



Annual Report 2022

Tourism Industry Association of Canada

Message from the President & CEO

For tourism in Canada, the last 12 months have been a time of pressing challenges, rapid change, and much activity. From the wave of Omicron that swept through at the start of the year, to the removal of the last remaining COVID-19 pandemic-related border restrictions in October, this was a year that the industry proved once again how truly resilient it is.

Thousands of businesses and hundreds of thousands of jobs in the sector have been lost since the onset of the pandemic in March 2020, but in 2022 we are at long last starting to see glimmers of hope on the horizon - the true beginnings of an economic recovery. As of the latest official numbers from Statistics Canada, international visitation has steadily increased since May 2021 (with the exception of a temporary pause in January, due to Omicron). And at the peak of our summer travel season this year in August, tourism activity was 13.7% below its pre-pandemic level; gradually approaching the level observed in the same month in 2019.

Inbound activity (i.e., from international visitors) was 29.5% below its pre-pandemic level, comparatively up from the 37.2% reported in July. Current estimates from Destination Canada now suggest total tourism spending in Canada to recover by 2024, sooner than was previously expected. In view of the challenges we've faced since the pandemic began, these updated forecasts are nothing short of a miracle, and speak directly to the monumental efforts exerted collectively by tourism businesses this year. Domestic spending is expected to fully recover in 2023, US spending will reach 2019 levels in 2024, and overseas international visitation is forecasted to recover in 2025.

To ensure that we get there, the TIAC team is continuing to advocate strongly for the growth of our sector. The current challenges as we enter a new year remain daunting: inflation at a 40-year-high, a severe labour shortage, capacity and supply chain issues and a looming recession are just a few of the immense obstacles we now face. Our advocacy team is tightly focused on advancing the priorities of the industry to government; holding not one but two Hill Weeks this year – the first, in February, held virtually; and the second held proudly in-person on the hill this past October.

Our engagement with the government is done so in view of the fact that we cannot get to where we need to as an industry without the full support of the myriad departments and agencies that affect our industry. To that end, we remain steadfast in our goal to affect favourable policy actions in several key areas (outlined here in our recent submission to guide the government's development of a new federal Tourism Growth Strategy). Going into 2023, we will remain every bit as tenacious to ensure the strongest recovery of our sector possible.

I am proud to say that this past year really showcased all we can achieve when we come together. TIAC was thrilled to see the return of the in-person component at our premier international tourism marketplace, Rendez-vous Canada, which we cohosted with Destination Canada earlier this year in Toronto. Together, we rolled out the welcome mat to buyers from Canada's key international markets and sellers from coast to coast. This year, we were also happy to host an in-person Tourism Congress again. It, too, was a resounding success, with business leaders turning up in full



force to do what they do best: build relationships. Tourism is, after all, a people business.

For the industry first hit and hardest hit by the COVID-19 pandemic, the industry across Canada has shown what it truly means to be resilient this year. The obstacles before us as we head into 2023 remain challenging, but we will continue to face them as we always have – head-on and with courage, together.

On behalf of the TIAC team, thank you to our Board of Directors for their guidance and leadership this year. Thank you, also, to the talented and dedicated employees of TIAC, whose commitment and hard work propel us to ever loftier heights, and to our valued Industry Patrons for your generous contributions to our initiatives. Most of all, thank you to TIAC Members and Associate Members for your ongoing support in our mission to lead the industry to a full recovery and beyond.

Sincerely,

Beth Potter
President & CEO

TIAC By the Numbers: 2022

TIAC Membership

As the industry rebuilds, TIAC keeps adding on new members!

New TIAC Members

65

New Associate Members

40

Total Membership

1367

Member-only Webinars (Member Talks and Ask an Expert)

14

Hill Days

(Feb. 15-17, 2022 - virtual)

TIAC kicked off advocacy efforts in 2022 with a series of meetings with Parliamentarians and federal departmental officials during its annual advocacy campaign raising awareness of the industry's most pressing challenges in its fight for survival, in particular the pandemic-related testing requirements and restrictions at Canada's borders.

Number of virtual meetings with Members of Parliament, Senators, and other government officials

60

Number of TIAC Members who attended the meetings

37

Rendez-vous Canada

(May 24-27, 2022)

TIAC was proud to coproduce Canada's premier international marketplace with Destination Canada! Held this year at the Metro Toronto Convention Centre in Toronto in hybrid format (in-person and virtual), it was an exciting opportunity to welcome international buyers back and showcase the beauty of our country.

In-person Buyers in attendance

351

In-person Sellers in attendance

557

In-person Travel Trade Media in attendance

24

Virtual Buyers in attendance

141

Virtual Sellers in attendance

168

Virtual Travel Trade Media in attendance

6

Scheduled Appointments

48,396

Manual Appointments

3618

Room nights sold for Buyers

1600

Room nights sold for Sellers

1900

TIAC Member Sellers, RVC Buyers, and Media attending The Office reception

400

Immediate Economic Impact to Local Economy (estimated)

\$4,000,000



Tourism Week 2022

(May 29-June 4, 2022)

Tourism businesses and travel-lovers took to social media this summer and heeded our call to show the industry some appreciation during our annual seven-day celebration of the industry! After more than two devastating years for tourism, border restrictions were eased in the spring and that's why TIAC's theme this year was to "Travel Now: For Work, Life, and Play!"

Social Media Campaign Posts

337

Total Impressions

97,147

Total Likes and Reactions

987

Total New Followers

324

Total Number of Media Articles

84

Hill Days

(Oct. 19-21, 2022 - in-person)

In spite of some improvements to the travel economy over the summer months, tourism businesses continued to struggle financially, facing significant barriers to attracting investment and labour. TIAC took advantage of the loosening of public health guidelines from earlier in the year to host another Hill Days, this time in-person on the hill.

Number of in-person meetings with Members of Parliament, Senators, and other government officials

50

Number of TIAC Members who attended the meetings

17

Number of government officials at TIAC-hosted reception

50

Number of TIAC Members at TIAC-hosted reception

40

Tourism Congress

(Nov. 22-23, 2022)

TIAC capped off the year once again with its annual conference bringing the industry together to share knowledge, gain insights, and connect with colleagues. Delegates from coast to coast to coast enjoyed two days of reimagining tourism in Ottawa, ending on a high note with the Canadian Tourism Awards.

Total Tourism Congress Attendees

468

Total Attendees to Canadian Tourism Awards

300

Locations

Alberta **44**

BC **80**

Manitoba **11**

New Brunswick **22**

Newfoundland & Labrador **8**

Nova Scotia **13**

NWT **1**

Nunavut **3**

Ontario **207**

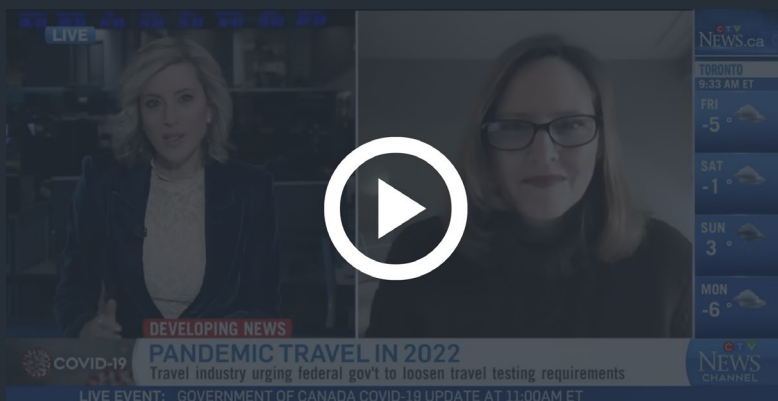
PEI **6**

Quebec **44**

Saskatchewan **14**

Yukon **8**

USA **7**



Meet the Press

Check out how TIAC has been amplifying the needs of the industry in the media this year!

Speakers Corner

“

We have been a proud member of TIAC for the greater part of our existence, considering we have been in business here in the capital since 1974, I can happily share that it's been a while. Why we are a member, its simple, TIAC is a fantastic advocate for the hospitality industry in general, giving us all a voice on a higher platform of government.”

HEIDI WEBSTER

GENERAL MANAGER, CARTIER PLACE SUITE HOTEL

“

The most useful membership benefit for us is the advocacy work that TIAC does. With the recent partnership between Destinations International and TIAC, destination organizations like ours will have our needs and concerns raised with key decision-makers.”

TERRY SMITH

CEO, DESTINATION CAPE BRETON

“

We are members because TIAC it is our voice at a much higher level. We have access to greater opportunities via TIAC. It provides us a platform to be heard and our message taken to regions and destinations we otherwise could not access. The advocacy undertaken to maintain the tourism sector's vibrancy and relevancy nationally and internationally is fundamentally vital.”

KEN LOUDON

EXECUTIVE DIRECTOR, GRANDE PRAIRIE REGIONAL TOURISM ASSOCIATION

“

We became a member in 2016 because there is no other national organization in Canada that can advocate for a company like ours, that is approachable, and where we can ask many questions that are often answered with a personal phone call. Also joined because it is critically important to present ourselves to the industry. We are doing business internationally almost exclusively and events like RVC give us a venue to meet our international clients.”

KIMO LINDERS

DIRECTOR, BUSINESS DEVELOPMENT,
ERTCU TRAVEL GROUP

“

The TIAC Congress provided an important and timely chance to connect with industry colleagues across the country. The networking and sessions offered valuable insights facilitating important conversations relevant to all sectors and destinations. The advocacy efforts led by TIAC are core to each of our areas of business, and discussing the issues and opportunities on our doorstep will help advance the whole of our industry.”

WANDA BOGDANE

EXECUTIVE DIRECTOR, BANFF & LAKE LOUISE HOSPITALITY ASSOCIATION

“

(Tourism Congress is) a must for any person related to the tourism industry in any way, great networking and learning opportunity.”

JIM FACETTE

EXECUTIVE DIRECTOR & CEO, CANADA'S ACCREDITED ZOOS AND AQUARIUMS (CAZA)

TEAM TIAC

PRESIDENT AND CEO OFFICE

Beth Potter

President & CEO

FINANCE

Krishnan Sekaran

Financial Services

COMMUNICATIONS AND MEDIA RELATIONS

Mary Wimmer

Director,
Communications &
Media Relations

PROGRAMS

Anne-Marie Forcier

Director of Program
Development

BUSINESS DEVELOPMENT AND MEMBER RELATIONS

Jennifer (Jenn) Taylor

Vice President,
Business Development
& Member Relations

Julie Gauvreau

Manager, Member
Services

Jennifer Beatty

Director, Partnerships

ADVOCACY AND GOVERNMENT RELATIONS

Marc Séguin

Vice President, Policy &
Government Affairs

Madison Simmons

Director, Government
Affairs

Minto Schneider

Destination Specialist,
Government Affairs

EVENTS AND INDUSTRY ENGAGEMENT

Orie Berlasso

Vice President, Events
& Engagement

Alexandra (Alex)

Baillie-David
Event Manager,
Marketing Lead

Tiffany Hnatiw

Event Manager,
Registration Lead

Nina Newman

Event Manager,
Logistics Lead

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