Request for Proposal (RFP):		Host Destination for Regional Tourism Roundtable 2026
Issued by:		Tourism Industry Association of Canada (TIAC)
Date Issued:		July 11, 2025
Response Deadline:		August 29, 2025

1. Introduction

The Tourism Industry Association of Canada (TIAC) seeks proposals from destinations and regions across Canada to host one of five (5) Regional Tourism Roundtable events in 2026.

These full-day events will bring together tourism operators, stakeholders, and key regional players to discuss current industry challenges and opportunities, foster collaboration, and engage with TIAC's advocacy efforts.

We invite Canadian destinations with strong regional tourism infrastructure to submit a proposal to host one of these pivotal events.

2. History

Originally called TIAC's Tourism Townhalls, these events started in 2009 and were often connected to other regional industry events rather than being standalone occasions. As a result, registration figures were not always recorded. In 2023, TIAC held 13 Town Hall events, one in each province and territory. In 2024, the event was renamed Regional Tourism Roundtables, with the aim of rotating to a different province and territory each year. The content presented at these events was customised for each region and included presentations from national, regional, and local partners.

Below are some numbers per region:

NORTHERN CANADA			
YEAR	DATE	LOCATION	ATTENDANCE
2025	Nov 07	Inuvik	TBD
2025	Apr 10	(Virtual)	52
2023	Mar 15	Whitehorse	52
2023	Mar 17	Iqaluit	18
2023	Apr 04	Yellowknife	47
2021	Apr 22	Yukon (Virtual)	41
2021	May 14	Nunavut (Virtual)	15
2021	Jun 24	Northwest Territories (Virtual)	15

WESTERN CANADA

YEAR	DATE	LOCATION	ATTENDANCE
2025	Mar 28	Richmond	130
2023	Jan 27	Vancouver	65
2021	May 21	British Columbia (Virtual)	74
2019	Apr 25	Whistler	N/A
2019	Nov 12	Kelowna	N/A

PRAIRIES CANADA

YEAR	DATE	LOCATION	ATTENDANCE
2025	Jun 3	Saskatoon	64
2023	Jan 19	Saskatoon	82
2023	Mar 07	Winnipeg	116
2023	May 02	Calgary	136
2021	Jun 14	Saskatchewan (Virtual)	32
2021	May 04	Manitoba (Virtual)	105
2021	May 26	Alberta (Virtual)	54
2019	Mar 08	Edmonton	N/A

EASTERN CANADA

YEAR	DATE	LOCATION	ATTENDANCE
2025	Apr 22	Niagara Falls	182
2023	Feb 01	Toronto	169
2023	May 05	Montreal	83
2021	Jun 01	Ontario (Virtual)	180
2021	May 25	Quebec (Virtual)	31
2019	Apr 11	Peterborough & the Kawarthas, ON	N/A

ATLANTIC CANADA

YEAR	DATE	LOCATION	ATTENDANCE
2025	May 13	St. John's, NL	62
2024	Nov 13	Saint John, NB	N/A
2023	Mar 02	Gander	40
2023	Mar 30	Charlottetown	81
2023	Apr 17	Halifax	96
2023	Apr 19	Moncton	54
2021	May 10	Newfoundland & Labrador (Virtual)	75
2021	May 06	Prince Edward Island (Virtual)	36
2021	May 11	New Brunswick (Virtual)	41
2019	Apr 09	Bonavista Region, NL	66

3. Event Overview

Event Title:	Regional Tourism Roundtable 2026
Event Production:	Tourism Industry Association of Canada
Event Length:	A minimum of a full-day event: 9:00 AM – 3:30 PM (subject to change)
Expected Attendance:	50-150 regional operators and stakeholders
Event Date Range:	February – April and June - October 2026

4. Event Format Overview (Subject to change)

The Regional Tourism Roundtable is a full-day event consisting of the following:

- **Morning Session (9:00 AM – 12:00 PM):** Presentations from TIAC leadership, followed by a National Issues Panel featuring industry experts and an interactive Q&A with attendees.

- **Lunch Break (12:00 PM – 1:00 PM):** A networking lunch will be provided for all participants.

- **Afternoon Session (1:00 PM – 3:00 PM):** Facilitated roundtable discussions addressing regional and national tourism challenges. This includes a Provincial and Regional Issues Panel with industry leaders, followed by a Q&A segment.

- **Wrap-Up & Close (3:00 PM – 3:30 PM):** Group report-backs and closing remarks.

- **Networking Opportunities:** Coffee breaks and the lunch period are structured to encourage informal networking and peer-to-peer engagement throughout the day.

The 2025 program is available online for reference and provides an overview of the topics presented: https://tiac-aitc.ca/Prairies_Canada_Regional_Roundtable.html.

5. Proposal Requirements

To be considered as a host destination, your proposal must include the following:

5.1. Destination Overview

- **Overview of the Proposed Host City/Town:** A brief description highlighting the destination's tourism strengths and unique offerings.

- **Accessibility:** Details on ease of access for both regional and national attendees, including proximity to airports, major highways, and availability of public transportation.

- **Concurrent Events or Activities:** Please provide details on any tourism-related or industry events occurring during the proposed timeframe, and highlight any potential synergies or scheduling conflicts that may arise. TIAC is especially interested in collaborating with existing industry events, such as PTTIA conferences, AGMs, or similar gatherings, to align the roundtable with regional activities and optimize its impact.

- **Venue Location Considerations:** While a downtown location is not required, this event offers an excellent opportunity to spotlight lesser-known areas or hidden gems within your destination.

5.2. <u>Recommended Venues</u>

Please propose one or more venues that meet the following event requirements:

- **Main Meeting Space:** Room capacity for 50–150 attendees, set in rounds of 8 or 10.

- **Networking Area:** A designated space for coffee breaks and a networking lunch.

- **Audio-Visual Requirements:** Venue must support AV needs, including microphones, projectors, screens, and a sound system suitable for presentations and panels.

- **Accessibility:** Venues must be fully accessible for individuals with disabilities. Please include details on accessibility features.

Examples of suitable venues include:

- Conference centres
- Hotels with meeting facilities
- Civic centres
- Cultural or heritage venues with meeting space

5.3. <u>Date Recommendations</u>

Please propose 2–3 available dates for hosting the event between **February and April,** and **June and October 2026**. Weekdays are preferred, ideally avoiding holidays and Fridays.

- **Tourism Event Calendar:** Include any known tourism or industry events scheduled in your region during the proposed timeframe. Highlight any potential synergies or conflicts with regional or national events to ensure strategic timing.
- **Event Integration Opportunities:** If you believe aligning this event with another industry gathering in your region (outside of the suggested timeframe) would create additional value or enhance participation, we welcome your creative suggestions for consideration.

5.4. <u>Accommodation Options</u>

Please provide information on nearby accommodation options for attendees, including any special rates or group booking partnerships. Please include accommodations that meet various budget needs and accessibility considerations.

While TIAC is not seeking attrition agreements, offering a courtesy room block would be beneficial to support delegates travelling from other regions, in keeping with the event's goal of being accessible and inclusive at the regional level.

5.5. <u>Event Services & Support</u>

Please outline any in-kind or financial contributions your destination can offer to support the successful delivery of the event, including (but not limited to):

- **Local Marketing Support:** Assistance in promoting the event through regional channels and tourism networks.

- **Additional Support:** Services such as local transportation, hospitality, or venue enhancements.

- **Cultural Enhancements:** Any unique hospitality traditions, cultural programming, or tourism experiences that could enrich the attendee experience and showcase the destination's identity.

5.6. <u>Host Incentives – Financial Contributions & Support Opportunities</u>

Proposals that include a direct financial contribution (in cash) to cover event costs will be prioritized and considered an advantage during the evaluation process. Although in-kind support, such as venue space, services, or equipment, is also valued, a cash investment is strongly encouraged and will substantially strengthen the bid's competitiveness. A combination of cash and in-kind support is also welcomed and appreciated.

Proponents are asked to clearly outline any financial incentives or sponsorship opportunities that your destination can offer to support TIAC in delivering a successful event. These may include, but are not limited to:

- **Direct Cash Investment:** A financial contribution to support core event operations.
- **Venue Subsidies:** Reduced or waived rental fees for meeting space and AV.
- **Catering Support:** Sponsorship of food and beverage elements such as lunch, receptions, or coffee breaks.
- **Marketing & Promotion:** Destination-led initiatives to promote the event locally and regionally.
- **Transportation Support:** Assistance with shuttles or transfers for delegates, speakers, or VIPs.
- **Hotel Incentives:** Group rate discounts, complimentary room blocks, or rebates.
- **Delegate Enhancements:** Branded giveaways, local experiences, or destination discounts that enhance the attendee experience.

5.7. <u>Destination Commitment & Consideration</u>

Please note that this event series is free for members and industry stakeholders to attend, and TIAC does not earn revenue from hosting these events. Therefore, we aim to maximize attendance and accessibility within a limited budget.

We sincerely appreciate any support the host destination can provide—whether financial, in-kind, or logistical—to help offset event costs and ensure a meaningful and well-executed experience for all participants.

The host destination should demonstrate a strong commitment to sustainable tourism practices. This involves reducing the event's carbon footprint, supporting local and sustainable initiatives, and participating in carbon offset programs or using venues with recognized green certifications. These measures align with TIAC's broader goal of promoting responsible and environmentally conscious tourism development across Canada.

5.8. <u>Contingency and Emergency Planning</u>

Please provide details on the venue's contingency and emergency response plans, including all relevant health and safety protocols. This should cover procedures for medical emergencies, fire, severe weather, and other potential risks. Additionally, outline any measures in place to ensure the overall safety and well-being of attendees throughout the event.

6. Evaluation Criteria

Proposals will be assessed according to the following scoring criteria, which highlight the main priorities for hosting this successful event:

- Financial incentives offered to TIAC (20%)
- Support and partnership opportunities offered by the destination (20%)
- Alignment with sustainable tourism practices (15%)
- Accessibility and convenience of the location for attendees (15%)
- Suitability of the proposed venue(s) (15%)
- Availability of accommodation and local transportation (15%)

7. Submission Instructions

Please submit your proposal electronically in PDF format to:

Contact: Tourism Industry Association of Canada
Email: rfp@tiac-aitc.ca
Subject line: Host Destination for Regional Tourism Roundtable 2026

Submission Deadline: August 29, 2025

8. Questions and Clarifications

For questions or clarification regarding this RFP, please contact Michel Kafrouny, Senior Manager, Events and Industry Engagement, at mkafrouny@tiac-aitc.ca.

For questions or clarification about the program component, please contact Alexandra Melbourne, Program Coordinator, at amelbourne@tiac-aitc.ca.

Thank you for your interest in hosting a 2026 Regional Tourism Roundtable event. We look forward to reviewing your proposal and collaborating with you to engage regional stakeholders in advancing Canada's tourism industry.