



TOURISM INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA

Tourism Sector Calls for Resolution to Air Canada Flight Attendant Labour Dispute

Ottawa, ON – August 11, 2025 – The Canadian tourism sector, through the Tourism Industry Association of Canada (TIAC), provincial and territorial tourism associations and businesses nationwide, expresses grave concern over the impending job action by Air Canada flight attendants, represented by the Canadian Union of Public Employees (CUPE), with notice potentially given as early as August 13, 2025. A thriving air travel sector is the cornerstone of Canada's economic prosperity and social cohesion, connecting communities and driving international visits. As August is a peak travel month, and with the Labour Day holiday approaching, a significant disruption to air travel would create unprecedented chaos for Canadian travellers, both domestically and internationally. This threatens to severely impede the current positive rise in travel demand across the industry and hinder Canada's crucial economic and cultural connections with the world.

We urge all parties involved to prioritize an immediate and equitable settlement. We acknowledge Air Canada's and CUPE's efforts in negotiations and trust that both parties will continue to work diligently towards a fair deal. The potential for widespread travel disruption, exacerbated by existing labour shortages and rising travel costs, would have a devastating impact on tourism businesses and the livelihoods they support across Canada.

Maintaining air operations is an urgent priority for the Canadian economy, and we implore the parties to reach a resolution that safeguards our industry's momentum and Canada's reputation as a world-class destination. However, should the parties not be able to reach a negotiated outcome, we call on the federal government to step in to avoid massive disruption and protect the travelling public and our industry writ large.

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