

Virtual Tourism Town Hall

Nunavut | May 14, 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.





A full-page background photograph showing a person in a red jacket and black cap paddling an orange kayak on a deep blue body of water. The shoreline is composed of dark, jagged rocks, some with patches of snow or ice. In the distance, more land is visible under a clear, bright blue sky.

 DESTINATION
CANADA

TIAC  AITC

TRAVEL
NUNAVUT
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Travel Nunavut Industry Association
Association de l'industrie du voyage du Nunavut
Aulaqniq Nunavut Nanminiqaqtunut Katimaylingit
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Iqaluit,
Nunavut



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A full-page photograph showing a person in a red jacket and black cap paddling an orange kayak on a calm, deep blue body of water. The shoreline is composed of dark, jagged rocks, some with patches of snow or ice. In the background, more land is visible across the water under a clear, bright blue sky.

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Iqaluit,
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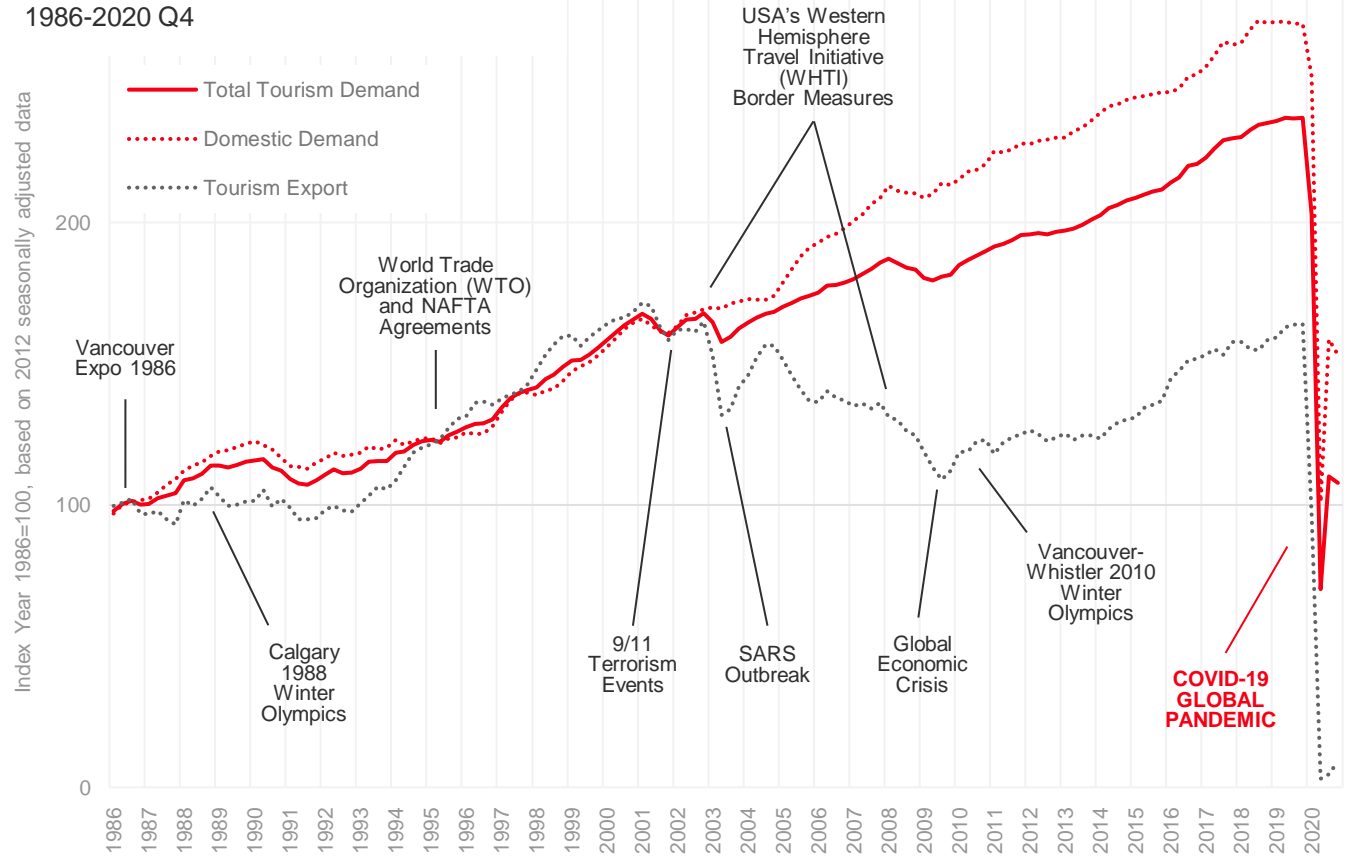
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A person in a red jacket and black cap is kayaking on a calm, deep blue lake. The kayaker is in the center-left of the frame, moving towards the right. The water is clear, reflecting the sky and the surrounding landscape. To the right, there are large, dark, jagged rocks forming a shoreline. In the background, there are rolling hills or mountains under a clear, light blue sky. The overall scene is peaceful and scenic, typical of a wilderness area in Nunavut.

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

Cothon Digne,
Quebec City / Québec,
Québec

\$60M supporting cities and regions

\$30 Million
DC invested \$30 Million



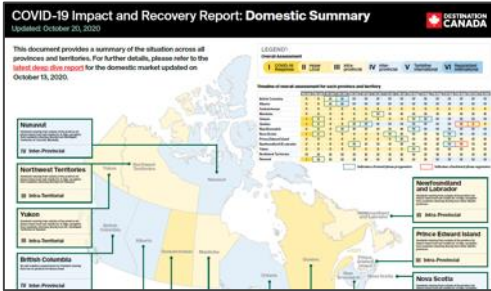
\$30 Million
matched by Provinces / Territories



+\$18M in other National initiatives



Major media partnerships



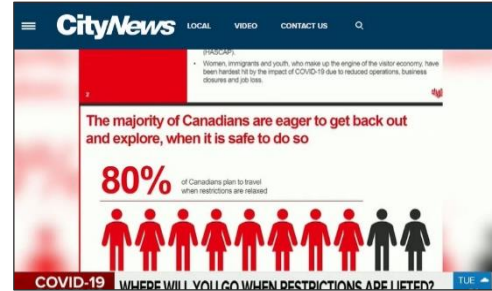
Industry research (200+ reports to date)



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.



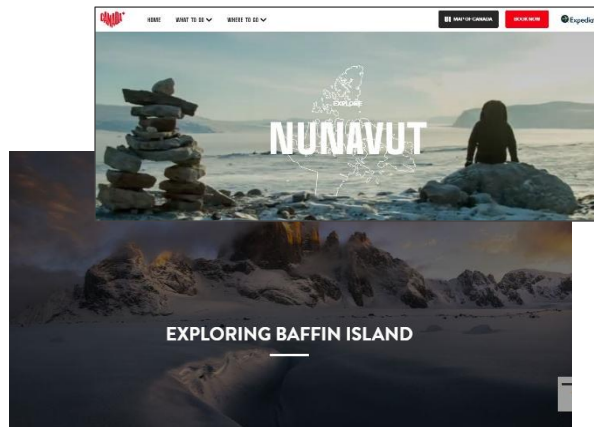
Full travel restrictions

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



Meet Bernice and Justin

Bernice and Justin Clarke are the owners of [Uasau Soap](#) 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, Uasau, reaches people from far away and spreads my love of Nuna [a term used by the Inuit to mean an authentic Inuit land], the land, sea, sky and memories that surround me. Uasau allows me to share our old ways with the new. Over 100 years ago, we lost the bowhead whale from our waters. Today the bowhead oil we use in our soap is liquid gold—, it is that healing.

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."

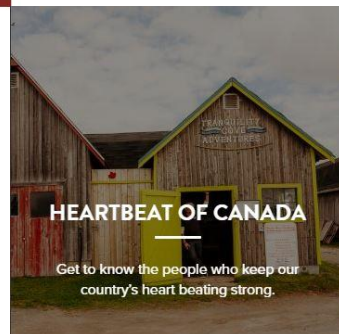


Get to know the people who keep our country's heart beating strong.

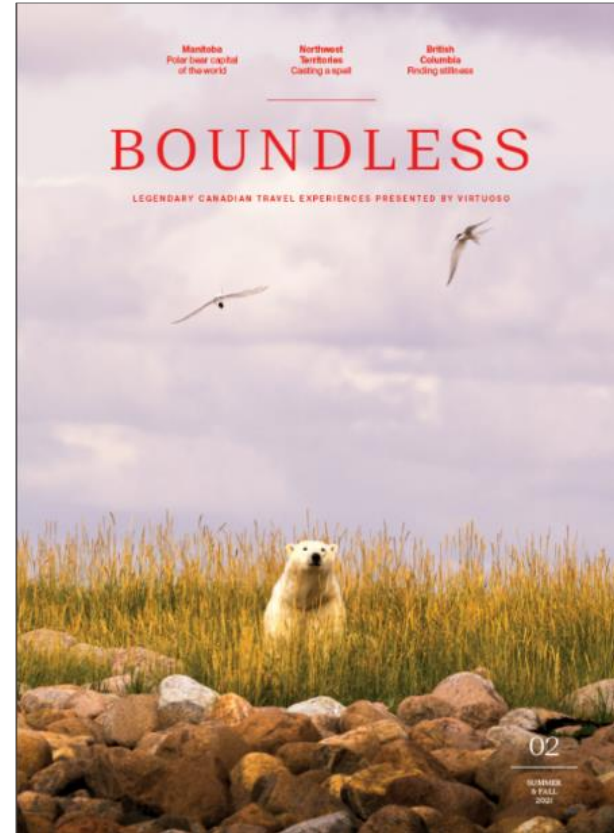
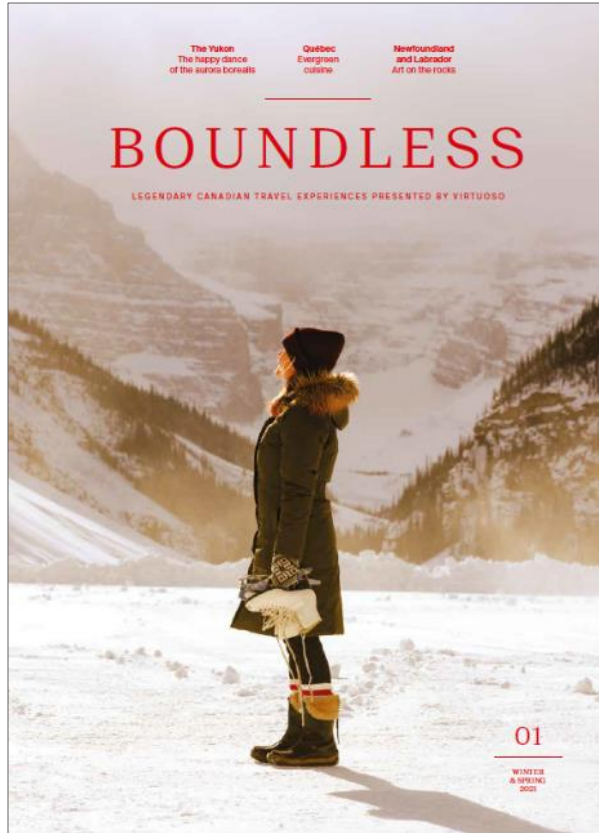
Meet Bernice and Justin Clarke, of @uasau_soap in Nunavut (@destinationnununavut) and follow along as we profile the faces in our communities who make our hearts glow and the country's heart beat.

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, Uasau, reaches people from far away and spreads my love of Nuna [a term used by the Inuit



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

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