

Highlights

- Tourist numbers rebounded by 1.5 per cent in August
- Payroll employment increased significantly in August

Ontario tourism lifted by American inflows

Ontario's August tourist numbers rebounded by 1.5 per cent (all figures seasonally-adjusted) to 781,937 persons, recapturing over half of the tourist loss last month when tourism fell by 2.7 per cent. Nearly all the tourist gains in August were U.S. citizens coming to Ontario for a holiday and/or work purposes. U.S. visitors visited Ontario nearly two to one by car compared to by air. U.S. citizens are still the greatest source of tourists to Ontario, but share has fallen 2.1 per cent below the long-term average of 75.2 per cent.

Tourist visits from visitors not including the U.S. increased with most of this month's gains coming from tourists hailing from the Caribbean, Mexico, Argentina, Colombia, and Brazil. Visitors from Europe or Asia, which together account for about 75 per cent of non-U.S. visitors to Ontario, fell significantly in August by 0.7 and 1.7 per cent respectively.

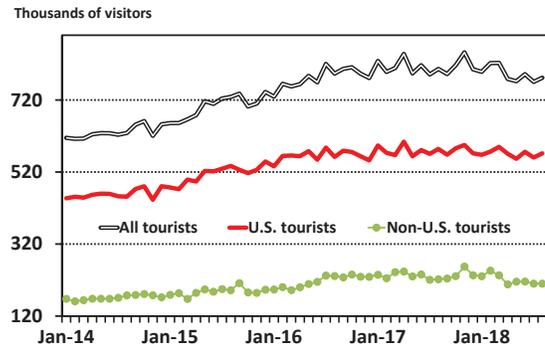
Year-to-date total tourist visits to Ontario are tracking 2.3 per cent lower than last year with U.S. tourist visits down 1.5 per cent and other tourists (excluding the U.S.) down by 4.6 per cent.

Modest year-over-year currency gains for the Euro and the Chinese Renminbi (1.1 and 0.7 per cent growth respectively) relative to the Canadian dollar, coupled with higher travel costs due to gasoline-led inflation, kept tourists at home. The U.S. dollar mounted a strong recovery year-over-year for the second consecutive month equaling last month's gains of 3.5 per cent relative to the Canadian dollar.

Broad-based hiring across many sectors increased payroll employment

Payroll employment increased in August over July by 0.4 per cent (26,288 net new jobs) an increase from

Tourist Visits, Ontario

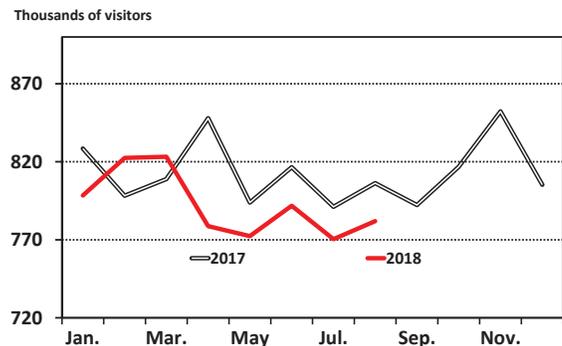


Source: Statistics Canada, Central 1 CU.

Latest: Aug.-18

Note: Seasonally-adjusted data presented.

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0.1 per cent growth posted last month. This marked four consecutive months that payroll employment has increased in Ontario. Employment growth was broad-based with only three areas posting month-over-month job losses:

- Manufacturing (0.1 per cent decline or 1,000 jobs)
- Arts, entertainment and recreation (1.3 per cent decline or 1,561 jobs)
- Other services excluding public administration (0.2 per cent decline or 499 jobs)

Key sectors areas such as health and social services, construction, retail trade, accommodation and food services, and educational services boosted hiring. Together these sectors accounted for 83.6 per cent of new hires.

Increased residential renovation spending and to some extent, non-residential construction, contributed to increased construction hiring. An aging population

with increased and diverse health care needs also contributes to increased hiring in the health and social services sector. Retail sales and accommodation and food services benefitted from tourism and continued consumer spending. Finally, with the new school year arriving soon educational institutes ramped up hiring to prepare for the new school year.

The loss of manufacturing jobs was also captured in Statistics Canada's *Monthly Survey of Manufacturing*¹. These job losses are temporary as auto plants shut down in the month for maintenance and/or retooling.

Average weekly earnings increased by nearly one per cent month-over-month (0.6 per cent) to \$1021.49 due to growth in average weekly earnings in both the goods and services sectors. Year-over-year, the fixed-weight index increased by 2.3 per cent, well above the monthly average of two per cent.

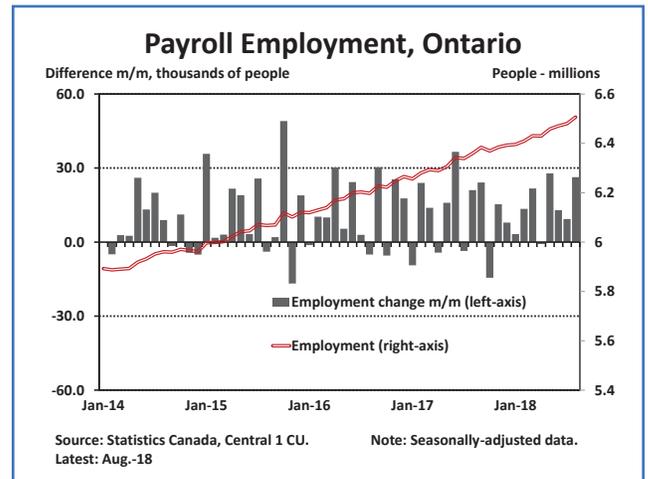
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¹ <https://www150.statcan.gc.ca/n1/daily-quotidien/181017/dq181017a-eng.htm>