

**CANADIAN
TOURISM**

Canada 365: Welcoming The World. Every Day.

The Federal Tourism
Growth Strategy



Innovation, Science and
Economic Development Canada

Innovation, Sciences et
Développement économique Canada

Canada

Table of Contents

Message from the Prime Minister

Message from the Minister of Tourism and Associate Minister of Finance

Part 1: Where We Are Now

A New Journey Begins

Tourism by the numbers: A Cornerstone of Canada's Economy

Guiding Principles: Connecting the Strategy to a Modern Canada

Canada Has What the World Wants

Part 2: What We Heard: The Challenges to Unlocking Potential for Growth

Consultations on the New Federal Tourism Growth Strategy

Prioritize Tourism Growth in CanadaLeverage Canada's Brand

Build Back the Workforce

Improve Infrastructure and Modernize the Travel Experience

Promote Sustainability

Part 3: Strategic Priorities

Invest in Canada's Tourism Assets

Embrace Recreation and the Great Outdoors

Partner to Grow Indigenous Tourism

Attract More International Events

Improve Coordination with a Federal Ministerial Council

Part 4: Ambitious Measures for success

- Targets
- Other Measures of Success

Annex 1 – Federal Actions to Support and Grow Canada's Visitor Economy

PHOTO CREDIT : COVER, BOTTOM RIGHT PHOTO: DESTINATION CANADA

Message from the Prime Minister

From walking the Singing Sands of Prince Edward Island in the summer and skiing the Rocky Mountains in the winter, to our vibrant cultural events like Caribana in Toronto, Canada is a top destination for international travellers. We take pride in opening our towns and cities to the world and showing off our country's beauty – from our coastlines to our lakes, rivers, forests, mountains, and everything in between.

We welcome millions of people each year with openness and optimism. Our values of diversity and inclusion help make Canada a destination of choice for people from around the world.

Our success is made possible by the many dedicated workers across the country. The tourism industry is booming, thanks in part to the people whose knowledge and expertise help visitors get the most out of their trip.

Today, as we introduce the new Federal Tourism Growth Strategy, we pave the way for Canada to continue attracting more visitors and inspire more Canadians to experience the beauty our country has to offer in the years to come. This strategy will help workers build the skills they need, improve hospitality services, invest in better infrastructure, while protecting the environment for generations to come.

This strategy was developed in consultation. It reflects hundreds of engagements with a wide range of actors, including workers, small businesses, environmental groups, outfitters, tour operators, and more. The contributions of all those who participated are greatly appreciated. I would also like to thank Minister Boissonnault for his leadership and commitment to the tourism sector, as well as all the workers and industry partners who work tirelessly to inspire the world to come to Canada, 365 days a year. There's always something new and exciting to do.

The Right Honourable Justin Trudeau, Prime Minister of Canada



A Message from the Minister of Tourism and Associate Minister of Finance

Canada welcomes the world every day, 365 days a year.

From exploring Gros Morne National Park in Newfoundland and Labrador, to whale watching off the coast of Victoria, to dipping your toe in the arctic ocean, to watching the stars at Métis Crossing, to making snow angels at Frost in Regina in minus 30 weather, to grabbing a room at the ice hotel during the Carnival of Quebec, Canada has it all.

Wide open spaces and bucket-list adventures, inclusive and diverse communities, francophone history and culture, delicious local flavours and produce, inclusive and welcoming hosts, unique Indigenous tourism experiences, and so much more!

As social beings, we have a fundamental need to connect. To build community. To find people who share our values. The visitor economy does just that: it brings people together.

The people who work in the industry - women, youth and seniors, Indigenous peoples, racialized Canadians, persons with disabilities, 2SLGBTQI+ people, and newcomers - are among the best in the world. And they can't wait to meet you.

The COVID-19 pandemic hit us hard - but we are resilient. And while the world is facing global changes in trade and geopolitics, this shift is at the heart of the resurgence of the tourism economy.

Because trade leads travel. More people coming to Canada to do business means more people exploring Canada while they're here. This is an unprecedented opportunity for communities large and small, urban and rural, from coast to coast to coast to seize the moment. As our industry moves from recovery to prosperity, creating jobs, driving economic growth, and helping communities to flourish once again -- we're just getting started.

Now more than ever, it's important that we come together - government, industry, communities - to power the economic engine that is tourism. That's why we've created the Federal Tourism Growth Strategy.

Canada 365: Welcoming the World Every Day will chart a path to sustainable growth for generations to come, it will support good jobs and talent attraction, and it will make sure that international travelers continue to choose Canada over and over again.

Together, we can bring tourism to new heights, and soar together.

The Honourable Randy Boissonnault, P.C., M.P.



Part 1: Where We Are Now

A New Journey Begins

In 2019, the federal government released a plan called the Creating Middle Class Jobs: A Federal Tourism Growth Strategy. It recognized that to ensure the sector did not miss opportunities to create good jobs that serve local communities and support families, public and private investment in core tourism assets and attractions need to be stimulated. The 2019 Strategy outlined goals to extend the peak tourism season into the shoulder-season and winter to help create more stability, attract a higher volume of guests, and established the Canadian Experience Fund to diversify Canada’s tourism assets. After hitting a benchmark year for tourism in Canada, we were on a course for growth.

When the pandemic hit in March 2020, grounding flights and halting the movement of people, the tourism sector in Canada and around the world had to pivot quickly to respond. Many more months of hardship, uncertainty, and struggle followed just to keep businesses afloat. Under these dire circumstances we became acutely aware of the number of Canadians that depend on hospitality, restaurants, transportation, and attractions for their livelihoods and how integral the tourism sector is to our leisure, community and identity. Recognizing the devastating effects of the pandemic on such an important economic sector, the Government of Canada provided considerable supports to help the sector begin to rebuild, most notably through the \$500 million Tourism Relief Fund, among others. The sector was resilient.

Now its time to build for the future with an actionable strategy, using 2019 as a foundation and taking lessons learned from the pandemic. Our world-leading country brand, natural wonders, dynamic and safe cities, and a welcoming and multicultural society — all point to the strong outlook for Canada’s visitor economy. The new Federal Tourism Growth Strategy, Canada 365: Welcoming the World Every Day sets a vision to harness the power of tourism to generate economic growth in communities across the country and drive the sector to the next level of international success.

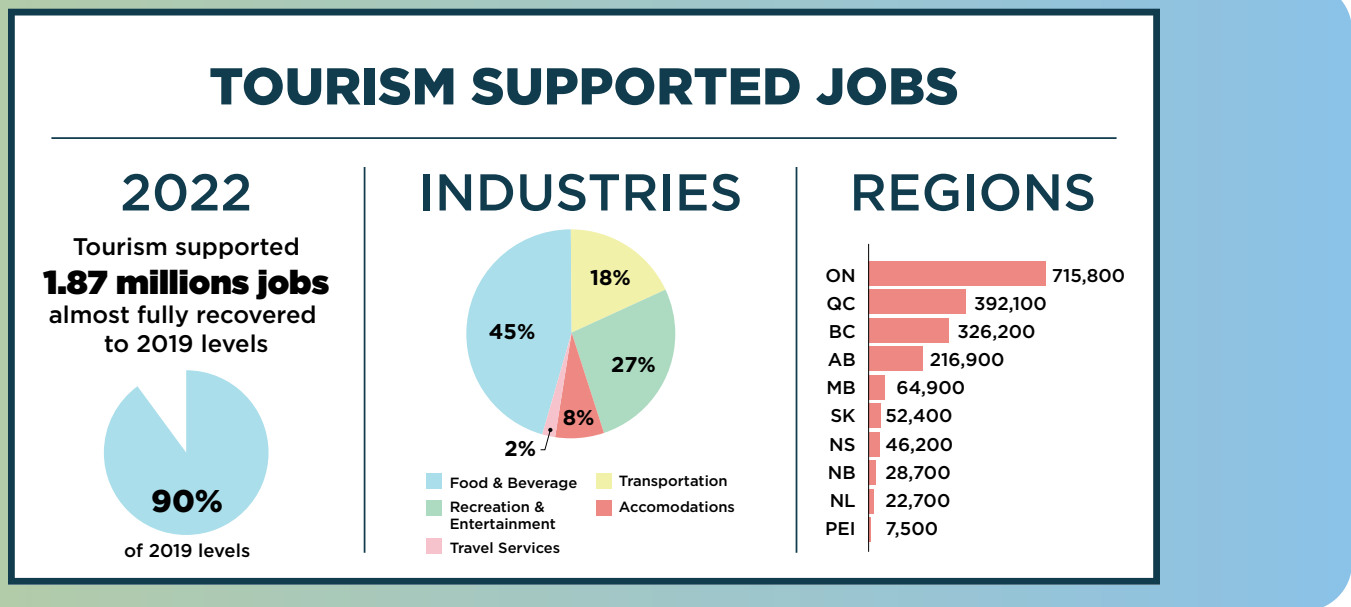




PHOTO CREDIT: DESTINATION CANADA




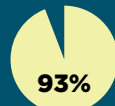

Tourism by the Numbers: A Cornerstone of Canada’s Economy

Tourism has made an encouraging comeback from the COVID-19 pandemic. By the end of December 2022, the number of tourism businesses had recovered to 93 percent of 2019 levels,¹ while jobs in the sector were back to 90 percent of pre-pandemic levels.² In total, tourism contributed nearly \$38 billion to Canada’s GDP,³ generated \$94 billion in revenue for businesses,⁴ and accounted for almost 13 percent of our service exports last year.⁵

The visitor economy is one of Canada’s top service exports. Global projections point to strong continued growth; one such forecast comes from the World Travel and Tourism Council forecasts that tourism’s contribution to Canada’s GDP could double by 2033. This potential world-wide growth represents a tremendous opportunity.

In 2022, the tourism sector supported 1.9 million jobs across Canada. No other sector has an economic impact that reaches every region in the country⁶.

Some 218,041 businesses supported the visitor economy in 2022⁷ – the vast majority were small and medium-sized enterprises.⁸

	Tourism Supported Jobs	Revenue	Tourism GDP	Tourism Businesses	Service Exports
2019	2.07 million	105 billion	43.5 billion	233,354	18.7%
2022	1.87 million	93.7 billion	37.7 billion	218,041	12.6%
Recovery	 90% of 2019 levels	 89% of 2019 levels	 87% of 2019 levels	 93% of 2019 levels	 -6.1 Percentage points below 2019 levels

Guiding Principles: A Strategy for a Modern Canada

In a widespread effort to build back better and more inclusively, this Strategy recognizes the important role that the visitor economy has to play in advancing progress for equity-seeking and marginalized groups towards a more modern Canada. As such, there are key guiding principles and foundations that underpin the development of this Strategy.

EQUITY, DIVERSITY, AND INCLUSION

Canada's tourism sector is uniquely inclusive in its workforce. Racialized and 2SLGBTQI+ communities, youth, women, new Canadians, as well as Indigenous persons often find their first job in the visitor economy. In 2022, women and youth represented higher percentages of the tourism labour force than the overall workforce; as well, more majority owners of tourism businesses identified as women, racialized Canadians, or newcomers to Canada than in other sectors.

The federal government honours and supports official language minority communities. Canada's linguistic duality is a distinct feature of our history and society, and creates ties with visitors from all over the world. Enhancing tourism across official language communities, as well as the multitude of languages spoken across Canada, helps to sustain and promote the vibrancy of those communities and cultures.

The tourism sector cannot grow without having a mindset to promote accessibility for everyone. Persons with disabilities not only contribute to the tourism workforce, but they also constitute a growing cohort of international travellers. This represents an emerging market that will only continue to grow as barriers to travel and tourism are addressed. As such, developers of future tourism destinations, and those upgrading existing ones, must be mindful about the need to ensure accessibility for all.

By supporting the visitor economy, we are also creating and maintaining jobs for equity-seeking groups and diverse communities across the country.

Tourism Profile:

RENÉ BOUDREAU

As a Black woman living in Nova Scotia, René Boudreau had immense pride in her home and her culture. Her belief in the power and impact of fair representation led her to launching her own tourism business, Elevate and Explore Black Nova Scotia.

Her mission was clear: improve representation, so more people would feel welcomed. By shining a spotlight on the Black community exploring and enjoying all the wonders of Nova Scotia, René knew she could compel more Black travellers to visit—and keep coming back.

Throughout René's advocacy, for her community and her home province, she has experienced profound personal growth, gaining the confidence to use her voice as a force for positive change. Her career in tourism became so much more than a job—it's a way of honouring her home and her people—and she's proud of it.



PHOTO CREDIT: DESTINATION CANADA

RECONCILIATION IN ACTION

This Strategy serves as a way to strengthen Canada’s partnership with Indigenous Peoples, whose cultures, histories, traditional territories and unceded lands attract considerable interest from international visitors. Enhanced investment and collaboration among federal, provincial, and industry partners will help position Canada as a top destination for authentic Indigenous tourism experiences. Participants to the consultations added that this approach would “provide an opportunity for cultural reclamation and sustainable economic development.”

In fact, authentic experiences led by Indigenous communities and enterprises are in high demand and represent a unique experience to the world. Investment in this high-growth segment also contributes to advancing reconciliation, by creating the conditions for increased employment and economic growth. By sharing their cultures and approaches to environmental stewardship, and extending their hospitality to the world, First Nation, Métis and Inuit communities and businesses can achieve increased prosperity, heritage preservation, and self-determination.

SUSTAINABLE AND REGENERATIVE APPROACHES

No matter their country of origin, the global traveller increasingly considers their footprint when making tourism decisions. Responding to this market shift, tourism operators are now adopting greener practices amongst their assets. Even further, there has been a surge in tourism activities that are founded on environmentally sustainable principles or regenerative approaches.

By welcoming more visitors in the shoulder and winter seasons and encouraging travel to lesser-trafficked regions and destinations we can align Canada’s visitor economy with sustainability and regenerative tourism goals and avoid the social and environmental impacts of over-tourism at certain destinations. Keeping the global climate and sustainability goals at the heart of the sector’s recovery will ensure we are building a sector for the future.

A FOCUS ON RURAL CANADA

Rural and remote tourism provides opportunities to experience the full measure of Canada’s regions, including the far North. In fact, tourism provides billions of dollars in revenue and 10% of local jobs in rural (non-metro) areas. Visitors can stay at a working farm or ranch and learn the rigours and rewards of rural life. They can gaze at the Northern Lights or join a dogsledding excursion. They can attend agricultural fairs, purchase local goods, and enjoy historical settings, cuisine, and country environments, as well as opportunities for rugged adventures. For the communities, tourism can diversify and strengthen their economic base and viability, and safeguard local culture, language and heritage. Businesses benefit from increased income from direct sales of homegrown and locally made products. Additionally, visitors want to participate in authentic Indigenous experiences, and 62% of Indigenous tourism businesses are in rural and remote areas. Rural and remote tourism can be transformative and many communities increasingly rely on the benefits of the visitor economy to grow their communities¹¹.

Canada Has What the World Wants

OUR DIVERSE AND UNIQUE ATTRACTIONS WELCOME PEOPLE FROM AROUND THE WORLD, EVERY DAY:

- Canada's iconic assets: geography, biodiversity, wilderness at the edge of cosmopolitan cities and other environmental assets
- The longest coastline in the world at 243,042 km, bordered by 3 of the 5 great oceans, and some of the largest lakes in the world
- 47 National Parks and Reserves, such as Riding Mountain in Manitoba and Fundy in New Brunswick, 19 UNESCO Biosphere Reserves such as Mont Saint-Hilaire in Quebec, numerous Provincial Parks
- The Trans Canada Trail, the world's longest recreation trail, which extends 28,000 km across the country. As well as the Blueberry Trail in Quebec and the Okanagan Valley Wine Trail
- 20 UNESCO World Heritage Sites — archaeological, historical, cultural, and natural sites of outstanding universal value, such as SGang Gwaay in Haida Gwaii, BC, Head-Smashed-in Buffalo Jump in Alberta, the historic district of Old Quebec and Gros Morne National Park in Newfoundland and Labrador
- Canada also hosts a diversity of winter sports, such as alpine, freestyle and cross-country skiing, snowboarding, speedskating, curling, and hockey
- Some 2,600 museums, public art galleries and heritage institutions open their doors to visitors across the country
- Canada offers a broad spectrum of dining experiences, from Michelin-starred establishments in Vancouver and Toronto, to Montreal's exceptional restaurants, to on-trend-bistros and farm-to-table eateries; 21 Canadian restaurants are on the world's 1,000 best list; plus various culinary experiences, Indigenous cuisine across the country, the BC Farmers' Market Trail, and the many dining experiences on Nova Scotia's Lobster and Chowder Trails
- 1 of only 9 countries to host both the Summer and Winter Olympics; 196 professional arenas and 8,000+ hockey rinks
- Toronto's Caribbean Carnival, North America's largest Caribbean carnival
- the Calgary Stampede — the world's largest outdoor rodeo
- Toronto Pride, one of the largest Pride events in the world, as well as 10% of the world's pride events
- largest producer of ice wine in the world, along with 550 wineries in 4 provinces and 1,000+ craft breweries from coast to coast to coast
- top-ranked international ski destinations, with 296 resorts and 4000 km of slopes - including Whistler Blackcomb, North America's largest resort, Lake Louise and Mont Tremblant, Eastern North America's leading ski destination, and many more!

Part 2: What We Heard: The Challenges to Unlocking Potential for Growth

Consultations on the New Federal Tourism Growth Strategy

Through months of online and in-person public consultations, the Government of Canada heard from stakeholders across Canada: industry associations, workers and business owners, provincial, territorial, and municipal governments, Indigenous partners, destination marketing organizations, and Canadians from all walks of life.

We heard that we must take action now to: set intentions and goals, leverage Canada's reputation, improve federal coordination, rebuild the tourism workforce, improve infrastructure and access, and promote sustainability. Addressing these persistent challenges will enable the tourism sector to unlock its potential for growth.

ENGAGEMENT BY THE NUMBERS

To develop the new Strategy, our engagement reflected a truly national response that represents the tourism industry across Canada. Roundtables and online submissions garnered input from some 400 tourism stakeholders.

In person and virtual roundtables with 220 stakeholders

- nine national thematic roundtables
- six regional roundtable sessions
- about 15 participants in each

Online consultations with approximately 180 submissions received

- close to 115 from companies and stakeholder associations.
- 65 from individuals

Prioritize Tourism Growth in Canada

Though being a major contributor to the Canadian economy – tourism activity has traditionally been an afterthought or a passive economic activity. Part of the problem is that the growth potential of the tourism industry is not well-known or well-defined. In fact, at a rate of 5 percent, tourism grew more than twice as fast as the national economy in the years leading up to the pandemic. There are a number of ways for government to help de-risk larger projects or facilitate access to capital, from direct supports to businesses, to infrastructure investments, to financing from institutions like the Business Development Bank of Canada. And, when we are facing uncertain economic times, it is even more pressing to stimulate investment in sectors with high growth potential. Instilling a more active and intentional approach to the visitor economy can help blaze the path for a more fulsome recovery and set a more strategic course for success.

CANADA REGULARLY TOPS KEY INTERNATIONAL RANKINGS:

- Canada is ranked third in the Nation Brands Index 2022.
- The 2021 Best Countries Report ranked Canada first in recognition of our quality of life, safety, and human rights.
- Canada held the top four spots for North America's most liveable cities in the Economist Intelligence Unit's 2022 Global Liveability Index.
- Canada's global credit standing ranks amongst the highest across various agencies, reflecting the stability of our economy as a place to invest.

Leverage Canada's Brand

Canada is set up for success with our world-renowned brand. Around the world, the maple leaf flag is known as a beacon of safety, inclusivity, and respect for human rights and international norms that underscore a stable, peaceful harbour in a time of global uncertainty. Canada's ranking in the Nation Brands Index 2022 is third in the world. We heard that the tourism ecosystem is not doing enough to leverage our brand for the benefit of our communities. Currently, the majority of tourists to Canada visit during the peak summer months. To welcome more guests we must expand Canada's tourism season into winter and shoulder months and enhance Canada's brand and presence in target markets.

In tourism segments such as business, sport, and cultural event hosting, Canada can be more proactive in bringing events to communities big and small. The Canadian brand is also well-known for its natural spaces, authentic Indigenous experiences, and environmental commitment and stewardship. Communities and individuals who celebrate and promote diverse languages and cultural practices become a captive audience for festivals of film, music, and art. By leveraging Canada's strengths, other emerging areas of international interest will benefit as well, such as Canada's culinary gems and Michelin recognized chefs, our growing craft breweries and wineries, and our regulated cannabis industry. An everyday embodiment of values of inclusivity, diversity, and intercultural exchange, the Canadian tourism ecosystem promotes our country as a destination of choice for a variety of international events and visitors.

MÉTIS CROSSING:

Métis Crossing, located northeast of Edmonton, Alberta, is a premier Indigenous-owned and operated centre for Métis cultural interpretation, education, gatherings, and business development. Sitting on 278 hectares of land, the Crossing is designed to engage visitors by offering an exploration of Métis cultural experiences. This includes traditional workshops that provide an opportunity for interactive, hands-on learning experiences, four-season nature trails, art exhibits and Indigenous-inspired cuisine. Most recently, the federal government invested \$1.45 million for Métis Crossing to create 10 year-round Sky Watching Domes that allow visitors to sleep under the stars. Métis Crossing represents and shares elements of Métis culture with all visitors, including respect and pride, family reconnection and reconciliation, and sacredness of place.



PHOTO CREDIT: DESTINATION CANADA

Rebuild the Workforce

The country needs a sustained and skilled workforce to propel the growth of the sector. Notably, tourism is a significant employer of youth, women, Indigenous peoples, new Canadians, and people of diverse backgrounds. In this way, expanding the tourism workforce fosters and promotes inclusive economic growth.

While the sector faced workforce challenges prior to 2020, the pandemic changed attitudes towards employment in a fundamental way. The halt in tourism during the pandemic caused many staff to look to other opportunities, worsening longstanding factors that prompted workers to exit the sector, such as uncompetitive wages, lack of affordable transportation and the high cost of housing in popular tourist areas. Despite mounting challenges, the sector has experienced a rebound in 2022 and 2023 – proof of its resilience and grit.

All orders of government, educational institutions, and employers must collectively change the narrative for this sector and the diverse skillset that powers it. Communities that have shifted to promoting tourism as a career of first resort have seen great success in the face of changing industrial priorities. The federal government can play an important role in coordination and advancing strategies that benefit the sector.

“If we are to continue to benefit from the bounty of the sea, we have to rethink the way we use and manage it.”

**ZITA COBB, INNKEEPER,
FOGO ISLAND INN**



PHOTO CREDIT: DESTINATION CANADA

Improve Infrastructure and Modernize the Travel Experience

There is an abundance of Canada to explore, but promoting new and improved destinations will rely on the ability to get there safely and efficiently. For tourism operators and businesses, a lack of consistent or reliable supply chain hampers their ability to offer quality products and services. Vast distances, rugged geography and seasonal weather conditions can make accessing many Canadian destinations challenging.

As access to some iconic Canadian destinations is inconsistent, or not-yet-developed, we must focus on a multi-modal transportation framework. Efficient and affordable air access to, from, and within the country to key markets and expanding new gateway cities to support more regions will ensure visitor numbers can grow. Trade leads travel. Acknowledging that Canada's trade priorities and tourism go hand-in-hand will help to secure more strategic air sector agreements. Modernizing and digitizing the travel experience at our airports and land borders, and primarily between our key markets and partners, is crucial for Canada to keep up with our international competitors. For instance, advancing on uniformity measures for individuals with accessibility requirements so every visitor to Canada may have a consistent travel experience. Further, inter-provincial motorcoach services, high-frequency rail between urban centres and light-rail transit within urban centres, as well as safe and reliable road infrastructure all provide the foundations for a seamless visitor experience in Canada.

Communities that offer tourism attractions will continue to seek improvements to roadways, bridges, basic infrastructure for parks and trails, and ports and piers to support the cruise industry. Other issues raised included adequate housing for hospitality staff, as well as highspeed broadband services, for temporary workers and lifelong residents alike. Investments in healthcare, childcare, and resource supply chains have a positive impact on places to call home.



PHOTO CREDIT: DESTINATION CANADA

ACTIVE TRANSPORTATION FUND

The federal government provided \$400 million to the Active Transportation Fund to support a shift from cars towards more active transportation, in line with Canada's National Active Transportation Strategy. This program invests in projects that create and expand networks of pathways, bike lanes, trails and pedestrian bridges. For example, the City of Iqaluit received \$50,000 to develop two informal recreation areas into high-value and market-ready destinations, in line with their Recreation Master Plan. Active transportation projects provide tangible benefits to communities, promote healthier lifestyles, and reduce greenhouse gas emissions.

Promote Sustainability

Finally, there is a pressing need to better align the visitor economy with Canada's climate change goals, such as achieving net-zero emission levels by 2050. Tourism activities have an environmental impact. The industry contributes to Canada's greenhouse gases and energy use, mainly due to emissions from air transportation.

There is a growing consensus among tourism stakeholders on the importance of embracing low-carbon pathways. Air transportation has improved its efficiency and airlines are increasingly transitioning to more carbon-efficient fleets. As well, tourism businesses are placing an increased priority on reducing waste production and lowering water and energy consumption.

As an industry comprised mainly of small businesses, there will be unique approaches to meeting sustainability goals while continuing to focus on day-to-day operations. To increase communities' abilities to adapt to climate change, improvements to buildings, sites, and destinations require assistance and coordination from many partners.

Every action, big and small, goes a long way to make the sector more resilient and contribute to the long term prosperity of the sector and our planet.

INITIATIVE FOR SUSTAINABLE AVIATION TECHNOLOGY

Canada is a global leader in the aerospace sector, which is why the federal government is investing \$350 million to support a new Initiative for Sustainable Aviation Technology aimed at accelerating innovation in sustainable aviation. This program will help drive the transformation of the aviation industry and support the transition to net-zero for the tourism sector and Canada's economy as a whole.



PHOTO CREDIT: DESTINATION CANADA

Part 3: Strategic Priorities

The new Federal Tourism Growth Strategy has been built on five strategic priorities. These priorities, identified after extensive consultations with partners across the ecosystem, will guide the Government's actions and partnerships with tourism stakeholders and other orders of government to grow Canada's visitor economy. By aligning efforts and investments in these key areas, we are honing in on our strengths to catapult the tourism sector forward in an increasingly competitive global market. In particular, this Strategy targets segments of the tourism sector with immediate high-growth potential to help Canada reach a set of ambitious goals and to improve our international standing.

As set out below, the priorities for the new Strategy, in no particular order, are:





PHOTO CREDIT: DESTINATION CANADA

Invest in Canada's Tourism Assets

Canada has what the world wants – from wide open spaces to breathtaking natural wonders, and to diverse urban communities that are home to vibrant cultures and histories. Yet, many of our most admired and best-known attractions require enhancements and upgrades, as well as support to digitize services and make physical attractions more sustainable and resilient to climate change. The shortfall in private and public sector investment in tourism assets impedes our ability to improve current attractions and build new ones.

Although Canada has recently gained ground in measures such as international arrivals and visitor revenue, the global tourism market has become fiercely competitive. Peer countries such as the US, Great Britain, Australia and France have launched their own post-pandemic strategies to boost their visitor economies. As the world is travelling again, Canada needs to focus on its key markets and build partnerships to attract travellers from overseas.

Over the decade leading up to the pandemic, tourism achieved more than twice the overall growth of the national economy. The annual GDP growth rate going forward is projected to be 4.9%, indicating a prime opportunity for increased support for the sector.

Visitor spending contributes to business growth and employment opportunities. Tax revenues maintain the public services and modern infrastructure on which Canadians rely. Tourism powers our communities large and small in urban and rural Canada. The time is now to invest in this sector. That is why our government is acting now to help attract and de-risk those investments and to facilitate access to capital for business owners.



PHOTO CREDIT: DESTINATION CANADA

INCREASE INVESTMENT IN TOURISM ATTRACTIONS:

- Budget 2023 announced \$108M over 3 years to create the Tourism Growth Program (TGP) to assist communities, small-and medium-sized businesses, and non-profit organizations to develop tourism projects and events. The Government of Canada’s seven Regional Development Agencies will deliver this program, given their mandate to promote regional economic development across all regions of Canada, and given their extensive knowledge and experience supporting tourism businesses and organizations across their respective geographies.
- Government has a role to play to incent investments in areas that have historically lacked attention. The TGP will help leverage tourism opportunities in communities, including those that are rural and remote, based on regional contexts and in complementarity with existing federal, provincial and territorial programs.
- The federal government also invests \$96.5 million annually in Destination Canada to promote Canada’s brand and assets internationally, provide key data and statistics on the industry and assist in the attraction of significant business events.
- The federal government will work closely with our closest neighbour and largest international market, the United States, to improve and enhance tourism between our two great nations. As Canada gears up to co-host the 2026 FIFA World Cup tournament with the US and Mexico, our collaboration will intensify and broaden. Given our shared border, Canada and the US will partner to welcome the world and showcase our respective countries as premier destinations.
- High-quality, reliable, timely and robust market data helps guide investment decisions. Destination Canada will stand-up a new centralized, accessible, and secure platform for tourism data. This service will offer real-time, relevant tourism information and intelligence to governments, businesses, communities and other partners across the tourism ecosystem.



PHOTO CREDIT: DESTINATION CANADA

BUSINESS DEVELOPMENT BANK OF CANADA: TOURISM SUPPORT

BDC programs have made an impact in supporting the tourism sector, offering flexible terms, expert advice, and financing. As of March 31, 2022, the Bank had more than \$3.7 billion in loans outstanding to the sector.

During the COVID-19 pandemic, BDC played a crucial role in supporting the tourism sector through its Highly Affected Sectors Credit Availability Program (HASCAP). In partnership with over 50 financial institutions, BDC provided support to the hardest-hit sectors, including tourism, accommodation, food service, arts and culture, and the airline industry. HASCAP offered a 100% guarantee to financial institutions, enabling them to extend loans of up to \$1 million to eligible businesses, with low interest rates and extended repayment terms of up to 10 years.

Under HASCAP, \$1.5 billion in loans were deployed to the tourism sector, representing more than 40% of total program activity. This support helped tourism businesses navigate pandemic challenges, enhance operations, and position for future growth.

BDC's financing and advisory services continue to play a vital role in bolstering the Canadian tourism sector, providing the necessary resources and guidance to help businesses thrive.

To learn more, discover how this Nova Scotia entrepreneur grew her prepared meal service business and now sells her products in more than 150 grocery stores, thanks to BDC.

A SELECTION OF TOURISM INVESTMENTS BY CANADA'S REGIONAL DEVELOPMENT AGENCIES

Atlantic Canada Opportunities Agency (ACOA)

ACOA has supported businesses in the Bonavista Peninsula in Newfoundland and Labrador to pivot to tourism after the commercial fishery closed in 1992. In New Brunswick, projects funded included extending Fundy Trail Parkway to provide greater access to the Fundy National Park and Hopewell Rocks region from other coastal communities. ACOA also supported Mountain Bike Atlantic to promote the sport in the region and improve experiences for residents and tourists alike.

Canada Economic Development for Quebec Regions (CED)

CED's recent tourism investments included funding for the Interpretation Centre on Marine Mammals in Tadoussac to expand and modernize its displays. As well, financial assistance was provided to Le Monastère des Augustines, an 18th Century historic site in Quebec City. The funding assisted developing Le Vivoir, a rest area offering a restorative wellness experience.

Federal Economic Development Agency for Northern Ontario (FedNor)

Over the pandemic FedNor invested in 165 projects across Northern Ontario. For example, FedNor supported the Manitoulin Island Cycling Advocates to develop a self-guided tour app. In Northwestern Ontario, Mahkwa Lodge owned by Lac Seul First Nation, received an investment to winterize and upgrade the facility to help expand its client base.

Federal Economic Development Agency for Southern Ontario (FedDev)

FedDev provided pandemic related support to Mādahòkì Farm, an Indigenous women-led tourism destination, to enhance its facilities, gardens and programs as a four-season venue. The Farm offers unique agritourism, farm-to-table dining, and authentic cultural experiences from an Indigenous perspective. Funding also went to Kitchener Waterloo Oktoberfest to expand its duration, add new family and Pride events, and upgrade visitor facilities.

Prairies Economic Development Canada (PrairiesCan)

Among the investments made by PrairiesCan was funding for Tourism Swift Current for its work with emerging tourism sites to position southwest Saskatchewan as a destination. Fort Edmonton Park also received significant funding to create immersive, year-round compelling experiences, introducing visitors to First Nations, Métis, and Inuit Peoples' worldviews through the Indigenous Peoples' Experience.

Pacific Economic Development Canada (PacifiCan)

PacifiCan provided funding to the Haida Nation for enhancing visitor accommodations and cultural tourism programming. Funding was also provided to Science World in Vancouver for infrastructure and gallery upgrades to increase visitation and position this iconic tourism asset for post-pandemic recovery. It is one of the largest destination attractions in BC.

Canadian Northern Economic Development Agency (CanNor)

In both the Yukon and the Northwest Territories, CanNor entered into 3rd party agreements for the delivery of funding for tourism operators. Funding was further distributed, by the Tourism Industry Association of the Yukon and the Government of the Northwest Territories, to tourism owners and operators to enhance and adapt their products, training, marketing activities and operations in response to COVID-19 requirements and evolving markets.



PHOTO CREDIT: DESTINATION CANADA

Embrace Recreation and the Great Outdoors

Canada boasts the unparalleled ability to offer year-round recreational experiences. Travellers are increasingly spending more on ‘adventure tourism’. Canadians themselves consistently show an interest and an appreciation for parks, trails, and natural spaces in their vacation plans.

The pandemic brought sharply into focus the health benefits – mental, physical, and social – of getting outside. And beyond these personal dividends, enjoying the great outdoors can create a greater sense of environmental responsibility and connection to one’s community.

Trails are also an important economic contributor to the tourism sector and local economies. Results of the 2023 National Léger Survey found that over one third (35%) of respondents spent money while using trails in the past twelve months. On average, those using trails spent \$179 with 25% of users spending more than \$200 per person.

By leveraging our natural landscapes, Canada can create regenerative, recreational assets that build on Canada’s brand as a premier outdoor, nature-based destination. Canada’s growing network of trails, UNESCO World Heritage Sites, national and urban parks, and iconic destinations invite visitors to discover our rich urban spaces, and remarkable rural and remote areas and communities. Fly-in hunting and fishing, sledding on snow-packed trails, multi-day hiking, canoeing and camping adventures, and everyday ‘nature walks’ get people into the great outdoors and sustain our rural communities.

A stepped-up focus on recreational tourism includes facilitating Canadian and international guests’ access to natural spaces and helping disperse visitation both seasonally and geographically. It also provides an opportunity for a new Trails Tourism Strategy (see inset), supported by the Federal Tourism Growth Strategy, which will position trails as important assets among Canada’s suite of outdoor experiences.

CANADA'S TRAILS TOURISM STRATEGY

Attracting outdoor enthusiasts and adventure-seekers to Canada's trails promotes community development, employment, and cultural and historical preservation by increasing demand in local communities for food, lodging, equipment rental, tour guides and other travel services. Canada's Trails Tourism Strategy will boost tourism by leveraging trails and related infrastructure and focussing in three key areas:

- **High-Quality Inventory of Trails** – Ensure our trails are maintained and our parks have the capacity to handle larger visitor groups with modern amenities while minimizing impact to our natural spaces.
- **Market Readiness** – Maintain and develop high-value experiences by encouraging the coordination and conservation of trails and surrounding amenities and training operators to be ready to welcome high volumes of visitors.
- **Destination Marketing and Promotion** – Leverage the resources and expertise of Destination Canada and other marketing avenues to promote local trails, neighbouring communities and related services

As all orders of government work together to develop trails tourism in Canada, future growth should be supported by:

1. **Transparent governance structures** to oversee trail development and maintenance, deliver connected services, and identify and connect with surrounding industries.
2. **Coordinated guest management and host plans** to address issues such as wayfinding, signage, parking, accessibility, washrooms or other facilities, and emergency services.
3. **Accountability and governance requirements** for assets that fall under the responsibility of multiple organizations. For example, landowners and trail stewards need to coordinate on trail maintenance, so local communities can continue to benefit.
4. **Connection to amenities, infrastructure, and tourism providers** to support the guest experience – this includes accommodations, food and beverage facilities and other services, such as equipment outfitters.

Continued investment from all orders of government in the development of our trail networks is needed to help with development, ongoing maintenance, infrastructure improvement and supporting services. Through Budget 2022, the federal government committed \$55 million over 5 years for the Trans Canada Trail for maintenance and enhancement of its network. Tourism programs, such as Budget 2023's investment of \$108M for local community projects will help promote recreational tourism, particularly through investments in trails inventory and infrastructure that is guided by the principles above, to grow the treasures and icons Canadians, and visitors to Canada, love the most

As an ocean nation, coastal and marine recreation is also an essential driver for the tourism sector. Activities such as sea kayaking, sports fishing, or scuba diving, as well as Arctic and in-land waterway cruises play an important role in the prosperity and diversification of many coastal and waterfront communities. By leveraging our maritime tourism assets more strategically, the sector can increase its contribution to Canada's blue economy —using ocean resources sustainably for economic growth while preserving the health of ocean ecosystems.



LEVERAGE RECREATIONAL OPPORTUNITIES AND CANADA'S GREAT OUTDOORS

- Tourism programs, such as the Tourism Growth Program, can help to increase investments in recreational trails, and can work with partner programs to enhance our national parks, with the aim of attracting more international and domestic tourists to remote and rural parts of Canada.
- Parks Canada is committed to creating a network of national urban parks in Canada's large urban centres via partnerships built on a shared vision to conserve nature, connect people with nature, and advance reconciliation. Supporting this effort will further improve and diversify tourism assets for cities and provinces alike.
- Canada is strengthening the tourism-nature relationship by investing directly in infrastructure and natural assets. Investments ranging from local and regional trail improvements supported by Parks Canada, to diversifying community infrastructure, to building capacity of rural services, all contribute to a better outdoors experience.
- Federal efforts will help mitigate the impacts of climate-related disasters and better protect communities to strengthen the resilience of recreational tourism and ecosystem services.



Partner to Grow Indigenous Tourism

Before the pandemic, Indigenous tourism was the fastest growing segment in the Canadian tourism market, posting significant gains in job creation and contributions to Canada's GDP. Over half of its workforce identify as Indigenous. As such, many Indigenous businesses and communities have embraced this economic opportunity by developing new attractions.

Indigenous tourism offers visitors one-of-a-kind experiences to engage in the sharing of traditional knowledge, histories, stories, and cultural practices. Through these interactions and learnings, Indigenous communities can communicate and assert inherent rights while diversifying their economies for present and future generations.

Visitor surveys show a keen interest in authentic experiences led by Indigenous-owned businesses and organizations, particularly in the German, French, and British markets. A 2021 survey indicated that 1 in 3 international visitors wished to participate in Indigenous experiences while in Canada¹². At the same time, most Indigenous tourism businesses operate in rural and remote parts of Canada, where visitor access can be challenging and costly. Meeting the anticipated demand for these unique tourism assets will require governments and industry to provide ongoing support and partnerships so that Indigenous tourism in Canada can flourish on the international stage.

STRENGTHEN PARTNERSHIPS

- All orders of government have opportunities to enhance partnerships with Indigenous tourism organizations and Indigenous-owned businesses to ensure that Indigenous tourism is Indigenous-led.
- To boost the recovery of Indigenous tourism, Budget 2022 invested a total of almost \$25 million towards Indigenous tourism and created the Indigenous Tourism Fund.
- The new Tourism Growth Program, announced in Budget 2023, will further federal government investments in Indigenous tourism attractions with dedicated funding.
- The Government of Canada will continue its work to improve infrastructure, housing, healthcare, education, economic, sustainable development and other opportunities for Indigenous communities.
- Advancing economic prosperity, self-determination and reconciliation with First Nations, Métis and Inuit peoples is critical to Canada's future. Indigenous tourism can play an important role.



SOURCE DE PHOTO : DESTINATION CANADA

Attract More International Events

People travel from far and wide to participate in major events – including conferences and conventions, sporting events, festivals, and cultural events – and once they arrive, they stay and explore. That is why people travelling specifically for business events typically spend twice what those travelling for leisure spend.¹³

Events happen all year round and across the country. An intentional approach to securing more international events as a four-season driver of travel will bring more visitors to our country and extend our tourism season. Canada has a proven track record of staging world-renowned events. As a northern country, we have the unique advantage of deep experience hosting winter festivals and games, from Quebec City Winter Carnival to the 2010 Winter Olympics in Vancouver to Flying Canoe Volant in Edmonton and Festival du Voyageur in Winnipeg.

Major events also bring visitors to less-frequented parts of the country, creating growth opportunities for communities big and small. Flagship industry conferences, supported and enhanced by world-leading academic institutions and associations, reinforce regional tourism ecosystems, increase trade, drive business growth and entrench Canada's expertise in areas such as agri-food, manufacturing, and artificial intelligence, energy and so much more.

THE CATALYTIC IMPACT OF BUSINESS EVENTS - THE CASE OF HALIFAX, NOVA SCOTIA ÉCOSSE

Atlantic Canada, and Nova Scotia in particular, is home to a strong cluster of ocean industries coupled with ground-breaking ocean research. The region is quickly becoming a globally-recognised hub of oceans expertise with the potential to be a significant contributor to any number of Global Value Chains associated with the core ocean sectors, including, Marine Defence, Marine Energy, Marine Observation, Fisheries and Aquaculture Technology, Marine Tourism and Marine Transportation.

2023's H2O Home to Overseas Conference in Halifax, the leading ocean technology conference in Canada, was an ideal event to engage with the ocean technology industry and featured: official international delegations from the U.K. and Germany; research, development, commercialisation, and presentations on working with the Canadian government; over 350 B2B meetings; plus on-water demos at the Centre for Ocean Ventures & Entrepreneurship (COVE).

Internationally, the conference has grown from 14 represented countries in 2019, to 25 in 2021, with the 2023 conference attracting delegates from 38 countries and boasting attendance of over 700.



PHOTO CREDIT: STÉPHANE AUDET, OTQ

HOST MORE INTERNATIONAL EVENTS:

- The federal government will collaborate with communities, municipalities, as well as provincial and territorial governments, to increase efforts to attract major events to Canada.
- Planning will begin now to secure events for the medium and long-term, with a focus on events that drive seasonal and regional dispersion.
- Governments and the tourism industry will work together to ensure that communities across the country have what they need to be exceptional Canadian hosts.
- The 2023 federal budget announced funding to Destination Canada of \$50 million over three years to attract major international conventions, conferences, and events to Canada. Destination Canada has identified sports and culture as part of its overall events strategy and will explore partnerships with other government departments to attract more international sporting and cultural events to Canada.

Upcoming Major International Events coming to Canada!

- **2023 North American Indigenous Games:** July 15-23, Halifax and Millbrook, Nova Scotia
- **World Firefighter and Police Games:** July 28-August 6, 2023, Winnipeg, Manitoba
- **Invictus Games:** February 2025. Whistler and Vancouver, British Columbia
- **FIFA World Cup:** June 11-July 19, 2026



Improve Coordination with a Federal Ministerial Council

The Minister of Tourism is mandated to ensure that Canada remains a tourist destination of choice. Supported by Destination Canada, and in partnership with the tourism and hospitality sectors, there is much that we can do to welcome the world. Given the sector's intersectionality and breadth, these efforts also engage over twenty other Ministers whose mandates and departments include essential policy and program instruments in the federal tourism toolkit. Prominent among them are portfolios with responsibilities for employment and skills, regional and national economic development, parks, transportation, immigration, border services, and housing.

By better coordinating policies and strategies across government, we can address many of the issues the sector has identified and best position for growth. For instance, to solve workforce, border, and transportation challenges, it is critical for the federal government to better coordinate across departments as well as between different orders of government. Better government coordination will help drive better, faster, and more prioritized tourism growth and investments.

ALIGN GOVERNMENT POLICIES AND PROGRAMS TO GROW TOURISM:

- The Government of Canada will establish a Ministerial Tourism Growth Council, to align with international best practices such as those of the United States and France. It will help put the Federal Tourism Growth Strategy into practice and ensure a whole-of-government approach to tourism growth and the visitor economy.
- Through its coordinating role, the Council will elevate the activities of the Canadian Council of Tourism Ministers to the wider federal level, creating greater connectivity among federal, provincial, and territorial governments.
- In parallel, the Government of Canada will continue to support Destination Canada's NorthStar partnership network. It brings together 22 of Canada's top destination marketing and management organizations from across the country to increase visitation, spending and investment.

Part 4: Ambitious Measures for Success

This Strategy represents a once-in-a-generation opportunity for Canada’s visitor economy to build back stronger and compete on the global stage.

Targets

To measure the performance of the Strategy, we have set ambitious targets through to 2030. The targets fulfill the Strategy’s main objectives to increase tourism’s economic output and improve Canada’s competitive standing internationally.

ESTABLISHED TARGET	STARTING POINT	END VALUE
Increase tourism’s economic output		
Increase the tourism sector’s contribution to Canada’s GDP by 40% in 2030 to \$61B.	\$43.6B (2019)	61 G\$ (2030)
Impact of increase in tourism sector’s contribution to Canada’s GDP means an estimated additional 85,000 direct jobs.	704,100 (2019)	790,000 (2030)
Increase Canada’s competitive standing internationally		
Restore Canada’s ranking in the WEF Global Travel and Tourism Development Index from 13th in 2021 to 7th by 2030.	13th (2021)	7th (2030)

WEF Global Travel and Tourism Development Index ranks countries based on a set of factors and policies that enable the sustainable and resilient development of the Travel and Tourism sector. The Index includes measures relating to a range of drivers, including price competitiveness, transportation infrastructure, cultural resources, non-leisure resources, travel and tourism demand, and environmental sustainability.

Some of the levers that affect Canada’s ranking reflect the work of sectors, partners and governments outside the tourism sector. For example, safety and security, and healthcare services contribute to Canada’s score as a global destination. Canada’s success in these rankings will represent the culmination of work across governments and sectors.

Recognizing our competitor nations are also investing in tourism, collaboration among partners and stakeholders across Canada, both within and outside tourism, is critical to achieving these targets and restoring Canada’s international standing.

The government will monitor and evaluate the Strategy over time. The Tourism Data Collective led by Destination Canada will provide relevant tourism and intelligence.



PHOTO CREDIT: DESTINATION CANADA

Other Measures for Success

The Strategy will support and enhance the diversity and health of the sector through four guiding principles: provide support for Indigenous tourism, advance GBA+ analysis, address tourism's environmental impact, and support sustainable development goals.

Indigenous Tourism

Indigenous tourism can be seen as a form of reconciliation in action. On the path to reconciliation, the federal government remains committed to working with First Nations, Inuit and Métis partners towards fulfilling the Truth and Reconciliation Commission (TRC)'s 94 Calls to Action. The Strategy will support the advancement of the Calls to Action, including:

- Education (7)
- Language and culture (14)
- Commemoration (79)
- Sports and Reconciliation (90, 91)
- Business and Reconciliation (92)

Gender-based Analysis + (GBA+)

The Government of Canada is committed to reducing the barriers and inequities faced by a diversity of Canadians. To this end, the federal government has adopted a GBA+ lens to ensure that federal legislation, policies, programs and initiatives reflect and respond to the experiences of a diversity of Canadians.

Equity-seeking groups – including women, youth, 2SLGBTQI+ communities, newcomers and racialized Canadians – form a significant proportion of the tourism workforce and are integral to the success of the Tourism sector. The Strategy will continue to support GBA+ analysis and decision-making that reduces potential barriers to participation of equity seeking groups, including harnessing insights from statistical projects underway.



Environmental Impact

In 2021, Canada increased its 2030 Nationally Determined Contribution (NDC) under the Paris Agreement to 40-45% reductions below 2005 levels by 2030 (445-408 Mt). In the same year, Canada enshrined into legislation its commitment to being net-zero by 2050 through the Canadian Net-Zero Emissions Accountability Act. In March 2022, the Government released the 2030 Emissions Reduction Plan (ERP), which shows a credible pathway to achieving Canada's enhanced 2030 target. The 2030 ERP includes ambitious and achievable measures to reduce emissions in each economic sector—from buildings, to transportation, to heavy industry, and more—as well as other key enabling investments, such as in jobs and skills. Achieving net-zero emissions by 2050 is a whole-of-economy effort, and every sector, including tourism, has a role to play.

Collaboration with our partners and support for critical initiatives, such as the UNWTO's initiative Towards a Statistical Framework for Measuring the Sustainability of Tourism (MST), will provide additional guidance on sustainability and establish tourism-specific targets.

Sustainable Development Goals

The Government of Canada has committed to advancing the 17 Sustainable Development Goals (SDGs) established by the UN to address the most pressing social, economic and environmental challenges.

The UNWTO states that tourism can contribute, directly or indirectly, to all SDGs, but in particular it has been included in targets for inclusive and sustainable economic growth (SDG 8), and sustainable consumption and production (SDG 12), respectively.

To respect our commitments, we will ensure that tourism policies and programs align with the following SDGs:

- SDG 8: Decent Work and Economic Growth
- SDG 9: Industry, Innovation and Infrastructure
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 17: Partnerships for the Goals

Annex 1 – Federal Actions to Support and Grow Canada’s Visitor Economy

The federal government’s support for tourism is a clear commitment towards building a stronger, more inclusive, and productive economy for all Canadians. A number of federal departments and agencies are responsible for policies and programs critical to this effort and are committed to working together on many new initiatives outlined below.

Exploring Canada and Accessing Our World Class Tourism Destinations

As the second largest country in the world by area, there is an abundance of Canada to explore. Visitors expect to get to and from destinations safely and efficiently. That’s why the Government is investing in transportation infrastructure and protecting passenger’s rights to ensure visitors can explore all Canada has to offer. Investments include:

Initiative & Dept/Agency	Action
Transportation Supply Chain Office Transport Canada	Invest \$27.2 million to respond to disruptions and better coordinate action to increase the capacity, efficiency, and reliability of Canada’s transportation supply chain infrastructure.
National Trade Corridors Fund Transport Canada	Provide \$4.6 billion to fund infrastructure projects in Canada, including for airports, ports, railways, transportation facilities, and access roads.
Safe and Reliable Ferry Services in Eastern Canada	Invest \$29.9 million for the Ferry Services Contribution Program to support the continued safe and reliable operation of ferry services in Eastern Canada.
VIA Rail Maintenance VIA Rail	Provide \$210.0 million to conduct maintenance on its trains on routes outside the Québec City- Windsor Corridor and to maintain levels of service across its network.
Airport Critical Infrastructure Program Transport Canada	Invest \$489.6 million to help Canada’s larger airports make critical investments in safety, security, and connectivity to mass transit.
Protecting Passenger Rights Transport Canada	Amend the Canada Transportation Act to strengthen airline obligations to compensate passengers for delays and cancellations.
High Frequency Rail (HFR) Transport Canada	Commit to transforming intercity passenger rail through the HFR project. The HFR project will provide faster, more frequent and more reliable transportation service in Canada’s busiest travel corridor. HFR will connect people, including domestic and international travellers to major destinations in the corridor.
Improving Airport Operations and Passenger Screening Canadian Air Transport Security Authority (CATSA) Immigration, Refugees and Citizenship Canada	Invest \$1.8 billion to maintain and increase CATSA’s level of service, improve screening wait times, and strengthen security measures at airports. Expand eligibility for the Electronic Travel Authorization Program to low-risk, trusted travellers from visa required countries.
Canada Community Building Fund Infrastructure Canada	Provide long-term funding to support local infrastructure priorities, including tourism investments—like public transit, roads, bridges, highways, local and regional airports, short-line rail, and broadband and connectivity.
Investing in Canada Infrastructure Program Infrastructure Canada	Invest over \$33 billion in public infrastructure projects, with investments in four streams—public transit; green infrastructure; community, culture and recreation infrastructure; and infrastructure in rural and northern communities.
Promoting Canada Internationally Destination Canada Innovation, Science and Economic Development Canada	Invest \$96.5 million annually in Destination Canada to promote Canada internationally, provide key data and statistics on the industry and assist in the attraction of significant business events.

At the Heart of the Tourism Industry: Our Businesses, our People, and our Diversity

Business owners face acute workforce challenges. Canada’s visitor economy will only grow and prosper with a robust workforce for entrepreneurs to thrive. Canada is a welcoming, and top destination because of its people, who are diverse and inclusive from coast to coast to coast. That’s why we have dedicated a suite of programming to help bolster the heart of Canada’s economy—its people.

Initiative & Dept/Agency	Action
Future Skills Framework Tourism HR Canada, Innovation Science and Economic Development Canada	Ensure that the framework supports the tourism sector by better aligning individual skill sets to what is required in the Canadian labour market.
Canada Training Credit Employment and Social Development Canada	Help Canadians with the cost of eligible training fees to addresses barriers to professional development for working Canadians, including those in the tourism sector.
Student Work Placement Program Employment and Social Development Canada	Invest \$197.7 million to continue creating quality work integrated learning opportunities for students, including in the tourism sector.
Temporary Foreign Worker Program Employment and Social Development Canada	Improve this program to ensure businesses, including those who support tourism, can quickly bring in workers to fill labour gaps.
Sectoral Workforce Solutions Program (SWSP) Employment and Social Development Canada	Help key sectors of the economy to implement solutions that address their current and emerging workforce needs. The SWSP’s predecessor program, the Sectoral Initiatives Program (SIP), is investing \$64.9 million in 22 projects supporting the tourism sector.
2SLGBTQI+ Action Plan Women and Gender Equality Canada	Invest \$100 million a to support the implementation of the 2SLGBTQI+ Action Plan.
Action Plan for Official Languages Canadian Heritage	Invest \$123.2 million to boost Francophone immigration in Canada, including support for Canadian employers to recruit French-speaking foreign workers.
Rural Economic Development Strategy Alignment Innovation, Science and Economic Development Canada	Support increasing economic growth opportunities for the people and businesses in rural and remote communities.
Tourism Relief Fund* Regional Development Agencies	Invest \$500 million (including at least \$50 million for Indigenous tourism – see also Reconciliation table below) to help businesses and organizations adapt their operations to meet public health requirements while investing in products and services to facilitate future growth.
Economic Development Initiative Regional Development Agencies	Provide support to projects, including in tourism, that encourage economic diversification, business development, innovation, partnerships and increased support for small- and medium-sized enterprises in official language minority communities.

*New applications are not being accepted under this program, which focussed on COVID-19 relief.



PHOTO CREDIT: DESTINATION CANADA

Economic Reconciliation with Indigenous Peoples through Tourism

The Indigenous tourism industry is poised to grow significantly and drive economic activity and employment for Indigenous communities. With more collaboration we can further improve the ability of Indigenous tourism businesses to attract and welcome visitors, and to position Canada to become a global leader in offering travellers Indigenous tourism experiences led by Indigenous communities. Recognizing the importance of Indigenous tourism and its related economic development opportunities, we are supporting the following initiatives:

Initiative & Dept/Agency	Action
Indigenous Tourism Stimulus Development Fund Indigenous Services Canada	Invest \$16 million to support Indigenous tourism businesses affected by the pandemic.
Indigenous Tourism Fund Innovation, Science and Economic Development Canada	Invest \$20 million investment to support the Indigenous tourism industry recover from the effects of the pandemic and position itself for long-term growth.
Aboriginal Entrepreneurship Program Indigenous Services Canada	Increase the number of viable businesses owned and controlled by Indigenous Peoples by building capacity, reducing barriers, and increasing access to capital.
Indigenous Community Infrastructure Initiative Canada Infrastructure Bank	Invest at least \$1 billion in revenue-generating Indigenous infrastructure projects across five priority sectors—clean power, green infrastructure, public transit, broadband, and trade and transportation.
Indigenous Economic Participation in Major Projects Canada Infrastructure Bank	Provide loans to Indigenous communities to support them in purchasing equity stakes in infrastructure projects in which the Bank is also investing.
Rural Economic Development Strategy Alignment Innovation, Science and Economic Development Canada	Support increasing economic growth opportunities for the people and businesses in rural and remote communities.

*New applications are not being accepted under these programs, which focussed on COVID-19 relief.



PHOTO CREDIT: DESTINATION CANADA

Support for Canada’s World-Class Festivals and Events

Festivals and events are an integral part of tourism, attracting both international and domestic visitors. Tourists hailing from communities that value and celebrate diverse languages and cultural practices come to Canada for our film, music, and art festivals, exhibits and events. Our government sees the immense value in supporting festivals and events, and continues to invest in this segment of the tourism sector to grow its presence on the world stage. Supports include:

Initiative & Dept/Agency	Action
Building Communities through Arts and Heritage Canadian Heritage	Invest a total of \$21 million (\$7 million through Budget 2021 and \$14 million through Budget 2023) to continue supporting local artists' involvement in their community through festivals, events, and projects.
Canada Arts Presentation Fund Canadian Heritage	Provide financial assistance to organizations that professionally present arts festivals, providing access to artistic experiences in communities.
Celebration and Commemoration Program Canadian Heritage	Fund hundreds of events and activities through the Celebrate Canada period from June 21 to July 1, as well as National Acadian Day on August 15.
Hosting Program Sport Canada	Assist sport organizations to host the Canada Games and international sport events in Canada.

Protecting Canada's Natural Wonders

Visitors come to Canada to explore and experience our vast natural assets—from our diverse coastal communities, to spectacular mountain ranges, central plains, forests and trails, and great northern lights. To protect and preserve our natural sites for generations to come, we are supporting efforts to be responsible stewards of the environment and to be respectful of local communities, which include:

Initiative & Dept/Agency	Action
Canadian Business Events Sustainability Plan Destination Canada	Mobilize destinations to improve the economic, social, and environmental sustainability practices of business events hosted in Canada.
Net Zero Accelerator Innovation, Science, and Economic Development Canada	Provide \$8 billion to support large-scale investments in key industrial industries—including transportation—to ensure that Canada remains competitive in a net-zero economy.
Deep Retrofit Accelerator Initiative Natural Resources Canada	Invest \$200 million to increase the depth and rate of building retrofits (including for hotels), transforming the buildings sector in support of the Government of Canada's climate goals.
Protecting Canada's Natural Legacy Initiative Environment and Climate Change Canada	Implement a multi-pronged initiative that is pivotal to Canada establishing biodiversity goals, and is central to protecting Canada's lands, waters, and wildlife.
Oceans Protection Plan Transport Canada	Protect Canada's coasts and waterways while growing our economy, with the Government of Canada's largest ever investment (\$3.5 billion).
Protecting Endangered Whales and their Habitats Fisheries and Oceans Canada, Transport Canada, Environment and Climate Change Canada, and Parks Canada	Invest \$151.9 million to continue to protect endangered whales and their habitats.
Promoting the Recovery of Species Environment and Climate Change Canada, Parks Canada, Fisheries and Oceans Canada, and Natural Resources Canada	Provide \$184 million to continue monitoring, protecting, and promoting the recovery of species at risk to help restore their populations.
Active Transportation Fund Infrastructure Canada	Invest \$400 million to support the expansion and enhancement of active transportation infrastructure and a modal shift away from cars and towards active transportation, in support of Canada's National Active Transportation Strategy.
Canada's Green Bond Program Environment and Climate Change Canada Finance Canada	Support investments that pursue environmental objectives benefitting all Canadians, which include projects that support climate mitigation, adaptation, biodiversity and conservation, and pollution prevention and control.
Blue Economy Strategy Fisheries and Oceans Canada	Grow a sustainable blue economy requires by creating jobs in coastal communities while ensuring our oceans remain healthy
National Adaptation Strategy Environment and Climate Change Canada, Infrastructure Canada, and Natural Resources Canada	Take coordinated action across the country, ensuring communities and Canadians are prepared for the impacts of climate change.
Initiative for Sustainable Aviation Technology Innovation, Science and Economic Development Canada	Invest \$350 million to help fund efforts to make the aerospace industry more environmentally sustainable

¹ Statistics Canada. Table 33-10-0222-01 Canadian Business Counts, with employees, December 2019
² Statistics Canada. Table 33-10-0223-01 Canadian Business Counts, without employees, December 2019
³ Labour Force Survey
⁴ Statistics Canada. Table 36-10-0234-01 Tourism gross domestic product, constant prices
⁵ Statistics Canada. Table 36-10-0230-01 Tourism demand in Canada, constant prices
⁶ Statistics Canada. Table 36-10-0230-01 Tourism demand in Canada, constant prices
⁷ Statistics Canada. Table 12-10-0134-01 Exports and imports of goods and services, quarterly, Canada, (NAPCS 2017)
⁸ Labour Force Survey
⁹ Statistics Canada. Table 33-10-0661-01 Canadian Business Counts, with employees, December 2022
¹⁰ Statistics Canada. Table 33-10-0662-01 Canadian Business Counts, without employees, December 2022
¹¹ SME Profile: Tourism Industries in Canada, 2020
¹² Statistics Canada Labour Force Survey special tabulations contracted by Tourism HR Canada (May 2022 data).
¹³ Indigenous Tourism Association of Canada. 2022. Making Canada the World Leader in Indigenous Tourism.
¹⁴ Canada's Rural Economic Development Strategy: Progress Report; August 2021 p 13
¹⁵ Destination Canada, Global Tourism Watch Reports 2021
¹⁶ Statistics Canada. Visitor Travel Survey (VTS) 2019