TODAY’S PANELISTS

BETH POTTER
President and CEO
Tourism Industry Association of Canada

MARSHA WALDEN
President and CEO
Destination Canada

JIM BENCE
President and CEO
Hospitality Saskatchewan

Jonathan Potts
President and CEO
Tourism Saskatchewan
2021 Tourism Town Halls

Beth Potter
President & CEO
Tourism Industry Association of Canada

June 14, 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.
Canada’s Vaccine Misstep Is Hurting Tourism Recovery

Leonard Bocci, President & CEO, TIAC

SKIFT TAKE

Things change fast in a pandemic. Canadians expected their first in eight years to pass the US in vaccination. Now it’s looking like it could be months until overseas travelers can fly to spend their hard-earned vacation savings. It’s not just about the travel sector, but the broader economy.

-- Leonard Bocci, President & CEO, TIAC

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

Safely 40% of businesses in the travel sector. How will they survive?


TOURISM INDUSTRY ASSOCIATION OF CANADA
Tourism was the **first hit, hardest hit, and will be the last to recover.**
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
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 droit de travailler dans des lieux où le service est brillant."
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