

## // TRAVEL & TOURISM FAST FACTS

### ECONOMIC IMPORTANCE OF TRAVEL IN CANADA

### // TRAVEL IS

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

Travel & 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 & tourism industry, including the four main pillars of transportation, accommodations, destinations and attractions.

TRAVEL IS A  
**\$97.4 BILLION**  
SECTOR (2017)<sup>i</sup>

LARGER than Agriculture & Forestry COMBINED

TRAVEL ACCOUNTS FOR

**2%** 

OF CANADA'S GDP<sup>ii</sup>

LARGEST  
SERVICE EXPORT  
IN CANADA WITH

**\$21.3 B<sup>iii</sup>**

\$6.4 B on Transportation

\$3.8 B on Food & Beverage Service



## // 1.8 MILLION WORKERS



54,000  
3%

Travel  
Services



194,000  
11%

Accommodation



264,000  
15%

Recreation &  
Entertainment



263,000  
15%

Transportation



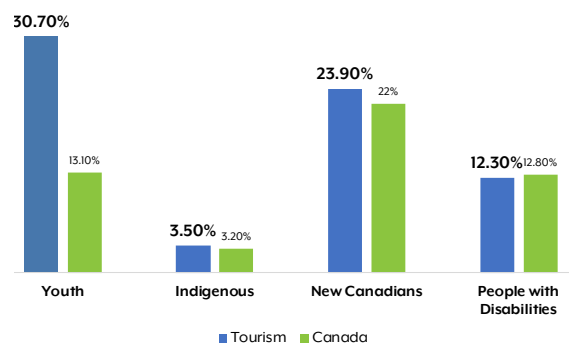
1 M  
56%

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

<sup>i</sup> National Travel Indicators, Statistics Canada (2016Q2) <sup>ii</sup> Tourism's GDP on value added contribution to Canada's economy was \$32 B in 2017, WTTC, NTL. <sup>iii</sup> Of the total export revenues of \$21.29 B in foreign expenditures or tourism products in 2017, Statistics Canada. <sup>iv</sup> In 2014, 3.5% of all jobs in Canada (627,000 jobs) were directly attributable to travel demand, Destination Canada.