

Virtual Tourism Town Hall

Prince Edward Island | May 6, 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.





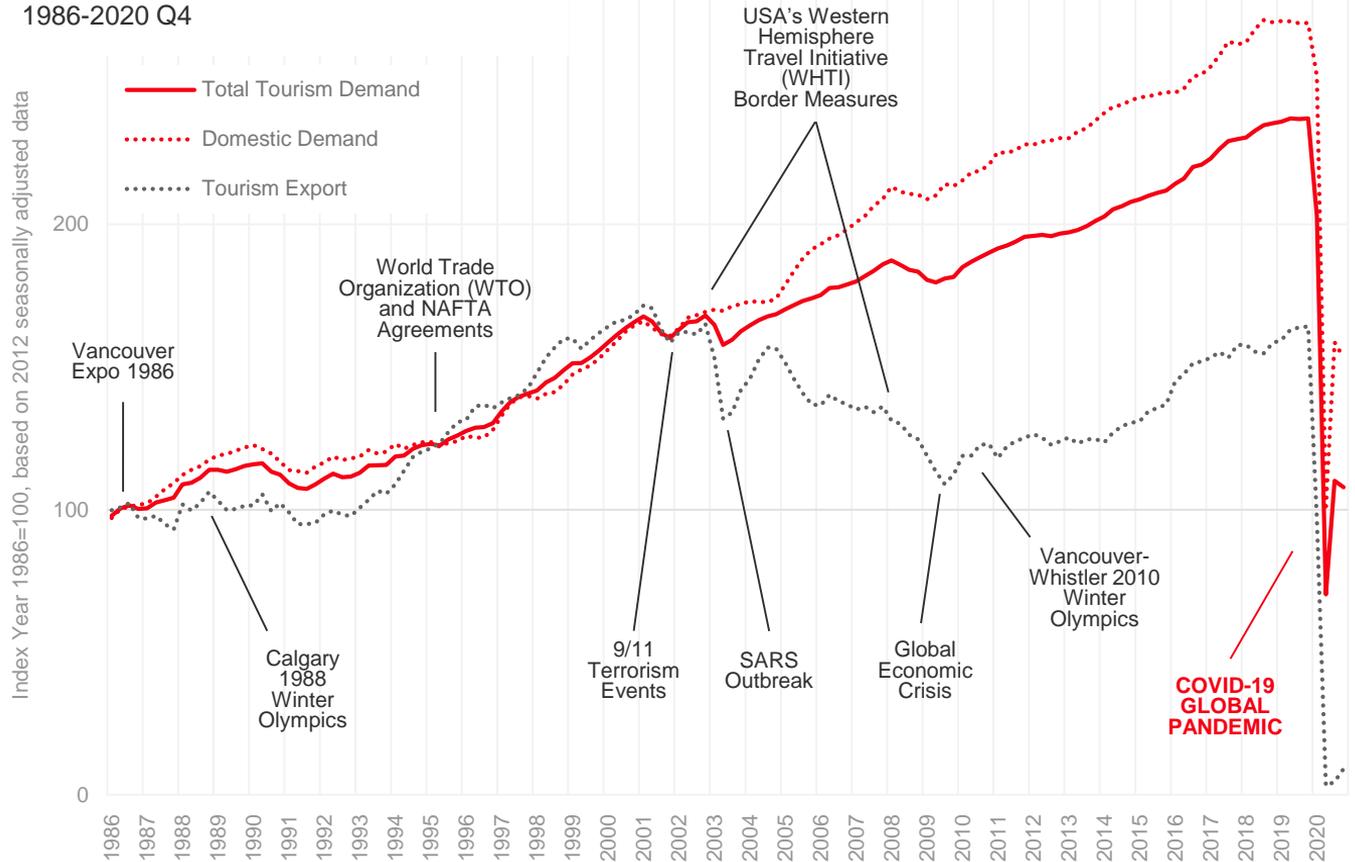
Tourism Industry
Association of
Prince Edward Island



Victoria-by-the-Sea
Prince Edward Island

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

Édith Duguay
Québec City / Québec,
Québec

\$60M supporting cities and regions

\$30 Million
DC invested \$30 Million



\$30 Million
matched by Provinces / Territories



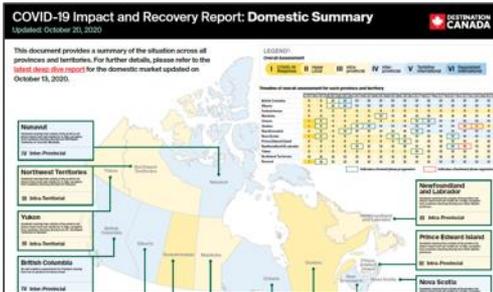
+\$18M in other National initiatives



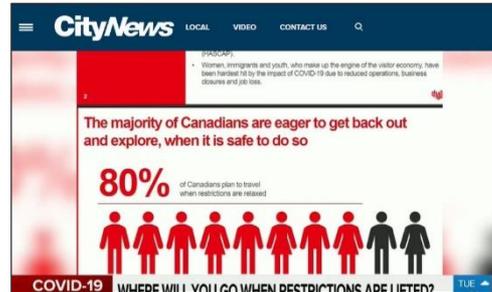
Major media partnerships



Indigenous Tourism Association of Canada partnership



Industry research (200+ reports to date)



Media relations



Business Events strategy



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



Frontiers North
Manitoba

© Jessica Burtmeck

CANADA

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



HEARTBEAT OF CANADA

Meet the glowing hearts in our communities



explorecanada • Following
Prince Edward Island



explorecanada • Following
Prince Edward Island

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

Meet Captain Perry Gotell, of Tranquility Cove Adventures in Georgetown, Prince Edward Island (@tourismpel) and follow along as we profile the faces in our communities who make our hearts glow and the country's heart beat.

I was a third-generation fisherman and it was a fantastic life. Then I saw an opportunity and branched out to start taking visitors to a local island where my family spent summers. I discovered all these stories locked up within me and it was such a joy to

Liked by canadadonna08 and 5,222 others
MAY 21, 2020

Add a comment... Post

MONTREAL GAZETTE

Travel / Life

Hotel Intel: 2021's new Canadian properties cover the waterfront

New establishments and upgrades in Quebec will include an overhaul of Auberge McGowan, on the shore of Lake Memphremagog, and the launch of a budget-conscious hotel in downtown Lac-Mégantic.

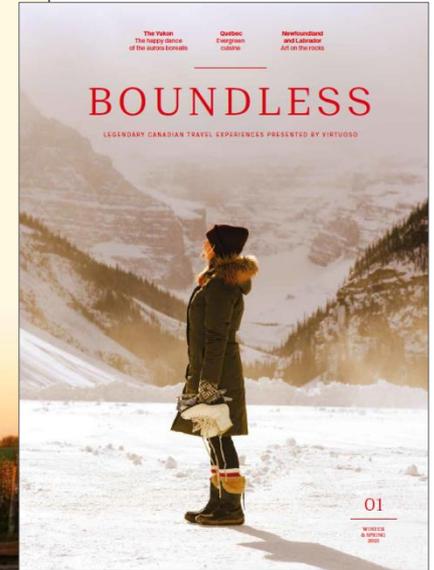
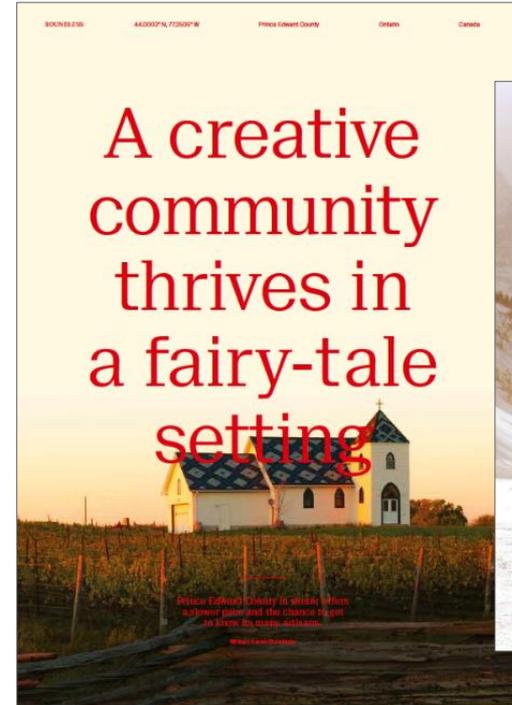
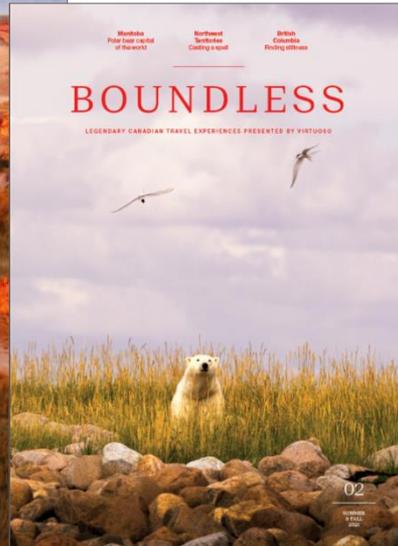
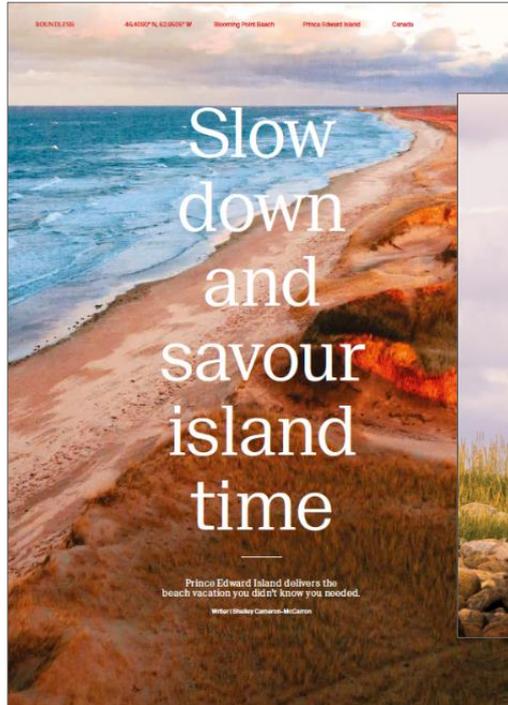
Rochelle Lash • Special to the Montreal Gazette
Jan 21, 2021 • January 22, 2021 • 4 minute read • Join the conversation



Wanderer Resort will open soon on the shore of West Lake in Prince Edward County, featuring 10 deluxe two-bedroom cottages. PHOTO BY PATRICK GILLER



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

CANADA

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CANADA 
FOR GLOWING HEARTS

