

KEY MESSAGING – Tourism Growth Strategy

- I am asking for your support in making tourism a key policy priority for Budget 2023.
- Tourism is an economic driver in communities across Canada and the industry will take years to recover from the damage of the pandemic.
- Ensuring the industry rebounds from Covid is critical to driving economic growth and making Canada an attractive place for the world to visit. That is why we need your support.
- The government is deciding what to include in their new Tourism Growth Strategy - but there are a lot of competing priorities.
- Despite some improvements over the last year and contrary to what many now believe, Canada's tourism sector still has a long way to go in reclaiming its position as the economic powerhouse it once was.
- **The Tourism Growth Strategy is critically important to the future of our sector. We need to ensure that this is made a priority by the Government and that the Strategy is adequately financed via the upcoming Budget.**
- The sector aligned on four key pillars of action that are needed to achieve our shared goals of increasing growth, investment, and stability for the sector:
 1. Attracting and retaining a sustainable workforce;
 2. Improving access for visitors to and within Canada;
 3. Developing and promoting tourism assets;
 4. Building a regenerative and inclusive industry.
- The Tourism Growth Strategy is an economic opportunity for this government and we urge you to support us in our efforts to get the dedicate tourism supports we need to propel our industry into the future.
- The government should be laser-focused on a dedicated labour strategy within the TGS. Labour shortages are a big issue outside of urban centres, particularly for young people.

- Developing local tourism assets is good value for money; brings in foreign stimulus directly to the community. Government investment in tourism stimulates private investment in tourism; signals commitment.
- Developing tourism assets that reduce carbon footprint is part of our international commitment to fighting climate change.