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)¹
LARGER than Agriculture & Forestry COMBINED

TRAVEL ACCOUNTS FOR 2.1% OF CANADA'S GDP²

LARGEST SERVICE EXPORT IN CANADA WITH $22.1 B³
$6.5 B on Transportation
$4 B on Food & Beverage Service

1.8 MILLION WORKERS

TRAVEL IS A MAJOR SOURCE OF EMPLOYMENT FOR YOUTH
31% of jobs in travel industries - over 2x as many as other industries

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

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

1. National Travel Indicators, Statistics Canada (2018 Q4)  ii. ibid.  iii. Of the total export revenues, $22.1B is from tourism products in 2018, Statistics Canada  iv. In 2018, 793,000 jobs were directly attributable to travel