

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.





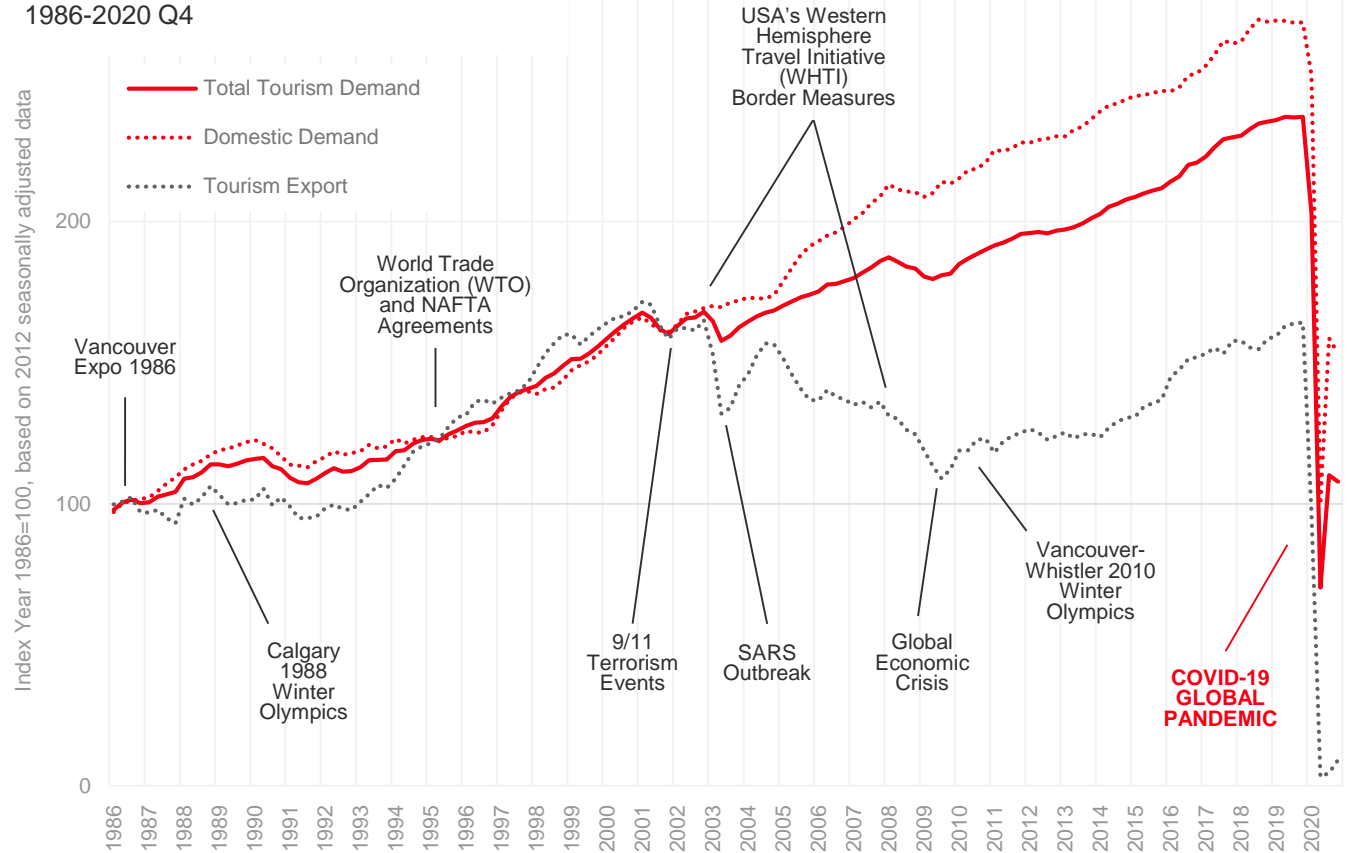
Tourism Industry
Association of
Prince Edward Island



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

Common Dignity
Quebec City / Québec
Québec

\$60M supporting cities and regions

\$30 Million
DC invested \$30 Million



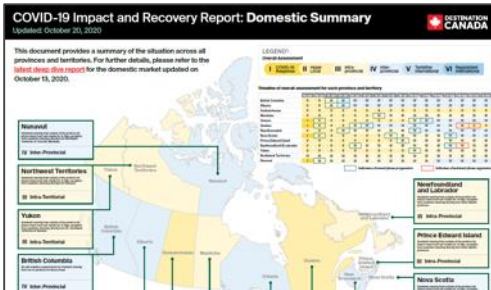
\$30 Million
matched by Provinces / Territories



+\$18M in other National initiatives



Major media partnerships



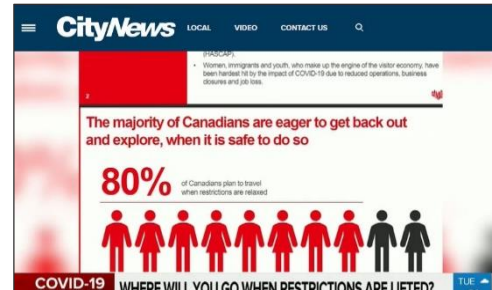
Industry research (200+ reports to date)



Business Events strategy



Indigenous Tourism Association of Canada partnership



Media relations



Rendez-vous Canada+ financial support

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

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.



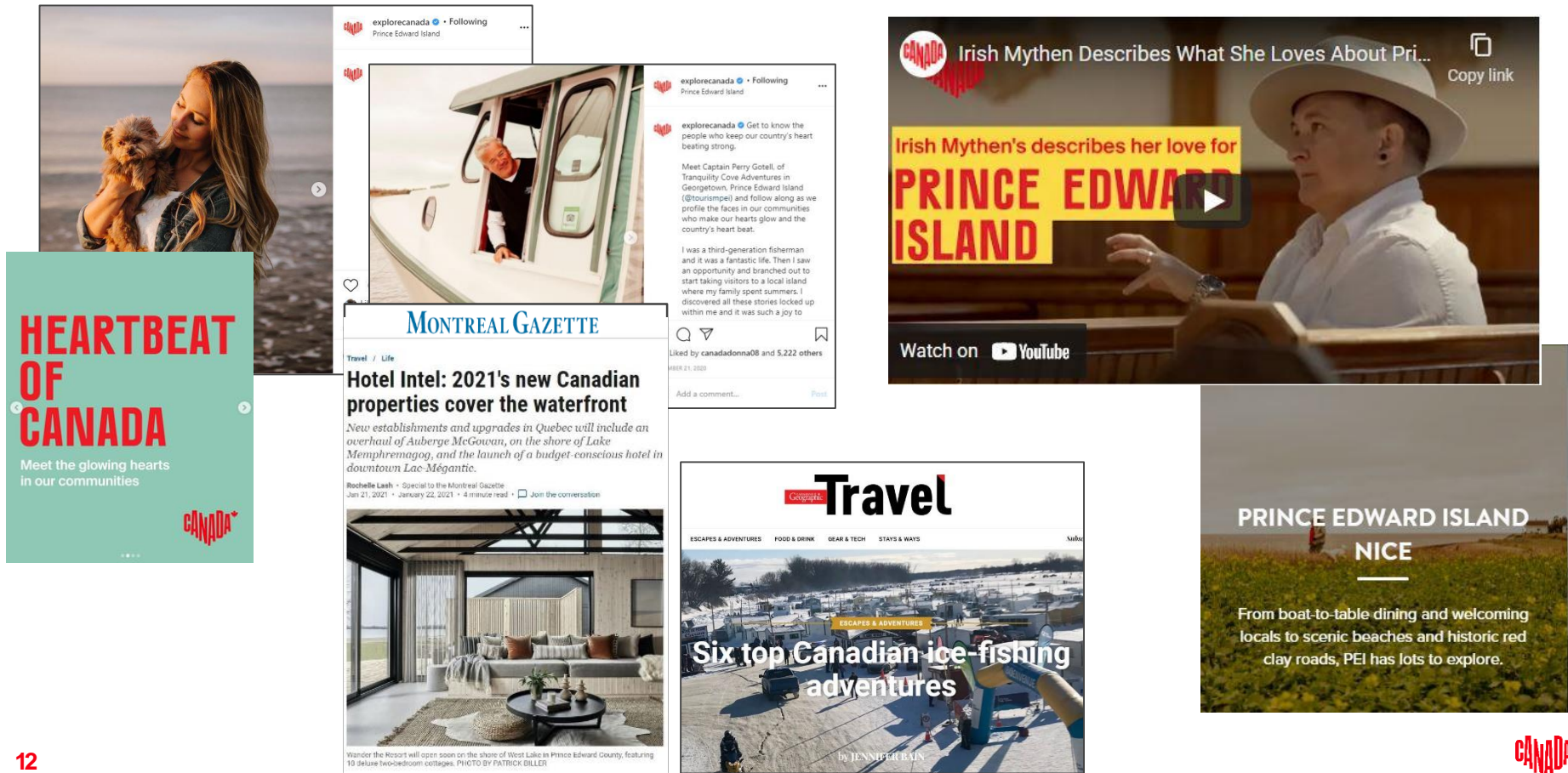
Full travel restrictions

Easing of intraprovincial travel restrictions

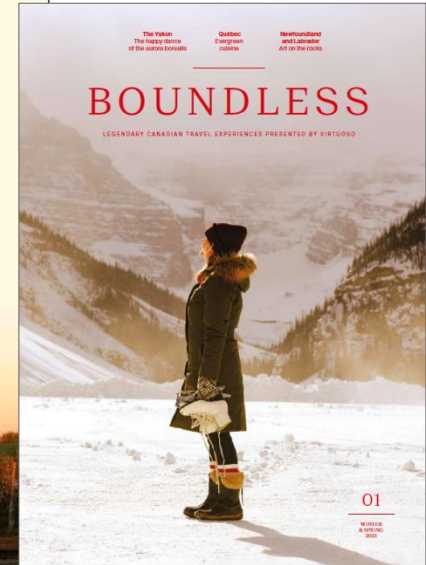
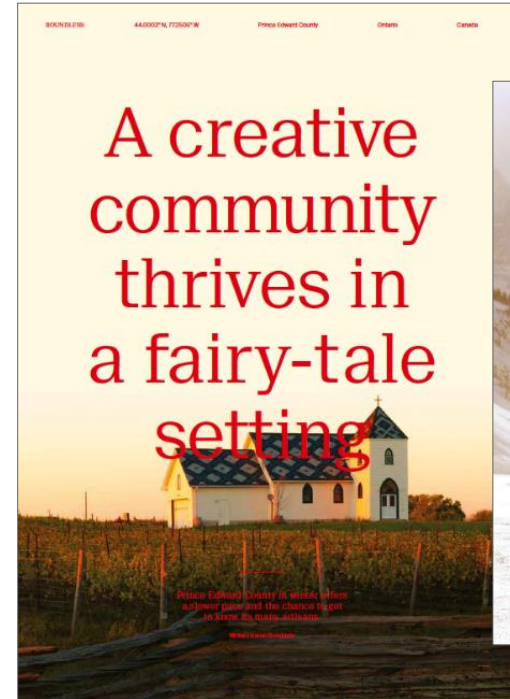
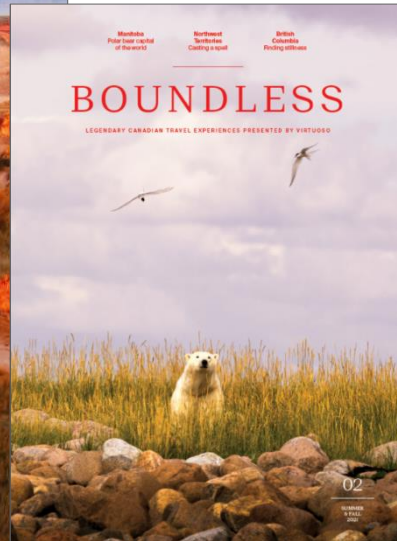
Easing of interprovincial travel restrictions

Easing of travel restrictions to/from Canada

Domestic: Showcase value of tourism & inspire future travel



International: Keeping Canada top of mind



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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