

# Virtual Tourism Town Hall

Saskatchewan | June 14, 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.



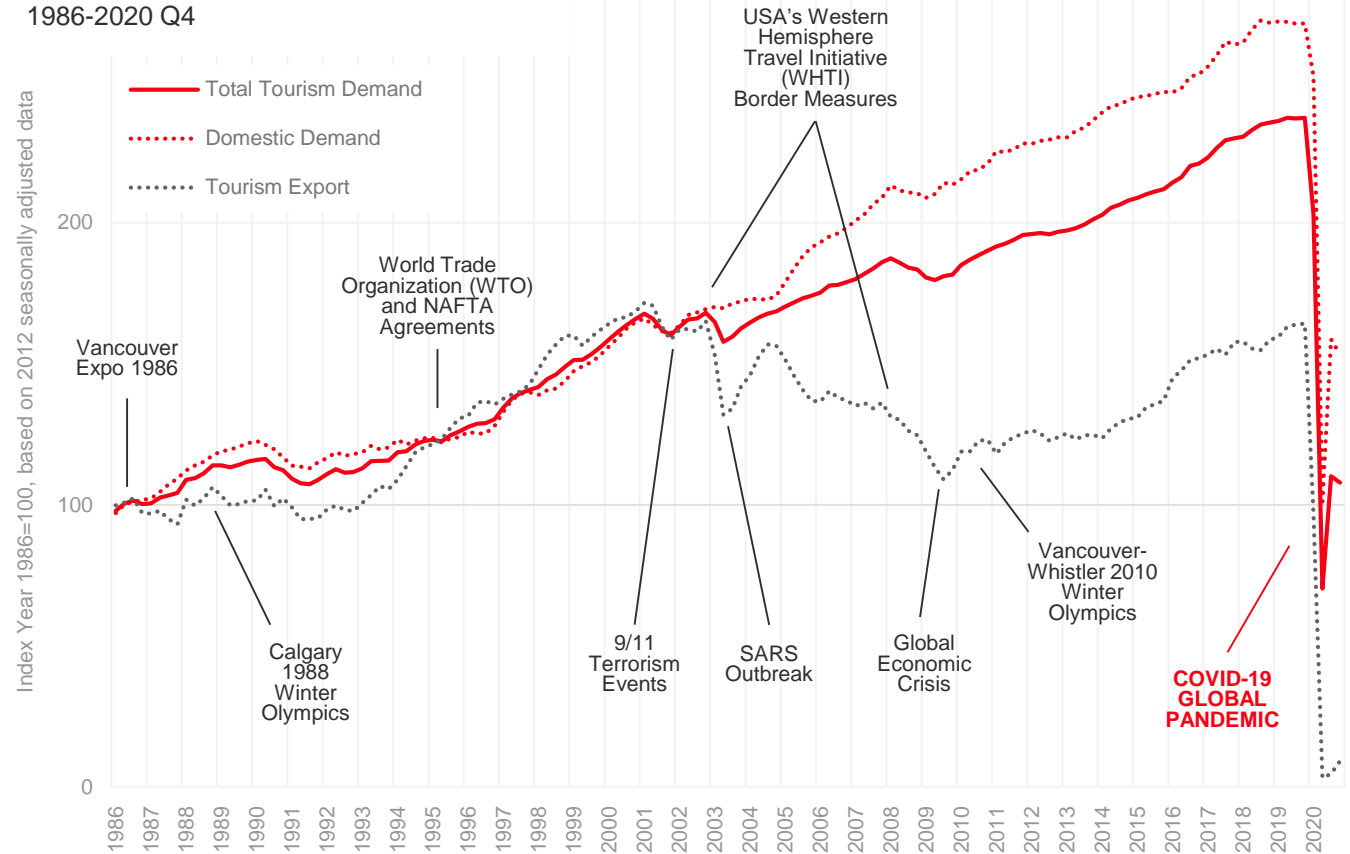


Manitou Beach  
Saskatchewan



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



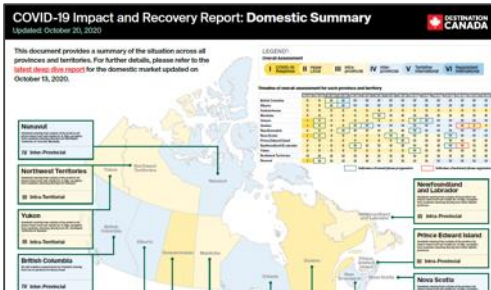
**\$30 Million**  
matched by Provinces / Territories



# +\$18M in other National initiatives



Major media partnerships



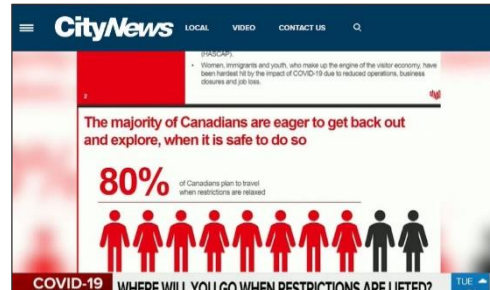
Industry research  
(200+ reports to date)



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

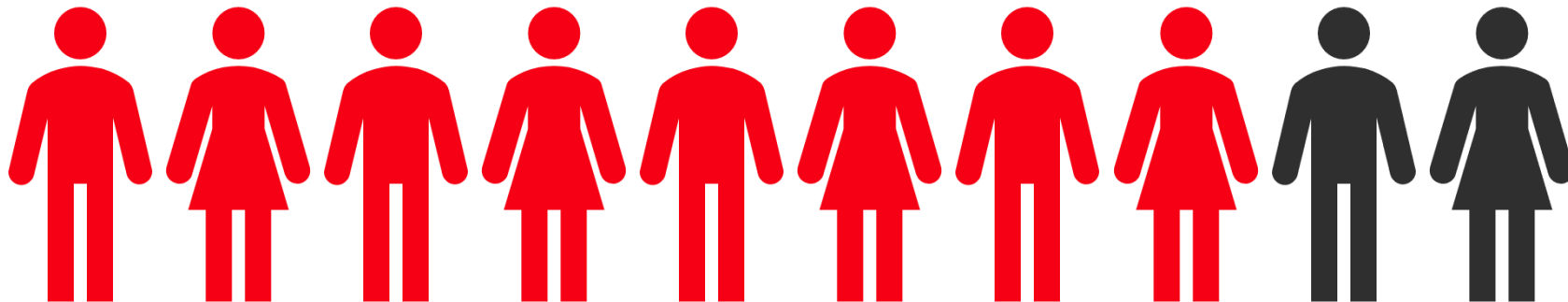


Global increase in activity and  
confidence for Business Events



# 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.



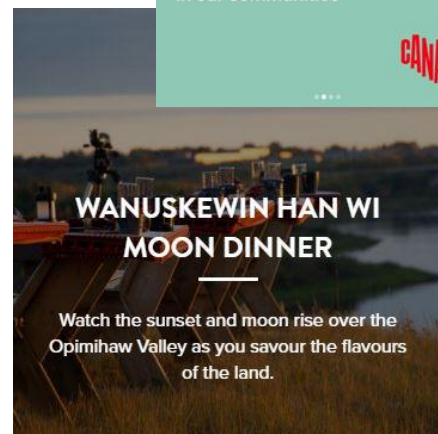
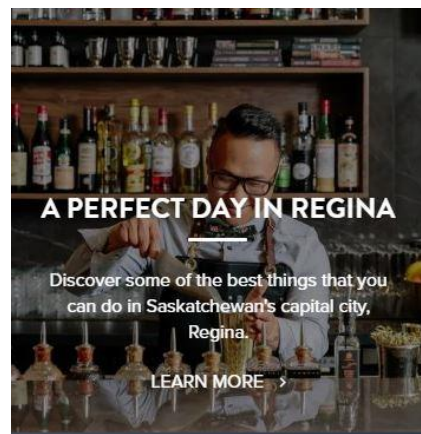
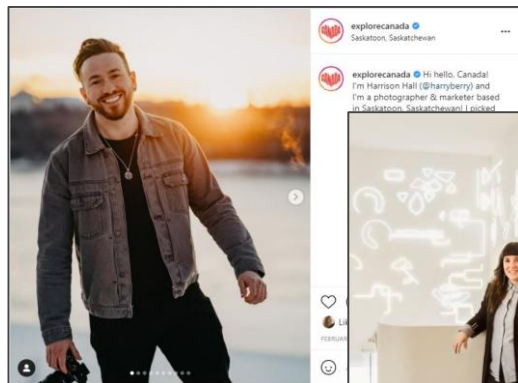
Full travel restrictions

Easing of intraprovincial travel restrictions

Easing of interprovincial travel restrictions

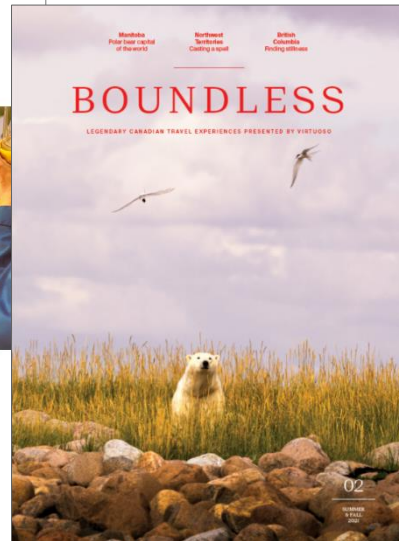
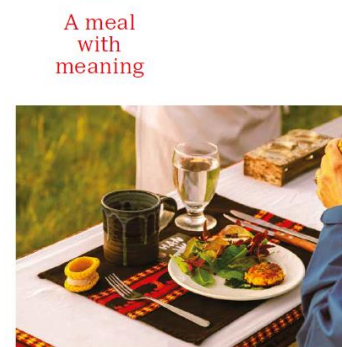
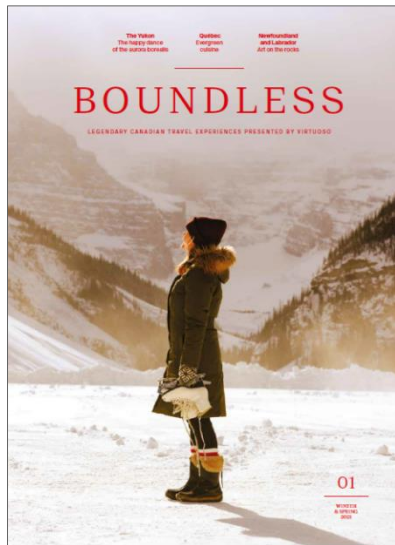
Easing of travel restrictions to/from Canada

# Domestic: Showcase value of tourism & inspire travel





# International: Keeping Canada top of mind



# 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

# Stay connected

**DestinationCanada.com**

**[www.destinationcanada.com/signup](http://www.destinationcanada.com/signup)**

**@DestinationCAN (Corporate)**

**@ExploreCanada (Consumer)**

**@Canadameetings (Business Events)**

