Tourism 360

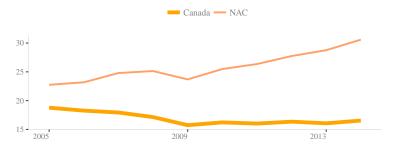
# Canada

Country Snapshot



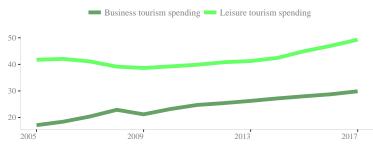
## **TOURISM DEMAND**

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

### TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

## **RESOURCE BASE**

**CULTURAL RESOURCES** 

Tourist service infrast. 11/98 Value: 6

1-7 (best) (2015)

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

#### NATURAL RESOURCES

Natural resources

8/98

Value: 4.8

1-7 (best) (2015)

Natural and cultural res.

**subindex** 1–7 (best) (2015)

12/98

Value: 4.4

SOURCE: WEF TTCR 2015

## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 4

14/97

TRAVEL SERVICES, % of commercial service exports



NAC (average, 2015)

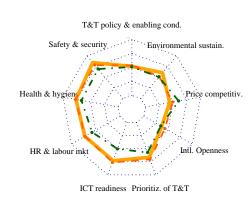
INTERNATIONAL TOURISM RECEIPTS, % of total exports

Canada (2014)

NAC (average, 2014)







Canada ● NAC ● World

SOURCE: WORLD BANK - WDI SOURCE: WEF TTCR 2015

## TOURISM ECONOMIC INDICATORS

#### DIRECT v. TOTAL CONTRIBUTION CAPITAL INVESTMENT, current \$US billion Total contribution to Internal T&T consumption 106.6 67.3% GDP, current US\$, billion-59.8 (Rank: 12/125) (2017)(2017) Total contribution to employment, thousands of-1,484.6 7.5% jobs (2017) Domestic tourism spending 60.1 (Rank: 11/125) Direct contribution to GDP, current US\$, billion-31.0 19.6% (2017)(2017)Direct contribution to Capital investment 3.4% 679.3 employment, thousands of-17 (Rank: 10/125) jobs (2017) (2017)SOURCE: WTTC SOURCE: WTTC INTERNATIONAL TOURISM, in \$US (\*) ACCESS AND TRANSPORT International tourism, receipts for travel items-Air transport infrast. (2014)Value: 6.8 International tourism, 3,285 receipts for passenger-1-7 (best) (2015) transport items (2013) International tourism. 33,817 expenditures for travel items-(2014)Ground & port infrast. Value: 4.1 International tourism, expenditures for passenger transport items (2013) 1-7 (best) (2015) SOURCE: WEF TTCR 2015 SOURCE: WORLD BANK - WDI OTHER COMPETITIVENESS INDICATORS

Price competitiv.	88/98	Value: 3.6	Prioritiz. of T&T	26/97	Value: 5
1–7 (best) (2015)			1–7 (best) (2015)		
Business envmnt	9/97	Value: 5.3	HR & labour mkt	4/98	Value: 5.3
1–7 (best) (2015)			1–7 (best) (2015)		
SOURCE: WEF TTCR 2015			SOURCE: WEF TTCR 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.

