

Tourism Industry Association of Ontario Announces New President and CEO

(TORONTO) May 12, 2021 – The Tourism Industry Association of Ontario (TIAO) is pleased to announce the appointment of Christopher Bloore as the organization’s new President and CEO starting May 17, 2021. His appointment comes after an intensive search led by TIAO’s Board of Directors in partnership with executive search firm Boyden.

Bloore will assume the role of President and CEO after serving as TIAO’s Vice President, Policy and Government Affairs. Seasoned in communications and public policy, Bloore previously spent 15 years serving at the House of Commons in the United Kingdom in addition to being elected four times as a City Councillor in the West Midlands.

“I am excited to be taking on this role at a pivotal time for Ontario’s tourism industry,” said Bloore. “The sector has faced many challenges over this past year, but tourism and hospitality business owners are resilient and innovative. I will continue to strengthen our relationship with government partners and members to ensure Ontario’s world-class tourism industry, along with the jobs and economic growth that it contributes, comes back stronger than ever.”

“The Board is pleased to welcome Chris Bloore as TIAO’s new President and CEO,” said Minto Schneider, Chair, Board of Directors. “Chris brings a wealth of knowledge and experience to the role and has been instrumental in winning key economic support programs for Ontario’s tourism industry over the past year. We were pleased to see the immense interest in working at TIAO and we are confident Chris is the right choice to take the helm in leading the industry to the next step of recovery. The Board thanks Carol Greenwood for leading our organization through this transition period as we completed our search for a permanent President and CEO.”

About TIAO

The Tourism Industry Association of Ontario (TIAO) is the authoritative voice of the tourism industry in Ontario. TIAO is recognized as the umbrella advocacy organization for leading associations, destination marketing organizations, regional tourism organizations, educators and businesses serving Ontario’s diverse tourism industry. Collectively representing 200,000 businesses and 400,000 employees, TIAO provides a strong and unified voice for the sector and is committed contributing to evidenced-based policy and providing strategic insight on how to create favourable public policy that allows the tourism industry to flourish.

[\(https://www.tiaontario.ca/\)](https://www.tiaontario.ca/)

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