2021 Tourism Town Halls

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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.
2021 Tourism Recovery Plan
Prepared by Members of TIAC's Industry Recovery Committee

Supporting Business Solvency

Championing Safety

Keeping Canada Globally Competitive
Canada’s Vaccine Misstep Is Hurting Tourism Recovery

Leeds & Brown, Jan 17, 2023 2:00 PM

SKIFT TAKE

The change fast in a position that makes the US vaccine rollout look like a disaster, it looks like the US is falling behind other countries and this is putting the country in a much worse position than others.

-- Jared Payo, CEO

Posthaste: What Canada’s hardest hit businesses want to see in the April 19 federal budget

Nearly 40% of businesses in the troubled sectors fear they will not survive.

-- Katie Brown

TOURISM INDUSTRY ASSOCIATION OF CANADA
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:
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…”
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
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
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