



TOURISM INDUSTRY
ASSOCIATION OF **CANADA**
ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU **CANADA**

August 13, 2025

The Honourable Chrystia Freeland, P.C., M.P.
Minister of Transport and Internal Trade
House of Commons
Ottawa, Ontario
K1A 0A6
Sent via email: chrystia.freeland@parl.gc.ca

The Honourable Patty Hajdu, P.C., M.P.
Minister of Jobs and Families & Minister responsible for the Federal Economic Development Agency for Northern Ontario
House of Commons
Ottawa, Ontario
K1A 0A6
Sent via email: patty.hajdu@parl.gc.ca

RE: TIAC Urgently Calls for Government Intervention to Protect Canada's Economy and Tourism Sector

Dear Ministers Freeland and Hajdu:

The impending job action by Air Canada flight attendants threatens to inflict severe and lasting damage on the Canadian economy, disrupt essential services, and cripple our tourism sector at the height of its recovery. We are calling on the federal government to immediately intervene and refer this dispute to binding arbitration.

The economic impacts of a disruption to Air Canada's more than 1,000 daily flights are wide-reaching and long-lasting. In anticipation of job action, Air Canada may begin cancelling flights as early as August 14th. The longer we wait, the greater the uncertainty.

Collectively, stakeholders from across the country are sharing a common voice and calling on the federal government to act now. Waiting until the impacts are felt, will result in irreconcilable damage not just for a single company, but for the entire visitor economy.

The federal government's leadership is needed to instill certainty in our travel system. Canada must demonstrate that we are an open and reliable choice for global business, events, and trade.

The economic and social ramifications of a full-scale work stoppage are profound and cannot be underestimated.



- **The air transport sector is a vital economic engine that helps power tourism from coast to coast to coast.**
 - Air Canada employs more than 35,000 Canadians
 - The tourism sector generated a record-high \$130 billion in spending in 2024 and contributes over \$50.8 billion to Canada's GDP, with a workforce of over 2.1 million Canadians.
- **A strike during the peak August travel month would be catastrophic for the tourism and travel industry.**
 - Air travel is the primary gateway for international visitors, and an interruption would not only create chaos for travelers ahead of the Labour Day holiday weekend but also cause immeasurable harm to small businesses, regional economies, and Canada's international reputation as a travel destination.
- **National connectivity is at risk as Air Canada provides a critical service, connecting families, businesses, and communities across the country.**
 - The airline also plays a crucial role in the movement of time-sensitive cargo, including medical supplies and high-value goods, which would be immediately jeopardized by a strike. This situation may further exacerbate ongoing challenges with labour shortages in smaller, regional markets.

While we respect the right to collective bargaining, the public good must take precedence. As negotiations at the bargaining table appear to have reached an impasse, we urge the federal government to use its authority under the Canada Labour Code to direct a swift and impartial resolution. Canada's economy and tourism workers depend on it.

Sincerely,



Claude Paul Boivin
Interim President & CEO



Matthew Jelley
Chair of the Board of Directors

CC.

The Honourable Mélanie Joly, Minister of Industry, and Minister responsible for Canada Economic Development for Quebec Regions

The Honourable Rechie Valdez, Minister of Women and Gender Equality, & Secretary of State (Small Business and Tourism)

The Honourable John Zerucelli, Secretary of State (Labour)

