

Ontario travel agents are **FANTASTICO.**

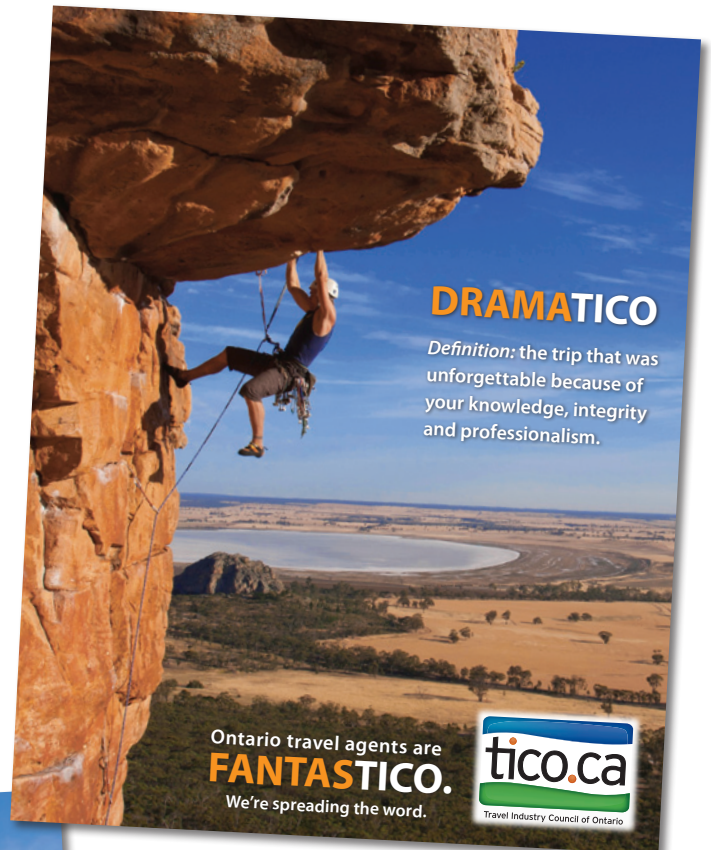
We're spreading
the word and so
should you.



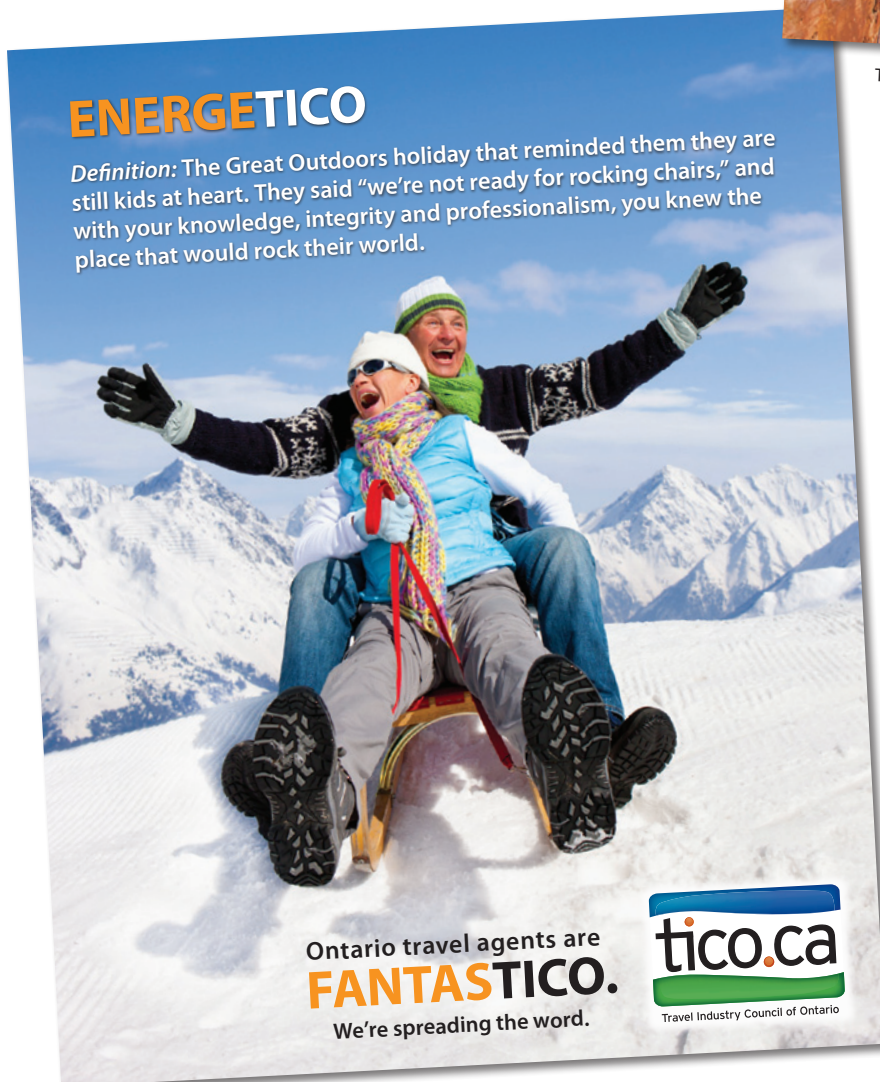
The language of TICO: How talking our talk can help your business

TICO – the Travel Industry Council of Ontario – wants to spread the word about how FANTASTICO registered Ontario travel businesses and their agents really are. We are going to be promoting the integrity, knowledge and professionalism of Ontario travel agents in addition to the other benefits afforded by TICO. Highlighting the benefits of TICO can help you attract and retain clients.

1. **PEACE OF MIND** – TICO enforces legislation that is designed to give Ontario travellers unparalleled protection. Telling your clients that you're TICO makes them more comfortable about their travel purchase.
2. **RESPECT** – TICO is not only respected by the Ontario government, whose laws it administers, it is frequently consulted by other jurisdictions around the world that want to replicate our model and successes. Let your clients know that the Ontario travel industry is respected the world over.



Trade ads



3. **RESPONSIBILITY** – TICO will be promoting the responsibility you take in ensuring your clients are fully informed. Take the time to explain the consumer protection your clients receive because you are part of TICO.
4. **EDUCATION** – Ontario travel agents meet an education standard to ensure that they fully understand their obligations under Ontario's Travel Industry Act. This knowledge increases your professionalism and your value to your clients.
5. **AWARENESS** – Research shows that TICO's consumer campaigns have increased both awareness and understanding of TICO among Ontario travellers. The more people know about TICO, the more they will seek you out, so tell them you're TICO!

**Telling your clients
"you're TICO" makes
good business sense!**

Read all about it!

How TICO is working with you to promote your business

In 2013, TICO will launch new consumer-awareness ads and promotional materials in mainstream media (print, radio and TV) that will reinforce the benefits of booking with TICO registered travel businesses and their agents.

The “Language of TICO” campaign will play on words ending in “tico” – such as FANTASTICO and ROMANTICO – combined with evocative images of travel destinations and activities. The aim: To highlight the protection TICO provides to consumers and to promote the integrity, knowledge and professionalism of Ontario travel agents.

**By working together,
we’re making our
industry stronger!**



ROMANTICO

Your Ontario travel agent knew you had dreamed of this moment for years. Only knowledge, integrity and expertise could help you plan a getaway this

FANTASTICO.

tico.ca
Travel Industry Council of Ontario

Sample consumer ads



AQUATICO

Your Ontario travel agent knew the perfect destination, with exactly the hidden cove you were hoping for. That's the happy result of the knowledge, integrity and professionalism that makes your trip

FANTASTICO.

tico.ca
Travel Industry Council of Ontario

Make it **FANTASTICO.**

So what can YOU do?

Display your TICO registration everywhere you can: on your website, in your emails, in your promotional materials and on your invoices.

You can easily find everything you need to show that you're FANTASTICO in one handy place at tico.ca. Download the "Language of TICO" promotional materials and the TICO logo for all your print and digital needs.

Also, be sure to tell all your clients about the benefits of booking with you:

- Because you are a TICO registered travel business, your clients can be assured that you are required to comply with the regulations of one of the most respected travel industries in the world.
- You've met an education standard that ensures you know exactly what your responsibilities are to your clients under the Travel Industry Act.
- You will ensure your clients have full disclosure on:
 - Total price
 - Terms and conditions of the booking
 - Availability of travel insurance, and
 - Travel documentation for each person travelling.
- Your client's travel investment is protected by a Travel Compensation Fund.

Be sure to download and send your clients TICO's e-ticket stuffer found at www.tico.ca

YOU + TICO = FANTASTICO.



Decal

Ontario travel agents are FANTASTICO.

Ask us why.

Wordmark

You're good to go.

By booking your trip with a TICO registered travel agency, you're automatically protecting your travel investment.

TICO is consumer protection for your travel investment – peace of mind for everyone who books their trip with a TICO registered travel agency.

No matter where you travel, when you purchase from a TICO registered travel agency, you have comfort knowing TICO is there to help.

Here's how:

- Regulation**
TICO regulates the Ontario travel industry.
Through mandatory registration of all Ontario travel agencies, TICO ensures agencies adhere to the Ontario Travel Industry Act. And that means they must follow the law.
That means things like proper invoicing and disclosure, truthful advertising and financial compliance – and holding your money in trust. We also see they meet educational standards for the industry.
- Monitoring**
TICO inspects and monitors Ontario travel agencies.
TICO makes sure the travel agencies you're buying from follow strict consumer protection laws, all backed by the Ontario Travel Industry Act. TICO inspects and monitors all agencies, and disciplines those that don't follow these laws.
TICO promotes fair and ethical competition, supports a Code of Ethics and encourages legislative and regulatory changes.
- Refunds**
TICO refunds money for services you paid for but did not receive.
If you purchase travel services from a TICO registered travel agency and you don't receive those services because of closure or bankruptcy, TICO helps.
If your cruise line, airline or even travel agency fails to provide services you paid for, TICO gives refunds of up to \$5,000 per person. In certain circumstances, when travellers are stranded, we even bring them home.
Compensation Fund coverage is subject to the provisions of Ontario Regulation 28/05.
- Complaints**
TICO helps you out with a complaints process.
We hope your travel always goes well, but if you're not happy and you and your travel agency can't seem to resolve the situation, we can help. But remember, if your agency isn't TICO registered, there's not much we can do.
If you book with a TICO registered travel agency, TICO helps with a complaints process, communicates with your travel agency and makes sure the consumer protection laws were properly followed.
Although we can't impose a settlement or act as an arbitrator, we make sure you've got a process to help solve your concern.

tico.ca
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Email: tico@tico.ca | Website: www.tico.ca

e-ticket stuffer



Be sure to tell us what you think – we want to work together to build a better travel industry! Suggestions and comments are welcome at:

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Email: tico@tico.ca • Website: www.tico.ca