Concepts and Definitions

June 2014
Definitions:

**Border Crossings**
The total number of non-residents entering Canada or residents returning to Canada through Ontario’s international ports of entry.

The international border-crossings to Ontario are not equal to the international visits to the province as they a) do not include visitors to Ontario who enter Canada through other provincial ports and b) include international visitors to Canada who clear customs in Ontario but do not visit the province. In addition, commuters and those who visit Ontario for educational purposes are also included in the border-crossings.

Border crossings are used only as indicators of current performance. Visits in Ontario come from two surveys conducted by Statistics Canada with a lag from the reference period of about 8 months: the Travel Survey of Residents of Canada and the International Travel Survey.

**Economic Impact of Tourism**
The impact on jobs, GDP and taxes associated with the spending of travellers in an area. Not all of the impacts are retained within the area of spending since part of these benefits will leak out into other regions in the form of imports.

- **Gross Domestic Product (GDP)**
  Value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership.

- **Direct Impact**
The impact that the tourism expenditures generate on tourism front-line businesses (or tourism-related sectors).

- **Indirect Impact**
The impact resulting from the expansion of demand from tourism front-line businesses or tourism-related sectors, to other businesses or sectors.

- **Induced Impact**
The impact associated with the re-spending of labour income and/or profits earned in the industries that serve travellers directly and indirectly.

- **Jobs generated by tourism**
Include full-time, part-time, seasonal employment, as well as both employed and self-employed.

- **Federal tax revenues**
Include personal income taxes, corporate income taxes, commodity taxes (HST) and payroll deductions that are collected by the federal government.

- **Provincial tax revenues**
Include personal income taxes, corporate income taxes, commodity taxes (HST, gasoline tax, fuel tax and tobacco tax), and employer health tax that are collected by the Ontario provincial government.

- **Municipal tax revenues**
Include business and personal property taxes that are collected by the municipalities.
**Person Trip**
According to the World Tourism Organization (WTO), “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (World Tourism Organization (WTO) - Recommendations on Tourism Statistics).

**Domestic Trip:** A domestic trip is defined as travel to a Canadian destination and originating in Canada.

**Domestic Trips qualifying as “touristic”:** In Canada, for a domestic trip to be part of tourism it has to be an “out-of-town” trip and, in addition, for same day trips it has to be 40 Kms one-way from the traveller’s home. The trip may have been taken for any reason except for:

- travelling to and from work or school (i.e. commuting);
- moving to a new residence;
- travelling as a member of the operating crew of buses, aeroplanes, boats, etc;
- travelling for regular shopping;
- travelling for a routine visit to the doctor;
- travelling to a hospital inside an ambulance;
- travelling for a routine sales or service call;
- travelling on diplomatic or military orders;
- routine travel to attend a religious ceremony;
- travelling to go to a funeral; and
- to pick up or drop someone else off

**International Trip:** An international trip is defined by Statistics Canada as travel for less than 12 months for any reason by anybody except: immigrants, refugees, former residents, military personnel, diplomats and dependants and crews, arriving or returning to Canada who are cleared through a Customs and Immigration point of entry.

- In addition to the restrictions imposed in the above definitions, Ontario excludes the following types of international travellers: 
  - commuters to work; and
- visitors whose main trip purpose is to study and stayed in Canada 75 or more nights.

**Person visit**
All persons on a trip may visit more than one area. A visit in an area constitutes a person visit in that area. The total of person-visits to Ontario’s census divisions (or travel regions) are greater than the person-visits to the province since more than one census divisions (or travel region) may be visited during a provincial visit.

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

**Tourism front-line businesses or tourism-related industries**
The businesses or industries that sell products and services directly to travellers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Although these industries or businesses supply the goods and services consumed by travellers, they also supply goods and services consumed by non-travellers. As such, not all of these businesses’ or industries’ revenues and jobs are attributable to tourism.

The Ontario Ministry of Tourism, Culture and Sport classifies the following industries at NAICS 6-digit level as the Tourism-related Sectors. The North American Industry Classification System (NAICS) was
developed in 1997 by the three North American Free Trade Agreement (NAFTA) trading partners to classify businesses throughout the three countries according to their activity(ies) and appears in Statistics Canada's products as of December 1998. NAICS Canada 2007 consists of 20 sectors, 102 subsectors, 324 industry groups, 718 industries and 928 national industries.

**Accommodation**
- NAICS 721111 - Hotels
- NAICS 721112 - Motor Hotels
- NAICS 721113 - Resorts
- NAICS 721114 - Motels
- NAICS 721120 - Casino Hotels
- NAICS 721191 - Bed and Breakfast
- NAICS 721192 - Housekeeping Cottages and Cabins
- NAICS 721198 - All Other Traveller Accommodation
- NAICS 721211 - RV (Recreational Vehicle) Parks and Campgrounds
- NAICS 721212 - Hunting and Fishing Camps
- NAICS 721213 - Recreational (except hunting and fishing) and Vacation Camps

**Food & Beverage Services**
- NAICS 722110 - Full-Service Restaurants
- NAICS 722210 - Limited-Service Eating Places
- NAICS 722320 - Caterers
- NAICS 722330 - Mobile Food Services
- NAICS 722410 - Drinking Places (Alcoholic Beverages)

**Arts, Entertainment and Recreation**
- NAICS 512130 - Motion Picture and Video Exhibition
- NAICS 711111 - Theatre (except musical) Companies
- NAICS 711112 - Musical Theatre and Opera Companies
- NAICS 711120 - Dance Companies
- NAICS 711190 - Other Performing Arts Companies
- NAICS 711211 - Sports Teams and Clubs
- NAICS 711213 - Horse Race Tracks
- NAICS 711218 - Other Spectator Sports
- NAICS 711311 - Live Theatres and Other Performing Arts Presenters with Facilities
- NAICS 711319 - Sports Stadiums and Other Presenters with Facilities
- NAICS 711321 - Performing Arts Promoters (Presenters) without Facilities
- NAICS 711322 - Festivals without Facilities
- NAICS 711329 - Sports Presenters and Other Presenters without Facilities
- NAICS 712111 - Non-Commercial Art Museums and Galleries
- NAICS 712115 - History and Science Museums
- NAICS 712111 - Non-Commercial Art Museums and Galleries
- NAICS 712119 - Museums (except Art Museums and Galleries)
- NAICS 12120 - Historic and Heritage Sites
- NAICS 712130 - Zoos and Botanical Gardens
- NAICS 712190 - Other Heritage Institutions
- NAICS 713110 - Amusement and Theme Parks
- NAICS 713120 - Amusement Arcades
- NAICS 713210 - Casinos (except Casino Hotels)
- NAICS 713299 - All Other Gambling Industries
- NAICS 713910 - Golf Courses and Country Clubs
- NAICS 13920 - Skiing Facilities
- NAICS 713930 - Marinas
- NAICS 713940 - Fitness and Recreational Sports Centres
- NAICS 713950 - Bowling Centres
<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>713990</td>
<td>All Other Amusement and Recreation Industries</td>
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<tr>
<td><strong>Retail</strong></td>
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<tr>
<td>441210</td>
<td>Recreational Vehicle Dealers</td>
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<tr>
<td>441220</td>
<td>Motorcycle, Boat and Other Motor Vehicle Dealers</td>
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<tr>
<td>443110</td>
<td>Appliance, Television and Other Electronics Stores</td>
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<tr>
<td>443120</td>
<td>Computer and Software Stores</td>
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<tr>
<td>443130</td>
<td>Camera and Photographic Supplies Stores</td>
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<tr>
<td>445110</td>
<td>Supermarkets and Other Grocery (except convenience) Stores</td>
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<tr>
<td>445120</td>
<td>Convenience Stores</td>
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<tr>
<td>445210</td>
<td>Meat Markets</td>
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<tr>
<td>445220</td>
<td>Fish and Seafood Markets</td>
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<tr>
<td>445230</td>
<td>Fruit and Vegetable Markets</td>
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<tr>
<td>445291</td>
<td>Baked Goods Stores</td>
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<tr>
<td>445292</td>
<td>Confectionery and Nut Stores</td>
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<tr>
<td>445299</td>
<td>All Other Specialty Food Stores</td>
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<tr>
<td>445310</td>
<td>Beer, Wine and Liquor Stores</td>
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<tr>
<td>446110</td>
<td>Pharmacies and Drug Stores</td>
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<tr>
<td>446120</td>
<td>Cosmetics, Beauty Supplies and Perfume Stores</td>
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<td>446130</td>
<td>Optical Goods Stores</td>
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<td>446191</td>
<td>Food (Health) Supplement Stores</td>
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<td>446199</td>
<td>All Other Health and Personal Care Stores</td>
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<tr>
<td>447110</td>
<td>Gasoline Stations with Convenience Stores</td>
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<td>447190</td>
<td>Other Gasoline Stations</td>
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<tr>
<td>448110</td>
<td>Men's Clothing Stores</td>
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<tr>
<td>448120</td>
<td>Women's Clothing Stores</td>
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<td>448130</td>
<td>Children's and Infants' Clothing Stores</td>
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<td>448140</td>
<td>Family Clothing Stores</td>
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<td>448150</td>
<td>Clothing Accessories Stores</td>
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<td>448191</td>
<td>Fur Stores</td>
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<td>448199</td>
<td>All Other Clothing Stores</td>
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<tr>
<td>448210</td>
<td>Shoe Stores</td>
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<td>448310</td>
<td>Jewellery Stores</td>
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<td>Luggage and Leather Goods Stores</td>
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<td>451110</td>
<td>Sporting Goods Stores</td>
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<tr>
<td>451120</td>
<td>Hobby, Toy and Game Stores</td>
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<tr>
<td>451130</td>
<td>Sewing, Needlework and Piece Goods Stores</td>
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<tr>
<td>451140</td>
<td>Musical Instrument and Supplies Stores</td>
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<td>451210</td>
<td>Book Stores and News Dealers</td>
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<tr>
<td>451220</td>
<td>Pre-Recorded Tape, Compact Disc and Record Stores</td>
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<tr>
<td>452110</td>
<td>Department Stores</td>
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<tr>
<td>452910</td>
<td>Warehouse Clubs and Superstores</td>
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<tr>
<td>452991</td>
<td>Home and Auto Supplies Stores</td>
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<tr>
<td>452999</td>
<td>All Other Miscellaneous General Merchandise Stores</td>
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<tr>
<td>453110</td>
<td>Florists</td>
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<tr>
<td>453210</td>
<td>Office Supplies and Stationery Stores</td>
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<tr>
<td>453220</td>
<td>Gift, Novelty and Souvenir Stores</td>
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<td>453310</td>
<td>Used Merchandise Stores</td>
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<td>453910</td>
<td>Pet and Pet Supplies Stores</td>
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<tr>
<td>453920</td>
<td>Art Dealers</td>
</tr>
<tr>
<td>453930</td>
<td>Manufactured (Mobile) Home Dealers</td>
</tr>
<tr>
<td>453992</td>
<td>Beer and Wine-Making Supplies Stores</td>
</tr>
<tr>
<td>453999</td>
<td>All Other Miscellaneous Store Retailers (except beer and wine-making supplies stores)</td>
</tr>
</tbody>
</table>
NAICS 454210 - Vending Machine Operators
NAICS 454390 - Other Direct Selling Establishments

**Transportation**
- NAICS 481110 - Scheduled Air Transportation
- NAICS 481214 - Non-Scheduled Chartered Air Transportation
- NAICS 481215 - Non-Scheduled Specialty flying Services
- NAICS 482114 - Passenger Rail Transportation
- NAICS 483115 - Deep Sea, Coastal and Great Lakes Water Transportation (except by ferries)
- NAICS 483116 - Deep Sea, Coastal and Great Lakes Water Transportation by Ferries
- NAICS 483213 - Inland Water Transportation (except by ferries)
- NAICS 483214 - Inland Water Transportation by Ferries
- NAICS 485110 - Urban Transit Systems
- NAICS 485210 - Interurban and Rural Bus Transportation
- NAICS 485310 - Taxi Service
- NAICS 485320 - Limousine Service
- NAICS 485510 - Charter Bus Industry
- NAICS 485990 - Other Transit and Ground Passenger Transportation
- NAICS 487110 - Scenic and Sightseeing Transportation, Land
- NAICS 487210 - Scenic and Sightseeing Transportation, Water
- NAICS 487990 - Scenic and Sightseeing Transportation, Other
- NAICS 532111 - Passenger Car Rental
- NAICS 532120 - Truck, Utility Trailer and RV (Recreational Vehicle) Rental and Leasing

**Travel Services**
- NAICS 561510 - Travel Agencies
- NAICS 561520 - Tour Operators
- NAICS 561590 - Other Travel Arrangement and Reservation Services

**Other Services**
- NAICS 491110 - Postal Service
- NAICS 492110 - Couriers
- NAICS 517110 - Wired Telecommunications Carriers
- NAICS 517111 - Wireless Telecommunications Carriers (except cable)
- NAICS 517112 – Cable and Other Program Distribution
- NAICS 517210 – Wireless Telecommunications Carriers (except Satellite)
- NAICS 522111 - Personal and Commercial Banking Industry
- NAICS 811111 - General Automotive Repair
- NAICS 811112 - Automotive Exhaust System Repair
- NAICS 811119 - Other Automotive Mechanical and Electrical Repair and Maintenance
- NAICS 811121 - Automotive Body, Paint and Interior Repair and Maintenance
- NAICS 811122 - Automotive Glass Replacement Shops
- NAICS 811192 - Car Washes
- NAICS 811199 - All Other Automotive Repair and Maintenance
- NAICS 812114 - Barber Shops
- NAICS 812115 - Beauty Salons
- NAICS 812116 - Unisex Hair Salons
- NAICS 812190 - Other Personal Care Services
- NAICS 812310 - Coin-Operated Laundries and Dry Cleaners
- NAICS 812320 - Dry Cleaning and Laundry Services (except coin-operated)
- NAICS 812910 - Pet Care (except veterinary) Services
- NAICS 812921 - Photo Finishing Laboratories (except one-hour)
- NAICS 812922 - One-Hour Photo Finishing
- NAICS 812930 - Parking Lots and Garages
- NAICS 812990 - All Other Personal Services
Travel Price Index
An indicator that measures the inflation rate of the cost of purchasing travel-related goods and services in Ontario (e.g. accommodation, transportation, food/beverage, recreation, retail, etc.).

The Ontario Travel Price Index is based on the travel-related components of Ontario’s Consumer Price Index (CPI) released monthly by Statistics Canada. To derive the Travel Price Index, the prices of these components are weighted and aggregated according to their proportions in the total tourism expenditures in Ontario.

Visitor Expenditures
Spending by all incoming visitors, excluding those that have been allocated to the point of origin. The "point of origin expenditures" are the amounts spent by Canadian travellers on transportation before going on a trip outside their provinces (or census divisions or travel regions) of residence, which are assumed to have taken place at the location of origin of the trip and not at the locations visited, e.g. in the case of a same-day trip, the expenditures on vehicle rental, vehicle operation and intercity transportation, while in the case of an overnight trip, they are the expenditures on vehicle rental and intercity transportation.

Although spending by international visitors to Ontario on transport fares are also “point-of-origin” expenditures, the fares purchased from Canadian carriers are included in the international visitors spending in Ontario.

For visitors in census divisions in Ontario, visitor expenditures exclude any point of origin expenditures. For visitors in travel regions in Ontario, visitor expenditures include the point of origin expenditures by residents of the travel regions travelling in their own travel regions. For visitors in Ontario, visitor expenditures include the point of origin expenditures by Ontario residents travelling in Ontario.

For domestic visitors, the expenditures are broken down in the following categories: vehicle rental, vehicle operation, local transportation, inter-city transportation, accommodation, food or beverage purchased at stores during the trips, food and beverage purchased at restaurants or bars, recreation and entertainment, clothing and other expenditures. The following items are excluded:

- food purchased before the trip for use while on the trip;
- items purchased to be resold or used in business (including items used on farm);
- vehicles such as cars, caravans, boats;
- capital investment such as real estate, work of arts, rare articles and stocks;
- cash given to friends or relatives during a trip which does not represent payment of goods or service consumed during trip, as well as donations made to institutions.

For international visitors, the expenditures are broken down into the following categories: transport in Canada (public and local transportation, private transportation), accommodation, food and beverage, recreation and entertainment, retail and others, international transport on Canadian carriers.