

Tourism Week in Canada

June 6-12, 2011

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About Tourism Week in Canada

Tourism Week in Canada is the national celebration that highlights the economic impact and social benefits of Canada's tourism sector among the media, general public and governments at all levels. It provides a focal point for activities organized by the provincial and territorial tourism industry associations, provincial and territorial marketing organizations, destination marketing organizations, individual businesses and other partners.

Throughout tourism week, provincial and territorial tourism industry associations, destination marketing organizations, individual businesses and other partners organize and engage in a wide variety of local and regional activities and events demonstrating how tourism contributes to Canada's economy, its standard of living, and the quality of life of all Canadians. Many of these activities also provide tourism marketing organizations and attractions with a heightened opportunity to promote their tourism products within their own communities and beyond.



Tourism Facts & Figures



- Tourism is one of the fastest growing economic sectors globally, with annual growth outpacing the world economy.
- Globally, as an export category, tourism reached US\$ 1.1 trillion in 2008, or US\$ 3 billion a day, and ranks fourth after fuels, chemicals and automotive products.
- Canada's tourism gross domestic product was \$29 billion in 2009, a 4.2% decline over the previous year.
- The total of number of overnight visitors from the U.S. was 11.7 million, down 6.7%.
- There were 3.9 million overnight person-trips from all other countries in 2009, down 12.8% over 2008.
- Tourism accounts for roughly 2% of Canada's total GDP. This places us significantly behind most other G-20 nations, including Australia (3.7%), Russia (3.3%), Germany (3.2%), Brazil (2.7%) and the UK (2.7%).
- Tourism generates \$70 billion in economic activity annually, with an economic impact that is equivalent to that of the fisheries, forestry and agriculture sector combined.
- Travel and Tourism is a job driver – 649,900 jobs were attributable to tourism spending in 2009. More than 1.6 million Canadians hold a job in the tourism sector – 1 in 10 Canadian workers.
- Tourism is an export business generating over \$14 billion in currency exchange.
- Approximately 28 cents of every tourism dollar spent in Canada contributes to tax revenues, resulting in more than \$20 billion in revenue for all levels of government and a federal share of \$9.6 billion.
- U.S. and International visitors accounted for approximately 118.51 million person nights in Canada. This is the equivalent of adding almost 325,000 additional “superconsumers” to the Canadian economy.
- The UNWTO has ranked Canada 106th in the world with regards to our aviation cost structure.
- 2.2 million Canadians are driving across the border to use US airports.

Meet With Your Local MP

The Tourism Industry Association of Canada (TIAC) encourages members and stakeholders to connect with elected officials in their home constituencies during Tourism Week in Canada or whenever Parliament is in recess.

While TIAC has worked diligently to engage parliamentarians on the industry's most pressing concerns, it is important that our members help reinforce those messages. By meeting with an MP in your riding, you can add a new dimension to some of the issues that we have raised in Ottawa, by appearing before them as a local resident, businessperson and/or voter that is affected first-hand by policy decisions. These elected officials may well lend their ear to you more freely when Parliament is not in session.



Objective



Despite their economic footprint and significance, travel and tourism are often overlooked by MPs, who may focus on other sectors of the economy. With your help, we can affirm:

- That tourism is important to each and every community in Canada;
- That smarter public policy in certain areas which impact greatly on the sector is closely related to the livelihood of your particular business or operation and the jobs of your employees; and
- That Canada is currently punching below its weight with respect to inbound tourism.

With more favourable federal policy in several key areas, Canada could garner a greater share of the lucrative international travel market. This would allow us to bring more people to our towns and cities where they will be tempted to spend money on accommodation, meals, attractions and retail shopping.

What to Do

Make an appointment to see your local MP when Parliament is not sitting through his or her constituency office. Invite them to discuss with you some important tourism related issues that, in your view, are critical to economic well-being of your local area (e.g. jobs, vitality of local businesses, economic development etc.). Indicate that the issues you wish to discuss have a strong federal policy dimension that can only be dealt with or resolved by the national government in Ottawa.



Meeting Preparation

Even if you are new to the advocacy game you can help us achieve our collective aims. Be prepared, confident and committed and you will quickly discover that politicians are sympathetic to your concerns and eager to listen. Familiarize yourself with the backgrounder and key messages or contact us for additional information.

Backgrounder



In Canada, travel and tourism touches almost every sector of the economy. It generates \$70 billion in economic activity annually, with an impact that is equivalent to that of the fisheries, forestry and agriculture sectors combined.

- **Travel and Tourism is a job driver** – 649,900 jobs were attributable to tourism spending in 2009. More than 1.6 million Canadians hold a job in the tourism sector – 1 in 10 Canadian workers.
- **Tourism is an export business** generating over \$14 billion in currency exchange. U.S. and International visitors account for approximately 118.51 million person nights in Canada.
- **Tourism generates tax revenue.** Approximately 28 cents of every tourism dollar spent in Canada contributes to tax revenues, resulting in more than \$20 billion in revenue for all levels of government and a federal share of \$9.6 billion.

Travel and Tourism can drive economic growth and diversity in every province and region across the country. Together, they form one of the fastest growing sectors in the global economy.

However, the recent economic crisis unveiled the long-standing and deep-seeded structural issues that have eroded our international competitiveness.

Key Messages

The success of grassroots advocacy depends upon the coordinated transmission of several key messages.

1. Tourism is a key economic generator

- Today, we represent a \$70 billion sector, with more than 178,000 businesses and 649,900 direct jobs.
- Total Tourism Spending by Non-Resident Travelers to Canada - \$14.382 Billion.
- Last year, foreign visitors accounted for approximately 118 Million person nights in Canada. This is the equivalent of adding almost 325,000 additional “superconsumers” in the Canadian economy, roughly the population of Windsor, ON.

2. Several policies are impeding our industry’s ability to compete globally

While the global tourism pie is getting bigger, Canada’s share of it is shrinking.

- The Canada brand is ranked #1 – but we are 15th in foreign arrivals.
- Between 2002 and 2008, almost all countries posted international tourist arrivals gains – except Canada.
- This means that strong brand interest is just not converting into arrivals.

Taxation and Visa policies are seen as the biggest barriers to entry.

- Canada ranked 106th in the world on aviation costs, for example.
- Because of this, our travel deficit is tracking to hit \$13 billion in 2010.

3. We can reverse this competitive erosion by building a Gateway to Growth.

If we were back in the top 10 for foreign arrivals, Canada would have:

- 5.7 million more visitors
- \$5.2 billion additional dollars spent in the Canadian economy
- 46,900 more jobs
- \$720 million more annually for the federal government
- \$797 million more annually for provincial and territorial governments

Key Messages

4. Tourism requires a renewed MAP:

"M" for Marketing

Competitive and sustainable funding for the Canadian Tourism Commission.

- CTC's budget is half of what the City of Las Vegas spends on marketing.
- CTC's funding has been cut by 23% since 2001, from \$98.7 million to \$75.8 million in 2009
- Budget 2010 introduced further cuts that will bring funding down to \$70.7 million for 2011 and 2012.

"A" for Access

Taxes and Visas are prohibitive

- Taxes & Fees: airport rents, fuel taxes and security fees have rendered us 106th in the world for aviation cost structure. Canada is a "Fly-to" destination – and our cost structure is a barrier to success.
- More than 2 million Canadians are using US airports
- Visa: need an effective visa system to help facilitate access for key emerging markets, including Brazil, Russia, India, China and Mexico. North America needs a EU style perimeter approach that would allow ease of travel.

"P" for Product

- Investments in tourism products owned by federal and provincial governments (parks, museums and heritage areas), and renewal of support for attractions and festivals creates urgencies for travellers to choose Canada.
- An adequate supply of skilled labour providing quality service and hospitality to help create memorable visitor experiences.

The path to overcoming these structural challenges requires increased focus and alignment around roles, responsibilities and stronger partnerships.

Destination 2017

Our challenges are **structural** in nature, not cyclical. Overcoming these structural challenges will reshape travel patterns and put us back in the “Top 10” in international arrivals by 2017.



Draft Your Own Tourism Week Press Release



A press release is a written communication directed at members of the news media for the purpose of announcing something claimed as having news value. A press release provides reporters with the basics they need to develop a news story.

- **Headline:** Grabs the attention of journalists and summarizes the news.
- **Dateline:** Contains the release date and the originating city of the press release.
- **Introduction:** First paragraph generally gives basic answers to the questions of who, what, when, where and why.
- **Body:** Further explanation, statistics, background, or other details relevant to the news.
- **Quote:** A short, insightful quote from an official in your organization may appear in the body.
- **Boilerplate:** A short "about" section, providing background on the issuing company, organization, or individual.
- **Close:** The symbol "-30-" appears after the boilerplate or body and before the media contact information, indicating to media that the release is ending.
- **Media contact information:** Contact information for the person handling media relations in your organization.

Write and distribute your own Tourism Week press release using the key messages and statistics found within this document.

Write Your Own Tourism Week Op-Ed



An op-ed is a newspaper article expressing the opinions of an individual who is unaffiliated with the newspaper's editorial board. These are usually signed by high-ranking officials from a variety of public and private organizations. Most newspapers accept timely op-eds by e-mail.

An op-ed is not an essay, slowly building momentum to some point or conclusion. In an op-ed, you make your strongest point up front, and then spend the rest of the op-ed making your case, or back-filling with the facts.

Do	Don't
<ul style="list-style-type: none"> • Focus tightly on one issue or ideas • Be brief (500-750 words) • Clearly express your opinion on your first paragraph and base it on factual, researched or first-hand information • Be timely, personal and conversational • Have a clear viewpoint • Provide insight, understanding • Appeal to the average reader • Issue a call to action • Include your name, title & contact information 	<ul style="list-style-type: none"> • Don't be too philosophical • Don't ramble or let your op-ed unfold slowly, as in an essay • Avoid cliches and jargon • Don't equivocate • Don't preach or condescend

Write and submit your own Tourism Week Op-Ed piece using the key messages and statistics found within this document.

A Proclamation Declaring Tourism Week in Your Municipality



WHEREAS, the tourism industry in Our Municipality is a major employer, a significant source of government tax revenue, and an important driver of economic growth and vitality; and

WHEREAS, Our Municipality's economic success stems in part from its unique and plentiful attributes as a tourism destination as well as the professionalism and dedication of the tourism business community and its workforce; and

WHEREAS, tourism supports jobs which provide vital incomes for individuals and families, and which serve as the economic lifeblood of communities across this great nation, including Our Municipality; and

WHEREAS, tourism aids in community-building, contributes to a greater understanding of Canada and its people, and gives Canadians access to an incredible variety of experiences right in their own backyards; and

WHEREAS, the tourism industry makes a significant contribution to our standard of living as a nation, and to the quality of life of all Canadians; and

WHEREAS, the week of June 6-12, 2011 is Tourism Week in Canada, the national celebration that highlights the economic impact and social benefits of Canada's tourism sector among the media, general public and governments at all levels;

BE IT RESOLVED, that Our Municipality, does hereby similarly recognize the economic impact and social benefits of Canada's tourism sector;

AND THEREFORE, Our Municipality does hereby proclaim the week of June 6-12, 2011 as Tourism Week in Our Municipality, a celebration that will highlight the impact of the tourism industry in Our Municipality, Province/Territory.

Signed on behalf of the citizens of _____ (Community name)

this _____ day of _____, 2011

By _____ (Name & Title of mayor/councillor)

_____ (Signature)

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