

2021 TIAC TOWN HALL



The State of the Tourism Industry before COVID-19



\$36 billion Economic Impact



64.7% of Business were enjoyed increased revenues.



Tourism supported over 400,000 in the province.



\$5 billion in provincial taxes

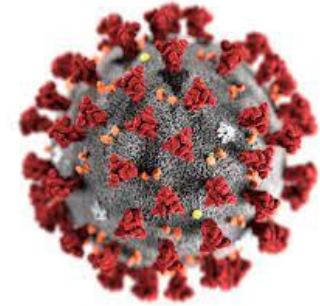


Tourism had replaced lost manufacturing industries



Tourism was the biggest employer of 16–24-year-old Ontarians.

THE IMPACT of COVID



141,000 tourism jobs lost



On average 69% revenue losses for tourism businesses.



27% of businesses have taken on \$100,000 or more of debt



71% businesses say they would have closed without government support

Putting tourism in the spotlight



153 media appearances, attendance at 25 conferences and 595 meetings with key politicians and staff

KEY LEGISLATION

 **Canada Emergency Wage Subsidy**

 **Canada Emergency Rent Subsidy**

 **Canada Emergency Business Account**

 **Temporary changes to ESA legislation**

 **Ontario Travel Tax Credit**

 **Travel and Tourism Small Business Support Grant**

 **Ontario Tourism Recovery Program**

 **Payroll taxes cut and permit fees refunded**

THE FUTURE OF TOURISM

- **When will borders be reopened?**
- **Will key government support programs stay in place?**
- **How will the pandemic affect consumer sentiment?**
- **How will elections affect the way in which government make long-term economic decisions?**
- **How can the tourism industry place itself as a key economic player on the national stage?**



Thank you!



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tiao 
YOUR VOICE

