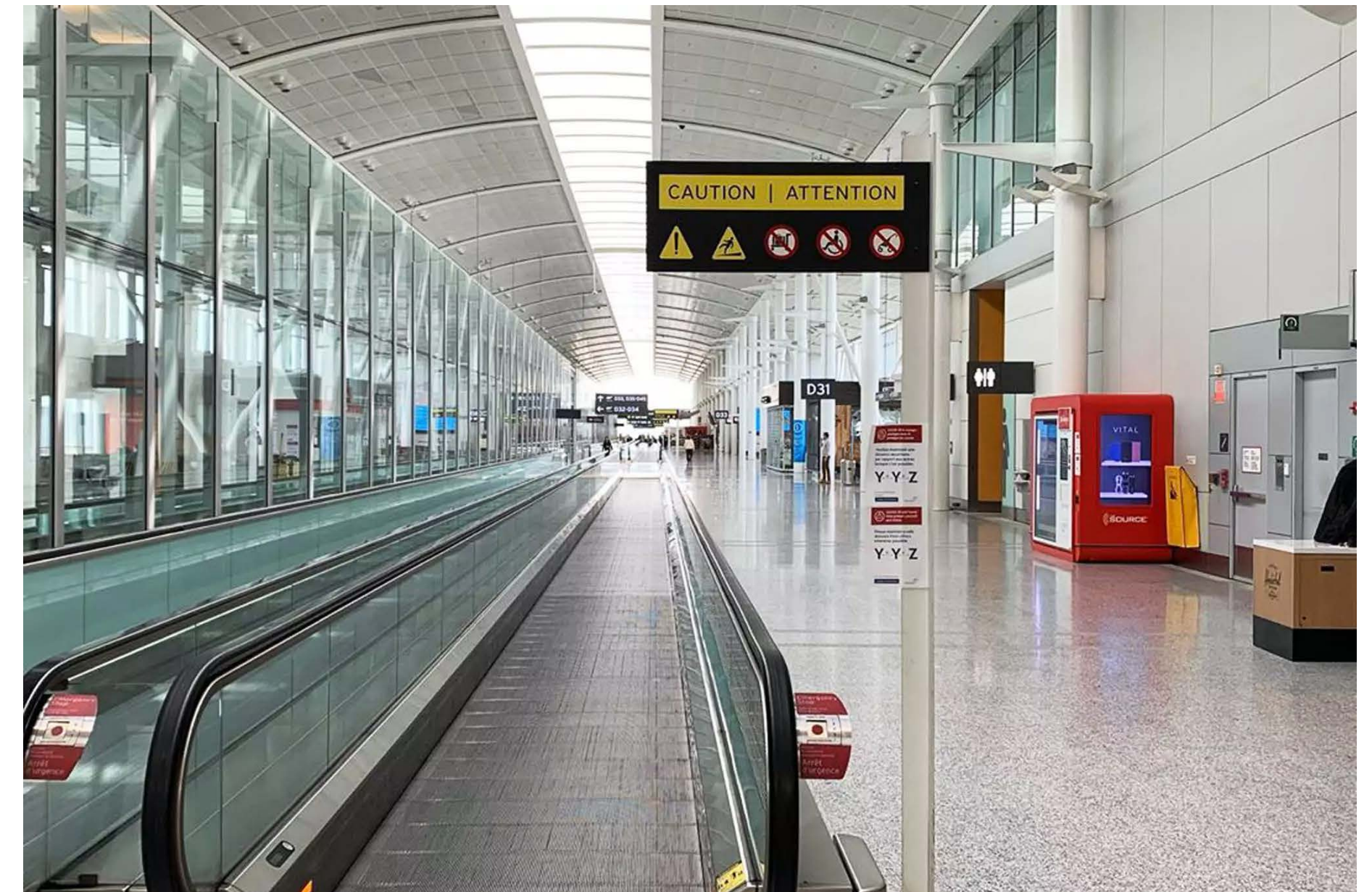


GTAA Consultative Committee Meeting – Dec. 7, 2021

Roadmap to Recovery Canadian Travel and Tourism Industry



ROADMAP TO RECOVERY PRIORITIES

#1 SURVIVAL

#2 RECOVERY



GOOD NEWS



FUTURE BOOKINGS STRONG

However new bookings now “stalled” due to Omicron

FINANCIAL SUPPORT SURVIVE

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2019 – RECOVERY - 2022

ACTA NOVEMBER SURVEY

80% of Travel Agencies said 2021 YTD Revenue Remains more than **90%** down over 2019



68% of travel agencies report an “**improving**” outlook for winter!



54% of employees are currently on furlough

New **THRP** program will allow recall of **57%** of furloughed employees



ADVOCACY PRIORITIES

Financial Support



Sole Proprietors
CRB Type Program



Travel Agencies
CEWS, CRS, HASCAP

TRAVEL RESTRICTIONS

SURVIVE



RECOVER

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THREE STEPS FORWARD...ONE STEP BACK

Removal of mandatory hotel stay and quarantine for fully vaccinated
(July 2021)

US residents permitted for non-essential travel
(August 2021)

Mandatory post-arrival testing of all travellers removed
(August 2021)

All nationals permitted for non-essential travel
(September 2021)

Removal of global non-essential travel advisory
(October 2021)

Airports re-opening to international flights
(Ongoing)



ADVOCACY PRIORITIES

Travel Restrictions



Testing Protocols



Child Policies



Cruise Advocacy

ROAD MAP TO RECOVERY

Governments recognize travel and tourism “lag” in recovery and continue financial support for hardest hit travel, tourism and hospitality businesses

Travel and tourism industry adheres to protocols to mitigate risk and ensure a safe experience as much as possible

Government travel measures should be based on science versus politics

Government & media positive communication supporting travel

Consumer Incentives to help restart travel



Thank You