



The Politics of Effective Tourism Policy

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- Tourism in Canada is \$88.5 billion industry that directly employs 628,000 people in every region of our country.
- Tourism helps to support more than 178,000 businesses from coast-to-coast-to-coast.

THE NUMBERS



- Ensuring best opportunities through the collaboration of all levels of government and the industry

Tourism Outreach Caucus

1. Making Canada a premier tourist destination

- ✓ Approved Destination Status with China
- ✓ Partnering with federal organizations, = innovation and cooperation



2. Ease of access and movement for travelers

- ✓ Our Visa modernizations
- ✓ Our Blue Skies Policy reciprocal air transport agreements with key markets across the globe



Federal Tourism Strategy



- 3. Product development and investments in assets & products**
 - ✓ Growth in aboriginal tourism
 - ✓ Programs to support small to medium sized enterprises, 98% of tourism businesses in Canada



- 4. Supply of skills and labour to; quality service and hospitality**
 - ✓ Training tools
 - ✓ Funding to develop professional certification

FEDERAL TOURISM STRATEGY

- Securing Canada Approved Destination Status for Chinese tourists, **June 2010**
- Launch of the Federal Tourism Strategy, **October 2011**
- Reinvestment in marketing Canada in the US tourism market, **Spring 2015**
- Rebranding of the Canadian Tourism Commission to Destination Canada, **Spring 2015**
- Expansion of the Electronic Travel Authorization to low-risk travelers, **Spring 2015**

Accomplishments
