


CANADA*

DIGITAL INDUSTRIES

| Business
Events



 Ottawa, Ontario

Your guide to Canada's centres
of excellence, sector innovations
and economic strengths for
business events

Where bright ideas come to life
businesseventscanada.ca

CANADA IN FOCUS



Vancouver, British Columbia

Canada in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

Choose Canada for Business Events

“Canada is a land of innovation—and our centres of excellence in the sectors shaping the world have elevated the global perception of Canada as industry leaders. This intellectual capital, combined with our vibrant urban centres, welcoming nature, global perspectives and cooperative approach, makes us a top choice for international business events.

We have a wealth of knowledge to share with the world—and our sector brochures show why, providing the latest insights into our thriving industry hubs, transformative Global Innovation Clusters and trailblazing sub-sectors. This sector expertise can supercharge agendas, build enduring connections and spark innovative ideas—creating unforgettable conferences that inspire attendees, spark breakthroughs and leave a truly lasting legacy.”



Virginie de Visscher

Executive Director, Business Events,
Destination Canada

Canada in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards



41M
TOTAL POPULATION

20.5M
TOTAL WORKFORCE

2nd
LARGEST COUNTRY
IN THE WORLD

10th
LARGEST ECONOMY
IN THE WORLD

1st
IN THE G7 FOR

Quality of life

Social purpose

Open for business

Sources: Statistics Canada, World Bank, 2023 Best Countries rankings



Vancouver, British Columbia

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Destination Canada's Business Events team is charged with growing Canada's share of international business events by promoting the country's unique meeting, convention and incentive event possibilities.



Meet with Purpose in Canada

Canada is a global leader in the digital industries—and we can't wait to share our knowledge with you. Across the country, artificial intelligence, telecommunications, cybersecurity, fintech and digital media sub-sectors are thriving, while our Global Innovation Clusters are generating bold new ideas to build the technology of tomorrow. Canadian visionaries are pushing the industry forward in groundbreaking, unconventional directions, and digital industries hubs from coast to coast are attracting the world. Whatever your digital industries business event—from a cutting-edge conference for creative delegates to an extraordinary incentive reward for an elite digital team—you'll find inspiration here.

Isn't it time for you to meet with purpose in Canada? Connect with us to learn how.

businessevents@destinationcanada.com →

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

WHY CANADA

FOR DIGITAL INDUSTRIES CONFERENCES



Ottawa, Ontario



Canada was the first country in the world to introduce a national AI strategy and has the third largest tech cluster in North America, behind San Francisco and New York in the US. This **leadership** across the digital industries not only makes Canada a global competitor, but an innovation leader, accelerating progress and inspiring the new ideas so critical to the digital industries sector.



St. John's, Newfoundland and Labrador



Business events are a fundamental source of **research, learning and knowledge sharing** and in Canada, our radical openness means this kind of collaboration comes naturally. Organizations that meet here gain access to Canadian innovation and thought leadership through speakers and keynotes for conferences, business-to-business exchanges, site tours and sharing of best practices.



Montréal, Quebec



From Amazon, Google and Microsoft to Meta, Shopify and Samsung, the architects of the global tech revolution live, work and play here. Their **depth of knowledge** not only helps draw internationally renowned conferences to Canada, but also helps to build and maintain productive networks that can generate economic benefits such as talent attraction for organizers, host industry champions and host destinations.



Supported by the Pan-Canadian **Artificial Intelligence** Strategy, Canada is a natural draw for business events dedicated to the advancement of AI. Our centres of excellence are home to some of the world's brightest minds in the field, including the University of Toronto's Geoffrey Hinton, winner of the 2024 Nobel Prize in Physics for his work training artificial neural networks. Researchers and entrepreneurs who meet here do so surrounded by the groundbreaking work of Canada's national AI institutes and innovative AI businesses.



Charlottetown, Prince Edward Island



Business events have the power to **inspire the next generation**, who want to make a positive difference and create innovative solutions to today's problems. In Canada, our national Global Innovation Clusters are fuelling the next generation of digital startups on their quest for these solutions, providing the perfect ecosystem for your own trailblazers to find inspiration, transform the sector—and shape the future.

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

CANADA'S DIGITAL INDUSTRIES CENTRES



Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Canada in Focus

Why Canada

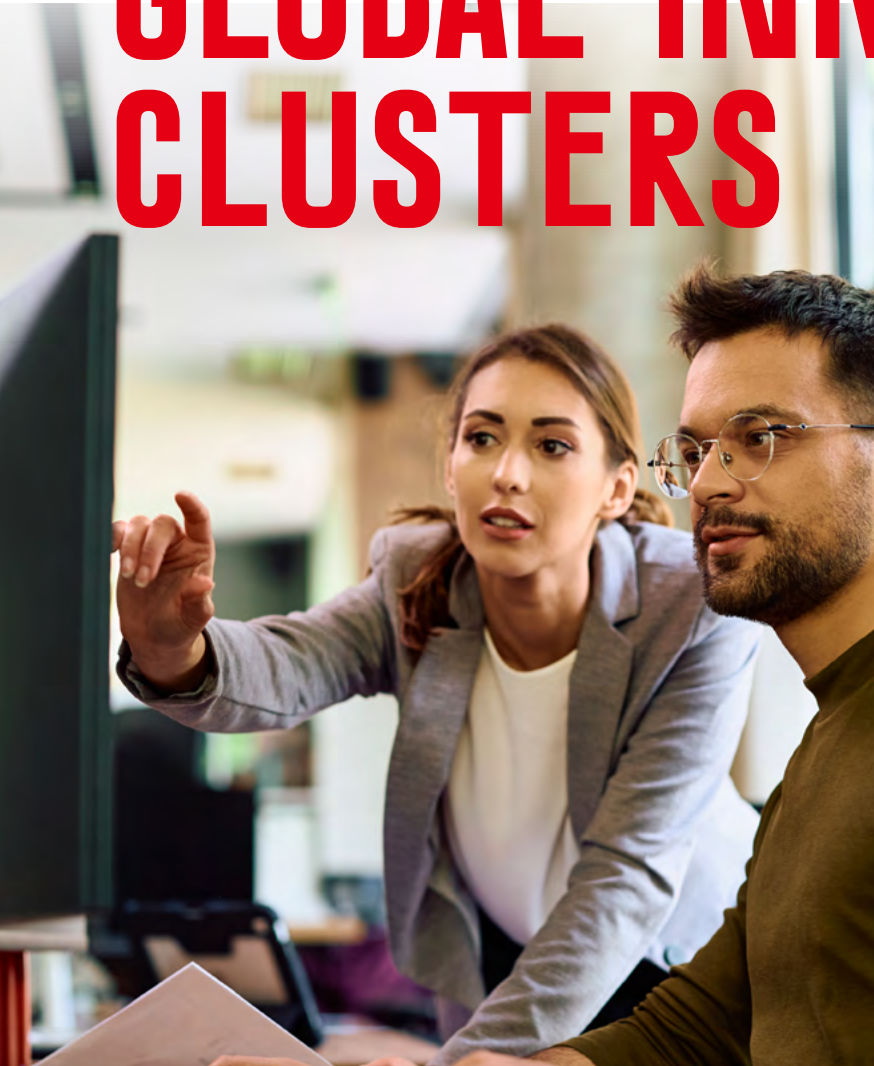
Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

GLOBAL INNOVATION CLUSTERS



When companies of all sizes, academic institutions and not-for-profits come together, they generate bold new ideas. Ideas that wouldn't have otherwise come to light. That's why the Government of Canada has invested nearly \$2 billion in our five [Global Innovation Clusters](#): digital industries, protein industries, advanced manufacturing, scale AI and ocean.

Canada's Global Innovation Clusters demonstrate our commitment to growing digital industries innovation ecosystems and promoting investment in digital commercialization. We are collaborating to deepen the impact of digital industries and acting as a catalyst for skills and talent development across the sector. Ultimately, we are expanding the global presence of our digital industries sector and want to share this wealth of knowledge with the world. We welcome organizations meeting here to leverage that knowledge, create global partnerships and empower us all to shape the future together.

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Canada's Digital Technology Cluster

Based in Vancouver, the [Digital Technology Cluster \(DIGITAL\)](#) accelerates the development and adoption of digital innovations as a catalyst to grow Canadian companies, advance human and environmental health and build an inclusive, skilled workforce for the digital world. It has developed a robust and engaged ecosystem of collaborators, attracting members from the areas of digital health, natural resources and environment, and workforce development.

Smartice Facilitates Ice Travel for Inuit in Arctic Communities

One of the projects being funded through DIGITAL is SmartICE, which operates the world's first set of climate change adaptation tools to integrate traditional Inuit knowledge of ice with advanced data acquisition, remote monitoring technology and earth observation mapping in northern Canada's icy Arctic. Their ice-monitoring technology uses SmartBUOYS, stationary sensors inserted into the ice to measure ice thickness and snow using thermistors. As well, sled-based sensors towed behind snowmobiles provide real-time ice and snow thickness measurements to the operator along community trails.

Canada's AI-Powered Supply Chains Cluster (Scale AI)

Based in Montréal, the [Scale AI Cluster](#) is bringing together the retail, manufacturing, transportation, infrastructure, healthcare and information and communications technology (ICT) sectors together to accelerate the integration of intelligent supply chains, scaling large and small organizations along the way. A consortium of private entities, research centres, academia and high-potential startups, Scale AI is the central pillar of Canada's AI ecosystem.

Mappedin Uses AI to Create Groundbreaking Indoor Digital Maps

SCALE AI has invested in Mappedin, a company specializing in indoor mapping and spatial data management. The project focuses on revolutionizing last-mile delivery by developing automated tools for creating and annotating indoor maps in complex environments. Using a computer vision model, the initiative will digitize building plans, allowing delivery personnel to mark Points of Interest (POIs) like parking and drop-off locations. The outcome will be precise, annotated maps that facilitate courier navigation, ready for export or integration into existing routing systems.

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

SUB-SECTOR SPOTLIGHT



Artificial Intelligence

Hotspots

- › Calgary
- › Edmonton
- › Montréal
- › Ottawa
- › Québec City
- › Toronto
- › Vancouver

Global companies with a Canadian presence are taking part in AI hubs across Canada, giving them access to some of the world's brightest minds in AI. The national AI Strategy is driving growth in the industry through government investments in AI and skills development, support for a national research community, and connecting nodes of scientific excellence in Canada's major centres for AI.

45

AI RESEARCH AND DEVELOPMENT CENTRES SET UP BY OVERSEAS COMPANIES SINCE 2014

Sources: Scale AI, 2023, Mila, 2021, Toronto Global, 2021

Montréal

WORLD'S LARGEST CONCENTRATION OF ACADEMIC RESEARCHERS IN DEEP LEARNING

Toronto

HIGHEST CONCENTRATION OF AI STARTUPS IN THE WORLD

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Noteworthy Innovations

Toronto-based [InteraXon](#) develops brainwave-sensing technology designed to help people live a happier, healthier, more connected life. Their flagship product is the Muse headband, which senses when users' minds are distracted, neutral or at rest during meditation and provides biofeedback audio.

The [Artificial Intelligence Network of British Columbia](#) was founded by business and academic leaders to unify, organize and catalyze the AI and machine learning communities in British Columbia.

[AI4Good Lab](#) in **Montréal** champions gender inclusivity in the AI industry, providing training programs for women and gender diverse people, so they can develop the skills to build their own machine learning projects and prepare for a career in AI.

The [International Center of Expertise in Montréal on Artificial Intelligence \(CEIMIA\)](#) is an international non-profit organization promoting the development and responsible use of AI for the benefit of humanity, in the areas of the environment, climate change, global health, data, governance and human rights.

Independent Research Centres

The Toronto-based [Canadian Institute for Advanced Research \(CIFAR\)](#) is leading the Canadian Government's \$440 million Pan Canadian Artificial Intelligence Strategy, the world's first AI strategy on supporting research and developing talent.

Three national AI institutes are strengthening Canada's leadership in AI: [Amii](#) in **Edmonton**, [Mila](#) in **Montréal** and the [Vector Institute](#) in **Toronto**. Together, all three hubs are collaborating with some of the world's top academic institutions specializing in AI and machine learning research to solve real-world challenges.

[Samsung AI Center - Montreal \(SAIC-Montreal\)](#), led by McGill University's Gregory Dudek, conducts research in AI-based network intelligence ("AI for 5G") and is focused on applying advanced AI to telecommunications, machine learning and robotics.



Conferences

The Collision Conference rapidly became the fastest-growing tech conference in North America. In the 2024 edition, the "godfather of AI" Geoffrey Hinton and tennis legend Maria Sharapova shared their insights on the transformative impact of AI on their worlds. Now rolled into the [Web Summit](#) series of events, the 2025 conference will be the first Web Summit in North America, to be held in Vancouver, British Columbia.

2022, 2023, 2024 Toronto, Ontario

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

SUB-SECTOR SPOTLIGHT



Telecommunications Services

Hotspots

- › Calgary
- › Edmonton
- › Montréal
- › Ottawa

The telecommunications sector is a significant contributor to the Canadian economy, both directly and through enabling greater productivity across other sectors. Providing coverage across Canada's vast landscape, Canada's wireline and wireless networks are consistently ranked amongst the global leaders in network performance. This driving force in the Canadian economy is due to significantly higher capital investments by the sector, enabling Canadians to interact with each other in more ways than ever before—and fully participate in the digital economy.

**Up to
782,000**

JOBS SUPPORTED BY
TELECOMMUNICATIONS
SERVICES

Source: Canadian Telecommunications Association

1st

AMONG G20 COUNTRIES
FOR MOBILE NETWORK
QUALITY

2nd

MOST 5G NETWORKS IN
THE WORLD, BEHIND
THE US

Canada
in Focus

Why Canada

Global Innovation
Clusters

**Sub-Sector
Spotlight**

Centres of
Excellence

Incentive Rewards

Noteworthy Innovations

Calgary is the first city in Canada to build and own an [industrial grade LoRaWAN network](#) to enable local IoT innovations. The network enables testing, development and proof of concept deployment of IoT solutions of up to 30,000 sensors.

Semiconductor chip manufacturer [TSMC's Design Center](#) in **Ottawa** was the world's first and largest dedicated integrated circuit foundry. There, innovators are shaping the semiconductor technology landscape to help deliver cutting-edge mobile, Internet of Things (IoT), high-performance computing, AI and automotive products.

Post-Secondary Academic Institutions

The [Ericsson-Carleton Mobile Wireless Lab](#) at **Ottawa's Carleton University** will be the first location in Canada to provide researchers and students with access to a private standalone 5G RDS network, to enable development, testing and optimization of state-of-the-art 3D localization solutions, techniques and algorithms.

Independent Research Centres

The [Communications Research Centre Canada \(CRC\)](#) in **Ottawa** is the Government of Canada's client-driven applied research centre for advanced telecommunications.



Conferences

The IoT North Conference brought together industry, government and association leaders to examine the state and challenges of the Canadian IoT and AI (AIoT) ecosystem. Now evolved into the [Society 5.0 Summit](#), the event will bridge the gap between senior decision makers and digital transformation, beginning in 2025 in Calgary.

2022, 2023 Calgary, Alberta

Canada
in Focus

Why Canada

Global Innovation
Clusters

**Sub-Sector
Spotlight**

Centres of
Excellence

Incentive Rewards

SUB-SECTOR SPOTLIGHT



Cybersecurity

Hotspots

- › Calgary
- › Montréal
- › Québec City
- › Toronto
- › Vancouver

With funding of more than \$500 million, [Canada's National Cybersecurity Strategy](#) and its supporting 2019-2024 Action Plan aim to ensure security and resilience, support cyber innovation, and demonstrate leadership and collaboration with allies to shape the international cybersecurity environment. As the need for cybersecurity grows increasingly important, Canada's cybersecurity sector has grown, thanks to support for advanced research, digital innovation, and the development of cyber skills and knowledge to position Canada as a global leader in cyber security.

\$3.2B
CONTRIBUTION TO GDP

29,000
JOBS

7th
MOST PREPARED COUNTRY
AGAINST CYBER SECURITY
THREATS

Source: Innovation, Science and Economic Development Canada, National Cyber Security Index

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Noteworthy Innovations

At the Cyber Excellence Awards in 2023, [Cyderes](#) in **Toronto** was recognized for their talent, innovation and growth, ranked the Cybersecurity Recruiter of the Year, Best Cybersecurity Company and Fastest Growing Cybersecurity Company.

Post-Secondary Academic Institutions

The [Cyber Security Analyst](#) program at the **Southern Alberta Institute of Technology (SAIT)** in **Calgary** is the first program in North America to offer apprenticeship-style training in cybersecurity, with 51% of all learning being done on the job.

Conferences

The [Cyber Future Summit](#) takes the format of an interactive leadership exercise, where leaders and futurists from different walks of life gather to share ideas and create actionable guidance and frameworks to build a collaborative and trusted global platform for cyber.

2023 *Ottawa, Ontario*



Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

SUB-SECTOR SPOTLIGHT



Fintech and E-Commerce

Hotspots

- › Calgary
- › Edmonton
- › Montréal
- › Ottawa
- › Québec City
- › Toronto
- › Vancouver

Fintech in Canada has been seeing tremendous growth in recent years and is expected to continue expanding exponentially. Such innovation is bringing exciting new efficiencies to the financial services market, improving the speed and accuracy of transaction processing, building on the size and stability of Canada's financial system – healthiest in the G7 and the sixth most sound in the world.

\$1.8B
VENTURE CAPITAL
BACKED FINTECH
INVESTMENT IN 2022

1,286
FINTECH COMPANIES

Toronto
RANKED SECOND
LARGEST FINANCIAL
CENTRE IN NORTH
AMERICA, AFTER
NEW YORK

Sources: Pitchbook, KPMG, Conference Board of Canada

Canada
in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

Noteworthy Innovations

Jobber in **Edmonton** empowers service providers to quote, schedule, market, invoice and get paid through one app—and is the second fastest growing software company in Canada.

Borealis AI, a research institute at the Royal Bank of Canada (RBC), is working to advance the field of machine learning, designing AI products and technologies to transform banking businesses and shape the future of financial services.

The Canadian Blockchain Consortium was founded to unite Canada's diverse community of blockchain business owners, developers and adopters.

Did You Know?

In 2016, ATB Financial in **Calgary** sent one of the world's first real-time payments from Canada to Germany using blockchain technology. The payment took around 20 seconds.



Conferences

The annual international SIBOS conference brings together the global financial community to debate and collaborate in the areas of payments, securities, cash management and trade. In 2023 in Toronto, SIBOS focused on "Collaborative finance in a fragmented world."

2023 Toronto, Ontario

Canada
in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

SUB-SECTOR SPOTLIGHT



Visual Effects (VFX) and Digital Media

Hotspots

- › Edmonton
- › Montréal
- › Québec City
- › Toronto
- › Vancouver

Canada's world-leading digital media industries have a long highlight reel. Fuelled by world-class talent, industry innovation and beneficial tax credits in Vancouver, Toronto and Montréal, Canada continues to develop as a major hub of the global film and visual effects industry. Meanwhile, the Canadian video game industry has also established itself as a global leader, renowned for its creative prowess and technological advancements. Looking ahead, extended reality (XR), augmented reality (AR), virtual reality (VR) and mixed reality (MR) are set to underpin the next iteration of the internet—the metaverse—and boost Canada's growth and productivity across multiple sectors.

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Up to **\$85.5B**

POTENTIAL CONTRIBUTION OF THE METAVERSE TO CANADA'S ANNUAL GDP BY 2035

Sources: Deloitte, Entertainment Software Association of Canada, Canadian Media Producers Association, Facing Reality: Canada Needs to Think about Extended Reality and AI

240,000
FILM PRODUCTION JOBS

32,300
DIRECT, FULL-TIME VIDEO GAME EMPLOYEES

Noteworthy Innovations

Based in **Montréal**, [Moment Factory](#) is a leading startup in the realm of creative multimedia productions, including the mesmerizing Las Vegas Sphere shows.

Some of the world's most famous video game franchises, such as Assassin's Creed, Splinter Cell and Prince of Persia were developed by [Ubisoft Montréal](#).

Post-Secondary Academic Institutions

The [Centre for Data Management and Visualization](#) at the Northern Alberta Institute of Technology (NAIT) in **Edmonton** specializes in simulation, motion and performance capture, GIS analysis, and data analytics and visualization—working with industry partners to develop innovative tools and content.

At the [School of Interactive Arts and Technology \(SIAT\)](#) at Simon Fraser University near **Vancouver** technologists, artists, designers, and theorists combine the science of human experience, the analysis of media and culture, the creation of original and experimental works of art and the implementation of new technologies.

Did You Know?

Montréal and **Vancouver** are among the top hubs worldwide for visual effects and animation, alongside Los Angeles, US and London, UK.



Conferences

[SIGGRAPH](#) is one of the biggest computer graphics and interactive techniques conferences in the world, bringing together a diverse global community of innovators to showcase the latest advancements in animation, VFX, new realities and AI.
2022 Vancouver, British Columbia

The SiGMA Group is an events and media organization focused on gaming, emerging tech, digital health, and affiliate marketing. In 2022, [SiGMA Americas](#) offered a high-energy agenda spotlighting the rapidly growing iGaming sector.
2022 Toronto, Ontario



Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

VANCOUVER

115,000
TECH JOBS

9,400+
SAAS EMPLOYEES

18+
AI COMPANIES

22+
CYBERSECURITY COMPANIES

Almost 1,000
DIGITAL MEDIA COMPANIES

170+
VIDEO GAME DEVELOPMENT STUDIOS

Up to 72,000
VFX WORKERS IN BRITISH COLUMBIA

40,000+
DIGITAL ENTERTAINMENT AND INTERACTIVE GAMING JOBS

Sources: Vancouver Economic Commission, Latka, TechBehemoths, BestStartup

Vancouver sits between the Pacific Ocean and the 26 individual peaks that make up the North Shore Mountains. It's the third most populous city in Canada and the country's fastest-growing major metropolitan area because of the quality of life it offers, the active lifestyle it encourages, the diversity of its residents and the city-

wide commitment to sustainability – the world's first city-level carbon tax was instituted here in 2008.

Did you know?

In 2023, Amazon opened its newest Vancouver office, The Post, located in a mid-century, historical building which previously housed Canada Post and occupies an entire city block.



Noteworthy Innovations

[Blockchain@UBC](#) is a multidisciplinary research cluster focusing on blockchain technology as a central component in investigating the broader research question "How can emerging technologies be leveraged to benefit Canadians and the world?"

Vancouver's **Simon Fraser University** and the **University of British Columbia** are ranked #1 and #2 in Canada for computer vision and computer graphics publications, by CS Rankings.



Companies

- > [Telus Corporation](#)
- > [Hootsuite](#)
- > [Samsung R&D Canada](#)
- > [Slack Canada](#)
- > [Fortinet](#)
- > [Sony Pictures Imageworks](#)
- > [Electronic Arts Canada](#)



Conferences

The [IEEE / CVF Computer Vision and Pattern Recognition Conference](#) is the leading annual computer vision event, including a conference, several workshops and short courses. In 2023, speakers addressed AI's history, future and impact on computer vision possibilities.

2023 Vancouver, British Columbia

[SIGGRAPH](#) is one of the biggest computer graphics and interactive techniques conferences in the world, bringing together a diverse global community of innovators to showcase the latest advancements in animation, VFX, new realities and AI.

2022 Vancouver, British Columbia

The annual [International Conference on Very Large Data Bases \(VLDB\)](#) is a major global forum for data management researchers, vendors, practitioners, application developers and users to discuss the technology and research underpinning today's emerging applications.

2023 Vancouver, British Columbia



"Vancouver provides a perfect mix of excellent infrastructure, diverse culture, unbeatable nature and a world-class technology ecosystem making it a perfect destination for leading academic conferences like the International Conference on Very Large Data Bases (VLDB)."

TIANZHENG WANG

Assistant Professor, School of Computing, Science
Simon Fraser University

Conference Infrastructure

Guestrooms
13,000

Downtown

23,000

Citywide

Vancouver Convention Centre

43,339 sq m

466,500 sq ft



Sub-Sectors

- > Artificial Intelligence
- > Cybersecurity
- > Fintech and E-Commerce
- > Visual Effects (VFX) and Animation



Post-Secondary Institutions

- > University of British Columbia
- > Simon Fraser University

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

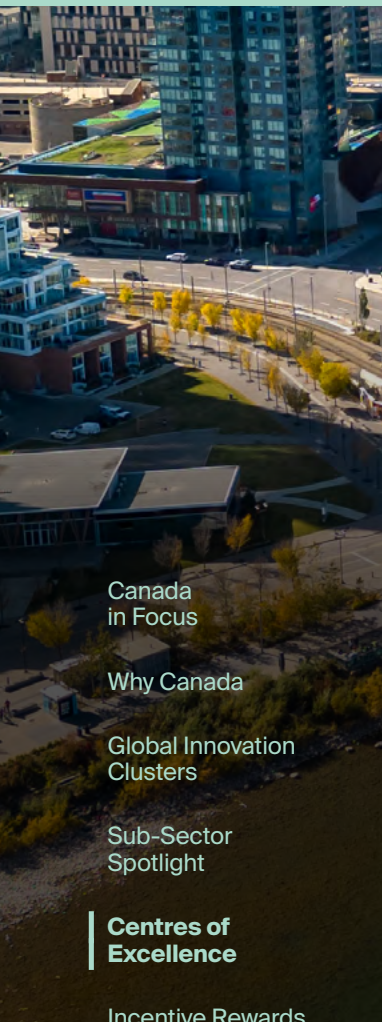


CALGARY

52,200
TECH EMPLOYEES

2,968
TECH BUSINESSES

Sources: CBRE, Statistics Canada



Canada
in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

The Western spirit that helped build Calgary is very much alive and well. You hear it in the music. You see it in the streets. You experience it every July at the world-famous Calgary Stampede. You see it in the architecturally spectacular expansion to the BMO Centre—Western Canada's largest convention centre. And you feel it in the entrepreneurial attitude. It's why Calgary has Canada's highest per capita head office and small business concentration in Canada.

Did you know?

A Calgarian, James Gosling, is credited as the inventor of the Java programming language in 1994, creating the original design of Java and implementing its original compiler and virtual machine.

Calgary's technology and innovation ecosystem has been rapidly expanding and has seen a 462.5 per cent increase in the number of accelerators and incubators since 2015.

The University of Calgary has been repeatedly ranked the top startup creator in Canada out of 32 Canadian academic and non-profit research institutions.

Noteworthy Innovations

Calgary is the first city in Canada to build and own an [industrial grade LoRaWAN network](#) to enable local IoT innovations. The network enables testing, development and proof of concept deployment of IoT solutions of up to 30,000 sensors.

[Denvr Dataworks](#) is creating a more sustainable future by developing a data centre design that has waterless cooling and energy-efficient servers. Only four per cent of the power used goes towards operations, while 96 per cent goes to computing.

The [Institute for Quantum Science and Technology](#) at the University of Calgary conducts leading research in key theoretical and experimental topics of quantum science and technology.

Calgary is a hub of activity in the quantum field, with [Quantum Horizons Alberta](#) advancing interdisciplinary foundational quantum research, [Quantum City](#) at the University of Calgary leveraging quantum physics and computing to tackle real-world challenges, and [Quantum Alberta](#) acting as a catalyst for advancing and commercializing quantum research.

Companies

- > [Attabotics](#)
- > [Benevity](#)
- > [CoolIT Systems](#)
- > [Critical Mass](#)
- > [Denvr Dataworks](#)
- > [Helcim](#)
- > [Neo Financial](#)
- > [Shareworks by Morgan Stanley](#)
- > [SMART Technologies](#)
- > [Tektelic](#)
- > [Vizworx](#)

Conferences

[Quantum Days](#) unites students, researchers, industry professionals, policymakers, investors in the quantum field with interactive sessions designed to inform, connect and advance breakthroughs in Canada's quantum landscape. *2024 Calgary, Alberta*

Sub-Sectors

- > Artificial Intelligence
- > Telecommunications Services
- > Cybersecurity
- > Fintech and E-Commerce

Post-Secondary Institutions

- > The University of Calgary
- > AI/ML Centre of Excellence by AltaML



“The main driver of international activity is because the problems are hard... We need to find the people across the planet that can help us to solve the problems we need to solve and advance the field in the way we need to advance it... As Buckminster Fuller once said, on planet Earth there are no passengers, we are all crew. We all have to do our part. So, I want to share the passion with everybody I can.”

DR. BARRY SANDERS
Director of the Institute for Quantum Science
University of Calgary

Conference Infrastructure

Guestrooms

4,700

Downtown

15,000

Citywide

**Calgary TELUS
Convention Centre**

11,334 sq m

122,000 sq ft

BMO Centre

46,452 sq m

500,000 sq ft

Canada
in Focus

Why Canada

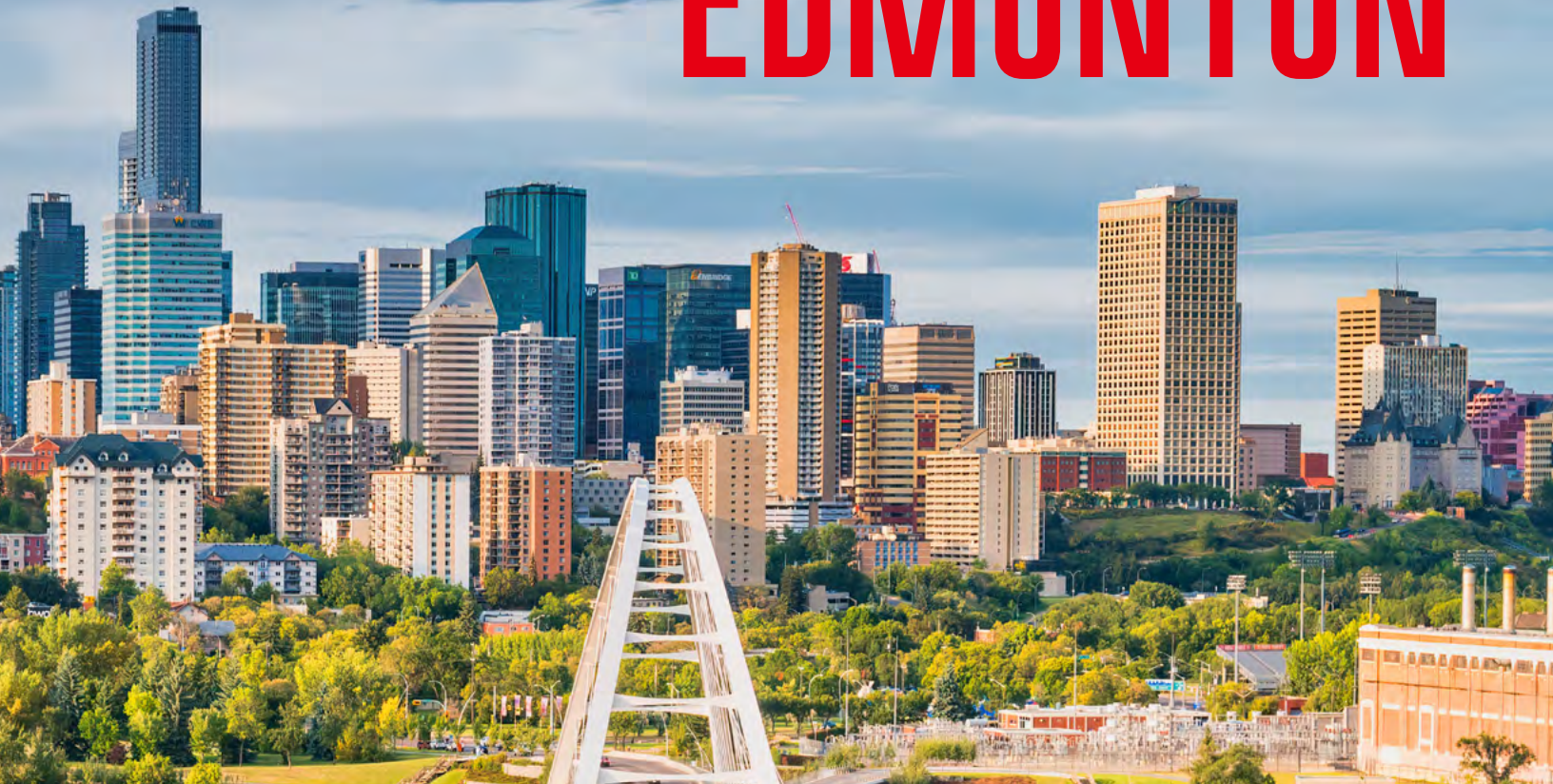
Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

EDMONTON



31,100

TECH EMPLOYEES

2,631

TECH BUSINESSES

Sources: CBRE, Statistics Canada

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

On the biggest stages of sports and business, Edmonton comes to play and punches above its weight. These days, Edmonton is leading Canada's exploration of AI, with the University of Alberta ranking third globally in AI research. This, and the surge of fresh talent into Edmonton, led Coldwell

Banker Richard Ellis (CBRE) to name it the fastest-growing tech hub in North America.

Did you know?

Since 1970, the University of Alberta has published more papers on AI than any other university in North America, except Carnegie Mellon University in Pittsburgh, US.



Noteworthy Innovations

[Jobber](#), a scheduling software and app—and the second fastest growing software company in Canada—is headquartered in Edmonton.

[Alberta IoT](#) is a non-profit, member-based association that exists to nurture and support the growth of Alberta's Internet of Things and emerging technology sectors.



Companies

- > [AltaML](#)
- > [Jobber](#)
- > [SeriousLabs](#)
- > [Drugbank](#)
- > [Granify](#)
- > [Drivewyze](#)
- > [Inflexion Games](#)
- > [Beamdog](#)



Conferences

The 2022 [From Earth to Space Conference](#) explored the impact of emerging technologies like quantum, nanotech, biotech and AI, and the need to collaborate internationally to find solutions to the planet's most pressing challenges, including health and sustainability. *2022 Edmonton, Alberta*

The 2023 [DeepTech in Health + Medical Innovation Event](#) focused on the role of deep tech in revolutionizing health and medical innovation, opening up the possibility of advanced diagnostics, personalized treatments and improved patient outcomes. *2023 Edmonton, Alberta*



Sub-Sectors

- > Artificial Intelligence
- > Telecommunications Services
- > Cybersecurity
- > Fintech and E-Commerce



Post-Secondary Institutions

- > The University of Alberta
- > Northern Alberta Institute of Technology (NAIT)



“As the organizers of Upper Bound, a world-renowned, annual AI conference that continues to grow year-on-year, Amii appreciates the support of Explore Edmonton in ensuring our continued success.”

STEPHANIE ENDERS
Chief Delivery Officer, Amii

Conference Infrastructure

Guestrooms

3,197

Downtown

13,000

Citywide

Edmonton Expo Centre

48,495 sq m

522,000 sq ft

Edmonton Convention Centre

13,416 sq m

144,406 sq ft

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

TORONTO

285,000+
TECH EMPLOYEES

24,000+
TECH BUSINESSES

Sources: Toronto Global, City of Toronto

As one of the fastest-growing tech markets and the second-largest finance hub in North America, Toronto is attracting the world. More than 200 languages are spoken in the city, and nearly 45 per cent of Toronto residents speak something other than English or French at home. Waves of immigration over the last 50 years have made Toronto the biggest city in Canada and the fourth biggest on the continent.

Did you know?

The Toronto region's technology community has grown by 44 per cent over the past five years and is now the largest in Canada and the third largest in North America.



Noteworthy Innovations

Toronto-based [InteraXon](#) develops brainwave-sensing technology designed to help people live a happier, healthier, more connected life. Their flagship product is the Muse headband, which senses when users' minds are distracted, neutral or at rest during meditation and provides biofeedback audio.

[MaRS](#) is North America's largest urban innovation hub, supporting more than 1,200 technology and science startups and offering 1.5 million square feet of office, lab, meeting and event space in downtown Toronto.

[Borealis AI](#), a research institute at the Royal Bank of Canada (RBC), is working to advance the field of machine learning, designing AI products and technologies to transform banking businesses and shape the future of financial services.

Companies

- › [1Password](#)
- › [BoomerangFX](#)
- › [Borrowell](#)
- › [Brim Financial](#)
- › [Coinsquare](#)
- › [Deep Genomics](#)
- › [Ecobee](#)
- › [EventMobi](#)
- › [Influitive](#)
- › [Microsoft Canada](#)
- › [SAP Canada](#)

Conferences

The SiGMA Group is an events and media organization focused on gaming, emerging tech, digital health, and affiliate marketing. In 2022, [SiGMA Americas](#) offered a high-energy agenda spotlighting the rapidly growing iGaming sector.

2022 Toronto, Ontario

The **Collision Conference** rapidly became the fastest-growing tech conference in North America. In the 2024 edition, the “godfather of AI” Geoffrey Hinton and tennis legend Maria Sharapova shared their insights on the transformative impact of AI on their worlds. Now rolled into the [Web Summit](#) series of events, the 2025 conference will be the first Web Summit in North America, to be held in Vancouver, British Columbia.

2022, 2023, 2024 Toronto, Ontario

The annual international [SIBOS](#) conference brings together the global financial community to debate and collaborate in the areas of payments, securities, cash management and trade. In 2023 in Toronto, SIBOS focused on “Collaborative finance in a fragmented world.”

2023 Toronto, Ontario

Sub-Sectors

- › Artificial Intelligence
- › Telecommunications Services
- › Cybersecurity
- › Fintech and E-Commerce

Post-Secondary Institutions

- › University of Toronto
- › Toronto Metropolitan University
- › York University



“I consider Toronto to be one of the top choices for a conference like Hospitality Industry Technology Exposition and Conference (HITEC)...I was deeply impressed by the logistics, the tremendous effort put in by all team members, and how well everything was organized. We delivered an excellent program, and I felt a great sense of pride and honour in being a part of this.”

IRA VOUK
Founder of Hospitality 2.0
and HITEC Advisory Council Member

Conference Infrastructure

Guestrooms

36,000+

Citywide

Metro Toronto Convention Centre

65,032 sq m

700,000+ sq ft

Exhibition Place

114,456 sq m

1.2 million sq ft

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

OTTAWA



94,400
TECH EMPLOYEES

1,800+
TECH BUSINESSES

Sources: CBRE, Invest in Ottawa

Canada
in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

The intellectual prowess of Canada's capital city is in large part due to its exceptional post-secondary options, including the largest university in the world to offer a fully bilingual English and French program. Around half of Ottawa's adult population has a post-secondary education

and a large percentage of Ottawans work in creative, science or digital industries. With Canada's federal government as neighbours, these trailblazers are well positioned to lead from the front, close to the country's key decision-making hubs.



Noteworthy Innovations

Ottawa is home to 65 federal labs, many of which are under the umbrella of the world-renowned [National Research Council of Canada \(NRC\)](#). The Council is the Government of Canada's largest science and research organization, with 4,263 full-time equivalent staff representing 87 nationalities.

Semiconductor chip manufacturer [TSMC's Design Center](#) in Ottawa was the world's first and largest dedicated integrated circuit foundry. There, innovators are shaping the semiconductor technology landscape to help deliver cutting-edge mobile, Internet of Things (IoT), high-performance computing, AI and automotive products.

The [Canadian Photonics Fabrication Centre \(CPFC\)](#) is Canada's only pure play compound semiconductor foundry.



Companies

- > [Kinaxis](#)
- > [Calian](#)
- > [Shopify](#)
- > [Mitel](#)
- > [Telesat](#)



Conferences

The triennial, international [IEEE Sections Congress](#) brings together section leaders to collectively shape the future of IEEE. In 2023, the conference focused on achieving future sustainability, empowering volunteer engagement and enriching member experience. **2023 Ottawa, Ontario**

[SAAS NORTH](#) is the Canadian hub for rapidly-scaling Software as a Service (SaaS) enterprises, bringing together founders, teams, investors and seasoned industry experts to connect and exchange ideas around leadership, the workplace, finance, product and sales.

2023, 2024 Ottawa, Ontario



"The selection of Ottawa's Area X.O as a NATO Defence Innovation Accelerator for the North Atlantic (DIANA) Test Centre and the Canadian-Dutch Cyber Soft-landing Program are key developments that reinforce Ottawa's reputation as a hub of innovation and research excellence."

LESLEY PINCOMBE

Vice-President, Meetings & Major Events, Ottawa Tourism

Conference Infrastructure

Guestrooms

5,400

Downtown

11,000

Citywide

Rogers Centre Ottawa

17,837 sq m

192,000 sq ft



Sub-Sectors

- > Telecommunications Services
- > Cybersecurity
- > Fintech and E-Commerce



Post-Secondary Institutions

- > University of Ottawa
- > Carleton University

Canada
in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

MONTREAL

190,000+
IT WORKERS

7,000+
IT COMPANIES

Source: Statistics Canada

Montréal stands alone in Canada. Its mix of European culture and new world cool gave rise to a *vive la différence* attitude that has allowed unique excellence to shine in art, music, film, dance, food and fashion. More recently, the spirit of innovation behind the achievements in those areas has made Montréal a global aerospace centre, a top-five city for video game production and the most sustainable destination in North America, according to the Global Destination Sustainability Index.

Did you know?

Some of the world's most famous video game franchises, including Assassin's Creed, Splinter Cell and Prince of Persia were developed by [Ubisoft Montréal](#).

Noteworthy Innovations

[Oasis Immersion](#) at the Palais des congrès de Montréal offers virtual reality experiences with stunning visuals, relaxation, and meditation spaces for visitors.

The only one of its kind in the world, the [Cyberjustice Laboratory](#) at the **Université de Montréal**, is an innovative virtual court that helps jurists better understand the challenges of integrating information technologies that will play an increasingly greater role in the administration of justice.

[AI4Good Lab](#) in Montréal champions gender inclusivity in the AI industry, providing training programs for women and gender diverse people, so they can develop the skills to build their own machine learning projects and prepare for a career in AI.

Independent Research Centres

[Meta's Fundamental AI Research \(FAIR\)](#)

lab in Montréal is led by McGill University's Joelle Pineau, whose research focuses on developing new models for planning and learning—and applying these to robotics, health care, games and conversational agents.

[Google's DeepMind](#)

research laboratory in Montréal houses a diverse team of research scientists and engineers on a mission to “solve intelligence” under the leadership of McGill University's Doina Precup, whose research specializes in reinforcement learning.

At the [Microsoft Research Lab – Montréal](#), a team of researchers specializing in machine learning, reinforcement learning and FATE (fairness accountability, transparency and ethics in AI) are focusing on advancing deep learning to have a positive impact on society.

Companies

- > [Nuvei](#)
- > [Moment Factory](#)
- > [CGI](#)
- > [Hopper](#)
- > [Ubisoft](#)
- > [Cinesite](#)
- > [Bell Canada](#)
- > [Behaviour](#)

Conferences

The [International Conference on Pattern Recognition](#) attracts scientists, researchers and practitioners to listen, learn, educate and exchange ideas. The 2022 event focused on AI, machine learning, robotics and intelligent systems—and potential uses for this technology. **2022 Montréal, Québec**

The [Internet Measurement Conference](#) focuses on discussing advancements and exchanging ideas around data-driven insights into internet performance, to foster the development of innovative approaches to traffic and system management. **2023 Montréal, Québec**



“Microsoft is very excited about the idea of collaborating with professors, students and the extensive tech community in Montréal. The city is becoming a global hub for research and innovation in AI.”

BRAD SMITH
President, Microsoft

Conference Infrastructure

Guestrooms

16,300

Downtown

36,800

Citywide

Palais Des Congrès De Montréal Convention Centre

47,265 sq m

508,756 sq ft

Sub-Sectors

- > Artificial Intelligence
- > Telecommunications Services
- > Cybersecurity
- > Fintech and E-Commerce
- > Visual Effects (VFX) and Digital Media

Post-Secondary Institutions

- > McGill University
- > Université de Montréal
- > École de Technologie Supérieure (ÉTS)

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

QUÉBEC CITY



36,000+
INFORMATION AND
COMMUNICATIONS
TECHNOLOGY (ICT)
PROFESSIONALS

1,059
IT COMPANIES

Source: Québec International

Canada
in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

Québec City has been charming visitors with its unique brand of *joie de vivre* since the city was incorporated in 1608 as the capital of French-speaking Canada. Nowadays, the five universities and 16 colleges in the greater Québec City area give it Canada's highest ratio of researchers

per capita—turning it into an emerging hub in cutting-edge fields. Forty per cent of the jobs created in the city over the past decade are knowledge-based, boosting Québec City's standing in life sciences, finance/insurance and green technology.

Noteworthy Innovations

[Linearis Labs'](#) new laboratory in Québec City offers AI analysis of biomarkers to better identify metabolic diseases including cancer, diabetes, and antimicrobial resistance.

The [National Optics Institute \(INO\)](#) is the largest centre of expertise in optics and photonics in Canada, controlling light using everything from laser and fiber optics to imaging technologies to innovate solutions that capture, identify, predict or transform the real world.

Companies

- › [TeraXion](#)
- › [Coveo](#)
- › [Mirego](#)
- › [Libeo](#)
- › [iX media](#)
- › [Beenox](#)
- › [Ubisoft](#)

Conferences

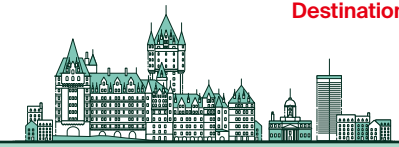
Dedicated to advancing optics and photonics worldwide, the [Optica Design and Fabrication Congress](#) brings together the best and brightest in the science of light to share the latest innovations in the design, manufacturing and application of optics. *2023 Québec City, Québec*

Sub-Sectors

- › Artificial Intelligence
- › Telecommunications Services
- › Cybersecurity
- › Fintech and E-Commerce

Post-Secondary Institutions

- › Université Laval



“We chose Québec City [for the 2023 Optica Design and Fabrication Congress] because of its thriving optics-photonics industry and its proximity to research centres and institutes, its mix of European flair and cutting-edge technology, and the incredible value of the Canadian dollar for international travellers!”

KIMBERLY L. COERR

Director, Meeting Operations, Optica

Conference Infrastructure

Guestrooms

5,000+

Downtown

17,250

Citywide

**Québec City
Convention Centre**

27,340 sq m

294,290 sq ft

Canada
in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

WHY CANADA FOR DIGITAL INDUSTRIES INCENTIVE REWARDS



St. John's, Newfoundland and Labrador

Canada
in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

In Canada, our legendary incentive experiences offer true transformation, captivating and motivating teams from far and wide, applauding and rewarding employees across industries.

With diverse cosmopolitan cities, a kaleidoscope of rich cultures, and our mountain, coastal and spa resorts, Canada is the perfect place for growth and enrichment. Here, wide-open spaces inspire awe, open hearts build belonging, and open minds spark new ideas.

Here are four unforgettable experiences handpicked for digital industries top performers, to help you blow away your team—and the competition.

Off the Grid

Blachford Lake Lodge, Northwest Territories

There's no better place than the wild Arctic shoreline to keep outside distractions at bay, clear busy minds and blow corporate cobwebs away. In summer fish for pike, canoe under the midnight sun, and hike a boreal forest. In winter, snowshoe on a wonderland of trails, learn the art of igloo building or play hockey on a frozen lake. When waves of light flash over the sky you'll know the Aurora have arrived...and so has your team.

[Learn more →](#)

Fire and Ice Dinner

British Columbia

Give your top performers a mile high celebration to lift the spirits. They'll ride the gondola to the top of Whistler Mountain and savour a glass of bubbly at mid station, while photo stops of snowcapped mountaintops punctuate the party. A fire and ice ski show, a torch light ski parade—the sky is the limit for celebration animation up here. The very best in regional wines and farm and ocean cuisine feed high altitude appetites.

[Learn more →](#)

Looking for more inspired incentive ideas?

businessevents.destinationcanada.com/en-ca/plan/incentive →

Ice Canoeing

St. Lawrence River, Québec

The magnificent frozen waterscape of the St. Lawrence River in the heart of Québec City, Québec will get your team pulling together on this introduction to the traditional winter activity of ice canoeing. A lesson in rowing and scootering across the frozen riverscape is enhanced by a hot chocolate stop on drifting ice. An invigorating reward you'll find nowhere else in Canada.

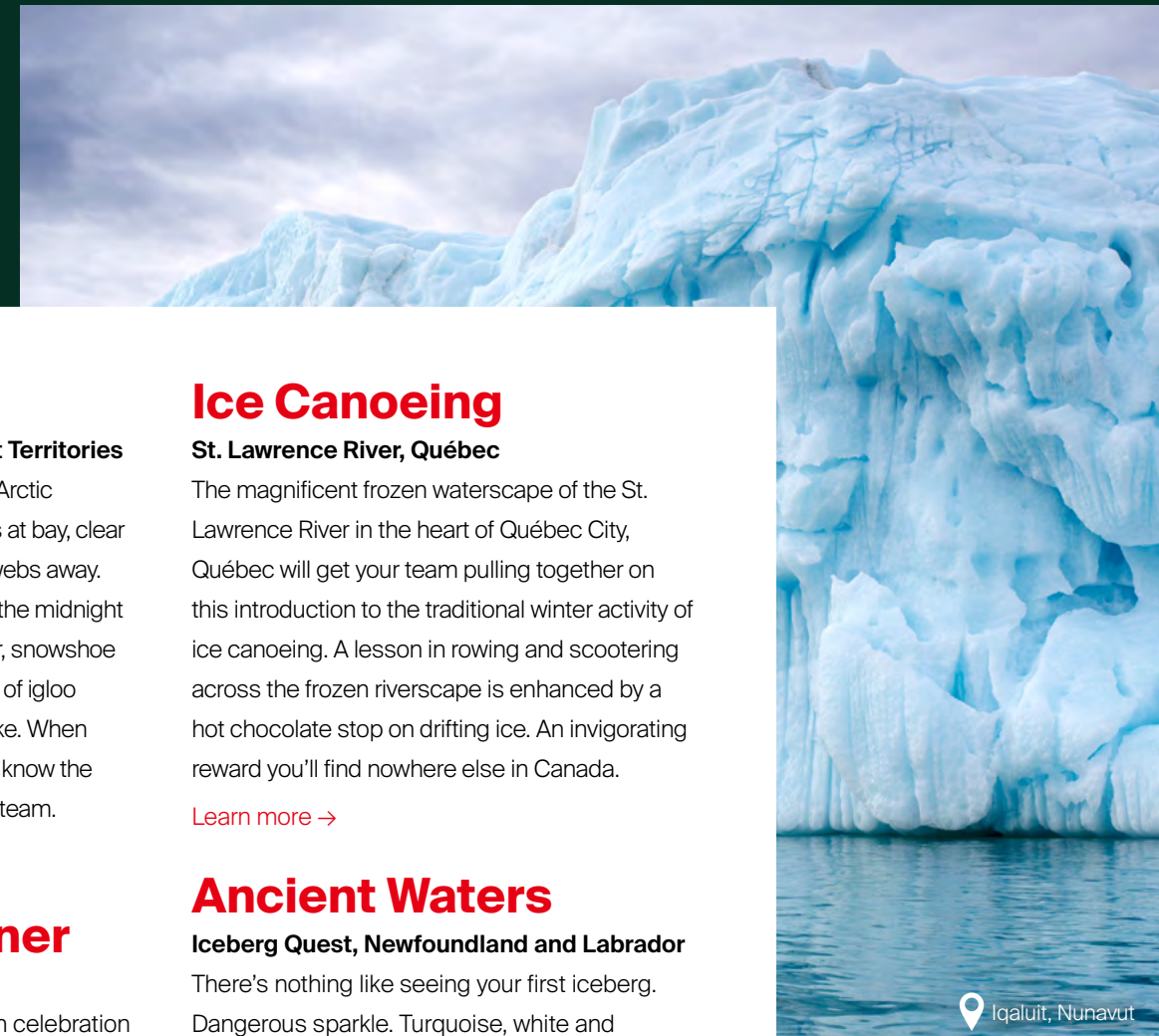
[Learn more →](#)

Ancient Waters

Iceberg Quest, Newfoundland and Labrador

There's nothing like seeing your first iceberg. Dangerous sparkle. Turquoise, white and emerald ice spires. 10,000-year-old water and light, frozen in time. Sail your team from St. John's Narrows to Iceberg Alley, where towering slabs of frozen water drift along the horizon, a moving mountain range on the ocean. Navigate amongst ice sheets, as playful pods of dolphins and humpback whales arise from the deep, enticing you with their blows, clicks and whistles. This is one ocean-bound adventure your group won't ever forget.

[Learn more →](#)



Iqaluit, Nunavut

Canada
in Focus

Why Canada

Global Innovation
Clusters

Sub-Sector
Spotlight

Centres of
Excellence

Incentive Rewards

ARTIFICIAL INTELLIGENCE IN CANADA

Thanks to the development of the first national artificial intelligence (AI) strategy in the world, pioneering government programs and public funding, Canada has leading AI R&D institutions and a healthy AI workforce.

In 2024, the Government of Canada announced a \$2.4 billion package of AI measures to accelerate job growth in Canada's AI sector, boost productivity by helping researchers and businesses develop and adopt AI – and ensure this is done responsibly.

CANADA'S AI ADVANTAGES

Talent Development: Since its launch in 2017, the Pan-Canadian Artificial Intelligence Strategy has established the foundations of the sector by:

- Supporting over 100 AI research chairs at universities across Canada to develop the next generation of Canadian AI talent.
- Training more than 1,500 graduate students at Canada's three national AI institutes
- Attracting over 45 new commercial AI labs globally

AI Hubs: Canada has three national AI research institutes that train hundreds of interns, graduate students and post-docs and conduct various research projects with the private sector.

- 1) **Amii (Edmonton)** – Based at the University of Alberta in Edmonton, Amii aims to enhance understanding and innovation in machine intelligence.
- 2) **Mila (Montréal)** – A partnership between the Université de Montréal and McGill University, Mila was founded in 2017 by Professor Yoshua Bengio, one of the leading experts in artificial intelligence globally.
- 3) **The Vector Institute (Toronto)** – An artificial intelligence research institute in Toronto, Vector focuses primarily on machine learning and deep learning research.

#1

Canada ranked 1st in the G7 for year-over-year growth of AI talent

Source: Government of Canada, 2024

#2

Canada has 10% of the world's top-tier AI researchers, the second most in the world

Source: MacroPolo, "The Global AI Talent Tracker," 2023

38%

Average growth in Canada's cohort of AI talent each year since 2018, outpacing the U.S., U.K., Germany, France and Italy

Source: OECD – AI Policy Observatory, 2024

Toronto, Vancouver and Montréal

Featured among the top AI tech talent markets in North America, accounting for 60% of Canada's total AI-specialty talent

Source: CBRE, 2024

KEY AI HUBS IN CANADA



PROGRAMS

- **Scientific Research and Experimental Development (SR&ED) tax incentives** offer a 15% non-refundable federal tax credit for eligible R&D activity.
- **Mitacs** matches companies with top-tier researchers and talent to successfully deliver innovation projects and contributes to the cost of talent.
- **Global Skills Strategy** helps businesses access skilled workers from around the world with faster application processing times.
- **Global Innovation Clusters** fund consortium-led projects to advance innovations in five clusters: Digital Technology, Next Generation Manufacturing, Scale AI, Protein Industries and Ocean.

RECENT INVESTMENT ANNOUNCEMENTS

- **Quantipi Analytics (United States)**, an AI-first digital engineering company, announced an expansion of its operations centre in Fredericton, New Brunswick, reflecting an investment of \$17.6 million. (June 2024)
- **Wayve Technologies (United Kingdom)** announced it has opened a new AI hub in Vancouver to advance embodied AI for self-driving technology. (April 2024)
- **IBM (United States)** will open a new cloud multizone region (MZR) facility in Montréal. The facility will help address evolving regulatory requirements and leverage technology such as generative AI. (April 2024)
- **Unilever (United Kingdom)** launched "Horizon3 Labs," a new global AI lab in Toronto to accelerate the generation of new AI concepts, designs and projects that can be deployed across its business globally. (November 2023)

NOTABLE COMPANIES



CONTACT

Invest in Canada promotes, facilitates and accelerates foreign direct investment (FDI) into Canada. It is the global investor's primary point of contact. Reach out to speak with a dedicated advisor.

info@invcanada.ca | investcanada.ca

Updated: September 2024

CANADA*



Ucluelet, British Columbia

No One Knows Canada Like We Do

Destination Canada's Business Events Team offers in-depth knowledge of Canada. Our team can help you deliver compelling content audiences want to consume when they meet in Canada. Connect with us for solutions and support on the fundamentals of meeting in Canada, including where to meet, recommended innovation hubs best suited to your specific event, introductions to our cross-country network of meeting and event partners, digital industries experts, leaders and innovators, and those who can help champion your event, augment your program, grow your membership and event audiences, and deliver a return on your event investment.

Make Destination Canada your first point of contact when considering Canada for your event.

Find out more →
#meetincanada

Contact Destination Canada's Business Events team at businessevents.destinationcanada.com/en-ca/team →

OCTOBER 2024

This brochure is a collaborative effort between Destination Canada, Invest in Canada, Canadian tourism and economic development agencies and partners. All statistics quoted, unless otherwise noted, were as of publication in August 2024. For more information on data and sources, contact Destination Canada Research at: research@destinationcanada.com

Canada