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

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