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.
Survive
Revive
Thrive
$60M supporting cities and regions

$30 Million
DC invested $30 Million

+ 

$30 Million
matched by Provinces / Territories

DESTINATION CANADA

SPECTACULAR NORTHWEST TERRITORIES

Yukon
LARGER THAN LIFE

NUNAVUT

ONTARIO
CANADA

BC
DESTINATION
BRITISH COLUMBIA

Travel
Alberta
Canada

TOURISM
Saskatchewan
CANADA

Prince
Edward
Island

Newfoundland
Labrador

TOURISM
NOVA SCOTIA

bonjour
quebec

New
Brunswick
CANADA

Canada's
Health
Banks
+$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?"
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.
Domestic: Showcase value of tourism & inspire travel

ZOOMER
Staycation: Where to Go in Canada in 2021
WHERE NICE COMES WITH THE TERRITORY: A REMARKABLE GUIDE

10 Incredible Outdoor Experiences in the Northwest Territories

WHY THE AURORA IS AWESOME IN SUMMER
According to many, seeing the Aurora is best done in summer. Here are the reasons why.

21 RECORD-BREAKING THINGS IN THE NORTHWEST TERRITORIES
Discover the extraordinary in the Northwest Territories with these 21 record-breakers.
International: Keeping Canada top of mind

Casting a spell

In the cool, cold waters of the Northwest Territories, a spell is being cast in the air, and the ultimate reward is the experience.

Nothing surpasses the thrill of casting a spell in the air. On a clear day, with the sun setting behind the mountains, casting a spell in the air can be truly breathtaking. The feeling of being able to control the elements is both exhilarating and calming. It’s a true expression of the power of nature and the human spirit.

There’s something about casting a spell that connects us to the earth. It’s a reminder of our place in the world, and the responsibility we have to protect and cherish it. And there’s something about the Northwest Territories that makes it the perfect place to cast a spell. The vastness of the land, the beauty of the landscape, and the warmth of the people all contribute to creating a truly magical experience.

In the Northwest Territories, casting a spell is more than just a fun activity. It’s a way of life. The locals are passionate about their land and are always willing to share their knowledge and skills with visitors. They’ll teach you how to cast a spell, how to interpret the signs of nature, and how to respect the land.

So the next time you’re in the Northwest Territories, don’t just visit. Cast a spell. Connect with the land. Embrace the magic. And when you leave, take with you the memories of a truly magical experience.
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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