

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. Destination Canada, a federal Crown corporation of the Government of Canada, is Canada's national tourism marketing organization.

**TRAVEL IS AN
\$90.3 BILLION
SECTOR (2015)ⁱ**
LARGER than Agriculture, Forestry,
Fishing and Hunting COMBINED

Travel accounts for
1.9%
of Canada's GDPⁱⁱ

 **LARGEST** service
export in Canada with
\$17.2 BILLIONⁱⁱⁱ
· \$8.4 B. from overseas markets
· \$7.4 B. from the United States

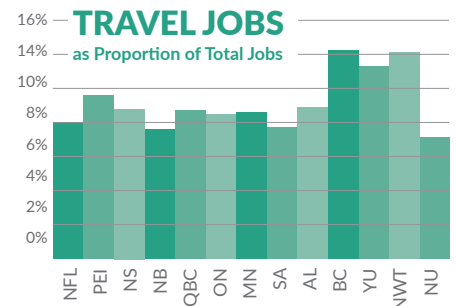
1.7 MILLION JOBS

Travel is a Major Source of
Employment for Youth

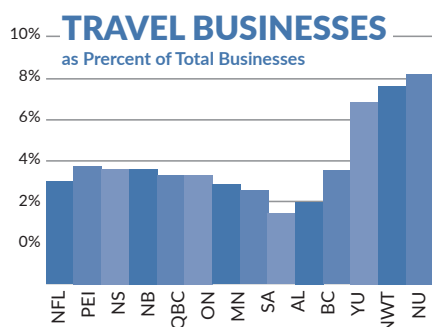


under 35 years of age,
who occupy 51% of
jobs in travel industries

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



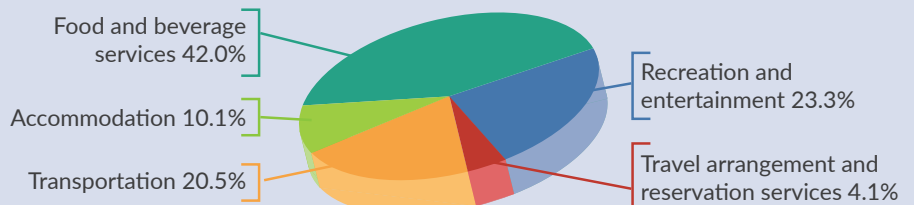
Source: Provincial-Territorial Human Resource Module of the Tourism Satellite Account, 2012.



Source: Destination Canada

Business establishments in Travel industries account for **5.2% OF TOTAL BUSINESS ESTABLISHMENTS** across Canada

99.9% OF TRAVEL ESTABLISHMENTS ARE SMEs



ⁱ National Travel Indicators, Statistics Canada (2015Q2) ⁱⁱ Tourism's GDP on value added contribution to Canada's economy was \$34.4 b in 2014, Statistics Canada, NTL. ⁱⁱⁱ Of the total export revenues of \$17.2 Billion, 92% or \$15.8 Billion of which was spent during their stay in Canada (ie. excluding fares paid to Canadian carriers to/from Canada), Destination Canada Estimate. ^{iv} In 2014, 3.5% of all jobs in Canada (627,000 jobs) were directly attributable to travel demand, Destination Canada. ^v SMEs are establishments with fewer than 500 employees. In 2014 there were 192,000 tourism SMEs, Provincial-T HR Module to the Tourism satellite.