

# TRAVEL & TOURISM

THE ECONOMIC IMPORTANCE OF TRAVEL IN CANADA

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  
**\$105 BILLION**  
SECTOR (2019)<sup>i</sup>

ACCOUNTS FOR  
**2% OF**  
CANADA'S GDP<sup>ii</sup>

LARGEST SERVICE  
EXPORT IN  
CANADA **\$23.1 B**<sup>iii</sup>

**1.8 MILLION  
WORKERS**

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

## WORKERS BROKEN DOWN BY SUB-SECTOR



**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

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

Tourism provides one of the most diversified workforces in the country. In addition to being the top employers of youth, tourism businesses also employ more women, indigenous peoples, new Canadians and seniors than most other sectors.

 Canadian Workforce  Tourism



Youth



Immigrant



Indigenous



Persons w/ Difficulties or Long-term Conditions