

KEY TAKEAWAYS

#1

Domestic and international tourism revenue continues to surpass pre-pandemic baselines

Total tourism revenue reached \$27.3B in Q4 2024, far surpassing pre-pandemic levels (124% of 2019). While this trend was driven by domestic tourism revenue of \$20.7B (127% of 2019), strong international tourism revenue of \$6.6B in Q4 2024 also outpaced pre-pandemic performance (116% of 2019).

#2

International visitation recovered throughout 2024, though at a slower pace towards the end of the year

Canada welcomed a total of 19.9 million international visitors 2024, reaching 90% of 2019 annual arrivals.

The ongoing recovery of international visitation continued throughout 2024, but after a strong start to the year the pace of recovery was slower in the second half of the year, particularly during the peak summer season. This trend was observed across all DC markets to varying degrees.

#3

Outlook for international travel remains positive

Canada ranked among the top three recommended destinations in the UK, France, Germany, and Mexico in Q4 2024. Throughout 2024, Canada was ranked as a top three recommended destination in four to six of DC's eight overseas markets.

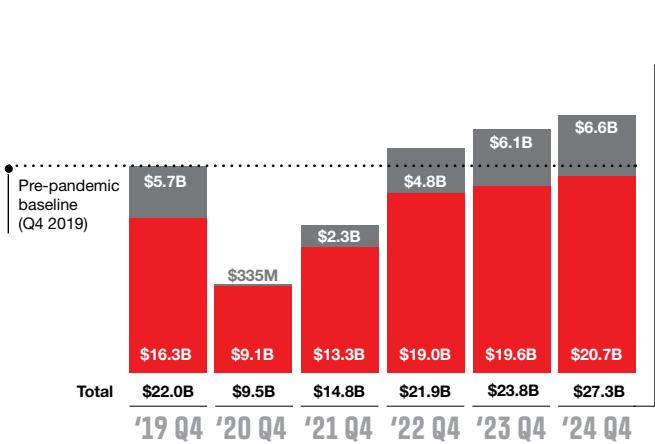
In Q4 2024, Canada also remained the most popular destination among Americans surveyed about where they would fly to for their next vacation. This performance was consistent throughout 2024.

STATE OF THE INDUSTRY

Tourism Spend

For the third year in a row, overall tourism spending surpassed pre-pandemic levels in Q4 2024, reaching 124% of Q4 2019 spending in unadjusted-inflation terms. This trend continued to be driven primarily by domestic tourism spending (127% of 2019 levels), but international visitor spending in Q4 2024 also outpaced pre-pandemic levels (116% of 2019).

-  Domestic
-  International
-  Overall



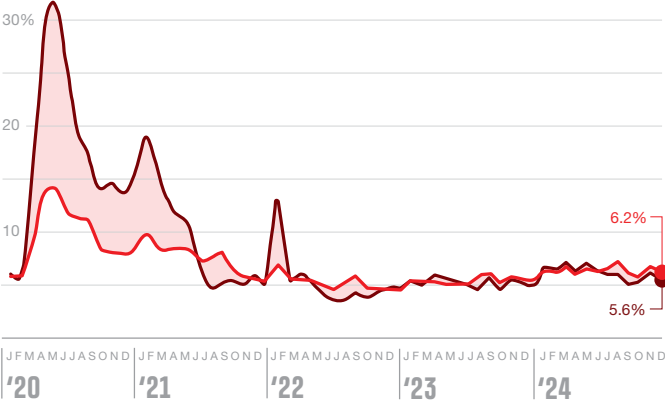
Source: Statistics Canada, National Tourism Indicators, Q4 2024 (data released March 27, 2025)

	% OF 2019		
	2024 Q2	2024 Q3	2024 Q4
	132%	126%	127%
	110%	103%	116%
	125%	120%	124%

Tourism Employment

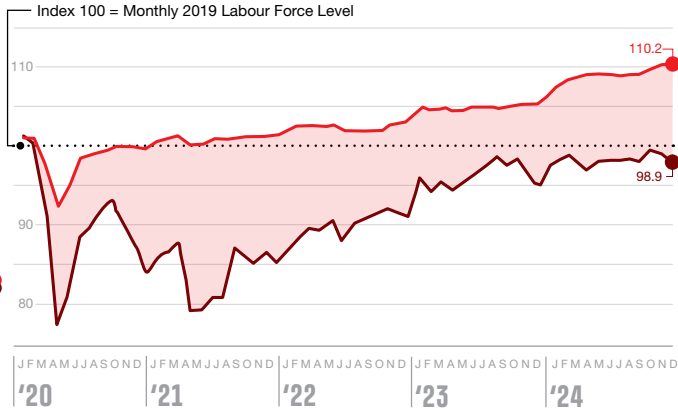
Unemployment Rate

The unemployment rate in the tourism industry was 5.6% in December 2024, lower than the general Canadian economy. However, the tourism unemployment rate in December 2024 was 0.6 percentage points higher than in December 2023.



Labour Force Active in the Canadian Economy

The active labour force in the tourism industry reached 2.2 million in December 2024, up 3.9% from December 2023. Despite this modest growth, the tourism industry's active labour force remained slightly below pre-pandemic levels.



Job Vacancy*



3.5% UNFILLED

At the end of Q4 2024, an estimated 65,610 jobs in tourism remained unfilled, which equates to 3.5% of tourism jobs.

*Note: Job Vacancy data excludes air transportation and scenic and sightseeing transportation. Q4 data was suppressed to meet confidentiality requirements of the Statistics Act.

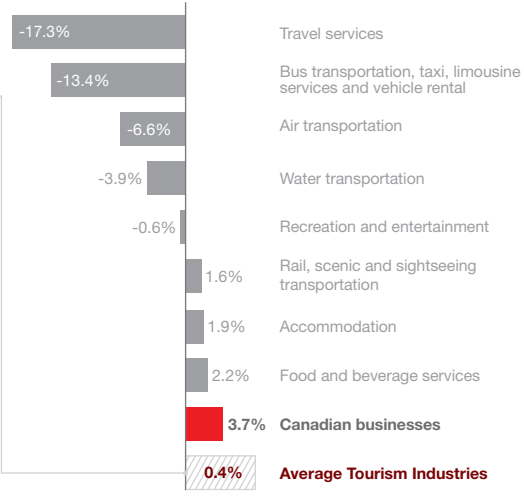
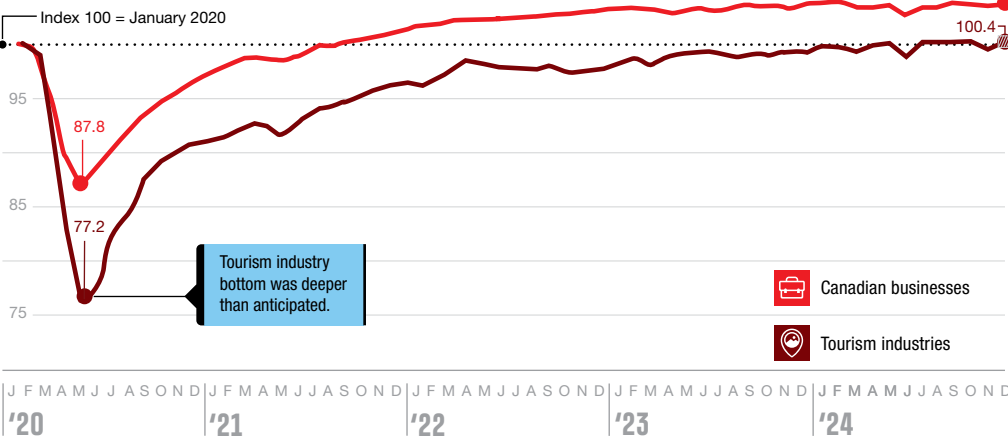
-  Canadian economy
-  Tourism industry

Active Businesses

As of December 2024, active tourism businesses were 0.4% above pre-pandemic levels. Travel services and passenger transportation services remain behind their pre-pandemic baselines.

Change in the number of businesses active in tourism industries 2024-December vs 2020-January

Monthly active businesses in Canada



TOURISM PERFORMANCE

Domestic Tourism Sentiment

Domestic: Tourism Sentiment

Canadian residents' general sentiment towards tourism remained positive and well ahead of the global benchmark in Q4 2024. The Tourism Growth Support Index and Tourismphobia Index also surpassed the global benchmarks, while the Resident Consideration Index continued to underperform. All four indices improved slightly in Q4 2024 compared to the lower scores observed during the peak season in Q3 2024.

Note: Beginning December 2022, Destination Canada uses the Resident Sentiment Index to monitor sentiment and gauge support from Canadians for tourism. The Index is endorsed by the UNWTO, trusted by leading destinations around the world, with a validated and robust methodology. The Index compares Canada with other countries, providing insights into Canada's unique challenges and identifying areas where it is excelling compared to the benchmarked competition. Any data reported on domestic tourism sentiment prior to December 2022 references a different data product.

Source: TCI / Resident Sentiment Index© with Rove Destination Insight, Q4 2024

General Sentiment Towards Tourism

62

Global Benchmark 44
Overall sentiment which measures the balance of positive vs. negative consequences of tourism.

Exceeds Global Benchmark Does not exceed Global Benchmark

Tourism Growth Support Index

58

Global Benchmark 55
Net proportion of residents that support the growth of tourism.

Resident Consideration Index

18

Global Benchmark 27
The balance between residents considering that tourism policy takes into consideration its effect on their lives vs. those who do not agree with this.

Tourismphobia Index

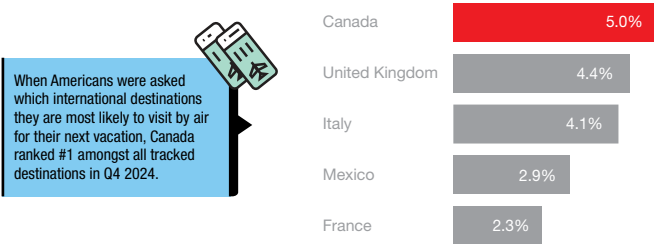
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Global Benchmark 5
The proportion of residents opposed to tourism and its growth.

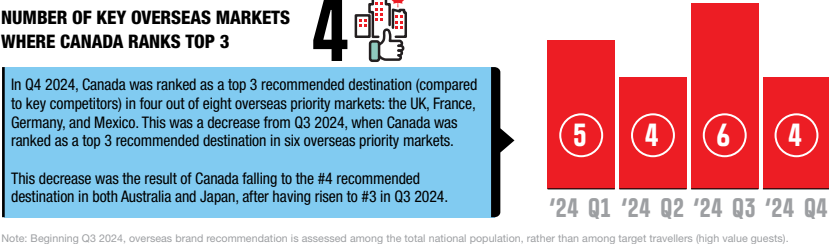
Destination Recommendation and Travel Intent Metrics

Source: YouGov, DestinationIndex

US: Travel Purchase Intent



International (non-US): Brand Recommendation



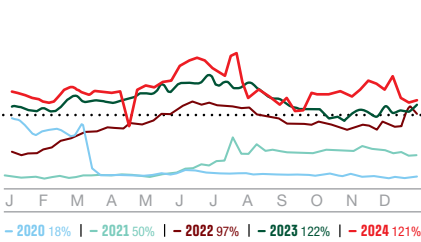
Note: Beginning Q3 2024, overseas brand recommendation is assessed among the total national population, rather than among target travellers (high value guests). This is due to an evolution in how Destination Canada selects its target travellers.

Travel Considerations

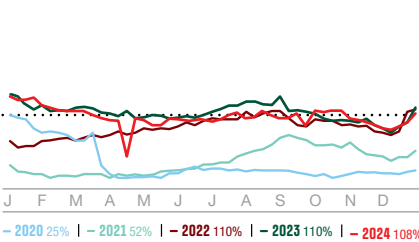
Source: DC Calculations based on Destination Insights with Google data as of March 2025

Web Search Trends for Air & Accommodation to Canada

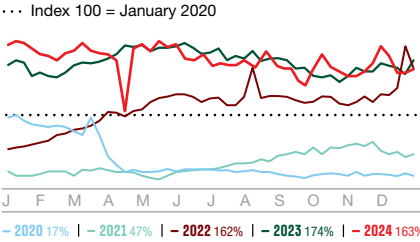
From United States



From Europe (incl. UK, France & Germany)



From Asia-Pacific (incl. Australia, Japan & South Korea)



Searches from the US surpassed 2023 search levels through most of Q4. A noticeable decline occurred in the second week of December.

In Europe, a seasonal shift occurred in fall where searches were stronger than summer. Overall, Q4 saw a very small lift in performance from 2023 and 2022.

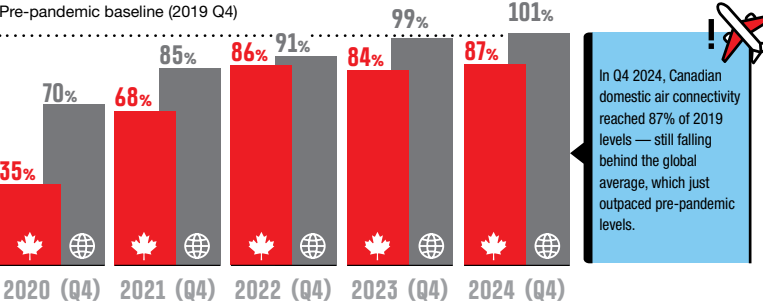
APAC markets surpassed 2023 levels for most of Q4 with some performance peaks in early October and late November.

TRAVEL CONNECTIVITY & BOOKINGS

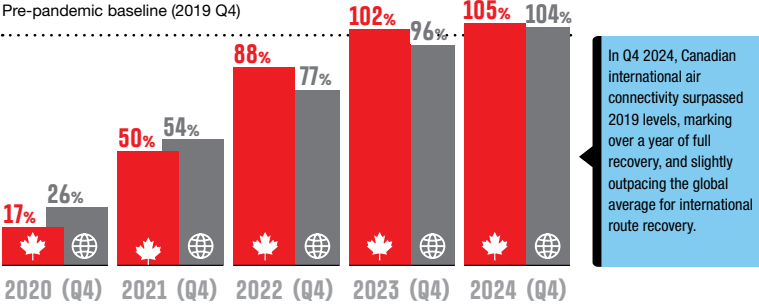
Air Connectivity

Source: International Air Transport Association, OAG Analyzer (data extracted April 14, 2025)

Global Domestic Flight Seat Capacity



Global International Flight Seat Capacity

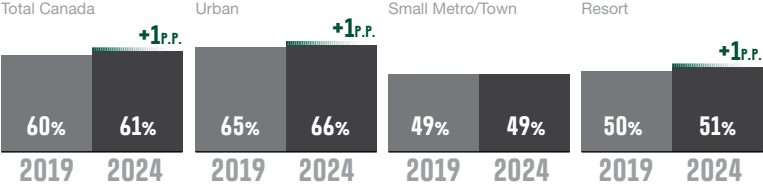


Hotel Occupancy

Source: STR, data as of April 25, 2025

At the national level, average occupancy in Q4 2024 was 61%, marginally ahead of the same period in 2019. Urban and resort properties drove that growth, while the occupancy rate at small town properties was stable.

Occupancy Rate Q4 Data



Int'l Business Events Booking Pace

Source: Destination Canada's National Business Events Pace Report, December 31, 2024 dataset

International business events scheduled in Canada for Year-to-date December 2024

640

International business events delegates/arrivals estimated for Year-to-date December 2024

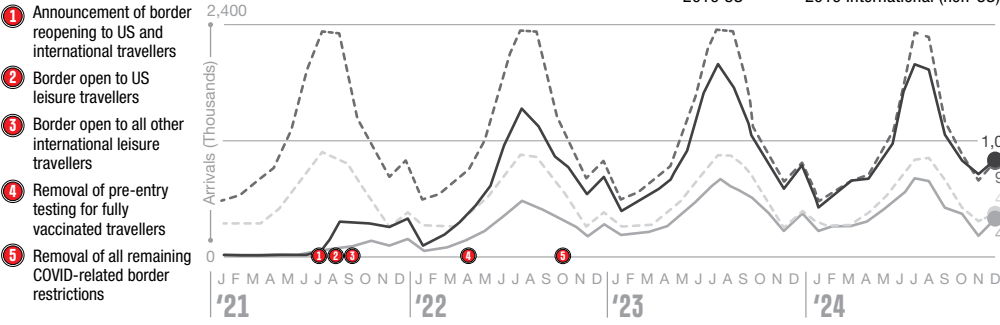
~374,000

For 2024, international business events in Canada reached 86% of pre-COVID levels, up 8% from 2023. International delegate arrivals hit 87% of pre-COVID levels, down 2% from 2023. Q4 2024 saw smaller events and fewer delegates, largely due to a decline in US and other international association business events. Key contributing factors included geopolitical considerations, budget limitations influenced by evolving organizational travel policies, and a growing focus on sustainability.

Arrivals

Source: Statistics Canada, Table 24-10-0055-01 (data released February 21, 2025)

Monthly Arrivals of International Tourists in Canada



90%

With 19.9 million int'l visitors in 2024, annual overnight arrivals reached 90% of annual arrivals in 2019. This included 14.1 million visitors from the US (94% of 2019) and 5.8 million visitors from overseas (82% of 2019). Overall in 2024, recovery progress continued but the pace of recovery slowed throughout the year.

Year-to-date arrivals by mode of entry, border counts
Year-to-Date December 2024

Mode	Star	Planet	Total
Airplane	5,272,745 103% vs. 2019	4,996,098 85% vs. 2019	10,268,843 93% vs. 2019
Car	8,366,067 93% vs. 2019	775,764 76% vs. 2019	9,141,831 91% vs. 2019
Ship	443,963 N/A vs. 2019	58,289 N/A vs. 2019	502,252 N/A vs. 2019
Total	14,082,775 94% vs. 2019	5,830,151 82% vs. 2019	19,912,926 90% vs. 2019

*Note: The change in overnight arrivals by water compared to 2019 is not shown due to a change in Statistics Canada's data collection methodology as of January 2022.