



A Call for Action

Accelerating the Recovery, Sustainable Growth
and Resilience of Alberta's Visitor Economy

TIAA Presentation to the Standing Committee on Alberta's Economic Future

October 21, 2020

Edmonton, Alberta

Introduction

Vision

“Alberta’s Tourism Industry will be the Driving Force of Sustainable, Community Economic Development.”

Mandate

- advocate policy that supports the growth and sustainability of all facets of Alberta’s tourism economy;
- through industry leadership and/or private-public sector partnerships, drive innovation, investment, product development and new visitor experiences; and,
- work collaboratively with the Government of Alberta and Travel Alberta to support an audacious target of a \$20B tourism industry by 2030.

An Industry of Industries

Government Embracing the Potential of the Visitor Economy Represents a Commitment to:

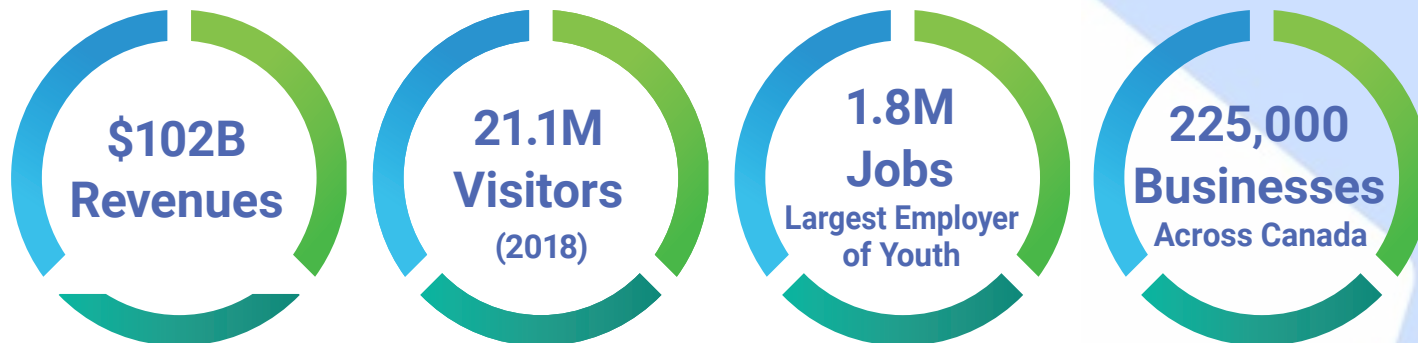
- Job Creation
- Business Start-Ups
- New Sector Investment
- New Revenue for Government
- Sustainability



State of Tourism

- One of the Hardest Hit Sectors
- Demand Forecast Variables
 - Health Restrictions
 - Economic Conditions
 - Consumer & Resident Sentiment

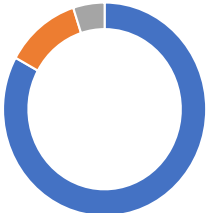
Pre-COVID-19 Contributions of the Canadian Tourism Industry



Economic Growth Engine

- \$8.9B to \$20B by 2030
- Albertan Spending Profile: International Visits Matter!

Person Visits in Alberta



83% - Albertans
12% - Canadians
5% - International

Total Visitor Expenditures



54% - Albertans
22% - Canadians
24% - International



Per Person Visit Spending in Alberta



COVID-19 Recovery Risks

- Business Liquidity
- Predictable Market Access
- Longevity of Fiscal Stimulus Measures
- Viability of Airlines & Airports
- Intensified Domestic/Global Competition



Sector Impacts



F&B - Up to 35 Months to Return to Positive Cash Flow



Meetings - Loss of 1.08M Delegates; \$1.04B Revenue Loss



Accommodation: 50% Drop in Occ; Hotels Facing Insolvency



Ski: 52.5% Skiers from Long-Haul Markets



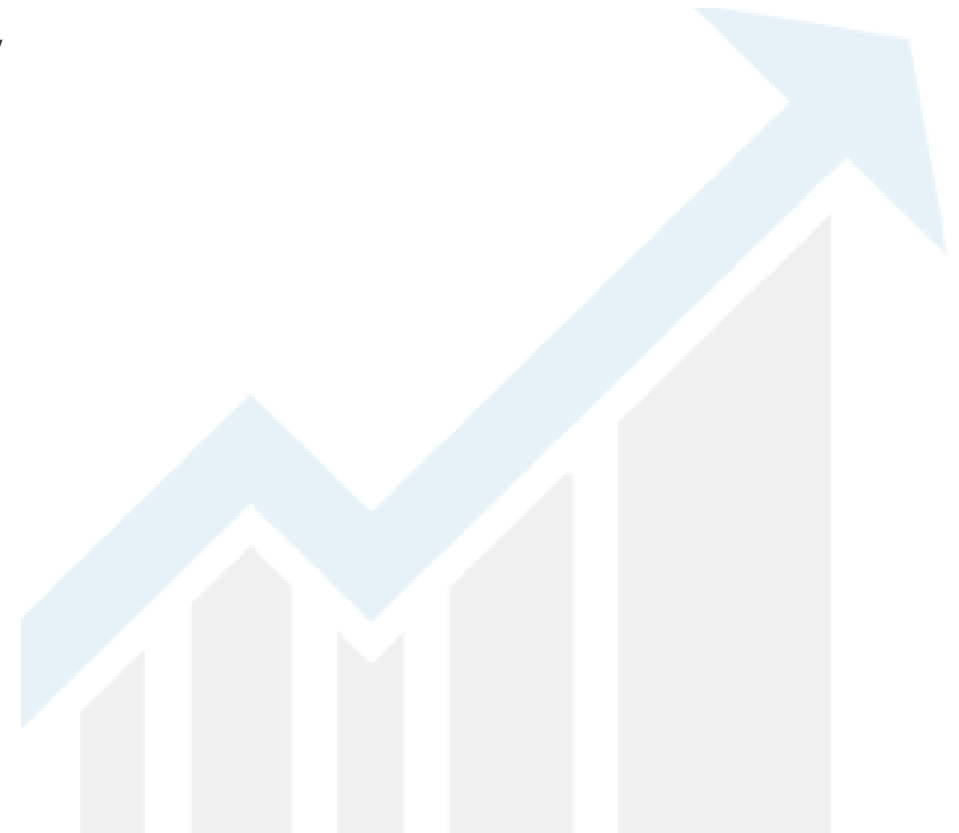
Indigenous: 65% Decline in Indigenous Tourism



Sport Events: 500+ Nat/Int/Prov Sporting Events

Setting the Stage for Recovery

- Embrace Tourism as an Engine for Economic Growth
- Focus on Regional Destination Development
- Mainstream Tourism Sustainability
- Invest in Tourism Infrastructure



Focus Areas & Recommended Actions



1. Support, Sustain & Fund



2. Open & Entice



3. Lead & Align



4. Plan & Manage



5. Invest & Create



6. Enable



7. Promote



8. Evaluate

Implementation Timeframe



Short-Term
0-6 months





Medium-Term
6-24 months



Long-Term
24-36 months






1. Support, Sustain & Fund

-  Ensure Fiscal Stimulus Supports are Available (Sliding-Scale Basis) Until Business Levels Return to 75% of Pre-COVID-19 Levels.
-  Amend the Tourism Levy Act to prescribe that 100% of ATL funds will flow to Travel Alberta to support an expanded destination planning, development, management and marketing mandate.



2. Open & Entice

-  To Incentivize the Rescheduling of Alberta-Based Business Events, Meetings and Conventions, Introduce a \$100 Alberta Travel Voucher for Delegates Attending Events Held in 2021.
-  Work with the GoC and Others to Ensure a Harmonized, Risk-Based Approach to Managing Inter-Provincial Travel Restrictions.
-  To Encourage Albertans to Travel and Spend Within the Province in 2021, Create a \$200/ Household Tax Incentive/Credit for Travel at Least 40km From Home Residence.



3. Lead & Align

- 🌐 Develop a Cross-Ministry Tourism Secretariat to Set the Stage for Accelerated Recovery, Growth & Resilience of the Visitor Economy.
- 🌐 Amend the Travel Alberta Act to Formally Evolve the Mandate of the Travel Alberta Corporation from a Destination 'Marketing' Organization to a Comprehensive Destination 'Management' Organization.



4. Plan & Manage

- ④ Develop and Maintain an Innovative GIS-Based Inventory of Tourism Resources (eg. Experiences, Features, Settings, Scenery) to Enable Trip Planning Tools, Product Development and Land Planning and Management to Support Tourism.
- ④ Ensure the Interests and Needs of the Visitor Economy is Fully Integrated into Provincial Emergency Management Planning and Disaster Assistance Programs.



5. Invest & Create

- ⑤ Prioritize the Development of New Regional Destinations Delivering, Sustainable, Export-Ready Experiences.
- ⑤ Create an Alberta Signature Trail Program.
- ⑤ Increase Capital Funding to Create, Expand or Modernize Visitor Infrastructure & Experiences at Alberta Destination Parks and Recreation Areas.
- ⑤ Create an Alberta Events Attraction Incentive Program.
- ⑤ Introduce an Alberta Tourism Investor Tax Credit Program.



6. Enable

- ⌚ Modernize Alberta Parks and Relevant Public Lands Legislation, Regulations & Policies.
- ⌚ Ensure the Proposed Alberta Infrastructure Act Supports the Aims of Building a \$20B Tourism Economy.





7. Promote



Construct Domestic Leisure & Business Travel Marketing Campaigns to Entice Albertans and Short-Haul Interprovincial Visitors to Travel/Spend within our Borders, and, to Help Rebuild Host Community Confidence.



8. Evaluate

-  Ensure the Coordination and Dissemination of Timely Research to Support the Recovery & Growth of the Visitor Economy.
-  Develop a Robust Visitor Economy Index to Help Support Investment Decisions and Improve Performance Measurement at a Destination Level.

Q&A



Thank You!

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