

SNCC- Niagara Falls Tourism's submission synopsis- an addendum to Chamber submission to Federal Tourism Growth Strategy

Addendum...

The South Niagara Chambers of Commerce also strongly concurs with the Federal Tourism Growth Strategy submission from our stakeholder partner, Niagara Falls Tourism.

Niagara Falls is a cornerstone of the region's mature, and critical tourism sector. The city's renowned attractions and nearby regional amenities are top-of-class in Canada. As referenced in their submission, more than 350 businesses are involved with tourism *in that city alone*, with an associated 40,000 jobs in Niagara.

There are key actionable points in their submission, that the SNCC agrees with— some relating to employment needs and tax savings that are now essential for a sector punished by the pandemic, and which is struggling with major worker shortfalls.

Among their points, is the issuance of a responsible tourism trained worker visa program that can lead to Canadian citizenship, with an eye also to developing initiatives to make the labour pool as 'pandemic proof' as possible in the future.

Any initiatives relating to training for tourism-industry apprentices and jobs would be extremely helpful. To that end, Niagara Falls Tourism's advocacy for investments in education and college vocational programs and apprenticeships is very sensible.

Housing shortages and transportation inadequacies for workers are also a troubling issue, says their submission. To that end, a Tourism Infrastructure Fund would be welcome.

Another key issue focuses on items in the 2022 Federal Budget, including advancing a tax-saving initiative from a reduced tax rate for small businesses, to apply also to tax-rate reductions for larger businesses in the large-scale tourism industry. This will also free up more funds for our partners to be more competitive in salaries and compensation, and encourage measures in worker retention. The SNCC agrees with this move.



**Greater Fort Erie Chamber of Commerce, Chamber of Commerce Niagara Falls, Canada,
Welland/Pelham Chamber of Commerce, Port Colborne-Wainfleet Chamber of Commerce**

Niagara Falls hosts millions of U.S. and international travellers a year — and many of them are also enjoying tourism-related draws elsewhere in Niagara and beyond, providing millions of dollars to businesses and securing numerous jobs.

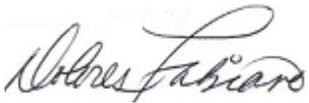
Here, the American market is of the highest priority, Niagara Falls Tourism notes. **The general opposition to the ArriveCAN app and its detrimental effects has been widely reported.**

While we support the importance of maintaining Public Health, we agree with Niagara Falls Tourism that this system is deeply-confusing visitors coming from international bridges, with documented backups hurting Niagara's image as a seamless travel destination — indeed, U.S visitation is well down below the 2019 benchmark.

We sincerely thank you for the opportunity to present our input to the Federal Tourism Growth Strategy, and further its aim to promoting tourism recovery, growth and future resilience in this essential sector.

If you have any questions, please contact me directly.

Sincerely,

A handwritten signature in cursive script, reading "Dolores Fabiano".

Dolores Fabiano
Executive Director