

Tourism in Canada, 2025

A pillar of economic resilience

Tourism is a vital contributor to Canada's economy, supporting businesses in the accommodation, food and beverage services, transportation, travel services, and recreation and entertainment industries.



In 2025, spending by domestic and international visitors to Canada rose **2.8%**. These visitors injected **\$140.5 billion** into the Canadian economy.

Domestic visitors

\$105.6B
↑ 2.8% from 2024

International visitors

\$34.9B
↑ 2.8% from 2024

Total spending
\$140.5B

The number of overnight trips by domestic visitors grew in 2025



Number of overnight trips

107.3 million
+1.6% from 2024

19.8 million
-0.6%¹ from 2024

Domestic visitors

International visitors

Tourism exports



- In 2025, international visitor spending on Canadian goods and services accounted for **14.5%** of Canada's service exports.
- As a result, tourism ranked among Canada's leading service-exporting sectors.

Tourism supported a large share of jobs in many industries in Canada

687,800 > **+1.3%**
direct jobs from 2024

1 in 10 jobs
are in tourism industries



280,010
businesses

70+
industries

In 2025, tourism outpaced the Canadian economy in terms of gross domestic product (GDP)



Tourism activity

1.8%

+1.7%
from 2024

+2.5%
from 2024

Total economy GDP

Total GDP

Tourism GDP

GDP represents the total production of goods and services in Canada

1. Based on new data sources introduced in Statistics Canada's Frontier Counts program in 2025.

Note: Tourism spending and tourism's share of GDP are shown in nominal terms, while the GDP is shown in real terms.

Sources: Statistics Canada, table 24-10-0045-01 – Travel by Canadian residents in Canada and abroad by trip purpose (x 1,000), table 24-10-0055-01 – Non-resident visitors entering Canada, by country of residence, mode of transportation, arrival type and traveller type, table 33-10-1095-01 – Canadian Business Counts, with employees, December 2025, table 33-10-1096-01 – Canadian Business Counts, without employees, December 2025, table 36-10-0021-01 – International transactions in services, by category, quarterly (x 1,000,000), table 36-10-0230-02 – Tourism demand in Canada, current prices, table 36-10-0232-01 – Jobs generated by tourism (x 1,000), table 36-10-0234-02 – Tourism gross domestic product, current prices (x 1,000,000), table 36-10-0235-01 – Tourism share of gross domestic product at basic prices, table 36-10-0434-03 – Gross domestic product (GDP) at basic prices, by industry, annual average (x 1,000,000).

PARTNER



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Catalogue number: 11-627-M | ISBN: 978-0-660-99867-1