



Government  
of Canada

Gouvernement  
du Canada

Canada

# SUPPORTING THE RECOVERY OF CANADA'S TOURISM SECTOR

## \$15.4B

total overall support for tourism

## BUDGET 2021

### LOCKDOWN

#### CORE MEASURES

**Canada Emergency Wage Subsidy**  
Up to \$847/week

**Canada Emergency Business Account**  
Interest free loans up to \$60K

**Canada Emergency Rent Subsidy**  
Up to 65% of rent with a maximum of \$75K

**Large Employer Emergency Financing Facility**  
Loans of \$60M+

**Business Credit Availability Program**  
Up to \$6.25M

**Canada Recovery Hiring Program**  
Offsets costs of (re)hiring for hard-hit businesses

**Highly Affected Sectors Credit Availability Program**  
Up to \$1M per beneficiary

**Regional Relief and Recovery Fund**  
25% (\$500M) of the \$2B earmarked for tourism businesses

### REOPENING

#### TARGETED FUNDING

**Tourism Relief Fund (TRF)**  
A total of \$500M to support tourism businesses and destinations.

Of this funding: \$15M envelope to support national and multi-regional tourism priorities

A minimum of \$50M envelope for Indigenous tourism initiatives and SMEs

**Community Festivals and Events**  
\$200M to support local festivals, community cultural events, outdoor theatre performances, heritage celebrations, local museums, amateur sport events, and more

**Major Festivals**  
\$200M to support major festivals

**Destination Canada Marketing Support**  
\$100M to support Destination Canada leverage research and analysis on sentiments and opportunities

**Supporting Jobs and Growth in All Communities**  
\$700M to support business financing

**Communities Funding**  
Community Futures Network of Canada, \$80M  
Canada Community Revitalization Fund, \$500M

### BROADER ACTIONS

#### AIR

**Financial Support for Canada's Airlines and Partners**  
The Federal Government continues to support airlines and partners through such measures as the Large Employer Emergency Financing Facility

**Support for Regional Air Travel**  
\$206M designed to help ensure that regional air connectivity and services are maintained and that regional routes are reconnected across the country

**Supporting Safe Air Travel**  
\$465.6M by investing in COVID-19 testing infrastructure and touchless technologies

## 2019



**\$23.1B** EXPORT  
REVENUE

## 2020



**\$4B** EXPORT  
REVENUE

## 2025



**PROJECTION FOR FULL RECOVERY**

### RECOVERY

#### OTHER INVESTMENTS

**Digital Adoption**  
\$1.4B to launch the Canada Digital Adoption Program and to provide access to skills trainings, advisory services, and microgrants to SMEs  
\$2.6B to support interest free loans to facilitate technology adoption among SMEs

**Indigenous Entrepreneurship**  
\$42M to expand the Aboriginal Entrepreneurship Program

\$22M to support the National Aboriginal Capital Corporations Association's (NACCA) Indigenous Women's Entrepreneurship Initiative

**Enhanced Funding for SMEs**  
\$101M total funding to support small business and entrepreneurship initiatives

**Skills Training**  
Budget 2021 provides \$960M over 3 years for ESDC's new Sectoral Workforce Solutions Program to help design and deliver training that is relevant to the needs of businesses, especially small and medium-sized businesses, and to their employees

#### BORDERS

Border Modernization Efforts  
\$656.1M over five years, \$123.8M ongoing

Relaxation of border measures supported by new testing regimes and vaccine certifications including incorporating the use of ArriveCan App as a digital record of vaccination and tests for visitors



**TOURISM//  
TOURISME**

