

Amusement and recreation industry, 2024

Released at 8:30 a.m. Eastern time in *The Daily*, Tuesday, December 16, 2025

The amusement and recreation subsector grew for a fourth straight year in 2024

In 2024, the operating revenue of businesses in the amusement and recreation subsector rose 8.2% from the previous year to \$16.9 billion. This marked the fourth consecutive year of growth in operating revenue for this subsector. This upward trend has been driven by sustained demand for in-person recreational activities.

The fitness industry continues to strengthen

In 2024, the fitness and recreational sports centre industry posted the largest increase in operating revenue within the subsector; its operating revenue rose 14.9% from the previous year to \$5.8 billion. This growth was supported by [higher prices for using recreational facilities and services](#) (such as gyms), which rose by 5.2% from 2023 to 2024 and by 15.9% since 2021.

Operating expenses for fitness and recreational sports centres grew at a slower pace than operating revenue, increasing 11.9% from the previous year to \$5.3 billion in 2024. With growth in operating revenue outpacing that of operating expenses, the operating profit margin increased from 5.8% in 2023 to 8.3% in 2024.

In 2024, the industry's salaries, wages, commissions and benefits were \$2.1 billion, up 14.2% from 2023.

Golf remains in full swing

Golf's popularity continued to grow in 2024, bringing operating revenue to new highs.

In 2024, golf courses and country clubs earned \$4.1 billion in operating revenue, increasing 6.0% from 2023 and 54.6% from 2019, before the onset of the COVID-19 pandemic.

Operating expenses of golf courses and country clubs rose 7.1% from the previous year, reaching \$3.7 billion in 2024. This led to an operating profit margin of 9.7%.

Salaries, wages, commissions and benefits accounted for the largest proportion of the operating expenses (42.1%) of golf courses and country clubs, reaching \$1.5 billion in 2024.

Revenue of skiing facilities falls for the first time since the pandemic

The 2023/2024 ski season was marked by declining operating revenue and rising costs. Industry revenue fell largely due to a warmer-than-usual winter, decreased snowfall and reduced skier turnout in most regions of the country.

In 2024, the operating revenue of skiing facilities fell 4.4% to \$1.4 billion, while operating expenses rose 0.5% to \$1.3 billion. This resulted in an operating profit margin of 11.0%.

Growth in operating revenue of amusement parks and arcades slows

In 2024, operating revenue in the amusement park and arcade industry increased 1.1% from 2023 to \$1.1 billion.

Operating expenses of amusement parks and arcades rose 9.1% to \$1.0 billion in 2024. With the growth in industry expenditures outpacing that of revenue, the operating profit margin fell 6.5 percentage points from 2023 to 11.4%.

Looking ahead to 2025

Going forward, the amusement and recreation subsector will have to adapt to evolving economic and environmental conditions.



It is expected that skiing facilities will have benefitted from a snowier 2024/2025 ski season. However, the forest fires and unpredictable weather events that affected Canada in the summer of 2025 may have impacted some seasonal industries, such as golf.

The complete financial portrait for the 2025 reference year will highlight how the subsector was affected by these conditions.

Note to readers

Data from 2022 and 2023 have been revised.

The reference to higher prices for using recreational facilities and services was taken from table [18-10-0004-01](#).

This release covers all industries classified to the North American Industry Classification System (NAICS) industry group 713, amusement, gambling and recreation industries, with the exception of NAICS 7132, gambling industries.

These and other data related to the arts, culture, heritage and sport sectors can be found in the [Culture Statistics](#) portal.

The [Arts and Culture Data Viewer](#), an interactive tool that allows users to easily break down economic and social data from Statistics Canada on arts and culture by geographic area and other dimensions, is now available.

Available tables: [21-10-0057-01](#), [21-10-0058-01](#) and [21-10-0104-01](#).

Definitions, data sources and methods: survey number [2425](#).

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca).