

Safe Travels Stamp



Introduction



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TIAO is your voice

Tourism is the
ECONOMIC DRIVER
of Ontario's Economy

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YOUR VOICE



Who is TIAO?

- Advocate the importance of tourism as an economic driver and job creator
- Work for our members to take on policy issues that impact the tourism industry in Ontario
- Put members in front of key Ministers and decision makers
- Produce detailed briefs for our tourism delegations to lobby for changes at TIAO's **Tourism Day at Queen's Park** event and key municipal and stakeholder conferences

State of the Tourism Industry in Ontario Before Covid-19

Tourism in Ontario represented over 400,000 workers and 200,000 businesses, and had an annual tax revenue of \$5 Billion. Tourism accounts for over 8% of all jobs in Canada, and over 5% in Ontario. The tourism industry generated 4.2% of Ontario's GDP.



\$36 Billion GDP Contribution



64.7% increase in revenue



1 in 4 of all new jobs were in the tourism sector



3.8% of provincial tax revenues

Impacts of Covid-19

Almost 70% in revenue loss

Two-thirds (68%) of businesses that have experienced a revenue loss saw revenue declines of more than 90%

Almost half (45%) of all businesses cannot hire staff because they are not generating enough revenue.

3 out of 4 (76%) businesses with debt anticipate it will take 2+ years to resolve their debt and return to pre-COVID-19 revenue levels

32% of tourism businesses identify not being able to fill staff vacancies due to current labour shortages as a major risk to their business operations

Rebuilding Consumer Confidence

Rebuilding consumer confidence will:

- Support visitor spending
- Create jobs
- Protect our workforce



Safe travels

by

WORLD
TRAVEL &
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Safe Travels Stamp - WTTC

Administered by TIAO

For travellers to recognize businesses that have adopted approved health and hygiene protocols.

Eligible companies will be able to use the stamp once the approved health and hygiene protocols have been implemented.

More than 275 destinations have already received the safe travels stamp and more in the pipeline. TIAO has awarded more than 1700 stamps to local businesses.

Safe Travels Stamp - WTTC



Hotels, restaurants, airlines, cruise lines, tour operators, attractions, short term rentals, car rentals, retailers, transportation and airports, will be able to use the stamp once the health and hygiene protocols, outlined by WTTC, have been implemented.

How to Complete the STS Application

- Fill in the main contact's **First and Last Name**
- **Email address** for the main contact
- **Organization Name** – ABC Bus Lines
- **Parent Company** (if applicable)– ABC Tours
- **Are you a TIAO Member?** - Membership is not required in order to receive the STS however we encourage it.
- Please indicate if you are an:
 - **Organization** (Association, Council)
 - **Destination** (DMO, City, Township, County)
 - **Company**
- Your Website
- Full **mailing address** (street, city, province, postal code)

Safe Travels Stamp Application - Protocols

WTTC Protocols

Hospitality, Short term Rentals, Outdoor Shopping, etc.

[wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp](https://www.wttc.org/COVID-19/Safe-Travels-Global-Protocols-Stamp)

Dine Safe

ORHMA along with industry leaders have developed best practices to help guide your safe and successful reopening.

[dinesafe.ca](https://www.dinesafe.ca)

Safe Stay

An industry-wide, enhanced standard of health and safety protocol designed to prepare Canada's hotels to safely welcome back guests and employees.

[hacsafestay.com](https://www.hacsafestay.com)

POST Promise

The POST Promise signifies a commitment to implement and practice the five key steps to workplace safety, to prevent the spread of COVID-19

<https://postpromise.com/en/>

Safe Travels Stamp Application - Protocols

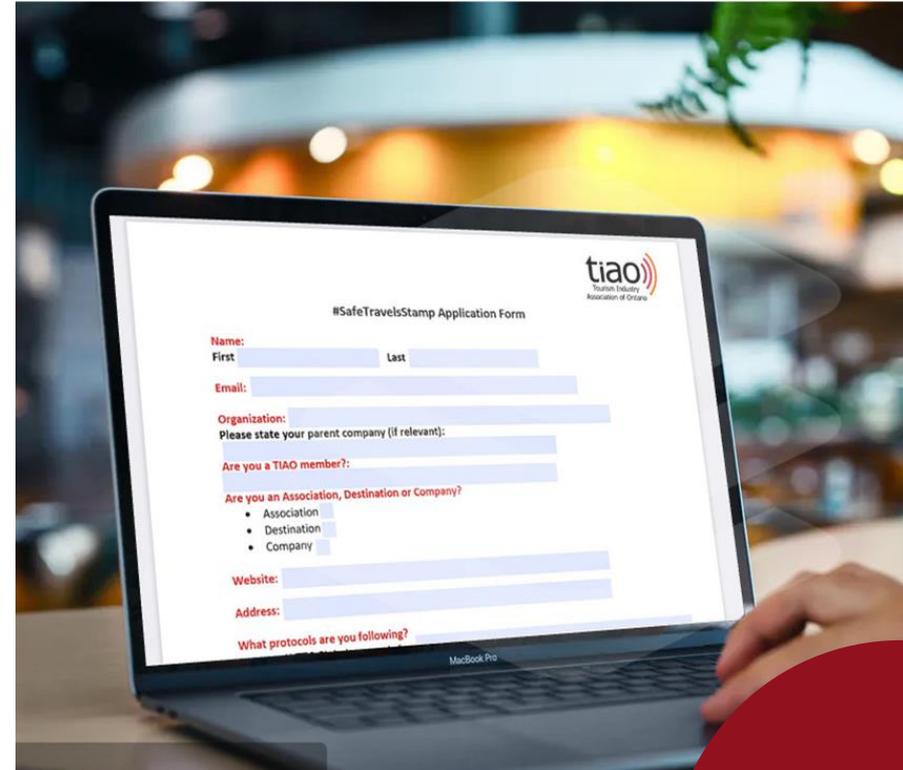
Other protocols accepted:

- Local public health protocols
- Sector protocols such as Ontario Motor Coach Association (OMCA), Resorts of Ontario, Northern Ontario Tourism Industry (NOTO), and Wine Growers Ontario.

Safe Travels Stamp Approval Process

- Once received, a confirmation email will be sent.
- Approvals take **3 to 5 business days**
- Once approved, 2 versions of the Stamp (in 3 formats), along with guidelines for use, will be emailed. One version of the stamp will allow you to add your business logo.

NOTE: The TIAO logo must remain intact on all versions.



Safe Travels Stamp Awards

The Safe Travels Stamp award is a way for customers and local residents to recognize business's outstanding efforts in adopting the WTTC's health and hygiene global standardized protocols for the hospitality and tourism sector.

It's their way of saying they feel safe when doing business with you.

The top vote-getter within each of the thirteen tourism regions of Ontario will win the Safe Travels Stamp Award. **Public voting will open on Labour Day weekend.**

Top finalists and winners will be announced on October 26 at the 2021 Ontario Tourism Summit.





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YOUR VOICE



Continuing To Be Your Voice



Government Relations



58% relied on the Canada Emergency Wage Subsidy (CEWS) to cover part of employee wages.



77% of tourism businesses accessing government aid programs would have shut down without them



Without additional government support, many business operations will become financially unsustainable within six months (by the end of 2021) and therefore at risk of closure

Tourism as a Vital Industry in Ontario's Recovery

The Ontario Budget 2021 included the following:

- \$100 million in Ontario Tourism and Hospitality Small Business Support Grant
- \$500 million for the Tourism Relief Fund
- \$100 million for Tourism Recovery Program
- \$1.3 million for supporting resource-based tourism



Ontario Tourism Summit

October 26 and 27, 2021 at the award-winning 4 Diamond [Brookstreet Hotel](#) in Ottawa.

This year's summit is about **RESPECT, COLLABORATION and REBUILDING** our future.

Join us as we recognize all the innovation, re-embrace the foundation and collaborate together - Google, Deloitte, Canadian Live Music Association, Global Payments are just some highlights of speakers lined up for this year's event.

This will be a hybrid event – join us in person or virtually.



Ontario Tourism Resiliency Awards

These special awards are unique to this year and have been designed to reflect resiliency through innovation, collaboration and partnership.

Our partners, **Attractions Ontario**, **The Culinary Tourism Alliance**, **Indigenous Tourism Ontario** and **OTEC**, have joined together this year in collaboration to present this year's awards. The trophy will reflect this collaboration or partnership while embracing our unique role within our industry. Partners working together, like that of the ribbons of a DNA helix.

Awards will be presented by business category in each of the following three areas:

- Innovation
- Collaboration
- Sustainability

Nominations close August 31st

In addition, there are two Ontario Tourism Awards of Excellence:

- Lifetime Achievement Award
- Tourism Champion of the Year

Nominations close August 20th

ONTARIO
TOURISM
Resiliency
AWARDS

2021

Deloitte.



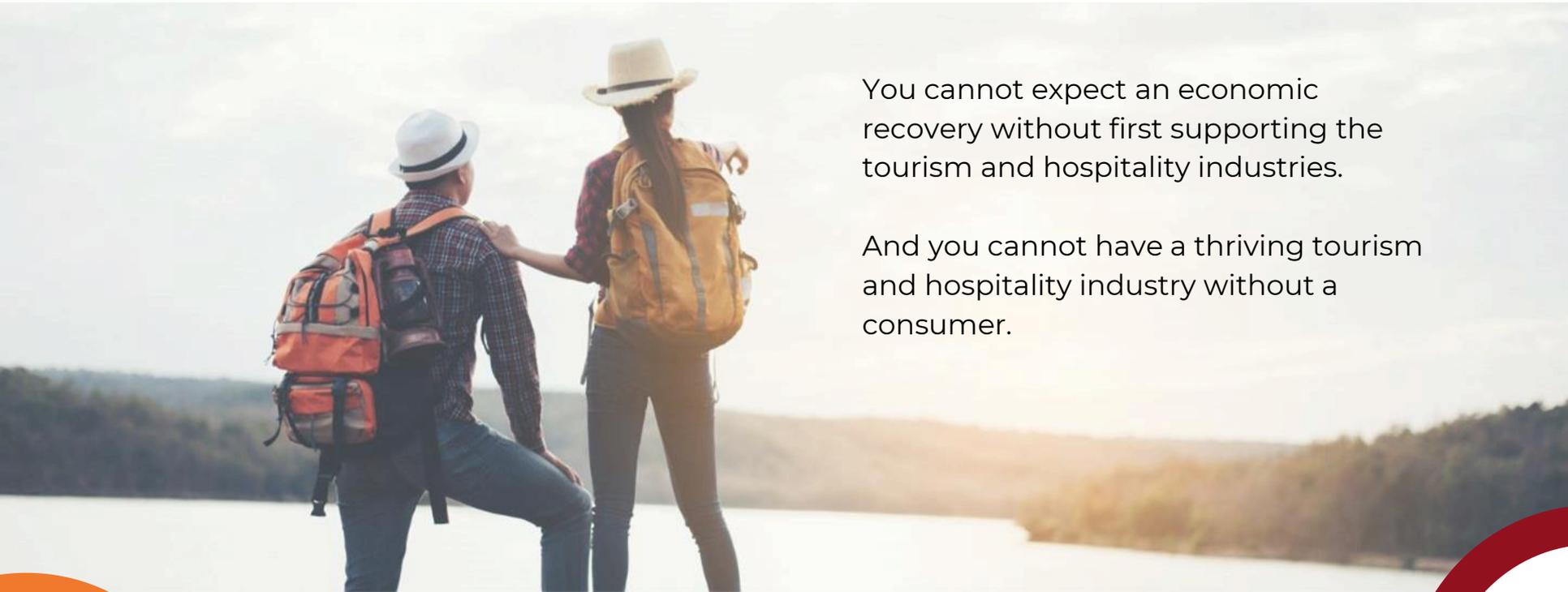
Participate today:
2021 survey on diversity, equity,
and inclusion in hospitality and
tourism

The hospitality and tourism sector in Canada has made significant progress over the past few years in advancing diversity, equity, and inclusion (DE&I) in the workforce. But, there's still room for improvement.

Based on insights and opinions shared from key stakeholders within the sector, Deloitte will be developing a deep dive article exploring the viewpoints and attitudes on DE&I throughout the hospitality and tourism industry in this country. The objective is to open up a dialogue on how to improve DE&I outcomes moving forward. Our aim is to capture a range of diverse perspectives, covering staff, travellers, safety, new offerings, innovation, indigenous perspectives, accessibility, and more.

[Online Survey Software | Qualtrics Survey Solutions](#)

Conclusion



You cannot expect an economic recovery without first supporting the tourism and hospitality industries.

And you cannot have a thriving tourism and hospitality industry without a consumer.

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Thank you!



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