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
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.

2022

**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

Meet Bernice and Justin
Bernice and Justin Clarke are the owners of Ussau Soaps in Iqaluit, Nunavut.

"Nunavut will always be my home. The tattoo on my chin is a reflection of who I am, it shows my love and pride of Inuit culture. My soap company, Ussau, reaches people from far away and spreads my love of Nunavut (a term used by the Inuit to mean an authentic Inuit land)." The land, sea, sky and memories that surround me. Ussau allows me to share our old ways with the new. Over 100 years ago, we lost the bearshead whale from our waters. Today the bearshead oil we use in our soap is liquid gold..... It is that holding.

People all over the world are learning about the North and they want to be part of the beautiful change happening here. They want to learn of a story that is older than Canada. When visitors come back, I will take them on the land, share my culture and show how powerful it is. It is our time now."
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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