

# 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



MEETINGS  
MEAN  
BUSINESS

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 MMBC

**Meetings Mean Business Canada (MMBC)** is an industry-wide coalition dedicated to the development, growth and international competitiveness of Canada's meetings and business events industry. Its coalition communicates to decision-makers at all levels of government the positive social and economic benefits of hosting such events as conferences, conventions, trade shows, exhibitions, business meetings and incentive travel in Canada.





# Business Events: An Economic Driver of Tourism in Canada

Canada's business events sector represents conferences, conventions, trade shows, exhibitions, business meetings and incentive travel programs.

Business events are a catalyst of collaboration, investment and trade that showcase Canada's key economic sectors to global audiences.

The business events sector creates unique tangible benefits by:

- Driving sector collaboration and innovation across industry, academia, public sector departments, and NGOs
- Stimulating new R&D partnerships, trade, and investment opportunities
- Connecting advanced industry, creative, and academic sector expertise with diverse audiences
- Attracting international talent and growing high value jobs

## > Business Events Mean Big Business

Business meetings and events accounted for 242,000 direct jobs and contributed \$27.4 billion in direct GDP to the Canadian economy in 2019.

Business events made up 40% of total tourism sector spending pre-pandemic, making it a key economic driver of tourism across the country.

## > Expediting Sector Recovery

Unfortunately, business events travel in Canada is recovering at a slower pace than leisure travel. Destination Canada projects that business events travel to Canada, which includes corporate meetings and association conferences as well as incentive travel trips, will not recover to pre-pandemic levels until 2028.

Business Events sector growth can be bolstered by:

- Adopting more efficient and expedited entry processes for known business event travellers, public speakers, and international event delegates; and,
- Promoting and investing in Canada's competitiveness as a host for international events

Ensuring that international business event travellers do not face unnecessary processing delays and effective public investment in Destination Marketing Organizations will provide dividends to the Canadian economy in the years to come.

## > Leading through Innovation and Sustainability

Meeting and event professionals across Canada offer increasingly innovative and technology-enabled solutions for hosting and connecting delegates from around the globe.

Canada's business events community leads scalable sustainability and responsible practices across thousands of events each year.



# 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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