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Hello <<First Name>>

At CATO, we are continuously striving to improve and enhance our offerings, and we want this newsletter to be a continuous source of relevant information about what we do and what interests you.

Your input is appreciated. Please don't hesitate to suggest or share any content.

At CATO, we are continuously striving to improve and enhance our offerings, and we want this NEWSLETTER to be a continuous source of relevant information for you, about what we do and what interests you. Your input is always welcomed.

CATO's SIX PILLARS

- | | |
|----------------------------|------------------------------|
| ➤ Advocacy | ➤ Industry Think Tank |
| ➤ Data Intelligence | ➤ Education |
| ➤ Collaboration | ➤ Guidelines |

We value your input and encourage you to share your ideas! Don't hesitate to suggest any topics you'd like CATO to address. Your active involvement is greatly appreciated.

NEWSLETTER
October 2024



Dear CATO members,

As summer gently transitions into fall, the days become shorter and the air takes on a refreshing crispness, signaling a time of change. This shift invites us to reflect on the fleeting warmth and **consider how travel can provide a welcome escape from the impending winter chill, but also to all travelers through all seasons of the year.**

Tour operators can have a significant impact by providing customized packages and creating exceptional travel experiences, while also **inspiring travelers to appreciate the beauty of each season worldwide.**

Additionally, highlighting seasonal activities can further enhance the appeal, ensuring

that travelers find the perfect escape. Thus, the shift from summer to fall and then winter isn't just a change in seasons, but an opportunity for adventure and renewal.

Below, in the "Think Tank" section, you will find a few questions about the commonly used designations of high season, low season, or shoulder season, which may be misleading or not attractive.

Warm regards.

CHAIR'S MESSAGE

CATO's inaugural out-of-country meeting is fast approaching. Click on this link to see the program details:



2024.07.12 CATO
Out of the Country Sy



Together with **our sponsors, Visit Alentejo, Visit Portugal and TAP Air Portugal**, almost two dozen industry leaders and their spouses, representing 14 CATO members, will immerse themselves in the beautiful region of Alentejo. Also present will be CATO's executive team and special guests and renown sustainability experts Dr. Graham Miller and Rochelle Turner.

Among some of the goals of the symposium is to unlock the potential that such person-to-person networking and collaboration affords. Another is to set a future path for CATO that embraces our long-standing values & principles while preparing to address future threats and challenges that require collective action; none more important than our own future state and action we take toward greater sustainability.

CATO is also busy working on a code of ethics that will define CATO's ethos, together with its members' commitment to professional standards and conduct. Expect this code of ethics to be released later this year along with new CATO bylaws that will make CATO even more accessible, inclusive, and transparent for our members and all other stakeholders.

I look forward to joining all our attending members and other partners in Alentejo, Portugal in little more than a month from now. Having already done a site inspection earlier this year, with Jean Hébert and our wonderful hosts, Inês Almeida Garrett of Visit Portugal, and Fernando Pires of Visit Alentejo, I can tell you this symposium is going to be nothing short of spectacular.

Brett Walker, CATO Chair

GENERAL INFORMATION

[Update from the TICO Annual Meeting. Click on this link for the highlights: September 25, 2024 - TICO's AGM highlights key accomplishments and welcomes new Directors](#)



The Travel Industry Regulatory Regime in Ontario – A necessary Revision of the ACT

You will recall, last year, the Office of the Auditor General in its report “Value for Money” stated through its “Recommendation 16” that the regulatory system in Ontario needed more efficiencies and effectiveness, asking the Government to proceed with a comprehensive review of the Travel Industry Act, 2002 and its regulation. Nothing has really happened in this respect, and we continue our effort to encourage the government to proceed asap with this review. We have issued a press release on September 20th, prior to the TICO Annual Meeting on the 24th to offer our collaboration in this review process.

Essentially, the RECOMMENDATION 16 is described as follows: So that the regulatory framework of the travel industry in Ontario is better aligned with the changing industry landscape and associated industry risks to consumers, the Auditor General of Ontario recommend that the Ministry of Public and Business Service Delivery:

- conduct a comprehensive review that includes a detailed comparison of the Travel Industry Act, 2002 and its regulation to similar laws in other jurisdictions, as well as a review of the existing mandate, structure, and responsibilities of the Travel Industry Council of Ontario (TICO); and
- based on that review, propose regulatory updates to make Ontario’s regulatory framework more efficient and effective.

At the TICO’s Annual Meeting on the 24th, in his remarks the Honourable Todd McCarthy, Minister of Public and Business Service Delivery and Procurement (Ministry), offered a statement that was quite vague, stating that his Ministry is actively considering it, as well as the assessment of the Compensation Fund.

REPORT FROM YOUR EXECUTIVE TEAM

A brief overview of your executive team’s recent work:

- Two executive meetings.
- Finalized the out of country Symposium’s program in Alentejo.
- Revision of corporate By-law #1.
- To establish a partnership with USTOA on sustainability in the industry.
- Working on developing a code of ethics.
- Preparation for a strategic planning session on October 28th.
- Work on the 2025 action plan and activities.
- Representation and public statement for a revision of the Travel Industry Act & Regulations in Ontario.
- The social event held on August 28 in Toronto was a success, with the attendance of approximately 20 members’ representatives.

TICO's IAC

As your representative on the TICO's **Industry Advisory Council of Ontario (IAC)**, I can voice your concerns. So, **please share any topics of interest, suggestions, issues and concerns you may have, by forwarding them to me at jhebert@cato.ca**. Feel free to contact me anytime at 613-884-5147.

Our next IAC meeting is scheduled on October 8, 2024

Thank you.

A VIABLE AND SUSTAINABLE INDUSTRY

Next month, part of our Symposium in Alentejo, the attending members will have the opportunity to participate in a generative discussion on this important topic of **SUSTAINABILITY**. With two prominent specialists, Professor **Graham Miller** and **Rochelle Turner**, discussion topics will include

1. What is sustainability and why does it matter for business?
2. What do we really need to do?
3. How do we accelerate action?
4. Where is sustainability going next?

For more details about the workshop called "CATO: Sustainability Accelerator" click on this link:



Workshop CATO
Sustainability Accelerator

NAVIGATING TRAVEL SEASONS FOR OPTIMAL EXPERIENCES – Some thoughts for a generative discussion

As we continue to explore the evolving landscape of travel, we recognize that each season offers unique opportunities and challenges. However, misconceptions about traveling during the off-season, shoulder season, and peak season often shape our decisions in ways that may not align with the true potential of these times.

Off-Season Travel: Many travelers shy away from off-season adventures, fearing unfavorable weather or limited activities. Yet, this period often unveils hidden gems—less crowded attractions, more personalized service, and the chance to engage with local cultures in a more authentic manner. We invite you to share your experiences and insights: What have you found to be the most rewarding aspects of off-season travel?

Shoulder Season: This transitional period can be a sweet spot for travelers seeking a balance between cost and experience. However, some may perceive it as a compromise, unsure if they will receive the full benefits of either peak or off-season. We would love to hear your thoughts: How can we better communicate the advantages of shoulder season travel to potential adventurers?

Peak Season: While peak season often promises vibrant atmospheres and a

plethora of activities, it can also lead to overcrowding and inflated prices. We understand that this can deter some travelers. What strategies have you found effective in managing expectations and enhancing the travel experience during these busy times? How to avoid a “Barcelona” negative atmosphere or reaction to tourism?

By shifting the focus from traditional seasonal labels to the unique opportunities each season presents, you can create a more positive and meaningful message that resonates with travellers.

Your feedback is invaluable as we strive to create a more informed and enriching travel environment. By addressing these misconceptions together, we can empower travelers to make choices that align with their desires and expectations, ultimately leading to more fulfilling journeys.

Thank you for your insights and contributions to this conversation.

THE MEMBERS' CORNER

This space is offered to our members to present their services, products, and general news and introduce NEW MEMBERS.



We are excited to welcome new members to the Canadian Association of Tour Operators. We truly appreciate and thank you for joining CATO.

From Embratur | Brazilian Tourist Board [Embratur](#)



On September 5th, a day dedicated to the world's largest biome, the Brazilian Tourist Board launched a campaign to promote a rejuvenating experience for tourists - release attached.

I invite you to check out the new Embratur campaign and see all that Brazil has to offer: <https://visitbrasil.com/en/>

NEW MEMBER

About Travelex Insurance Services Canada Inc.



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For nearly 30 years, Travelex Insurance Services has been a leading provider of travel insurance in the United States. In 2022, we expanded our service area, bringing the same quality products and services to Canada. As a premier partner to the travel industry, Travelex offers a diverse array of products designed to help travellers travel with confidence.

Our commitment to outstanding customer service makes Travelex stand out among the competition, and we are frequently honoured with travel industry customer service, technology, and innovation awards. We know our partners and travellers are real people at the other end of the line, so our customer solutions and travel

assistance teams are ready to respond with kindness, respect, and patience when you need us.

In 2017, Travelex joined the Zurich family of global brands, which has enabled us to broaden our global footprint and strengthen our presence throughout North America. As a global group, we value diversity, and we are guided by our values: optimism, determination, caring, reliability, and togetherness. With forward thinking and vision, we help safeguard travellers while they dream, explore, and travel on.

To learn more about Travelex, visit us at TravelexInsurance.ca.

Thank you,

Brooke

[Brooke Kirby](#)

Vice President of Marketing

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EVENT CALENDAR

- . Executive Committee strategic planning session: October 28.
- . CATO Symposium in Alentejo, Portugal: November 9th to 15th 2024
- . Next Members meeting: December 2024 (Date TBC)
- . Membership Renewal: January 2025
- . 2025 Calendar in preparation:

- 2025 out of country meeting
- Social Event
- A B2B event
- and more...

We kindly request members to consider sponsoring these activities and to engage in a discussion with the executive director regarding their areas of interest.



Canadian Association of Tour Operators

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