

# Business Events Key Messages and Proof Points

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*The following proof points offer a variety of examples and data for each Key Message—please choose ones based on your specific needs and messaging.*

## **1. Canada is open for business. Team Canada is ready to welcome back business events and visitors to its diverse destinations – Canada’s borders are open, and we are prepared to respond to changes in an agile way.**

### **Proof points:**

- As of fall 2021, in-person business events have been slowly returning in Canada.
  - From September to December 2021, more than 260 domestic business events and over 50 international business events will be hosted in Canada. Of the international business events, 78% are from the US and 22% are from other countries (Source: Canada’s Business Events Pace Report, August 2021).
- Visitors can travel to Canada with confidence as the travel industry has invested billions in smart health and hygiene protocols, retraining staff and reconfiguring experiences for international and domestic visitors.
  - A majority of the 232,000 tourism businesses in Canada are independently owned small and medium enterprises. In some cases, their staff are their families. There is a vested interest in health and well-being for all.
  - Venues and event spaces across Canada have received global recognition and certification for the implementation of best-in-class cleaning and sanitization procedures.
    - Over 60 facilities across Canada have received [GBAC STAR Facility Accreditation](#) from the Global Biorisk Advisory Council, which is the gold standard for outbreak prevention, response and recovery.
    - Edmonton tourism and hospitality industries are collaborating to pursue citywide GBAC STAR™ accreditation. Once complete, Edmonton will be the first and only Canadian destination, and one of only two destinations throughout North America, to obtain the GBAC STAR™ Accreditation.
- LEEDs-designed, BOMA-certified sustainable facilities pair with award-winning event production, catering, and destination management companies to deliver event excellence and set Canada’s ever evolving venues and meeting spaces apart.
- Venues, conference centres and hotels across Canada are providing increasingly high-tech solutions to make hosting hybrid events more turn-key than ever.
  - The Palais des congrès de Montréal in Québec launched the CITE Event Innovation and Technology Centre in partnership with MT Lab – North America’s first innovation incubator devoted to tourism, culture and entertainment – to merge live and virtual event experiences. CITE connects event industry innovators with meeting planners to help create unforgettable events.
- Flexibility, adaptable - stories of events that have taken place.
  - Prepared to respond to the changing situation in an agile way, the Québec City Convention Centre became the first venue in Québec to hold a major event once lockdown measures eased, hosting over 75,000 visitors between July and September 2020 for the Imagine Van Gogh exhibit.

## 2. Canada is a global leader across several industries, and home to visionary experts and cutting-edge innovations that are shaping the future. When this intellectual capital is combined with our vibrant urban centres and unique natural landscapes, it provides a thriving ecosystem for business events that foster creativity, collaboration and ultimately, leave a lasting impact.

### Proof points:

- The overall economic impact of Business Events on the Canadian economy is ~\$40.7B CAD (\$33.1B USD). Visitors represent the majority (81%) of the \$40.7B CAD economic impact generated by the overall meetings industry. By hosting your business event in Canada you are contributing to the economic growth of communities and enhancing the life of Canadians (Source: Oxford Economics, 2018 Global Economic Significance of Business Events Report).
- Canada is an innovation leader across many industries.
  - **Life Sciences:**
    - The world's ten largest biopharmaceutical companies are in Canada, which includes research and development and manufacturing operations. Canada is also the world's 10th largest pharmaceuticals market.
    - The world's second largest number of biotechnology companies are concentrated in Canada (Source: Pitchbook, 2020).
  - **Technology:**
    - Of the world's top 10 largest tech companies, nine have Canadian headquarters in the Toronto-Waterloo Corridor and one is in Montreal.
    - The Toronto-Waterloo Corridor is the second largest technology cluster in North America and one of the world's top tech hubs. Within this area you'll find 9,700 tech companies, including 2,000+ startups and nearly 300,000 tech workers.
    - Canada is number one in the world in quantum computing science (Source: Economic impact of quantum technologies 2019, National Research Council Canada).
  - **Natural Resources:**
    - Canada has the world's largest oil reserves open to free market investment (Source: Natural Resources Canada, 2020).
    - Canada is the world's largest producer of potash (Source: Natural Resources Canada).
    - Canada's cleantech sector ranks first in the G20 when it comes to the potential to produce clean tech startups over the next decade (Source: Global Cleantech Innovation Index, 2017).
- **Agribusiness:**
  - Canada is ranked eighth in the world for agricultural research.
  - Canada is the fifth largest global exporter of agri-food products, generating 5.7% of the world's food and agriculture exports.
- **Advanced Manufacturing:**
  - Canada's Industry 4.0 technologies and next-generation manufacturing capabilities are revolutionizing how finished products and components are designed, manufactured, distributed and repaired across a spectrum of industries and climate conditions.
- Canada takes the top spot in a range of business-related areas.
  - Canada has the most educated workforce in the world, with nearly 59.4% of residents aged 25-64 having graduated from tertiary education institutions.
  - Canada is the number one most attractive country for entrepreneurs (Source: [OECD](#))
- Canada is home to many of the world's most forward-thinking and visionary cities.
  - [fDi Intelligence](#)'s recently published ranking of "America's Cities of the Future" featured several Canadian cities across many categories, including Toronto and Montreal in the top five overall category.
  - Canada has six cities among the world's top 100 best cities: Toronto (13), Vancouver (34), Montreal (41), Calgary (47), Ottawa (67) and Edmonton (76). (Source: 2021 [World's best cities](#))

### 3. Canada's rich diversity of incentive destinations offer unique, legendary experiences that will inspire and revitalize teams, reigniting their creativity and promoting collaboration to drive future business success.

#### Proof points:

- With over 255 unique legendary experiences available to visitors, Canada is a top choice for recognizing and rewarding high achievers.
- When incentive buyers were asked where they would like to host their next incentive program, next to regional or domestic travel, Canada is the desired international destination to host these programs. (Source: Incentive Travel Industry Index 2020)
- The Canadian Signature Incentive Experience Collection (CSIEC):
  - **Adventure**
    - Chase the northern lights: A thrilling experience of a lifetime, Canada is one of the best places in the world to watch the aurora borealis. A trip to the Northwest Territories gives groups the rare chance to discover their spectacular beauty as an aurora hunter takes them to the prime viewing spots, while sharing stories and legends along the way. They can then experience the ride of a lifetime as they race across the snow-covered trails on a dogsledding adventure – before learning the traditional skill of igloo building from the local Indigenous community
  - **Culture**
    - Ceremonial feast: Feel your heart beating in time with the ceremonial drumming of the Coastal Mountain Squamish and Lil'wat People who have inhabited Whistler's territorial lands for millennia, feel their song pull you in. Above and before you towering longhouse poles, canoes and intricately decorated ceremonial masks. Dancers perform a colourful dance, elders offer a blessing and a warm welcome. This is Whistler's Squamish Lil'wat Cultural Centre, and the start of a celebration to long be remembered.
  - **Heritage**
    - Discover the historical charm of Québec City: Meetings and incentives take on a European flair when Québec City is on the agenda. North America's only walled city north of Mexico, Québec City offers groups the chance to be inspired by its stunning architecture during walking tours or host events at the national historic site, Voltigeurs de Québec Armoury.

#### - Sense of Place

- Iceberg spying off Fogo Island: Situated on a remote island off the coast of Newfoundland, the architecturally iconic Fogo Island Inn offers no shortage of once-in-a-lifetime experiences. As teams come together to collaborate in the inn's boutique meeting rooms, which boast floor-to-ceiling windows looking out at the North Atlantic, they will be inspired as they take in a truly extraordinary sight: towering slabs of 10,000-year-old icebergs drifting right off the shore.

#### - Taste

- A gourmet seaside retreat: Nova Scotia is known to have some of the best seafood in the world and one of the best ways to taste it is on a food adventure at the idyllic Fox Harb'r Resort. From a private beach raw bar showcasing Canada's oldest oyster farm to dinner right in the resort's oceanside vineyard or the chance to catch your own fish for a super-fresh picnic, this two-night food and drink celebration is filled with storytelling, feasting and a range of optional hands-on enhancements, like Lobster 101, Learn to Shuck or the prizewinning "Chef's Chowder" Class.

#### - Wellness

- Promoting wellness at The Sanctuary at Ancient Cedars: A haven of relaxation tucked into an ancient cedar forest, Ancient Cedars Spa at the luxurious Wickaninnish Inn is perched on the west coast of Vancouver Island. Surrounded by ancient trees, therapeutic and restorative treatments are augmented by the sounds of nature – rolling surf, the call of birds and gentle breezes. Signature treatments incorporate the elements of fire, water, earth, and air and the traditional ceremonies of west coast Indigenous people.
- Canada offers unique, diverse and vibrant tourism experiences across the country. Indigenous tourism makes up a significant part of this, and offers truly authentic, memorable and enriching lifetime experiences to travelers.

- The need for teams to reconnect and take part in meaningful experiences is stronger than ever.
  - From lively cities immersed in nature to the unique mosaic of Indigenous and global cultures, every day in Canada offers a new adventure and a chance to reconnect with what's important.
  - Our national parks and historic sites are world renowned, including Banff National Park, Pacific Rim, and Grasslands National Park.
  - Our cities, like Toronto, Calgary, Vancouver, Montreal and Ville de Quebec are uniquely connected to their natural surroundings – with farmlands, forests, beaches, rivers, and wildlife on the doorstep.
- Canada offers a world of connections with remarkable people, nature, culture and communities that awaits.

- **Connection to people**

- Canadians have a deep connection with the natural world, a profound gratitude for what it provides and a desire to share it.
- Travellers are sure to receive a warmhearted invitation from genuine people ready to share the unique and powerful experiences their country has to offer.
- Canada has a myriad of opportunities to enjoy life-changing experiences and build memories that will last a lifetime.

- **Connection to place**

- Canada is a country of true diversity – of people, places and seasons. Our three coastlines and all the space in between have uniquely different seasons and experiences to offer.
  - Canada is a place of epic proportions, which is closer than many realize.
  - There's never been more of a need to disconnect, recharge and embrace the joy of being with loved ones. And there's no better way to get there than by stepping into the great outdoors together.
  - Many are searching for space, to create the time to breathe and reflect, or are yearning for freedom to explore outside their walls and connect with open and welcoming people.
- Canada is easily accessible, thanks to its convenient geographic location, world-class airports and excellent transportation options.
    - With 13 international airports (43 airports of entry) and 117 border crossings to the US, Canada is poised to host your next incentive program.

