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
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
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
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.

**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.
Domestic: Showcase value of tourism & inspire future travel
International: Keeping Canada top of mind

Montréal

Montreal, Canada (December 2022) – The city of Montréal, Canada, offers a unique blend of urban sophistication and cultural richness. Whether you’re interested in art, food, or architecture, Montréal has something for everyone. From the world-famous Bonsecours Market to the sleek skyline of the Ville-Marie, Montréal is a city that offers a bit of everything.

The McLaren Hotel, Montréal

Located in the heart of Montréal, the McLaren Hotel offers guests a luxurious experience. With its elegant decor and exceptional service, the McLaren Hotel is the perfect place to stay during your visit to Montréal. Whether you’re here for business or pleasure, the McLaren Hotel is the ideal choice for an unforgettable stay.

A family getaway in the Laurentian Mountains

The Laurentian Mountains, Quebec (July 2023) – For families looking for a perfect summer getaway, the Laurentian Mountains offer a range of activities and attractions. From split-board adventures to exploring historic sites, the Laurentian Mountains offer something for everyone. Whether you’re looking for a peaceful retreat or an action-packed adventure, the Laurentian Mountains are the perfect destination.

The Spirit of the North canoe adventure

Embark on a unique canoe adventure through the beauty of the great outdoors. The Spirit of the North canoe adventure offers a chance to connect with nature and experience the thrill of adventure. Whether you’re a seasoned paddler or a complete beginner, the Spirit of the North canoe adventure is the perfect way to explore the natural beauty of the Laurentian Mountains.
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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