

INVEST IN SCALE, YIELD AND MOMENTUM

Canada offers a rare combination of high-value demand, trusted institutions and long-term public investment creating a compelling environment for tourism capital.

Investment opportunities span accommodation, mobility and experience-led assets, underpinned by world-class tourism attractions and resilient operational fundamentals.

Total visitor spend in 2025

\$133B

Projected total visitor spend in 2030

\$178B



Reasons to invest in Canada's tourism sector

1 Invest in a high-yield tourism market High-value visitors drive strong per-trip spending and revenue potential, with an average spend of \$3,560 per visitor, higher than the UK, Japan and the Nordics.	2 Capitalize on a growing sector Tourism continues to contribute to Canada's economic growth, expanding by 3.6% in 2024.	3 Unlock growth from rising demand Annual tourism revenues are projected to reach \$178B by 2030, creating sustained demand for new accommodations, attractions and visitor infrastructure across Canada.	4 Leverage robust domestic demand Canada's large domestic travel market provides stable year-round demand, generating \$101B in tourism spending.	5 Capture high international visitor demand International visitors generate high-value demand across Canada's tourism sector, with 19.9M visitors generating \$34.9B in annual spending.
6 Benefit from strong hotel performance Strong hotel fundamentals support attractive asset performance, with a 67% national hotel occupancy rate, above the US average.	7 Deliver attractive operating margins Strong operating fundamentals support attractive returns across accommodation assets, with 18% profit margins in accommodation services.	8 Tap into a globally trusted economy Canada is one of the world's most attractive destinations for investment, ranking #2 globally for investor confidence.	9 Access world-class connectivity Strong air connectivity supports visitor access across global markets, with 13 international airports serving 175+ destinations and 57M passengers annually.	10 Build on iconic tourism assets Canada's awe-inspiring landscapes, rich heritage and Indigenous tourism experiences create a compelling tourism offering, supported by 22 UNESCO World Heritage Sites and 48+ national parks.

Explore investment opportunities

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All amounts are expressed in Canadian dollars. All data refers to 2025 unless otherwise stated.

Sources: Statistics Canada; CoStar; Kearney FDI Confidence Index 2025; IATA; Transport Canada; UNESCO Canada; Parks Canada; Innovation, Science and Economic Development Canada; Housing, Infrastructure and Communities Canada. 2024–2026.