

# Concepts and Definitions

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## 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

## NAICS 713990 - All Other Amusement and Recreation Industries

**Retail**

- NAICS 441210 - Recreational Vehicle Dealers
- NAICS 441220 - Motorcycle, Boat and Other Motor Vehicle Dealers
- NAICS 443110 - Appliance, Television and Other Electronics Stores
- NAICS 443120 - Computer and Software Stores
- NAICS 443130 - Camera and Photographic Supplies Stores
- NAICS 445110 - Supermarkets and Other Grocery (except convenience) Stores
- NAICS 445120 - Convenience Stores
- NAICS 445210 - Meat Markets
- NAICS 445220 - Fish and Seafood Markets
- NAICS 445230 - Fruit and Vegetable Markets
- NAICS 445291 - Baked Goods Stores
- NAICS 445292 - Confectionery and Nut Stores
- NAICS 445299 - All Other Specialty Food Stores
- NAICS 445310 - Beer, Wine and Liquor Stores
- NAICS 446110 - Pharmacies and Drug Stores
- NAICS 446120 - Cosmetics, Beauty Supplies and Perfume Stores
- NAICS 446130 - Optical Goods Stores
- NAICS 446191 - Food (Health) Supplement Stores
- NAICS 446199 - All Other Health and Personal Care Stores
- NAICS 447110 - Gasoline Stations with Convenience Stores
- NAICS 447190 - Other Gasoline Stations
- NAICS 448110 - Men's Clothing Stores
- NAICS 448120 - Women's Clothing Stores
- NAICS 448130 - Children's and Infants' Clothing Stores
- NAICS 448140 - Family Clothing Stores
- NAICS 448150 - Clothing Accessories Stores
- NAICS 448191 - Fur Stores
- NAICS 448199 - All Other Clothing Stores
- NAICS 448210 - Shoe Stores
- NAICS 448310 - Jewellery Stores
- NAICS 448320 - Luggage and Leather Goods Stores
- NAICS 451110 - Sporting Goods Stores
- NAICS 451120 - Hobby, Toy and Game Stores
- NAICS 451130 - Sewing, Needlework and Piece Goods Stores
- NAICS 451140 - Musical Instrument and Supplies Stores
- NAICS 451210 - Book Stores and News Dealers
- NAICS 451220 - Pre-Recorded Tape, Compact Disc and Record Stores
- NAICS 452110 - Department Stores
- NAICS 452910 - Warehouse Clubs and Superstores
- NAICS 452991 - Home and Auto Supplies Stores
- NAICS 452999 - All Other Miscellaneous General Merchandise Stores
- NAICS 453110 - Florists
- NAICS 453210 - Office Supplies and Stationery Stores
- NAICS 453220 - Gift, Novelty and Souvenir Stores
- NAICS 453310 - Used Merchandise Stores
- NAICS 453910 - Pet and Pet Supplies Stores
- NAICS 453920 - Art Dealers
- NAICS 453930 - Manufactured (Mobile) Home Dealers
- NAICS 453992 - Beer and Wine-Making Supplies Stores
- NAICS 453999 - All Other Miscellaneous Store Retailers (except beer and wine-making supplies stores)

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.