



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

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

