In 2017, Canada welcomed a record 20.8 MILLION INTERNATIONAL TRAVELLERS

In the first 8 months of 2018 1.5% INCREASE

200,000+ TOURISM-RELATED BUSINESSES IN CANADA
90% employ 1.8 MILLION Canadians

Travel economy is worth $97.4 BILLION & is Canada’s largest service export representing $41.2 BILLION of Canada’s GDP in 2017 THAT’S 2% OF TOTAL GDP

But Canada’s international destination rank is only 17th

The New Tourism Vision (launched in 2017) has us looking to accomplish the following goals:

BE A TOP 10 INTERNATIONAL TRAVEL DESTINATION BY 2025
INCREASE INTERNATIONAL VISITATION BY 31% IN 2021
DOUBLE CHINESE TOURISM BY 2021

To help reach these goals, & strengthen & grow the tourism sector, TIAC brought forward these recommendations in advance of the 2019 federal budget:

1 Streamline the visa process and bring low risk countries under the Electronic Travel Authorization program for temporary resident visas.

2 Reduce taxes paid by international visitors to Canada.

3 Make Destination Canada a more competitive tourism marketing organization to ensure long-term, sustainable funding.

4 Have government use industry labour need as the main determiner to access all immigration streams, regardless of skill level.

5 Invest in skills/capacity building and employment bridging programs by prioritizing the tourism sector in ESDC and IRCC programming. Promote tourism career options and training to under represented labour pools such as Indigenous youth and people with disabilities.

6 Adopt a “whole of government” approach to tourism that recognizes and prioritizes tourism as one of Canada’s major economic drivers and job creators.

READ THE FULL PRE BUDGET SUBMISSION REPORT HERE

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