

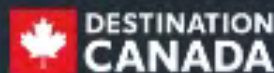
# MANITOBA

## Tuesday, May 4

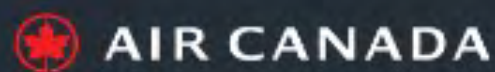
VIRTUAL  
TOURISM  
TOWN HALL

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# 2021 Tourism Town Halls

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**Beth Potter**

President & CEO  
Tourism Industry Association of Canada

May 4, 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.



*Photo courtesy of: Ottawa Tourism*

# 2021 Tourism Recovery Plan

Prepared by Members of TIAC's Industry Recovery Committee

## SUPPORTING BUSINESS SOLVENCY

### Supporting Business Solvency

COVID-19 has caused significant economic challenges across the country, with many businesses facing financial difficulties. The government has implemented various measures to support businesses, including the Highly Affected Sectors Credit Availability Program (HASCAP).

**For example... HOTELS**

A hotel owner in Ontario is struggling to pay the mortgage on their property. They are also facing a significant loss of revenue due to the closure of the hotel. The government has provided a loan guarantee for the mortgage, which allows the hotel owner to access the funds they need to keep the hotel open.

**Program details announced January 26, 2021**

- Program is available to businesses in highly affected sectors
- Loans up to \$1M per business and up to \$5,000 per employee
- Loans are available to businesses in highly affected sectors

**Recommendations:**

- Businesses should apply for the program as soon as possible
- Businesses should provide the required documentation
- Businesses should use the funds for payroll and other essential expenses

## CHAMPIONING SAFETY

### Championing Safety

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## GLOBALLY COMPETITIVE

### Keeping Canada Globally Competitive

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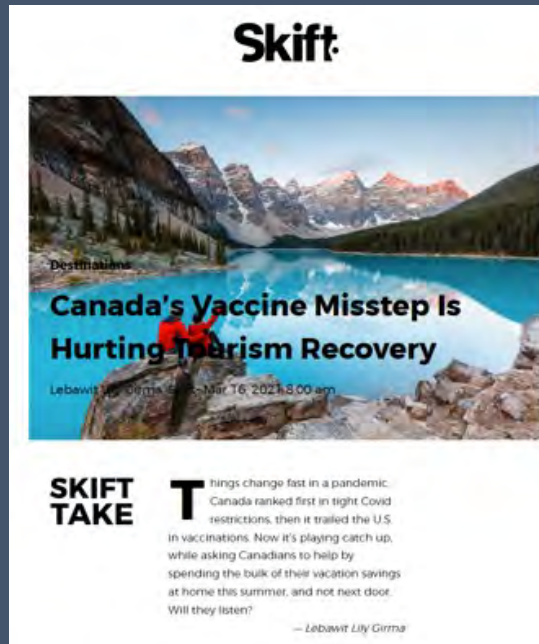
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Tourism was the **first hit, hardest hit, and will be the last to recover.**



# 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:





Photo courtesy of: Destination Canada

**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 10, 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**

6:55 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

# Key Budget Take-Aways

## Support for the Aviation Sector

- Funding to Transport Canada to support major Canadian airports in making investments in **COVID-19 testing infrastructure**
- Support to collaborate with International Partners to further advance the Known Traveller Identity Pilot Project, which will test advanced technologies to **facilitate touchless and secure air travel**
- Funding for the Canadian Air Transport Security Authority to acquire and operate sanitization equipment, **champion safety**, and to **maintain operations** and enhanced screening services at the airports where it works



# Key Budget Take-Aways

## Labour

- The Canada Recovery Hiring Program
- Supporting Skills for Success
- Community Workforce Development Program
- Student Work Placement Program
- Canada Summer Jobs
- Canada Workers Benefit

# Key Budget Take-Aways

## Small Business

- Launching the Canada Digital Adoption Program, which aims to create thousands of jobs for young Canadians and help SMEs adopt new digital technologies
  - Provide access to skills, training and advisory services for all businesses accessing this program
  - Provide micro grants to smaller main street businesses to support costs associated with technology adoption
- Create training and work opportunities to help SMEs adopt new technology
- Enhancing the Canada Small Business Financing Program
- Lowering Cost of Doing Business by Reducing Credit Card Transaction Fees



# Supporting Manitoba Members



A person is walking away from the camera on a rocky beach. The beach is covered in dark, wet rocks and some driftwood. The water is calm, reflecting the sunset sky. The sky is filled with soft, orange and pink clouds. In the distance, there are some trees and a small building on the right side. The overall mood is peaceful and serene.

# 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





# Stay Connected

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**@TIACAITC**



**tourismcounts.ca**



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Thank you for joining us!

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