

TOURISM

CANADA'S ECONOMIC PILLAR

LE TOURISME

PILIER ÉCONOMIQUE DU CANADA

Leading the Canadian tourism industry to be the most competitive in the world.

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% are small / medium
sized enterprises
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:

RECOMMENDATIONS:

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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