



# 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





# Update

Spring 2021



# About Destination Canada

## Our objectives:

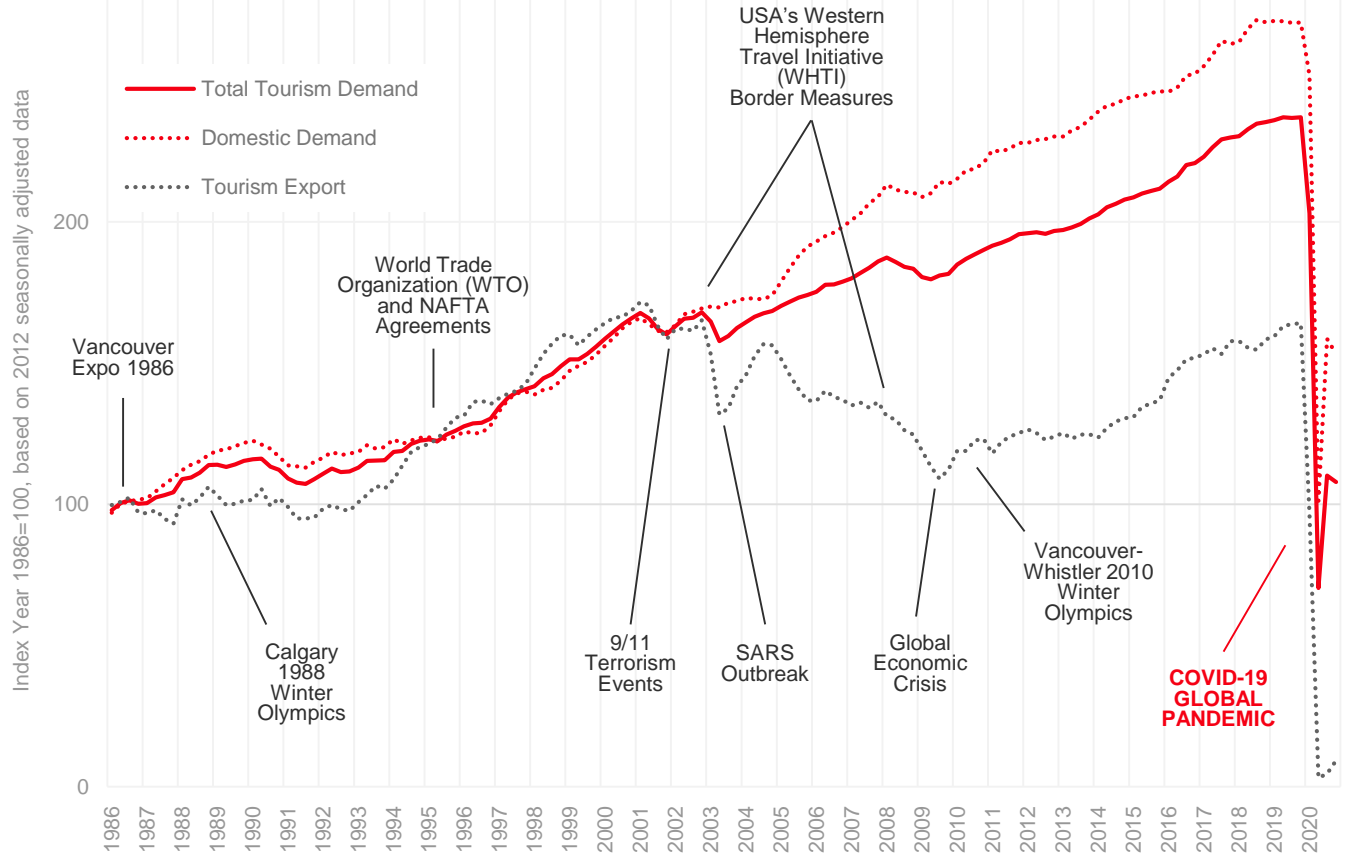
- Support a vibrant Canadian tourism industry
- Market Canada as a travel destination
- Support cooperation between the private sector and Canadian governments at all levels
- Provide commercially relevant data to the private sector and government

We are not a funding agency.



# 2020 losses to Canada's tourism sector are the worst on record

## Quarterly Economic Evolution of Tourism in Canada 1986-2020 Q4





**Clarity**

**Consistency**

**Urgency**

Corbin Drake,  
Quebec City / Quebec,  
Quebec

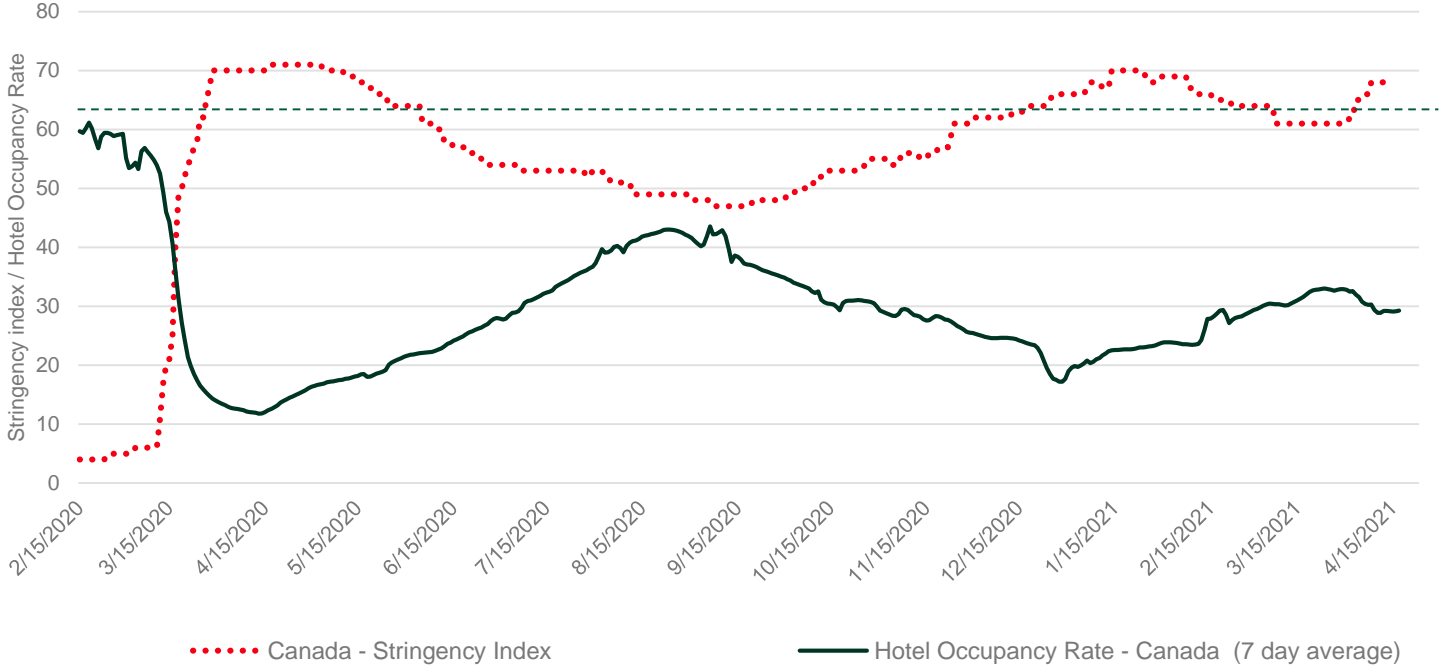
# Government support for the tourism sector is broad-reaching

## \$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

COVID-19 stringency index compared to new in Canada

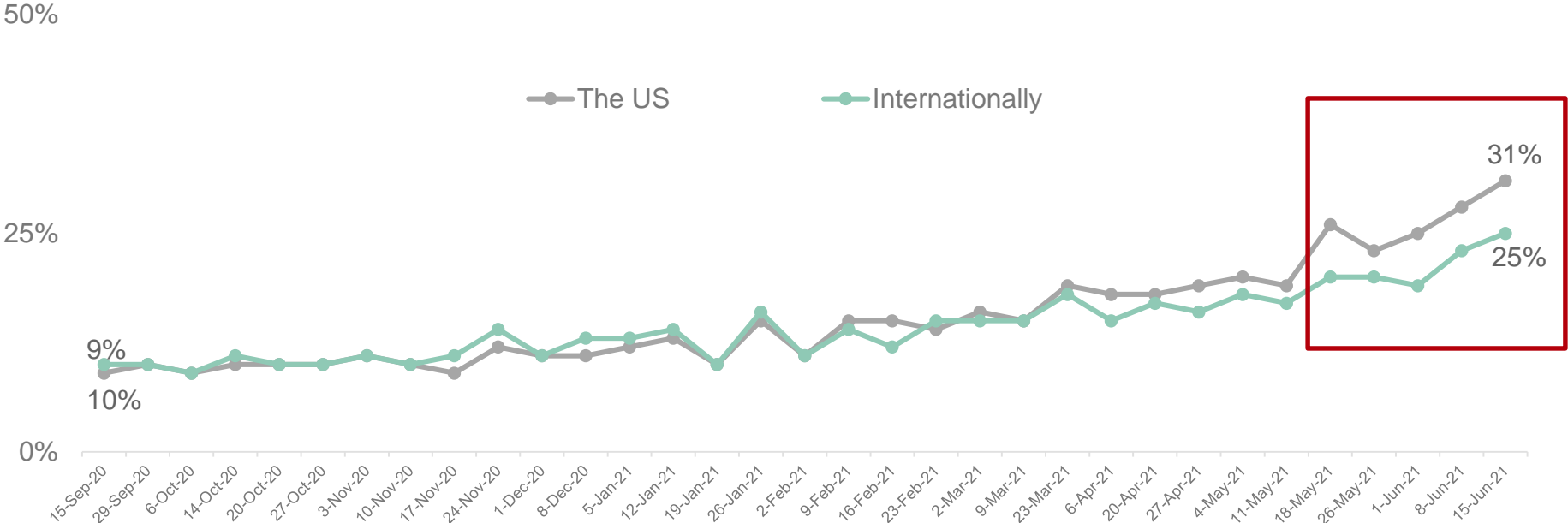


Source: Bank of Canada; Our World in Data; STR Inc.  
<https://www.bankofcanada.ca/markets/market-operations-liquidity-provision/covid-19-actions-support-economy-financial-system/covid-19-stringency-index/>  
<https://github.com/owid/covid-19-data/tree/master/public/data>



# I feel safe to travel...

% Somewhat / Strongly Agree / % Tout à fait d'accord / Plutôt d'accord





# 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



Québec, Québec

# Domestic Marketing & Communications

## A Phased Approach



Toronto  
Ontario

# Messaging evolution as restrictions ease

2021

2022

## 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.

## CONVERSION, PEER-TO-PEER ADVOCACY

Explore Now (best time to travel). Share your Travel Experiences.



Full travel restrictions



Easing of intra-provincial travel restrictions



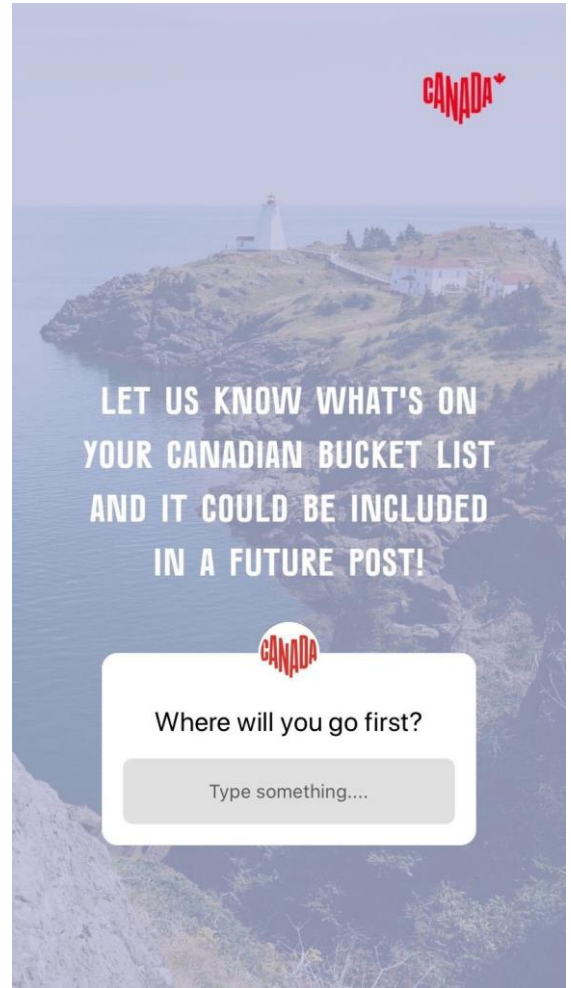
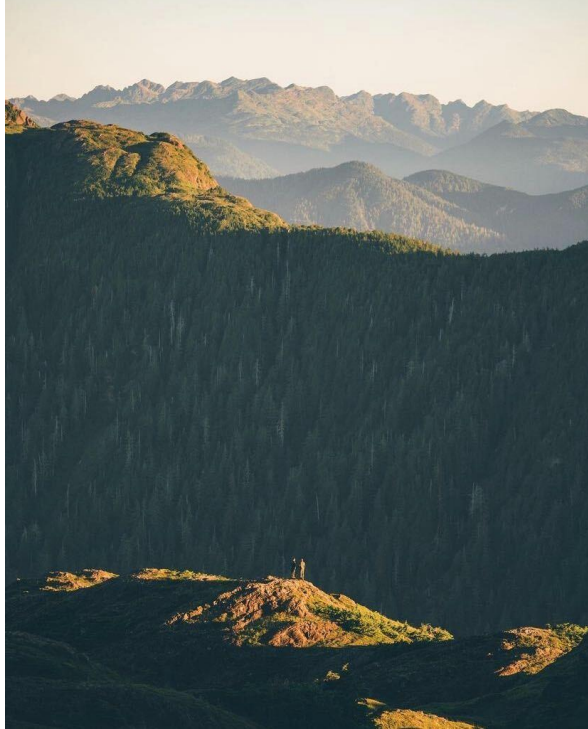
Easing of interprovincial travel restrictions

# 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

'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.

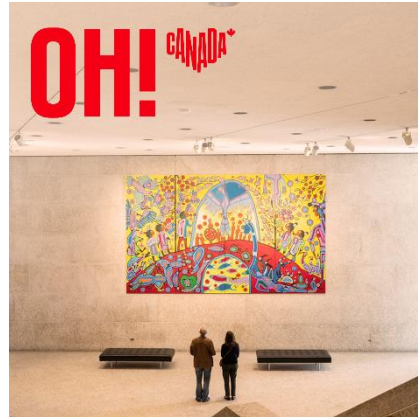


# Images

Source: Tourism Winnipeg



Source: Travel Manitoba



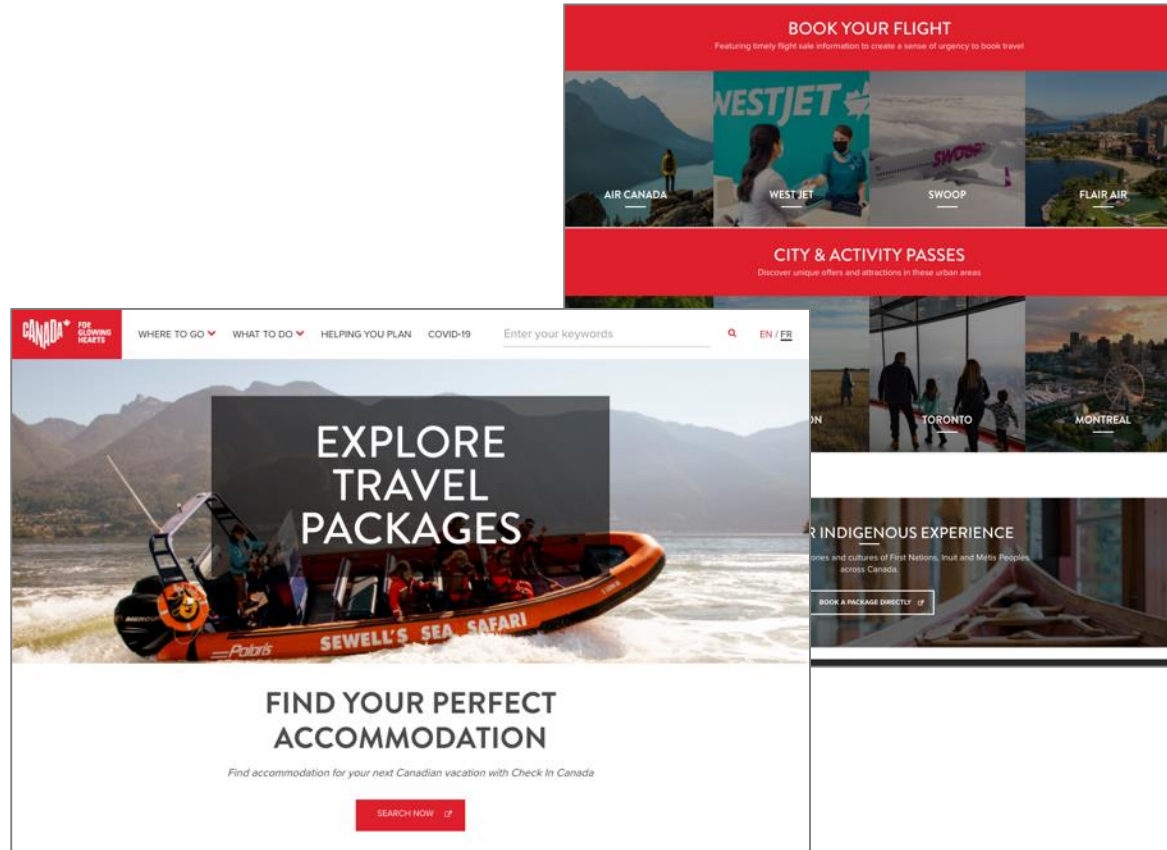
Source: Travel Manitoba



# 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.

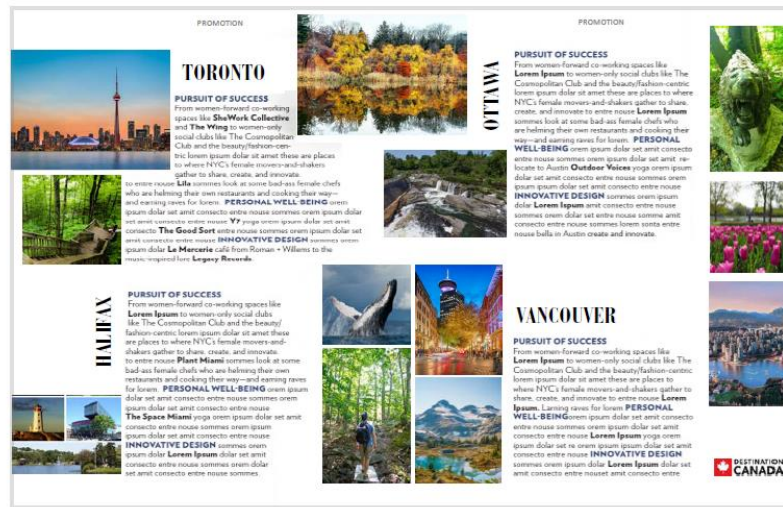




# Travel & Leisure 50th Anniversary Issue

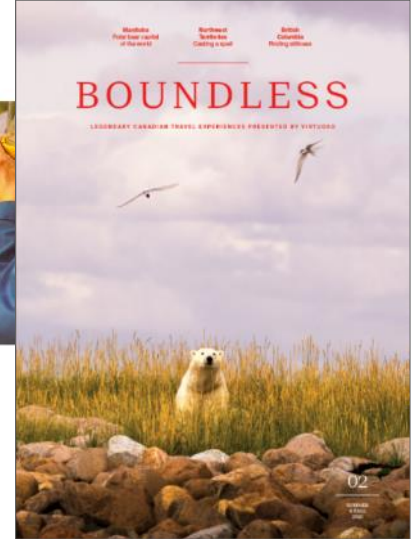
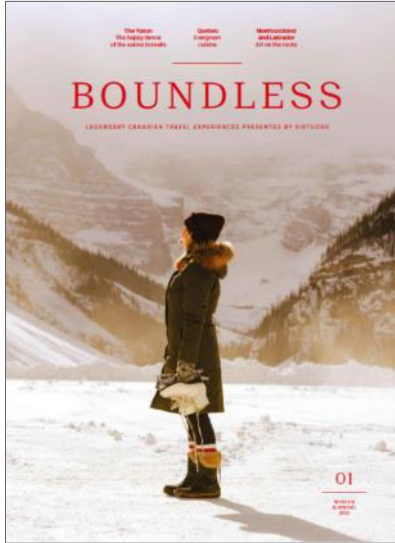


EXAMPLE COVER



EXAMPLE INTERIOR SPREAD  
(CUSTOM CONTENT WILL CONTINUE ON BACK OF RH PAGE)

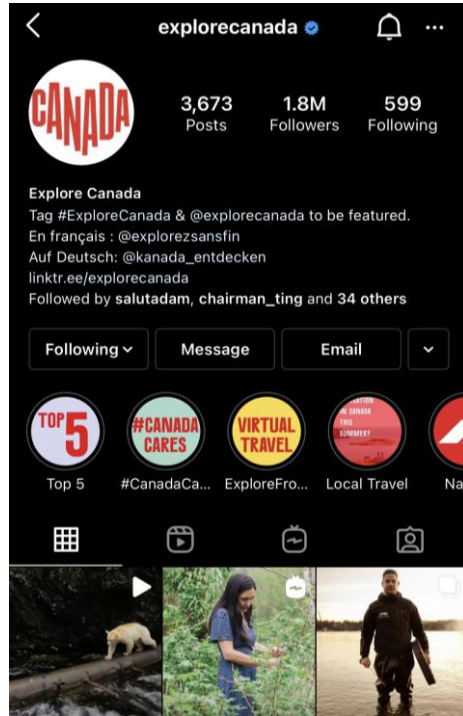
# International: Keeping Canada top of mind



# How we can work together

## Consumer Social Channels

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



## Vaccinating Industry and Travellers



#Fastertogogether 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**

Northwest Territories

**Thank you  
Merci.**

**GAN**

# HOLD FOR PARKS PRESENTATION

**HOLD FOR ITAC**

# Stay connected

**DestinationCanada.com**

**[www.destinationcanada.com/signup](http://www.destinationcanada.com/signup)**

**@DestinationCAN (Corporate)**

**@ExploreCanada (Consumer)**

**@Canadameetings (Business Events)**

**CANADA**   
**FOR GLOWING HEARTS**

