



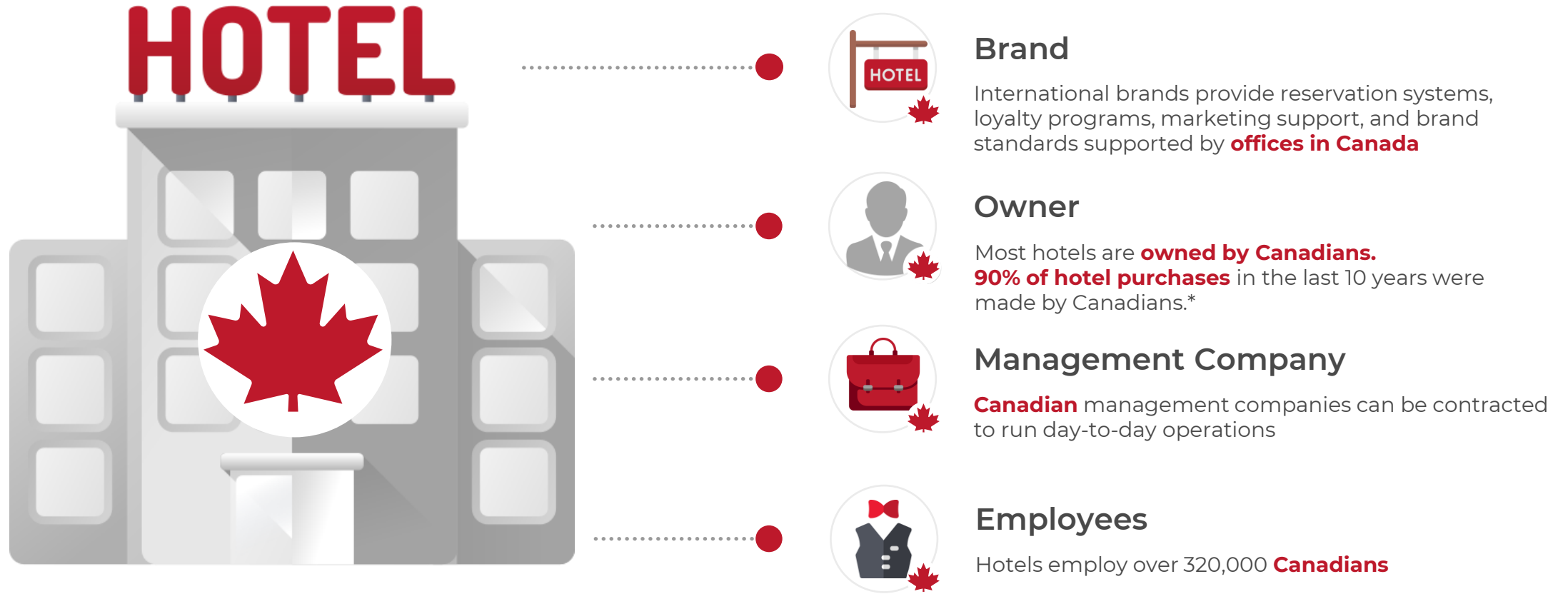
CHECK-IN TO 2025

Canada's Hotel Industry in Numbers



CANADA'S HOTEL INDUSTRY

Hotels are a Made-in-Canada Business

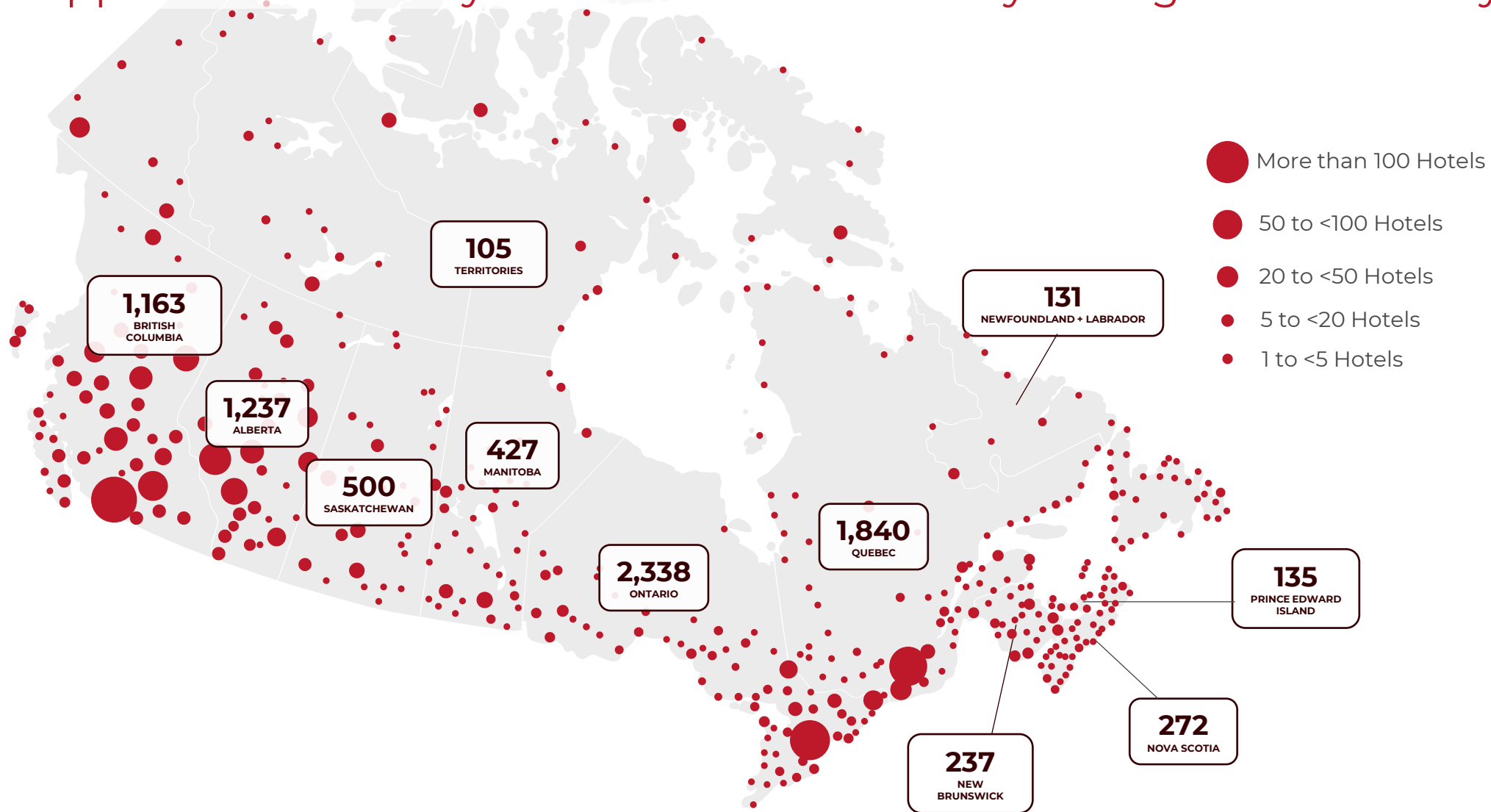


**Source: Colliers Hotels*



CANADA'S HOTEL INDUSTRY

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



CANADA'S HOTEL INDUSTRY

The Majority of Hotels in Canada are Small Businesses

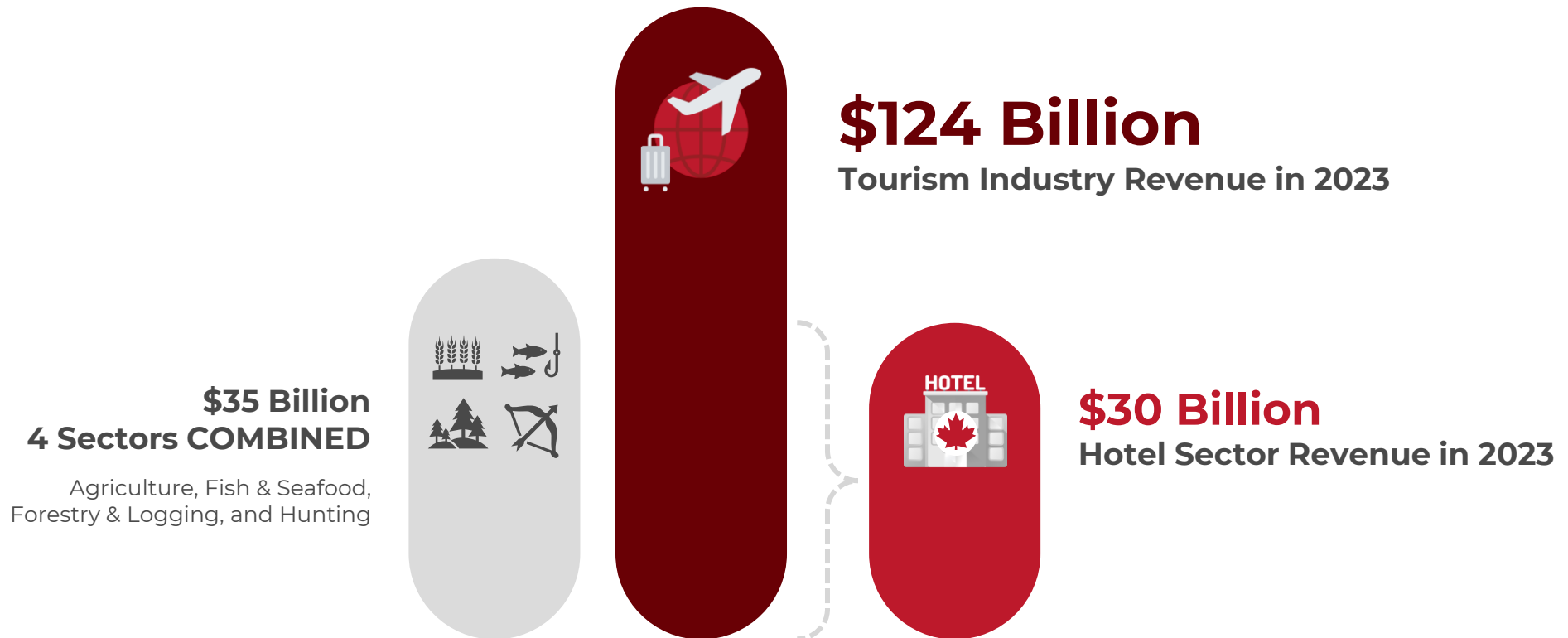
85%

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



Business Events contribute
\$47B to Canada's economy

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

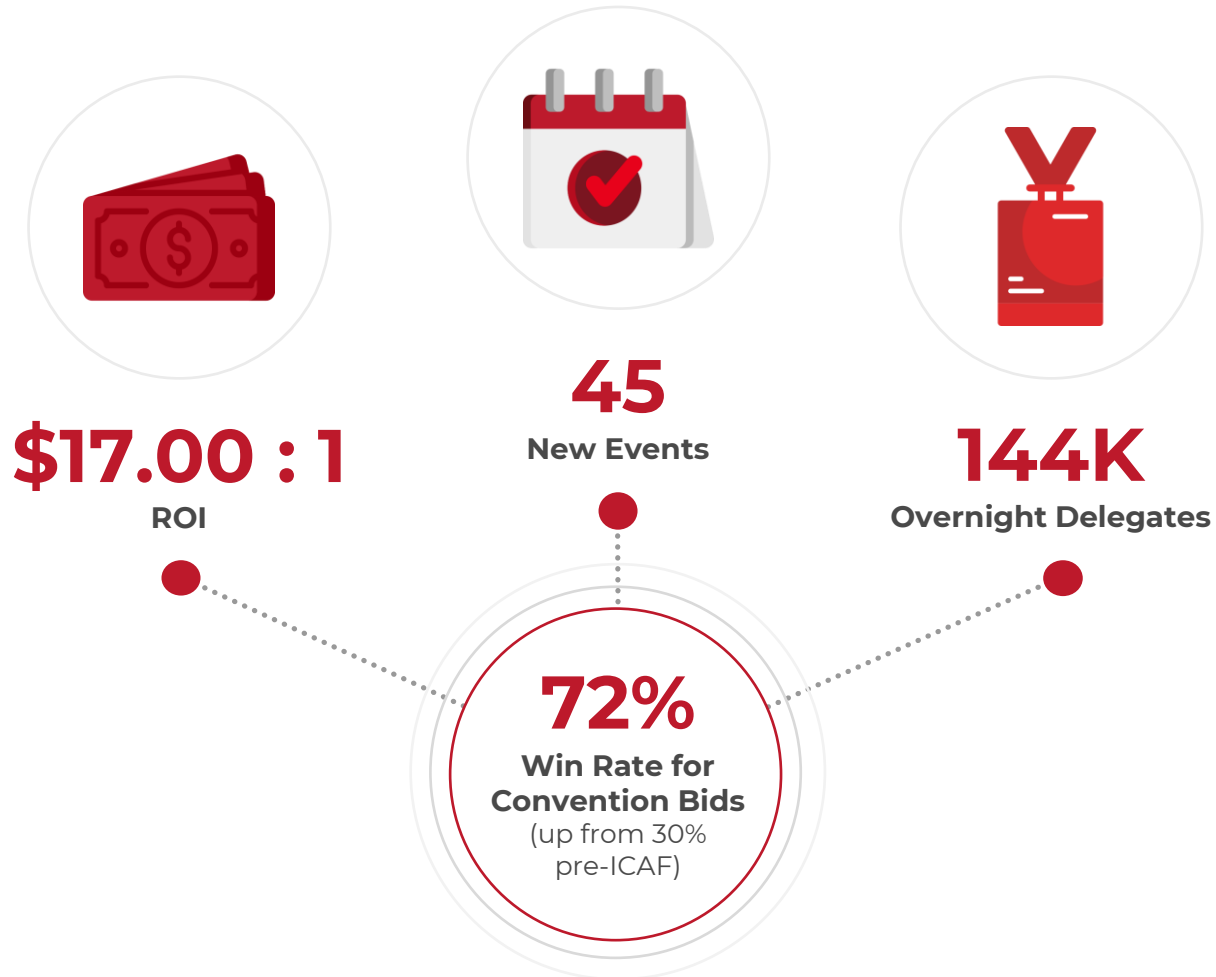


Talent Attraction

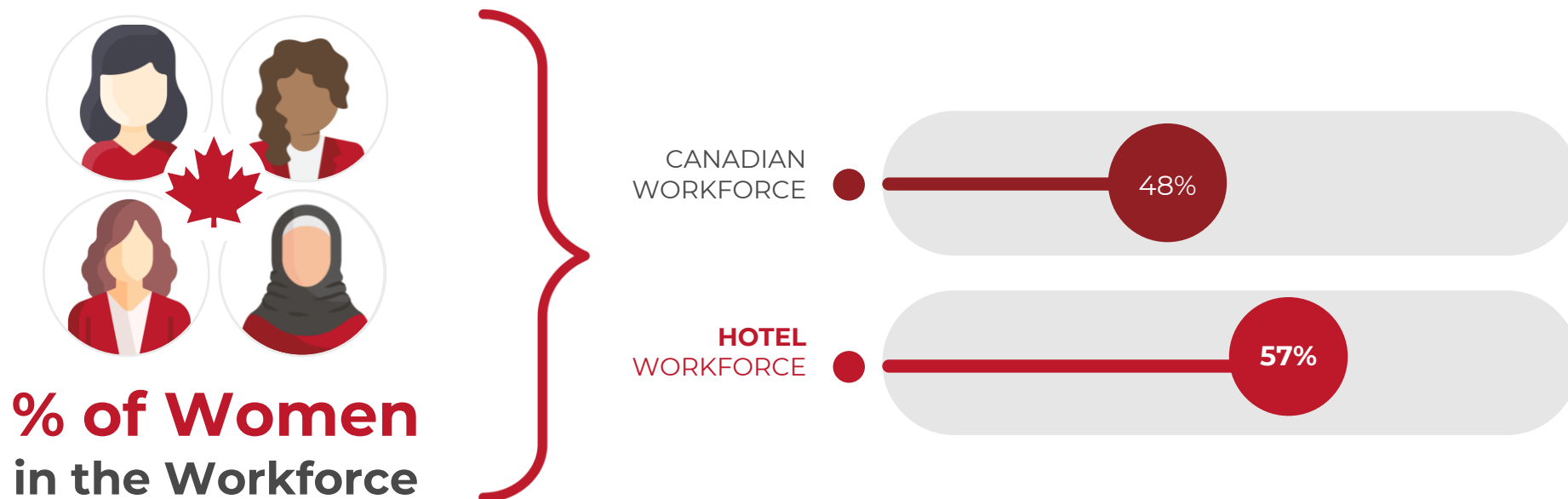


CANADA'S HOTEL INDUSTRY

International Convention Attraction Fund 2024



Canada's Hotels Create More Jobs for Women



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

