



GSRANALYTIX

CANADA TOURISM



BREATHTAKING
NATURE



VIBRANT
CITIES



ENDLESS
ADVENTURE



EXPLORE **NATURE**, CITIES & ADVENTURE



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WELCOME TO CANADA

A LAND OF ENDLESS POSSIBILITIES

From breathtaking natural wonders to vibrant cities and warm hospitality, Canada offers unforgettable experiences for every traveler.



BREATHTAKING NATURE

Majestic mountains, crystal clear lakes, stunning national parks and diverse wildlife await.



VIBRANT CITIES

Modern metropolises with rich culture, world-class attractions and exciting local experiences.



ENDLESS ADVENTURE

From winter sports to coastal escapes, find your adventure in every season.



WELCOMING PEOPLE

Friendly locals and diverse communities make Canada a true home away from home.



CANADA **TOURISM** INSIGHTS

KEY MARKET DATA & LEADING HOTEL CHAINS



CANADA TOURISM BY THE NUMBERS



TOURISM SPENDING

CAD 109.5B

Approx. tourism
spending in 2023



INTERNATIONAL ARRIVALS

18.3M

Visitors in 2023



TOURISM JOBS

~700K

Sector-supported
employment



DIRECT TOURISM GDP

CAD 49.4B

Approx. direct GDP
contribution



TOP DESTINATIONS

Toronto • Vancouver •
Niagara Falls • Banff •
Montréal



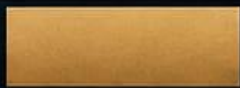
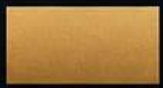
TRAVEL APPEAL

Nature • Cities •
Winter Sports •
Road Trips



LARGEST HOTEL CHAINS BY ANNUAL REVENUE

Approx. 2023 revenue

1	Marriott INTERNATIONAL		US\$23.7B
2	 Hilton WORLDWIDE		US\$10.2B
3	HYATT HOTELS		US\$6.7B
4	 ACCOR		US\$5.4B
5	IHG HOTELS & RESORTS		US\$4.6B

Figures are rounded estimates for infographic use.



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CANADA **TOP** DESTINATIONS

MUST-VISIT PLACES FOR EVERY TRAVELER



1. BANFF & LAKE LOUISE

Turquoise lakes, majestic Rocky Mountains, hiking and breathtaking nature.



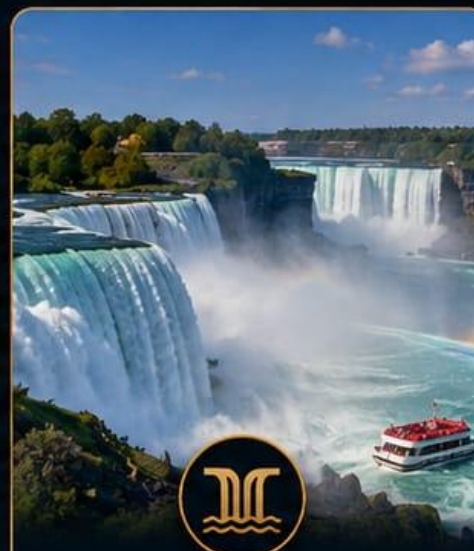
2. TORONTO

Vibrant culture, world-class dining, iconic landmarks and diverse neighborhoods.



3. VANCOUVER

Ocean views, mountain backdrops, lush parks and an active urban lifestyle.



4. NIAGARA FALLS

Iconic waterfalls, thrilling boat tours and unforgettable views year-round.



5. QUÉBEC CITY & MONTRÉAL

French heritage, charming old towns, rich culture and lively festivals.



Best for nature, city breaks, road trips and unforgettable experiences.



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CANADA **BEST** SEASONS & ACTIVITIES

WHEN TO VISIT AND WHAT TO ENJOY



SPRING

Cherry blossoms in Vancouver & Victoria,
milder weather, nature awakening,
city walks.



CITY WALKS



WILDLIFE
WATCHING



PHOTOGRAPHY



GARDEN
TOURS



SUMMER

Explore Banff, Lake Louise & national parks.
Road trips, festivals, kayaking,
and epic hiking adventures.



HIKING



KAYAKING



CAMPING



FESTIVALS



AUTUMN

Québec & Ontario glow with fall colors.
Scenic rail trips, wine routes,
and stunning photography.



SCENIC RAIL
TRIPS



WINE
ROUTES



PHOTOGRAPHY



FALL
HIKES



WINTER

Ski resorts, snowboarding, Northern Lights,
winter festivals, Québec Winter Carnival,
and Niagara's winter magic.



SKIING &
SNOWBOARDING



NORTHERN
LIGHTS



WINTER
FESTIVALS



NIAGARA
WINTER MAGIC



Canada offers unforgettable experiences in every season.



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CANADA

UNFORGETTABLE JOURNEYS

VAST WILDERNESS. VIBRANT CITIES.
WORLD-CLASS HOSPITALITY.



INTERNATIONAL
VISITORS

22.1
MILLION

+19%
vs. 2022



TOURISM REVENUE

CAD
\$21.4
BILLION

+13%
vs. 2022



HOTEL OCCUPANCY
RATE (NATIONAL)

62.3%

+4.6 PTS
vs. 2022



AVERAGE DAILY
RATE (ADR)

CAD
\$186

+8%
vs. 2022



TOURISM'S SHARE
OF GDP

2.0%

+0.2 PTS
vs. 2022



CANADA'S TOP HOTEL CHAINS BY ANNUAL REVENUE (2023)

• Revenue in CAD

Fairmont
HOTELS & RESORTS



Luxury hospitality
since 1907

CAD
\$2.24
BILLION

FOUR
SEASONS
HOTELS AND RESORTS



World-renowned
luxury experiences

CAD
\$1.70
BILLION

MARRIOTT
INTERNATIONAL



Global presence,
local experiences

CAD
\$1.45
BILLION

Hilton
HOTELS & RESORTS



Hospitality for
the global traveler

CAD
\$1.28
BILLION

ACCOR



Innovative hotels
for every journey

CAD
\$0.96
BILLION



CANADA HIGHLIGHTS



BREATHTAKING
NATIONAL PARKS

47 national parks
& countless wonders



VIBRANT
CITIES

World-class culture,
dining & shopping



OUTDOOR
ADVENTURES

Four seasons of
unlimited activities



RICH CULTURE
& HERITAGE

Diverse communities
& traditions



WARM HOSPITALITY

Welcoming people
make every stay
memorable

“

In every season,
Canada welcomes you
with open arms and
experiences that stay
with you forever.”



MUST-VISIT DESTINATIONS



BANFF
NATIONAL PARK



NIAGARA
FALLS



VANCOUVER
BRITISH COLUMBIA



QUÉBEC CITY
QUÉBEC



TORONTO
ONTARIO



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BUSINESS & TOURISM INSIGHTS





CANADA TOURISM AT A GLANCE (2023)

 INTERNATIONAL VISITORS 22.1 MILLION +19% vs. 2022	 TOURISM REVENUE CAD \$21.4 BILLION +13% vs. 2022	 HOTEL OCCUPANCY RATE (NATIONAL) 62.3% +4.6 PTS vs. 2022	 AVERAGE DAILY RATE (ADR) CAD \$186 +8% vs. 2022	 TOURISM'S SHARE OF GDP 2.0% +0.2 PTS vs. 2022	 EMPLOYMENT IN TOURISM 1.0 MILLION+ +3.1% vs. 2022
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DID YOU KNOW?

- Canada is the 2nd largest country in the world.
- Over 22 million international visitors annually.
- 7 UNESCO World Heritage Sites.
- One of the world's most peaceful and safe countries.
- Breathtaking in every season!

CANADA'S TOP HOTEL CHAINS BY ANNUAL REVENUE (2023) • Revenue in CAD

 Timeless luxury & iconic destinations CAD \$2.24 BILLION	 World-renowned luxury experiences CAD \$1.70 BILLION	 Global presence, local experiences CAD \$1.45 BILLION	 Hospitality for the global traveler CAD \$1.28 BILLION	 Innovative hotels for every journey CAD \$0.96 BILLION
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MAJOR TOURISM REGIONS

 BRITISH COLUMBIA Stunning coastlines, mountains & outdoor adventures.	 ALBERTA Rocky Mountains, national parks & breathtaking lakes.
 ONTARIO Vibrant cities, Niagara Falls & cultural attractions.	 QUÉBEC European charm, rich history & unique culture.
 ATLANTIC CANADA Coastal beauty, lighthouses & warm hospitality.	



BEST TIME TO VISIT CANADA

SPRING

MAR – MAY

Mild weather, blooming nature & fewer crowds.



SUMMER

JUN – AUG

Warm days, festivals & outdoor adventures.



AUTUMN

SEP – NOV

Stunning fall colors, harvest season & scenic drives.



WINTER

DEC – FEB

Snow activities, skiing, auroras & cozy escapes.



NORTHERN LIGHTS

A magical wonder in Yukon & NWT



LAKE ADVENTURES

Canoeing, kayaking & fishing



WHALE WATCHING

Vancouver Island & Atlantic Coast



VIBRANT CITIES

Explore Toronto, Vancouver & Montréal



WINTER SPORTS

World-class skiing & snowboarding

“Canada is more than a destination, it's an experience that touches your heart and stays with you forever.”





GSR ANALYTIX

GLOBAL INSIGHTS. SMARTER DECISIONS.

Thank You for Exploring **CANADA**

**ONE COUNTRY. ENDLESS EXPERIENCES.
NATURE. CULTURE. HOSPITALITY.
MEMORIES THAT LAST A LIFETIME.**



BREATHTAKING NATURE

From the Rockies
to the ocean,
beauty in every
direction.



VIBRANT CITIES

Dynamic cities
full of culture,
innovation and
opportunity.



UNFORGETTABLE EXPERIENCES

Adventure, relaxation
and world-class
hospitality all
year round.



WELCOMING PEOPLE

Friendly, diverse
and inclusive –
everyone feels
at home.



TIMELESS MEMORIES

Every season
brings a new story
and a reason
to return.

At **GSR ANALYTIX**, we connect the world to **Canada's opportunities.**

Discover. Connect. Grow. Together.



PLAN YOUR JOURNEY.



EXPERIENCE MORE.



CREATE MEMORIES.



STAY FOREVER.



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Canada is not just a destination, it's an experience that stays with you forever.



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