

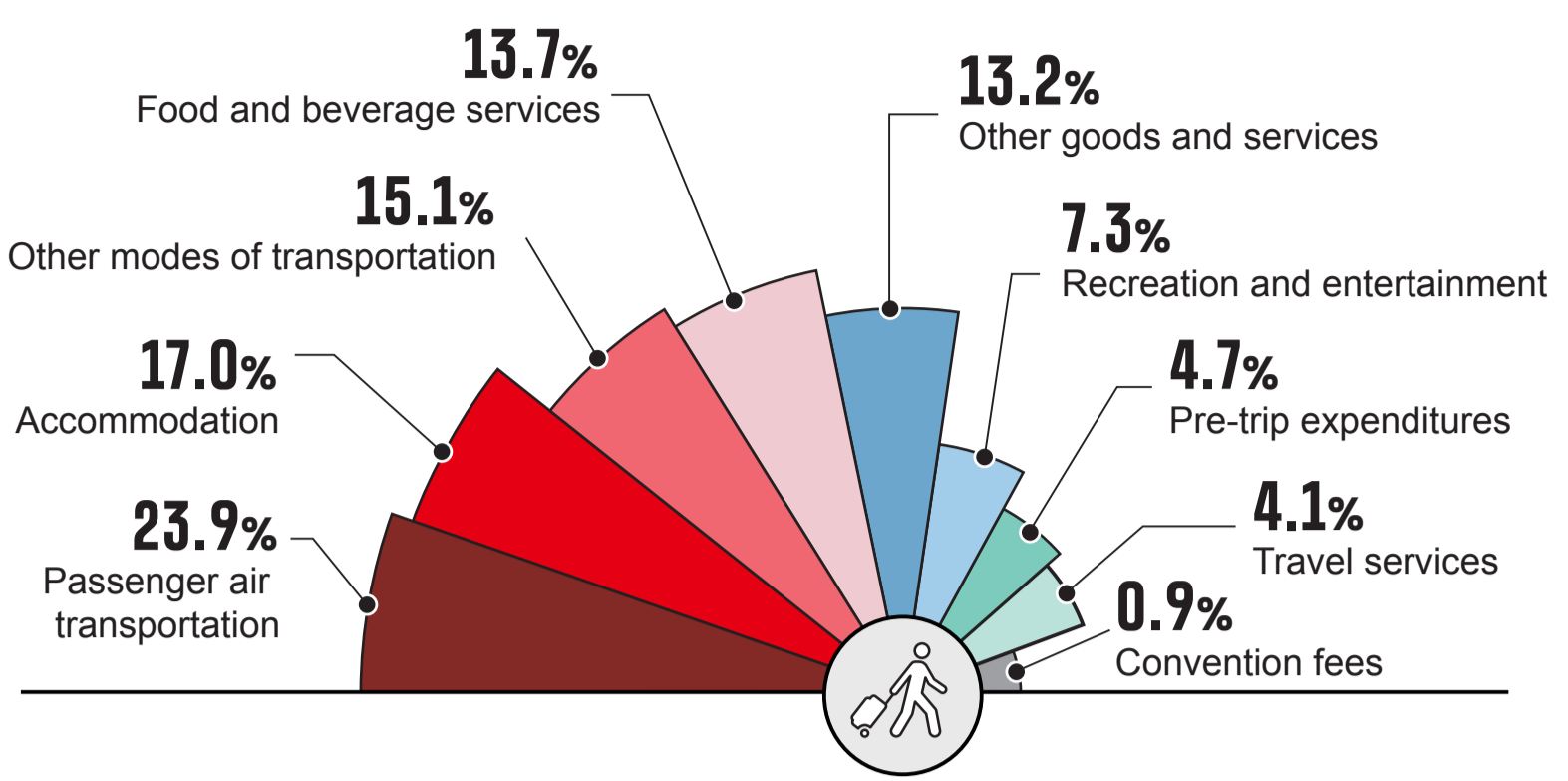
Tourism Enhances Wealth and Wellbeing for All Canadians

Tourism is an essential source of economic vitality to the Canadian economy. In 2023, tourism activities generated \$124.4¹ billion in revenues distributed over a wide range of services provided in communities of all sizes across Canada.

Note: All monetary values are in current dollars (the actual dollar amounts from the specified year, not adjusted for inflation) unless otherwise mentioned. 2019 has been used as a comparative benchmark as it was the peak year for tourism before disruptions caused by the pandemic.

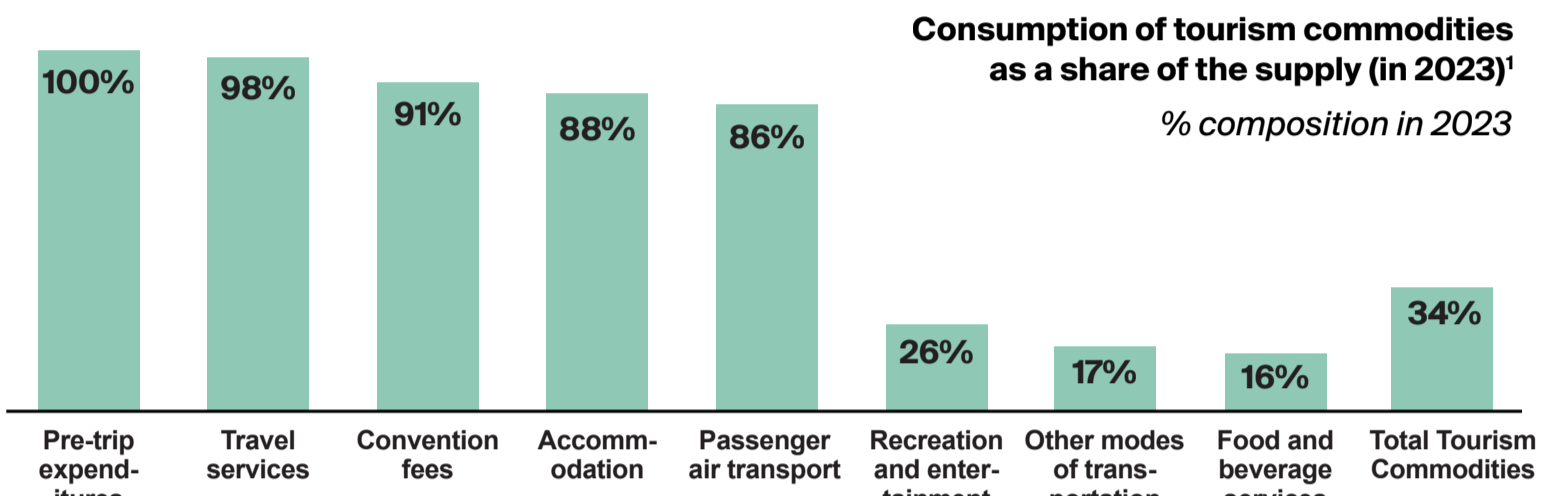


Distribution of tourism revenues across service areas¹



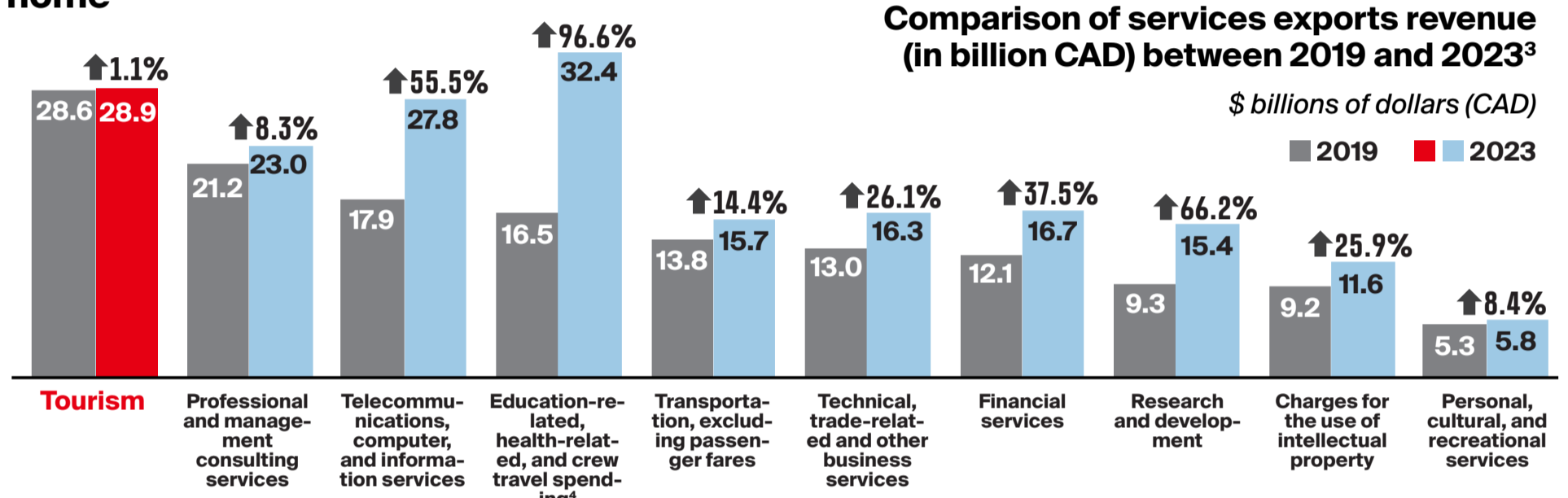
Tourism is a vital share of revenue for businesses

Tourism is a key source of revenue which helps to ensure the vitality and profitability of over 70 industries⁵ in Canada, producing the goods and services required by visitors. In 2023, visitors accounted for 34.0% of all goods and services produced by tourism-related industries – up from 31.1% in 2022. In 2019, 35.0% of tourism goods and services were consumed by tourists.¹



Tourism: A service we export, right here at home

Tourism was the second-largest services export in 2023, after holding the top spot in 2019. Tourism exports rebounded strongly to 10.1% in 2022 and 13.8%² in 2023 of Canada's services exports, up from under 4% during the pandemic. As international travel continues to grow, it is moving back toward that leading position.



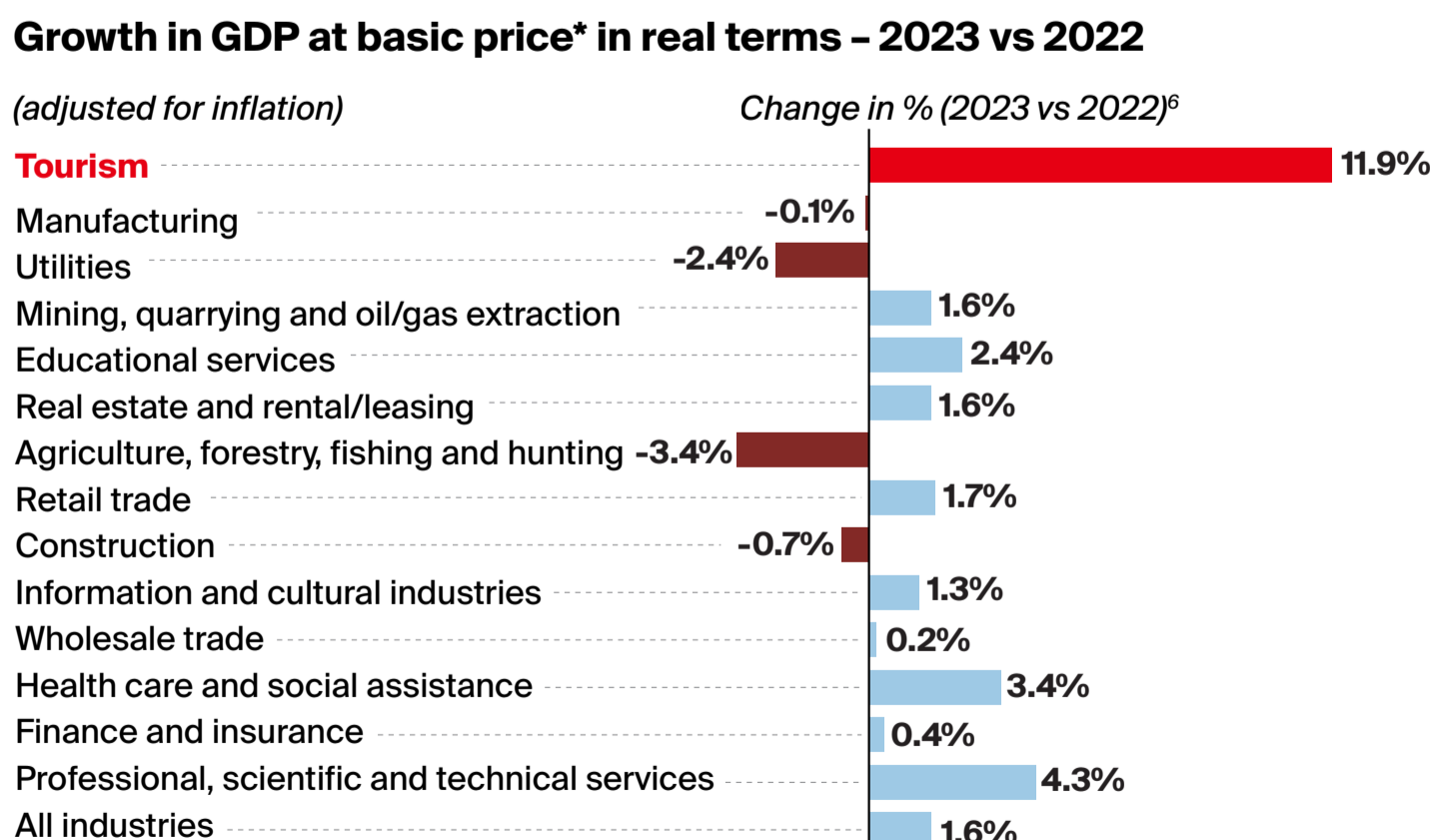
Tourism as a builder of Canada's wealth

Tourism GDP showed strong growth in 2022 and 2023, rebounding from the sharp decline in 2020, when it was the sector hardest hit by the pandemic. In 2023, tourism GDP grew by 11.9%¹ in inflation-adjusted terms, contributing 1.8% to Canada's overall GDP—closing in on its 2.0% share in 2019.



Change in the GDP of Canada's major industrial sectors

As a result of stringent restrictions over travel during the pandemic period of 2020 and 2021, tourism initially sustained the most severe GDP contraction of any sector of activity. With the resumption of travel, tourism has since been on the upswing, achieving the fastest rate of GDP growth in inflation-adjusted terms amongst major sectors of the economy in 2023.



*Basic price is defined as the amount receivable by the producer from the purchaser for a unit of good or service produced as output minus any tax payable and plus any subsidy receivable on the product as a consequence of its production or sale. It excludes any transport charges invoiced separately by the producer.

Tourism boosts government revenues

Tourism spending by visitors (domestic and international) generates tax revenue at all levels of government. Government revenue attributable to tourism⁷ in 2023 surpassed the pre-pandemic peak, achieved in 2019.



Tourism as a major employer

Tourism Businesses in the Community

The tourism industry caters to both tourists and locals, such as those visiting museums or restaurants. In Canada, this industry includes 241,973⁸ businesses, providing employment for more than 2 million people. Overall, one in ten jobs in Canada are from the tourism industry.

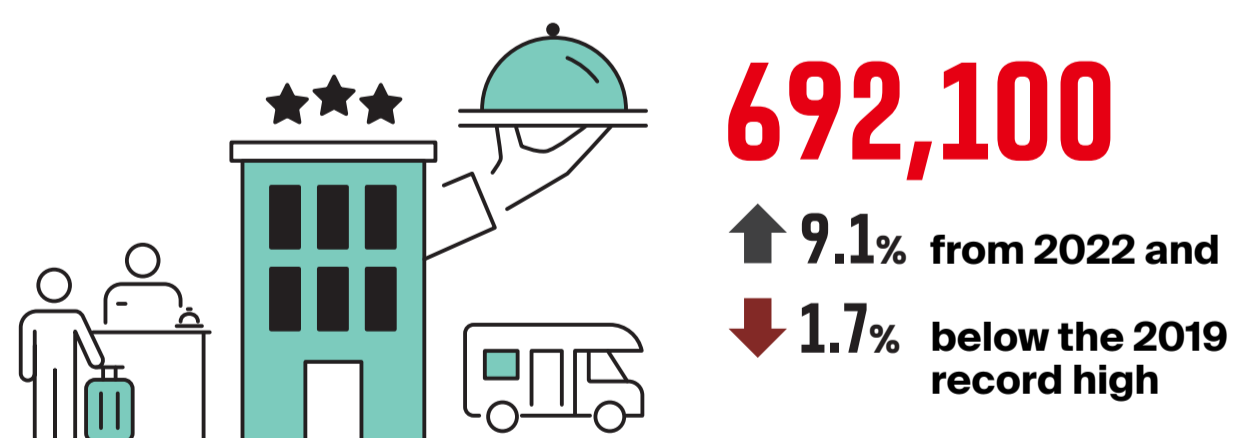
Number of tourism establishments

in operation in Canada in 2023



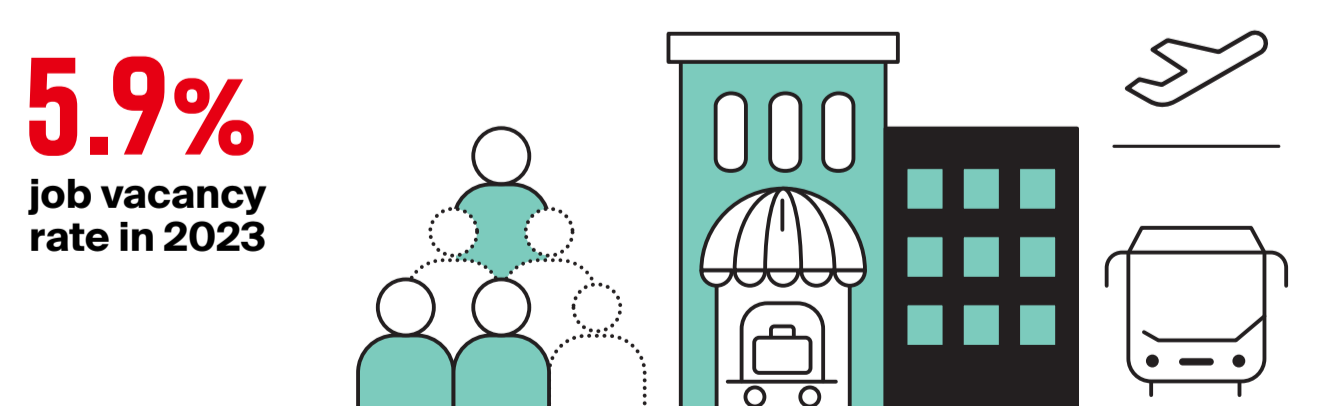
Number of jobs generated by tourism

Domestic and international visitor spending supported 692,100¹ jobs in Canada. These jobs are directly attributable to tourism activities excluding spending by local residents.



Unfilled jobs in tourism-related industries

Labour shortage has remained an impediment to growth in the tourism sector, as the job vacancy rate stood at 6.2%⁹ at the end of 2023, improving 2.7 percentage-points over 2022 (8.9%), but still remaining around 1.6 percentage points higher than 2019 (4.6%).



1 Statistics Canada, National Tourism Indicators, Q4 2024.

2 Statistics Canada, International transactions in services, Table 36-10-0021-01.

3 Source for Tourism exports: National Tourism Indicators, Statistics Canada; Source for all other exports – Statistics Canada, Tables 36-10-0021-01, 36-10-0005-01 and 36-10-0004-01.

4 Not included in tourism activities.

5 Canadian Tourism Satellite Account Handbook.

6 National Tourism Indicators, Statistics Canada for Tourism GDP and Statistics Canada Table: 36-10-0434-03 for GDP of all other sectors.

7 Statistics Canada, Table 36-10-0461-01.

8 Destination Canada calculations based on data from Statistics Canada; Canadian Business Register 2023.

9 Statistics Canada, Job vacancies, payroll employees, job vacancy rate, and average offered hourly wage by industry sub-sector, quarterly, unadjusted for seasonality, Table 14-10-0442-01. Job vacancies are calculated for 7 NAICS codes (based on data availability) in the tourism industry at a 3-digit level - 512,532,711,712,713,721,722.