OMCA TOWNHALL

Student Travel

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Land Acknowledgement

Greetings
Introductions

Agenda

- Ministry of Education - Guidance on Field Trips
- Ontario Re-Opening - TIAO
- Ontario's tax credit – OMCA
- Welcome back student group travel –Destination Ontario
- Questions

Benefits of Student Travel

- Independence
- Enhances Communication Skills
- Hands on, experiential learning
- Appreciation of cultures and places
- Self Confidence
- Reinforce classroom studies
- Supports mental health and wellness
- Plus, we know that students who travel at a young age, are more likely to travel and explore in the future

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Stephen Lecce @Sflecce · Feb 10

Effective immediately, extra-curricular activities, music classes, & high-contact sports are BACK.

Supported by the Chief Medical Officer of Health, Ontario is restoring extra-curricular experiences that build leadership & team skills, and positive mental & physical health.

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- Field trips and private chartered transportation are permitted
- Schools are permitted to take off-site field trips.
- Schools/boards that choose to use private chartered transportation must comply with the applicable provincial requirements under the Reopening Ontario Act, as well as guidance outlined in COVID-19: Health, safety and operational guidance for schools (2021-2022) around student transportation and field trip requirements

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Follow the COVID-19 restrictions and public health measures and book your appointment to get vaccinated.

Ontario français MENU

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COVID-19: Health, safety and operational guidance for schools (2021-2022)

Read Ontario's guidance for schools, school boards and school authorities to operate during the 2021-2022 school year.

Licensed child care and before and after school programs that operate in schools must follow the operational guidance for child care and before and after school programs.

Version 5 (last updated: February 10 2022)

Section: COVID-19: Health, safety and operational guidance for schools (2021-2022): Specific academic programs and requirements | Ontario.ca of these guidelines state: **Field trips -** Day trips and overnight stays are permitted and should follow the relevant provincial requirements under the *Reopening Ontario Act*. For day and overnight trips, anyone entering the area must be screened upon arrival and the pick-up/drop-off of students should happen outside of the area or within a designated and isolated area. Students should be cohorted throughout the duration of the trip, with the number of students and staff to a cohort varying based on grouping arrangements. Staggering arrival and departure times is recommended to support cohorting and physical distancing measures. Operating programs in consistent cohorts (with assigned staff members) who stay together is recommended throughout the duration of the program.

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Reopening Secretariat
Ministry of Education

Ontario's Re-Opening Plan
TIAO

OMCA Town Hall: Ontario's Reopening Plan & TIAO's Advocacy

Dr. Jessica Ng, Director, Policy & Government Affairs at Tourism Industry Association of Ontario (TIAO)

tiao YOUR VOICE

Ontario's Reopening Plan: March 1

Effective March 1, 2022

- Capacity limits are lifted in all indoor public settings
- Proof of vaccination requirements have been lifted
  - Businesses and other settings may choose to continue to require proof of vaccination
- Masking requirements remain in place
  - A specific timeline to lift this measure will be communicated at a later date
- To manage COVID-19 over the long-term, public health units can deploy local and regional responses based on local context and conditions.

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Taking Proof of Vaccination into Consideration

- Though not required, businesses and organizations can still choose to ask for proof of vaccination
  - This would normally be applicable to students 12 years of age & up
  - Be sure to check with your places of visit close to the date of visit
- Vaccine certificates are downloadable from the provincial COVID-19 portal
  - Vaccine receipts can no longer be downloaded
- Some First Nations students may have a vaccine receipt signed by an Indigenous healthcare provider – accepted

tiao YOUR VOICE

Taking Proof of Vaccination into Consideration

- Accepted ID for youth under 18 is more flexible:
  - E.g., Passports, birth certificates, citizenship cards, health cards, drivers' licences, government photo ID card
  - ID does not have to be government-issued (e.g., can be issued by an institution or public body) but it must confirm student's name and DOB
  - Physical copy of ID OR photocopies/digital versions of ID will be accepted

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TIAO's Advocacy Priorities

- TIAO – advocacy org representing Ontario's tourism industry
  - Provide evidence-based policy recommendations, meet with elected officials, MPPs, and MPs of all political stripes
- During COVID-19, TIAO has worked to ensure that tourism businesses get the financial support necessary to survive
  - E.g., museums, galleries, attractions, theatres, culture & heritage sites, accommodations, restaurants
- Tourism businesses are still facing debt & revenue shortfalls – TIAO will work to ensure their recovery is supported
  - Field trips are critical for building core competencies & social development, especially post-COVID

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TIAO's Advocacy Priorities

- Ensuring the recovery of the motor coach sector, a key pillar of the tourism economy
- Motor coaches facilitate visitor movement throughout the province, including for student field trips
  - The recovery of the tourism economy is contingent upon the recovery of the motor coach sector
- Motor coaches matter for our tourism workforce
  - They provide critical transportation routes between rural municipalities, facilitating tourism worker movement & transit connectivity

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TIAO and the OMCA

- TIAO and the OMCA have been working collaboratively to support the rebuild and recovery of the province's motor coach sector
- With Vince Accardi's leadership, TIAO has supported the OMCA in successfully:
  - Providing immediate financial relief for motor coaches – licence plate sticker renewal exemption, THRP inclusion
  - Providing regulatory relief for buses – Highway Traffic Act amendment
- TIAO will continue to support the OMCA's advocacy – motor coaches matter for tourism

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Ontario Staycation Tax Credit and Packaged Travel

- All Ontario residents can claim 20% of their eligible 2022 accommodation expenses up to $1,000 as an individual or $2,000 if you have a spouse, common-law partner or eligible children, giving you back up to $200 as an individual or $400 as a family

- Tour operators will need to ensure that receipts for the packaged tour includes information that aligns with existing GST/HST rules, such as :

  - the location of the accommodation
  - the amount paid for the accommodation portion of a stay
  - the GST/HST paid
  - the date of the stay
  - the name of the payor

Welcoming Student Group Travel

ONTARIO
Yours to discover

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PRESENTATION TO OMCA

March 3, 2022

Toronto

DESTINATION ONTARIO

IMPACT OF OUR WORK

The heart of our work is to grow visitor volume and expenditures, contributing to **economic prosperity** for tourism businesses and **jobs for Ontarians**.

INTEGRATED APPROACH

Generate increased visitation and tourism expenditures through impactful marketing.

INTERNATIONAL MARKETS OF FOCUS

International travellers typically have longer stays and provide higher spend than domestic travelers.

In 2018, international visitors, excluding the US, accounted for:

3.2M visits

spending **$5.1B**

Source: Source: *Statistics Canada Visitor Travel Survey 2018.

BUSINESS DEVELOPMENT ACTIVITIES

- Participate in key tradeshows and marketplaces
- Educate and train travel agents and tour operators
- Build and maintain relationships with key accounts through in-market sales calls and events
- Lead in-market business-to-business sales programs
- Execute joint marketing activities with key accounts
- Host fam tours
- Pitch market-ready destinations and experiences
- Leverage partnership opportunities with Destination Canada
- Offer opportunities for Ontario partners to access the trade

THE INTERNATIONAL STUDENT MARKET

International study is valuable for several reasons:

- Increases competitiveness for university admission and professional employment
- Broadens horizons and expands knowledge
- Improves English proficiency

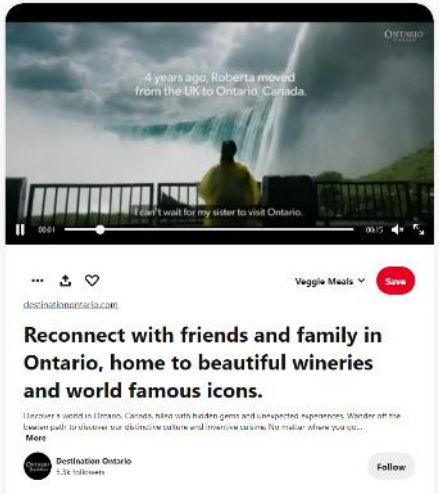
There are several types of international student visitation:

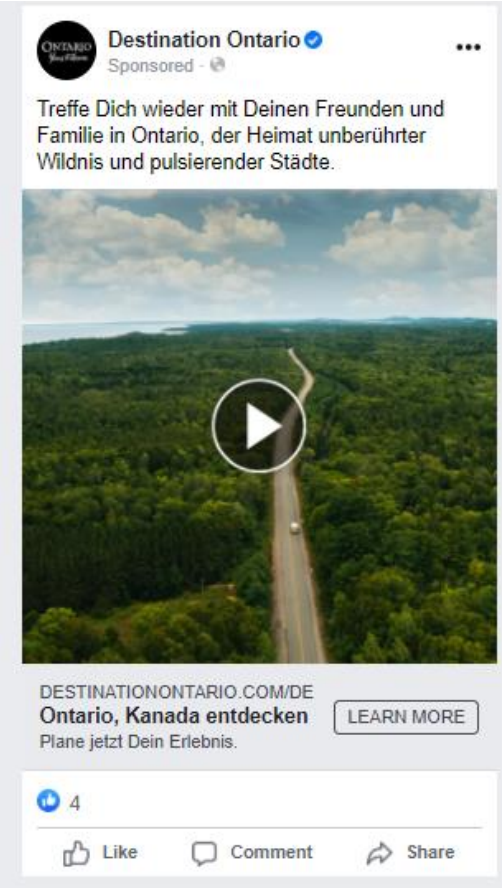
- Shorter term group visits - Private junior high or high school group study tour (2-4 weeks)
- Study abroad – Individual high school or university students coming for a semester or school year (or longer)
- International summer camp programs

While DO's target audience is primarily High Value Guests (HVG), this market is of interest because international students typically:

- Stay longer
- Visit areas across the province during their stays
- Have family and/or friends visit while they're here
- Have the potential to be repeat visitors

INTERNATIONAL MARKETING CAMPAIGN





THANK YOU

Niagara Falls

Get Involved on Social

OMCA @OntMotorCoach · Jun 3

OMCA President joined the #FasterTogether coalition meeting with @JustinTrudeau this AM to discuss how we can reopen the economy faster by getting more Canadians vaccinated. Vaccination is the strongest weapon we have against the virus and related lockdowns. Get yours if you can.

Vince Accardi @vinceaccardi · Jun 3

Thank you to @JustinTrudeau @CanadianPM for joining the #FasterTogether coalition meeting this morning. @MotorCoachCan and @OntMotorCoach are proud to participate on this growing coalition and to help get Canadians fully vaccinated even faster! #fastertogether #bettertogether

Town Hall Questions