TODAY’S PANELISTS

BETH POTTER
President and CEO
Tourism Industry Association of Canada

MARSHA WALDEN
President and CEO
Destination Canada

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CEO
Northwest Territories Tourism
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.
Canada's Vaccine Misstep Is Hurting Tourism Recovery

Leah Walker, CEO, TIAC - 30 April 2021

**SKIFT TAKE**

Things change fast as a pot of Congresssimmered fish in a Monk’s kitchen... not even the US vaccination plan was expected to go online this month. Now, it’s looking like it’ll be well underway when December 1 rolls around. But the tourism industry is still reeling from the vaccine misstep and the subsequent travel restrictions.

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**Posthaste: What Canada’s hardest hit businesses want to see in the April 15 federal budget**

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

http://www.tiac.on.ca/pressrelease.html - The posthaste is not the consumers’ only concern in the April 15 federal budget.
Tourism was the first hit, hardest hit, and will be the last to recover.
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

#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.

5:36 PM · Apr 19, 2021 · Twitter Web App

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

6:56 PM · Apr 19, 2021 · Twitter Web App

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…”
LEADING THE TOURISM ECONOMY THROUGH AND POST COVID-19
Through and Post COVID-19

Border re-openings

OPEN THE U.S.- CANADA BORDER

It's time to safely reopen the border for travel

Write to your MP here

Visit OpenUsCanBorder.ca today & write a letter to your local MP
Through and Post COVID-19

Proof of vaccination

Leading the narrative change
Through and Post COVID-19

Global discussions

LET'S CHANGE THE WORLD THROUGH TOURISM.
MAY 23 - 30, 2021
TOURISM WEEK
I PLEDGE TO TRAVEL
"LE TOURISME C'EST AUSSI LE PLAGE OÙ LE SERVICE
DE TRAVAILLER DANS LES PLAISIRS.

TOURISM INDUSTRY ASSOCIATION OF CANADA
Thank you for joining us!

NORTHWEST TERRITORIES
Thursday, June 24