



Susie Grynol

PRESIDENT & CEO

The Last Two Years
TOURISM'S **TURNAROUND STORY**







AN Amplified Voice

COALITION OF
HARDEST HIT
BUSINESSES



COALITION DES
ENTREPRISES LES
PLUS TOUCHÉES

CO-CHAIRLED
BY **HAC**
& **TIAC**

120+ COALITION
MEMBERS

REPRESENTING
2 Million
EMPLOYEES

HARDESTHIT.CA

DUREMENT TOUCHÉS.CA
#DUREMENTTOUCHÉS



Founded by the Hotel Association of Canada
& co-chaired by the Tourism Industry
Association of Canada



120+ Members

FIRST HIT, HARDEST HIT, LAST TO RECOVER.



Tourism, hotel and events continue to be **devastated** by COVID-19 health measures and border restrictions.



THRP was designed as a lifeline, but Omicron delayed recovery. The program wind down puts **tourism, hotels, and events infrastructure at risk.**



Omicron wiped out bookings, and is **threatening summer 2022**, setting back rehiring and recovery.

WHAT HARDEST HIT BUSINESSES NEED TO SURVIVE:

GET OPEN

Pre-departure rapid tests are deterring international visitors and business events

Competitor countries are open to fully vaccinated travellers



Our Key Ask:

A Clear and Predictable Plan to Open the Border

SURVIVE OMICRON FALLOUT

Tourism & Hospitality Recovery Program (THRP) will be cut prematurely in March and end in May

No cash available for basic expenses leading into summer season



Our Key Ask:

Extend and Adjust the THRP

GET BACK TO WORK

320,000 workers needed this summer alone, while COVID shutdowns have forced our employees to other sectors

Late recovery puts hardest hit businesses last to labour market



Our Key Ask:

A Dedicated Labour Strategy

2022 FEDERAL BUDGET: THRP RECOMMENDATIONS



1.

REVERSE 50% WIND DOWN IN MARCH 2022

Maintain full THRP subsidy rates until program is no longer needed.



2.

EXTEND PROGRAM TO SEPTEMBER 2022

THRP extension through September, until industry builds back.



3.

ADJUST SEASONAL ELIGIBILITY

Allow seasonal businesses to use their COVID Year-1 revenue loss per cent for current monthly revenue loss for THRP.



4.

LOWER REVENUE LOSS THRESHOLD TO 20% TO QUALIFY

Lower the current THRP revenue loss threshold to 20%, and feather support proportionately.

The Coalition of Hardest Hit Businesses is made up of 120+ organizations in tourism, hospitality, hotels and events businesses, who represent thousands of businesses and hundreds of thousands of employees.

#HardestHit | hardesthit.ca

WHAT HARDEST HIT BUSINESSES NEED TO SURVIVE:

OPEN TRAVEL NARRATIVE

Shift negative travel narrative

SURVIVE OMICRON FALLOUT

Omicron set our businesses

GET BACK TO WORK

Instability has driven

FIRST HIT, HARDEST HIT. LAST TO RECOVER.

STAYING ALIVE - JUST BARELY

We supported the measures needed to stop the spread of the virus and we were proud to pitch in: we opened our hotels to front-line workers and our convention halls for vaccination clinics. But limitations on gatherings, travel restrictions and border closures hit us the hardest and we continue to suffer today, more so than any other industry.

Without government support to date, most of the businesses in our sectors would have closed their doors permanently. Wage and rent subsidies that ended in the fall of 2021 -- and the Tourism, Hospitality Recovery Program (THRP) -- have helped



Tourism, hotel and events continue to be **devastated** by impact of 2-years of COVID-19 health measures and border



Our Key Ask:

Extend and Adjust the THRP



Our Key Ask:

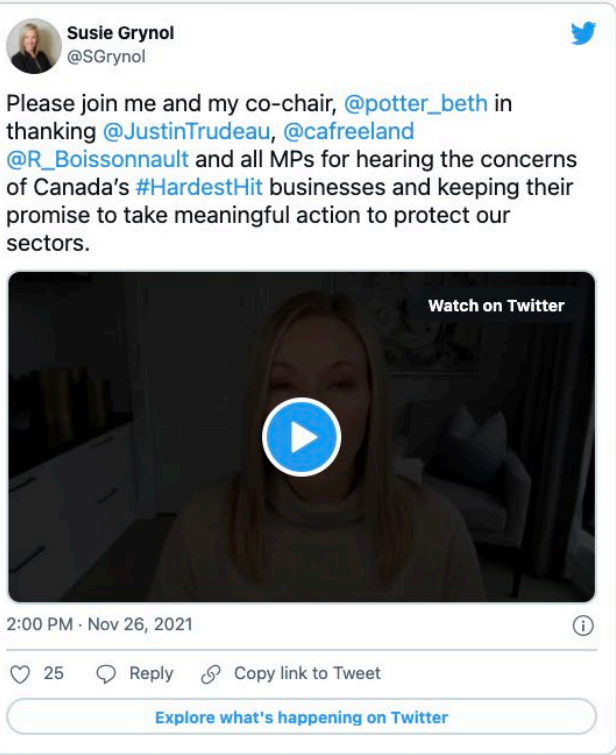
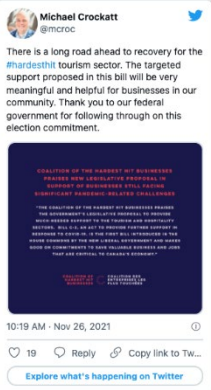
A Dedicated Labour Strategy

HARD HIT BUSINESSES NEED SUPPORT TO SURVIVE



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

HOTELASSOCIATION.CA



SOCIAL MEDIA MESSAGES FROM MEMBERS OF THE COALITION OF HARDEST HIT BUSINESSES, THANKING GOVERNMENT FOR THEIR SUPPORT AND TABELING BILL C-2.

the chhb earned...

3 Billion+
IMPRESSIONS IN CANADIAN MEDIA

EQUIVALENT TO **16X** 2022 OSCARS VIEWERSHIP
EVERY MONTH

the chhb earned...

20,000+
letters to Canadian MP's and senators

EQUIVALENT TO ROUGHLY 60 ENGAGEMENTS PER
MEMBER OF PARLIAMENT

the chhb earned...

7,200+
MAJOR NEWS STORIES

EQUIVALENT TO 10 MAJOR NEWS STORIES
PER DAY SINCE WE LAUNCHED THE Coalition IN
SEPTEMBER 2020.



Our Biggest Challenge **Why** Tourism & Hospitality?



Top Employer
for New
Canadians and
Youth



A Lifeline for
Rural Economic
Development



Vital for
Downtown
Revitalization



Canadian
Brand



Immediate
Return on
Investment



A Crucial Export
Industry



Nation Building



Commitment to
Sustainable
Development
Goals