People. Product. Promotion.

TIAO Releases Tourism Industry Messaging for the 2018 Provincial Election

February 26, 2018 (Toronto, Ont.)— Revealed at the Tourism Issues Forum on Feb. 22, TIAO is proud to share messaging for Ontario’s tourism industry ahead of the 2018 Provincial Election. Including specific asks pertaining to strengthening tourism in Ontario, TIAO’s summary of recommendations surrounds three critical areas: People, Product and Promotion.

People: The core of the tourism business centres on providing outstanding service and experiences to visitors, whether they come from near or far. To do this well, the tourism industry is focused on developing a qualified and skilled labour force. This means changing the perception that tourism is only a part-time, or seasonal job. It means encouraging young people—including Indigenous youth, new Canadians, and people transitioning between jobs—to consider a career in the tourism industry. It means filling high school, college and university tourism programs with Ontarians who want a career in our industry, creating outstanding experiences for visitors.

Product: Visitors want authentic experiences. Both the tourism industry and Ontario’s Ministry of Tourism, Culture and Sport acknowledge the need to develop authentic, market-ready products and experiences that put visitors first. To support this, investment in infrastructure such as roadways, transportation and communication are vital, in addition to healthy businesses.

Promotion: When making travel plans, tourists will either choose where they want to go, or what they want to do. Marketing strategically requires collaboration with appropriate partners, alignment with regional and national strategies, and long-term commitments. Ontario occupies a unique position within Canada as a gateway to the rest of the country—a position that needs to be harnessed.

Tourism matters in Ontario. Our industry represents $32.3B billion in annual receipts, $25.3 billion in visitor spending, 186,000 businesses and 389,000 jobs. TIAO is recognized as the voice of Ontario’s tourism industry, facilitating conversation between stakeholders and government to position the sector for growth and prosperity.

In June, Ontarians will choose a new provincial government. Tourism industry stakeholders will be talking to candidates across the province about these critical tourism issues and reaffirming the importance of tourism in their ridings, because tourism matters in Ontario.
Quotes:

“In 2011, Ontario’s Tourism Investment Strategy and Implementation Plan set a goal to double tourism receipts by the year 2020, reaching a total of $44 billion. The tourism industry is not keeping pace with this goal. TIAO welcomes any opportunity to work with the next Government of Ontario to position the province’s tourism sector for the growth and success needed to reach our targets.”

Beth Potter, President & CEO, Tourism Industry Association of Ontario (TIAO)

“Canada welcomed a record-breaking 20.8 million international visitors in 2017, 2.8 million of whom travelled to Ontario from overseas—a 7.9 per cent increase compared to the previous year, according to Statistics Canada. Our province is a top destination for travellers around the globe, and our industry needs to be ready to greet them. TIAO’s policy recommendations for the next Government of Ontario provide a clear path to ensure that the tourism sector has the tools and resources it needs to succeed.”

Lorrie McKee, Director, Public Affairs and Stakeholder Relations, Greater Toronto Airports Authority; Board Chair, Tourism Industry Association of Ontario (TIAO)

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