



Tourism Industry Association of Canada
Association de l'industrie touristique du Canada

CONNECTING INDUSTRY TO A WORLD OF OPPORTUNITY



TIAC'S MISSION: GROW YOUR BUSINESS!

Increasing Canada's global competitiveness and driving visitor growth is the main focus of the Tourism Industry Association of Canada's advocacy agenda. Whatever the public policy, or regulatory issue, TIAC takes action on behalf of Canadian tourism businesses and promotes positive measures that help its members grow and prosper.

At the end of the day our objective is to increase international arrivals and grow your business!

WHY JOIN TIAC?

TIAC provides members the means to grow their business.

HOW DOES TIAC WORK?

TIAC advocates for members by pressing federal elected leaders and officials to change the government policies that impede inbound travel and business operations.

TIAC efforts focus on:

- Increased **marketing** dollars to promote Canada internationally, including US;
- Ease of **access** to Canada, plus making it affordable and efficient;
- Ensuring the industry has the resources (**people**) and investment (**product**) necessary to deliver the best possible experience.

TIAC provides you a team of advocacy professionals in Ottawa so you can concentrate on running your business.

WHAT HAS TIAC DONE?

You can't grow, if we don't win!

- Successfully advocated for increased investment in the national marketing agency Destination Canada (DC). Recent announcement by Federal government of a proposed \$50 million funding increase to DC's international tourism marketing over the next two years;
- Secured \$30M in additional funding to market to the United States;
- Successfully promoted changes to the Temporary Foreign Working Program allowing a program cap exemption for Tourism Business Temporary Foreign Workers (hired for periods of 6 month or less);
- Secured government funding to offset travel costs for businesses that participated in TIAC's Connecting America trade missions to Boston and New York;
- TIAC's recommendations to reduce aviation costs in the Canada Transportation Act included in the expert panel's final report;
- Advocated and won a delayed enforcement of the Electronic Travel Authorization (ETA) until after the 2016 summer season;
- Influenced the introduction of a new ten-year, multiple entry visa - making it easier for repeat visitors to return to Canada;
- Promoted and realized the expansion of the number of Visa Application Centres (VACs) to 135 worldwide;
- Worked with partners in Banff Lake Louise to secure release of Parks Canada lands in Banff for the construction of affordable housing.
- And much more...

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TIER I

- Tourism business, sales greater than \$25M
- DMO, budget greater than \$15M

Annual Dues \$8,000

2

TIER II

- Tourism business, sales \$5M-\$25M
- DMO, budget \$5M-\$15M
- National and Provincial Sectoral Organizations & Associations with Membership Revenue of \$5M or more
- National Suppliers

Annual Dues \$2,200

3

TIER III

- Tourism business, sales less than \$5M
- DMOs, budget less than \$5M
- Regional and Local Sectoral Organizations & Associations with Membership Revenue less than \$5M
- Travel Trade Media & News Media
- Government Departments and Agencies
- Educational Institutions
- Provincial & Regional Suppliers
- Affiliates, subsidiaries & franchisees whose head office is a Tier I member

Annual Dues \$395

WHAT ARE THE BENEFITS?

1. Access to a Members' Only Portal and savings;
2. Advocacy support from TIAC's Government Relations team for effective outreach to political figures and influencers;
3. New Members highlighted in TIAC TALK e-newsletter and online;
4. Opportunity to submit an article or information to TIAC TALK;
5. Access to Members Only sponsorship opportunities and exhibit space at the annual Tourism Congress;
6. Use of the TIAC logo (restrictions apply);
7. SAVE \$200 on Tourism Congress delegate registration;
8. SAVE \$400 on a half-booth at RVC; SAVE \$800 on a full-booth; SAVE \$1,600 on a double-booth;
9. SAVE \$100 per category, per nomination of a Canadian Tourism Award;
10. Access to a growing list of special savings through Supplier Partners.

PLUS COMING SOON...

11. Add your events to the event calendar;
12. Participate in surveys and polls;
13. Access to complete document downloads and 'Real-time' Reports;

JOIN TIAC TODAY!

Contact Jennifer Taylor
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For more information on TIAC and what we can do for your business go to

www.tiac.travel



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