

Investors

Canada’s resilient and consistently growing tourism sector offers stable, high-return opportunities. Strategic investment in infrastructure, destinations, and ventures positions them to scale impact, build long-term value, and participate in a globally recognized, future-focused market of sustained growth.

Audience Overview

Developers, investment firms, private equity groups, hotel chains, and entrepreneurs who invest in tourism-related infrastructure, attractions, accommodations, and services.

Why They Matter

Capital fuels infrastructure from resorts to transport and experience-based ventures. Investor participation is crucial to national and regional goals, especially in emerging zones. Capital can scale tourism businesses and Indigenous-led ventures. High-profile deals shape public discourse and draw policy attention.

Key Messages

- 1. Unlock unrivaled opportunities in a proven market.**
Tourism GDP rose 3.8% in 2024, outpacing the general economy. Canada offers a stable, high-return environment in a world-class destination.
- 2. Invest with confidence in a growth sector.**
Strong fundamentals, supportive business conditions, and rising international arrivals set the stage for sustained expansion.

Proofpoints

3.8% tourism GDP growth in 2024; momentum in arrivals and a supportive ecosystem.

KEY MOTIVATIONS

- Predictable returns and scalable ventures
- Risk mitigation and market intelligence

CALL TO ACTION

- Explore investment opportunities in tourism zones
- Engage with DMOs, governments, and Indigenous governments and communities on pipeline projects

MAIN CHANNELS

- Investment briefs and pitch decks
- Industry summits and real estate expos
- Private investor roundtables

KPIs Increased private capital invested in tourism assets Positive investor sentiment about Canada’s tourism sector