



PRINCE EDWARD ISLAND

Thursday, May 6

VIRTUAL
TOURISM
TOWN HALL

PRESENTED BY

TIAC  AITC



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2021 Tourism Town Halls

Beth Potter

President & CEO
Tourism Industry Association of Canada

May 6, 2021

About TIAC

Vision: To lead the Canadian Tourism industry to be the most competitive in the world.

Mission: To be the voice of Canada's tourism industry and improve its global competitiveness as an international destination through leadership and advocacy.



2021 Tourism Recovery Plan

Prepared by Members of TIAC's Industry Recovery Committee

SUPPORTING BUSINESS SOLVENCY

Supporting Business Solvency

Over the past year, tourism businesses have lost revenue and cash flow. They have faced expenses for rent, mortgages, property taxes and utilities that continued. They have been forced to suspend their tourism activities to ensure it is sustainable to return to normality. It is a small survey of over 1,000 tourism businesses, which was facilitated by the Committee of Tourism Industry Canada, that is representative of the industry. It is a survey of government support for tourism and business support programs. They will be able to help in business.

It is recommended that businesses support programs go directly to those that need it the most and **support the hardest hit** businesses in the industry.

1. Highly Affected Sectors Credit Availability Program (HASCAP)

For businesses to work as intended, it is crucial that banks and credit unions provide tourism sector businesses and individuals with applications. It is important that tourism businesses get timely program information and support.

Recommendations:

- Financial institutions must be ready to receive HASCAP applications by February 1, 2021.
- Program must be available on a per-property basis and must provide support to owners of multiple businesses.

For example...HOTELS
Tourism-related industry and those sectors are highly impacted by the pandemic. It is recommended that businesses support programs go directly to those that need it the most and **support the hardest hit** businesses in the industry.



Program details announced January 26, 2021

- Financial institutions accepting applications as of February 1, 2021
- With government-backed loans
- Up to \$2M per business and up to \$5,000 per individual business

TOURISM INDUSTRY ASSOCIATION OF CANADA

2021 TOURISM RECOVERY PLAN 1

CHAMPIONING SAFETY

Championing Safety

Tourism is a responsible industry committed to the health and safety of Canadians and travellers. The recovery path for tourism will depend on the implementation of measures of tourism businesses and international recovery. According to a recent Statistics Canada report, consumer confidence reached an all-time low in April, but has been actively improving since October. Canada's risk among the most of consumer confidence regarding health and safety, with the recovery path for tourism being a combination of government measures and the fact that the tourism industry is working to return to normal, starting to roll out, as they can and as they see fit.

Data shows that testing and robust quarantine is more effective at protecting the Canadian public than a blanket safety quarantine. Testing allows public health officials to effectively identify and isolate incoming cases. It reduces community transmission and controls new community cases. According to the Public Health Agency of Canada (PHAC), more than 20% of incoming passengers are not following the 14-day quarantine rule, therefore a rigorous testing regime for incoming passengers better protects the public.

Tourism businesses have been calling on the government to work with industry to implement a national testing strategy and use global data to inform a national or international quarantine measure. A national testing strategy is needed to ensure that the industry can return to normal, starting to roll out, as they can and as they see fit.



TOURISM INDUSTRY ASSOCIATION OF CANADA

2021 TOURISM RECOVERY PLAN 2

GLOBALLY COMPETITIVE

Keeping Canada Globally Competitive

People will travel again. Let's make sure our tourism industry is ready for it by planning for our global competitiveness to recover when the time comes. According to a recent Statistics Canada report, with a better opening projected for October 2021, return to 2019 levels for the industry would be expected by 2021. However, if the conditions of tourism in Canada, the domestic market may be expected to recover by 2022.

Canada's economy is expected to be about 10% below 2019 levels. International tourism is expected to be about 10% below 2019 levels. With the end of 2020, there is an opportunity to reap some of this spending into Canada. According to a recent Statistics Canada report, with a better opening projected for October 2021, return to 2019 levels for the industry would be expected by 2021. However, if the conditions of tourism in Canada, the domestic market may be expected to recover by 2022.

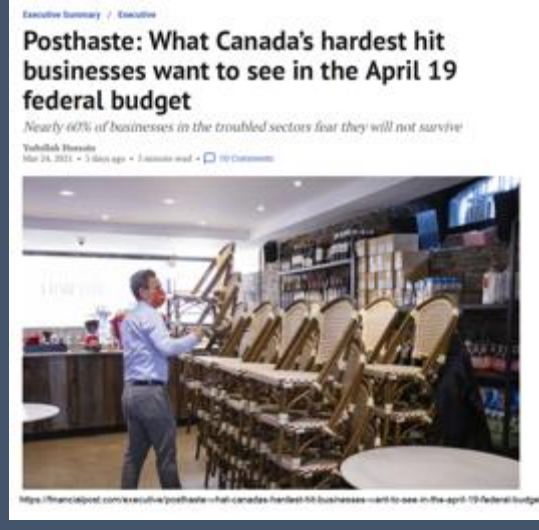
The government has been clear that the strategy will be to first provide support to businesses within their regions, and then across the country, before international efforts are required. Together, support is needed for tourism businesses to ensure they are around when the time comes to help open the borders.

When visitors across the country have been safely and responsibly supported by the pandemic, the path of recovery to tourism and supporting competitive markets will be expected to be in the future. Canada must help support when the time comes to help open the borders.



TOURISM INDUSTRY ASSOCIATION OF CANADA

2021 TOURISM RECOVERY PLAN 3





Tourism was the **first hit, hardest hit, and will be the last to recover.**

Tourism Recovery Plan

This plan was created to ensure Canada's Tourism Economy Survival, and Global Competitiveness as we plan for a time when it is safe to travel again.

Our recommendations are outlined under the following three themes:

- Supporting Business Solvency
- Championing Safety
- Keeping Canada Globally Competitive

Recommendations are based on the following three phases:





Chrystia Freeland @cafreeland
Canada government official

Replying to @cafreeland

To help the hardest-hit businesses pivot back to growth, we propose a new Canada Recovery Hiring Program, which will run from June to November and will make it easier for businesses to hire back laid-off workers or to bring on new ones.

4:41 PM · Apr 19, 2021 · Twitter for iPhone

BC Hotel Association @bchotellassoc

#BREAKING: Federal Government unveils \$101.4 billion in new spending includes extension of the CEWS & CERS subsidies through to September, 2021. Our sector is extremely grateful for this funding that will support the survival of businesses across Canada.

The Tourism Industry Association of Canada @TIAC_AITC

We are pleased to see \$200M through the regional development agencies to support major festivals & \$200M through Canadian Heritage to support local festivals, community cultural events, heritage celebrations, local museums, amateur sport events, and more. **#Budget2021**

5:55 PM · Apr 19, 2021 · Twitter Web App

You Retweeted

Christopher Bloore @ChrisBloore

49 mentions of tourism in **#Budget2021**

4:43 PM · Apr 19, 2021 · Twitter Web App

Key Budget Take-Aways

“...we must punch our way out of the COVID recession. That means ensuring lost jobs are recovered as swiftly as possible, **and that hard-hit businesses rebound quickly and are able to flourish.**

It means providing support where COVID has struck hardest – to women and young people and low-wage workers, and to small and medium-sized businesses, **especially in hospitality and tourism...**”

Key Budget Take-Aways

To assist the sectors' recovery, the government proposes to make available a package of **tourism supports**, totaling \$1 billion over three years, starting in 2021-22.

- Support through regional development agencies to support major festivals and events.
- Funding through Canadian Heritage to support local festivals, community cultural events, outdoor theatre performances, heritage celebrations, local museums and sports events.
- Funding to Destination Canada for marketing campaigns to help Canadians and other visitors discover and explore the country.
- Establishing a Tourism Relief Fund administered by the regional development agencies. Support local tourism businesses in adapting their products and services to public health measures and other investments that will help them recover from the pandemic.

Key Budget Take-Aways

Canada Emergency Wage Subsidy (CEWS) and Canada Emergency Rent Subsidy (CERS)

- Extension of these programs until September 25, 2021

Regional Relief and Recovery Fund

- Extension of the application deadline for similar support under the RRRF and the Indigenous Business Initiative until June 30, 2021

Canada Recovery Hiring Program

- Introduction of the new Canada Recovery Hiring Program to provide eligible employers with a subsidy of up to 50 per cent on the incremental remuneration paid to eligible employees between June 6, 2021 and November 20, 2021
- Helping Hard Hit Businesses Hire More Workers

Key Budget Take-Aways

Support for the Aviation Sector

- Funding to Transport Canada to support major Canadian airports in making investments in **COVID-19 testing infrastructure**
- Support to collaborate with International Partners to further advance the Known Traveller Identity Pilot Project, which will test advanced technologies to **facilitate touchless and secure air travel**
- Funding for the Canadian Air Transport Security Authority to acquire and operate sanitization equipment, **champion safety**, and to **maintain operations** and enhanced screening services at the airports where it works

Key Budget Take-Aways

Labour

- The Canada Recovery Hiring Program
- Supporting Skills for Success
- Community Workforce Development Program
- Student Work Placement Program
- Canada Summer Jobs
- Canada Workers Benefit

Key Budget Take-Aways

Small Business

- Launching the Canada Digital Adoption Program, which aims to create thousands of jobs for young Canadians and help SMEs adopt new digital technologies
 - Provide access to skills, training and advisory services for all businesses accessing this program
 - Provide micro grants to smaller main street businesses to support costs associated with technology adoption
- Create training and work opportunities to help SMEs adopt new technology
- Enhancing the Canada Small Business Financing Program
- Lowering Cost of Doing Business by Reducing Credit Card Transaction Fees

Supporting Prince Edward Island Members

Rodd Hotels Resorts
TIA Prince Edward Island
Tourism Prince Edward Island
Northumberland Bay Ferries Ltd
Confederation Centre of the Arts
Meetings Conventions Prince Edward Island
Island East Tourism Association
Lennox Island Development Corporation
JEBBCA strategies + holdings
Discover Charlottetown

A person is walking a white dog in a field of yellow wildflowers. In the background, there is a body of water and a small white house on a hill under a clear blue sky.

LEADING THE TOURISM ECONOMY THROUGH AND POST COVID-19

Through and Post COVID-19

Leading the narrative change



Proof of vaccination



Through and Post COVID-19

Border re-openings



Global discussions



Tourism Week 2021

MAY 23 – 30, 2021

TOURISM
WEEK 



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Thank you for joining us!

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