Virtual Tourism Town Hall
New Brunswick | May 11, 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
+$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
**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**

**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

Zoomer

Staycation: Where to Go in Canada in 2021

New Brunswick

HEARTBEAT OF CANADA
Meet the glowing hearts in our communities

North Americana Podcast

Franklin Delano Roosevelt's Life-Long Love of a New Brunswick Island

ESSENTIAL ROAD TRIP STOPOVERS BETWEEN HALIFAX AND FREDERICTON

In Fredericton, you’ve got the perfect mix of fell enjoyment.
LEARN MORE >
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**
Stay connected

DestinationCanada.com
www.destinationcanada.com/signup
@DestinationCAN (Corporate)
@ExploreCanada (Consumer)
@Canadameetings (Business Events)