

# NORTHWEST TERRITORIES

Thursday, June 24

VIRTUAL  
TOURISM  
TOWN HALL

PRESENTED BY

TIAC  AITC



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# TODAY'S PANELISTS



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



**MARSHA WALDEN**  
President and CEO  
**Destination Canada**



**DONNA LEE DEMARCKE**  
CEO  
**Northwest Territories Tourism**



# NORTHWEST TERRITORIES



## 2021 Tourism Town Halls

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**Beth Potter**

President & CEO  
Tourism Industry Association of Canada

June 24, 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...**”



The background image shows a wide, flat, snow-covered landscape under a pale sky. In the foreground, a dark-colored SUV is parked on the left, and a white van is parked on the right. Two people are walking away from the camera towards the center of the frame. The entire image has a blue color overlay. A vertical yellow line is positioned to the left of the text.

# LEADING THE TOURISM ECONOMY THROUGH AND POST COVID-19

# Through and Post COVID-19

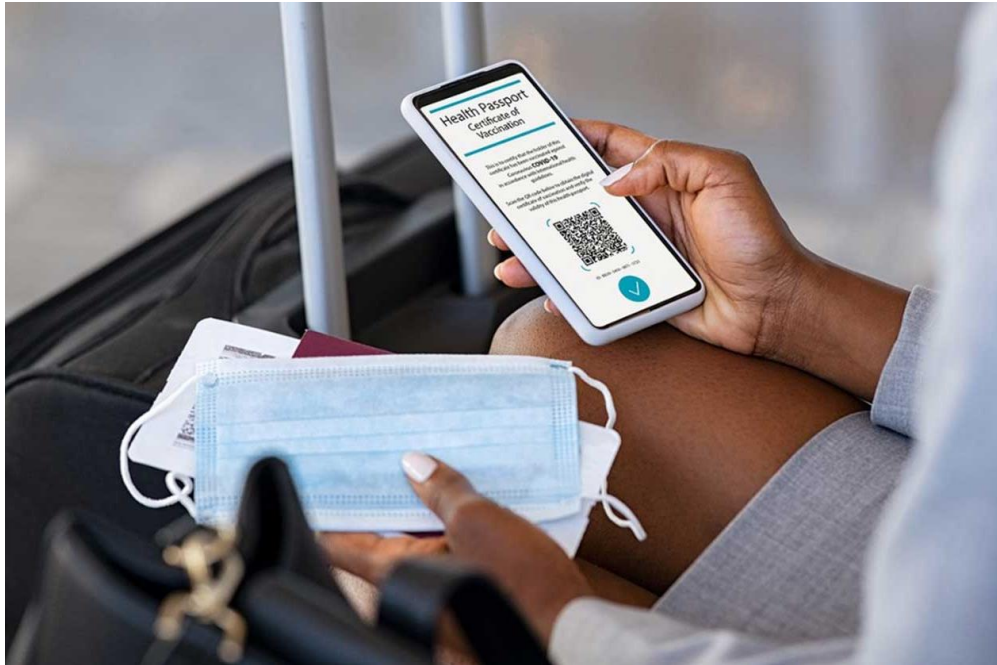
## Border re-openings





# Through and Post COVID-19

## Proof of vaccination



## Leading the narrative change



# Through and Post COVID-19

## Global discussions





MAY 23 - 30, 2021

# TOURISM WEEK



I PLEDGE  
TO TRAVEL

"LE TOURISME C'EST AUSSI LE  
DE TRAVAILLER DANS  
OÙ LE SERVICE



# Stay Connected

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Thank you for joining us!

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