TIAO Industry Stakeholder Calls
Tuesday, September 1, 2020

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For COVID-19 news or resources, visit https://www.tiaontario.ca/cpages/covid19

You can connect with the TIAO team by calling our toll-free number at: 1-888-436-6441

Share any community efforts, positive stories or messages of hope on social media #ontariospirit

You can email us with your thoughts, ideas, best practices and questions at: feedback@tiaontario.ca

The following is a digest of TIAO updates as well as questions asked during the industry calls hosted by TIAO. We’ve done our best to provide the answers you need, provide links where we can, and are committed to taking your concerns forward in our discussions with government officials.

Updates from TIAO:

- TIAO attended the virtual Association of Municipalities Ontario (AMO) Conference at the end of August.
  - TIAO met with 15 members of cabinet, Andrea Horwath, the Leader of the Opposition, NDP Caucus, Leader of the Green Party, Mike Schreiner, and 50 municipal leaders; 200 people visited our booth during the 3 day conference.
  - The big push was for the need for an extension to the temporary layoff period, specifically for tourism and hospitality and meetings & conventions industry, until next spring, so that businesses would not be in position to pay out severances, using the last of their available revenues. We want businesses to be viable to reopen. This message was reinforced in all meetings as we want cabinet support and all party support for our proposal.
  - We had a conversation with Minister Phillips on a few ideas around tax credits.
    1) For businesses as they have to retrofit their businesses and purchase PPE
    2) Aimed at Ontarians to encourage them to get out and visit local
  - All briefing notes have been posted on our website.
- We are hosting a virtual Queen’s Park Day on Wednesday, September 16th. Focus will be to meet with the other caucus members, both on government side and opposition side. We will continue to deliver the message around temporary layoffs, funding stimulus and tax credits. We will be matching up our members with MPPs within their ridings, as well as others. Registration is open and it is free to attend. To participate, you must be a TIAO member. See registration below: https://www.tiaontario.ca/events/tourism-day-queens-park-2020
- To continue our advocacy work, ahead of the November budget, Survey 8 will be released after Labour Day. We have partnered with Navigator, who is a high stakes public strategy and communications firm. They will work with us to conduct our next round of research to better assess the financial and human impact that COVID-19 has had on our sector and what is the forecast through to the end of the year and Q1 of
2021.
Please participate in the next survey and share with your colleagues. **Navigator** will also be assisting us in our government relations work this fall. In the past we did this work ourselves in partnership with other organizations such as TIAC, OCC, Hotel Association of Canada, and other sector associations.

We want to make sure that everybody that has survived so far continues to survive through the recovery period. We are taking every possible step to make sure that the provincial and federal governments understand your needs.

- Various destinations are expressing concerns around visitation in their local communities. There are two kinds of camps:
  1. Concerns by the residents who don’t perhaps understand the economic impact that tourism brings into their local community.
  2. Ontarians who are out exploring new places and new experiences for the first time.

How do you explore Ontario responsibly?

We have been able to secure some funding to develop a couple of videos to address each of these concerns and they will be made available widely - to use as a business owner on your website and with your destination marketing organizations (DMO) as well. We are at the beginning stages and will try to get this to you as quickly as possible.

- US Camp owners – NOTO’s newsletter addressed the question regarding camp owners who decided to keep their camps closed for the season and wanted to know if they can come across the border, without applying for a work permit, to check on their properties or winterize their camps. NOTO has reached out to CBSA and unfortunately their direction is that all US companies who wish to cross the border must have and show intent on opening their business to Canadian clientele in order to be permitted to work in Canada.

Please contact NOTO if you have any additional questions: [https://noto.ca/contact_us](https://noto.ca/contact_us)

- **Ontario Tourism Summit** tickets are available online. We have reduced the cost tremendously. Individual/Small businesses pay $100 for up to 5 people; $250 for organizations. The Summit will be two afternoons on October 27 and 28th.

We are encouraging people to set up viewing parties especially where WIFI is a challenge.

For the **Tourism Awards of Excellence**, the gala broadcast will be on the evening of October 28th. It is complimentary as part of your Summit registration.

In partnership with the Culinary Tourism Alliance, there is the option to support a local restaurant in Ontario and have a meal delivered to you at the cost of $75/pp. Stay tuned to our social media channels for more information on the event and participating restaurants. [https://www.tiaontario.ca/events/test-ots](https://www.tiaontario.ca/events/test-ots)

- **Safe Travels Stamp Applications** is now live on our website.

We’ve been working with organizations like NOTO to establish standards and protocols that match up with the global standards. We are now in a position to start giving businesses their Safe Travels Stamp if they can demonstrate they are meeting protocols that line up to the global standards.

If somebody is not a member, reach out to us directly and we’ll work with you to get you access to the program. For DMOs, please reach out to Beth directly, bpotter@tiaontario.ca, to get further direction.

It is easy and free - you must be following protocols determined by the province - DineSafe, StaySafe, POST Promise, or protocols determined by your sector association - that line up with the Global Standard Protocols.

[https://www.tiaontario.ca/cpages/safetravelsstamp](https://www.tiaontario.ca/cpages/safetravelsstamp)
Northern Ontario

Number of participants: 27

Questions:

1) Our business will not survive unless the US/Canada border opens for 2021. Domestic tourism does NOT work in NW Ontario! The closure is already affecting our 2021 bookings. What are you doing to advocate for the safe opening of the border?

For the past many months, TIAO has been advocating for the implementation of testing and contact tracing so that we can reopen the borders.

Beth was a signatory, with 120 other CEOs, on a letter from the World Travel and Tourism Council (WTTC) to all of the G7 leaders and the leaders of the opposition, as well as Australia, South Korea and Spain. The top 10 destinations of the world are encouraging government to work with the other governments in those top 10 countries on a collaborative approach to getting the borders reopened, and to have a continuous system in place for all countries (ensuring Canada has a system in place that is recognized by other countries). We have ongoing conversations with Minister Joly’s office and we will continue to push on this.

Also, the conversations that we’ve had with the provincial government around opening up more businesses, making gatherings of groups larger than 50 inside and larger than 100 outside, are steeped in the staged and phased approach, and they are very focused right now getting children back to school and until that happens and cases decrease, they are not going to begin to look at increasing group sizes. We are anticipating, you’ll be in a better position after kids have been in school for a couple of weeks, to understand which direction we’re going in. The one good news is that the predictions are that this fall there will not be a big wave, not only from our own health officials but also from the World Health Organization.

We are also now seeing a lot more individual states taking a harder line on cracking down on physical distancing, mask use, and business lockdowns where cases have spiked. We are seeing some states where the numbers have come down and that’s a really good step in the right direction towards getting our borders open.

Every indication that we’ve been given at this point just that they will probably remain close through the fall.

Open Call (Sector Associations, Tourism Operators, Educators and DMOs)

Number of participants: 72

Questions:

1) We have some issues right now with the major players in the convention business, the ones that have venues that can hold much more 1000 people at the same time. The allowance for 50 people inside is completely useless. We’re trying to look at ways of how we can convince the Minister to look at a percentage of the legal allowed occupancy instead of a specific number because it doesn’t send the message to event planners that these venues are open for business. From September, it represents 55 to 70% of the global business of our destination. This is traumatic for many venues and suppliers.
The new meeting protocols allow for 50 people per room in a meeting, as long as you can physically distance.

We have had many conversations about this with government, The Convention Centres of Canada and The Canadian Association of Exposition Management (CAEM). The person making the decision on this is the Chief Medical Officer of Health and the command table. They are not ready to increase the size until they see what happens when schools are up and running. They want to manage a potential spike in hospitalizations.

This also affects festivals, events and live entertainment. We have been collaborating with Canadian Live Music Association as well as Music Canada.

This is very much top of mind.

Comment:

I would suggest we won’t get any new protocols on numbers of people until after Thanksgiving.

2) For the Safe Travels stamp, for our members, should the businesses apply through TIAO or directly through the Safe Travels website?

In Canada, you need to apply through TIAO. WTTC is a member based organization and they have designated other organizations that are members to provide the travel stamp in their own jurisdiction. So, in Canada, we are the designated organization.

4) Is there a grouping of convention centre operators having calls and discussions that we can connect with?

If you are a member of the Convention Centres of Canada, Canadian Association of Exposition Management (CAEM) or Meetings Means Business Canada, they are working collaboratively. TIAO has been part of their working group and would be happy to take your concerns and your viewpoints forward to those meetings.

5) Any suggestions to get Ski Resorts on the agenda for opening this winter? Currently O. Reg. 364/20 does not mention Outdoor Winter Recreation in capacity limits. We have 3 to months until the season is upon us.

We are in conversation with Kevin Nichol of the Ontario Snow Resorts Association (OSRA). They are preparing to get their protocols in front of government.

We are happy to speak to you offline.
RESOURCES:

- Ontario’s Stage 3 reopening [https://www.ontario.ca/page/reopening-ontario-stages#section](https://www.ontario.ca/page/reopening-ontario-stages#section)
- Industry Protocols and Guidelines: [https://www.tiaontario.ca/cpages/covid19](https://www.tiaontario.ca/cpages/covid19)
- Northern Ontario Business reopening Toolkit: [http://reopenthenorth.ca](http://reopenthenorth.ca)
- Ontario Tourism Summit, October 27-28, 2020, [https://www.tiaontario.ca/events/test-ots](https://www.tiaontario.ca/events/test-ots)