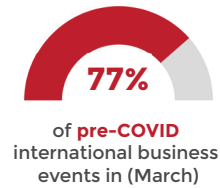
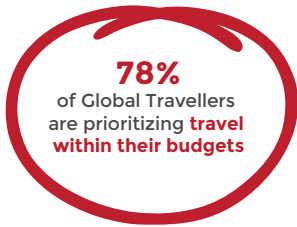


CANADA'S GLOBAL COMPETITIVENESS

THE PROBLEM:

High-spending international travellers are slow to return to Canada. Canada is being outspent by other countries.

GLOBAL TRAVEL IS BACK, BUT TRAVELLERS ARE NOT CHOOSING CANADA



2023 Destination Canada Data

INTERNATIONAL VISITORS BRING JOBS AND REVENUE TO EVERY REGION OF THE COUNTRY

International travellers...

SPEND MORE STAY LONGER → **3x**
than domestic travellers

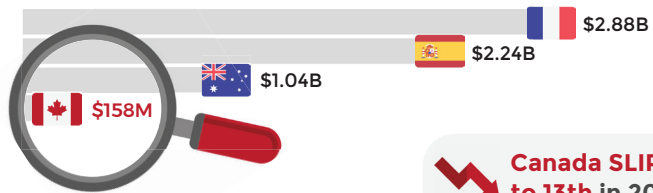
\$3B International Business Events

\$22B International Tourist Spend

(in 2019)

CANADA IS BEING OUTSPENT AND OUTRANKED BY TOP DESTINATIONS

Post-COVID Tourism Investment by Country (CAD)



Canada SLIPPED to 13th in 2021

WEF Travel & Tourism Competitiveness Rankings

- 2019**
- Spain
 - France
 - Germany
 - Japan
 - United States
 - United Kingdom
 - Australia
 - Italy
 - Canada**
 - Switzerland

- 2021**
- Japan
 - United States
 - Spain
 - France
 - Germany
 - Switzerland
 - Australia
 - United Kingdom
 - Singapore
 - Italy



CANADA'S GLOBAL COMPETITIVENESS

COMPETITIVENESS RECOMMENDATIONS

Boost International Marketing and Market Research

Increase funding to Destination Canada

1. Rebuild and compete for major business events and conferences
2. Increase leisure marketing investment in key markets like the US



Maximize Tourism Potential and Deliver World Class Experiences

Leverage the Federal Tourism Growth Strategy to enhance Canada's tourism product

1



Increase government investment in attractions, conference centres, and meeting spaces

2



Create a positive investment climate for hotel investors

