

Key Messages – CTC Funding

1. Tourism growth depends on an increased funding with a long-term vision for a national tourism marketing organization.
2. Recent cuts to the CTC hurt Canada's competitiveness, but investing in marketing now will benefit the Canadian economy
 - a) The tourism market is booming internationally. If we don't adequately fund the CTC, we will fail to capitalize on unprecedented opportunities for growth
 - b) These cuts come at a time when our competitors are investing aggressively in marketing.
3. Tourism promotion – through direct-to-consumer advertising – drives international demand.
4. The CTC's core budget has decreased by almost half in the past decade – during that time we've slipped from 7th to 18th most visited countries in the world.
5. We have seen positive signs in recent months in terms of international tourism arrivals, but this should not be seen as evidence that all is well.
6. Over the past decade, there have been encouraging months and quarters and years, but we have not seen sustained growth over this time, while other markets have.
7. Tourism is big business - it is powered mostly by entrepreneurs and small businesses that operate in every region of the country, creating jobs and revenue for the government.
8. Investment in tourism promotion will help us regain our place in this growing international export sector, providing economic growth and job creation.