

Virtual Tourism Town Hall

Ontario | June 1, 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

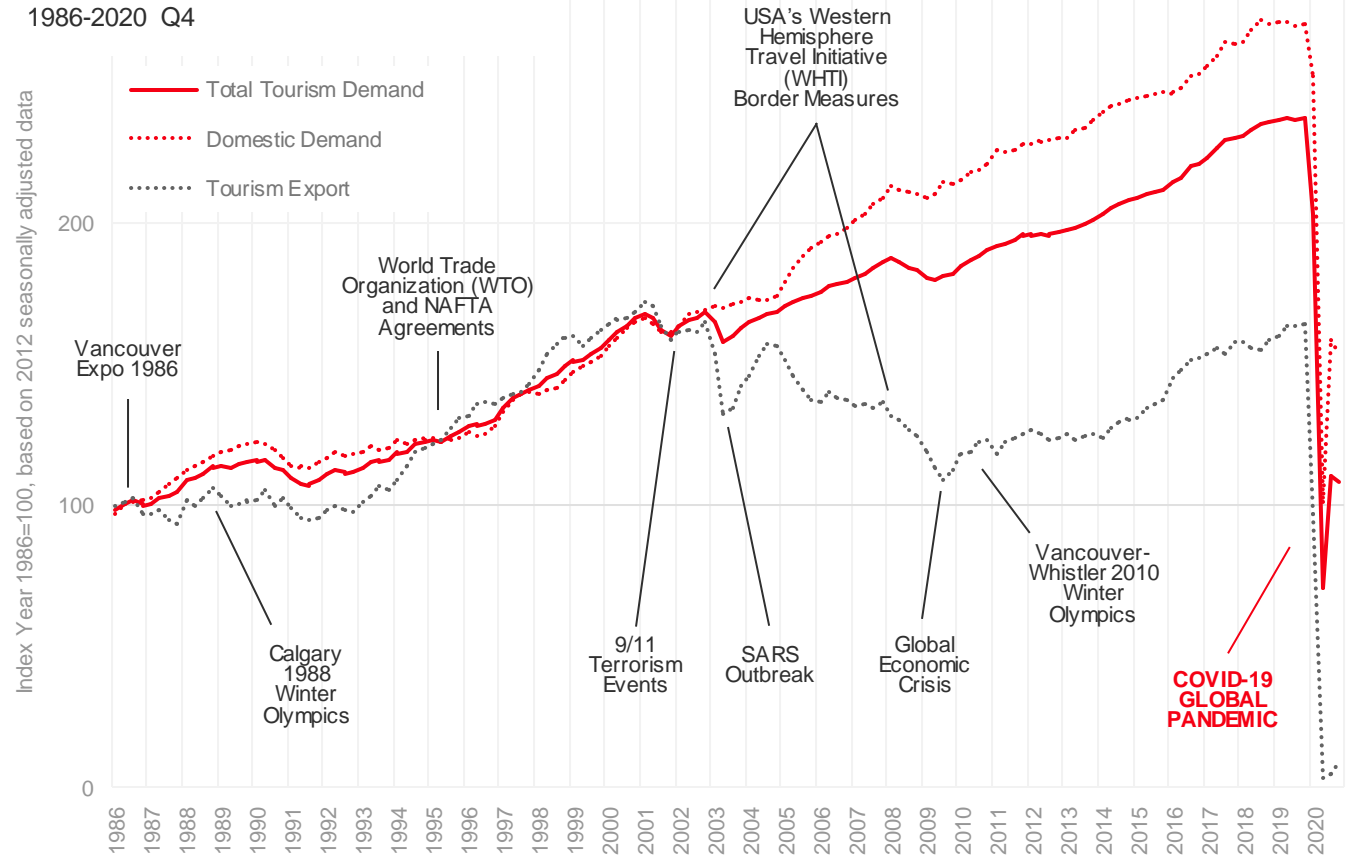
We are not a funding agency.



Algonquin Provincial Park
Almaguin Highlands,
Muskoka and Parry Sound

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

Garçon Dînare,
Québec City / Québec,
Québec

\$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

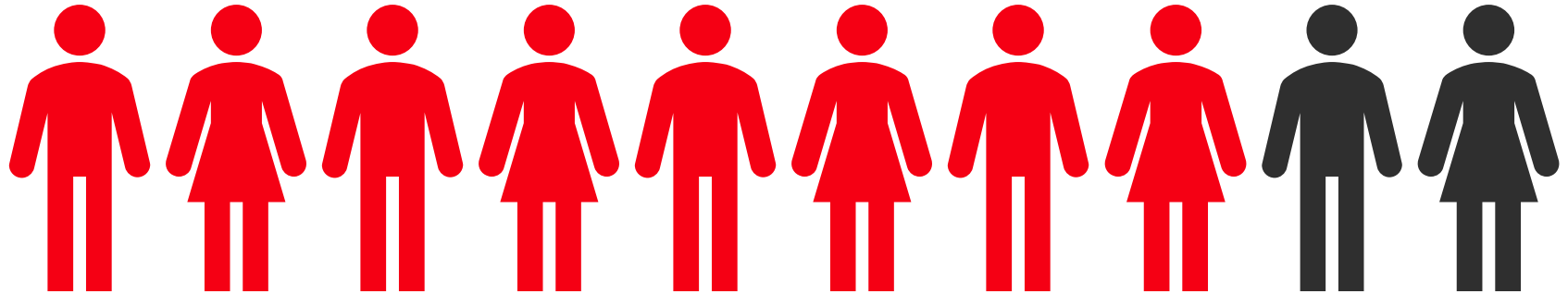


Global increase in activity and
confidence for Business Events



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

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



explorecanada • Following
Toronto, Ontario

explorecanada • Hello, Canada! My name is Taku Kumabe, a freelance photographer and art director in beautiful Toronto, Ontario! I photograph various events, and



explorecanada • Following
Toronto, Ontario

explorecanada • Get to know the people who keep our country's heart beating strong.

Meet Sage Paul, Artistic Director at Indigenous Fashion Week in Toronto, Ontario. Follow along as we profile the faces in our communities who make our hearts glow the country's heart beat.

Last summer's lockdown could have been devastating to Indigenous Fashion Week (IFW), typically held in Toronto, but looking back it actually helped me expand. Closed borders restricted participation by international Indigenous designers was disheartening. However the trust

Liked by .pink_city_girl_ and 5,428 others
FEBRUARY 15

Add a comment...



HEARTBEAT OF CANADA

Meet the glowing hearts in our communities



International: Keeping Canada top of mind

BOUNDLESS

TASTE

Go beyond the falls in Niagara

While experiencing Niagara Falls would be the highlight of any trip, there is plenty more to see and do in beautiful northern Ontario. The Niagara Escarpment is home to a wealth of small towns and natural treasures. Here are three popular experiences to enjoy once you have seen the falls.

INTUITION DISCOVER

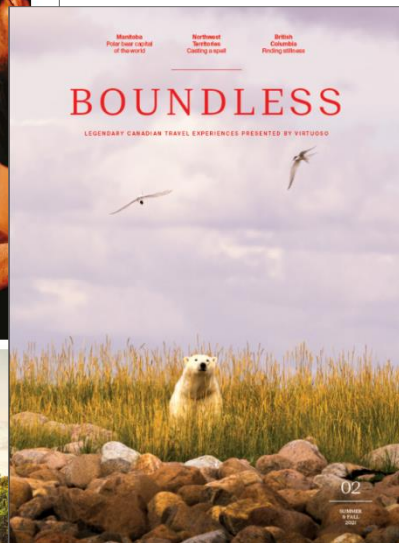
If you would like to immerse yourself in a bit of history, enjoy high tea in the dining room at the Prince of Wales Hotel. Constructed in 1864, the hotel's name was changed in 1907 after royal guests like Victoria and Princess of Wales stayed there. Its ornate decor, beautiful gardens, and impeccable service will give you a true taste of the Victorian era.

Take a wine tour and sample the gifts of a region shaped by the natural beauty of the Niagara Escarpment. From the sparkling wine and made served at the historic Chateau Frontenac to the ice wine served in historic Chateau Frontenac's historic lounge, there are more than 10 wineries in the area producing some of the country's most coveted wines.

Canada makes more ice wine than any other country in the world, with over 100 wineries producing it in the Niagara region.

DRINK

Have white water rapids on the Niagara Gorge. When you can't wait through these Class VI rapids, you can take a jet boat tour down the river and experience the thrill of riding one of nature's roller coasters.



BOUNDLESS 43.652° N, 79.382° W Toronto Ontario Canada

CITY METRO

Toronto

Touch down in one of the world's most multicultural cities and discover sights, sounds, and experiences that will linger long in your memory.

STAY EAT

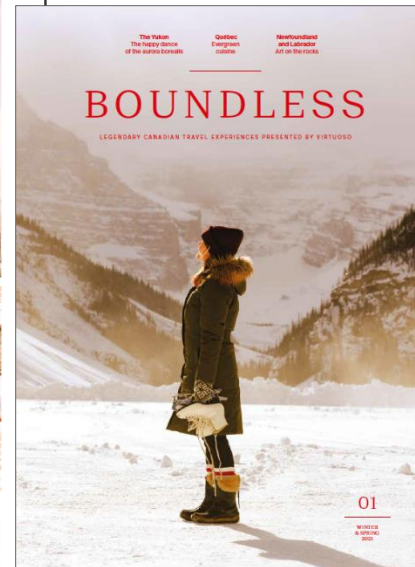
Ideally located in the heart of downtown, the Shangri-La Hotel, Toronto is a high-rise haven that blends modern luxury with Asian-inspired art and design. Root of all, it's steps from the museum attractions that make Toronto a world-class city with its own distinct personality.

If you're in the mood for a more elevated dining experience, head up to floor in the 10 Bank Tower to Cibus, one of Canada's premier dining destinations. The restaurant's glass facade will give you a new perspective on both Canadian culture and Toronto itself.

Simple global cuisine from 17 of Toronto's top chefs at the country's first rooftop restaurant. This is a great way to sample your country for the love of the city and eat your way for dinner.

Start with a private tour of the Art Gallery of Canada where you'll see the world's largest collection of Canadian art. From the changing list of featured exhibitions to some of the biggest names in contemporary art.

If you're looking for more of an adrenaline rush, head out to the city's most iconic landmark, the CN Tower. As a free hot air balloon ride around the CN Tower, the tallest free-standing structure in the Western Hemisphere.



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

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