

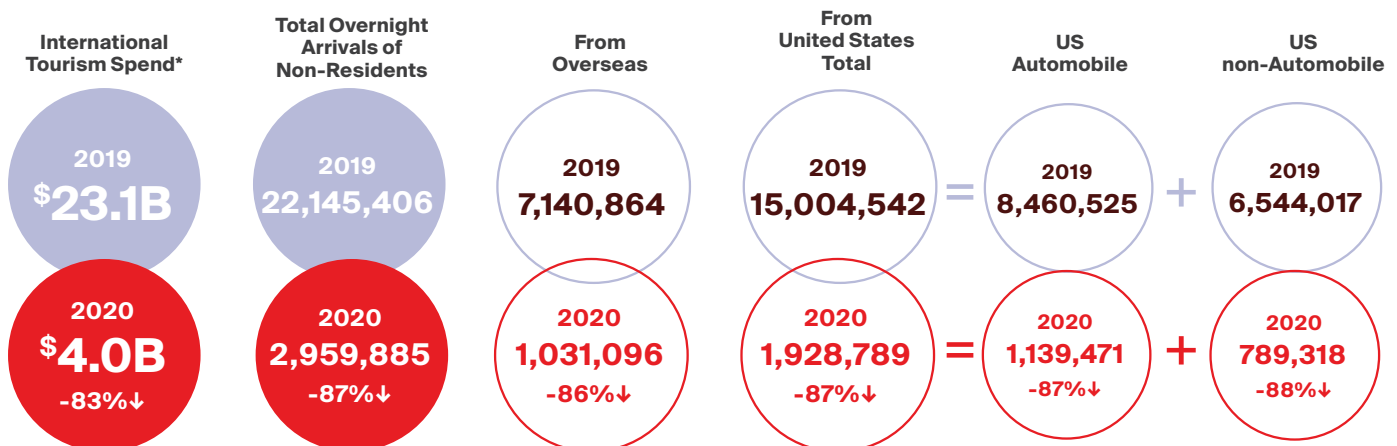
*Includes spending while on a trip in Canada, spending on airfares with Canadian carriers on outbound trips, and spending on tourism-related goods (e.g., camping equipment).

**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.

Sources: NTI 2020 Q4, Tourism HR Canada/Labour Force Survey, Canadian Business Register at the Establishment level.

International Arrivals



**International Tourism Spend* includes spending by non-resident visitors to Canada on Canadian goods and services, including international fares on Canadian carriers.

Source: Statistics Canada, International Travel, Advanced Information: December 2020. The International tourism spending portion is from Statistics Canada Table 36-10-0230-01.

Impacts of COVID-19 on the Canadian Tourism Industry



In 2020, the number of jobs in tourism dependent industries fell from 2.1M in 2019 to 1.6M. COVID-19 initially took 187,000 jobs in Q1 2020, but hit hardest in the second quarter of 2020 with a loss of 581,000 jobs. The summer had a rebound of 420,000 jobs, bringing Q3 to a total of 1.7M jobs, 20% below the same time the year before. An additional 97,000 jobs were lost in Q4, bringing the year-end total to 1.6M jobs.



The pandemic impacted tourism more than any other sector. By December 2020, active tourism businesses were 9.9% below January 2020, more than three times lower than the contraction of the overall Canadian economy at 3.1%.



Over the pandemic period of April to December 2020, total revenues earned from passengers by Canadian airlines declined by an estimated 89.9%, while accommodation revenues from hotel stays fell 71.2%.

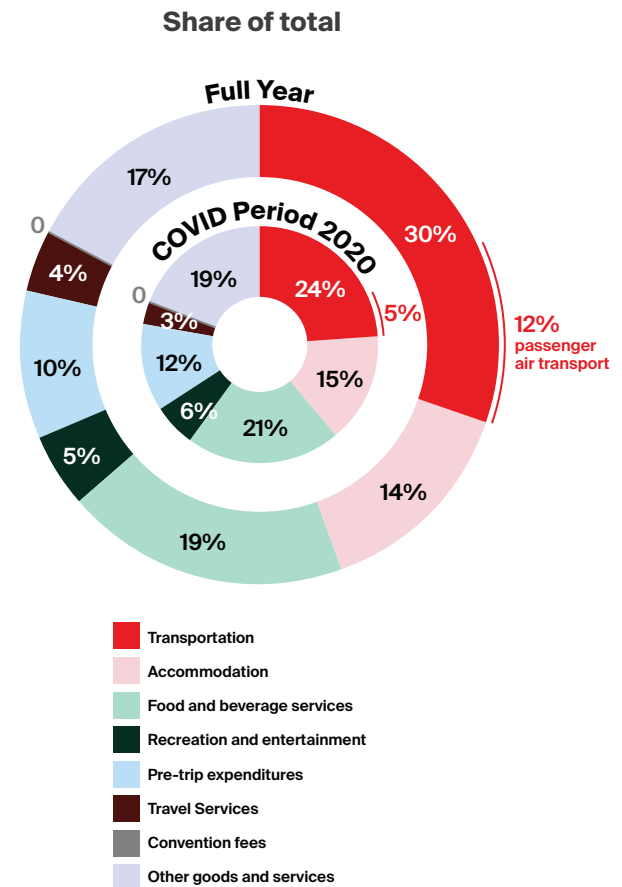


Over the Pandemic period of April to December 2020, Montreal, Toronto & Vancouver downtown hotels recorded the lowest occupancies of any region in Canada, with revenues falling an estimated 90.8% in the last year, a loss of \$2.3 billion across the three cities.

Sources: Destination Canada calculations based on IATA Market IS data for air and STR Inc. for accommodation data. Statistics Canada, Labour Force Survey custom tabulations compiled by Tourism HR Canada, non-seasonally adjusted. Statistics Canada, Table 33-10-0270-01 Experimental estimates for business openings and closures for Canada, provinces and territories, census metropolitan areas, seasonally adjusted.

Tourism expenditures on Canadian goods and services in 2020

	Total expenditures (\$ million)				2020 vs 2019 change
	Q1	Q2	Q3	Q4	
Full year					
COVID period					
Transportation	16,197				-60.5%
	8,663				-73.3%
Passenger air transport	6,601				-72.1%
	1,679				-90.7%
Accommodation	7,660				-49.0%
	5,204				-57.5%
Food and beverage services	10,102				-41.7%
	7,324				-48.2%
Recreation and entertainment	2,935				-48.9%
	2,073				-56.6%
Pre-trip expenditures	5,252				12.9%
	4,330				18.5%
Travel Services	1,945				-59.6%
	1,146				-70.2%
Convention fees	138				-50.4%
	85				-61.2%
Other goods and services	9,182				-43.5%
	6,846				-49.7%
Total	53,411				-49.2%
	35,671				-58.0%



Sources: Statistics Canada, National Tourist Indicators 2020 Q4 custom tables, values expressed in current dollars (Table 36-10-0230-02);

Towards Recovery:

84%
of Canadians believe that the tourism sector is important to Canada's economy.

82%
of Canadians believe that visitors travelling domestically are good for Canada.

79%
of Canadians believe that visitors from other countries are good for Canada.

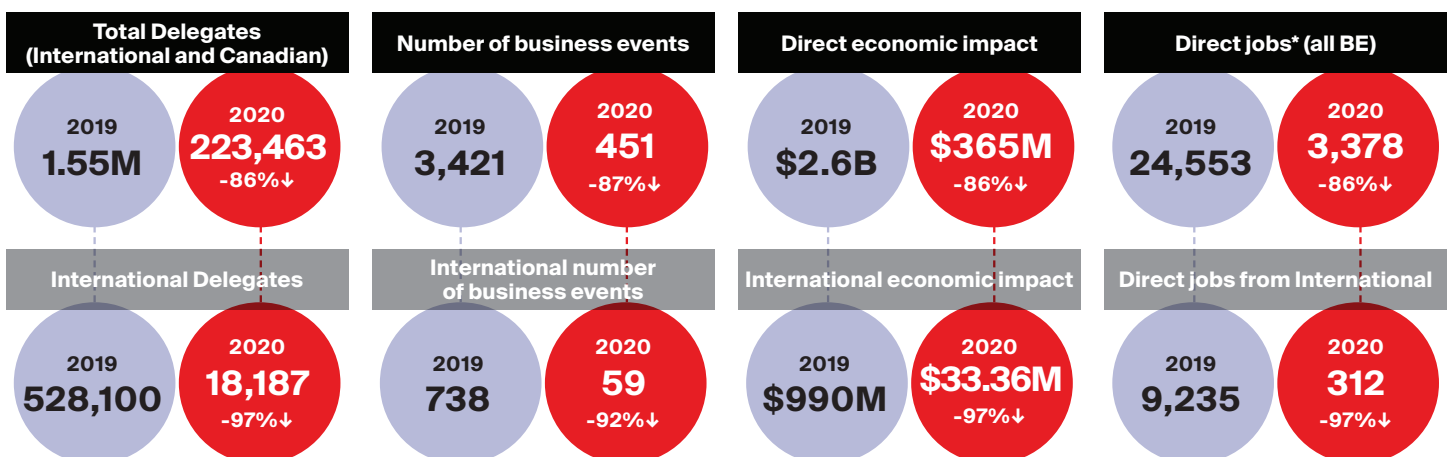
A shift in spending from international to domestic travel this year can sustain jobs and rebuild billions of dollars in lost revenues.

In 2019, Canadians spent \$28.2 billion on international leisure travel (excluding air fares). Re-allocating two-thirds of those dollars to domestic tourism would replace the estimated \$19.4 billion shortfall in 2020 international visitor revenues, and would sustain over 150,000 jobs.

Source: Destination Canada's Revisiting Tourism: Canada's Visitor Economy One Year into the Global Pandemic Report.

Business Events (BE):

In 2020, BE fell from 3,421 to 451, with the majority of these events (81%) being held from January - March 2020 prior to the pandemic.



*Direct jobs - Events dependant FTEs.

*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.

Source: Destination Canada, Canada's National Business Events Pace Report, April 2021.

Additional information:

[National Tourism Indicators 2020](#)

[Revisiting Tourism: Canada's Visitor Economy One Year into the Global Pandemic](#)