

# CANADA

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS<sup>1</sup>

### GLOBAL DATA 2019



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



### 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

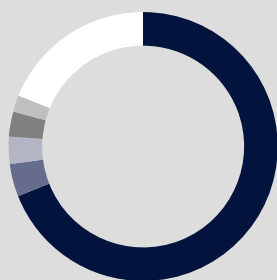
**1,670.7** JOBS (000's)  
(8.8% of total employment)



INTERNATIONAL VISITOR IMPACT

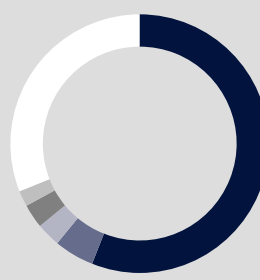
**CAD26.9<sub>BN</sub>**  
in visitor spend (**3.7%** of total exports)  
(USD20.2BN)

### INBOUND ARRIVALS



- 1. UNITED STATES **69%**
- 2. UNITED KINGDOM **4%**
- 3. CHINA **3%**
- 4. FRANCE **3%**
- 5. GERMANY **2%**
- **REST OF WORLD 19%**

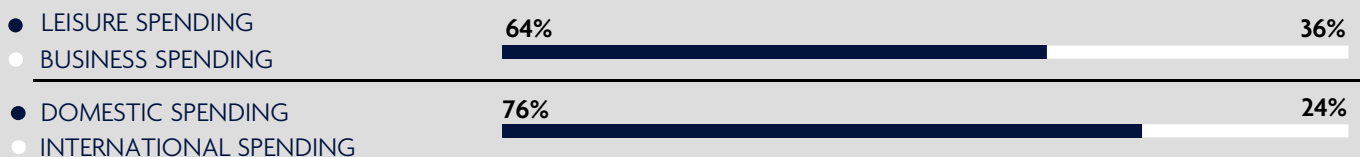
### OUTBOUND DEPARTURES



- 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)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020