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**COALITION OF THE HARDEST HIT BUSINESSES PRAISES NEW
LEGISLATIVE PROPOSAL IN SUPPORT OF BUSINESSES STILL
FACING SIGNIFICANT PANDEMIC-RELATED CHALLENGES**

OTTAWA—November 25, 2021— The Coalition of the Hardest Hit Businesses praises the Government’s legislative proposal to provide much-needed support to the tourism and hospitality sectors. Bill C-2, *An Act to provide further support in response to COVID-19*, is the first Bill introduced in the House Commons by the new Liberal Government and makes good on commitments to save valuable business and jobs that are critical to Canada’s economy.

Since the beginning of the COVID-19 pandemic, the travel and tourism sector (including major events, tourism operators, hotels, etc.) has been devastated by border closures, travel bans, and the loss of international and domestic travellers.

“Our members and employees need this program to survive, as the pandemic challenges continue into next year,” said Beth Potter, President and CEO of the Tourism Industry Association of Canada and Co-Chair of the Coalition of the Hardest Hit Businesses. “Travel and tourism-related businesses were the first hit and the hardest hit by the pandemic. It is clear that this Bill recognizes the tourism sector and our employees will need support from the government in order to survive and recover.”

“Hotels in Canada have lost two years of travel and tourism business. Without the support introduced by the Deputy Prime Minister today, as many as 60% of the hotels in this country would have closed permanently,” said Susie Grynol, President and CEO of the Hotel Association of Canada (HAC) and Co-Chair of the Coalition of the Hardest Hit Businesses. “We built this coalition to save this sector and we are extremely thankful that the Government has listened and responded.”

The Coalition also noted that this legislation was made possible because of the personal engagement of the federal Cabinet and the broad-base support among all Members of Parliament in the House of Commons who understand the importance of the tourism sector’s recovery to Canada’s economic growth and global competitiveness.

The Coalition urges all MPs to pass this Bill as quickly as possible to ensure continued support to tourism businesses in Canada.

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Established in September 2020, the [Coalition of the Hardest Hit Businesses](#) is an industry-driven coalition that represents the hundreds of businesses in tourism, travel, arts and culture, events and festivals, motor coach, accommodations and hospitality, and Indigenous tourism experiences.

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