

TOURISM WEEK 2023



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.

Impact of COVID-19

- Tourism hit an all-time high of \$105 billion at the end of 2019.
- By the end of 2020, this dropped to \$53 billion.
 - Domestic spending decreased by 40%
 - International spending dropped by 87%
- The latest Destination Canada data suggests that domestic spending is expected to fully recover in 2023; US spending will reach 2019 levels in 2024; and overseas international visitation will recover in 2025.
- However; accounting for high inflation levels, total spending is actually only really expected to recover mid-way through 2026.

Labour

- End of 2019, tourism accounted for 748,000 direct jobs and just over 2 million in total.
- One out of every ten workers in Canada had a job related to tourism.
- In 2020, direct jobs decreased by 533,000 (or 30%) and all related jobs dropped by 23% to 1.6 million.
- The latest forecast from Tourism HR Canada notes that the sector will still be 250,000 workers short in summer 2023.

TIAC's prime goal is to rebuild and grow the sector in Canada.

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

- Total tourism spending in Canada of \$134 billion
- Specific dispersion-related targets
- A total labour workforce of 2.5 million workers
- Total annual international overnight visitors of 30 million, and

- Canada ranking in top 5 of the WEF Tourism Index

This Tourism Week, let's celebrate how Canada truly is Powered by Tourism in so many ways.

We are rolling out the welcome mat to both domestic and international travellers, whether for leisure or business. TIAC continues to promote travel to and within Canada, including the enhancement of the travel experience, a dedicated tourism labour strategy, and for the sector's needs to build forward as laid out in our [Tourism Growth Strategy submission](#).

Visit https://tiac-aitc.ca/TIAC_s_Tourism_Week_in_Canada.html to learn more

