

TIAC Takeaways

The 2021 TIAC Tourism Congress featured more than 85 presenters delivering forward-thinking ideas and solutions to Canada's tourism industry. We asked attendees from a range of sectors to share some of their key takeaways. Here's a quick roundup.



Be Future Ready

- We need to future-proof like never before – it's critical to be prepared
- Effective communication is key to navigating crises
- Travellers will continue to seek out low-density experiences
- Use your DMO and PMO to promote yourself – they exist to tell your story
- The industry needs to adapt to new staffing realities; to reimagine the labour market of the future – with business, academia and government at the table
- Rather than forecasting your future, try “backcasting.” Start by articulating where you want to go, then identify the building blocks to get there

An Economic Powerhouse

- Tourism can quickly jumpstart economic growth like no other industry – investment in tourism results in immediate wins
- Economic investment strategies should connect tourism opportunities with entrepreneurs
- Tourism investment must be collaborative between business, communities and local governments
- Business travel is critical to economic recovery and urban tourism – we need strategies from all levels of government to help
- We need to not only consider the economic impact of tourism, but shift our thinking to recognize the social, mental and physical benefits of travel

Thinking Local

- DMOs need to recognize that their most important client is their community
- Visitor satisfaction is more important than number of visits
- Partnerships are the key to positive community impact
- The transportation sector needs to connect urban to rural
- Local public health offices are trusted voices to safely welcome visitors

Our Sustainable Future

- Tourism needs to play a role in a sustainable future
- Our transportation industry is working hard to find sustainable solutions
- Tell customers what you are doing in sustainability
- Sustainability KPIs need to be imbedded in tourism management roles across industries
- Conferences and events must align with sustainable needs
- The WTTC has developed a Net Zero Roadmap to guide change in the tourism industry

Tourism's Opportunity and Responsibility Toward Reconciliation

- Get out of the boardroom and explore your local Indigenous community – meet, shop, engage
- Access to Indigenous experiences brings connection, understanding and the opportunity for reconciliation
- Passion and collaboration will bring opportunities for Indigenous operators
- Let's stop "trying to solve Indigenous problems with non-Indigenous solutions"

Thank You to Our Thought Leaders



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About Alphabet®: Alphabet® is a 25-person tourism branding and marketing agency based in Ottawa, Canada, operating since 2000. Alphabet® has a history of partnering with clients and other consultancy teams, pushing the boundaries of how brand positioning and marketing strategy contribute to a destination's economic vitality. www.alphabetcreative.com