

TIAO Launches Province Wide Consultation on State of Tourism Industry

OMCA recently attended a meeting with the Tourism Industry Association of Ontario (TIAO) to discuss the launch of their province-wide consultation process that will result in a status update on the tourism sector and what we need most from the provincial government to support our industry. The consultation will focus on the 2009 study "Discovering Ontario: A Report on the Future of Tourism" which contained four broad strategies and twenty specific recommendations to rejuvenate the industry.

One of the twenty recommendations identified in the report was the need for a single tourism industry association...a recommendation fulfilled by TIAO, which is now recognized as the umbrella trade association in Ontario. Given this role, the Ministry of Tourism asked TIAO to lead a consultation process in order to obtain clear and concise industry feedback.

Sixteen consultation sessions are planned across the province starting in early May and concluding in mid-June and the OMCA members are encouraged to attend the most convenient session and make your views known. While we are participating as an association at that level, it is imperative that the process hears directly from the actual members of the tourism industry. The meeting schedule is as follows:

May 7 – Toronto

Toronto Downtown Eaton Chelsea Hotel
33 Gerrard Street West
12:30pm to 4:00pm

May 27 – Markham

Markham Convergence Centre
7271 Warden Ave.
1:00pm to 4:30pm

May 8 – Niagara Falls

DoubleTree Fallsview Resort & Spa
by Hilton Niagara Falls
6039 Fallsview Blvd.
8:00am to 12:00pm

May 28 – Barrie

TBD

May 13 – Haliburton

Pinestone Resort & Conference Centre
4252 Country Rd. #21
1:00pm to 4:30pm

May 29 – Muskoka

Christie's Mill Inn & Spa
263 Port Severn Road North, Port Severn
8:00am to 12:00pm

May 14 – Kingston

TBD

June 4 - London

TBD

May 15 – Ottawa

TBD

June 5 – Waterloo

TBD

(Cont'd, see next page for more dates)

May 20 – Sudbury

Holiday Inn Sudbury
1696 Regent Street
8:00am to 12:00pm

May 21 – Thunder Bay

TBD

May 22 – Sault Ste. Marie

Comfort Suites and Conference Centre
229 Great Northern Rd.
8:00am to 12:00pm

June 10 – Peterborough

Holiday Inn Peterborough
150 George Street N
8:00am to 12:00pm

June 11 – Toronto Airport

TBD

June 17 – Hamilton

TBD

To register, simply click here to head to [TIAO's Industry Events Calendar](#), find the consultation nearest you and click "Register".

More information on the process, a copy of the Sorbara Report tourism competitiveness study and the recommendations, as well as information on the consultation sessions, may be found at <http://www.tiaontario.ca/tiaolistens>.