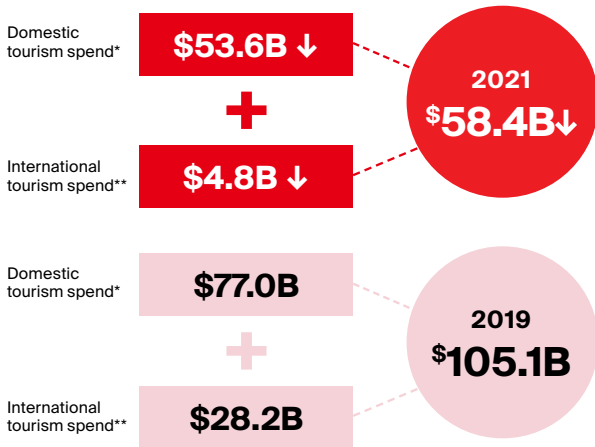
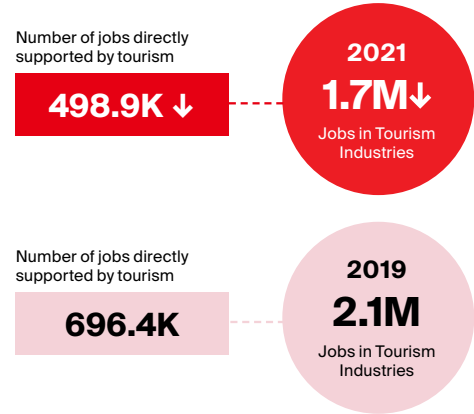


## Tourism Spending in Canada



## Tourism-related jobs\*\*\*



\*Includes spending while on a trip in Canada, spending on airfares with Canadian carriers on outbound trips, and spending on tourism-related goods (e.g., camping equipment)

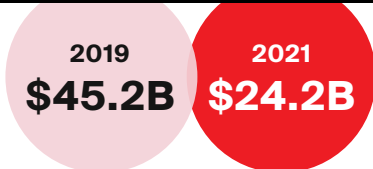
\*\*Includes spending on a trip in Canada, but excludes any purchases pre-trip.

\*\*\*There are two ways to categorize jobs in tourism. 1) Jobs in tourism-dependent industries - the total number of jobs in industries where a significant portion of the revenue is in tourism. This includes accommodation, passenger transportation, food & beverage, entertainment & recreation and travel services. 2) Job directly support by tourism: It is the share of jobs in the economy servicing visitors as opposed to local clients. These are jobs that would not exist without visitors. For example, in food & beverage a certain portion cater to local clients, and the portion that caters to visitors is captured in this number.

Source: Tourism HR/Labour Force Survey

Statistics Canada National Tourism Indicators Q1 2022

## Tourism GDP

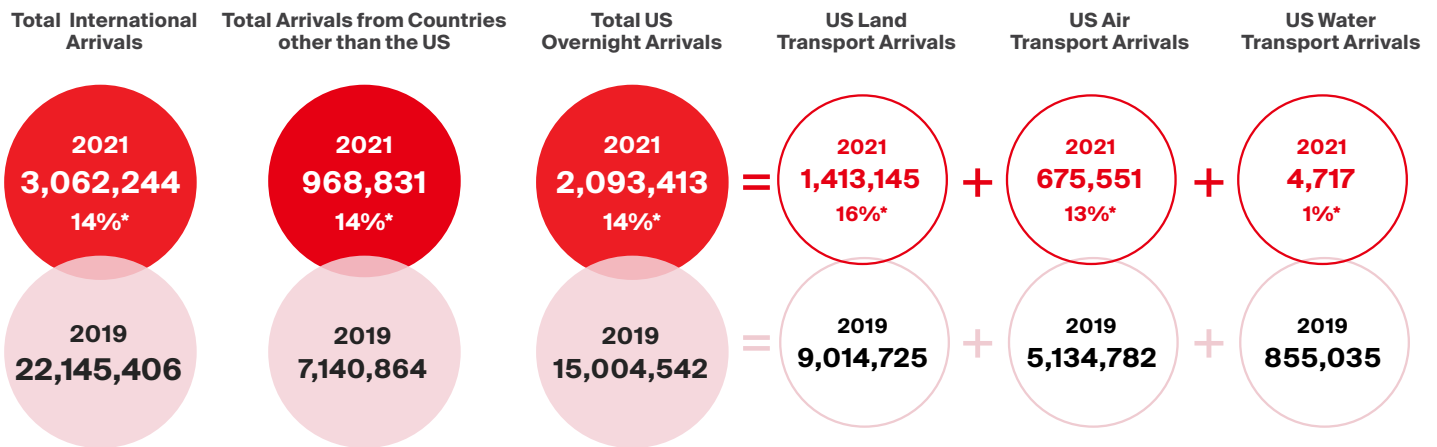


## Tourism's Share of Total GDP



Source: Statistics Canada National Tourism Indicators Q1 2022 and Table 36-10-0103-01

## International Tourist Arrivals



\*% Recovery in 2021 compared to 2019

Source: Statistics Canada, Table 24-10-0055-01

## Travel and Border Restrictions



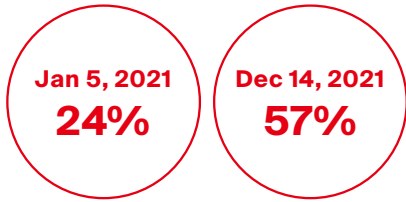
### CANADIAN TRAVEL AND BORDER RESTRICTIONS EASED WITH CAUTION

Tourism-related activity continued to grow in the third quarter of 2021 as public health measures eased, more Canadians received a second vaccine dose, and fully vaccinated travellers from the US were allowed entry into Canada. Tourism spending grew further in the fourth quarter of 2021 and was partly attributed to an increase in international travellers, mostly from the US and Europe. Arrivals from Asia-Pacific experienced a slower recovery. The recovery of business events was subdued in 2021 due to public health measures and travel restrictions that impacted planning. Although Canada's borders opened to international travellers in late November 2021, the emergence of the Omicron variant prompted Canada to implement new travel restrictions in late December 2021.

## Resident Sentiment

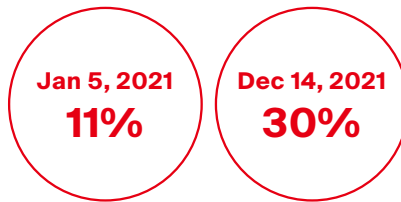
Level of Welcome  
(% strongly/somewhat agree)

*I would welcome visitors travelling to my community from other parts of Canada*



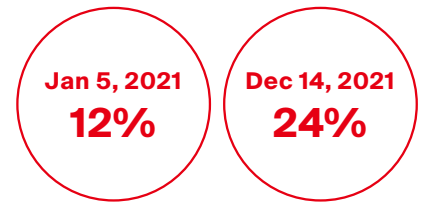
Level of Welcome  
(% strongly/somewhat agree)

*I would welcome visitors travelling to my community from the US*



Level of Welcome  
(% strongly/somewhat agree)

*I would welcome visitors travelling to my community from other countries*



Source: Destination Canada COVID-19 Resident Sentiment

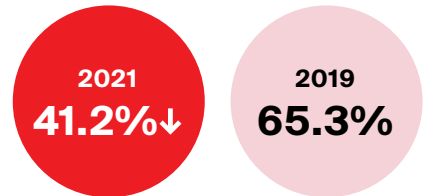
## Tourism Expenditures on Canadian Goods and Services

	2021 Total Expenditures	% Recovery level to 2019
Transportation	\$16.8B	42%
Passenger air transport	\$5.6B	24%
Accommodation	\$9.7B	61%
Food and beverage services	\$10.9B	67%
Recreation and entertainment	\$3.8B	61%
Pre-trip expenditures	\$6.4B	133%
Travel Services	\$1.4B	28%
Convention fees	\$400M	45%
Other goods and services	\$8.9B	58%
<b>Total</b>	<b>\$58.4B</b>	<b>56%</b>

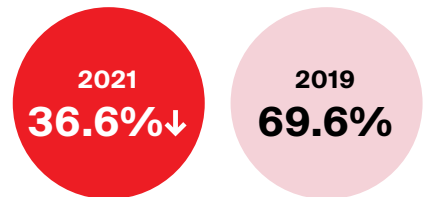
Source: Statistics Canada National Tourism Indicators Q1 2022

## Hotel Occupancy

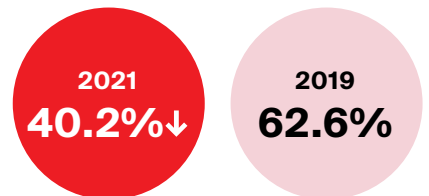
Average Annual Occupancy (Total)



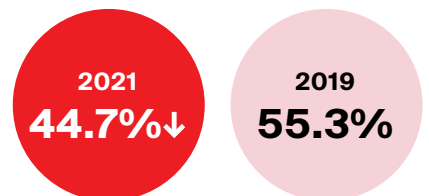
Average Annual Occupancy (Urban)



Average Annual Occupancy (Resort)

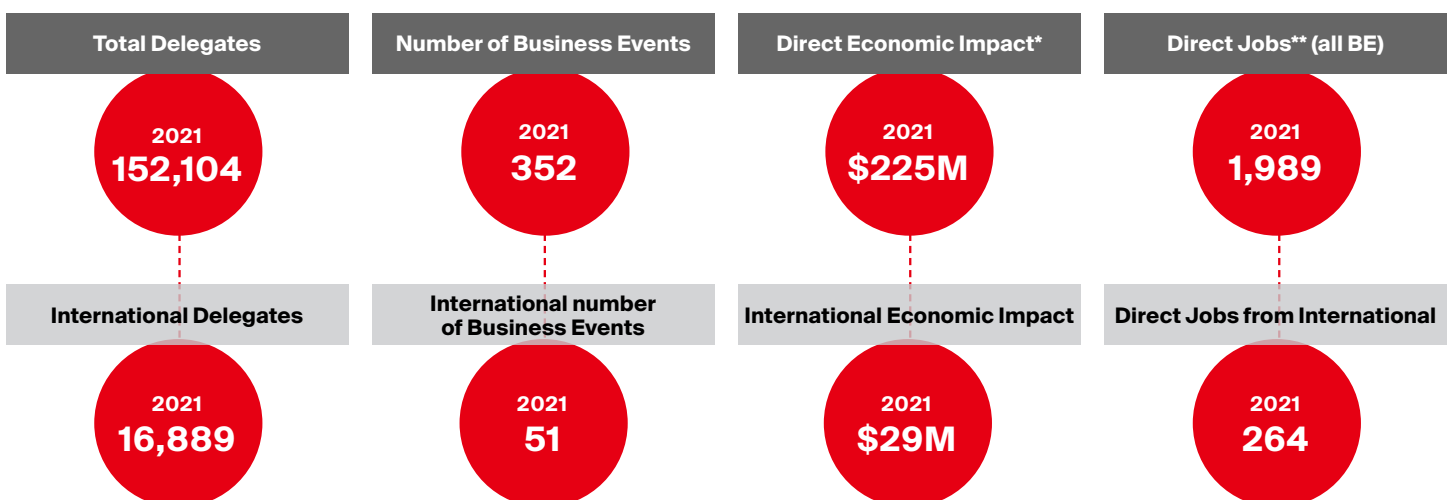


Average Annual Occupancy (Small Town)



Source: STR

## Business Events



\*Economic impact - the initial direct business sales spending of visitors, meeting planner/organizer costs, and exhibitors. Excludes indirect (B2B supply chain purchases) and induced (incomes spent in the local economy) business sales.

\*\*Direct jobs - Events dependant FTEs.

Source: Destination Canada, National Business Events Pace Report, May 31, 2022