

Ontario Accommodation Association Profile

Who We Are: Founded in 1949, the Ontario Accommodation Association (OAA) is the incorporated non-profit trade association serving Ontario's independent accommodation industry. Although the majority of our members are motels, our members also include hotels, resorts, inns, bed & breakfasts, and lodges. With 800 members province-wide, totalling 19,000 guest rooms, the OAA currently represents 70% of the motel industry. *Canada's largest provincial association specializing in innkeepers*, the OAA has more properties in membership, by far, than any other (25% of Ontario's entire accommodation industry). Most members are small to medium-sized independent businesses, often family-owned and operated. By choice, the OAA receives no government funding whatsoever, in order to freely represent our members' interests to government. We also have members in these categories: Allied Members (suppliers to the industry), Educational Allied Members (colleges and universities), Retail Allied Members (gift shops), and Associate Members (retired operators).

Economic Impact: OAA members contribute over **\$362 million** annually to Ontario's economy, over **\$133 million** in taxes to all three levels of government, over **\$100 million** in labour income, and over **\$263 million** to Ontario's GDP.

Mission Statement: The Ontario Accommodation Association exists to add value to our members' growth, profitability, and competitive advantage.

What We Do: Our main purpose is to provide money-saving benefits and services to our members, thereby lowering their operating costs. We offer 45 benefits and services, more than any other Ontario innkeeper association. Foremost among these are our Canada Bankcard Systems VISA and MasterCard 1.58% (Qualified) & 1.69% (for all Non-Qualified transactions) merchant credit card rates, and our Group Property/Casualty Insurance Program, the longest-running (30 years) and most stable program of its type. We actively represent our members to government. We market our members via our annual *Traveller's Companion* directory distributed to tourists and on the Internet at: www.oaa.travel, which features a search/booking engine. It is the largest listing of Ontario accommodation anywhere.

Leadership: We were instrumental in founding the industry-wide Tourism Federation of Ontario in 1996, and administered it on a volunteer basis until March 2007.

On-Going Government Issues of Concern Include:

- ▶ Level playing field for all accommodation operators
- ▶ Reducing operators' regulatory burden
- ▶ Fair property taxation
- ▶ Access to capital for remortgaging, renovations/expansions, and new construction
- ▶ Tourism marketing for Ontario; industry revitalization
- ▶ Labour legislation; disabled access
- ▶ Border crossing issues
- ▶ Gasoline prices and road conditions

For More Information, Contact: Bruce M. Gravel, B.Ed., C.A.E., President



347 Fido Road, Unit 2
R.R. 6, Peterborough
Ontario, Canada K9J 6X7

Helpline
1-800-461-1972

Telephone
705-745-4982

Facsimile
705-745-4983

Email
info@oaa.travel

Web Site
www.oaa.travel

The Ontario Accommodation Association is the non-profit association serving Ontario's independent accommodation industry, and represents its members to government.

Canada's Largest Provincial Association Specializing In Innkeepers.

OAA is about doing together what innkeepers could not possibly do on their own.