



Tourism Advocacy

DR. JESSICA NG, PHD

DIRECTOR, POLICY & GOVERNMENT AFFAIRS

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Agenda

- ▶ About TIAO
- ▶ Pathways to Tourism Advocacy
- ▶ Case Study: Hot Tubs
- ▶ Case Study: CEBA & RRRF Loan Relief
- ▶ Case Study: Labour Crisis

WHO IS TIAO?



A MEMBER BASED ORGANIZATION WHOSE PRIMARY MANDATE IS TO BE THE LEADING AUTHORITY ON BUSINESS AND POLICY ISSUES AFFECTING THE ONTARIO TOURISM INDUSTRY.



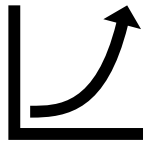
WE ADVOCATE WITH A UNIFIED VOICE ON BEHALF OF THE DIVERSE TOURISM INDUSTRY IN ONTARIO TO POSITION THE INDUSTRY AS A POWERFUL AND RECOGNIZED ECONOMIC DRIVER.



Pathways to Tourism Advocacy

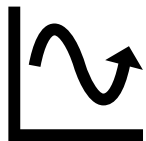


Current Key Advocacy Areas & Files



ECONOMIC DEVELOPMENT & REGULATORY REFORM

- Municipal Accommodation Tax (MAT) reform
- Craft beer tax reform
- Provincial investments to support bids for business, cultural, and sporting events



ECONOMIC RECOVERY

- Debt relief



LABOUR

- Continued funding to support sector-led workforce training solutions
- Immigration reform to include tourism & hospitality occupations in pathways to permanent residence



INFRASTRUCTURE

- Attainable housing
- EV charging infrastructure
- Highway rest stops
- Rural and Northern broadband

Where Do Your Advocacy Concerns Go?



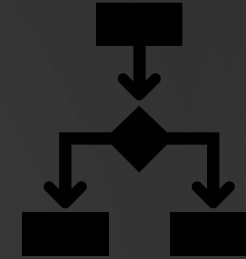
Issue arises requiring advocacy

- Stakeholders contact RTO11 as initial point of contact
- RTO11 doesn't engage in advocacy – RTO11 relays issue to TIAO to advocate



TIAO investigates the issue

- Deep dive into issue, develop a position
- Is TIAO the right party to take the issue forward?
- Liaise with gov & industry partners for feedback



TIAO decides on course of action

1. Pass issue to the relevant organization
2. Decline involvement
3. Take on issue as part of TIAO advocacy

Advocacy Avenues & Tools We Use

Informal Engagement with Government

Purpose:

- Collecting intel
- Getting feedback on the issue & course of action
- Gaining movement on the issue
- Providing a heads-up/Relationship-building

Tools:

- Meetings over coffee
- Texts
- Phone calls

Formal Engagement with Government

Purpose:

- Formally putting the issue on the radar of government
- Formally participating in the government policy process
- Feeding into government decision-making

Tools:

- Advocacy letters
- Meetings
- Policy consultations
- Budget consultation submissions

Conferences & Events

Purpose:

- Raising awareness with elected officials, relationship-building
- Raising awareness with government staff
- Providing advocacy updates to & get feedback from stakeholders

Tools:

- AMO & ROMA conferences
- Tourism Day at Queen's Park
- Industry conferences

Advocacy Avenues & Tools We Use

Member & Public Advocacy

Purpose:

- Raising awareness through the public eye
- Getting TIAO members involved in our advocacy

Tools:

- Member letter-writing campaigns
- Media interviews
- Social media
- Tourism Day at Queen's Park

Joint Advocacy

Purpose:

- Issue clearly affects members of multiple associations
- Increasing strength of advocacy (where it makes sense)
- Issue is sector-based but could use TIAO's support – let others lead

Tools:

- All tools previously mentioned

Research

Purpose:

- Generating & gathering the evidence to support our policy recommendations

Tools:

- Member surveys
- Consumer research with Skiff
- Leveraging partner research (e.g., OTEC, TSNO)
- External industry, government, & third party reports
- TIAO-produced reports

HOT TUBS
(2022)

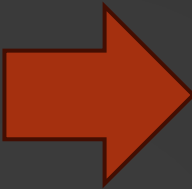
Case Study



The Situation

- ▶ Prior to 2022, a longstanding public health regulation misclassified private spas as public spas, meaning they would need to follow health & safety guidelines meant for public pools
 - ▶ Private spas: in-room hot tubs, hot tubs meant for use by designated guests
- ▶ Most public health inspectors had ignored this regulation – except one
- ▶ Local resorts with hot tubs shut down
 - ▶ At risk: all other resorts, hotels, motels, B&Bs, short-term rentals with in-room hot tubs

Pathway to Advocacy

- ▶ Affected resort owners contacted their RTO
 - ▶ RTOs brought the issue to TIAO's attention
 - ▶ We met with affected resort owners
 - ▶ Issue investigation
 - ▶ Policy rec developed – with operator feedback – legislative amendment
 - ▶ Advocacy tools determined
 - ▶ Urgent timeline, clear target
 - ▶ No media, keep details quiet
 - ▶ Risks of creating new problems, throwing everyone under the bus
 - ▶ Political implications of 'being against health & safety'
- 
- ▶ Contacted Minister Lumsden's Chief of Staff
 - ▶ Meetings with Minister's staff, Deputy Minister's staff
 - ▶ Relayed policy recommendations to Ministry of Health
 - ▶ Meetings with the OCC and CFIB to put additional pressure on government
 - ▶ Monitored media coverage
 - ▶ **Outcome: Public health regulation changed to exempt private spas**
 - ▶ Time to outcome: 4 months

CEBA & RRRF LOAN
RELIEF
(2021-PRESENT)

Case Study

The background of the slide features a complex financial chart. The top portion shows a candlestick chart with several white and blue bars, overlaid with a solid white line and two dotted white lines. A value '1.65' is visible in the top left corner. The bottom portion of the chart shows a bar chart with vertical bars of varying heights. The overall aesthetic is dark with white and light blue highlights.

The Situation

- ▶ CEBA (Canada Emergency Business Account) and RRRF (Regional Relief and Recovery Fund) loans critical to survival of tourism operators during COVID
- ▶ COVID restrictions, slow return of visitor markets, supply chain disruptions, inflation, & staffing gaps are impacting operator capacity to pay down rising debt
 - ▶ 51% of tourism businesses now over \$100,000 in debt
 - ▶ 45% of operators may close within 3 years
- ▶ CEBA & RRRF repayment deadline to qualify for partial loan forgiveness approaching

Pathway to Advocacy

- ▶ Issue investigation:
 - ▶ 2021 TIAO member surveys indicated rising debt load among operators – 7 in 10 in debt, 20% over \$100k in debt due to COVID
 - ▶ Over 70% of TIAO members had taken on CEBA or RRRF loans to stay afloat
- ▶ Repayment deadline to qualify for partial loan forgiveness was December 31, 2022
- ▶ Policy recommendation developed – repayment deadline extension
- ▶ Advocacy tools determined
 - ▶ Defined timeline, clear target



- ▶ **2021:**
 - ▶ Meetings with Ministry of Finance
 - ▶ Letter-writing to all Ontario MPs
 - ▶ Meetings with fed candidates; media
 - ▶ Success: Repayment deadline extended by 1 year
- ▶ **2022:**
 - ▶ AMO & ROMA meetings with Ministry of Tourism and Finance
 - ▶ Meetings with prov candidates, MPs
 - ▶ Member letter-writing campaign; letter to Prime Minister
 - ▶ State of the Industry Report with OCC; media
- ▶ **2023:**
 - ▶ Nanos research survey with TIAC & PTIA
 - ▶ Letter-writing to all Ontario MPs; QP Day
 - ▶ CCC & CFIB involved – nationwide campaign
 - ▶ Minister Lumsden invested; media
 - ▶ Outcome: 18-day extension
- ▶ **Outcome: Pending**
 - ▶ Advocacy time to date: 27 months...

LABOUR CRISIS
(ONGOING)

Case Study

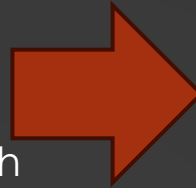
The Situation



- ▶ Longstanding recruitment & retention challenges in tourism industry worsened by COVID
 - ▶ Year over year labour gaps, skills mismatch, declining domestic T&H enrolment
- ▶ Barriers to accessing international talent through immigration channels
- ▶ Affordable housing & rising costs affecting recruitment
- ▶ 69% of TIAO members concerned about how labour crisis will affect future of tourism in Ontario

Pathway to Advocacy

- ▶ Issue investigation: ongoing
 - ▶ TIAO member surveys
 - ▶ OTEC/TSNO data
 - ▶ Tourism HR Canada data
 - ▶ Calls with stakeholders
- ▶ Policy recommendations developed with partner input
- ▶ Advocacy tools: determined on an ongoing basis
 - ▶ Long range timeline, multiple intersecting targets



- ▶ AMO & ROMA meetings with MLITSD, Ministry of Tourism, MCU, EDU
- ▶ Meetings with MLITSD, Ministry of Tourism, ISED
- ▶ Meetings with MPPs & MPs
- ▶ Letters to MPPs, MPs; member letters
- ▶ Federal Commissioner for Employers
- ▶ TIAC, PTIA
- ▶ Policy consultations
- ▶ Consultations with stakeholders
- ▶ State of the Ontario Tourism Industry Report; conferences
- ▶ **Outcome:**
 - ▶ Temporary help agency licensing, tourism microcredentials greenlit, OINP expansion
 - ▶ Continued SDF funding for tourism sector-led training
 - ▶ Increased fed interest in expanding immigration for entry level skillsets
 - ▶ Increased opposition support for attainable housing & regional transportation
 - ▶ Industry alignment
- ▶ Advocacy time to date: Since TIAO inception



Thank You!

CONTACT: JNG@TIAONTARIO.CA