

Virtual Tourism Town Hall

Quebec | May 25, 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.

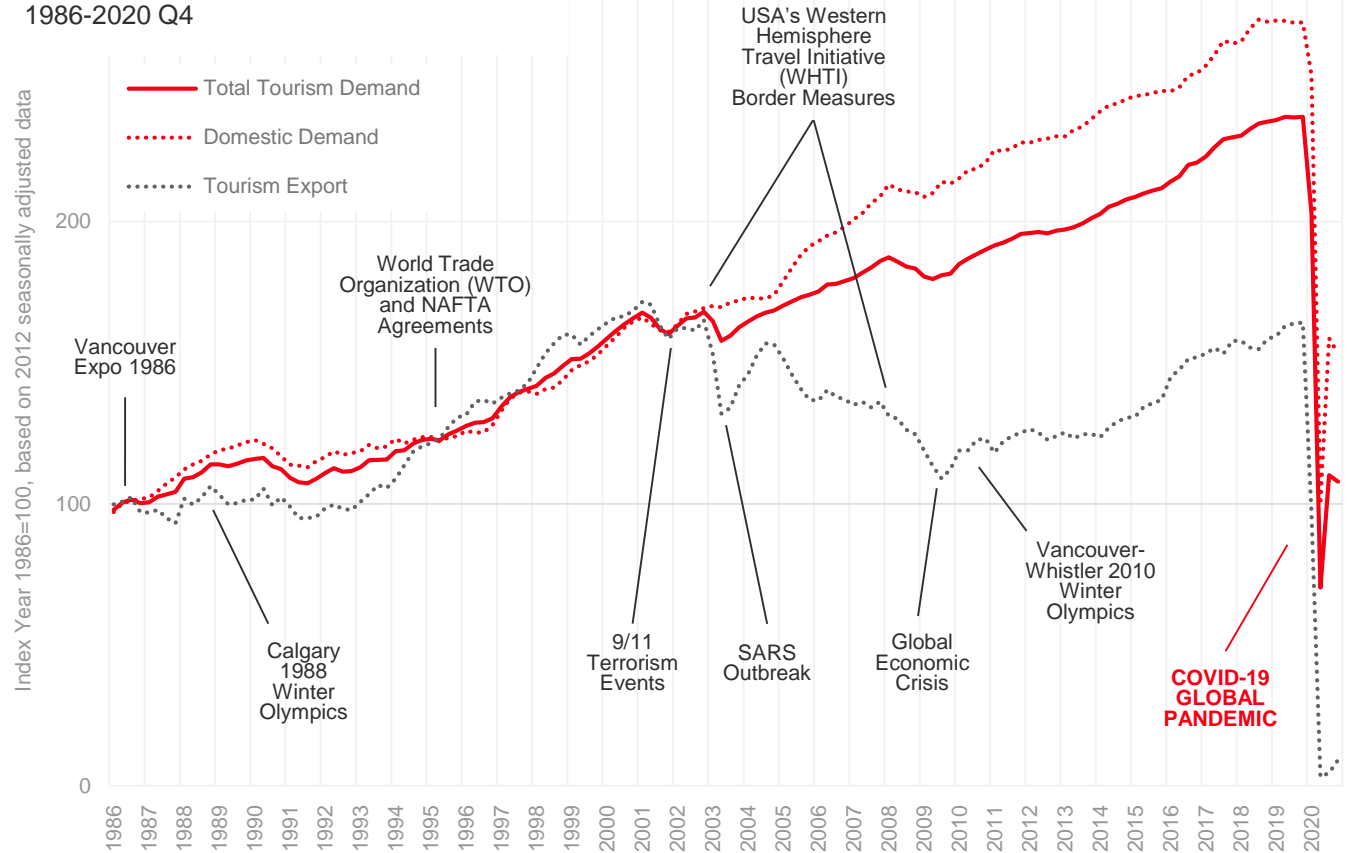




Les Escoumins
Québec

2020 losses
to Canada's
tourism
sector are
the worst
on record

Quarterly Economic Evolution
of Tourism in Canada
1986-2020 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

Common Dignity
Quebec City / Québec
Québec

\$60M supporting cities and regions

\$30 Million
DC invested \$30 Million



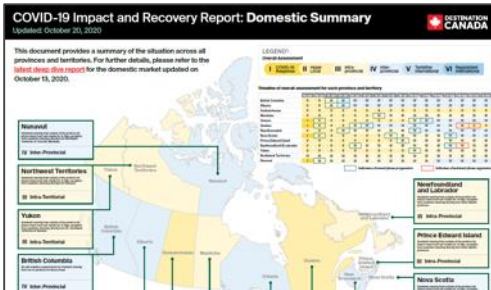
\$30 Million
matched by Provinces / Territories



+\$18M in other National initiatives



Major media partnerships



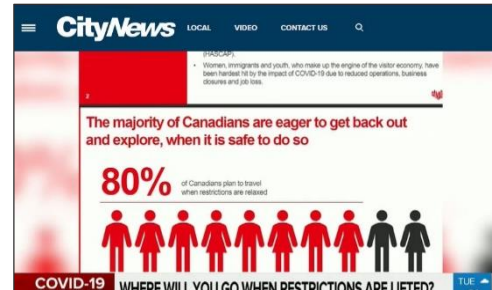
Industry research
(200+ reports to date)



Business Events strategy



Indigenous Tourism Association of Canada partnership



Media relations



Rendez-vous Canada+ financial support

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.



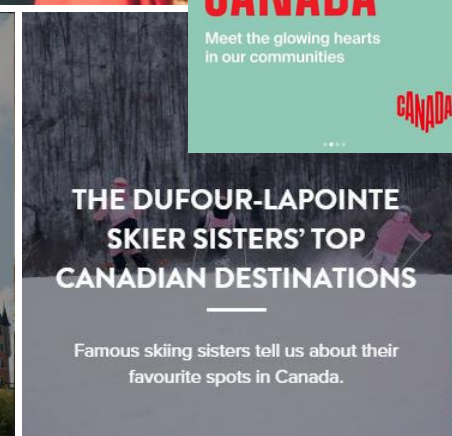
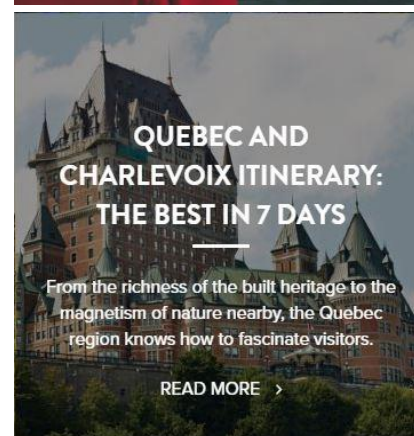
Full travel restrictions

Easing of intraprovincial travel restrictions

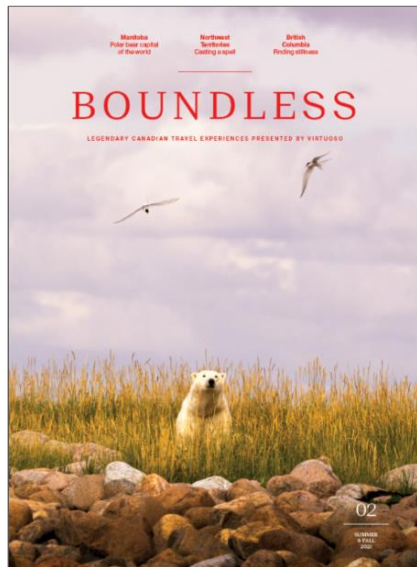
Easing of interprovincial travel restrictions

Easing of travel restrictions to/from Canada

Domestic: Showcase value of tourism & inspire future travel



International: Keeping Canada top of mind



BOUNDLESS: AUSTRIAN JEREMY W

Montreal Quebec Canada

CITY SPOTLIGHT

Montréal

Montréal takes *l'art de vivre*—the art of living—seriously. After a couple of days in this innovative, elegant, and cultured city, you too will come away with a shared devotion to the finer things in life.

STAY EAT

The Ritz-Carlton, Montréal, was recently recognized to include the new Spa. To learn which features a two-star Maple Ridge Manager requires and legendary chef Daniel Boulud's restaurant, Maison Boulud, all while receiving a weekly all-week charm that includes both renowned catering services.

In North America, only New York City has more restaurants per capita than Montréal, so your time options. Start with a world-class French cuisine at Le Jardin de la Rue Saint-Jacques, a long, also into the French tradition of a Montreal, which takes a distinctly Québécois approach to New Nordic Cuisine.

DO

Begin a perfect winter day by skating in Old Montréal, then stroll to the great glass Montréal Museum of Fine Arts before thinking things off with some serious shopping on lovely Sainte-Catherine Street.

Be sure to check out Musée de la Ville de Montréal, a masterpiece of Gothic Revival architecture.

A family getaway in the Laurentian Mountains

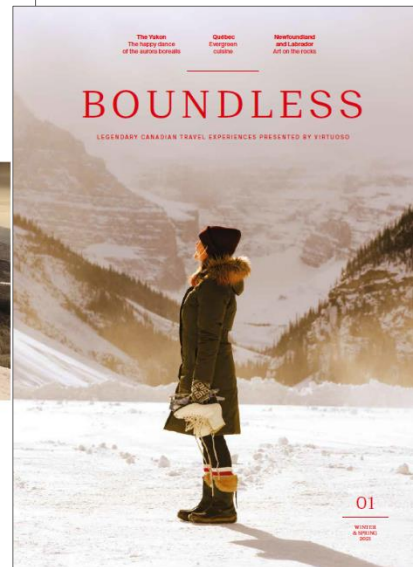


Just outside of Montréal there's a skier's paradise nestled within one of the oldest mountain ranges in the world. In fact, picturesque Mont-Tremblant has the largest, most varied skiable terrain in Eastern North America. Once you and your family have exhausted yourselves on the slopes, take a ride through the quaint ski villages that dot the landscape.

IXI

Most Canadian houses have 100+ ski lifts spread across 200 hectares of diverse terrain, skiable slopes and snow-covered hillsides.

Discover fondant made from local cheeses or enjoy an evening of fine dining and wine pairing. Between the warm welcomes and local delicacies, you'll find no shortage of après delights. ■



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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