

Jurisdiction	Marketing Spend	Value of Tourism Receipts	Percentage of Spend/Value	Population	Per Capita
Newfoundland and Labrador	\$10,000,000	\$623,000,000	1.605	507,895	\$19.69
Nova Scotia	\$10,000,000	\$1,330,000,000	0.752	938,310	\$10.66
New Brunswick	\$11,747,000	\$1,100,000,000	1.068	747,302	\$15.71
Prince Edward Island	\$7,000,000	\$334,000,000	2.095	139,818	\$50.06
Quebec	\$28,400,000	\$10,000,000,000	0.284	7,750,504	\$3.66
Ontario	\$22,000,000	\$21,000,000,000	0.105	12,928,996	\$1.70
Manitoba	\$5,000,000	\$1,500,000,000	0.333	1,207,959	\$4.14
Saskatchewan	\$3,400,000	\$1,500,000,000	0.226	1,015,985	\$3.37
Alberta	\$56,000,000	\$5,600,000,000	1.000	3,585,142	\$15.62
British Columbia	\$32,187,000	\$10,600,000,000	0.303	4,381,603	\$7.35
Yukon	\$4,000,000	\$190,000,000	2.105	33,144	\$120.68
Northwest Territories	Not available	\$100,000,000		43,283	
Nunavut	\$750,000	\$30,000,000	2.500	31,448	\$23.85