

TOURISM WEEK

CANADA'S TOURISM ECONOMY

The Tourism Industry Association of Canada (TIAC) is the national private sector advocate for the tourism industry. TIAC takes action on behalf of Canadian tourism businesses and promotes

positive measures that help the industry grow and prosper. When COVID-19 struck, the tourism industry was the first hit, hardest hit, and will be the last to recover.

TOURISM WAS A
\$105 BILLION
SECTOR

ACCOUNTED FOR
2% OF CANADA'S GDP

WAS CANADA'S
5TH LARGEST
SECTOR

PRIOR TO COVID-19
NEARLY 1 IN 10 JOBS
IN CANADA WAS IN
TOURISM.

**OVER THE PAST 2 YEARS,
THE INDUSTRY SAW AN
UNPRECEDENTED DECLINE**

Still at **50%** of where we were in 2019, and forecasting doesn't see us recovering until the **end of 2025.**

IMPACT OF COVID-19 ON THE TOURISM ECONOMY



Greater than
SARS



Greater than
2008 crisis + 9/11 combined

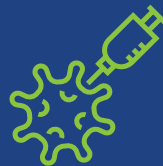


Unemployment
2X the economy overall

TIAC'S PRIME GOAL IS TO RECOVER THE INDUSTRY **BY THE END OF 2025.**

We're rolling out the welcome mat to both domestic and international travellers. After over two years of enduring the global pandemic, Canadians across the country are ready for visitors to explore our home and native land.

Highest rates
of vaccination



World-class
health system



Safe



'TRAVEL NOW. FOR WORK, LIFE, AND PLAY!'

THE TOURISM INDUSTRY ASSOCIATION OF CANADA CONTINUES TO ADVOCATE FOR AN OPEN AND ENCOURAGING TRAVEL NARRATIVE, EXTENSIONS AND ADJUSTMENTS TO SUPPORT PROGRAMS, INCLUDING DEBT RELIEF, AND A DEDICATED TOURISM LABOUR STRATEGY.

