CANADA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

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

Canadians are a top/end destination for travel.

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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

6.3% OF TOTAL ECONOMY
 Total T&T GDP = CAD143.9BN (USD108.2BN)

+2.7% 2019 Travel & Tourism GDP growth vs +1.6% real economy GDP growth

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%

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