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

Source: Statistics Canada, National Tourism Indicators, 2020 Q4
$60M supporting cities and regions

$30 Million
DC invested $30 Million

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

**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

2021

2022
Domestic: Showcase value of tourism & inspire travel
International: Keeping Canada top of mind
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
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