

KEY MESSAGES

SUPPORTING THE RECOVERY & GROWTH OF ALBERTA'S VISITOR ECONOMY

This document has been prepared to help industry easily access the messages of most importance to the recovery of our sector, as we work to raise awareness with elected officials during Tourism Week 2021. Starting May 23, we unite for a week as individuals, operators and destination marketers to amplify an industry-wide call to action. We need to be heard now more than ever.

Amidst Alberta's third wave of restrictions, our hardest hit industry requires additional supports to get through summer. As tourism and hospitality may be the last sector to recover and with many operators on the brink, we urgently need the government to help. Please be a part of the conversation.

WHAT WE ARE ASKING FOR AS AN INDUSTRY

BUSINESS LIQUIDITY SUPPORTS

The tourism & hospitality industry has been among the hardest hit sectors during the pandemic, and continue to be the most impacted with the ever-changing health and business restrictions.

- 1 immediately expand the Small & Medium Enterprise Relaunch Grant (SMERG) and include a dedicated tourism and hospitality stream that provides total program supports of up to \$40,000 due to the enduring health and business restrictions that remain in place as peak summer earnings season is now upon the industry.
- 2 advocate to the federal government to extend the Canada Emergency Wage Subsidy (CEWS) and Canada Emergency Rent Subsidy (CERS) programs to December 31, 2021 or until all remaining health restrictions, travel advisories and border closures have been lifted.

STIMULATE SUMMER DEMAND

In light of the tremendous pent-up demand for travel, and Albertans' accrual of vacation dollars for well over a year, TIAA recommends a two-prong approach that encourages the provincial government to enable marketing and incentivize travel within Alberta this summer.

- 1 immediately put in place an Alberta travel tax credit or incentive program designed to encourage frequent and high-spending experiences within the province this summer.
- 2 immediately empower Travel Alberta to deploy a robust marketing campaign aimed at saving our summer tourism season. Time the campaign to launch the moment health restrictions begin to ease from the current level.



PREDICTIVE PATH TO LIFT RESTRICTIONS

Both the federal and provincial governments have stated that the reopening of the economy will be informed, in part, by the number of Canadians vaccinated, yet there remains no plan and no timeframe in which this might occur.

- 1 immediately deliver a comprehensive, public-facing plan that describes how - and when - the economy will systematically reopen, providing clear statements of support to those hardest hit industry segments that may be last to benefit from a full relaxation of current health and business restrictions.

REOPENING BORDERS

An integrated approach to developing a proof of vaccination protocol for international travel is critical, combined with a clear and timely plan to reopen borders. The federal government also needs to support Canada's airports and airlines as part of recovering Canada's visitor economy and the country's competitive global position.

- 1 urgently prioritize the development of a safe border reopening plan that will allow tourism and hospitality businesses to confidently, and predictably begin to rebuild operational capacity.
- 2 provide immediate liquidity support for the aviation sector, establish incentives for airlines to maintain service to remote communities, and eliminate airport ground lease rent.