

KEY MESSAGING – RECOVERY PROPOSAL

- Today, TIAC is launching a broad, industry-developed recovery campaign that seeks sector-specific government support to ensure Canada has a tourism industry post-pandemic.
- All of our recommendations fall into five core themes, including;
 - a. Championing Safety – ensuring coordinated regulatory efforts to develop a climate of public safety and help fund costs for new health and safety requirements.
 - b. Sustaining Liquidity & Supporting Solvency – ensuring the sector is positioned to survive the next 2-24 months, at present, many businesses are at risk of closing.
 - c. Enticing Canadians to Travel – positive messaging, when appropriate, reassuring people it is safe to travel
 - d. Repositioning Canada’s Visitor Economy – to re-emerge a stronger and more cost competitive global tourism competitor
 - e. Supercharging the Canadian Economy – fast tracking growth capital
- Our proposal also outlines recommended timeframes, including immediate and recovery needs in short, mid and long-term horizons;
 - a. Short Term examples; providing tax credits associated with new sanitation regulations, provide tax credits for shovel-ready capital projects, tax credits (\$2000) per household for domestic travel in 2020 and establishing incentives for airlines to maintain service to smaller communities
 - b. Mid Term examples; develop a special events fund, increased funding to Destination Canada, establish GST rebates for domestic flights
 - c. Long Term Examples; grants for sustainable tourism development projects, federal funded skill programs that prioritize tourism jobs, funding assistance for businesses to support tourism marketing to international markets
- Now is the time to have a dialogue about how and when we will re-open and travel and tourism needs government support to ensure we still have an industry.
- This sector accounts for over 1.8 million jobs in Canada – that’s nearly 1 in every 10. Since the onset of the pandemic, over 800,000 jobs in our sector have been lost and many will never return without critical recovery support.
- The federal government has spent a considerable amount of energy investing in growing our sector before the onset of the virus, including rolling out a new Tourism Growth Strategy in the 2019 federal budget and appointing tourism as Canada’s 7th Economic Strategy Table. The government also just announced the participants on its newly-formed

industry strategy council which includes tourism and transportation representatives.

- Canada relies on its tourism and travel industry for: 2% of its GDP, over \$102 billion in economic activity, and over \$22 billion in service exports. Canada cannot afford to lose the tourism industry now.
- While current support measures are welcomed and appreciated, they all have expiry dates that will not meet the unique situation of the sector long-term. While programs like the CEWS and the CERB have been helpful, long-term liquidity is key because most of our sector's businesses are losing out on an entire year's worth of revenue that is typically earned during the peak travel season between May and September.
- The recently announced \$70 million for tourism in redirected funds to support domestic marketing initiatives and a number of regional destination marketing organizations is a step in the right direction. But our recovery proposal launched today outlines the additional support needed for long-term recovery of the sector.
- We are ready to engage in meaningful dialogue with Government on how we can collaborate on reopening the visitor economy.
- The actions taken to curb COVID-19 such as the closure of Canada's borders to international visitors, suspension of international flights around the world, and the shutdown of convention centres, attractions, restaurants and entertainment venues have disproportionately impacted the tourism and travel industry.
- Countries around the world have been announcing stimulus packages and plans to re-open borders – Japan, France and others have put forth Billions of dollars to support their visitor economies and countries like Lithuania, Latvia and Estonia have opened their borders to each other, Germany just announced that it will reopen borders to some 29 European countries as of June 15th.
- Canada's visitor economy pre-COVID was an economic engine for this country. But we compete with countries around the world who are way ahead of us in terms of discussing, planning and supporting a restart. We know that we will be living with this virus for some time to come. We can't keep the visitor economy closed indefinitely. So the time is now for us to engage in this important dialogue before we lose the entire summer season as well as our industry.
- We look forward to engaging with our federal leaders, including our tourism Minister and others to get this dialogue moving forward.
- Please visit tourismcounts.ca to send a letter to your MP to support a specific recovery support plan for the tourism industry.