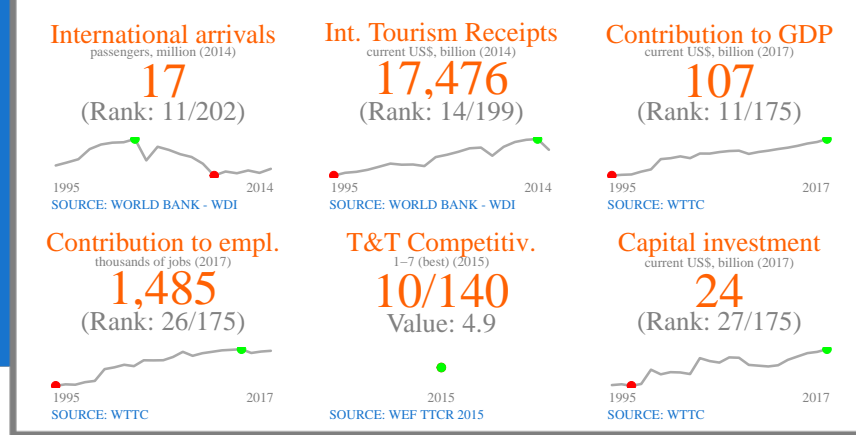


Tourism 360

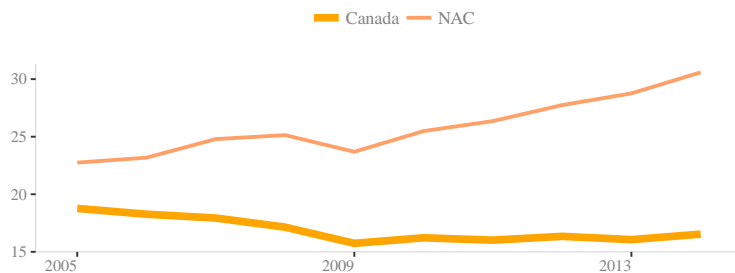
Canada

Country Snapshot



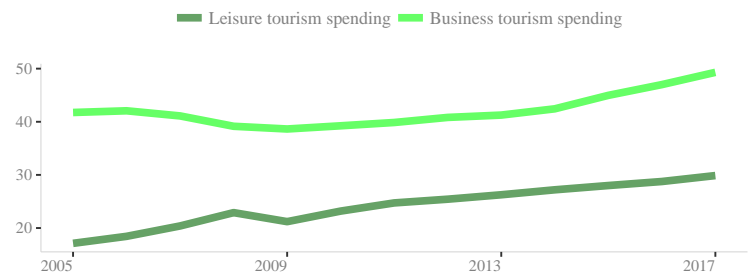
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. **14/140** Value: 6
1-7 (best) (2015)

Cultural resour. & business travel **15/139** Value: 4
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources **8/140** Value: 4.8
1-7 (best) (2015)

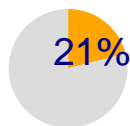
Natural and cultural res. subindex **13/140** Value: 4.4
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

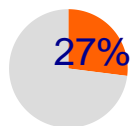
TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Canada (2015)

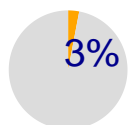


NAC (average, 2015)

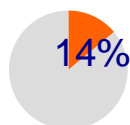


INTERNATIONAL TOURISM RECEIPTS, % of total exports

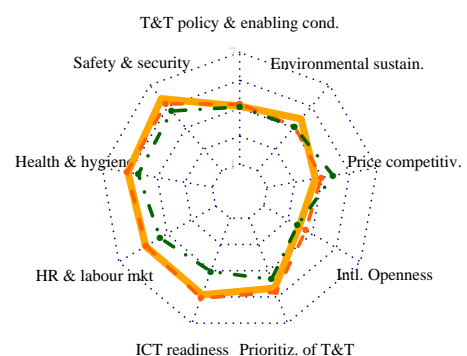
Canada (2014)



NAC (average, 2014)



SOURCE: WORLD BANK - WDI



● Canada ● NAC ● World

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION

Total contribution to GDP, current US\$, billion- (2017)	106.6	6.7%
Total contribution to employment, thousands of jobs (2017)	1,484.6	7.5%
Direct contribution to GDP, current US\$, billion- (2017)	31.0	2%
Direct contribution to employment, thousands of jobs (2017)	679.3	3.4%

SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)

International tourism, receipts for travel items- (2014)	17,476
International tourism, receipts for passenger transport items (2013)	3,285
International tourism, expenditures for travel items- (2014)	33,817
International tourism, expenditures for passenger transport items (2013)	7,922

SOURCE: WORLD BANK - WDI

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	58.9	(Rank: 13/175)
Domestic tourism spending (2017)	39.6	(Rank: 14/175)
Capital investment (2017)	8.4	(Rank: 27/175)

SOURCE: WTTC

ACCESS AND TRANSPORT

Air transport infrast. 1-7 (best) (2015)	1/139	Value: 6.8
Ground & port infrast. 1-7 (best) (2015)	45/140	Value: 4.1

SOURCE: WEF TCCR 2015

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1-7 (best) (2015)	124/140	Value: 3.6
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Business envmnt 1-7 (best) (2015)	15/139	Value: 5.3
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SOURCE: WEF TCCR 2015

Prioritiz. of T&T 1-7 (best) (2015)	37/139	Value: 5
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HR & labour mkt 1-7 (best) (2015)	6/140	Value: 5.3
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SOURCE: WEF TCCR 2015

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.