



The Tourism Industry Association of Ontario (TIAO) and Indigenous Tourism Ontario (ITO)
Sign Memorandum of Understanding at 2018 Ontario Tourism Summit

October 30, 2018, Toronto—The Tourism Industry Association of Ontario (TIAO) and Indigenous Tourism Ontario (ITO) have signed a Memorandum of Understanding (MOU) to support each organization’s initiatives to bolster tourism in Ontario over the next three years.

This agreement recognizes contributions both TIAO and ITO have made to Ontario’s vibrant tourism industry, and will solidify collaboration between the two provincial organizations moving forward. Furthermore, the MOU acknowledges Ontario’s potential for development and international promotion of Indigenous tourism products.

TIAO and ITO will work together closely to ensure new provincial tourism initiatives, strategies and projects utilize the success, reputation and experience of Ontario’s Indigenous tourism community. In addition, the two associations will also collaborate to ensure that TIAO’s role in advocating for the tourism industry is understood and respected.

Officiated at the 2018 Ontario Tourism Summit, the MOU was signed in Windsor, the Territory of the Three Fires Confederacy.

Quotes:

“TIAO is very proud to be taking this step towards official partnership with Indigenous Tourism Ontario (ITO). Together we will work to ensure that Indigenous tourism is adequately represented, promoted and respected when advocating for our industry, and that TIAO is recognized as the voice of tourism in Ontario by government and Indigenous tourism leaders alike.”

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

“Indigenous tourism in Ontario is growing, and its important for our sector to align its strategic marketing efforts with the greater tourism industry. Working in collaboration, ITO and TIAO can help Indigenous tourism to maximize its potential as an economic driver for Ontario.”

Kevin Eshkawkogan
Executive Director
Indigenous Tourism Ontario (ITO)

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