**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**

- 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**

- **6.3%** of total economy
- **1,670.7** Jobs (000s) (8.8% of total employment)
- **CAD26.9BN** in visitor spend (3.7% of total exports)

**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.

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