

# Use of Government Support Programs

Based on a telephone survey of 81 Metro Vancouver  
tourism and hospitality focused businesses

May 4 – 8, 2020

**METRO VANCOUVER TOURISM AND HOSPITALITY  
INDUSTRY RESPONSE AND RECOVERY TASK FORCE**

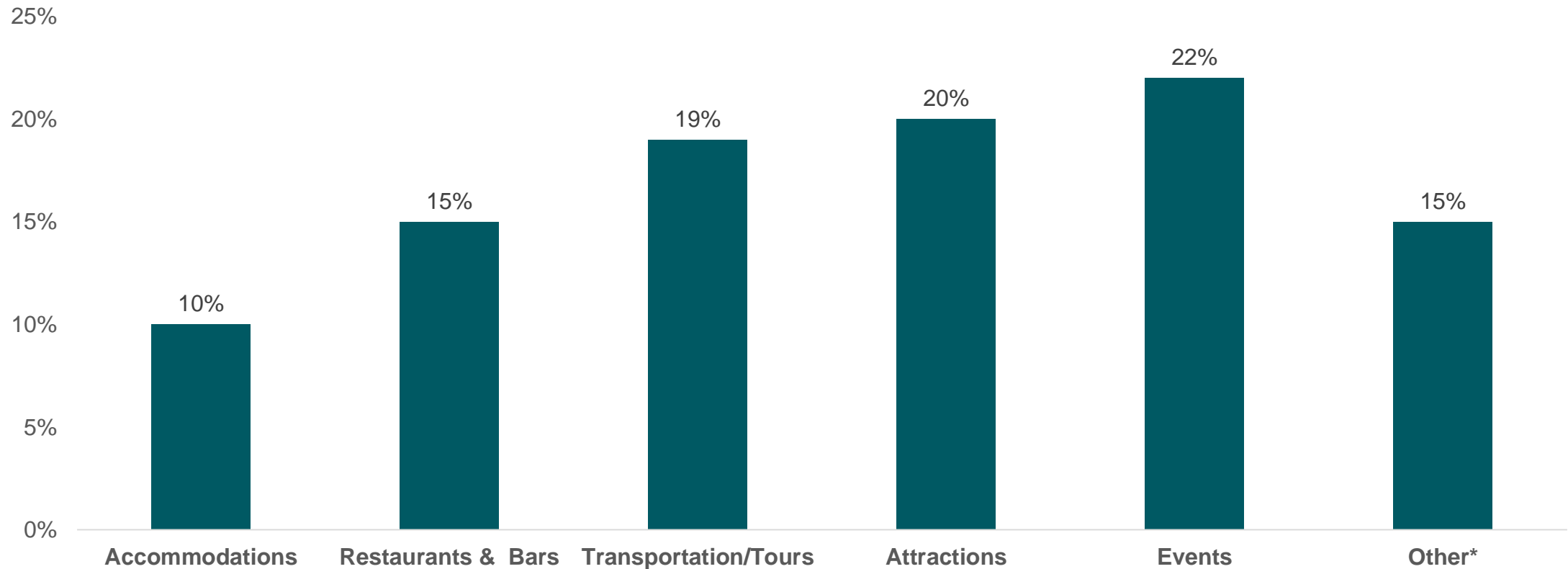


# Key Findings

1. Federal and provincial financial and other support programs are difficult to understand, and many businesses are ineligible.
2. There is a need to extend the duration of programs: the 2020 tourism season (especially summer peak) will essentially be lost which means zero revenues for many businesses for the remainder of this year.
3. Significant uncertainty remains for many businesses in the tourism sector with regard to survival (immediate term) and ability to retain business continuity (short to medium term).

# Respondents represent broad range of business types

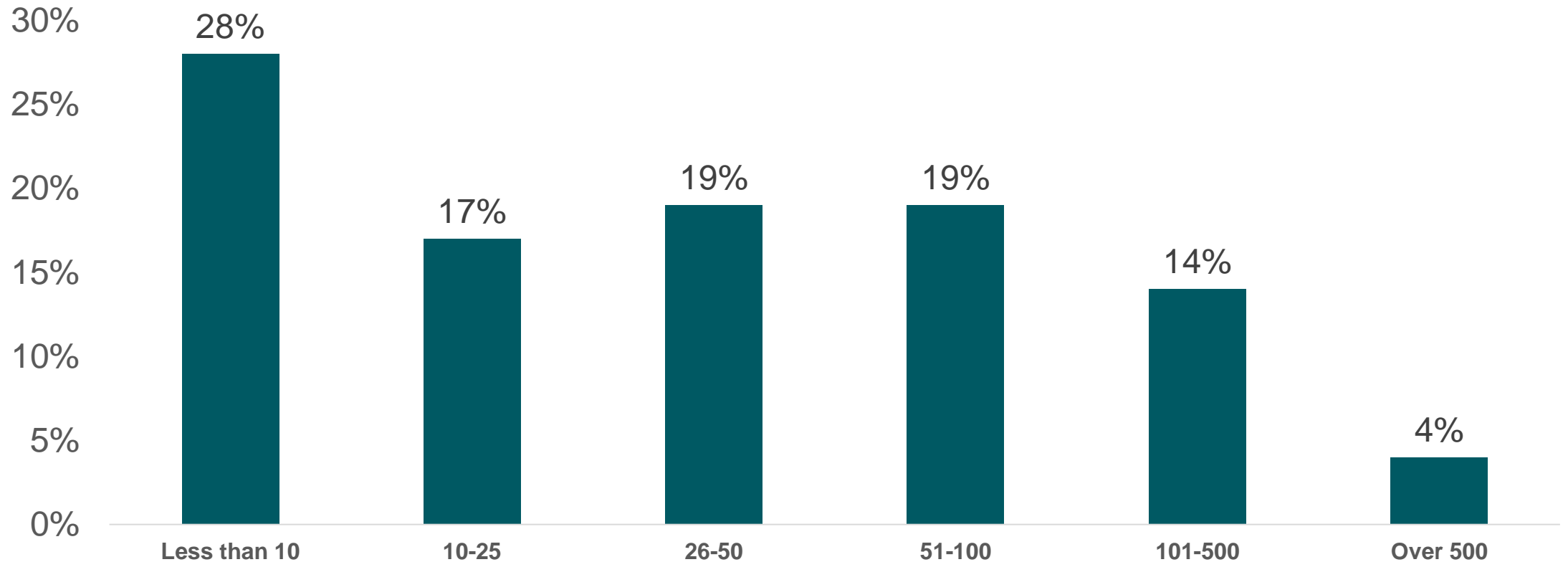
Response by Business Category



\*Other includes retailers, manufacturers of promotional items and industry associations.

# Representation includes businesses of different sizes

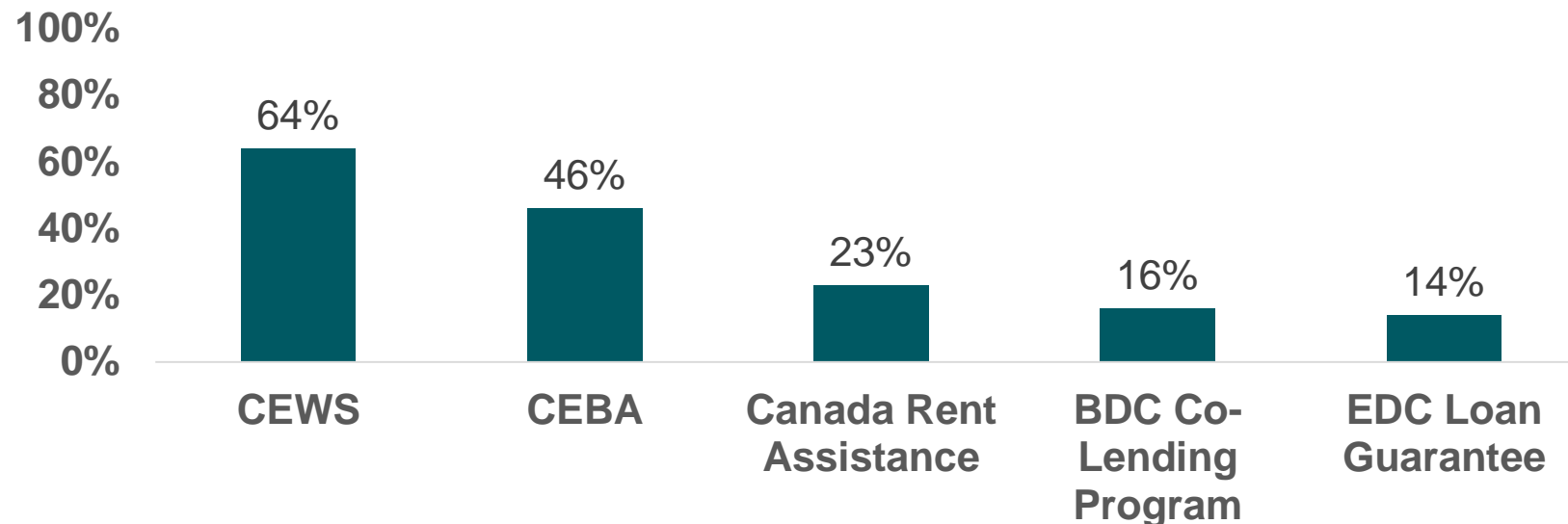
Response by Number of Employees



# Use of Government Programs

- Nearly 100% of respondents are aware of government support programs in general, although program specific awareness and knowledge varied significantly.
- Application and use varies by program
  - 48% applied to more than one program
  - 21% have not applied to any programs

## Application to Government Support Programs



# Reasons for not applying to government support programs

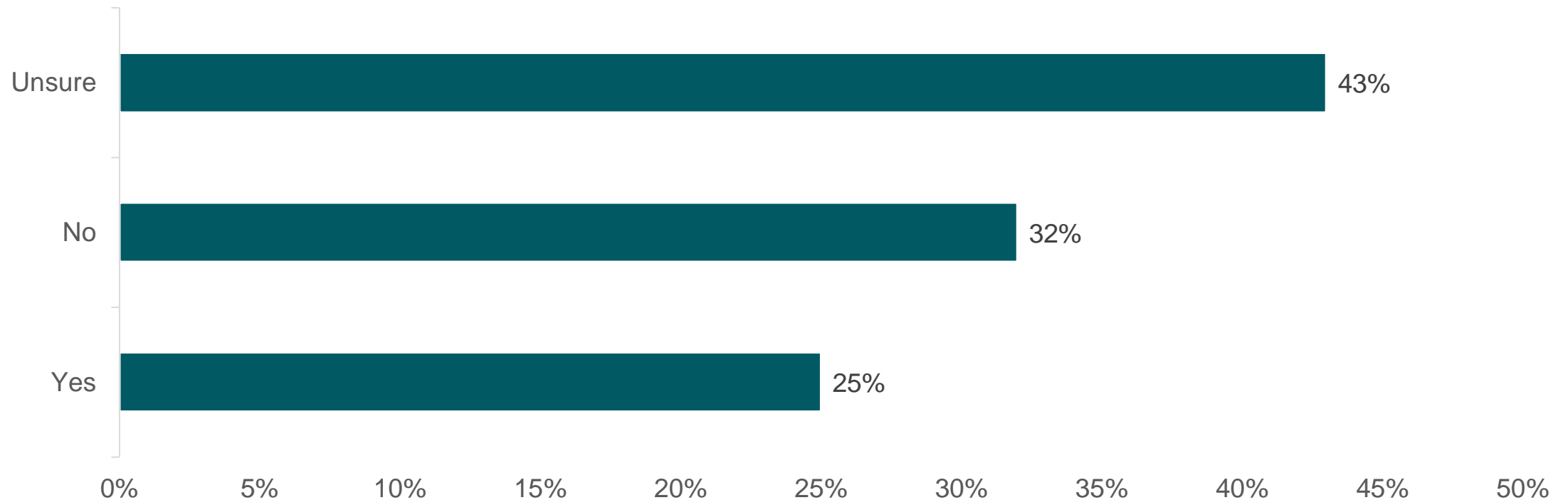
21% of respondents did not apply to any government support programs:

- More than 50% of respondents found they were not eligible for assistance
- Just over 20% did not need government support at this point
- More than 10% were not in a position to take on new debt
- For some, it was a combination of the above

# Nearly 1 in 3 businesses will not survive

## More than 4 in 10 are uncertain about survival

Are current government programs sufficient for the survival of your business?



# Recommendations for Government

- Make programs easier to understand
- Increase duration of CEWS
- Provide interest free loans
- Provide more grants and deferrals
- Extend temporary layoff period
- Provide tourism industry specific support
- Increase clarity around operational guidelines



# Verbatim Comments

“There are so many different governments funding offered, it would be good if these programs were easier to understand.”

“There needs to be some support for NEW businesses that opened this year.”

“Our staff are getting financial support from the government which is great except that they don't want to come in to work, they would rather stay home as it's safer. Many of them have kids so they need to look after them and home school.”

“Hopeful that provinces and federal government can work to support tourism and travel in general - easing restrictions where possible, adopting common phase-in approaches to help the consumer population understand and more easily navigate travel and generally to tell Canadians that travel is a good thing!”

# Verbatim Comments

“The financial supports are good and helpful but only if the business is coming back normal within six months. If not then it will be very difficult.”

“It is important for our government to understand that the event industry has experienced a complete loss of the 2020 season. Furthermore, we don't expect business levels to return to pre-COVID levels for at least 24 months.”

“We really stress on the government, assistance with rent relief and the continuance of the CEWS program. This is utmost urgency.

“We need the government to tell people to travel and eat out. Be clear about safety precautions. Credit for buying hygiene and PPE for staff. Help find suppliers for PPE and hygiene equipment.”

# Verbatim Comments

“First and foremost, the government needs to recognize the overall contribution of the visitor economy to Canada's overall economy. ”

“A business that reopens in the coming months doesn't even begin to compare to the scope of impact of a tourism related business that loses out on its peak revenue generating months followed by the fall/winter where the revenues are at its lowest as well. The government needs to recognize that this is a complete loss of an operating year and more and lost business is not replaced.”

“Allow industry to solve the issues around health and safety. Allow industry to present plans on safe people movement and social distancing to support their business. Social distancing doesn't work for the tourism industry, however guest experience and the safety and well-being of our guests are always our top priority.”

“The government needs to understand the livelihoods of the very people they are trying to protect are dependent on the survival of small businesses.”