



November 16 2021

The Future of Canada's Tourism Industry



Beth Potter
President and CEO, Tourism Industry Association of Canada

Who is TIAC?

Tourism's national advocacy organization

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





PRE-COVID

\$105 Billion

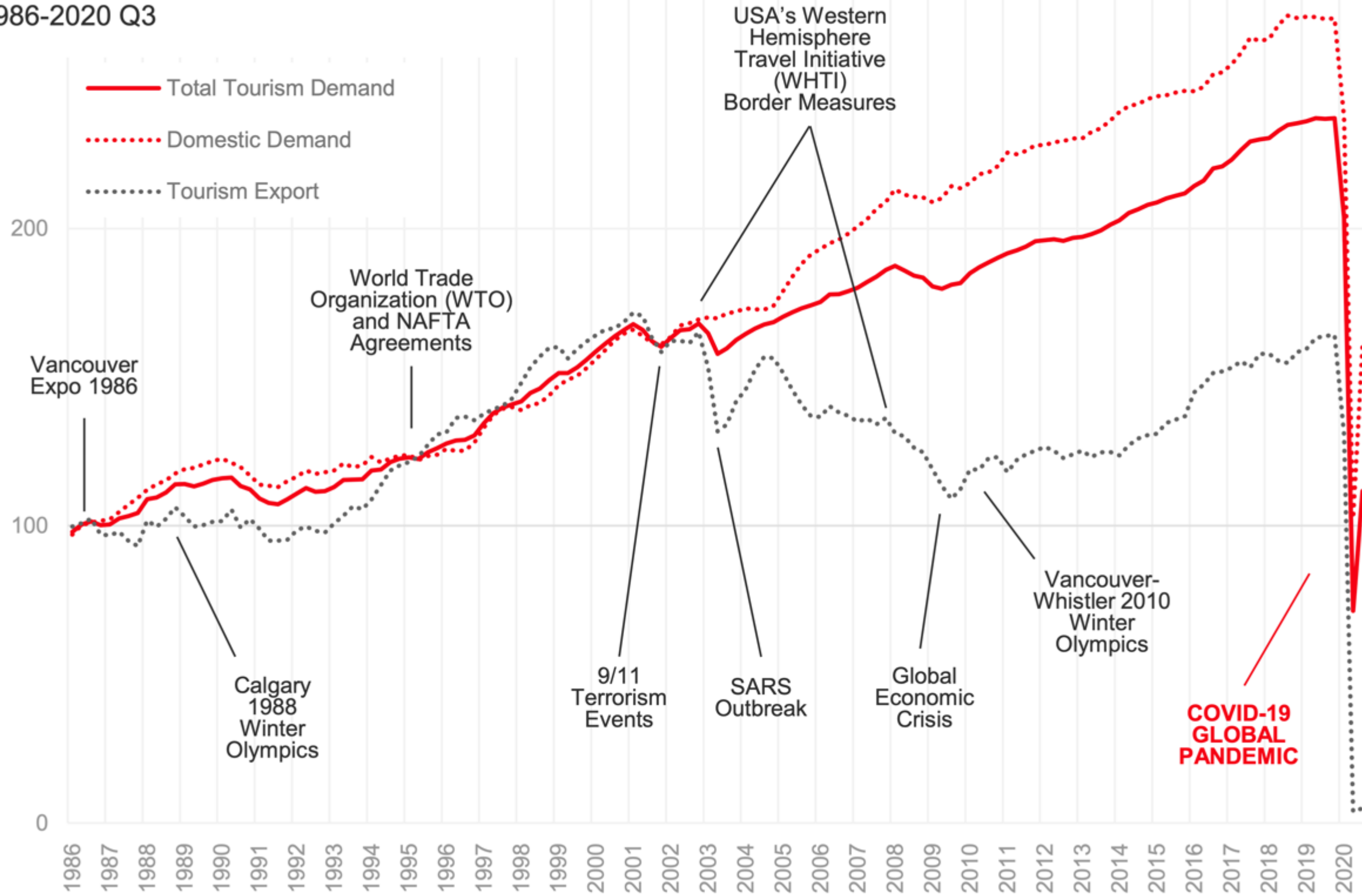
a year in economic activity

2 Million

Canadians employed

Quarterly Economic Evolution of Tourism in Canada 1986-2020 Q3

Index Year 1986=100, based on 2012 seasonally adjusted data



Record Losses for the Visitor Economy



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





INDUSTRY SUPPORT

- Tourism and Hospitality Recovery Program
- Highly Affected Sectors Credit Availability Program
- Tourism Relief Fund



PROGRAM EXTENSIONS

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



REOPENING

- Canada/US border
- International travel

Advocacy Efforts



A photograph of three teepees in a snowy forest at dusk. The scene is dimly lit with a blue and purple color palette. The teepees are arranged in a line, with the largest one on the left and two smaller ones to its right. The ground is covered in snow, and the background consists of dark evergreen trees.

**We are stronger
together.**





"THE FEDERAL GOVERNMENT HAD CANADIANS' BACKS THROUGHOUT THE PANDEMIC. TODAY, THE GOVERNMENT DELIVERED ON THEIR ELECTION PROMISE TO PROVIDE THE TOURISM, HOTEL, AND EVENTS BUSINESSES THE HELP THEY NEED TO STAY AFLOAT AND CONTINUE TO MAINTAIN THE HIGHEST LEVEL OF EMPLOYMENT POSSIBLE."

BETH POTTER, PRESIDENT & CEO
TOURISM INDUSTRY ASSOCIATION OF CANADA
CO-CHAIR

"THE TOURISM INDUSTRY IS THE HARDEST HIT INDUSTRY. EVEN AS THE ECONOMY REOPENS, BUSINESS AND INTERNATIONAL TRAVEL WILL TAKE TIME TO RECOVER. THE NEW PROGRAMS ANNOUNCED TODAY WILL HELP OUR MEMBERS STAY ALIVE THROUGH A DIFFICULT WINTER UNTIL OUR EXPECTED RECOVERY IN THE SPRING."

SUSIE GRYNOL, PRESIDENT & CEO
HOTEL ASSOCIATION OF CANADA
CO-CHAIR

COALITION OF
HARDEST HIT
BUSINESSES



COALITION DES
ENTREPRISES LES
PLUS TOUCHÉES



Coalition of Hardest Hit Businesses

New targeted support measures for businesses:

- Tourism and Hospitality Recovery Program
- Hardest-Hit Business Recovery Program

Impact on Tourism Labour Market

Research by Tourism HR
Canada shows many
workers do not plan on
returning to tourism jobs
once they are restored

1 in 10 Canadian jobs is
tied to tourism, that's

**2 MILLION
JOBS
ACROSS
CANADA**



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