



## **Call to Action: Stand Up for the Tourism Industry – Protect Jobs, Partnerships, and Economic Vitality!**

Toronto, Tuesday March 4, 2025. To all tourism industry professionals, businesses, and associations on both sides of the U.S.-Canada border, **the time to act is now**. The tariffs imposed by the Trump administration have already caused significant damage, not just in the tourism industry, but across **every economic sector**. As for the vital tourism sectors of both the United States and Canada, the costs are being felt across the industry, from hotels and restaurants to travel agencies, tour operators, and transportation services. Thousands of jobs are at risk, and without swift and decisive action, the consequences will only worsen.

We cannot afford to stay silent.

For hundreds of years, the U.S. and Canada have shared a deeply rooted economic and cultural partnership, built on trade, mutual respect, and shared values. The tourism industry alone supports millions of jobs and generates billions of dollars in revenue for both nations. From cross-border travel to tourism-driven industries, our economies are intertwined in a way that is critical to the livelihoods of so many individuals and families.

But these tariffs threaten not only the jobs of workers on both sides of the border but also the very fabric of the relationship that has stood the test of time. The ripple effect of these trade barriers is already disrupting the flow of tourists, leading to fewer cross-border visits, lost revenue, and a decline in the economic vitality of tourism-related sectors.

### **It's time for us to make our voices heard, and louder.**

We call on every individual, every association, and every business in the tourism sector to join together and stand up against these damaging tariffs. This is a fight to protect **thousands of jobs** in every part of the tourism industry, from hospitality and transport to entertainment and retail. These tariffs are not just a political issue; they are a real threat to the economic health of our communities.

### **What can you do?**

1. **Raise Awareness:** Share the facts about the impact of these tariffs on your community and the tourism sector. Educate your customers, colleagues, and partners about how these trade barriers harm jobs and businesses.
2. **Speak Out:** Use your platforms – from social media to industry forums – to voice your opposition to these tariffs. Whether you are a business owner, a worker, or a consumer, your voice matters.

3. **Join Forces:** Collaborate with industry associations, chambers of commerce, and advocacy groups that are working to reverse the tariffs. Together, we are stronger and can amplify our collective message.
4. **Engage Policymakers:** Contact local and national representatives to express your concerns. Urge them to protect the tourism industry by pushing for the removal of tariffs and the restoration of fair, free trade between the U.S. and Canada.
5. **Support Tourism-Friendly Policies:** Advocate for policies that encourage travel and tourism between the U.S. and Canada. Remind lawmakers that tourism is not a luxury – it is a critical economic engine that creates jobs and drives prosperity for millions of people.

**This is a fight for our industry, our jobs, and our shared future.**

We cannot let these tariffs dismantle a sector that has been a cornerstone of economic activity between two great nations. The U.S.-Canada tourism industry represents more than just a trade relationship – it represents a **deep friendship** and **partnership** that has existed for **hundreds of years**.

The time to act is now. The damage is real, but it's not too late to turn the tide. Together, we can make a difference. Stand up, speak out, and help protect the future of the tourism industry.

**Make your voice heard – before it's too late!**

Let's preserve the bonds of friendship and ensure that the tourism industry continues to thrive on both sides of the border.

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CATO is a leading association dedicated to promoting and supporting the interests of tour operators in Canada. Our mission is to foster collaboration, advocate for industry standards, and provide valuable resources to our members. By joining CATO, you will become part of a vibrant community of tour operators and supporting members such as tourist organizations worldwide and service providers, all committed to excellence and professionalism in the travel industry. Tour operators in Canada play a significant role, contributing over 10 billion dollars to the economy and providing tens of thousands of direct and indirect jobs.