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

CANADA 2019 KEY DATA

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%

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

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