nights			% change 2013 vs. 2012
		2011	2012	2013	
Total Province	Total Available	3,392,056	3,304,395	3,145,690	-4.8%
	Total Sold	1,708,792	1,652,770	1,601,019	-3.1%
	NB Resident	764,083	715,845	691,791	-3.4%
	Canadian non- resident	813,129	799,893	782,395	-2.2%
	U.S. / Intl Resident	131,580	137,032	126,833	-7.4%
River Valley Scenic Drive	Total Available	1,087,317	1,074,752	1,056,825	-1.7%
	Total Sold	542,292	533,677	517,492	-3.0%
	NB Resident	263,844	248,923	231,615	-7.0%
	Canadian non- resident	244,288	247,670	250,359	1.1%
	U.S. / Intl Resident	34,160	37,084	35,518	-4.2%



Provincial Region	Visitor Origin	Accommodation Room nights			% change 2013 vs. 2012
		2011	2012	2013	
Fundy Coastal Drive	Total Available	774,470	719,178	620,872	-13.7%
	Total Sold	379,392	338,820	295,288	-12.8%
	NB Resident	169,145	146,434	128,456	-12.3%
	Canadian non-resident	159,045	141,734	120,115	-15.3%
	U.S. / Intl Resident	51,202	50,652	46,717	-7.8%
Acadian Coastal Drive and Appalachian Range Route	Total Available	1,276,746	1,268,736	1,254,822	-1.1%
	Total Sold	697,851	693,133	699,331	0.9%
	NB Resident	285,434	276,806	286,512	3.5%
	Canadian non-resident	372,491	372,905	372,323	-0.2%
	U.S. / Intl Resident	39,926	43,422	40,496	-6.7%

Provincial Region	Visitor Origin	Accommodation Room nights			% change 2013 vs. 2012
		2011	2012	2013	
Miramichi River Route and South-eastern N.B.	Total Available	253,523	241,729	213,171	-11.8%
	Total Sold	89,257	87,140	88,908	2.0%
	NB Resident	45,660	43,682	45,208	3.5%
	Canadian non-resident	37,305	37,584	39,598	5.4%
	U.S. / Intl Resident	6,292	5,874	4,102	-30.2%

Table 6: New Brunswick accommodation room nights available and sold, by provincial region and visitor origin.

Source: New Brunswick Department of Tourism, Heritage and Culture



## Provincial Park Campgrounds

Provincial park campgrounds sold 68,822 campsite nights between June and August 2013, representing a 1% increase from the same period in 2012 (see Table 7). Record-breaking rainfall in the summer of 2013 dissuaded local New Brunswick residents from camping in their nearby provincial parks, but non-local New Brunswick campsite night stays nearly kept resident camping level with 2012. Non-resident campsite night stays in provincial park campgrounds in 2013 increased by 7% over 2012 (June-August, see Table 8).

	Campsite Nights Sold				Occupancy Rate (%)			
	2011	2012	2013	% Change 2013 vs. 2012	2011	2012	2013	% point change 2013 vs. 2012
June	13,418	13,654	14,571	7%	27.9	28.0	31.0	3.0
July	29,429	27,830	26,787	-4%	58.6	55.3	53.4	-1.9
August	24,984	26,417	27,464	4%	49.9	52.5	54.8	2.3
Total - June - August	67,831	67,901	68,822	1%	45.7	45.5	46.7	1.2

Table 7: Provincial park campground site night sales and occupancy rates by month.

Source: New Brunswick Department of Tourism, Heritage and Culture

Provincial Park Campsite Nights Sold				% Change
Visitor Origin	2011	2012	2013	2013 vs. 2012
New Brunswick Residents	46,831	45,791	45,201	-1%
Atlantic Canada	2,498	2,745	2,821	3%
Ontario	3,722	4,226	4,635	10%
Québec	10,375	11,214	11,879	6%
Western Canada	921	842	824	-2%
New England States	1,737	1,597	1,683	5%
Mid Atlantic States	380	292	361	24%
Other United States	899	825	1,029	25%
Other International	468	369	389	5%
Total	67,831	67,901	68,822	1%

Table 8: Provincial park campground site night sales by visitor origin (June-August).  
Source: New Brunswick Department of Tourism, Heritage and Culture



## Attractions Attendance

Overall, New Brunswick attraction attendance increased by 2% in 2013 over the 2012 season. With the 2013 season marked by record rainfall, this increased attendance was largely observed later in the season, from August to October (See Table 9)

Attraction Attendance at Selected Attractions - May to October				% Change
Attraction Visits	2011	2012	2013	2013 vs. 2012
Fundy National Park	196,716	221,722	223,821	1%
The Hopewell Rocks	173,694	173,451	183,450	6%
Kouchibouguac National Park	118,269	121,171	117,514	-3%
Roosevelt Campobello Intl Park	103,595	111,607	120,815	8%
Village Historique Acadien	51,752	49,387	45,273	-8%
Fundy Trail Parkway	46,494	45,318	42,951	-5%
Le Pays de la Sagouine	45,022	36,401	42,035	15%
New Brunswick Museum	44,107	47,207	44,922	-5%
Kings Landing	33,250	25,297	29,375	16%
Aquarium and Marine Centre	29,580	29,669	27,107	-9%
Kingsbrae Garden	17,905	17,473	20,352	16%
Total	860,384	878,703	897,615	2%

Table 9: Number of visits reported by Provincially or Federally supported attractions in New Brunswick during the May - October tourism season.

Source: New Brunswick Department of Tourism, Heritage and Culture



# Provincial Visitor Information Centres

Provincial Visitor Information Centres (VICs) counselled 61,132 visitor parties and 311 bus tour groups during their 2013 season (see Table 10). This represented a 13% decrease in visitor party counsels over the 2012 season, and a 16% increase bus tour group counsels compared to the previous season.

Provincial Visitor Information Centre - Counsels				% Change
Visitor Origin	2011	2012	2013	2013 vs. 2012
New Brunswick Residents	4,274	4,717	4,036	-14%
Atlantic Canada	4,835	4,969	4,635	-7%
Ontario	17,899	18,652	14,696	-21%
Québec	22,531	22,858	18,663	-18%
Western Canada	3,606	3,309	3,251	-2%
New England States	4,504	4,489	4,426	-1%
Mid Atlantic States	1,641	1,635	1,670	2%
Other United States	5,896	6,227	6,116	-2%
Other International	3,830	3,771	3,639	-4%
Total	69,016	70,627	61,132	-13%
Bus Tour Groups				
Canadian Bus Tours	227	197	265	35%
United States Bus Tours	45	58	43	-26%
Other International Bus Tours	6	14	3	-79%
Total	278	269	311	16%
Grand Total - Counsels	69,294	70,896	61,443	-13%

Table 10: Number of visitor parties counselled at the six provincial visitor information centres, by visitor origin.  
Source: New Brunswick Department of Tourism, Heritage and Culture

# Appendix A: New Brunswick Tourism Indicator Definitions

## Accommodations Occupancy Indicators

**Room night:** one room occupied for one night in a fixed-roof accommodation participating in New Brunswick's roofed accommodation reporting program.

**Room nights available:** total number of units reported as available for sale during the reference time period by fixed-roof accommodations participating in New Brunswick's roofed accommodation reporting program. This may vary over time due to the addition of accommodations in an area of the province, expansions by existing properties, or closures of some rooms or properties due to renovations or other circumstances.

**Room nights sold:** total number of units reported as sold during the reference time period by fixed-roof accommodations participating in New Brunswick's roofed accommodation reporting program.

**Occupancy rate:** percentage based on the division of the number of rooms reported as sold by the number of rooms reported as available for sale during the reference time period by fixed-roof accommodations participating in New Brunswick's roofed accommodation reporting program.

**Occupancy reporting region, Provincial region:** to preserve confidentiality of individual properties' business operations, accommodation occupancy data are aggregated into 20 occupancy reporting regions. These 20 occupancy reporting regions are further aggregated into 4 provincial scenic drive tourism regions.

The following table lists the provincial regions and their constituent occupancy reporting regions.

Provincial Region	Occupancy Reporting Region Code	Occupancy Reporting Region Description
River Valley Scenic Drive	A	Edmundston (City)
	B	Québec Border to Grand Falls (Town)
	C	Grand Falls to Woodstock
	D	Woodstock (Town) to Fredericton
	E	Fredericton (City)
	F	Fredericton to Sussex (Town), Minto, Chipman, Gagetown
Fundy Coastal Drive	G	Campobello, Deer Island & Grand Manan
	I	Moncton to Nova Scotia & PEI Borders
	J	St. Andrews (Town) to Saint John
	K	Saint John (City)
	L	Harvey, McAdam, St. Stephen to St. Andrews
	S	Hillsborough to Alma (via Fundy)
Acadian Coastal Drive and Appalachian Range Route	H	Moncton (City) and Dieppe (City)
	O	Campbellton (City) to Bathurst
	P	Bathurst (City)
	Q	Grande-Anse to Neguac
	T	Tide Head to Saint-Leonard
Miramichi River Route and Southeastern NB	M	Shediac to Cape Tormentine
	N	Fredericton to Miramichi (City)
	R	Miramichi to Moncton

## Attractions Attendance Indicators

**Attraction visit:** Attendance reported by a New Brunswick attraction in a reference time period (monthly, annual). Data collection methods vary by attraction, and so number of visits may be based on paid admissions, ticket sales, or other means of attendance tracking.

Table 11: Provincial regions defined for the aggregation of New Brunswick tourism indicator accommodations.



# *Appendix B:*

## *Statistics Canada Travel Surveys*

### **Visits and Visitor Spending Estimates**

The number of visits and estimates of visitor spending reported in this document rely upon Statistics Canada's Travel Survey of Residents of Canada (TSRC) and International Travel Survey (ITS).

The New Brunswick Department of Tourism, Heritage and Culture is a partner in these travel surveys along with the majority of Canadian provinces, the Canadian Tourism Commission, and Statistics Canada.

These core travel surveys are the only nationally comparable source of visitation volumes, visitor spending, and travel characteristics for Canada. Nationally, these surveys supply demand-side economic data for the Canadian Tourism Satellite Account, part of Canada's System of National Accounts.

In 2005, the former Canadian Travel Survey (CTS) was replaced by the Travel Survey of Residents of Canada (TSRC) to conform to the World Tourism Organization's definition of tourism as travel outside of one's 'usual environment.' The TSRC became the current metric for domestic Canadian tourism as of the reference year 2006.

In 2011, methodological changes were required for the TSRC. These changes included how trips were reported (rostered), the trip recall period (with a 2-month trip recall period replacing the former 1-month trip recall period), and main trip purpose categories (which expanded upon non-routine business and personal trip reasons).

Due to current and planned methodological changes in the TSRC and the Labour Force Survey (upon which the TSRC is based), caution is required in making direct year-over-year comparisons. For this reason, Statistics Canada has produced revision factors to bridge these breaks in the time series. In this report, these revision factors have been used for any year-over-year comparisons of TSRC estimates.

For more detailed information on Statistics Canada's travel surveys, please refer to:

<http://www5.statcan.gc.ca/subject-sujet/theme-theme.action?pid=4007&lang=eng>

[http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=3810&Item\\_Id=22732&lang=en](http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=3810&Item_Id=22732&lang=en)