**CANADA**  
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- 6.3% of total economy
- Total T&T GDP = CAD143.9BN (USD108.2BN)

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- 1,670.7 jobs (000’s) (8.8% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- CAD26.9BN in visitor spend (3.7% of total exports) (USD20.2BN)

**INBOUND ARRIVALS**

1. United States 69%
2. United Kingdom 4%
3. China 3%
4. France 3%
5. Germany 2%
Rest of World 19%

**OUTBOUND DEPARTURES**

1. United States 56%
2. Mexico 5%
3. Cuba 3%
4. France 3%
5. Dominican Republic 2%
Rest of World 31%

**SECTOR CHARACTERISTICS (2019)**

- Leisure Spending 64%
- Business Spending 36%
- Domestic Spending 76%
- International Spending 24%

1All values are in constant 2019 prices & exchange rates  
As reported in March 2020

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

1 in 4 net new jobs were created by Travel & Tourism over the last five years.

Global GDP impact by sector (2018 data). Share of total economy GDP:

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

Note: Data are average shares over the 2016-2018 period  
Source: Oxford Economics, national sources and UNWTO