

NATIONAL TOURISM WEEK

CANADA: POWERED BY TOURISM

APRIL 15-19, 2024



SEMAINE NATIONALE DU TOURISME

LE CANADA : PROPULSÉ PAR LE TOURISME

DU 15 AU 19 AVRIL 2024



DESTINATIONS
INTERNATIONAL

CANADIAN DESTINATION
LEADERSHIP COUNCIL



TOURISM INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA

Canada: Powered by Tourism

The Tourism Industry Association of Canada (TIAC) is the national advocate for tourism in Canada. Acting on behalf of thousands of businesses across the country, the organization promotes policies and programs that foster tourism's growth.



Destination Marketing Offices/Organizations (DMO) are the foundational tool to promote and communicate the beauty and unique opportunities that Canada has for both domestic and global travellers to experience and enjoy. They are globally recognized organizations that work to promote and market tourism for specific locations, communities, or regions.



Destinations International and the Canadian Destination Leadership Council

Established in 2021, the Canadian Destination Leadership Council (CDLC) works in collaboration with Destinations International to deliver on key issues of the tourism industry, including advocacy, resources, policy, and marketing. The CDLC represents Canadian membership within Destinations International and provides strategic guidance and recommendations for how Destinations International can support and best serve Canadian Destination Marketing Offices/Organizations (DMO).

Some priorities that Destinations International and CDLC focus on include:

- Building awareness of the value and economic contribution that destination organizations make to communities
Communicating the value of business events, sports, and other related activities through marketing materials and communications campaigns
- Championing causes that affect access across Canada like advocating for communities to have barriers to visitation capacity
- Protecting Canadian visitor-based assessments and room taxes that are then allocated to destination organizations to do marketing and related programs or campaigns
- Improving collaboration among Canadian DMOs and other industry groups on issues of importance to tourism.
Sharing best practices among DMOs and building a space where learning at all levels can learn, collaborate, and innovate

> Government Collaboration for DMOs

The federal government has signaled that it intends to increase investment in the visitor economy through key initiatives meant to help foster the development of impactful projects that develop the economy, in collaboration with all stakeholders, which includes federal, provincial, and territorial partners.

Per the recent Federal Tourism Growth Strategy, the Government of Canada is offering investments that will benefit the work that DMOs do in marketing Canada and attracting tourists to Canada.

This includes:

- \$96.5 million annually to Destination Canada to promote Canada's brand and assets internationally, provide key data and statistics on the industry, and assist in attracting significant business events
- Ensure high-quality, reliable, timely, and robust marketing data is available to help guide investment decisions
The federal government will collaborate with communities, municipalities, and provincial and territorial governments to increase efforts to attract major events to Canada.
- Planning is beginning to help secure events for the medium and long term, with a focus on events that drive seasonal and regional dispersion
- \$50 million over three years to Destination Canada to attract major international conventions, conferences, and events to Canada
- In parallel to the Ministerial Tourism Growth Council, the federal government will continue to support Destination Canada's NorthStar partnership network, which brings together Canada's top destination marketing and management organizations from across the country to increase visitation, spending, and investment

Impact of the COVID-19 Pandemic on Tourism in Canada

> GDP

- Historically, Canada's tourism sector represents 2% of our country's annual Gross Domestic Product (GDP)
- Tourism's GDP contribution went from \$43.6 billion in 2019 to \$22 billion in 2020
- In 2022, the annual tourism GDP contribution was \$37.8B (down 16% from 2019)

> Tourism Demand/Spending

- Tourism spending hit an all-time high of \$105 billion in Canada at the end of 2019. By the end of 2020, this dropped to \$53 billion
- Tourism spending in 2022 was around \$94 billion (down 11% from 2019)

> Visitors to Canada

- Canada welcomed a record 22 million international overnight visitors in 2019
- The sector lost 20 million international travellers in each of 2020 and 2021
- In 2022, global visitors grew to 12.8 million but remained 42% fewer than in 2019
- Borders only reopened to full travel into Canada in fall 2022, and so, the impact of that reopening is starting to be discovered now

> Labour/Businesses

- One out of every 15 workers in Canada had a job related to tourism
- Tourism employment stood at 1,870,000 jobs in 2022 (down 11% from 2019)
- Canada's tourism industries support a diverse labour force including workers from underrepresented groups.
- Permanent residents/ newcomers and youth (age 15-24) have long been a vital part of the tourism labour force -- each group comprised about 30% of tourism workers in 2019
- 218,000 businesses were in the tourism sector in 2022 (down 6.6% from 2020)

> Economic Drivers of Tourism

- The business meetings and events sector means big business in Canada, accounting for 242,000 direct jobs and contributing \$27.4 billion in direct GDP in 2019
- Canada's Indigenous tourism industry is expected to drive economic recovery in the sector due to increased consumer demand
- Indigenous tourism represented over 1,900 entrepreneurs and organizations and employed 39,000 workers in 2019 while contributing \$1.8 billion in direct GDP



The Path to Tourism Sector Growth in Canada

TIAC continues to promote travel to and within Canada, including the enhancement of the travel experience, a dedicated tourism labour strategy, and supports for the sector's needs to build forward, as we continue to work with the Government of Canada to help achieve the goals of the new Federal Tourism Growth Strategy.

> If the right mix of financial support and other measures are put in place, we could achieve these objectives by 2030:

- Increase tourism's GDP contribution by 40% -- from \$43.6 billion in 2019 to \$61 billion by 2030
- Grow tourism spending in Canada to \$134 billion
- Build the tourism workforce to 2.5 million workers by adding 85,000 new direct jobs to the sector
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- Welcome 30 million international overnight visitors
- Improve Canada's at ranking the World Economic Forum (WEF) Travel & Tourism Development Index to 7th place



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