



The voice of live
music in Canada
La voix du spectacle
musical au Canada



FOR IMMEDIATE RELEASE

NATIONAL SAFE TRAVELS STAMP PROGRAM FOR LIVE MUSIC INDUSTRY

(OTTAWA) February 24, 2021 - The Canadian Live Music Association (CLMA) has partnered with the Tourism Industry Association of Ontario (TIAO) who is administering the [national Safe Travels Stamp in Canada](#) program. The Safe Travels Stamp is an international symbol designed to help travellers to quickly recognize businesses and organizations which have adopted health and hygiene, standardized protocols – so consumers can experience ‘Safe Travels’.

Eligible companies such as live music venues, festivals and others will be able to display the stamp based on worldwide industry protocols the World Travel and Tourism Council (WTTC) has put together for every aspect of the hospitality and tourism sector.

“We know that millions of Canadians are excited to return to live music just as safe as it is to do so¹. That’s why our members continue to invest heavily in the protection of fans, artists and crew, leveraging best practices from at home and around the world. With thanks to TIAO’s leadership, the Safe Travels Stamp program will help us all to feel safe when we re-engage with the music and live experiences we miss so much.” *Erin Benjamin, President & CEO of the CLMA.*

Health and safety measures, such as the [Ontario Ministry of Labour, Training and Skills Development Live Performing Arts Guidance](#) as one example, are imperative to help rebuild consumer confidence and restore businesses of all sizes. With robust guidance emerging across the country, Canadian live music businesses are leading the way, and thanks to the leadership of TIAO, now have another tool to instill the confidence in the Safe Travels program.

HOW TO GET INVOLVED

1. Attend the CLMA information session on **Thursday, Mar. 4th at 2pm ET**. Register for the session [HERE](#).
2. Visit <https://www.tiaontario.ca/cpages/safetravelstamp> to learn more and submit your application.

Destinations across the Americas, Europe, the Caribbean, Middle East, Africa and Asia-Pacific have already been awarded the stamp. A list of approved Safe Travels Stamp applicants can be found [HERE](#).

¹ [Live Music Community In Crisis](#), Abacus Data, Coletto, D. + Ross, M.



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Live music plays a vital role in creating vibrant cities, driving value in multiple ways, including job creation, economic growth, tourism development, city brand building and artistic growth. Tourism is a vital economic driver in every province in Canada. Tourism creates jobs, helps found new businesses and contributes billions to local and national economies.

ABOUT TOURISM INDUSTRY ASSOCIATION OF ONTARIO (TIAO)

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 to contributing to evidenced-based policy and providing strategic insight on how to create favourable public policy that allows the tourism industry to flourish. Find out more at tiaontario.ca

ABOUT THE CANADIAN LIVE MUSIC ASSOCIATION (CLMA)

The Canadian Live Music Association (CLMA) is the voice of Canada's live music industry. Established in response to an identified need in the music industry, the CLMA represents the full spectrum of the live music sector, including concert promoters, festivals, talent agencies, venues, clubs, arenas, performing arts centres, ticketing companies, industry associations and networks, as well as suppliers to the sector. Its mission is to entrench the economic, social and cultural value of live music – creating the conditions for concerts to thrive, from coast to coast to coast.