

# QUEBEC

## Tuesday, May 25

VIRTUAL  
TOURISM  
TOWN HALL

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Quebec



# 2021 Tourism Town Halls

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**Beth Potter**

President & CEO  
Tourism Industry Association of Canada

May 25, 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.









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






 **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**  
@bchotelassoc

**#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



# 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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[tourismcounts.ca](http://tourismcounts.ca)



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Thank you for joining us!

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