

ALBERTA

Wednesday, May 26

VIRTUAL
TOURISM
TOWN HALL

PRESENTED BY

TIAC  AITC



EVENT SPONSOR



TODAY'S PANELISTS



Alisha Reynolds
Board Chair
**Tourism Industry
Association of Alberta**



Darren Reeder
Board Advisor
**Tourism Industry
Association of Alberta**



BETH POTTER
President and CEO
**Tourism Industry
Association of Canada**



MARSHA WALDEN
President and CEO
Destination Canada

ALBERTA



2021 Tourism Town Halls

Beth Potter

President & CEO
Tourism Industry Association of Canada

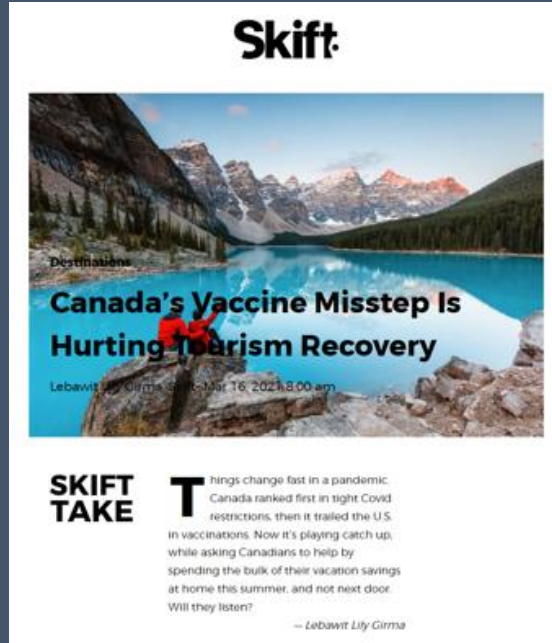
May 26, 2021

About TIAC

Vision: To lead the Canadian Tourism industry to be the most competitive in the world.

Mission: To be the voice of Canada's tourism industry and improve its global competitiveness as an international destination through leadership and advocacy.







Tourism was the **first hit, hardest hit, and will be the last to recover.**



Chrystia Freeland @cafreeland
Canada government official

Replying to @cafreeland

To help the hardest-hit businesses pivot back to growth, we propose a new Canada Recovery Hiring Program, which will run from June to November and will make it easier for businesses to hire back laid-off workers or to bring on new ones.

4:41 PM · Apr 19, 2021 · Twitter for iPhone

BC Hotel Association @bchotelassoc

#BREAKING: Federal Government unveils \$101.4 billion in new spending includes extension of the CEWS & CERS subsidies through to September, 2021. Our sector is extremely grateful for this funding that will support the survival of businesses across Canada.

The Tourism Industry Association of Canada @TIAC_AITC

We are pleased to see \$200M through the regional development agencies to support major festivals & \$200M through Canadian Heritage to support local festivals, community cultural events, heritage celebrations, local museums, amateur sport events, and more. **#Budget2021**

5:55 PM · Apr 19, 2021 · Twitter Web App

You Retweeted

Christopher Bloore @ChrisBloore

49 mentions of tourism in **#Budget2021**

4:43 PM · Apr 19, 2021 · Twitter Web App

Key Budget Take-Aways

“...we must punch our way out of the COVID recession. That means ensuring lost jobs are recovered as swiftly as possible, **and that hard-hit businesses rebound quickly and are able to flourish.**

It means providing support where COVID has struck hardest – to women and young people and low-wage workers, and to small and medium-sized businesses, **especially in hospitality and tourism...**”

Key Budget Take-Aways

To assist the sectors' recovery, the government proposes to make available a package of **tourism supports**, totaling \$1 billion over three years, starting in 2021-22.

- Support through regional development agencies to support **major festivals and events**.
- Funding through Canadian Heritage to support **local festivals, community cultural events, outdoor theatre performances, heritage celebrations, local museums and sports events**.
- Funding to **Destination Canada** for marketing campaigns to help Canadians and other visitors discover and explore the country.
- Establishing a **Tourism Relief Fund** administered by the regional development agencies. Support local tourism businesses in adapting their products and services to public health measures and other investments that will help them **recover** from the pandemic.

Key Budget Take-Aways

Canada Emergency Wage Subsidy (CEWS) and Canada Emergency Rent Subsidy (CERS)

- Extension of these programs until September 25, 2021

Regional Relief and Recovery Fund

- Extension of the application deadline for similar support under the RRRF and the Indigenous Business Initiative until June 30, 2021

Canada Recovery Hiring Program

- Introduction of the new Canada Recovery Hiring Program to provide eligible employers with a subsidy of up to 50 per cent on the incremental remuneration paid to eligible employees between June 6, 2021 and November 20, 2021
- Helping Hard Hit Businesses Hire More Workers



LEADING THE TOURISM ECONOMY THROUGH AND POST COVID-19

Through and Post COVID-19

Leading the narrative change



Proof of vaccination



Through and Post COVID-19

Border re-openings



Global discussions



Tourism Week 2021

MAY 23 – 30, 2021

TOURISM
WEEK 



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Thank you for joining us!

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