

STATE OF TOURISM IN CANADA DURING COVID-19

DASHBOARD (2.0) – FEBRUARY 2021



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INTRODUCTION

This month's dashboard is different from previous monthly dashboards in that it takes a step back from summarizing significant COVID-19 updates meant to support travel and tourism industry stakeholders in making the best decisions (though a brief summary is provided at the end of the report). Rather, it summarizes the numerous "trends" reports that have been published and circulated by major travel and tourism and other sector sources at the end of 2020/beginning of 2021 to help destinations, operators and travellers plan for 2021.

This month's dashboard summarizes the top 21 trends, insights and predictions that those in the travel and tourism industry can expect in 2021.

TOP TRENDS FOR 2021

2021 will be a year of slow transition. Barring any unexpected catastrophes and a continuation of vaccinations, individuals, the travel and tourism industry and society can slowly begin looking forward to shaping futures through a lens of innovation and opportunity.

This report focuses on the top 21 trends, insights and predictions from leading travel and tourism sources to support industry stakeholders frame the future of travel and tourism in 2021



01 EMBRACING WORK FROM ANYWHERE

With a wholesale shift to remote working and keeping in touch with the office via digital technologies, the world is now everyone's office; 2021 will see an entirely new movement of "untethered" professionals – free from the constraints of offices, commutes and homes in the city – with the opportunity to temporarily relocate to places more beautiful, inspiring and for longer periods of time.

Key takeaways for destinations: Is it tourism or is it resident attraction? Lines will be further blurred between DMO's and economic development organizations in attracting the temporary visitor beyond the usual two-day to two-week vacationers. Loyalty programs and incentives will be required to attract the booming and competitive "workation" or "digital nomad" market.

Key takeaways for operators: the development and marketing of travel office packages that meet the needs of digital nomads represent a tremendous opportunity for new business. Long stay packages; hotel lobbies as shared workspaces, hotel and experience packages with shared workspace providers.

Key takeaways for travellers: with virtual workspaces blurring the line between work and leisure, opportunities to experience the world without using vacation time are limitless.

Key Sources: Skyscanner¹, PhocusWire², TourWriter³, Globetrender⁴, Seeker⁵, weforum⁶, New York Times⁷

02 TRAVEL WITH INTENTION AND IMPACT

Sustainability will be more than a buzzword as people across the globe consider how to travel with a holistically green conscience; 'Regenerative Travel' continues to gain pre-COVID momentum with both companies and travellers seeking to minimise the negative effects of tourism on the planet while simultaneously making positive impact on their host destinations.

Key takeaways for destinations: clear sustainability goals, strategies and actions will be a required component of every destination marketing plan.

Key takeaways for operators: the ability to demonstrate alignment and contribution towards the destination's sustainability initiatives will significantly impact business success.

Key takeaways for travellers: expect experiences to be more rugged, integrative and connected to communities, connected by a common thread of higher purpose and contribution to the greater good.

Key Sources:
Forbes⁸, Tourwriter⁹, Phocuswire¹⁰, Seeker¹¹, Luxury Travel Advisor¹², Eurotravel¹³

03 THE RETURN OF CONSUMER CONFIDENCES

Although travel restrictions forced 53% of surveyed U.S. travelers to cancel or rebook travel plans this past year, many added international destinations to their future travel wish lists; 43% of travelers have winter trips planned for early 21— with nearly half (44%) traveling to beach destinations and 24% to more remote ski spots.

Key takeaways for destinations: all tourism messaging will need to consistently reinforce and build confidence in target audiences.

Key takeaways for operators: marketing materials will need to consistently align with key destination marketing messages.

Key takeaways for travellers: with travel aspirations returning, deciding where to go, when and how will require deeper levels of decision making as new factors related to COVID-19 have impacted every aspect of travel.

Key Sources:

Forbes¹⁴, Seeker¹⁵, Skyscanner¹⁶, weforum¹⁷ New York Times¹⁸, AisaTatler¹⁹

04 HYGIENE OVER FEES

Travel decisions will be dramatically influenced by cleanliness standards; with increased scrutiny on hygiene due to COVID-19, search data cites that 45% of travelers included enhanced cleaning within their top three decision-making factors.

Key takeaways for destinations: perceptions of cleanliness, health and safety will rank higher than any other value proposition. “Tourism health and safety certified” from sources like EarthCheck and others providing health and safety assurances for destinations may be a key destination differentiator and driver of destination choice and attract safety conscious travellers.

Key takeaways for operators: protocol and procedures will continue to evolve based on the recommendations of health authorities – expect more costs. Health and safety from “tourism certified” sources like for destinations, may be a key differentiator for an operator and a driver of differentiation and choice.

Key takeaways for travellers: Personal protective equipment will continue well into 2021, with the expectation that each person will do their part by complying with local health measures.

Key Sources:

Forbes²⁰, CNN²¹, PhocusWire²², Tourwriter²³, Travelpulse²⁴, New York Times²⁵

05 THE RISE OF RURAL

Search data is already showing that nearly 90% of overall searches are for trips to rural areas; cabin rentals are expected to be especially popular, accounting for 33% of total accommodation searches in 2020, a drastic +143% increase from 2019.

Key takeaways for destinations: there will be significant opportunities to re-develop the tourism industry in ways that can address historical challenges related to overtourism, environmental damage and unequal distribution of wealth.

Key takeaways for operators: entrepreneurial spirit, year-round offerings and new community partnerships will be key for business success.

Key takeaways for travellers: securing rural-based experiences will become increasingly competitive, and likely more expensive as overall demand increases.

Key Sources:

Forbes²⁶, Tourwriter²⁷, Luxury Travel Advisor²⁸, New York Times²⁹, Eurotravel³⁰

06 THE SLOW TRAVEL MOVEMENT

After a year of international lockdown, travel agents predict that, overall, travellers have acquired a taste for a slower pace; slow travel aims to give travellers a rich understanding of life in their destination through interactions with local people and opportunities to experience a community on a deeper level. Especially important if the hassle of multiple COVID-19 negative tests are required and long quarantine periods the quick trip is far less likely.

Key takeaways for destinations: expect tourists to stay for longer and spend more and even become more integrated into the local community.

Key takeaways for operators: integrative, local and authentic experiences that reflect this new aspiration can be marketed at a premium.

Key takeaways for travellers: as experiences will become richer, and deeper, selecting a destination to visit may require a new level of research, discernment and commitment.

Key Sources:

AisaTatler³¹, Intrepid³², PhocusWire³³, Tourwriter³⁴, Eurotravel³⁵

07 WELLNESS TOURISM

It's time to embrace the future of wellness travel; the habits of travellers have changed, and more people are favouring a wellness staycation with demands for immunity boosting retreats, socially distanced trips, private jet journeys and personal health and fitness holidays.

Key takeaways for destinations: bringing existing wellness tourism infrastructure to the forefront of destination marketing strategy will be a key competitive advantage.

Key takeaways for operators: as wellness tourism has traditionally been positioned as a luxury experience, this new category of business could represent opportunities to build new, lucrative revenue streams.

Key takeaways for travellers: self-care travel options will grow exponentially, for individuals, couples and families.

Key Sources:

Traveldailynews³⁶, Eurotravel³⁷, Travelpulse³⁸, Econoictimes³⁹, Skift⁴⁰

08 TRAVEL IS A LUXURY

Many countries around the world will require proof of a negative coronavirus test for all arriving international travelers; and may impose additional tests upon arrival or a few days later. Airports and hotels will add testing facilities, and airlines will enhance mobile apps with health features to prove negative tests. Testing may continue in spite of proof of vaccinations. And also in spite of proof of vaccinations and multiple negative tests, destinations may still require quarantine periods of up to 14 days.

Key takeaways for destinations: messaging related to “why travel here” will become increasingly competitive, with unique selling propositions (USPs) more important than ever before.

Key takeaways for operators: delivering value and building brand recognition through positive consumer experience will be paramount.

Key takeaways for travellers: travel experiences will require more time, money and planning on domestic and international levels.

Key Sources:

AviationWeekly⁴¹, TravelWeekly⁴², TourWriter⁴³, Globetrender⁴⁴

09 LAST MINUTE BOOKINGS

When it comes to flexibility, more travellers are booking spontaneous last-minute trips; the average number of days between booking to check-in is now 50 days, down -37.5% from the average pre-pandemic lead time.

Key takeaways for destinations: the ability to predict and plan for high and low volumes of travellers will become increasingly complex; investments in new methodologies for data tracking will pay dividends in the years to come.

Key takeaways for operators: business models will need to be adapted to absorb high degrees of uncertainty and surge capacity.

Key takeaways for travellers: the traditional mindset of “planning the perfect vacation” will be replaced by the need to embrace travel from a place of being open-minded, adventurous and flexible.

Key Sources:

Forbes⁴⁵, Tourwriter⁴⁶, Skyscanner⁴⁷, HotelNewsNow⁴⁸

10 TRAVEL AGENT VALUE SURGE

The mass chaos and confusion caused by COVID-19 has strengthened the travel manager’s resolve to significantly reduce, if not prohibit, unmanaged travel; with travellers less likely to leave home without one, travel professionals will grow their influence exponentially.

Key takeaways for destinations: with travel professionals (re)emerging as strategic business partners, new mechanisms for communicating key information will need to be built into destination marketing sales funnels.

Key takeaways for operators: cultivating relationships with travel managers will become an essential component of every business plan and budget.

Key takeaways for travellers: the cost of working with an agent will need to be factored into a travel experience, but the investment will help to ensure a seamless, enjoyable trip.

Key Sources:

PhocusWire⁴⁹, Eurotravel⁵⁰, AisaTatler⁵¹, Amadeus⁵²

11 YOUNGER TRAVELLERS

On the heels of a pandemic that posed the greatest threat to seniors and baby boomers, the average age of travellers has dropped precipitously across all categories; as age and generational demographics of travellers shift to Gen X and those younger travellers that follow, it's likely that other consumer travel trends—such as experiences on offer, popular destinations, preferred accommodations and amenities—will follow suit.

Key takeaways for destinations: understanding the values of younger demographics, and being able to effectively communicate with them, will be paramount.

Key takeaways for operators: piloting new offers to meet the needs of Gen X and younger travellers in 2021 will form the basis of successful business in the years to come.

Key takeaways for travellers: those falling within younger demographics will see a massive increase in general targeted marketing, with older generations subject to much more bespoke, curated experiences that address their specific risks and vulnerabilities.

Key Sources:

AisaTatler⁵³, Euronews⁵⁴, Tourismreview⁵⁵, Entrepreneur.com⁵⁶

12 BUSINESS TRAVEL WILL RESUME, RESPONSIBLY

2021 will usher in the era of responsible travel, with a particular focus on business travel; those who must travel - members of the C-suite, salespeople and essential workers - will remain as early adopters with the expectation that travel providers may require disclosure of COVID-19 health status until a vaccine is widely adopted.

Key takeaways for destinations: quarantines need to be replaced with rapid testing programs to revitalize the business travel industry.

Key takeaways for operators: the best way planners can support the return to business travel is to listen to the concerns of companies, organizations and businesspeople, and to put new policies in place to help ensure that travellers feel safe.

Key takeaways for travellers: business travel will become increasingly personalized, depending on the needs and comfort level of the individual; working with a travel planner could be the new normal for business as much as pleasure.

Key Sources:

Phocuswire⁵⁷, Meetingsconventions.com⁵⁸, Aviationweek⁵⁹, New York Times⁶⁰

13 NO FEE TRIP CHANGES

With rules and regulations for travel changing on a daily basis, travellers will require the flexibility to change their hotel or flight booking at no extra cost to book with confidence; for some businesses, this will reinforce the other 2021 trend – doing more with less.

Key takeaways for destinations: both private and publicly held tourism businesses will continue to feel the financial strain of COVID-19, therefore economic relief will continue to be a necessity.

Key takeaways for operators: financial strain will continue, with pressure mounting on booking and rebooking policies and procedures.

Key takeaways for travellers: understanding the parameters of cancellation, associated fee and insurance options will increase in complexity.

Key Sources:

Condé Nast⁶¹, Forbes⁶², New York Times⁶³, Tourwriter⁶⁴

14 SUPPORTING LOCAL

With many borders still closed, and the potential of provincial quarantines looming, domestic locations in national parks, winter ski and beach towns will gain even more traction as preferred tourist choices; the focus on domestic tourism will continue to signal a massive departure from international and regular seasonal travel over the year to come.

Key takeaways for destinations: investing heavily in domestic tourism strategies will pay dividends in the longer term.

Key takeaways for operators: developing partnerships that reflect “loving what’s local” are a key step towards rebuilding economic stability.

Key takeaways for travellers: investing tourism dollars in the local economy is a direct opportunity to support regional recovery.

Key Sources:

Amadeus⁶⁵, New York Times⁶⁶, Big Seven Travel⁶⁷, Veranda⁶⁸

15 VALUES-DRIVEN BRAND AUTHENTICITY

The intensity of the pandemic and the whole of 2020 has shed more light on the global issues faced by the collective; as we move into 2021 consumers will re-examine their values and seek the “new luxury” –brands with a conscious. The travel industry is no exception.

Key takeaways for destinations: now, more than ever, destinations will need to articulate their unique value propositions within the context of the new paradigm of health, safety, responsibility and equity and how these values align with those of their prospective visitors.

Key takeaways for operators: like destinations, operators will need to define and demonstrate their values in authentic ways with a focus on proving “consciousness” through positive impact.

Key takeaways for travellers: an influx of new opportunities and experiences will flood the market, repositioning what it means to travel--and where and help make destination and operator choices more clear.

Key Sources:

Entrepreneur.com⁶⁹, MMGY Global⁷⁰, Intrepid⁷¹

16 DIGITAL TRANSFORMATION

COVID-19 accelerated the digitization of every industry, including tourism; the capacity for tourism businesses of all sizes to evolve their business models, adopt digital technologies to effectively participate in global value ecosystems, and take up new ways of data-driven working will shape productivity, social and economic wellbeing in the future.

Key takeaways for destinations: digital engagement will become the foundation of any successful tourism strategy.

Key takeaways for operators: investment in new technologies - and the knowledge of how to use them - will drive business operations forward.

Key takeaways for travellers: from health passports to virtual experiences to travel-based apps, connection to destinations will be dramatically shaped by new technologies.

Key Sources:

HospitalityNet⁷², Seeker⁷³, Amadeus⁷⁴

17 CRUISE CONTROL

The cruise industry has suffered losses in the billions from a catastrophic year; although the companies have developed stringent hygiene concepts, whether the cruise industry can truly recover in 2021 will depend, above all, on the effectiveness of vaccination.

Key takeaways for destinations: revenues from the cruise industry will continue to be minimal, if not obsolete, in the year to come.

Key takeaways for operators: cruise lines will need to continue working closely with health authorities to secure the future for the industry while simultaneously pivoting to embrace the younger demographic as the new primary target market.

Key takeaways for travellers: vaccinated individuals will likely be the first to return to cruising.

Key Sources:

New York Times⁷⁵, DW⁷⁶, Travepulse⁷⁷

18 “VAXICATIONS”

Pent-up demand for travel, the promise of vaccines for the general public by summer, and border/quarantine restrictions potentially being lifted by internationally coordinated digital health passports will result in a rush of vaccine-enabled vacations.

Key takeaways for destinations: destinations capable of accepting travellers visiting for the purpose of receiving the vaccine should prepare special packages to maximize spending during the trip (even if they may be required to remain in quarantine). Additionally, destinations should consider coordination and standardization of certifications. We have already seen examples of limited sources of vaccines being taken by visitors creating further animosity among residents for whom those vaccines were intended. In Florida they have stopped providing vaccines to visitors and the Yukon recently unveiled a case of a vaccine tourist getting the vaccine ahead of some residents. Proceed carefully with this trend.

Key takeaways for operators: operators should work closely with their destination leaders to identify potential opportunities to cater to this new travel segment.

Key takeaways for travellers: although vaccines may open travel possibilities, their efficacy has not yet been fully proven, and other governments may not recognize them as legitimate. Travellers need to conduct full due diligence prior to making any trip decisions.

Key Sources:

MMGY Global⁷⁸, CNN⁷⁹

19 TRAVEL TESTING, PROOF OF VACCINATIONS AND QUARANTINES?

Many countries around the world will require proof of a negative coronavirus test for all arriving international travelers; and may impose additional tests upon arrival or a few days later. Airports and hotels will add testing facilities, and airlines will enhance mobile apps with health features to prove negative tests. Testing may continue in spite of proof of vaccinations. And also in spite of proof of vaccinations and multiple negative tests, destinations may still require quarantine periods of up to 14 days.

Key takeaways for destinations: harmonized testing protocols will need to be established and communicated, mirroring the international coordination of vaccine certification. This will take time to coordinate.

Key takeaways for operators: deep collaboration with government, health authorities and industry partners will be required to achieve alignment and consistency around health certification requirements.

Key takeaways for travellers: similar to how 9-11 and related security measures changed the experience of travel, COVID-19 testing will become a required step for arrivals and departures, sometimes at the travellers' expense.

Key Sources:

Condé Nast⁸⁰, The New York Times⁸¹

20 SOLO TRAVEL TAKES A PAUSE

Solo travel is taking a downturn in the year ahead; in 2020, the share of bookings for single accommodations on HomeToGo dropped by 44% compared to 2019, with most looking to travel with an average of six companions; that said, solo women travellers are predicted to be on the rise.

Key takeaways for destinations: investments in infrastructure to accommodate new "travel bubbles" could be essential in supporting travel trends over the years to come.

Key takeaways for operators: offers and packages will need to be reconfigured to support groups and the intrepid single female traveller.

Key takeaways for travellers: with the shift to group travel, securing individual experiences could become more challenging and expensive.

Key Sources: Forbes⁸², AisaTatler⁸³

21 DESTINATION ASIA

As borders gradually open and more people are planning to travel in 2021, destinations within Asia are the most searched for international travel as revealed by the 2021 Expedia Travel Trends Report; with all the positive global media coverage around Asia's early handling of the pandemic, it's no surprise that many are looking east for a glimpse of recovery.

Key takeaways for destinations: understanding and countering the key benefits of the competition will enable stronger market position.

Key takeaways for operators: successful strategies in Asia can be adapted in other destinations moving forward.

Key takeaways for travellers: over the next year, opportunities to travel to and within Asia will significantly increase.

Key Sources:

AisaTatler84, Webintravel85

COVID-19 UPDATE

GLOBAL

- Globally, there have been 101,561,219 confirmed cases of COVID-19, including 2,196,944 deaths, reported to the WHO
- The virus and its variants continue to spread dramatically around the world with numerous destinations going into and/or remaining in lockdown
- Globally, more than 90.2M doses of the COVID-19 vaccine have been administered, with significant shortages and procurement issues still at play
- The EU is now poised to impose export controls on vaccines leaving the 27-member bloc to ensure supply on the continent; the proposal would require companies to seek approval before shipping vaccines to countries like Canada
- The World Health Organization (WHO) has stated that they will not introduce requirements of proof of vaccination or immunity for international travel as a condition of entry as there are still critical unknowns regarding the efficacy of vaccination in reducing transmission and limited availability of vaccines; proof of vaccination should not exempt international travellers from complying with other travel risk reduction measures

Key Sources:

World Health Organization⁸⁶

CANADA

- Canada continues to experience a strong second wave of COVID cases, resulting in new travel restrictions
- In addition to the multi-layered approach on COVID-19 already in place, as of January 31, 2021, all flights to and from Mexico and Caribbean countries will be suspended until April 30, 2021
- Effective February 3, 2021, in addition to proof of a negative pre-departure test, Transport Canada will expand the existing international flight restrictions which funnel scheduled international commercial passenger flights into four Canadian airports: Montréal-Trudeau International Airport, Toronto Pearson International Airport, Calgary International Airport, and Vancouver International Airport; the new restrictions will include scheduled commercial passenger flights arriving from the United States, Mexico, Central America, the Caribbean and South America, which were exempted from the previous restriction
- In the coming weeks, all air travellers arriving in Canada, with very limited exceptions, must reserve a room in a Government of Canada-approved hotel for three nights at their own cost, and take a COVID-19 molecular test on arrival also at their own cost
- The Government of Canada will also introduce a 72-hour pre-arrival testing requirement (molecular test) for travellers seeking entry in land mode, with limited exceptions such as commercial truckers
- Collaboration with partners in the United States will continue in the attempt to strengthen border measures and keep both countries safe
- To ensure travellers' awareness and compliance with quarantine requirements, the Public Health Agency of Canada (PHAC) is working with security companies to help complete compliance checks for travellers arriving in Canada

Key Sources:

Government of Canada⁸⁷

PROVINCIAL AND TERRITORIAL ROLL-OUT OF VACCINES

Province	
British Columbia	<ul style="list-style-type: none"> The province plans to vaccinate 150,000 people by February Initially, people in long-term care, those waiting to be moved into long-term care, and health-care workers who care for COVID-19 patients; remote Indigenous communities are also prioritized
Alberta	<ul style="list-style-type: none"> The province has received about 46,000 doses of the Moderna and Pfizer vaccine. So far, about 23,000 doses have been administered In January, the province will target respiratory therapists, ICU health-care workers, long-term care staff, ER staff, home-care workers and residents of long-term care and supportive living
Saskatchewan	<ul style="list-style-type: none"> Saskatchewan based its vaccine rollout around receiving 10,725 doses of the Moderna and Pfizer vaccine during its early phase, but will only be getting 6,825 on three dates throughout January; the province blamed the lack of clarity on the federal government Health-care workers, long-term care residents and vulnerable populations. The first phase also includes those over 50 living in remote northern communities; non-priority population vaccinations will begin in April.
Manitoba	<ul style="list-style-type: none"> Manitoba has a limited rollout right now, mainly targeting health-care workers; the province has opened a vaccination super site in Winnipeg. Health-care workers who work in critical care, long-term or acute-care facilities, and were born on or before Dec. 31, 1975, and those assigned to a COVID-19 immunization or testing site
Ontario	<ul style="list-style-type: none"> Ontario has administered more than 87,500 doses of the vaccine. The first phase includes health-care workers in hospitals, care homes and retirement homes, and remote Indigenous communities; as the vaccine supply improves, vaccines will become available to all health-care workers, care-home residents and home-care patients, and other Indigenous communities
Quebec	<ul style="list-style-type: none"> Quebec has administered nearly 40,000 doses of the vaccines. The province may revise the priority list, but it starts with residents in long-term care homes, then workers in the "social services network," and those in isolated or remote

Province	
	communities; the priority list then cascades down by age and chronic illness with the general population is the last group to be vaccinated
New Brunswick	<ul style="list-style-type: none"> New Brunswick says they are able to administer more vaccines, and have asked the federal government for more supply; approximately 3,000 people have received the vaccine The first phase, until March, includes long-term care residents and staff, health-care workers who have contact with COVID patients, those in First Nations communities and older New Brunswickers; in the spring, this will expand to residents and staff of communal living spaces, such as jails and homeless shelters, then other health-care workers and emergency responders
Prince Edward Island	<ul style="list-style-type: none"> PEI is leading the country in per capita vaccinations The first phase includes residents and staff of long-term and community care; healthcare workers, seniors over the age of 80, and adults in Indigenous communities can all expect to get the vaccine between now and March and starting in April, all remaining health-care workers, those over the age of 70, truckers and other workers and essential workers, can receive their shots
Nova Scotia	<ul style="list-style-type: none"> Nova Scotia is launching vaccination sites across the province over the next several weeks; over the next six months, it plans to have enough doses for 500,000 residents Between January and April, the province plans to vaccinate frontline health-care workers who are “closely involved in the COVID-19 response” then will be caregivers and residents in long-term care, seniors who are 80 years and older, then those aged 75 to 79, and other health-care workers who have direct contact with patients
Newfoundland and Labrador	<ul style="list-style-type: none"> Shots have begun in Newfoundland and Labrador As in other provinces, the first to get the shots will be those in “congregate living settings for seniors,” health-care workers at risk of exposure, those over the age of 85 and adults in remote or isolated Indigenous communities
Nunavut	<ul style="list-style-type: none"> The territory received 6,000 doses of the Moderna vaccine The territory plans to vaccinate 75 percent of Nunavummiut over the age of 18 by the end of March
Northwest Territories	<ul style="list-style-type: none"> Vaccinations are underway and expected to be completed by the end of March; there will be mobile vaccination teams going around the territory.

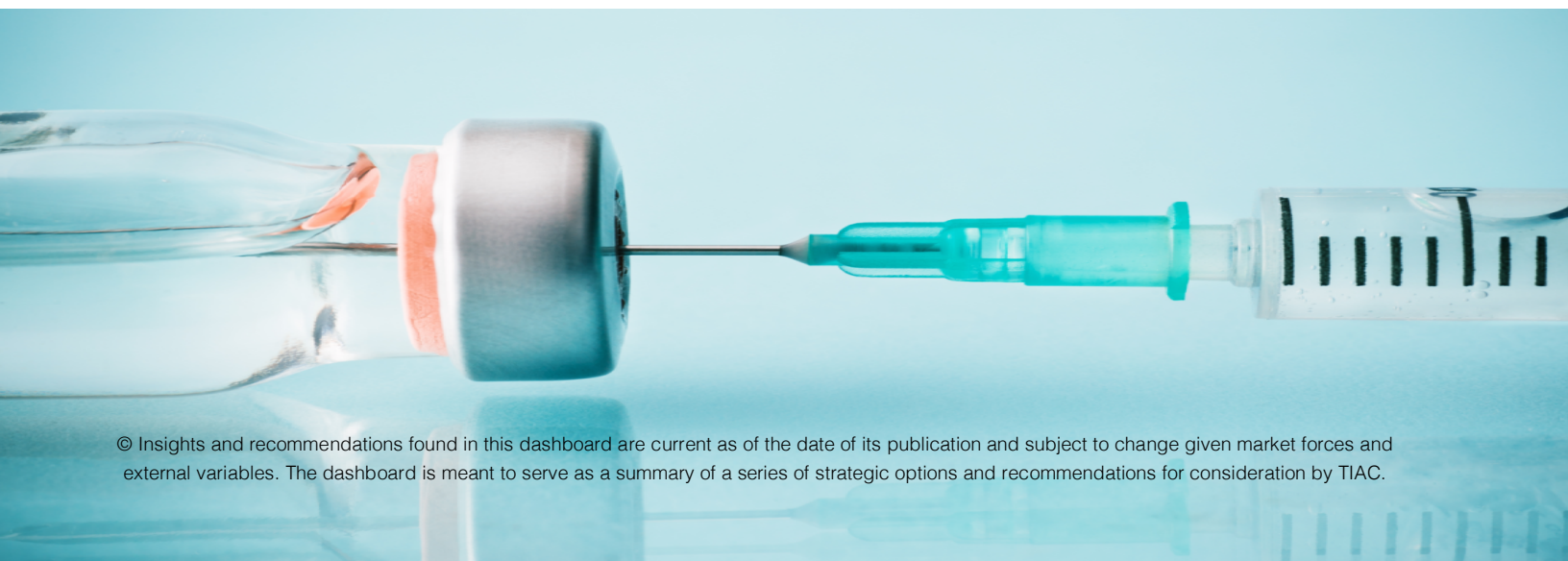
Province	
	<ul style="list-style-type: none"> Those of advanced age, or with chronic conditions, frontline health-care workers, work camp workers and those in remote communities
Yukon	<ul style="list-style-type: none"> The territory hopes to have 75 percent of the adult population vaccinated by the end of March; there will be mobile teams delivering the vaccine for those living outside of Whitehorse Residents and staff of long-term care homes, health-care workers, people over the age of 80, and those living in remote or rural communities, including First Nations communities

Key Sources:
The National Post ⁸⁸

ABOUT

The 'State of Tourism in Canada during COVID-19' dashboard 2.0, compiled by Twenty31 analysts, provides a monthly snapshot of recent global, regional and domestic tourism health and economic updates, and insights on the impact of COVID-19 on the travel and tourism industry's path to recovery. Insights are derived from a review of myriad global and Canadian media sources, associations, consultancies, and expert opinion from the tourism industry and government. We analyze the current state and future potential of key drivers of tourism recovery, including the most important tourism channels – source markets, airlines, accommodations, tourism businesses, tour operators, OTAs, and travellers.

This dashboard serves two objectives. 1) First, to identify activities and messages for Canada's tourism industry, and, 2) in particular, to inform the timing of program and recovery activities and messages supporting the Canada Experiences Fund (CEF) and other programs to aid in the recovery of Canada's tourism economy.



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