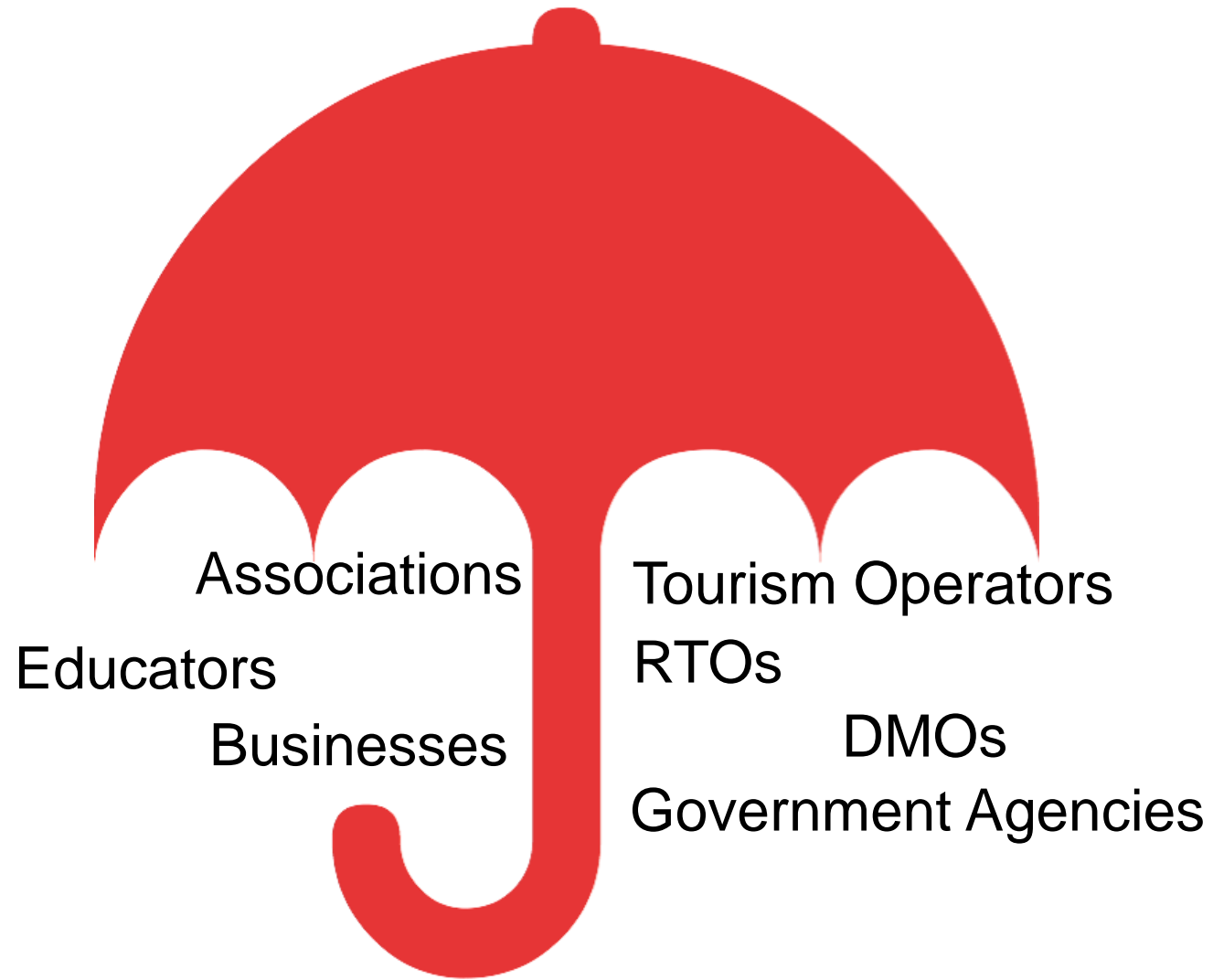


What is
TIAO?





#TourismFamily

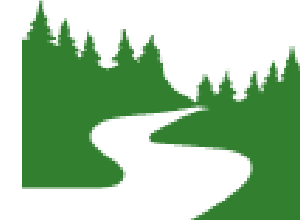
TIAO Members



LE CORDON BLEU®

TOURISM

Burlington
Ontario Canada



ONTARIO
TRAILS
COUNCIL



Bay of Quinte
TOURISM



BETTER TOGETHER



Boating
Ontario



uOttawa



ONTARIO
SCIENCE
CENTRE

An agency of the
Government of Ontario

“Tourism drives the economy”

#TourismDrivesTheEconomy

“Tourism matters”

#TourismMatters

“Tourism creates jobs”

#TourismCreatesJobs



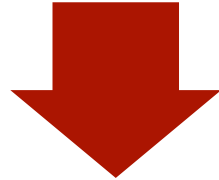
TIAO's **Mandate**

- 1. Ensure favourable public policy**
- 2. Verify relevance and ROI**
- 3. Build and support a collaborative network**
- 4. Maintain organizational sustainability**

How We Operate

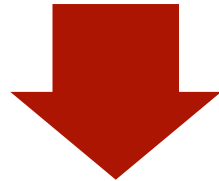
**Members/
Industry**

Four TIAO Member Committees meet quarterly to discuss current challenges and opportunities



TIAO

TIAO prepares submissions and makes presentations to applicable parties



**Government
of Ontario**

Government recognizes TIAO as voice of Ontario's tourism industry

Who **We** Talk To:

- MTCS
- MOF
- MOL
- MEDG
- MNRF
- MOECC
- MOT
- OMAFRA
- And many more acronyms!




Advocacy Agenda

- ❑ The Changing Workplaces Review
- ❑ Travel Industry Act Review
- ❑ Sharing Economy
- ❑ Pre-Budget Consultation

Submissions (Provincial & Federal)



Rural & Northern Policy

- ☐ Fuel Sales
 - ☐ ESA Compliance
 - ☐ TODS Program
 - ☐ Transportation
 - ☐ Conservation Authorities
 - ☐ Fishing Limits
 - ☐ Winery Retail Regulations
 - ☐ Rural Economic Development Program
 - ☐ Economic Development Funds
 - ☐ Coordinated Land Use Review
 - ☐ Connectivity
 - ☐ Housing for Rural Tourism Staff
 - ☐ Sharing Economy
 - ☐ Rural Tourism Marketing
 - ☐ Sustainable Tourism
 - ☐ Hydro
- 

Strategic Framework for Tourism

- Future of Tourism Symposium
Feb. 28 — hosted by TIAO & OCC
- Facilitated discussion around
implementation and next steps



Strategic Framework
for Tourism in Ontario



Tourism Named 7th Sector of Focus for Red Tape Challenge





Additional activities...

TIAO Launches Partnership with Green Tourism



TIAO Launches Partnership with Baxter Travel Media Student Ambassador Program



Mark your Calendars!



Date	Event	Location
April 24	Tourism Day @ Queen's Park (MEMBERS ONLY)	Queen's Park, Toronto
May 29 – June 2	Tourism Week	Across Canada
June 1	TIAO AGM	TBA
September 14	Annual TIAO Golf Tournament	Caledon Woods Golf Club, Bolton
November 6 – 7	Ontario Tourism Summit	Scotiabank Convention Centre, Niagara Falls

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@ONTourismSummit



Tourism Industry Association of Ontario (TIAO)



Tourism Industry Association of Ontario



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