

The Right Honourable Mark Carney, P.C., O.C., M.P.
Prime Minister of Canada
80 Wellington Street
Ottawa, ON K1A 0A2

November 4, 2025

Dear Prime Minister Carney

Following today's budget presentation, your government's priorities for strengthening Canada's prosperity and connectivity mark a significant moment for our country.

We understand the fiscal constraints your government faces, and that restraint is necessary across all sectors. We also recognize that measures announced today such as the Canada Strong Pass, as well as infrastructure investments in airports and transportation, including in the North will benefit tourism businesses in many parts of the country.

Distinguishing between spending and investing is critical. We're concerned that cuts to the International Convention Attraction Fund, Tourism Growth Program, and Destination Canada's core funding and excluding tourism from the capital cost allowance undermine the sector's potential outlined in your government's 2023 Federal Tourism Growth Strategy.

You've said we cannot control what other nations do, but we can control what we choose to build. **Tourism builds Canada** by connecting 5,000 communities, creating almost 2 million jobs that cannot be outsourced, and generating export revenue that stays in the country.

Canada's tourism sector is ready to help deliver on that vision. When you speak of doubling non-US exports to \$300 billion within a decade, tourism offers an immediate pathway: \$23 billion in potential contribution with 9.1% annual growth through 2035.

Tourism embodies your priorities. When we invest in air routes, destination infrastructure, and workforce development, we aren't funding experiences; we're funding national productivity.

We're empowering Canadians with careers in a sector that supports 1 in 10 jobs nationwide. And we're protecting what makes Canada strong: our sovereignty, our culture, our economic resilience.

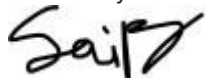
When international visitors arrive, they generate \$31 billion in export revenue instantly, with no tariffs, no supply chains, and no delays. That revenue flows directly to 265,000 businesses from coast to coast to coast. Every air route that brings visitors also moves goods. Every cultural exchange opens trade relationships.

Tourism creates the first handshake that leads to lasting economic partnerships.

As you build major projects, resilient supply chains, and diverse trade relationships, tourism connects them all. Strategic investments in connectivity, infrastructure, and destination promotion will transform tourism from a strong performer into an engine of national prosperity.

We're ready to partner with your government to build the Canada of tomorrow, more competitive, more connected, more resilient than ever before.

Sincerely



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President & CEO
Tourism Industry Association of Canada

