

# Virtual Tourism Town Hall

British Columbia | May 27, 2021



Canada



# About Destination Canada

## Our objectives:

- Support a vibrant Canadian tourism industry
- Market Canada as a travel destination
- Support cooperation between the private sector and Canadian governments at all levels
- Provide commercially relevant data to the private sector and government

We are not a funding agency.

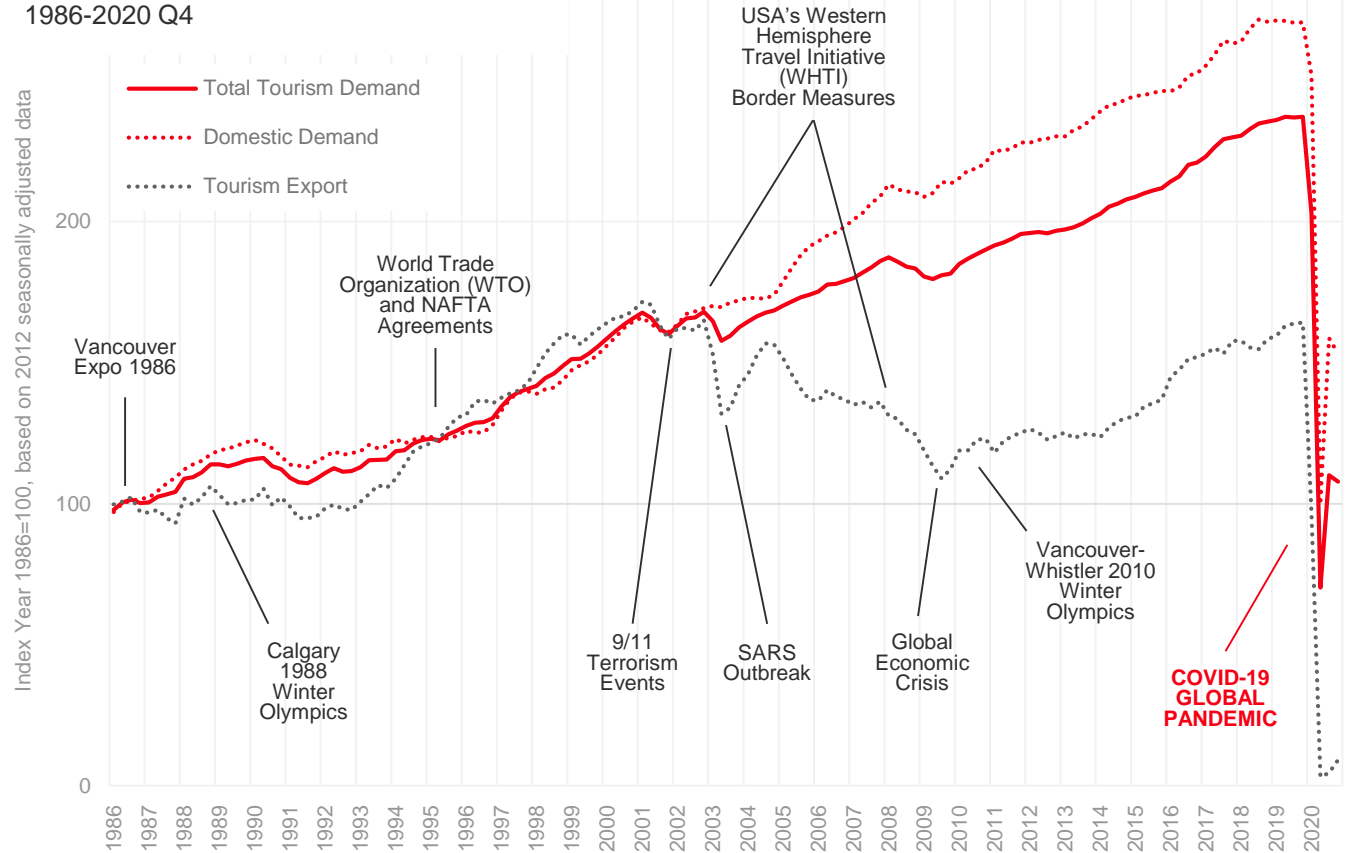




Richmond  
British Columbia

2020 losses  
to Canada's  
tourism  
sector are  
the worst  
on record

Quarterly Economic Evolution  
of Tourism in Canada  
1986-2020 Q4





Survive

Revive

Thrive

Common Dignity  
Quebec City / Québec  
Québec

# \$60M supporting cities and regions

**\$30 Million**  
DC invested \$30 Million



**\$30 Million**  
matched by Provinces / Territories



DESTINATION  
BRITISH COLUMBIA™

**Yukon**  
LARGER THAN LIFE

SPECTACULAR  
NORTHWEST  
TERRITORIES



Travel  
Alberta  
Canada

TOURISM  
Saskatchewan  
CANADA

**Manitoba**  
CANADA'S HEART BEATS

ONTARIO  
CANADA

bonjour  
québec

New Brunswick  
CANADA

TOURISM  
NOVA SCOTIA

Prince  
Edward  
Island  
CANADA

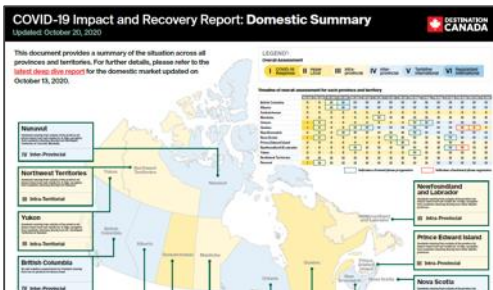
Newfoundland  
Labrador



# +\$18M in other National initiatives



Major media partnerships



Industry research  
(200+ reports to date)



Business Events strategy



Indigenous Tourism Association of Canada partnership



Media relations



Rendez-vous Canada+ financial support

# Government support for the tourism sector is broad-reaching

- \$1 Billion Tourism Specific Support in 2021 Federal Budget
- Highly Affected Sectors Credit Availability Program (HASCAP)
- Canada Emergency Wage Subsidy (CEWS)
- 25% of Regional Relief and Recovery Fund Earmarked for Tourism (\$500M)
- Canada Emergency Business Account (CEBA)
- The Canada Emergency Rent Subsidy (CERS)
- Business Credit Availability Program (BCAP)
- Department of Canadian Heritage and Canada Council for the Arts (\$185M)
- Large Employer Emergency Financing Facility (LEEFF)
- Extending the Work-Sharing Program

# Signs of hope



Canadians are searching for travel



Vaccine rollout is well underway  
and willingness is high



Confidence in travel is rising



Global increase in activity and  
confidence for Business Events



# Market revival

**80%** of Canadians plan to travel  
when restrictions are relaxed



Source: Destination Canada 2020 Global Tourism Watch, November 2020

Base size: Canadian residents (n=9059)

Q: "How likely are you to travel in the next year for the following reasons as government restrictions related to COVID-19 are relaxed?"

# Messaging evolution as restrictions ease

2021

2022

## PHASE 1 — Influence

Tourism contribution to Canadians' quality of life. Ask Canadians to travel in Canada once restrictions ease.

## PHASE 2 — Inspire and Build Confidence

Where will you go first? Ready when you are (industry investments in hygiene).

## PHASE 3 — Conversion – Early Adopters

Book now.

## PHASE 4 — Conversion and P2P Advocacy

Explore now. Share your travel experiences.

## PHASE 5 — Conversion – Late Adopters

Now is the best time to see Canada.



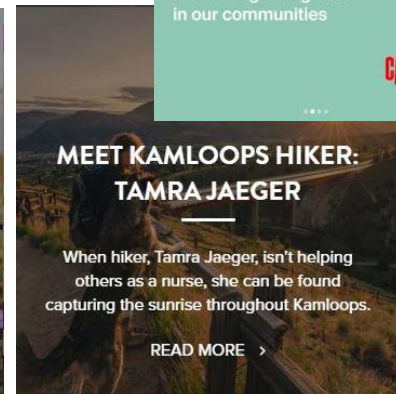
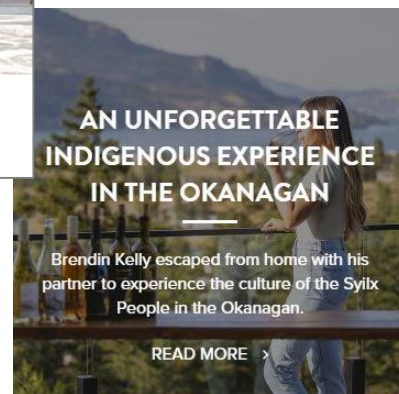
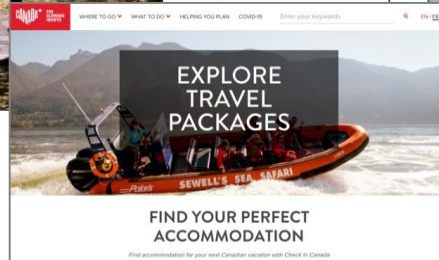
Full travel restrictions

Easing of intraprovincial travel restrictions

Easing of interprovincial travel restrictions

Easing of travel restrictions to/from Canada

# Domestic: Showcase value of tourism & inspire travel



# International: Keeping Canada top of mind

**CITY SPOTLIGHT**

## Vancouver

With the Coast Mountains, one of the world's only temperate rain forests, and so much natural beauty right on their doorstep, it's understandable why the locals say, "West Coast, Best Coast."

**DO** **EAT**

The first thing you'll want to do to get the lay of the land. For that, there's no better place than on the North Vancouver's Grouse Mountain. Take a short gondola ride up to The Peak of Vancouver and enjoy incredible views of the city, the coast, and the surrounding mountains. Another must-do is a visit to Stanley Park, Vancouver's 400-hectare downtown-adjoined forest oasis.

Having built up an appetite, stop in at Rosemary's Kitchen & Diner Bar and back into their renowned food menu, which delivers a delicate balance of international influences and West Coast produce. Or if you're after something different, book an outdoor meal at Vancouver's shantiest, Togo restaurant, where the California soul was conceived.

**STAY**

Start your adventure with a stay at the stylish Westwood Lane & Spa and a stop at Seaside. Then, stroll in town, restaurant and lounge. When it's time to head out on the town, go to the Seaside hotel and see the Vancouver Art Gallery and University Island.

**Vancouver's Stanley Park is more than 40 times larger than Central Park in New York City.**



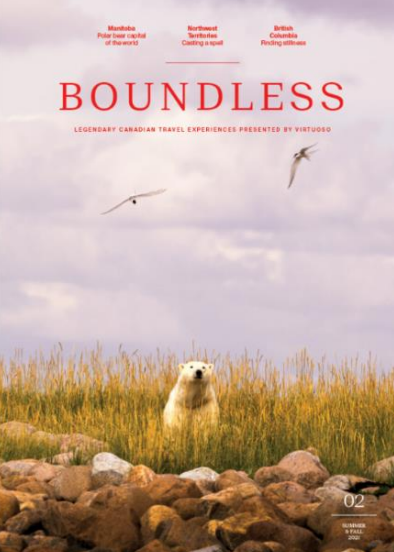
**Manitoba**  
Polar bear capital of the world

**Northwest Territories**  
Catching a walrus

**British Columbia**  
Picking wildflowers

## BOUNDLESS

LEGENDARY CANADIAN TRAVEL EXPERIENCES PRESENTED BY VIRTUOSO



**02**

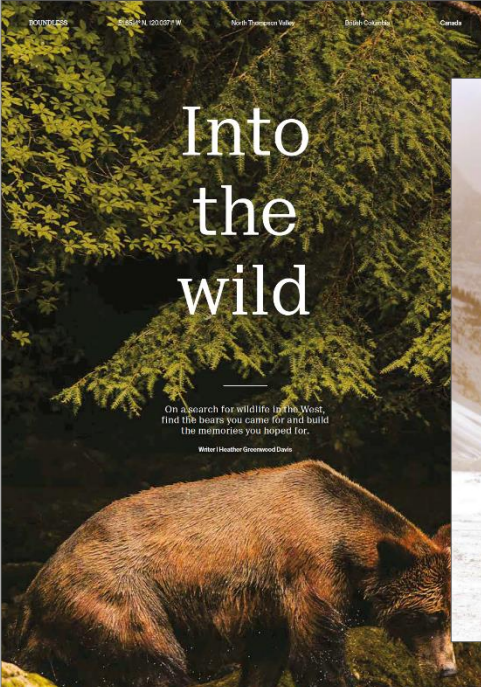
TO BOOK A PRICE  
CALL

**BOUNDLESS** **MANIToba** **Northwest Territories** **British Columbia** **Canada**

## Into the wild

On a search for wildlife in the West, find the bears you came for and build the memories you hoped for.

Writer Heather Greenwood Davis



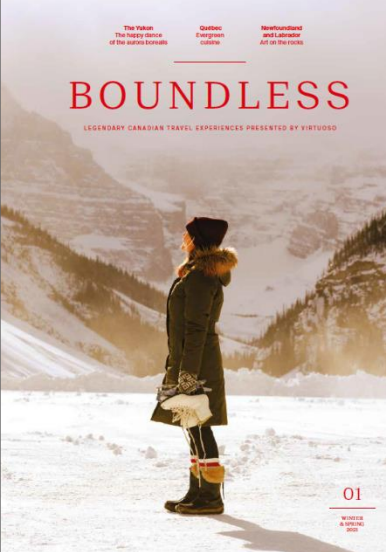
**The Yukon**  
The last city of the north

**Quebec**  
European charm

**Newfoundland**  
Wild Atlantic

## BOUNDLESS

LEGENDARY CANADIAN TRAVEL EXPERIENCES PRESENTED BY VIRTUOSO



**01**

TO BOOK A PRICE  
CALL

# A new North Star

- Aspire to enhance quality of life of **Canadians** and enrich the lives of **visitors**
- Together, we enable **Canadian culture to thrive** and place-based **regenerative economies to emerge**

Northwest Territories  
Territoires du Nord-Ouest

CANADA

# Stay connected

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**@ExploreCanada (Consumer)**

**@Canadameetings (Business Events)**

