Canada’s (CTC/STC) Report to the Fifth Meeting of the WTO Committee on
Statistics and Macroeconomic Analysis of Tourism:

Status Report on Related Activities of
Canada’s National Tourism Research Program

March 21-22, 2005, Madrid, Spain

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Richard Vincent, Assistant Director, Services Division,
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a) Tourism Satellite Account, Applications and Extensions

- Feasibility Study for a TSA Human Resources Module- Phase I – Completed. March 2005. Publication Pending. (See room document)


- Long Trends and Cycles in Canadian Tourism. October 2004. (See room document)


b) Microeconomic Analysis, Research and Development

- Update of Tourism Financial Performance Indicators and Interactive Spreadsheet Models. In progress.

c) Core Surveys Operations, Research and Development

- Pilot Quarterly Business Conditions Survey of the Traveler Accommodations Industries – Feasibility study. See room document

- February 2005, launched a new Travel Survey of Residents of Canada, redesigned and re-engineered from the former Canadian Travel Survey.

- April 2005, launching update of Tourism Activities and Motivations Study with matched US and Canada samples.


d) Data mining

- Feasibility study of using administrative value-added tax data to generate current indicators for the Traveller Accommodation industries

e) International Cooperation

- WTO Comparative Study of Arrivals Universe Counts
  - Partnership: WTO, IET, Swedish Tourist Authority, CTC
  - Completed. Publication pending.

- Research on International Experiences in Measuring Tourism Expenditure Associated with Inbound Tourism
  - Partnership: WTO, IET, Swedish Tourist Authority, CTC
  - Completed
  - WTO Publication Released

- Submission of suggested changes for tourism-related industries’ classifications in proposed 2007 revisions to the North American Industry Classification System (NAICS)
- CTC Intervention Reports - North American Product Classification System - Development
  - NAICS 483 (Water Transportation)
  - NAICS 487 (Scenic and Sightseeing Transportation)
  - NAICS 4852 (Interurban and Rural Bus Transportation)
  - NAICS 4855 (Charter Bus)
  - NAICS 482114 (Passenger Rail Transportation)
  - NAICS 48531 (Taxi Services)
  - NAICS 48532 (Limousine Service)
  - NAICS 4811 (Scheduled Air Transportation)
  - NAICS 4812 (Non-scheduled Air Transportation)
  - NAICS 7111-5 (Performing Arts, Spectator Sports and Related Industries)
  - NAICS 7121 (Heritage Institutions)
  - NAICS 7131 and 7139 (Amusement Parks and Arcades and Other Amusement and Recreational Industries)

f) Communications and Knowledge Transfer

- Tourism Intelligence Bulletin (Bi-monthly) *(Room document – Issue 26: “Signs of Recovery More Widespread”)*

- eReview of Tourism Research bulletin (Ongoing) -- a web-based, bi-monthly international research network bulletin for tourism professionals. Launched June 15, 2003, eRTR is a product of a cooperative research partnership of the Travel and Tourism Research Association, the Department of Recreation Park and Tourism Sciences at Texas A&M University (RPTS), and the Canadian Tourism Commission (CTC).

- Tourism/Tourisme Research Editorials (monthly)

- Statistic of the Month, Tourism/Tourisme (monthly)

gh) Other Selected Research Reports

- Market Intelligence Profile of China (February 2005)
- Factors Influencing Visitor’s Choices to Visit Urban Destinations (February 2005)
- International Travel Forecasts -- 2003 Year-end Update (December 2005).
- Domestic, U.S. and Overseas Travel To Canada – Short Term Business Outlook, Q1 2005. (November 2004)
- Development of a Methodology to Integrate Local Community Visitor data with Information Provided by Regional or National Visitor Studies (September 2004)
- Defining Tomorrow’s tourism Product: Packaging Experiences (September 2004)
- Domestic, U.S. and Overseas Travel to Canada – Short Term Business Outlook Q4 2004 (September 2004)
- Mexicans as International Travelers (July 2004)
- Exchange Rates: The Potential Impact of a Stronger Canadian Dollar or International Travel to/from Canada (April 2004)