

VALUE OF TRAVEL & TOURISM

A Powerful Economic Driver For Canada

July 2025

TOURISM DRIVES HIGH GROWTH AND FAST RETURNS ACROSS CANADA

In 2024, tourism generated **\$130 billion in direct visitor spending**—that's more than \$350 million every day. International visitors injected **\$31 billion** of new export dollars into Canada, making tourism our second-largest service export.

In Canada, tourism supports over **265,800 businesses** across **5,000 communities**. **1 in 10 jobs** relies on tourism.

That's cash in the till, pay-cheques for Canadian workers, and revenue that funds essential services—proof that the visitor economy pays back its costs many times over.

A GLOBAL GROWTH OPPORTUNITY WE CAN'T MISS

The good news: **Tourism is growing faster than Canada's and the global economy**. With a forecast compound annual **growth rate of 5.4%** in 2025, the sector could reach **\$160 billion** in direct annual revenue by 2030.

But that won't happen on its own. Tourism is a competitive economic sector. Other countries are significantly outspending Canada to capture larger shares of global tourism growth and trade opportunities.

DESTINATION CANADA'S PIVOTAL LEADERSHIP ROLE ENABLES CANADA'S TOURISM SUCCESS

Through a Team Canada approach intertwined with territories, provinces and cities, we promote Canada to the world. We use data-driven marketing and advanced research to create high-impact campaigns with our partners, delivering real results and attracting millions of highly engaged travellers each year.

Our leadership impact can be felt across the country, year-round. We open air routes, land international conventions via business events strategies and the International Convention Attraction Fund, and develop tourism corridors that turn Canada's natural strengths into economic advantages.

PROVEN ROI: OUR WORK PAYS OFF

A federal investment in Destination Canada delivers proven returns: every **\$1 invested generates \$24 in total economic activity, \$2.25 in federal tax revenue, and \$5 in combined taxes**. In 2023 alone, \$134 million in federal funding generated **879,000 international visits resulting in \$3.2 billion** in total economic activity for Canada.

DESTINATION CANADA: A SMART INVESTMENT FOR CANADA'S FUTURE

Attracting international visitors boosts our economy, strengthens global ties, and showcases Canada's people, culture and landscapes to the world. Tourism strengthens Canada's global reputation—when international visitors experience our culture and values, they become champions for Canada, building lasting relationships

We promote tourism across all regions and seasons, ensuring that economic benefits are shared across the country. In today's competitive and uncertain world, Destination Canada is a catalyst for prosperity and economic diversification. Sustained, predictable federal investment keeps Canada in the race for its fair share of a USD \$2.1 trillion global market.

For Canada, tourism is a vital pillar of our economy. It drives prosperity, vibrant communities, and enhances our well-being.

Because when the world comes to Canada, Canada becomes stronger.

Sources: Statistics Canada; Tourism Economics "The Value of Travel and Tourism in Canada" report April 2025