Virtual Tourism Town Hall

Saskatchewan | June 14, 2021
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.
Survive  Revive  Thrive
$60M supporting cities and regions

$30 Million
DC invested $30 Million

+$

$30 Million
matched by Provinces / Territories

DESTINATION CANADA

TOURISM Saskatchewan CANADA

Yukon LARGER THAN LIFE

SPECTACULAR NORTHWEST TERRITORIES

NUNAVUT

DESTINATION BRITISH COLUMBIA

Travel Alberta CANADA

Manitoba CANADA'S HEART

ONTARIO CANADA

bonjour québec

Nova Scotia CANADA

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

**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.

**2022**

Full travel restrictions
Easing of intraprovincial travel restrictions
Easing of interprovincial travel restrictions
Easing of travel restrictions to/from Canada

**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
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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