

// TRAVEL AND TOURISM FAST FACTS

ECONOMIC IMPORTANCE OF TRAVEL IN CANADA

// TRAVEL IS

Transportation, Accommodation, Food and Beverages, Recreation and Entertainment, and Travel Services

Travel and tourism is a dynamic, sustainable and vastly diverse industry, comprised of innovative businesses in every region of the country. It employs millions of Canadians, half of whom are under 35. The Tourism Industry Association of Canada is the only business association in Canada representing the full breadth of the travel and tourism industry, including the four main pillars of transportation, accommodations, destinations and attractions.

TRAVEL IS A
\$102 BILLION
SECTOR (2018)ⁱ

LARGER than Agriculture & Forestry COMBINED

TRAVEL ACCOUNTS FOR

2.1% 

OF CANADA'S GDPⁱⁱ

LARGEST SERVICE EXPORT IN CANADA WITH

\$22.1 Bⁱⁱⁱ 

\$6.5 B on Transportation
\$4 B on Food & Beverage Service

// 1.8 MILLION WORKERS



39,985
2.2%

Travel Services



162,770
8.9%

Accommodation



394,250
21.5%

Recreation & Entertainment



286,780
15.6%

Transportation



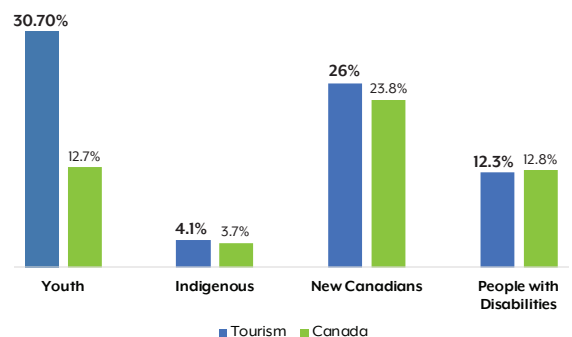
949,405
51.8%

Food & Beverage Services

// A DIVERSIFIED WORKFORCE



Increased participation of under-represented groups, in particular: Indigenous peoples, refugees, immigrants



TRAVEL IS A MAJOR SOURCE OF EMPLOYMENT FOR YOUTH

31% of jobs in travel industries - over 2x as many as other industries



1 OUT OF EVERY 11 JOBS IN CANADA IS DIRECTLY INVOLVED WITH TRAVELLERS

i. National Travel Indicators, Statistics Canada (2018 Q4) demand, Destination Canada

ii. ibid.

iii. Of the total export revenues, \$22.1B in foreign expenditures on tourism products in 2018, Statistics Canada

iv. In 2018, 739,000 jobs were directly attributable to travel