



CHECK-IN TO 2025

Canada's Hotel Industry in Numbers



CANADA'S HOTEL INDUSTRY

Hotels are a Made-in-Canada Business



.....●



Brand

International brands provide reservation systems, loyalty programs, marketing support, and brand standards supported by **offices in Canada**

.....●



Owner

Most hotels are **owned by Canadians**. **90% of hotel purchases** in the last 10 years were made by Canadians.*

.....●



Management Company

Canadian management companies can be contracted to run day-to-day operations

.....●



Employees

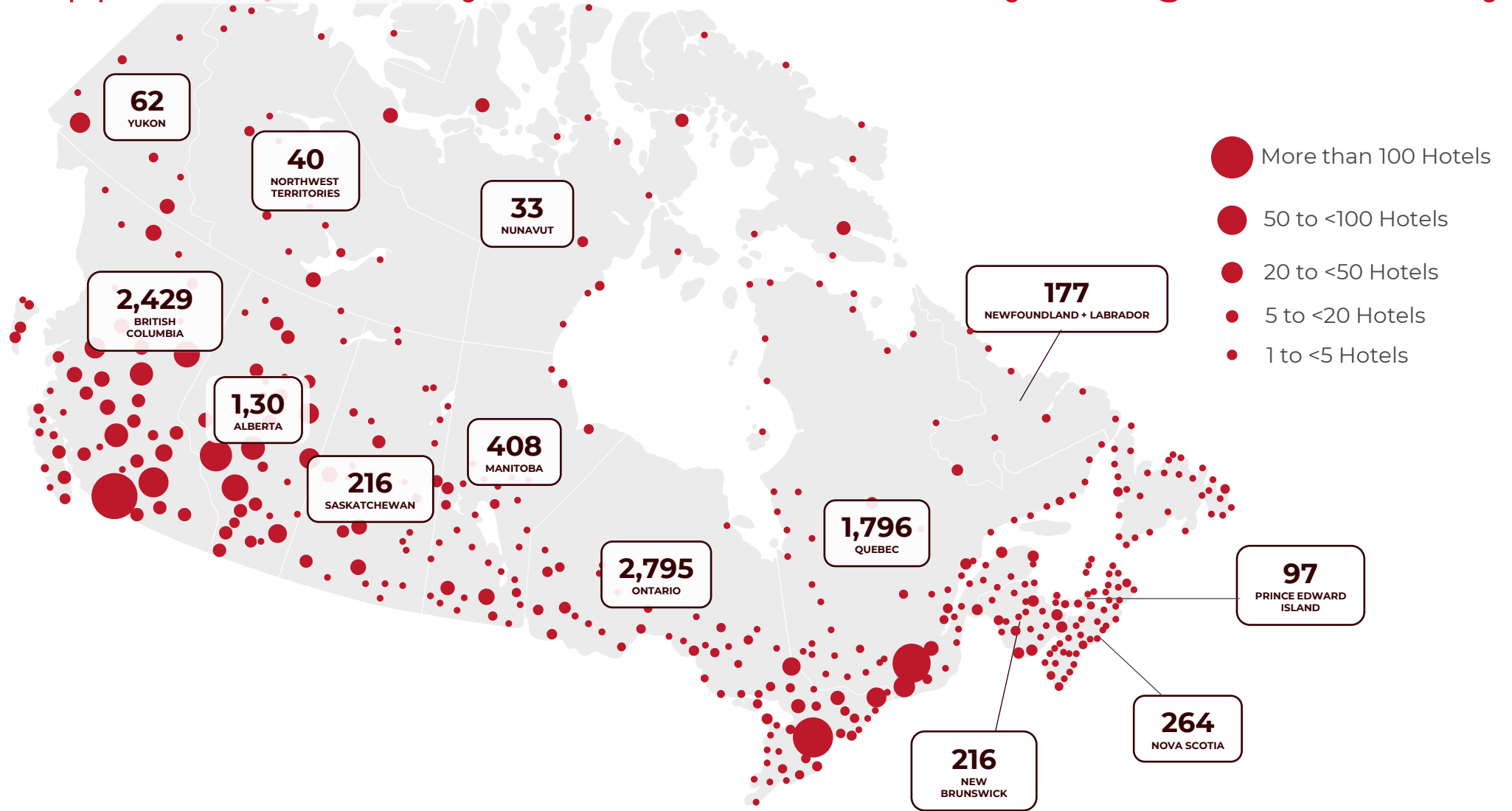
Hotels employ 163,000 **Canadians**

*Source: Colliers Hotels



CANADA'S HOTEL INDUSTRY

Hotels Support the Economy and Create Jobs in Every Riding of the Country



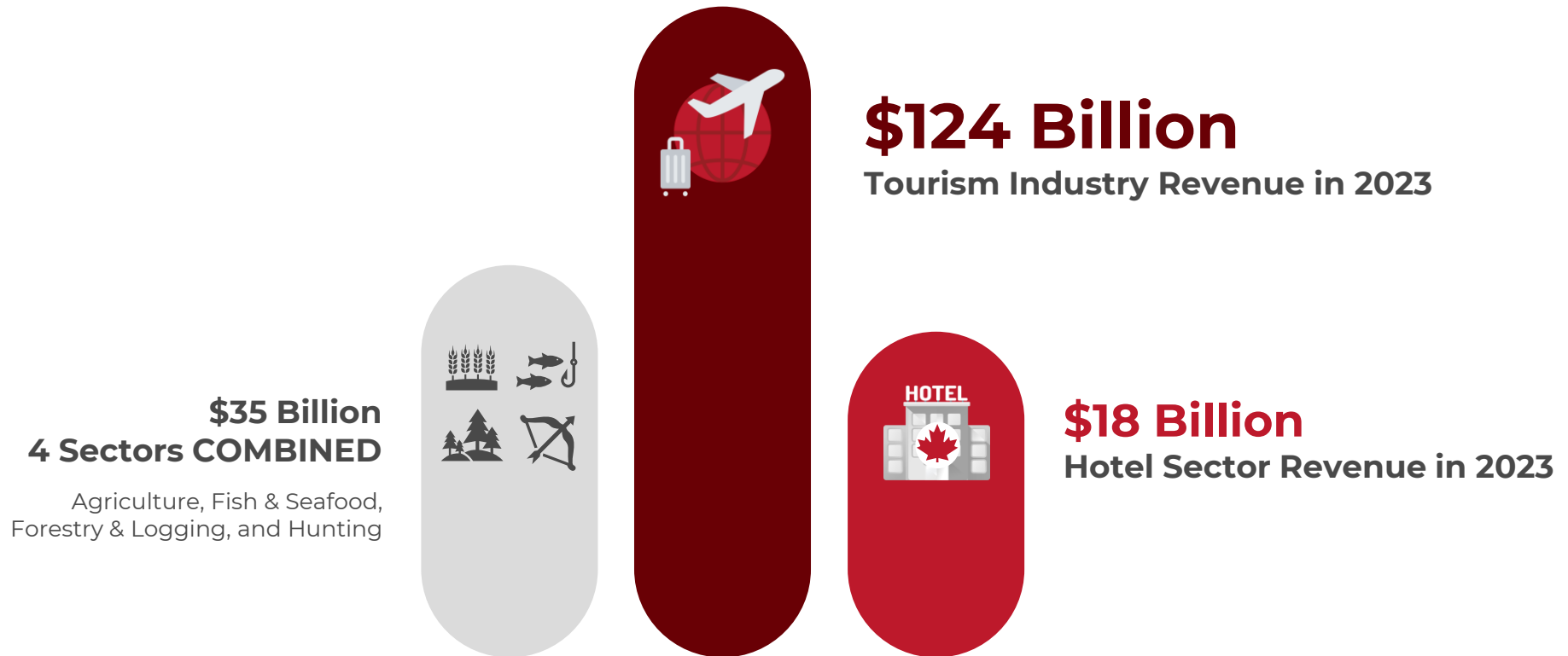
The Majority of Hotels in Canada are Small Businesses

85%
of Canadian Hotels are
**Small to Medium-
Sized Businesses**



CANADA'S HOTEL INDUSTRY

Tourism's Impact: Powering Canada's Economy



CANADA'S HOTEL INDUSTRY

Economic Impact

\$33B

Direct Labour Income

\$32.8B in direct labour income equals \$2,000 per Canadian household.

\$124B

Visitor Spending

Visitors spent \$124.4B—that means \$341 million spent EVERY DAY in Canada.

692K

Direct Jobs

Visitor spending supports more jobs than agriculture and energy sectors combined.



\$252B

TOTAL IMPACT

\$30B

Direct Tax Revenues

\$29.6B in direct tax revenue could pay 339,000 Canadian teachers' salaries.

\$49B

Direct GDP

The \$49.6B in GDP represents \$1,200 per resident of Canada.



Business Events Impact on Tourism and Beyond



4X

Business travellers **spend more** than leisure travellers



Business event travellers spend \$497M ... which **supports local**



Jobs



Communities



Restaurants



Hotels



Tourism

... and increases Canada's **competitiveness**



Foreign Direct Investments



Showcasing Innovation



Research Funding

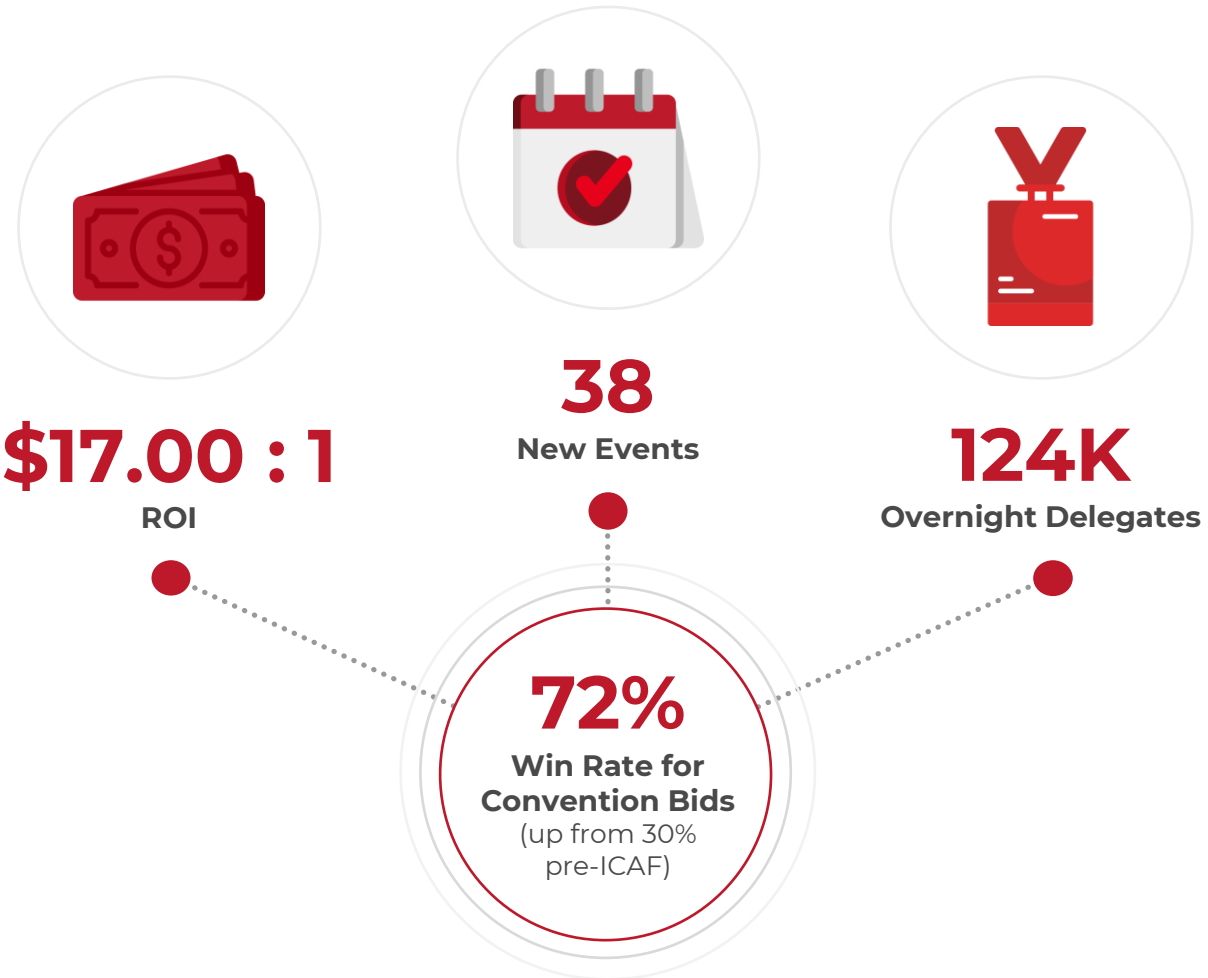


Talent Attraction



CANADA'S HOTEL INDUSTRY

International Convention Attraction Fund 2024



Canada's Hotels Create More Jobs for Women



**% of Women
in the Workforce**

CANADIAN
WORKFORCE

48%

HOTEL
WORKFORCE

57%



Canada's Hotels Create More Jobs for New Canadians



**% of New Canadians
in the Workforce**

CANADIAN
WORKFORCE

26%

HOTEL
WORKFORCE

30%



CANADA'S HOTEL INDUSTRY

Hotels are the Heart of Communities Across Canada

