

NEW BRUNSWICK

Tuesday, May 11

VIRTUAL
TOURISM
TOWN HALL

PRESENTED BY

TIAC  AITC



EVENT SPONSOR



TODAY'S PANELISTS



CAROL ALDERDICE
President and CEO
Tourism Industry
Association of New Brunswick



BETH POTTER
President and CEO
Tourism Industry
Association of Canada



MARSHA WALDEN
President and CEO
Destination Canada

A scenic view of a narrow waterway between rocky cliffs, with a small boat visible in the distance. The image is overlaid with a semi-transparent blue filter.

UP NEXT...

**Tourism Industry
Association of Canada**



2021 Tourism Town Halls

Beth Potter

President & CEO
Tourism Industry Association of Canada

May 11, 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

A scenic view of a lake nestled between dark, rocky cliffs. Several people are kayaking on the water. In the foreground, the bow of a grey kayak is visible. Further back, a group of four people in yellow kayaks are paddling towards the center. To their right, another person is in a yellow kayak, pointing towards the horizon. The sky is blue with scattered white clouds. The overall tone is serene and adventurous.

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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