

# Virtual Tourism Town Hall

Alberta | May 26, 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.



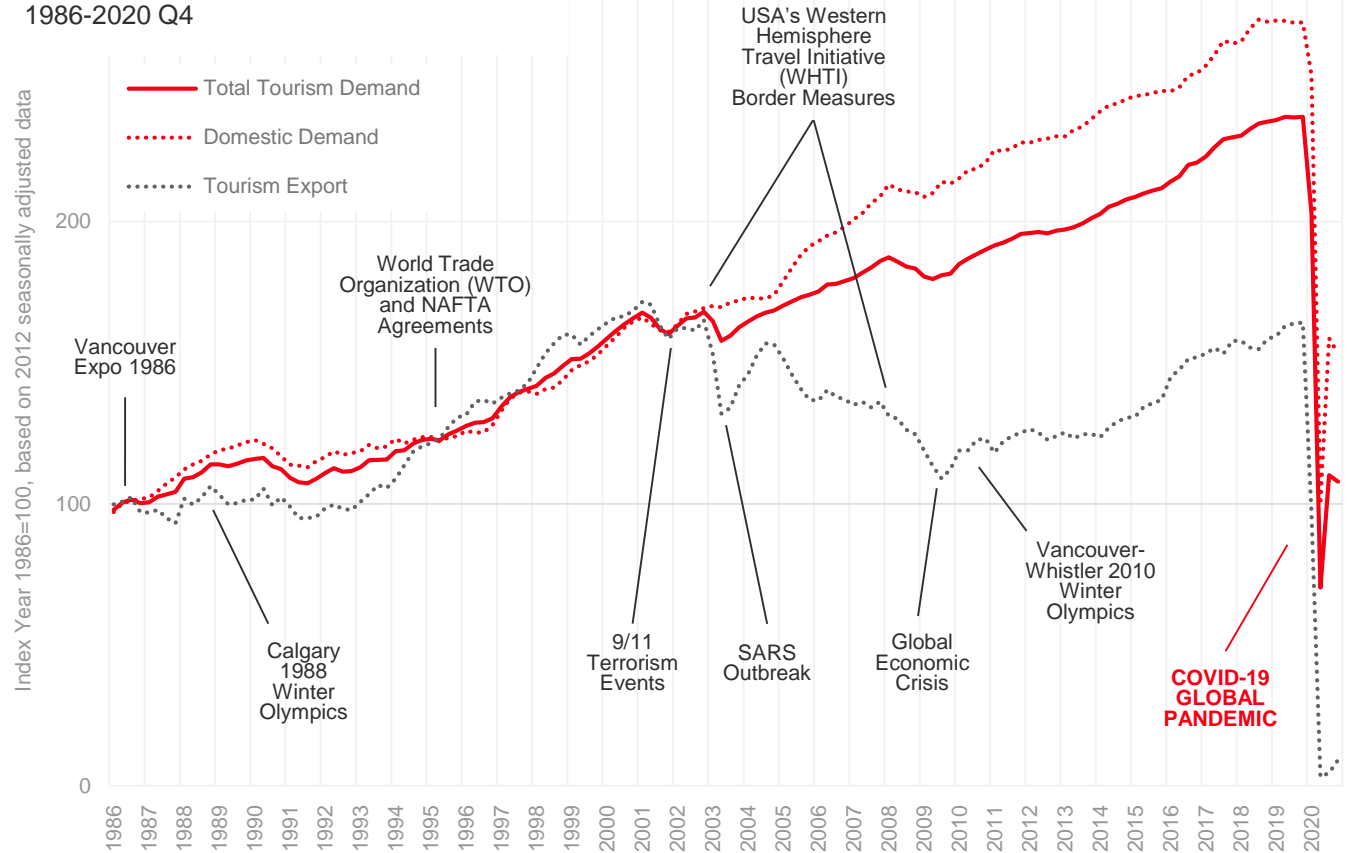


Banff Gondola  
Banff & Lake Louise Tourism



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



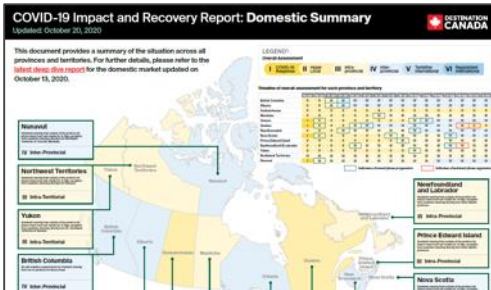
**\$30 Million**  
matched by Provinces / Territories



# +\$18M in other National initiatives



Major media partnerships



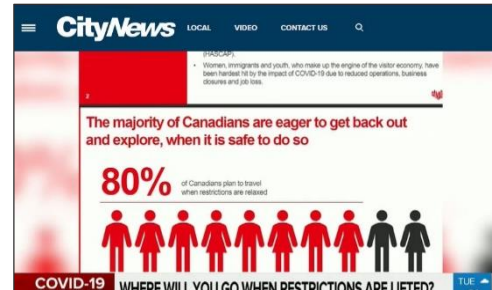
Industry research (200+ reports to date)



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 and concern



Canadians are searching for travel



Vaccine rollout is underway



Global increase in activity and confidence for Business Events



Confidence in travel remains low



# Reviving market revenue will begin domestically

By keeping their tourism dollars in Canada,  
Canadians can play a critical role in:

Bolstering  
business

Creating  
jobs

Supporting  
community



# 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.



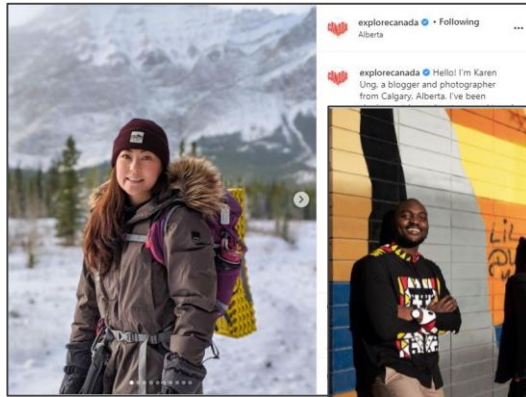
Full travel restrictions

Easing of intraprovincial travel restrictions

Easing of interprovincial travel restrictions

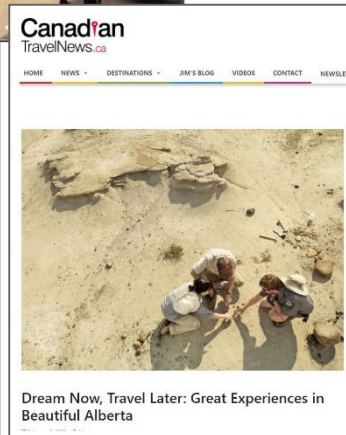
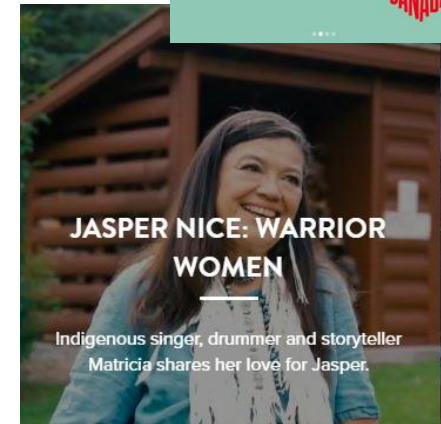
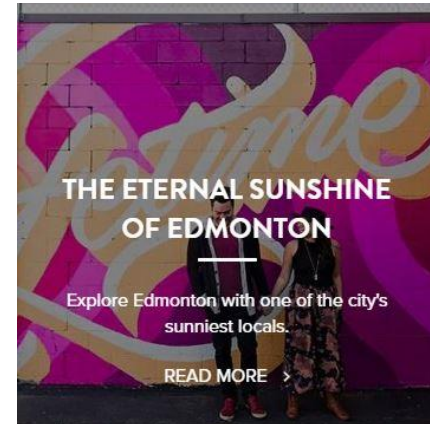
Easing of travel restrictions to/from Canada

# Domestic: Showcase value of tourism & inspire future travel



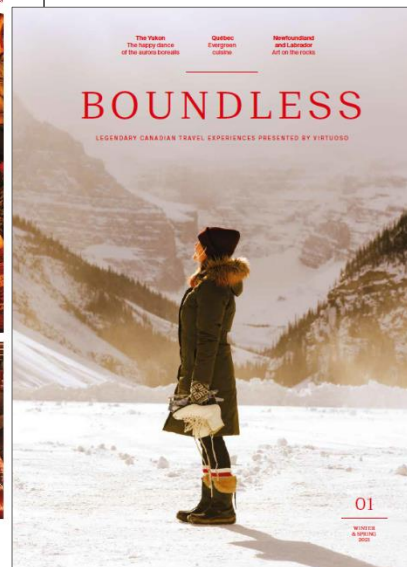
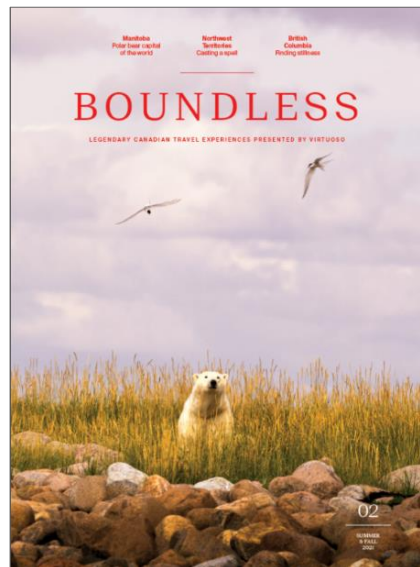
**HEARTBEAT OF CANADA**

Meet the glowing hearts in our communities





# 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

CANADA

# Stay connected

**DestinationCanada.com**

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

**@DestinationCAN (Corporate)**

**@ExploreCanada (Consumer)**

**@Canadameetings (Business Events)**

