The webinar will begin shortly

French session: June 22, 8AM PST/11AM EST
English session: June 22, 11AM PST/2PM EST
Recordings of both will be posted on our website
Our objectives:

- Support a vibrant Canadian tourism industry
- Market Canada as a travel destination
- Support cooperation between the private sector and Canadian governments at all levels
- Provide commercially relevant data to the private sector and government

We are not a funding agency.
2020 losses to Canada’s tourism sector are the worst on record.

Source: Statistics Canada, National Tourism Indicators, 2020 Q4
Government support for the tourism sector is broad-reaching.

$1 Billion Tourism Specific Support in 2021 Federal Budget

- Highly Affected Sectors Credit Availability Program (HASCAP)
- Canada Emergency Wage Subsidy (CEWS)
- 25% of Regional Relief and Recovery Fund Earmarked for Tourism ($500M)
- Canada Emergency Business Account (CEBA)
- The Canada Emergency Rent Subsidy (CERS)
- Business Credit Availability Program (BCAP)
- Department of Canadian Heritage and Canada Council for the Arts ($185M)
- Large Employer Emergency Financing Facility (LEEFF)
- Extending the Work-Sharing Program
- Airport Critical Infrastructure Program (ACIP) & Airport Relief Fund (ARF)
Getting the pandemic under control in Canada is critical to tourism

Source: Bank of Canada; Our World in Data; STR Inc.
I feel safe to travel...

Source: DC Weekly Resident Sentiment Tracking
Market revival

80% of Canadians plan to travel when restrictions are relaxed

Source: Destination Canada 2020 Global Tourism Watch, November 2020
Base size: Canadian residents (n=9059)
Q: “How likely are you to travel in the next year for the following reasons as government restrictions related to COVID-19 are relaxed?”
Signs of hope

Canadians are searching for travel

Vaccine rollout is well underway and willingness is high

Confidence in travel is rising

Global increase in activity and confidence for Business Events
Domestic Marketing & Communications

A Phased Approach
Messaging evolution as restrictions ease

2021

INFLUENCE
Tourism Contribution to Canadians’ Quality of Life. Travel in Canada.

INSPIRE/DREAM, BUILD CONFIDENCE
Where will you go first? Ready when you are (industry investments in hygiene). Travel with confidence.

CONVERSION – EARLY ADOPTERS
Plan and Book Now.

2022

CONVERSION, PEER-TO-PEER ADVOCACY
Explore Now (best time to travel). Share your Travel Experiences.

- Full travel restrictions
- Easing of intra-provincial travel restrictions
- Easing of interprovincial travel restrictions
Inspiring Travel Dreams

Instagram Carousels

WHERE WILL YOU GO FIRST?

We asked what's on your Canadian bucket list, here are some top picks. We can’t wait to welcome you when restrictions ease.

LET US KNOW WHAT’S ON YOUR CANADIAN BUCKET LIST AND IT COULD BE INCLUDED IN A FUTURE POST!

Where will you go first?
Type something....
‘Oh!’ Canada is a creative device to summarize emotional reactions to experiences: amazement, enjoyment, wonder, thrills, introspection, beauty, flavours.

Launched the week of June 1, 2021.

Through the summer, we will be sharing moments of exceptional and unexpected experiences that await in Canada.
Making it Easier to Book

Give travellers easy access to a Pan Canadian range of domestic itineraries developed by Canadian tour operators.

Support Canadian travel trade industry by leveraging the audience reached through DC marketing tactics.
Travel & Leisure 50th Anniversary Issue
International: Keeping Canada top of mind

From coast to coast, to coast, Canada offers unforgettable nature experiences.
How we can work together

Consumer Social Channels

When sharing content on social, please use the hashtags #forglowinghearts and #explorecanada.

Vaccinating Industry and Travellers

#Fastertogether campaign
A new North Star

- Aspire to enhance quality of life of Canadians and enrich the lives of visitors
- Together, we enable Canadian culture to thrive and place-based regenerative economies to emerge
Thank you
Merci.
HOLD FOR PARKS PRESENTATION
HOLD FOR ITAC
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