

# From Ottawa to PEI: **Aligning Tourism Advocacy**



TOURISM INDUSTRY  
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE  
TOURISTIQUE DU CANADA

A little bit about Seb...



How are  
things in  
Ottawa?



atus:

Single

In a relationship

Engaged

Married

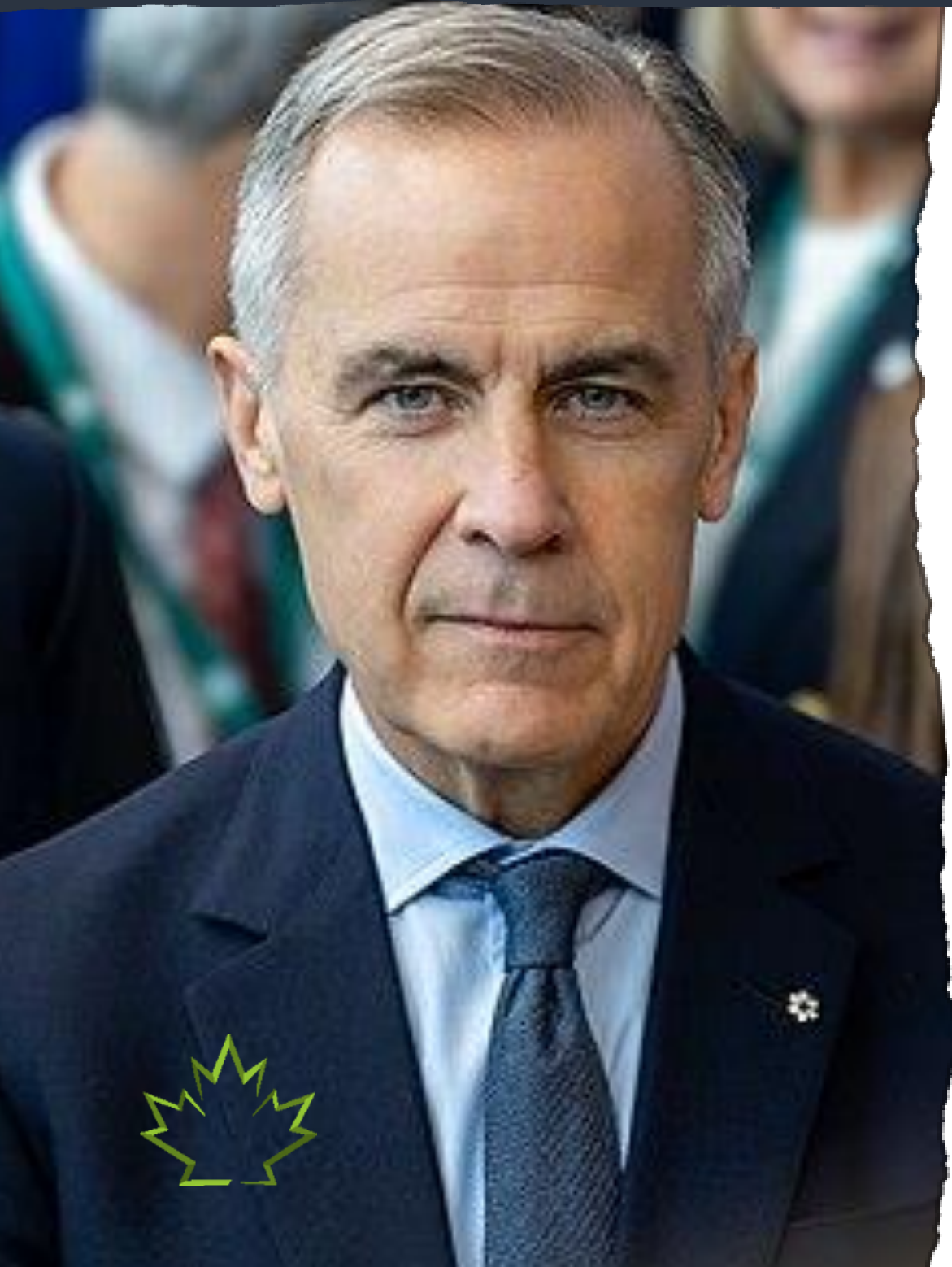
✓ It's complicated


Divorced

facebook







# Prime Minister Carney's priorities:



-  Statistics Canada: +27.7%
-  Communications Security: +20.9%
-  Northern Economic Development: +20.6%
-  Transport: +19.8%
-  Housing & Infrastructure: +14.9%
-  National Defense: +11.6%



# Where does that leave tourism?

-  **Tourism Growth Program: Ended**
-  **International Convention Attraction Fund: Ended**
-  **Destination Marketing: Funding Cuts**
-  **Tourism Representation: Downgraded**  
*(From Minister to Secretary of State)*





**Mark Carney** [in](#)

Prime Minister of Canada and Leader of the Liberal Par...

2d •

This summer, Canada's tourism sector did more business than ever before — by welcoming the world and being our own best customer.

More good news: we just renewed the Canada Strong Pass for the holidays and summer 2026 — so it's more affordable to explore our incredible country.

**CBCNEWS**



**i**

## **O Canada! Summer tourism numbers hit all-time high**

Record numbers driven by strong domestic and international travellers

2,459

140 comments · 90 reposts

# The Reality for Tourism Operators





EXCLUSIVE:

TIAC 2026

MEMBER

SURVEY

RESULTS

# Question 1: Over the past year, how has your business's operating environment changed?

About the Same

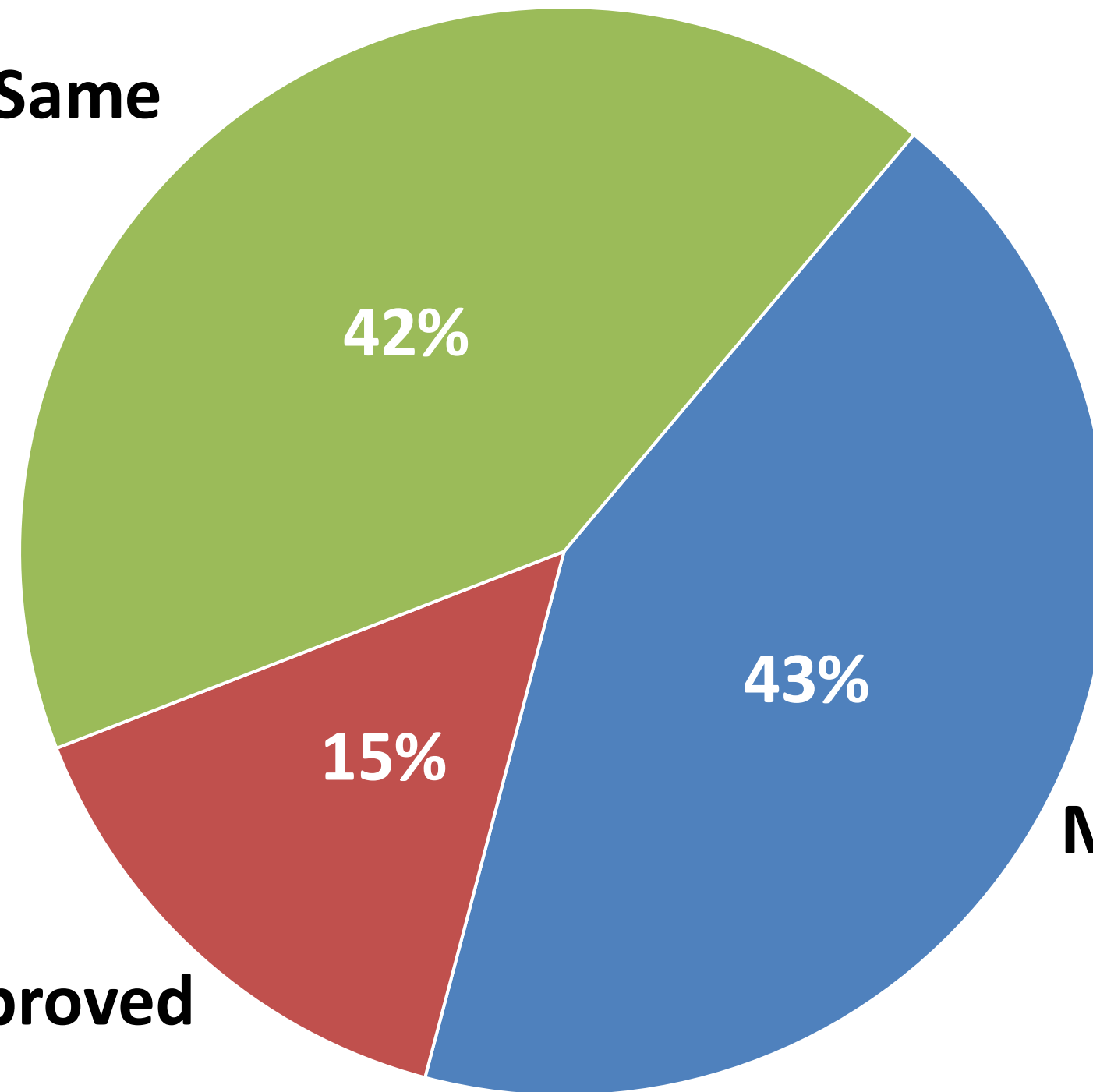
42%

43%

More Challenging

15%

Improved



EXCLUSIVE:

# TIAC 2026 MEMBER SURVEY RESULTS

## Cost Pressures Are Dominating

**78%**

Report increased  
operating costs

**83%**

Rank rising costs as  
#1 workforce issue



EXCLUSIVE:

# TIAC 2026 MEMBER SURVEY RESULTS

## Barrier to Growth

72%

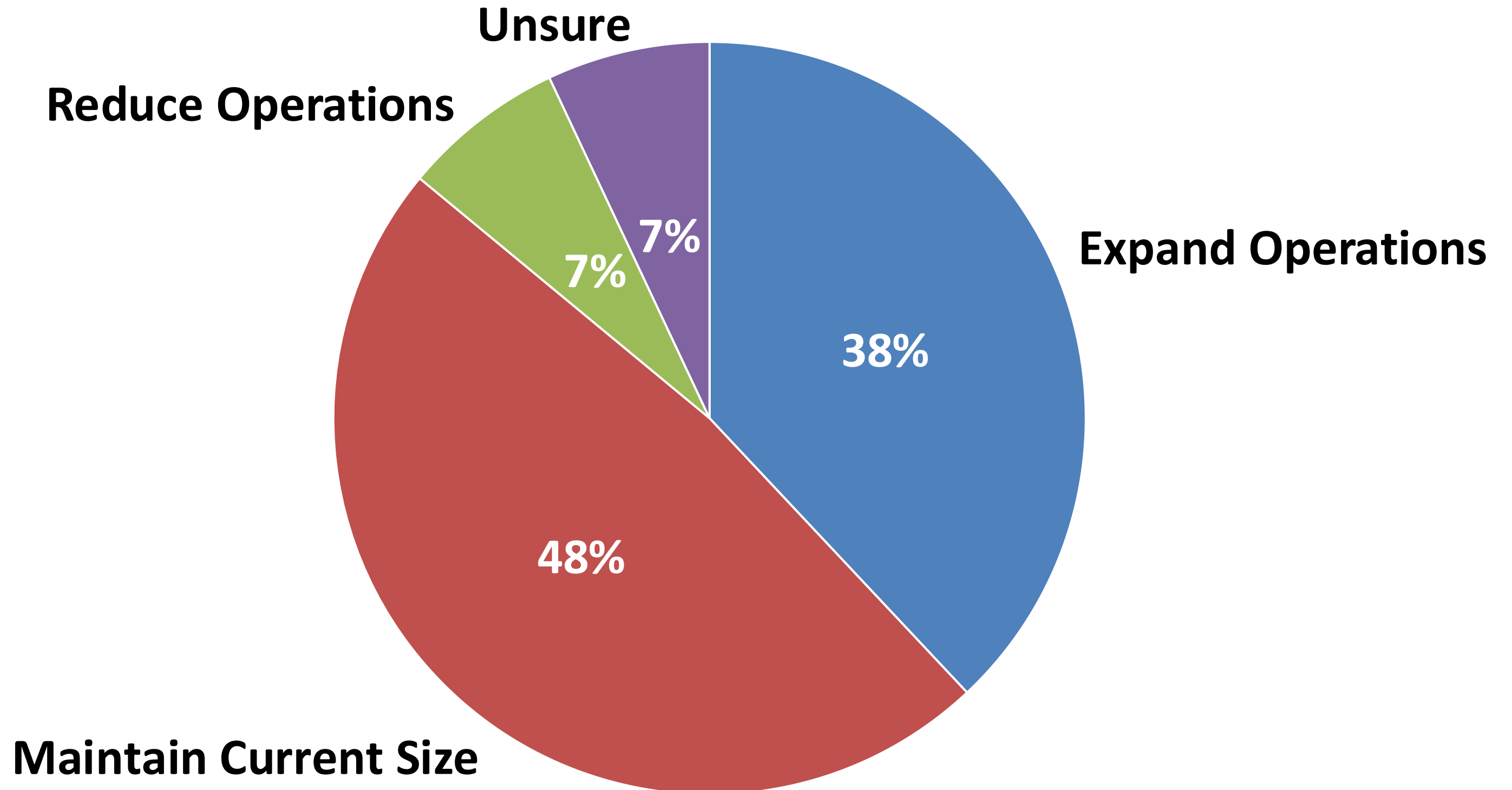
cite investment and  
access to capital as a  
major growth barrier



EXCLUSIVE:

# TIAC 2026 MEMBER SURVEY RESULTS

Question 3: In the next year, does your organization plan to:



**So... What now?**



# Ant and Bee



# Rethinking our approach:

The Local Impact Tool





Tourism Industry Association of Canada  
ASSOCIATION DE L'INDUSTRIE TOURISTIQUE DU CANADA

# Tourism Builds Canada

Tourism's Impact on Your Community



**Sean Casey**  
Charlottetown



Scan to Learn More

**19100**  
Total Employment

**2205 | 11.54%**  
Total Tourism Workers

**438**  
Total Tourism Businesses

**Accommodations**

**265** Workers **68** Businesses

Jobs in hotels, motels, lodges, and other places visitors stay overnight.

**Food & Beverage**

**1380** Workers **181** Businesses

Includes restaurants, cafes, pubs, and catering services serving tourists and locals alike.

**Travel Services**

**35** Workers **19** Businesses

Encompasses travel agents, tour guides, and booking services helping people plan and enjoy trips.

**Recreation & Entertainment**

**465** Workers **96** Businesses

Involves theatres, museums, festivals, casinos, and other cultural or leisure experiences.

**Transportation**

**60** Workers **74** Businesses

Covers jobs moving people: airlines, taxis, buses, ride-sharing, ferries, and tour operators.



**Local Impact**

Data provided by Statistics Canada and the Business Register. Discrepancies reflect differences between 2021 Census data and 2024 Business Register data.



# Parliamentary Tourism Caucus

**41** members  
membres

**Caucus  
parlementaire  
sur le tourisme**

Is this you?



# Advocacy and Unity





Thank you

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