

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

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA



TOURISM INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA

Canada: Powered by Tourism

About TIAC

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.



About ITAC

The **Indigenous Tourism Association of Canada (ITAC)** is a national non-profit Indigenous tourism industry organization established in 2015. ITAC is the lead organization tasked with growing and promoting the Indigenous tourism industry across the country. Inspired by a vision for a thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences, ITAC develops relationships with groups and regions with similar mandates to enable collective support, product development, promotion and marketing of authentic Indigenous tourism businesses in a respectful protocol.



What is Indigenous Tourism?

Indigenous Tourism includes all tourism businesses that are majority-owned, operated and/ or controlled by First Nations, Métis or Inuit Peoples that can demonstrate a connection and responsibility to the local Indigenous community and traditional territory where the operation resides.

More specifically, Indigenous Cultural Tourism includes travel and hospitality experiences that meet the Indigenous tourism criteria and, in addition, incorporate a significant amount of Indigenous culture in a manner that is appropriate, respectful and true to the Indigenous culture being portrayed.

➤ Indigenous tourism in Canada has a significant economic impact

As of 2019, the sector included:

- +39,000 workers
- +1,900 Indigenous tourism businesses

Indigenous tourism contributed:

- \$1.9B annually to Canada's direct GDP in 2019 (up from \$1.5B in 2017)
- \$1.1B in wages and salaries
- \$3.7B in revenue

Indigenous tourism directly contributes a total of \$800M in tax revenues to all three levels of government in Canada in 2024.

Partnering to grow Indigenous tourism is one of the strategic priorities in Canada 365, the 2023 Federal Tourism Growth Strategy.

ITAC's 2030 Vision is to make Canada the world leader in Indigenous tourism.

Effects of COVID-19 on Indigenous Tourism

Prior to 2020, Indigenous tourism was outpacing Canadian tourism activity overall, and international demand for Indigenous experiences was at an all-time high.

While 2021 saw modest gains as a sign of early recovery, the industry saw an estimated 54% decline in direct GDP in years following the pandemic.

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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