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.
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
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

Full travel restrictions
Easing of intraprovincial travel restrictions
Easing of interprovincial travel restrictions
Easing of travel restrictions to/from Canada

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
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 placed-based regenerative economies to emerge
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