



Tourism Industry Association of Canada Overview and Challenges



Overview

Founded in 1930, Tourism Industry Association of Canada (TIAC) leads the Canadian tourism industry to be the most competitive in the world. TIAC serves today as the national private-sector advocate for this \$102 billion sector. Based in Ottawa, TIAC takes action on behalf of Canadian tourism businesses and promotes positive measures that help the industry grow and prosper. They are responsible for representing tourism interests at the national level, and their advocacy work involves promoting and supporting policies, programs and activities that will benefit the sector's growth and development.

Challenges

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▼ Challenge 1

Sustainability

Prior to Covid-19, the tourism sector was one of the fastest growing industries in the world. Its recovery has environmental, social, and/or economic implications.

As tourism business restarts, what does the industry in Canada need to do to preserve the sustainability of our industry?

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▼ Challenge 2

Labour

Tourism business in Canada employed 1.8 million Canadians in every region of Canada, which equals 1 in every 10 jobs. Post pandemic, tourism businesses across the country will once again be struggling to hire and retain workers with the skills required in tourism.

What changes and innovative solutions will make the tourism sector an attractive sector for future workers while helping grow the industry?

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▼ Challenge 3

Technology

Expedia, low-cost airlines, and Airbnb are all examples of game changers in the tourism industry in recent decades.

What is the next disruptor for the tourism sector, and how can businesses prepare to embrace innovative ideas?

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