

KEY MESSAGES AND PROOF POINTS

Updated March 25, 2021

The following proof points offer a variety of examples and data for each Key Message—please choose ones based on your specific needs and messaging.

1. Tourism is the hardest hit sector of economic activities.¹

Proof points:

- The current situation facing the tourism sector is the worst ever seen, more dire than the impact experienced after 9/11, SARS and the 2008 economic crisis combined.²
- One in 10 Canadian jobs is tied to tourism (9.8%), with small and medium-sized enterprises making up 99 per cent of businesses in Canada's tourism sector, significantly contributing to Canadian livelihoods.³
- Despite initial signs of recovery, tourism businesses continued facing significant financial stress resulting in business closures, some permanently, throughout the year. This resulted in a decline of 9 per cent in active businesses from January to November 2020—the greatest decline of all business sectors.⁴
- Unemployment rates in the tourism sector remained the highest out of any sector, 6.6 per cent above the national rate at the end of 2020.⁵ The loss of core staff will hinder businesses' ability to scale up efficiently, thus further impacting recovery.
- From April to November 2020, passenger air transport revenues collapsed, falling 91 per cent and accommodation revenues dropping by 71 per cent.⁶
- Despite projected growth, current forecasting for 2021 still places tourism and related job growth in Canada more than 30 per cent below 2019 levels.⁷
- Women, immigrants and youth, who make up the engine of the visitor economy, have been hardest hit by the impact of COVID-19 due to reduced operations, business closures and job loss.⁸
- COVID-19 has had a severe impact to business events, with the loss of 3,495 planned events and, in turn, 1.39 million delegates that would have visited Canada. This has led to \$1.18 billion in lost revenue for 2020 business events.⁹
- This level of loss and continued uncertainty in the sector will have a lasting impact on the business events industry and the industries it supports for many years to come, particularly in Canada's major urban centres. COVID-19-induced uncertainties are already triggering the cancellation of planned

1 Statistics Canada, Monthly estimates of business openings and closures, October 2020 (33-10-0270-01)

2 Source: Statistics Canada, National Tourism Indicators, 2020 Q3

3 Statistics Canada. Table 36-10-0638-01 Tourism sector's share of jobs and employment income

4 Source: Statistics Canada. Table 33-10-0270-01 Experimental estimates for business openings and closures for Canada, provinces and territories, census metropolitan areas, seasonally adjusted

5 Source: Tourism HR Canada

6 Source: IATA, Market IS (data extracted January 25, 2021)

7 Source: Destination Canada, 2021 Forecast

8 Source: Tourism HR Canada (Statcan, Census)

9 Source: Destination Canada's COVID-19 Impact and Recovery Report – Business Events Summary 2020

business events in Canada from 2021 through to 2026, affecting larger and economically significant international conferences. ¹⁰

2. Canadians are key to supporting the recovery of the tourism sector.

Proof points:

- Canadians want to travel: 80% of Canadians plan to travel when restrictions are relaxed.¹¹
- While health and well-being is a key consideration in planning travel, data shows that as Canadians search for travel dates further out, they show increasing interest in international travel.¹²
- Canadians can play a critical role in bolstering the recovery of the tourism economy, creating jobs and supporting local businesses by keeping their tourism dollars in Canada.
- If Canadians shift two-thirds of their planned spend on international leisure travel towards domestic tourism, it will make up for the estimated \$19 billion shortfall currently facing our visitor economy, help sustain 150,000 jobs and accelerate recovery.¹³
- Recovery is forecasted to take years, but a significant increase in domestic travel will significantly accelerate recovery, by at least one year.¹⁴

3. Canadians can feel confident in making travel plans as tourism businesses throughout Canada have made huge investments in new hygiene protocols. The health and well-being of tourism employees and guests is paramount.

Proof points:

- A majority of the 232,000 tourism businesses in Canada are independently owned small and medium enterprises. In some cases, their staff are their families. There is a vested interest in health and well-being for all.¹⁵
- Our guide, [Rebuilding Traveller Confidence: The importance of keeping safety top of mind and in plain sight](#), offers four simple themes that have risen to the top for small businesses to help restore and cultivate confidence within Canadian travellers. We also share some best-in-class examples from your tourism industry peers from coast to coast to coast.
 - Other industry examples:
 - To reduce the spread of COVID-19 through the aviation, road, rail and marine transportation sectors, **Transport Canada** implemented a multi-layered suite of measures to protect Canadians. Updates on mandatory measures and guidance processes are communicated on an ongoing basis on their [website](#).
 - **The Hotel Association of Canada** (HAC) outlines enhanced industry-wide [health and safety protocols](#) to reassure guests of the cleanliness of the country's hotels and help these establishments to welcome back guests.
 - **Restaurants Canada** (RC) published a [series of resources](#), including the [COVID-19 Rapid Recovery Guide](#). It is updated regularly and includes information on food safety, cleaning and sanitation, health and personal hygiene, physical distancing, marketing, and financial planning.
 - **Tourism HR** launched its [Tourism Workforce Recovery Toolkit](#). The toolkit is a free, web-based program that provides tourism operators with guidelines, checklists and tools to

10 Source: Destination Canada's COVID-19 Impact and Recovery Report – Business Events Summary 2020

11 Source: Destination Canada 2020 Global Tourism Watch, November 2020

12 Source: 1st Party Expedia Group Search data; Date Range(s): Jan 1-Feb 20 2021

13 Source: Statistics Canada, National Travel Survey 2019 (Preliminary); DC Research estimates.

14 Source: Destination Canada Research

15 Destination Canada from Statistics Canada's Business Register (2019) and Canadian Tourism Satellite Account

help tourism businesses as they plan their relaunch efforts. This includes various tools focused on workplace safety, enhanced sanitation regimes and other re-opening protocols and best practices.

- **The Canadian Travel & Tourism Roundtable:** As Canada gets moving again, travel providers have introduced measures to put the public's health first. Learn more about how they are ensuring a safe and healthy [end-to-end travel experience](#).
- **The Travel and Meetings Standards Taskforce** released their [Standards of Safety in Business Travel](#) guidelines to help inform the global business travel and meetings industry during the pandemic. **Destination Canada Business Events** has shared an [interactive map](#) that outlines current restrictions in place for the different provinces and territories on domestic conferences and large gatherings.
- It's important that anyone considering travel within Canada is aware of local restrictions and guidelines. The following resources are available to help Canadians:
 - Visit Destination Canada's website, [CanadaNice.ca](#), for resources, including a user-friendly Interactive Map that shows current travel restrictions and requirements by province and territory for leisure travel.
 - Resources for leisure travellers and event planners:
 - Destination Canada has [consolidated links](#) to government and health resources to help travellers make informed travel decisions.
 - Destination Canada Business Events has [planning resources](#) for event planners.
 - **COVID Alert App:** The COVID Alert App is the Government of Canada's free exposure notification app. It helps break the cycle of infection by letting people know of possible exposure before symptoms appear.

4. Tourism improves the quality of life for all Canadians.

Proof points:

- The World Health Organization (W.H.O.) offers a simple definition of health as “a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity”. “Social well-being” is an important aspect of this definition that may not always occur to us in thinking about our health.¹⁶
- One in 10 Canadian jobs is tied to tourism (9.8%), over 1.9 million jobs. Tourism jobs fall within all regions across Canada and tourism is the only sector that employs Canadians in every province, territory & electoral riding.¹⁷
- In 2019, Tourism directly contributed to more jobs (748,000 direct jobs) across Canada than jobs directly generated by agriculture, forestry, fishing, mining, quarrying, oil and gas industries combined (620,140 direct jobs).¹⁸
- Tourism also added \$43.7 billion to Canada's GDP in 2019, a contribution that was on par with the GDP from agriculture, forestry, fishing and hunting combined.¹⁹
- **Industry Examples:**

16 Government of Canada: <https://www.canada.ca/en/public-health/services/health-promotion/population-health/population-health-approach/what-is-health.html>

17 Source: Statistics Canada. Table 36-10-0634-01 Jobs, hours worked and employment income in tourism industries, by class of worker and work activity; Statistics Canada. Table 36-10-0638-01 Tourism sector's share of jobs and employment income; TIAC, Tourism Jobs Matter; "Government of Canada (March 2015), "SME Profile: Tourism Industries in Canada"

18 Statistics Canada, Tables 14-10-0054-01 and 36-0232-01

19 Statistics Canada, Tables 36-10-0449-01 and 36-10-0234-01

- **Tourism accounts for the majority of revenues in passenger air and rail transport.** Without visitors supporting our transportation infrastructure, the availability of transportation to Canadians for their own pursuits – vacationing, visiting friends and family – will be prohibitive.
- **Many entertainment and recreation venues will not be able to stay open without tourism revenues.** These include theatres, museums and art galleries, parks, zoos and botanical gardens, amusement parks, casinos, and more that are enjoyed by all Canadians in their communities.
- **The diversity of Canada's food and beverage industry is of benefit to all Canadians.** Food service is the largest source of tourism jobs; without tourism patronage, many restaurants will face unsustainable loss of revenue, impacting small businesses and jobs across Canada.
- **Tourism supports national and international events and festivals.** These events create a ripple of economic, socio-cultural and environmental benefits enriching both visitor experiences and the communities in which they operate.
- **Business events are economic catalysts to the vitality of many cities and resorts across Canada.** They bring expertise, ideas and people from around the world to experience unique legendary incentive experiences, and Canadian knowledge capital through business events that promote innovation, leading to investment in key sectors across Canada, and ultimately spurring economic growth.