



# INVEST IN SUCCESS

TIAC's 2012-13 Membership Kit



2012-13

# INVEST IN SUCCESS



TIAC has made some significant strides over the past year in raising our sector's profile with decision-makers here in Ottawa and with opinion leaders across the country, and we have gained considerable ground in a relatively short period of time. None of this would be possible without the industry's support.

Among the key areas of progress were the introduction of the Federal Tourism Strategy, the Beyond the Border Action Plan, an expanded air access agreement with Brazil and improved visa-processing capacity in a number of areas. Through all of these developments, TIAC has been a go-to partner for the federal government. We are now invited into the policy-making process at the early stages, allowing us to better influence the outcomes and provide a strong voice for the tourism industry.

*Despite a string of recent successes, we still have considerable work to do. Now more than ever, the tourism industry finds itself in a precarious position: We have the potential to be a global tourism leader, but it remains largely untapped as a number of significant barriers are still hindering our ability to attract more foreign travellers and a greater portion of tourism receipts.*

Given the recent cuts to the Canadian Tourism Commission in the 2012 federal budget, our most immediate challenges involve establishing a competitive and sustainable funding model for our national marketing agency. Current CTC funding levels are comparatively lower than other leading destinations – our competition – and limit Canada's ability to adequately capture its fair share of the international travel market. Meanwhile, an uncompetitive aviation cost structure, laden with too many user-pay fees and added taxes, is further hindering our ability to make the sale.



When faced with these issues, I'm often asked by those in the tourism sector: "What can I do?" My response is twofold: Become a member of TIAC, and be an active member of the association.

Your commitment to a national, cross-sectoral tourism industry representative helps provide us with the support we need to make the case for the sector amidst a crowded marketplace of other interests competing for consideration in Ottawa. Moreover, lending your voice in some of the forthcoming grassroots lobbying initiatives that we are launching this year will help to demonstrate the breadth of our industry across the country in through every federal riding. It's time for tourism to throw its weight around.

Please help us to continue this work by becoming a TIAC member for 2012-13. In this package, you'll find additional information on how to join. With a strong united voice, together, we can rebuild and regain Canada's position in the international travel market.

Thank you for your interest and please do not hesitate to contact me at 613-238-8765 or by email at [dgoldstein@tiac.travel](mailto:dgoldstein@tiac.travel) if you have any questions or concerns.

Sincerely,

David Goldstein.  
President and CEO

# BUILDINGMOMENTUM

## JULY, 2011

Bringing Canada in line with other destinations, the federal government introduces a new, ten-year multiple-entry visa for international travelers wishing to visit Canada.

## AUGUST, 2011

The NRTT makes a submission to the House of Commons Standing Committee on Finance as part of the pre-budget consultations. The submission includes recommendations to increase Canadian Tourism Commission funding, fix Canada's outmoded aviation cost structure, and renew support for festivals and events. The NRTT would later make a presentation to the Committee in October.

## AUGUST, 2011

The Harper government announces an expanded air access agreement with Brazil and opens three new Visa Application Centres in that country.



## AUGUST, 2011

The Canada Border Services Agency announces that it will make permanent the pilot project that provides border clearance services on a second daily Amtrak train between Seattle and Vancouver.



## OCTOBER, 2011

The Federal Tourism Strategy is released. The new strategy outlines a “whole-of-government” approach to address:

1. Increasing awareness of Canada
2. Facilitating ease of access
3. Encouraging product development
4. Fostering a supply of skilled labour

TIAC's role in the development of the FTS is noted by the Hon. Maxime Bernier, Minister of State (Small Business and Tourism) in the introductory letter in the official document.

## NOVEMBER, 2011

TIAC presents to the Conservative Atlantic Caucus on issues facing the tourism industry. In attendance are a number of cabinet ministers, senators and members of key parliamentary committees.



## OCTOBER, 2011

TIAC makes the first presentation to the revitalized Parliamentary Tourism Caucus chaired by Blake Richards, M.P. for Wild Rose (Alberta).

## NOVEMBER, 2011

TIAC stages a hugely successful edition of The Tourism Congress. The Canadian Tourism Awards gala attracts more than 40 Members of Parliament.

## DECEMBER, 2011

The Canadian & US Governments announce the Action Plan on Perimeter Security and Economic Competiveness, an agreement that will help facilitate legitimate leisure and business travel between Canada and the United States. TIAC played a key role in the Beyond the Border consultations that formed the basis for the Action Plan.



# BUILDING MOMENTUM (CONTINUED)

## JANUARY, 2012

TIAC and the NRTT release a ground-breaking whitepaper entitled Gateway to Growth: Modernizing Canada's Visitor Visa Process. The whitepaper asks the Government to consider a targeted asymmetrical approach that will have an impact in the four key tourism source markets where travellers are required to obtain a visa prior to visiting Canada: Brazil, China, India and Mexico.

## JANUARY, 2012

Only 18 months after the signing of an Approved Destination Status agreement between Canada and China, China surpasses Australia as Canada's fifth largest inbound tourism market. TIAC played an integral role in registering ADS tour operators and promoting growth of the Chinese tourism market in Canada.

## FEBRUARY, 2012

Citizenship and Immigration Canada announces a new reasonable admissibility policy to allow citizens with minor criminal convictions conditional access to Canada. The policy addresses an issue in the MC&IT and adventure/outdoors segments, where one person travelling as part of a group being denied entry often resulted in the entire party abandoning their visit to Canada. The new policy applies to international visitors who made a one-time mistake and are of no threat to the country.

## JANUARY, 2012

TIAC leads tourism industry representation at the inaugural Federal Tourism Strategy Roundtable meeting.

## FEBRUARY, 2012

Months of cooperation between TIAC, Canada's Pharmaceutical Companies (Rx&D) and the CTC result in changes to the code of ethics governing pharmaceutical meetings, conventions and educational events. The changes facilitate hosting major international medical events in Canada while maintaining Canada's high ethical requirements and legislative standards. A joint CTC-TIAC guidebook is published in May, 2012.

## MARCH, 2012

TIAC presents to the Senate Committee on Transportation and Communications on aviation issues. TIAC notes how Canada's aviation taxes and fees are harming the tourism industry and the Canadian economy as a whole. TIAC's submission calls on government conduct a full review of the aviation cost structure.

## FEBRUARY, 2012

Immigration Minister Jason Kenny announces that his department will have as many as 150 Visa Application Centres (VACs) open by 2014; one of TIAC's recommendations in Gateway to Growth whitepaper released January, 2012.



## APRIL, 2012

Echoing one of TIAC's recommendations in the Beyond the Border consultations, the Honourable Vic Toews, Minister of Public Safety, announced that the Canada Border Services Agency (CBSA) and the U.S. Customs and Border Protection (CBP) would simplify the NEXUS renewal process and embark on a campaign to increase NEXUS membership.

## MAY, 2012

The Canada Revenue Agency (CRA) introduces administrative improvements that make it easier for tour operators to claim GST/HST rebates under the Foreign Convention and Tour Incentive Program (FCTIP) as a result of consultations between TIAC, the Department of Finance and the CRA.

## APRIL, 2012

The Federal government expands the Automated Border Clearance program to more airports to shorten wait times and improve the international travel experience.

## JUNE, 2012

The NRTT presents to the Tourism Caucus on aviation fee structures.

## JUNE, 2012

The Senate Standing Committee on Transport and Communications releases report "The Future of Canadian Air Travel: Toll Booth or Spark Plug?" in which they make six specific recommendations on how the government can help the industry compete. TIAC appeared twice before the Standing Committee, and helped to provide context in terms of how the current state of Canada's aviation sector is having a negative effect on our ability to compete in a competitive world tourism marketplace.

## APRIL, 2012

Canada's visa-processing capacity in China increases thanks to continued cooperation between TIAC, the CTC, Citizenship and Immigration Canada and officials at Canada's Embassy in Beijing. The visa application process for Chinese residents wishing to visit Canada is streamlined, additional counters are opened at Chinese VACs, and the number of government officers processing the applications is increased.

# BUILDING CREDIBILITY

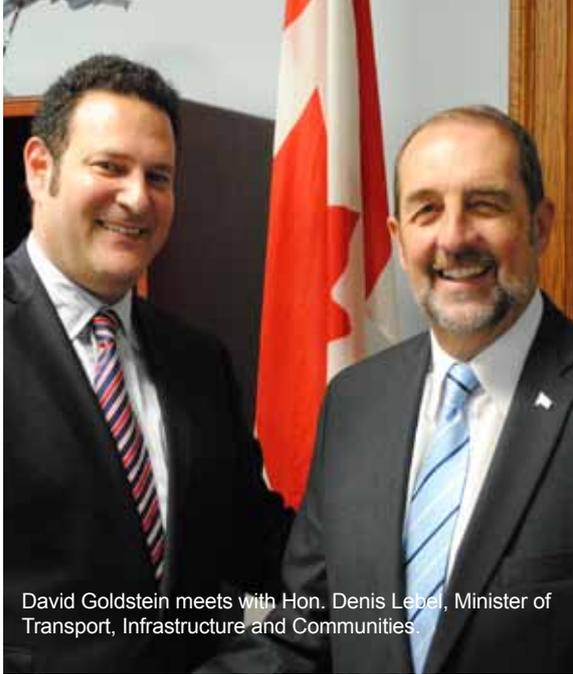
The political landscape in Ottawa is a competitive one, with countless other special interest groups vying for the government's attention.

TIAC provides a modern and effective voice for our sector. But this important advocacy work is a long game, and we need our members to help us build our political capital.

TIAC Member Jim Storie with Minister Bernier at Rendez-vous Canada.



David Goldstein at the launch of the Federal Tourism Strategy with Hon. Maxime Bernier, Minister of State (Small Business and Tourism), Mark O'Neill, President and CEO of the Canadian Museum of Civilization Corp. and Michele McKenzie, President and CEO of the Canadian Tourism Commission.  
Photo : Fred Chatrand, The Canadian Press



David Goldstein meets with Hon. Denis Lebel, Minister of Transport, Infrastructure and Communities.



David Goldstein presents a commemorative plaque to the three most-recent Ministers of State for Small Business and Tourism in recognition of their efforts in developing the federal tourism strategy. From left: Hon. Rob Moore, David Goldstein, Hon. Maxime Bernier, and Hon Diane Ablonczy.

How do we continue to build our credibility among decision-makers and grow our political capital? Through:

- A strong base of active and engaged members from diverse lines of business;
- Alignment among the various national, provincial and regional tourism organizations;
- A contemplated, strategic approach to government relations and public outreach

TIAC's strategy has begun to pay dividends for the industry, but we need you if we are to continue that momentum.

## AN INVESTMENT IN TIAC IS AN INVESTMENT IN SUCCESS

***TIAC has helped educate the industry, align them around actionable solutions, and provide access to the right people in order to bring about change.***

Stephen Foster, Senior Vice President of Operations, Starwood Hotels & Resorts

***One of our industry's greatest assets – our diversity – can inadvertently be also our greatest challenge. TIAC allows for that diversity to be harnessed, not only for the betterment of our operations – but for the well being of those we serve.”***

David Whitaker, President & CEO, Tourism Toronto

***TIAC brings forward practical solutions that can benefit the industry, creating a public dialogue on tourism policy that would not otherwise exist. Rather than approaching government with a laundry list of concerns, TIAC aligns the various stakeholders – small, medium and large – and speaks to decision-makers with a unified voice and a consistent message. Becoming a member and supporting their work just makes good business sense.***

Kris Crundwell, Vice President Sales & Marketing, Pacrim Hospitality Services Inc.

# JOINTODAY

1. Visit our new homepage at [www.tiac.travel](http://www.tiac.travel)!



2. Click on Join TIAC Today and complete the registration form.



3. Pay your dues instantly by credit card (Visa, MC or Amex).



*To become a member, just follow these three easy steps*

TIAC's membership structure is affordable for both small and medium-sized enterprises as well as larger organizations.

As an added incentive, TIAC is pleased to offer a number of special members-only benefits from a variety of supplier partners. For more information, please visit [www.tiac.travel](http://www.tiac.travel) and click on membership.

For your convenience, TIAC offers three convenient billing options: Sign up today for your choice of annual, semi-annual or quarterly billing.

Membership is billed on an anniversary date basis.

Membership fees do not include GST/HST.

Visit [www.tiac.travel](http://www.tiac.travel) to join today!





# 2012-2013 DUES:

TIAC is very pleased to announce that our annual dues have not increased for 2012-13. Membership is valid for one year from the date of payment. Membership fees do not include GST/HST.

Membership Category	Dues	Description
<b>Large Organizations and Enterprises</b>	\$7,500	Corporate & Canadian head offices
		Tourism businesses, sales > \$25M
		DMO, budget greater than \$15M
<b>Medium-Sized Enterprises and Organizations</b>	\$2,100	Tourism business, sales \$5M-25M
		DMO, budget \$0.5M - \$15M
		National and provincial sectoral organizations & associations
		National and regional suppliers
<b>Small Businesses and Organizations</b>	\$695	Tourism business, sales less than \$5 million
		DMOs, budget less than \$0.5M
		Local sectoral organizations & associations
		Travel trade media & news media
		Government departments and agencies
		Educational institutions
<b>Branch Member</b>	\$495	Affiliates, subsidiaries & franchisees whose head office is a TIAC member

