

TIAO Priority Areas for Discussion

General Questions:

1. Do you agree with the priority areas?
2. Are changes/modifications/refinements required to the Priority Description?
3. Who or who entity should be responsible and what timelines (i.e., 1,3 or 5 years) are required?

Priority Area	Priority Description (Including Original Tourism Study Recommendations)	Priority-specific Comments/Questions
<i>Leadership</i>	<ul style="list-style-type: none"> • <i>For Ontario’s tourism industry to fulfill its potential as a destination, and as a contributor to the economy, it needs a highly visible and sustained commitment from the Premier and Cabinet. (Recommendation 6)</i> • <i>Setting meaningful targets (Recommendations 1) is a function of leadership and should be incorporated into any future plan.</i> 	<ul style="list-style-type: none"> • Leadership focus to include, by may extend beyond, Premier and Cabinet • The Tourism Study’s target of “doubling tourism receipts by 2020” is likely not achievable but a target is necessary to focus activity and measure leadership
<i>Investment</i>	<ul style="list-style-type: none"> • <i>The need for public-and private-sector capital investment in tourism crossed several Tourism Study recommendations including transportation infrastructure (Recommendation 10) and product development/enhancement. (Recommendations 10 – 13, 15)</i> 	<ul style="list-style-type: none"> • Where/how much should government invest? • How should government enable private sector investment?
<i>Marketing Strategically</i>	<ul style="list-style-type: none"> • <i>Ontario should market its destinations and experiences by focusing on our strongest existing international markets; prioritizing new and best-prospect markets like Mexico, Brazil, India and China; strengthening our appeal to French-speaking markets, especially Quebec; expanding our reach to new Canadians and their families; and continuing to focus on the strong domestic Ontario market. (Recommendation 17)</i> 	<ul style="list-style-type: none"> • Future marketing efforts need to focus on strongest “existing markets” – the US • How should Ontario balance marketing messaging directed to Ontarians with external marketing (role and funding of RTOs and OTMPC)? • How should marketing efforts be funded?
<i>Product (Experience)</i>	<ul style="list-style-type: none"> • <i>Ontario should focus on the unique product offerings of regions including natural experiences and our great water assets as well as niche tourism experiences such as sports, cultural, culinary, eco and agricultural tourism (Recommendation 18)</i> 	<ul style="list-style-type: none"> • What process should be followed to identify and support product “winners”? • How does product identification/positioning differ when presented to an in-province versus out-of-province buyer?
<i>Regional Structure</i>	<ul style="list-style-type: none"> • <i>Establish regions: Ontario should establish tourism regions to better coordinate tourism marketing and management across the province. Each region should work towards creating a unique brand and a stellar experience within a provincial brand. There should be one Destination Marketing and Management Organization of each region. (Recommendation I. 2)</i> 	<ul style="list-style-type: none"> • Although achieved, questions remained about the need, roles and responsibilities, wisdom of creating regional brands, linkages with DMOs and long-term funding support/performance measures for this recommendation. • Tourism Regions (RTOs) should be examined from a standpoint of continuous improvement from the point of inception in 2011.