



**CEDEC**

# **TOURISM 2025**

**CEDEC'S PLAN FOR CREATING 46,900 JOBS AND ADDING  
\$5.2 BILLION TO THE ECONOMY**

**March 2017**

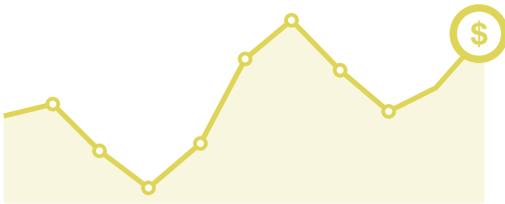
Tourism is a strong driver of economic activity in Canada. It contributes as much to this country's wealth as agriculture, fisheries and forestry combined. In 2008, tourism activity generated over \$74 billion in revenue, represented 2% of Canada's GDP and directly employed over 660,000 Canadians.

Tourism represents a major area of opportunity for development within English-speaking communities in Quebec as a means to diversify economies, start new businesses and create jobs. Recent decreases in international tourists coming to Canada has sparked a renewed interest at all levels of government to support development of this sector. With a growing number of special interest tourists attracted to culture and heritage, and neighbouring Ontario, American, and distant British markets showing a strong interest in cultural tourism, there is untapped tourism development potential for English-speaking communities within Quebec.

According to the World Tourism Organization, Canada has not been in the top ten ranked destinations since 2004; in 2010, Canada ranked 15th. Implementing Tourism 2025 will restore Canada to its top ten ranking for international arrivals. It would see:



**5.7 MILLION**  
MORE VISITORS



**5.2 BILLION**  
ADDITIONAL FUNDS INJECTED INTO  
THE CANADIAN ECONOMY



**46.9 THOUSAND**  
MORE JOBS



**720 MILLION**  
INCREASE IN FEDERAL  
GOVERNMENT REVENUE



**797 MILLION**  
INCREASE IN PROVINCIAL / TERRITORIAL  
GOVERNMENT REVENUE

# AN INCREASE IN INTERNATIONAL ARRIVALS WOULD BE FELT ACROSS THE PROVINCE AND BEYOND.

Cultural tourism is a fast growing segment of the industry. Culture and heritage travel accounted for 40% of all international tourism in 2007 compared to 37% in 1995, according to the Organization for Economic Co-operation and Development (OECD) and the World Tourism Organization. Cultural tourists tend to stay longer and spend more during their stay and the English-speaking community has the potential to capitalize on this through unique, high quality tourism products and experiences that can complement Quebec’s existing tourism offer.

For businesses and communities to create successful and sustainable tourism development opportunities, certain conditions need to exist such as increased visibility and access to funding, training and networking opportunities. CEDEC, as a leader and driving force for community economic development and employability, is well positioned to play a lead role to facilitate collaboration and partnerships, support businesses, and promote tourism initiatives at a regional and national level.

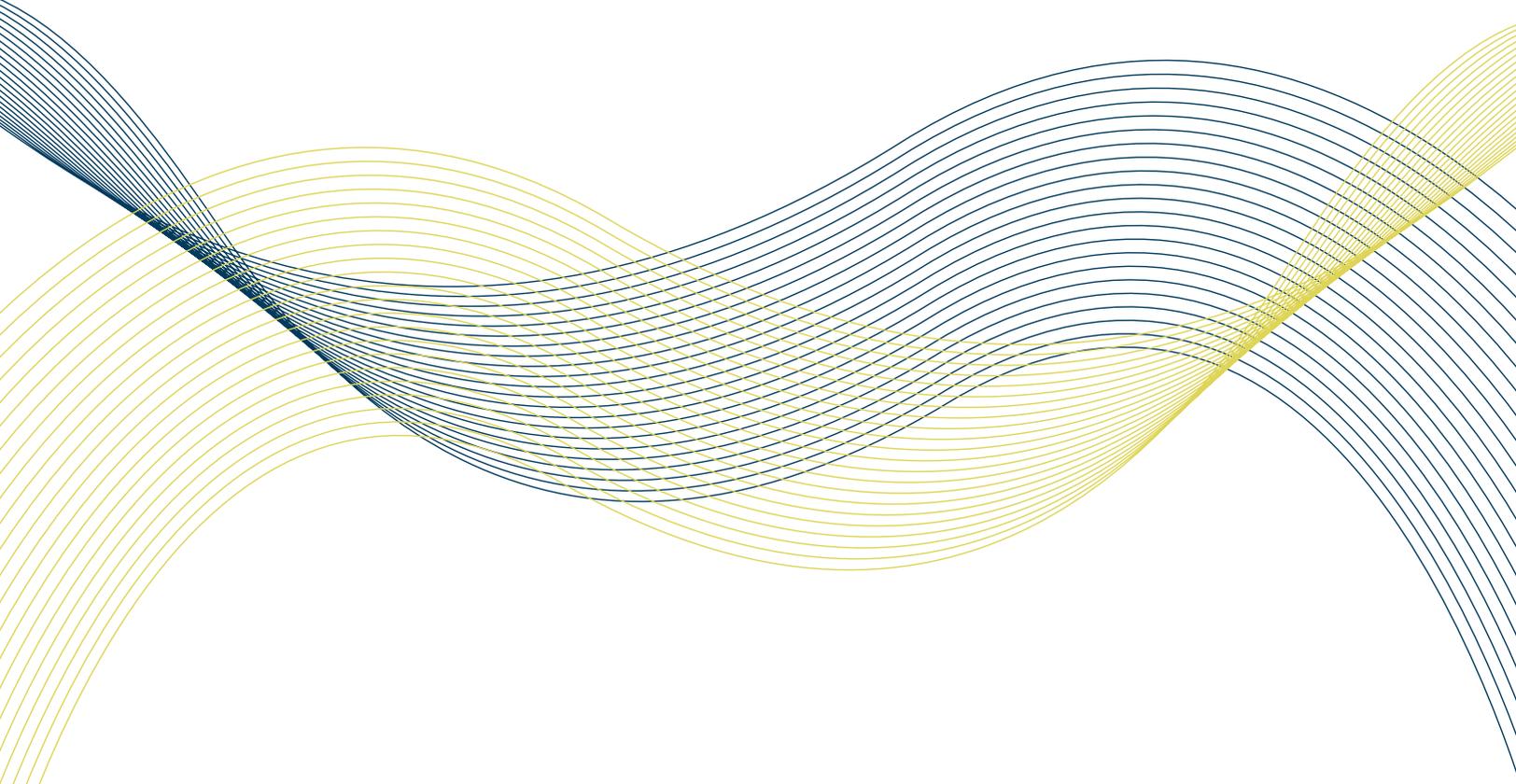
IN ORDER TO ACHIEVE THIS, CEDEC, WITH PARTNERS, WILL DEVELOP THE FOLLOWING:

BUSINESS SUPPORT SERVICES		NATIONAL STRATEGY FOR TOURISM DEVELOPMENT WITHIN OFFICIAL LANGUAGE MINORITY COMMUNITIES	
	Identify, promote and develop high quality tourism products		Integrate Canada's Tourism Strategy, RDEE Canada's Tourism Development Strategy and other key development strategies
	Collaborate on marketing initiatives to promote cultural tourism products to new and emerging markets		Engage in partnerships with French-speaking linguistic minority communities outside of Quebec
	Support recruitment, training and retention of tourism workers		Involve key tourism industry stakeholders
	Connect tourism businesses for networking and partnerships		

By working with stakeholders, tourism initiatives in the English-speaking community will be supported and strengthen Quebec’s tourism offer by making it more accessible to English-speaking tourists.

# CEDEC IS COMMITTED

to creating an environment to equip entrepreneurs in Quebec with the knowledge, contacts and resources necessary to develop high quality tourism products that will appeal to the most discerning cultural tourists. The creation and growth of businesses and critical tourism related jobs will diversify and strengthen economies at the local, regional, provincial, and national levels.



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