Virtual Tourism Town Hall
Alberta | May 26, 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.

Source: Statistics Canada, National Tourism Indicators, 2020 Q4
$60M supporting cities and regions

$30 Million
DC invested $30 Million

$30 Million
matched by Provinces / Territories

[Logos of various provinces and 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

© Jessica Burtnick
Frontiers North
Manitoba
Messing with travel restrictions in Canada:

**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 future travel

Travel news: The stars are calling at the 10th Jasper Dark Sky Festival

NAMIDA HARRIS
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED OCTOBER 14, 2019
UPDATED NOVEMBER 13, 2019

The 10th anniversary of the Dark Sky Festival is being celebrated in the world's second-largest dark sky preserve in Alberta's Jasper National Park (jasperdarksky.travel). Until Oct. 25, learn about the Northern Lights and aboriginal constellations, listen to speakers including astronauts Dr. Shanaya Pandya, Dr. Robert Thirsk and Nicole Scott and experience Symphony Under the Sun, an outdoor event with the Edmonton Symphony Orchestra.
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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