

Tourism

Exports: \$7.4 billion

Overview:

- The Canadian tourism industry accounted for \$26 billion in total receipts in 1990 and is Canada's fourth-largest earner of foreign exchange.
- The industry includes more than 60 000 businesses in all regions of the country. About 85 per cent of these are small- and medium-sized.
- Approximately 615 000 direct jobs flow from the tourism industry.
- In 1990, tourism generated \$4.1 billion in investment spending on related infrastructure and contributed \$46 billion in total income to the economy.

Product Strengths:

- Canada's French and English heritage, unique native culture and multiculturalism.
- Reputation for scenery, open space, clean environment, safety and stability.
- Well developed touring corridors.
- Specialty products (e.g. skiing, outdoor adventure, hunting and fishing).
- Larger sophisticated urban centres and appealing urban charm in smaller cities.
- Renowned resorts (e.g. the Rockies, Muskokas, Laurentians, Kananaskis, Whistler).

Priority Markets:

- The U.S. (two-thirds of tourism earnings and 80 per cent of volume), the U.K., France, Japan and Germany. Korea and Taiwan are emerging markets.

Key Strategic Priorities:

Guided by a federal tourism policy, the priorities are to:

- *assess the needs of international travellers and their potential to visit Canada;*
- *gather market intelligence and provide competitive product analysis for industry;*
- *identify opportunities to develop and upgrade Canada's primary product lines;*
- *work with the industry to continue upgrading its skills base;*
- *focus on transportation, especially air services, so that Canada has the greatest possible access to world markets;*
- *work with industry to protect and upgrade Canada's environment;*
- *work to improve the industry's business planning skills while examining, with other governments, ways of reducing the cost of doing business in Canada;*
- *raise awareness of Canada in selected, high-yield markets;*
- *develop partnerships to strategically target identified customer groups.*

Contact: Market Development, Tourism Canada
Industry, Science and Technology Canada
(613) 954-3830