



Bring more visitors to your door

**With solutions designed
for the tourism industry**

Whether you're looking to attract a new clientele, take advantage of online booking trends or differentiate your offer with new services, financing and advisory specialists can help you zero in on the solution that will help your business prosper and grow.

Rely on our experience and industry knowledge

BDC experts can help you:

- Access flexible financing adapted to your industry's seasonal cash flow patterns
- Increase occupancy rates by purchasing, building or renovating facilities
- Develop a mobile-friendly website or improve your online booking results
- Find and retain qualified workers or train new ones
- Develop marketing plans to target travellers outside the country
- Invest in technology to improve efficiency and create new opportunities to engage with customers
- Use industry contacts to find synergies and build attractive packages



Financing with repayment terms to protect your cash flow

- Higher percentage of financing
- Longer repayment periods
- Repayment schedules matched to your cash flow cycle
- Option to defer capital payments at the start of the loan
- Terms and conditions that don't change without due cause

Advisory services to run your business more profitably

- Strategic planning
- Financial management
- HR management
- Technology selection
- Sales & marketing
- Digital strategy, website development, eCommerce implementation
- International expansion
- Operational efficiency
- Certification support (ISO, HACCP)

BDC can finance the cost of advisory services.



Take advantage of the BDC difference

- **You can count on us**
Canada's tourism industry has been through ups and downs. BDC's approach is designed to help you weather the cycles. We stand by our clients over the long run.
- **Experienced advisors**
Our advisors have extensive experience in the tourism sector and take part in key industry events, build strong relationships with centres of influence and stay current on the issues impacting your industry.
- **More than money**
BDC is the only bank that offers both financing and advisory services tailored to the needs of tourism entrepreneurs.



"BDC impressed us with how quickly they understood our needs and established specific requirements that helped us find the right partner. I felt very confident about our choice of vendor because we had taken the time to make an informed decision. This was definitely worth the investment!"

Cory Bond
Corporate Director of IT, Airline Hotels

bdc 
financing.
advising.
smarts.

For more information,
visit bdc.ca/tourism



Take advantage of the BDC difference

- **You can count on us**
Canada's tourism industry has been through ups and downs. BDC's approach is designed to help you weather the cycles. We stand by our clients over the long run.
- **Experienced advisors**
Our advisors have extensive experience in the tourism sector and take part in key industry events, build strong relationships with centres of influence and stay current on the issues impacting your industry.
- **More than money**
BDC is the only bank that offers both financing and advisory services tailored to the needs of tourism entrepreneurs.



"BDC impressed us with how quickly they understood our needs and established specific requirements that helped us find the right partner. I felt very confident about our choice of vendor because we had taken the time to make an informed decision. This was definitely worth the investment!"

Cory Bond
Corporate Director of IT, Airline Hotels

For more information,
visit bdc.ca/tourism