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

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

March 13-14, 2008, Madrid, Spain

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a) Tourism Satellite Account, Applications and Extensions

- **Canadian TSA, 2004**
  - Work underway summer 2008,
  - Aim to publish in September 2009
- **Government Revenue Attributable to Tourism 2000-2007**
  - Work underway, aim to publish in September 2008
- **TSA Human Resources Module – Update to 2006**
  - Aim to publish tourism employment, productivity in April 2008
- **Canadian TSA Handbook.**
  - Published in December 2007
- **National Tourism Indicators Quarterly Estimates**
  - Publishing 2007Q4 on March 27, 2008
  - CTC Highlights
- **International Travel Account Quarterly Estimates**
  - CTC publishing 2007 Q4 end of March 2008

b) Microeconomic Analysis, Research and Development

- **Canadian Tourism Industrial Outlook**
  - Published twice a year, forthcoming in spring 2008
  - Published by Conference Board of Canada
- **Forecasting labour supply and demand in tourism industries**
  - Work in progress, CTHRC/Conference Board

c) Core Surveys Research, Development and Operations

- **International Travel Survey**
  - Annual 2006 estimates released in August 2007
  - Aim to release annual 2007 estimates in August 2008
- **Redesigned domestic travel survey - Travel Survey of Residents of Canada**
  - Published revised quarterly and annual 2006 estimates in May 2008
- **Canadian Traveller Accommodation and Travel Arrangements Services Surveys**
o Traveller Accommodation - Results for 2005 published in February 2007, 2006 annual to be released end of March 2008

- Quarterly Business Conditions Surveys (BCS)
  o Traveller Accommodation, 2008 Q1 released February 13, 2008
  o Arts, Heritage, & Recreation BCSs in pilot

d) International Cooperation
- UNWTO/UNSD International Recommendations on Tourism Statistics
  o Response to various drafts of IRTS
- UNWTO/UNSD 2008 TSA:RMF Tourism Statistics
  o Response to various drafts of 2008 TSA:RMF
- Questionnaires
  o Best Practices In Tourism Satellite Account Usage in OECD countries

e) Communications and Knowledge Transfer
- Website portal to CSNA information on TSA applications and extensions
  o URL: http://www.statcan.ca/english/nea-cen/sub/tour.htm
  o Data tables, methodology, glossary, press releases, publications, release dates
- Website portal to Canadian Tourism Commission research information
  o Intelligence bulletins, market research, press releases
- Tourism Intelligence Bulletin, bi-monthly

f) Other Selected Research Reports
- Total Tourism Sector Employment in Canada: 2006 Update,
  o Jennifer Wright, Canadian Tourism Human Resource Council, Ottawa, 2007
- 2006 Canadian Tourism Sector Compensation Study
  o Canadian Tourism Human Resource Council, Ottawa, 2007
- Domestic, U.S. and Overseas Travel To Canada – Short Term Markets Outlook,
  o Q3 2007 (May 2007), Q4 2007 (August, 2007), Q1 2008 (December, 2007)
- Canadian Tourism Performance, annual review
  o 2007 review to be released in April 2008, Canadian Tourism Commission
- Tourism Snapshot– Year-in-Review
  o Facts and figures for 2007 to be released in April 2008, Canadian Tourism Commission
- Tourism Snapshot, monthly
  o Facts and Figures for December 2007 to be published mid-March 2007, Canadian Tourism Commission (CTC)
  o Update on key CTC market visits to and from Canada, performance of competitors, and other tourism related statistics.