

CANADA CAN GROW ITS EXPORTS BY BRINGING THE WORLD *HERE*

Tourism is a high-value, tariff-free export that supports hotels, restaurants, attractions, transportation providers, and communities across the country.

TOURISM EXPORT REVENUE from foreign spending in Canada

	United States Export Value: \$17.7B		France Export Value: \$1.2B		Mexico Export Value: \$751M
	United Kingdom Export Value: \$1.9B		Australia Export Value: \$1.1B		South Korea Export Value: \$443M
	China Export Value: \$1.3B		Germany Export Value: \$891M		Japan Export Value: \$407M

\$35B

Annual tourism export revenue

Source: Destination Canada & Statistics Canada

EXPORT OF GOODS

TOURISM EXPORTS



CANADA IS LOSING INTERNATIONAL MARKET SHARE

Since 2019, Canada has lost 11% of its international visitors—one of the largest declines in global market share and on par with U.S. losses.

International marketing investment through Destination Canada has not increased since 2017, eroding its purchasing power by \$28 million annually after inflation.

Source: Statistics Canada

WHY DOMESTIC TRAVEL ISN'T ENOUGH

Overseas Travellers vs. Domestic Travellers

STAY **6X** LONGER SPEND **4X** AS MUCH

BUSINESS EVENTS: CANADA CAN WIN

Business events generate visitor spending, long-term industry investment, and global connections.

\$47B

direct economic impact

242K

direct jobs

\$901

average spend per participant, per event

Source: Meetings Mean Business Canada

FEDERAL ACTIONS

- ✓ Commit an additional \$30 million to Destination Canada's core budget for international marketing and research to meet inflation.
- ✓ Ensure continued and expanded funding for the International Convention Attraction Fund, which has already secured 116 international events and a 20:1 return on investment.

