



SEe ON Summit 2024





Land Acknowledgement

The Tourism Industry Association of Ontario (TIAO) and Indigenous Tourism Ontario (ITO) recognize that all of our work, and the work of our community partners takes place on the traditional territories of the Anishinabek, Cree, and Haudenosaunee.

We acknowledge and respect that there are 46 treaties and other agreements that cover the territory we now call Ontario.

We acknowledge and embrace that all Ontarians are treaty people.

TIAO is thankful the original hosts welcomed visitors to work, live and benefit in these territories.

TIAO is thankful for the Anishinabek, Cree, and Haudenosaunee who have cared for these territories for thousands of years.

TIAO is thankful for the Indigenous community who continues to contribute to the strength of Ontario.

TIAO and ITO are honoured to collaborate with each other and to serve the wide variety of Indigenous and non-Indigenous businesses, stakeholders and communities throughout the territory.

TIAO Priorities 2024

TIAO is the voice of Tourism across Ontario

We drive advocacy & deliver member programs which ensure the tourism industry's economic sustainability and growth.

Ontario's tourism industry is progressing towards recovery and is closing-in on 2019 performance levels.

However, more work is needed in 3 key areas:

- Stimulate Growth & Strengthen Capacity
- Workforce Development
- Tourism Management: Transportation & Sustainability

Market Dynamics:

- International visitation to Ontario still not at 2019 levels – (U.S. growth)
- Business travel has not yet fully returned
- Competition for Ontario residents to travel w/in Canada
- Transportation gaps
- Workforce risk 2024

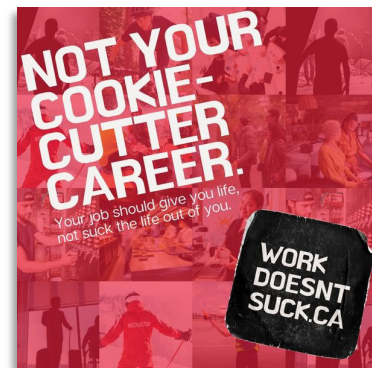
Growing Market Share & Tourism Management Capacity

- *Key Priorities:*
 - Create a Tourism Strategy for Ontario
 - Corporate/sporting event/convention bid team & fund.
 - More investment/focus on attracting leisure visits from across Canada & internationally.
 - Compete w BC, AB, QC, & Atlantic.
 - Encourage more municipalities to implement Municipal Accommodation Tax (MAT) programs to invest in marketing, product development, & tourism management infrastructure.
 - Update MAT regulation - ensure funds used for tourism investments, flexibility for small communities, inclusive consultation, etc.
 - Smart regulatory frameworks with respect to short term rentals.

Tackle Labour Shortage

- *Key Priorities:*

- Protect post-secondary programs in response to international student cut.
 - **The province announced:**
 - \$1.3 billion to help over the next 3 years.
 - Hospitality included as priority sector.
 - **Need to strengthen relationships with post-secondary schools – program capacity expected to contract.**
- Open pathways to permanent residency by recognizing entry level tourism jobs.
- Increase promotion of & modernize high-school tourism programs.
- Indigenous workforce support.
- Support tourism businesses that invest in workforce housing, particularly in rural destination communities (Make connections with MMAH).
 - Increase density allowances to build more housing in all communities



Tourism Mgt - Transportation & Sustainability

- *Key Priorities:*
 - Stabilize airline service declines to Northern Ontario. (early signs of rebound!)
 - Invest in roads/amenities, & EV infrastructure (small/rural).
 - Encourage municipal MATs to fund transportation, sustainability, and local infrastructure priorities.
- *TIAO Programs:*
 - *IMPACT Sustainability Travel & Tourism | ONTARIO Regional Conference– May 4-6, 2025 (University of Waterloo)*
 - *Sustainable Tourism Pledge & Certification.*
 - *transportation working group.*





Sustainable Tourism

Challenges

- **Resource-based tourism** is a **\$400M** sector, with **1300 businesses** providing jobs and injecting revenue into local economies in northern and central Ontario
- Resource-based tourism is **heavily dependent** on **the diversity** and **vitality** of Ontario's natural resources
- This sector is directly impacted by increasingly volatile climate patterns which hinder the ability of resource-based tourism businesses to safely operate and to make reliable incomes.





Recommendations

- To support the climate resilience of tourism operators—in turn, easing future pressure on public resources, we need:
 - Strategic supports to resource-based tourism operators and tourism businesses located in higher-risk regions
 - Investments in preventive measures that mitigate disaster risks and reduce recovery costs



TIAO – ADVANCING SUSTAINABLE TOURISM in ONTARIO

International

- *Sustainable Working Group with WTTC*
- *The Travel Foundation*

Nationally

- *Greenstep*
- *TIAC Readiness Sustainability Advisory Committee*
- *PTTIA*
- *Royal Canadian Geographic Society*

Locally

- *TIAO's own ongoing assessment*
- *Changing the Narrative*

Provincially

- *Greenstep*
- *Council of Great Lakes*
- *Advancing Sustainable Tourism in Ontario*
- *IMPACT Sustainable Travel & Tourism | ONTARIO Regional Conference*
- *Forward Motion Webinars*
- *Collaboration with GreenStep*
- *Resource Page Development – Suppliers | Tips*
- *Regional Working Groups*
- *UNESCO Working Committees*



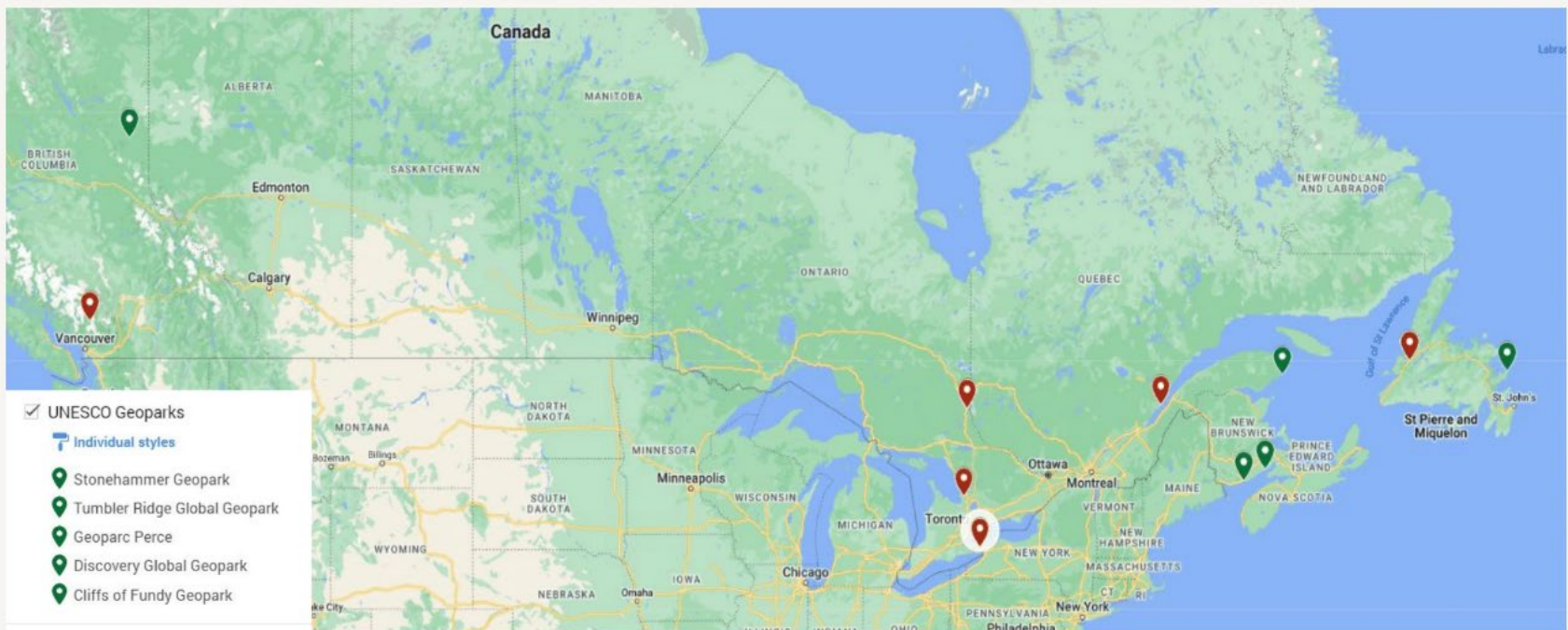
GreenStep



**COUNCIL OF THE
GREAT LAKES REGION**
Solving for Sustainability™













☒ UNESCO Geoparks

Individual styles

-  Stonehammer Geopark
-  Tumbler Ridge Global Geopark
-  Geoparc Perce
-  Discovery Global Geopark
-  Cliffs of Fundy Geopark

☒ Aspiring UNESCO Geoparks

Individual styles

-  Charlevoix Aspiring UNESCO...
-  Fire & Ice Aspiring UNESCO ...
-  Niagara Aspiring UNESCO G...
-  Cabot Aspiring UNESCO Geo...
-  Georgian Bay Aspiring UNES...
-  Temiskaming Rift Valley Asp...

There are 5 fully certified UNESCO Global Geoparks in Canada, and 6 Aspiring UNESCO Global Geoparks.

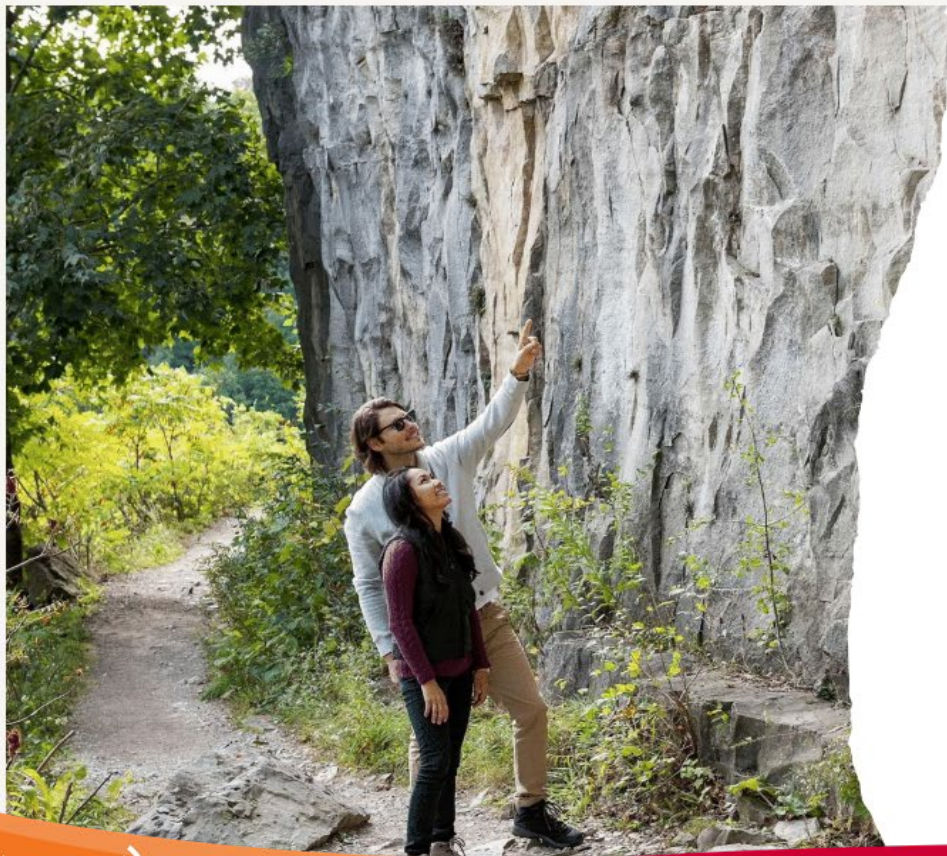
Niagara is set to be the first UNESCO Global Geopark in Ontario.



A UNESCO Global Geopark is not...

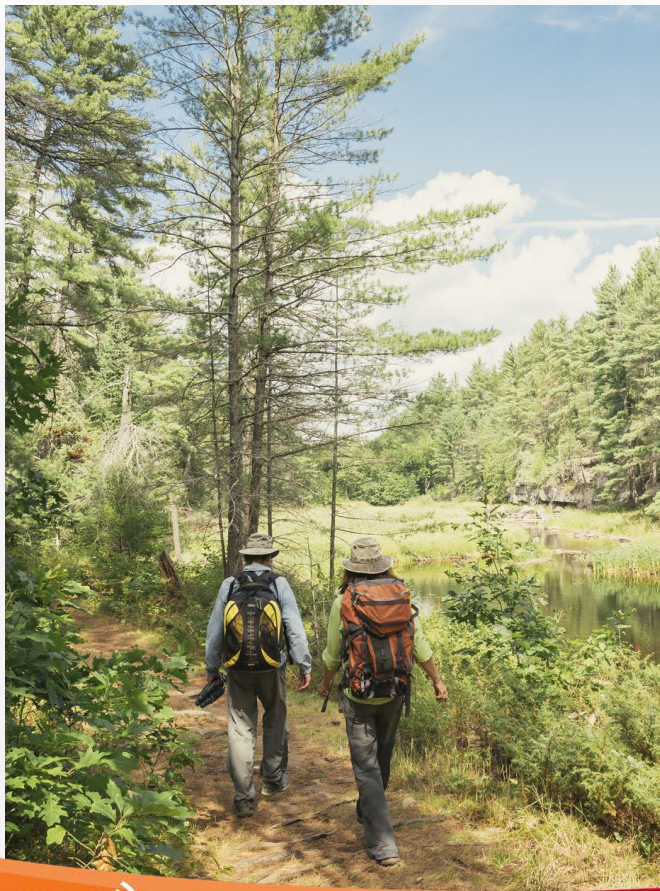
- It is not a new legislative designation.
- It is not a National Park.
- It does not mean automatic access to private or crown land.
- It is not permanent. UNESCO Global Geopark status is valid for 4 years. After this, the Geopark needs to be revalidated.





Strategic Direction

- Promote a better understanding of Niagara's geoheritage.
- Enhance people's appreciation of nature and our place on Earth.
- Promote a sense of pride in Niagara and strengthen our ties to the Region.
- Support and stimulate the creation of sustainable local enterprises that will generate new sources of revenue.



Future Opportunities

Outdoor and Nature-Based Tourism:

- Valued at \$282 billion USD globally
- Expected to grow at a compound annual growth rate of 15.2% from 2022 to 2030
- Ontario attracts more nature-based tourists than any other province

Argi-tourism:

- Agriculture (tastings, tours, visits to vineyards, cideries, etc.)
- Ripe for growth and economic opportunity – driven in part by the growth of wellness trends (local/fresh cuisine, connecting to nature, personal wellbeing, etc.)
 - 8 in 10 travellers would pay up to 20% more for accommodations that meet these needs

Sustainable Tourism:

- Sustainability is one of the biggest consumer trends in tourism (visiting local culture or historical sites)
 - 9 in 10 consumers look for sustainable options when travelling
 - Nearly 70% of consumers would sacrifice conveniences to be a more sustainable traveller.

IMPACT[®]

SUSTAINABILITY
TRAVEL & TOURISM

ONTARIO

A REGIONAL
EVENT

Registration is now open!



- Over the course of 1.5 days, we heard from sustainability champions, tourism experts, and community leaders across Ontario & the globe.
- Discussed innovative strategies for creating a positive 'impact' in business and community.
- The programming was built with a specific focus on IMPACT's beliefs



AWARENESS
COLLABORATION
MAKING IT HAPPEN



Thank you!

Let's stay
connected.



TIAOtweets



Tourism Industry
Association of
Ontario



TIAOgram



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tiao)))
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Association of Ontario