Over 35 years of diversified provincial and national association experience, with close to 20 years in the tourism sector.

From 2011 to 2021, served as President & CEO of the Tourism Industry Association of Ontario (TIAO).
Post haste: What Canada’s hardest hit businesses want to see in the April 19 federal budget

Nearly 40% of businesses in the troubled sector say they will not survive

Sarah McNeil
March 31, 2021 | Change | Comments | @SarahGlobe

https://www.lawyersweekly.ca/2021/03/31/canadas-vaccine-misstep-is-hurting-tourism-recovery/

Canada’s Vaccine Misstep Is Hurting Tourism Recovery

Leaves on Lake: June 14, 2021 | Mark

Things change fast in a pandemic... Canada’s vaccine rollout is right up there with others, but it missed the U.S. in vaccinating short-term workers. Now it’s playing catch-up while asking Canadians to help by spending the bulk of their vacation savings at home this summer, and not next door. Which is a no-no.

— Leanne Lilja-Cima

SKIFT TAKE

C-14

Les puritans, médias de consommation française, de tels commentaires, déploies au Parlement le 25 novembre 2016 et retrouvés dans les débats de la confession.

One Year Into the Pandemic: Three Canadian Travel & Tourism Experts Offer Predictions

Canadian Travel News

Hardest hit businesses call for extension of federal wage, rent subsidies
TIAC has been working with an Industry Recovery Committee to inform its recommendations since early 2020. This committee of tourism leaders encompasses representatives from across Canada, and from all sectors of the tourism economy.
Prior to COVID-19, tourism was one of the fastest growing industries in the world.

**THE TOURISM ECONOMY IN CANADA...**

**TRAVEL IS A $105 BILLION SECTOR**

- Accounts for **2% of Canada’s GDP**
- **Largest service export** in Canada – $23.1 Billion

**1.8 MILLION WORKERS**

- **1 out of every 10 jobs** in Canada is directly involved with travellers
Tourism was the **first hit, hardest hit, and will be the last to recover.**
TOURISM RECOVERY PLAN

This plan was created to ensure Canada’s Tourism Economy Survival, and Global Competitiveness as we plan for a time when it is safe to travel again.

Our recommendations are outlined under the following three themes:

- Supporting Business Solvency
- Championing Safety
- Keeping Canada Globally Competitive

Recommendations are based on the following three phases.
It is important to note that, Indigenous tourism operators have disproportionally fallen outside the criteria of Government relief supports.

To protect viable businesses in this emerging sector, it is vital that an Indigenous lens be placed on all recovery measures.
SUPPORTING BUSINESS SOLVENCY

Businesses have lost revenue and cashflow, but fixed expenses continue.

It is recommended that extensions of existing business support programs go directly to those that need it the most and support the hardest hit businesses into recovery.
SUPPORTING BUSINESS SOLVENCY

Highly Affected Sectors Credit Availability Program (HASCAP)

• Program details announced January 26, 2021.

• Imperative that the program was available by February 2021, and available on a per property basis for those with multiple properties (ie. hotels).

• Collecting industry responses on experience with program.

Program details announced
January 26, 2021

» Financial institutions accepting applications as of February 1, 2021
» 100% government backed loans
» Up to $1M per business and up to $6.25M for affiliated businesses
SUPPORTING BUSINESS SOLVENCY

Regional Relief and Recovery Fund (RRRF) – Tourism Envelope

- RRRF Funding must prioritize supporting tourism stakeholders that are unable to get relief from other business support programs.
- Program must be available on a per property basis and must provide support to owners of multiple businesses.
- The RRRF must be made available to not-for-profit tourism associations with contractual relationships but no staff and support Destination Marketing Organizations.
A March 2021 survey by the Coalition of the Hardest Hit Businesses revealed that 60% of Canada’s hardest hit businesses will not survive if the Canada Emergency Wage Subsidy (CEWS) as well as the Canada Emergency Rent Subsidy (CERS) are not extended beyond the June 5th deadline to the end of the year.
SUPPORTING BUSINESS SOLVENCY

Canada Emergency Wage Subsidy (CEWS)

• Increase subsidy to 85% for hardest hit businesses until the end of summer 2021.

• Ensure the program works for seasonal businesses, associations and other tourism businesses that show no revenues in specific periods due to business cycles but have year-round employees.

Base year to date revenue comparisons off 2019 or rolling reduction for 12 months.

• Modify program criteria to include 100% of costs to carry furloughed employees.
SUPPORTING BUSINESS SOLVENCY

Canada Emergency Rent Subsidy (CERS)

• Enable access to the 90% top up for businesses that are impacted by limitations on mass gatherings and travel restrictions and include businesses that have provided essential services but have not closed.
SUPPORTING BUSINESS SOLVENCY

Air Sector Support

• Provide immediate liquidity for the aviation sector by supporting carriers, airports and by providing sufficient funding to government service providers such as NavCan and Canadian Air Transport Security Authority (CATSA).

• Establish incentives for airlines to maintain service to remote communities.

• Eliminate airport ground lease rent.

“Canada is an outlier when it comes to direct financial aid to the air sector and is losing market share to global carriers.”
Canada’s tourism economy recovery will be dependent on safe re-opening of Canada’s borders, investments in rapid testing and measures to control importation of the virus.

Tourism businesses and the Canadians they employ need to understand what conditions are required before provincial/territorial and international borders can reopen in order to properly plan for their future.
CHAMPIONING SAFETY

Recommendations

- Provide government financial support for rapid testing and contact tracing programs to keep Canadians safe and to reinstate travel.

- Use current international and industry data and available science to inform the reduction or elimination of quarantine measures.

- Provide tourism businesses with tax credits to help defray costs associated with safety protocols.

- Provide federal guidance on a policy roadmap to safely reopen provincial/territorial and international borders by managing the risk of contagion with testing as a replacement for quarantine measures.
People will travel again.

Let’s make sure our tourism economy is ready for it by planning for our global competitiveness to recover.
Recommendations

• Provide **at least $225 million top up funding to Destination Canada** over three years.
KEEPING CANADA GLOBALLY COMPETITIVE

Recommendations

• Provide a **tax incentive** to Canadians for the 2021/2022 tax years to travel locally or within Canada.

• **Re-introduce the federally funded Marquee Tourism Events Program (MTEP)** to support key festivals and events across Canada.
Recommendations

• Develop a Business Events and Urban Recovery funding program to help support urban DMOs replace businesses meetings and events losses.

• Reinstate the visitor GST program for international visitors.
Recommendations

• Provide targeted funding for labour market research and skill and capacity building programs that prioritize jobs in the Tourism Economy.

• Extend work visas for a full year and waive fees until 2022, and ensure immigration programs meet future tourism labour demands.
## Summary of Recommendations

<table>
<thead>
<tr>
<th>Themes</th>
<th>Areas of Focus</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting Business Solvency</td>
<td>HASCAP</td>
<td>Financial institutions must be ready to receive HASCAP applications by February 2021</td>
</tr>
<tr>
<td></td>
<td></td>
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<tr>
<td></td>
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<tr>
<td></td>
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<tr>
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<td></td>
<td></td>
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<td></td>
<td></td>
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THANK YOU

Chaired by TIAC’s Board Chair, Dave McKenna and the President of the Banff Jasper Collection by Pursuit.

Industry Members include:

Vince Accardi, Acting CEO and Vice-President, Stakeholder Relations and Business Development, Tourism Industry Association of Canada

Steve Sammut, President and CEO Rocky Mountaineer

Cathy Duke, CEO, Destination St. John’s

Andrew Lind, Chief Operating Officer, Muskoka Language International

Don Cleary, President of Marriott Hotels of Canada

Nancy Stibbard, Owner and CEO, Capilano Group

Paul Nursey, President and CEO, Destination Greater Victoria

Cathy Pugh, General Manager, Fredericton Convention Centre

Ian Clark, Chief Financial Officer, Greater Toronto Airports Authority

Teresa Ryder, Director of Business Development, Indigenous Tourism Association of Canada

David Mounteer, President and CEO, Jonview Canada

Mike McNaney, President and CEO, National Airlines Council of Canada

Jean-Michel Ryan, President, Mount Sutton, Quebec

Barry Smith, Executive Director, Convention Centres of Canada

Christina Franc, Executive Director of Canadian Association of Fairs and Exhibitions

Martin Roy, Executive Director, Festivals and Major Events Canada (FAME)

Kurt Huck, President, Passenger & Commercial Vessel Association
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