



caem CANADIAN ASSOCIATION
of EXPOSITION MANAGEMENT

acge L'ASSOCIATION CANADIENNE
de GESTION D'EXPOSITIONS

CAEM Expresses Disappointment as the Federal Government Overlooks Hardest Hit Businesses in Budget 2022

On April 7th, Deputy Prime Minister and Finance Minister Chrystia Freeland tabled the 2022 Federal Budget. Although CAEM welcomes the Government's focus on growing the workforce and the economy, we are disappointed to see that extended wage and fixed cost support through the Tourism and Hospitality Relief Fund (THRP) was excluded from Budget 2022.

The CEWS, CERS, and THRP were a lifeline to many businesses across the country, including the trade and consumer show industry. CAEM expresses gratitude to Minister Chrystia Freeland and Minister of Tourism Randy Boissonnault for these previous investments and urges them to reconsider supporting the exhibition industry with extended Hardest-Hit relief funding, because the exhibition industry was the first hit, hardest hit and will be last to recover.

CAEM's survey results illustrate that although the industry is now reopened - reopening does not mean recovery. Over 80% of survey respondents anticipate negative impacts from public health restrictions will persist for a minimum of 12 months and up to 24 months after the events industry permanently reopens and of that 80%, 29% of members believe that recovery will not happen for well past 24 months.

With the easing of capacity limits and public health measures taking place across Canada, extending Hardest-Hit relief funding is vital in positioning our members to plan and produce their Spring, Summer, and Fall 2022 events. These events drive tourism activity across Canada, while also stimulating billions of dollars in commercial transactions across thousands of different sectors and industries.

CAEM appreciates the support and dialogue we have had with the Federal Government over the last two years. We will continue to advocate on behalf of members and the industry as a whole to raise the sector's continued concerns and obstacles as we begin the long road to recovery.