

**Alberta Virtual
Tourism Town Hall
State of the Industry
May 26, 2021**

SIGNIFICANCE OF TOURISM WEEK

Celebrate the Tourism Industry

**Support 60,000+ Tourism Jobs and
25,000+ Tourism Businesses in Alberta**

Collaborate with Partners to Make Our Voices Heard

Love Where We Live

TOURISM INDUSTRY ASSOCIATION OF ALBERTA

Our Mission: To **unleash the potential of the tourism economy in Alberta**

Our Mandate: To **grow the value of Alberta's tourism economy to \$20B by the year 2030**

Our Commitment: To support the **recovery & growth of Alberta's tourism economy through aligned efforts with TIAC, Destination Canada, HAC, Travel Alberta, Provincial and Federal Association Partners, Industry Partners, and TIAA Members**

HARDEST HIT TOURISM ECONOMY

PRE-COVID-19 PERFORMANCE[^]

\$8.2B^{*}

2019 EXPENDITURES
IN ALBERTA

\$105.1B

IMPACT OF CANADA'S
TRAVEL SECTOR

2.03%

TOURISM'S SHARE
OF CANADA'S GDP

\$23.1B[†]

CANADA'S LARGEST
SERVICE EXPORT

Average Daily
Room Rate



March 2021

-14.4% y/y

Receipts,
Food Services
& Drinking Places



February 2021

-30.4% y/y

Historic
Sites & Museums
Attendance



April 2021

-100% y/y

COVID-19 ECONOMIC IMPACTS^{*}

-91%

PASSENGER AIR
TRANSPORT REVENUES

-71%

ACCOMMODATION
REVENUES

65%ⁱⁱ

FOOD & BEVERAGE BUSINESSES
OPERATING AT A LOSS

-\$1.56B

ALBERTA ESTIMATED LOSSES IN
INTERNATIONAL TRAVEL REVENUE

BARRIERS TO RECOVERY

- **No Opening Plan/Path Forward**
 - No Clear Path to Reducing Restrictions
 - No Clear Path to Re-Opening Borders
- **Operating Capacity Restrictions**
 - Example: 1/3 of Alberta Museums Remained Closed, Even in Stage 3
- **Liquidity/Financial Health**
 - Insufficient Revenue to Off-Set Fixed Operating Costs, Let Alone Labour
- **Travel 'Faux Pas' & Misinformation = Lack of Consumer Confidence**
- **Labour Challenges**

KEY FOCUS AREAS

1. Predictive Path to **Lift Restrictions**
2. Business **Liquidity Supports**
3. Stimulate **Summer Demand**
4. Safely **Re-Open Borders**

CALL TO ACTION

#TourismCounts

In fact, 25,546 tourism businesses in Alberta count on us!

- 1. Take the Pledge**
- 2. Support Alberta Tourism**
- 3. Make Your Voice Heard**
- 4. Join TIAA**