

# KEY MESSAGES AND PROOF POINTS

Updated December 7, 2020

*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.<sup>1</sup>

### Proof points:

- The devastating impacts to tourism will affect the lives of millions of Canadians. According to our forecasts, tourism is expected to lose up to 440,000 direct jobs in 2020. In addition, [Statistics Canada](#) forecasts that at least 133,000-143,000 indirect jobs in other sectors that provide goods and services to tourism industries, such as farmers, millers and bakers will also be lost.
- The Bank of Canada forecasted that Canada's economy will not return to 2019 levels until 2022, which has serious implications for tourism.<sup>2</sup>
- Our most recent forecast shows that if borders remain closed until the end of 2020, there will be a 62% drop in revenues in 2020. After five consecutive years of growth, we are forecasting that the tourism sector will not recover to 2019 levels until 2024 at the earliest.<sup>3</sup>
- Tourism businesses are uniquely impacted by the COVID-19 pandemic. The summer season (Jul-Sep) represents the core revenue generator for the industry (these months average 67% more revenue per month than the other months), and has been devastated due to travel restrictions, quarantines, and social distancing.<sup>4</sup>
- Our models show that 80% of businesses in our sector are at risk of failure—this means that 58,000 businesses ranging from 5 to 500 employees in Canada are at risk of closing, and that represents 10% of our SMEs in this country.<sup>5</sup>
- Since the global pandemic outbreak, revenue losses incurred the Canadian Business Events sector have topped \$1.04 billion for 2020 alone (as of August 31<sup>st</sup> 2020), which is 82% below 2019 revenues.<sup>6</sup>
  - This creates uncertainties that are having ripple effects on Business Events decisions slowing commitments over the 2020 to 2024 horizon.
  - This level of loss and uncertainty in the sector will have lasting impact on the business events industry, and the industries it supports, for many years to come. Total direct impact reported so far tops \$1.3 billion in loss of direct spending spanning from 2020 to 2024.

1 Statistics Canada, Monthly estimates of business openings and closures, June 2020 (33-10-0270-01): <https://www150.statcan.gc.ca/n1/daily-quotidien/200928/dq200928b-eng.htm>

2 Bank of Canada, Monetary Policy Report, October 2020, <https://www.bankofcanada.ca/wp-content/uploads/2020/10/mpr-2020-10-28.pdf>

3 Destination Canada, [Visitor Demand Forecast \(Nov 2020 Update\)](#)

4 Statistics Canada, Monthly estimates of business openings and closures, June 2020: <https://www150.statcan.gc.ca/n1/daily-quotidien/200928/dq200928b-eng.htm>

5 SMEs or Small and Medium Enterprises are defined as businesses with employees ranging from 5 to 499 employees.

6 Destination Canada, [Covid-19 Impact and Recovery Report: Business Events](#) (October 2020 Edition)

## 2. Safety is in everyone's best interest. Canadian tourism businesses have safety measures in place for the benefit of travellers, their staff and their communities.

### Proof points:

- More than 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 safety for all.<sup>7</sup>
- Tourism businesses across the country have implemented a comprehensive suite of safety measures. These vary based on the business, however, the health and safety of their guests is their primary concern.
  - 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 by showing that safety is in everyone's best interest. 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, as well as help these establishments to safely 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 help tourism businesses as they begin to plan their relaunch efforts. This includes various tools focused on workplace safety, enhanced sanitation regimes and other re-opening protocols and best practices.
- Travelling today looks a bit different. It's important that travellers plan ahead and follow safety guidelines. There are resources available to help plan for leisure or business travel:
  - Visit Destination Canada's website, [CanadaNice.ca](#), for resources, including a user-friendly Interactive Map that shows current travel restrictions and safe travel 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 has consolidated planning resources for event planners.
  - [COVID Alert App](#): The COVID Alert 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.

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<sup>7</sup> Destination Canada from Statistics Canada's Business Register (2019) and Canadian Tourism Satellite Account

### 3. 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.<sup>8</sup>
  - 24% of Canadians report that their mental health and stress levels are currently worse compared to during the first wave of the pandemic in March/April.<sup>9</sup>
  - Canadians' biggest sources of stress related to COVID-19 are when the pandemic will end/how bad it will get (17%), social isolation/being unable to socialize/see friends and family (16%), and worries about their family's health and safety (15%).<sup>10</sup>
- 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).<sup>11</sup>
- 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.<sup>12</sup>
- Industry examples:
  - **Transportation:** Without visitors using our airlines and supporting our aviation infrastructure, Canadians won't be able to visit family on the other side of the country.
    - We are already seeing a decrease in domestic flights with a 45.5% drop in available domestic flights in Q1 and Q2 of 2020 compared to the same period in 2019.<sup>13</sup>
    - In 2019, tourism accounted for 86% of revenues in passenger air transport and 91% for passenger rail transport. Even interurban bus transportation and rental vehicle depend on tourism for a significant 37% share of their revenue each.<sup>14</sup>
  - **Accommodation:** Many Canadians personally know one of the more than 200,000 Canadians who work to host guests in their hotels, bed and breakfasts, campsites and more. Without visitors, these jobs are at risk—76% of jobs in that sector depend on providing service to visitors.<sup>15</sup>
    - The people are in occupations such as service managers, hotel front desk clerks, building superintendents, chefs, cooks, food and beverage servers, bartenders, program leaders and instructors in recreation and sports, those who support events and countless other occupations provided in this dynamic industry, not counting the other industries that depend on a vibrant accommodation sector for their business activities.
  - **Recreation and Entertainment:** Canadians value art galleries, which showcase amazing local artists, and museums, which features programming for the entire family. These venues will not be able to stay open without visitors to supplement the revenue from locals.
    - In 2019, visitors contributed 24% of revenues in the Recreation and Entertainment industry<sup>16</sup>. This includes museums and art galleries as well as many of the other activities that we all use and enjoy in our communities such as theatres, opera, golf courses and

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

9 Leger Weekly Survey, October 19, 2020: <https://leger360.com/wp-content/uploads/2020/10/Legers-Weekly-Survey-October-19th-2020-min.pdf>

10 Leger Weekly Survey, October 19, 2020: <https://leger360.com/wp-content/uploads/2020/10/Legers-Weekly-Survey-October-19th-2020-min.pdf>

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

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

13 IATA, SRS Analyser, data extracted 2020-12-04

14 National Tourism Indicators, 2020 Q2; Data shown for 2019: [https://www.destinationcanada.com/sites/default/files/archive/1183-National%20Tourism%20Indicators%20-%20Q2%202020/National%20Tourism%20Indicators%20-%20Highlights%202020\\_Q2\\_Final.pdf](https://www.destinationcanada.com/sites/default/files/archive/1183-National%20Tourism%20Indicators%20-%20Q2%202020/National%20Tourism%20Indicators%20-%20Highlights%202020_Q2_Final.pdf)

15 Statistics Canada Tables 36-10-0634-01 and 36-10-0232-01

16 Statistics Canada, National Tourism Indicators, 2020 Q2 (tables 36-10-0231-02 and 36-10-0230-02).

country clubs, skiing facilities, marinas, historical and heritage sites, parks, zoos and botanical gardens, music festivals, performing art companies, amusement parks, casinos, gyms, movie theatres, etc.

- **Festivals and Events:** Tourism also supports events and festivals, such as the [Calgary Stampede](#), the [Just For Laughs Festival in Montréal](#), [TIFF in Toronto](#), the [Festival du Voyageur in Winnipeg](#) or the [Sunrise Festival in Inuvik](#). These events create a ripple of economic, socio-cultural and environmental benefits enriching both the communities and the experience of travellers.
- **Business Events:** Business events welcome people across the country, inviting visitors to experience parts of Canada that they may not otherwise visit, during all four seasons of the year.
  - These events, which bring expertise, ideas and people from around the world, allow the development of connections, spur innovation and lead to investment in key sectors across Canada.
  - Business Events in Canada spur economic growth through the advancement of our priority economic sectors that lead to increased R&D, talent acquisition, and investment, leading to a stronger Canada for all Canadians.