

THE CONTRIBUTION OF TOURISM IN 2024:

Jobs and Economic Growth Across Canada

Tourism Contributes to the Wealth of Canadians

In 2024, tourism activities generated \$129.7¹ billion in revenues distributed over a wide range of services provided in communities of all sizes across Canada. The sector surpassed pre-pandemic revenues for the first time in 2024 in inflation-adjusted terms.



Note: Monetary values are expressed in current dollars, while percentage changes comparing 2024 to previous years are expressed in constant or inflation-adjusted terms, unless otherwise specified.



Domestic tourism revenue¹

\$98.6B ↑ 2.4% from 2023
(76.1% of total tourism revenue)

Based on purchases by Canadian visitors in Canada, including fares paid to Canadian carriers on international trips.

Tourism export revenue¹

\$31.1B ↑ 7.1% from 2023
(23.9% of total tourism revenue)

Based on purchases by international visitors in Canada, including fares paid to Canadian carriers.

Tourism Implicit Price Index & Consumer Price Index

Tourism demand, implicit price index²
↑ 0.8% from 2023



Tourism implicit price index tracks how tourism costs have changed.

Consumer Price Index (CPI)³
↑ 2.4% from 2023

CPI tracks average consumer price change.

After three years of higher-than-normal inflation, tourism prices grew more slowly than overall inflation in Canada in 2024.

Overnight domestic trips⁴

105.6M in 2024
↑ 8.8% from 2023

While overnight domestic trips have reached an all-time high, overnight arrivals from non-residents to Canada are still below their pre-pandemic maximum.



Overnight inbound arrivals⁶

19.9M in 2024
↑ 8.6% from 2023

Tourism exports

14.3% of total services exports⁷ in 2024
↑ from 13.8% in 2023



Tourism: Global dollars, local impact

Tourism has historically been one of Canada's top services exports, except for a downturn from 2020 to 2022 due to the pandemic. In 2024, tourism exports constituted 14.3% of overall services exports.

Tourism Among Fastest Growing Sectors in 2024

Tourism contributed \$50.8 billion⁸ to Canada's GDP in 2024, which accounted for 1.8% of overall GDP.



2024 Tourism GDP

\$50.8B
↑ 3.6% over 2023

Tourism GDP is the total value of goods and services produced in an economy that are directly related to the spending by tourists, whether they are domestic or international.

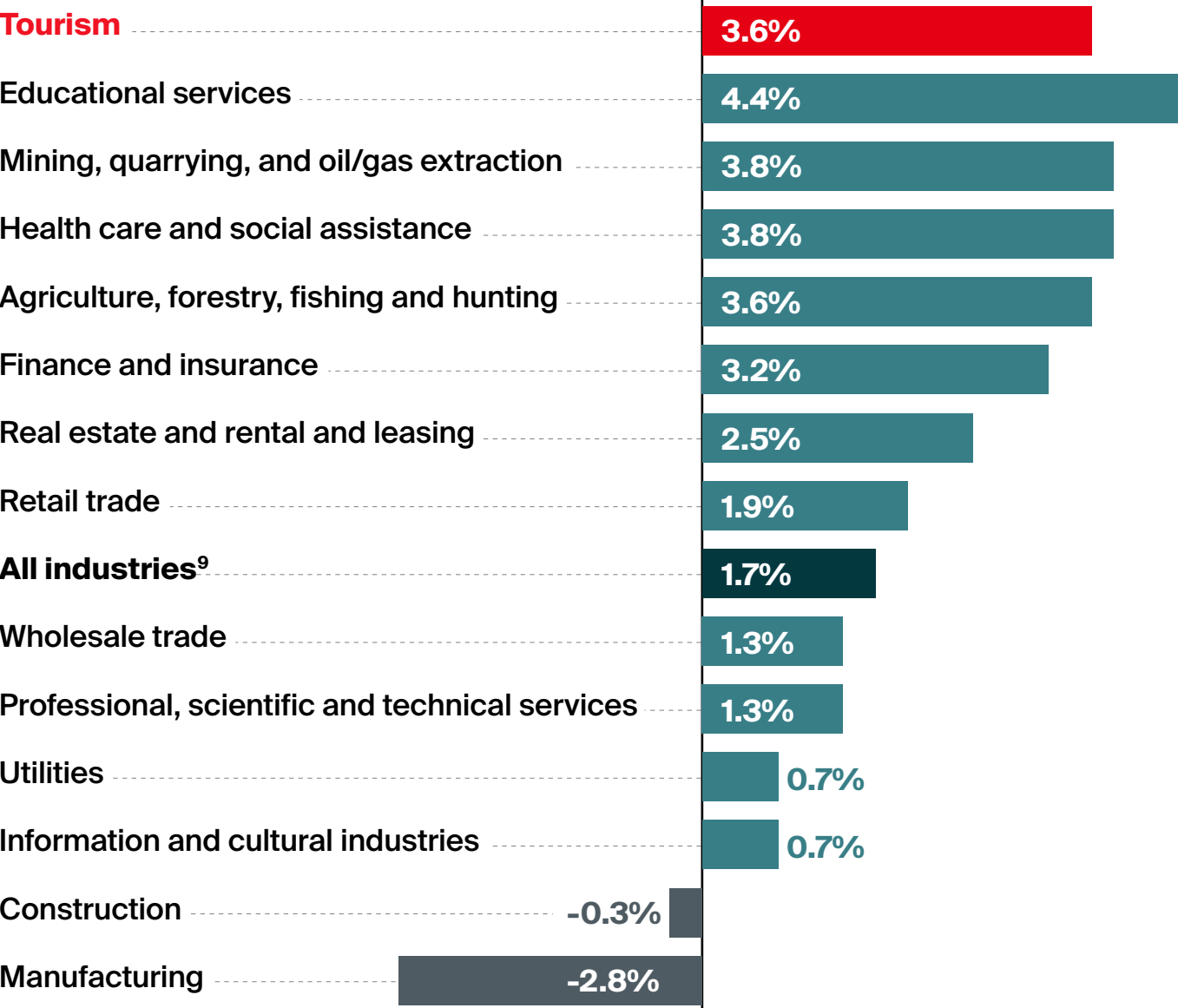
Growth in the GDP of Canada's major industrial sectors

The tourism sector grew by 3.6% in 2024, **outpacing the national GDP growth rate of +1.7%.**

Growth in GDP at basic price in real terms – 2024 vs 2023

(adjusted for inflation)

Change in % (2024 vs 2023)



Tourism Means Business and Jobs

Number of jobs generated by tourism

Domestic and international (inbound) visitor spending supported 702,700¹⁰ jobs distributed across multiple sectors of activities in Canada. These jobs are directly attributable to tourism activities. Of the total, 577,200 were sustained across more than 70 industries financially dependent on tourism, called tourism industries.¹¹

These tourism industries cater to both tourists and residents, such as those visiting museums or eating at restaurants. In Canada, the tourism sector includes 265,841 businesses, supported by a workforce of more than 2 million people. Overall, one in ten workers in Canada are in tourism industries.



702,700
↑ 1.5% from 2023

Number of businesses in tourism industries¹²

in operation in Canada in 2024

265,841

5.5% of total businesses in Canada

1 IN 10 WORKERS in the Canadian workforce are from these businesses¹³



Unfilled jobs in tourism industries¹⁴

Labour shortage can be an impediment to growth in the tourism sector. The job vacancy rate stood at 4.2% in 2024, improving by 2 percentage points over 2023 (6.2%). The job vacancy rate has returned to the pre-pandemic range, suggesting a normalization of labour market dynamics.

4.2% job vacancy rate in 2024



1 Statistics Canada. Table 36-10-0230-02 Tourism demand in Canada, current prices.
2 Statistics Canada. Table 36-10-0233-01 Tourism demand, implicit price indexes, seasonally adjusted.
3 Statistics Canada. Table 18-10-0005-01 Consumer Price Index, annual average, not seasonally adjusted.
4 Statistics Canada. Table 24-10-0045-01 Travel by Canadian residents in Canada and abroad by trip purpose.
5 Inbound arrivals are arrivals to Canada by non-residents.
6 Statistics Canada. Table 24-10-0055-01 Non-resident visitors entering Canada, by country of residence, mode of transportation, arrival type and traveller type.
7 For tourism exports - Statistics Canada. Table 36-10-0230-02 Tourism demand in Canada, current prices; For total services exports - Statistics Canada. Table 36-10-0021-01 International transactions in services, by category, quarterly.
8 Statistics Canada. Table 36-10-0234-02 Tourism gross domestic product, current prices.
9 Statistics Canada. Table 36-10-0434-03 Gross domestic product (GDP) at basic prices, by industry, annual average.
10 Statistics Canada. Table 36-10-0232-01 Jobs generated by tourism.
11 The remaining 125,500 were directly attributable to other industries, which are not financially dependent on tourism.
12 Destination Canada calculations from reconciliation between the Canadian Tourism industries from the Canadian Tourism Satellite Account at NAICS-06 and the Canadian Business Register at the location level, Tables 33-10-0764-01, 33-10-0765-01 for 2024 and 33-10-0806-01 and 33-10-0807-01 for 2023.
13 For tourism employment - Tourism Employment, Tourism HR Canada; For total employment - Statistics Canada. Table 14-10-0017-02 Labour force characteristics by province, monthly, unadjusted for seasonality.
14 Statistics Canada, Job vacancies, payroll employees, job vacancy rate, and average offered hourly wage by industry sub-sector, quarterly, unadjusted for seasonality, Table 14-10-0442-01. Job vacancies are calculated for 7 NAICS codes (based on data availability) in the tourism sector at a 3-digit level - 512,532,711,712,713,721,722.