Virtual Tourism Town Hall
Newfoundland & Labrador | May 10, 2021
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
Survive  Revive  Thrive
$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

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Frontiers North
Manitoba
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.

PHASE 4 — Conversion and P2P Advocacy
Explore now. Share your travel experiences.

2022

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
International: Keeping Canada top of mind

Art on the rocks
A journey to Fogo Island.

Three Newfoundland and Labrador chefs worth travelling for

Long before it was trendy, people in Newfoundland and Labrador were eating local, organic, and sustainable food due to their unique terroir. It’s only recently that keen travellers have discovered the local bounty into some truly delicious dishes.
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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