Virtual Tourism Town Hall

Manitoba | May 4, 2021







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

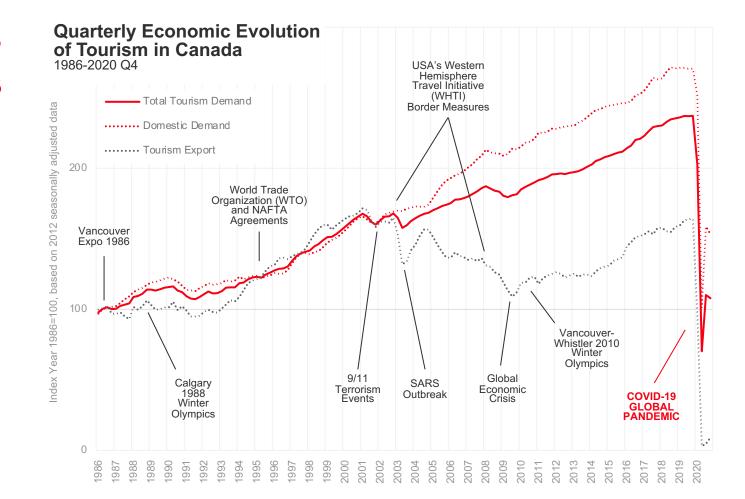
We are not a funding agency.







ssiniboine Park Zoo / Le zoo du parc Assiniboine Manitoba 2020 losses to Canada's tourism sector are the worst on record





\$60M supporting cities and regions

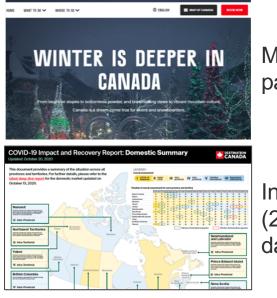
\$30 Million DC invested \$30 Million

\$30 Million matched by Provinces / Territories





+\$18M in other National initiatives



Major media partnerships

Industry research (200+ reports to date)

Bus strat

Business Events strategy





RVC+2021

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

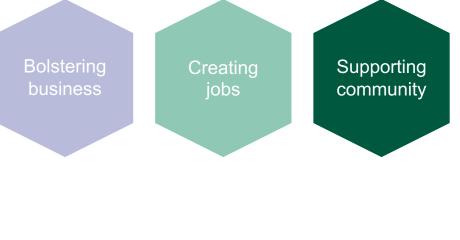


Confidence in travel remains low



Reviving market revenue will begin domestically

By keeping their tourism dollars in Canada, Canadians can play a critical role in:





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.

Full travel restrictions

PHASE 4 — Conversion and P2P Advocacy

Explore now. Share your travel experiences.

Easing of intraprovincial travel restrictions

Easing of interprovincial travel restrictions

Easing of travel restrictions to/from Canada

PHASE 5 — Conversion – Late Adopters

2022

Now is the best time to see Canada.



Domestic: Showcase value of tourism & inspire future travel



Travel news: Virtual tours, winter trails and mark deliveries

MEMBER BENEFITS

TRENDING

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explorecanada 🥝 Hello Folks! I'm Jenny Wong (@jdubcaptures), a photographer from Alberta that's always keen for a good adventure and a lover of all things wild. This year for

Churchill, Manitoba

WAREEDA HARRIS SPECIAL TO THE GLODE AND MAIL PUBLISHED FEBRUARY 17, 2021 FOR SUBSCRIBERS

IN O COMMENTS IN SHARE -A A+ TEXT SIZE D BOOKMARE

Intrepid Urban Adventures has launched virtual family tours as part of Urban Adventures at Home. All tours are hands-on activities for kids age six and up. offered through Zoom and hosted by local tour guides and their families. Options include a Frida Kahlo Watercolour Painting Class with a Mexico City artist, Fruit Pierogi Cooking Class from Krakow and Baking Anzac biscuits with a Melbourne family. Prices start from \$32 per hour.

Explore Winnipeg neighbourhoods with new ski trails and walking loops through WinterPeg.org. Maintained by the Winnipeg Trails Association, City of Winnipeg and community volunteers, there are 26 trails to ski, walk, bike and snowshoe. with more to be added. As an added bonus, Winnipeg Trails maintains the Icicle Garden, a rental library of winter equipment.

explorecanada 🥥 - Following Vinnipeg, Manitoba explorecanada Get to know the people who keep our country's heart beating strong.

> Meet Alana Fiks and her partner Angela Farkas, owners of Black Market Provisions (@blackmarketprovisions) in Winnipeg, Manitoba (@tourismwinnipeg. @travelmanitoba). Follow along as we profile the faces in our communities who make our hearts glow and the country's heart beat.

ZOOMER

RV Travel: The Romance of the Open Road VIVIAN VASSOS | MARCH 21ST. 2021 0 🔰 🖨











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**

Northwest Territories Territoires du Nord-Ouest

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