

CANADA

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

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)

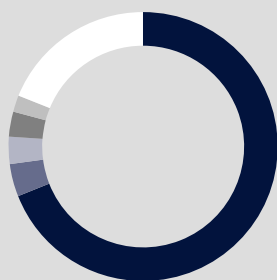


INTERNATIONAL VISITOR IMPACT

CAD26.9_{BN}

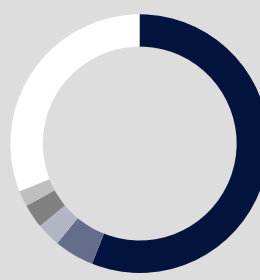
in visitor spend (**3.7%** of total exports)
(USD20.2BN)

INBOUND ARRIVALS



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

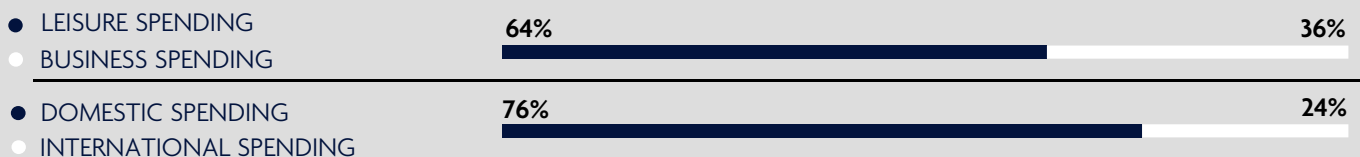
OUTBOUND DEPARTURES



- 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)



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