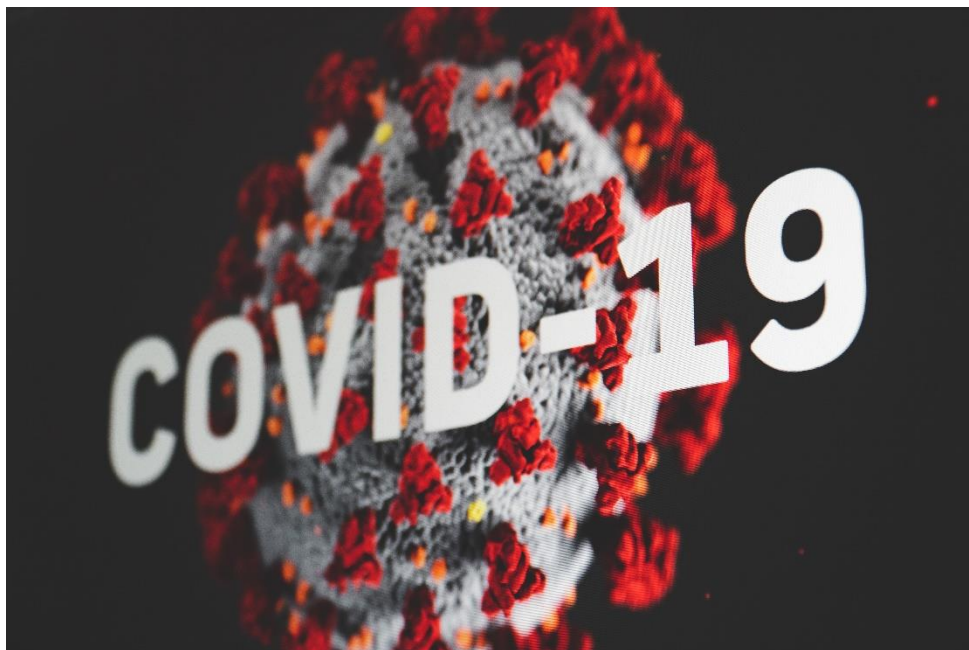




Every month we'll be sending you the latest insights, research and thoughtful perspectives on the issues that matter most to tourism businesses and operators in RTO9.

In this month's newsletter we take look at **the impact of COVID-19 to provide you with tourism insights to navigate through this challenging time.**

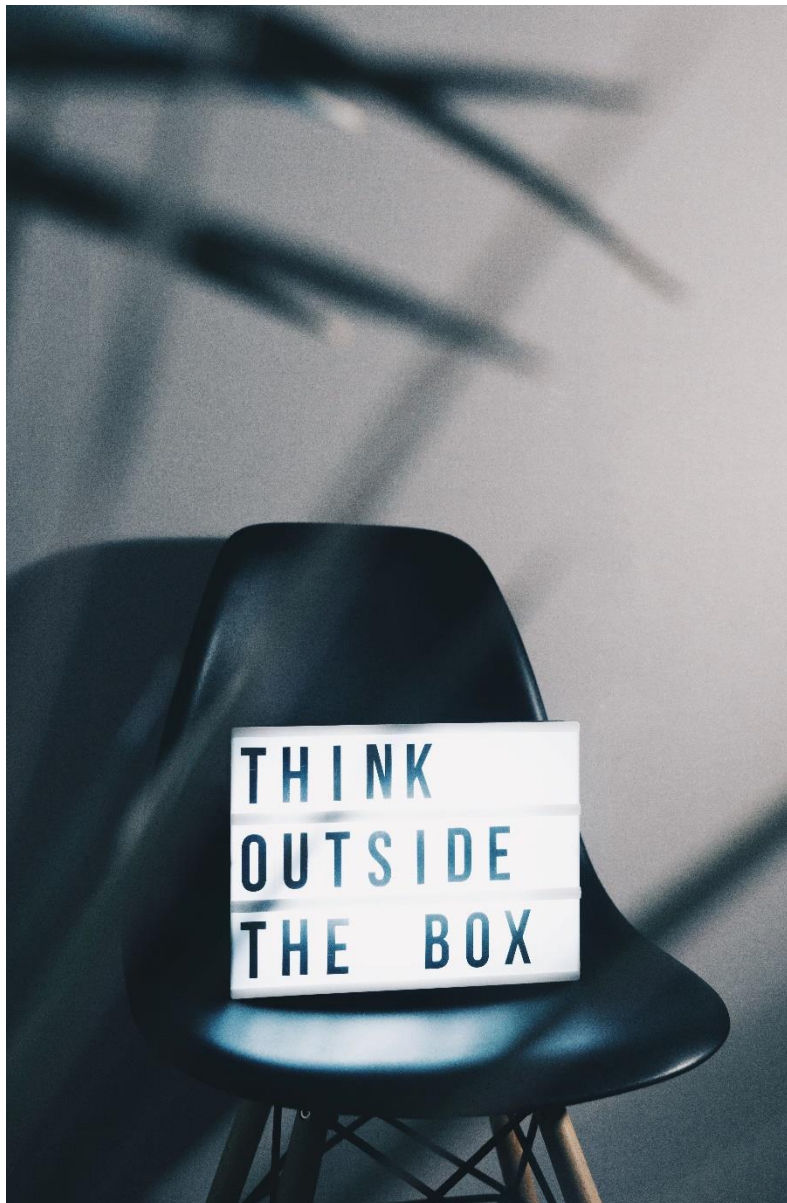
If there are topics you want to read about in a future newsletter please email lmedeiros@region9tourism.ca with your ideas.



Monitoring The Impact Of COVID-19

As communities and businesses around the world respond to the challenges presented by COVID-19, now more than ever **there is a strong need for solid tourism research and data.**

In addition to the resources on our COVID-19 resource webpage on Tourism Talk, we have been monitoring trends in four key areas to help you understand the trends and create a plan for strategic action.



1. Long-term Facts and Figures

Tourism is one of the most resilient economic sectors. Over the last 10 years in particular, tourism has grown exponentially around the world, across Canada and right here in South Eastern Ontario. To understand what may happen in the future it is useful to recap what we know already about our tourism economy.

Firstly, consistently each year domestic travellers from within the region and those from the Metro and Greater Toronto Area make up the vast majority of our visitors – this is true even as the share and impact of international visitors has expanded. Our current visitation/spend patterns show that **destinations in South Eastern Ontario are highly seasonal, attracting travellers that tend to be more spontaneous** and book typically within three weeks of arrival.

Applying a positive outlook, **if global travel and movement restrictions ease within the next couple of months there may still be an opportunity for our region's businesses to rebound** to some degree over the summer months. Looking beyond this year, the Conference Board of Canada's 3.3 percent GDP forecast for 2021 shows positive momentum is expected in the near future. While this is good news, according to Twenty31 **now is a critical time to think about our destination's strengths and vulnerabilities, our reliance on certain channels over others and the level of diversification in our partnerships and revenue sources.**

[READ MORE](#)



2. Flight Performance Trends

If flight searches are any indication of pent up demand created during travel restrictions, the Chinese travel market is already showing specific signs of recovery. According to traveller intelligence provider ADARA, **in the second week of March unique flight searches for travel to China were up 29 percent when compared to the week before.** Although flight searches from Chinese travellers were less positive a small increase in activity was observed. In addition, leading travel service provider Ctrip confirmed that it started selling travel packages and attraction tickets via its app and is experiencing upward consumer confidence.

ForwardKeys historical analysis of international travel within The Americas, reveals that **53 percent of June to August air travel is typically booked during the period of May to August.** Currently, cancellations are exceeding new bookings but so far July and August travel results are behind by just 24.6 percent and 23.3 percent respectively.

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3. Hotel Performance Trends

Not surprisingly statistics and key performance metrics for Canada's hotel industry are currently showing unfavourable results according to data from STR.

In comparison with the week of 17-23 March 2019, the industry reported the following:

- Occupancy: -65.0% to 21.4%
- Average daily rate (ADR): -16.9% to CAD120.82
- Revenue per available room (RevPAR): -70.9% to CAD25.84

Ontario has experienced declines on all three metrics.

[LEARN MORE](#)



4. Tourism Employment Insights

Tourism HR has been monitoring the impact of COVID-19 on tourism employment across Canada, comparing prior year hiring trends with typical demand. Based on data from the last seven years, **during the period of March to the summer peak the tourism sector adds over 200,000 jobs** to the market.

The initial COVID-19 analysis suggests that while **food services, recreation and other transportation** will experience steep declines due to global travel and community movement restrictions – similar to accommodations and travel services – these sectors in particular **are more likely see a faster bounce back due to a more diversified customer base**, which includes a combination of both locals and tourists. However, if hiring does not pick up in the coming months this may impact each sector's ability to ramp up in the summer months.

[READ MORE](#)

2019-2020 RTO9 Research and Data Recap

At the start of this year, **we reaffirmed our commitment to creating and disseminating research and data that is timely, relevant and filled with useful insights** to support better business decision-making across the region.

We encourage you to take a moment to tap into this information today, to understand past traveller behaviour in RTO9 and use it to activate informed strategies in this fast-changing environment. Below you will find a summary of the key initiatives, with an overview of how they can help and where you can find them.

	RESEARCH AND INSIGHTS	CONSUMER INSIGHTS SURVEY	INDUSTRY INSIGHTS SURVEY	IN-DEPTH BRAND & SPEND ANALYSIS
WHEN WAS IT COMPLETED?	Quarterly updates throughout the year.	Fall Report – October 19 Winter Report – February 20	Fall Report November 19 Winter Report March 20	Fall Report – December 2019
WHAT TECHNIQUES WERE INVOLVED?	Analysis and collection of reports, articles and open-source data. Storage of monthly industry insights newsletters.	Online questionnaire & analysis of data from travellers, who: took an overnight trip in the last 2 years to SEO or plan to take an overnight trip in the next 2 years	Online questionnaire & analysis of data from tourism businesses and organizations operating in SEO.	Analysis of Statistics Canada's Visitor Travel Survey, containing sub-provincial spending estimates from international travellers, & payment processor data in the region.
WHY YOU NEED IT	Access content and performance data that is highly relevant for our region and its unique needs	Gain insights about how people discover the region and access information about what it has to offer, the process they go through when planning & booking a trip, to the experience they have when in the region.	Learn about tourism issues and the outlook and concerns of peer business owners and organizations linked to the industry.	Understand international visitor patterns, perceptions & spend in the region to align your marketing and product development strategies.
ARE YOU AWARE?	We know that the sheer amount of data and research out there can be overwhelming. To help, we curate content and provide you with a summary of key insights within reports and articles to save you precious time	This regular forum helps RTO9, the DMOs and DMPs obtain feedback and direction on current and future activities.	The benefits of a multiple wave data collection approach, include: the ability to track & compare results over time for a deeper understanding of performance & travel behaviour and the ability to monitor data for the impact of seasonality.	The use of third-party data is expanding destinations' ability to understand visitor dispersal (e.g. where travellers go within the region) and spending.

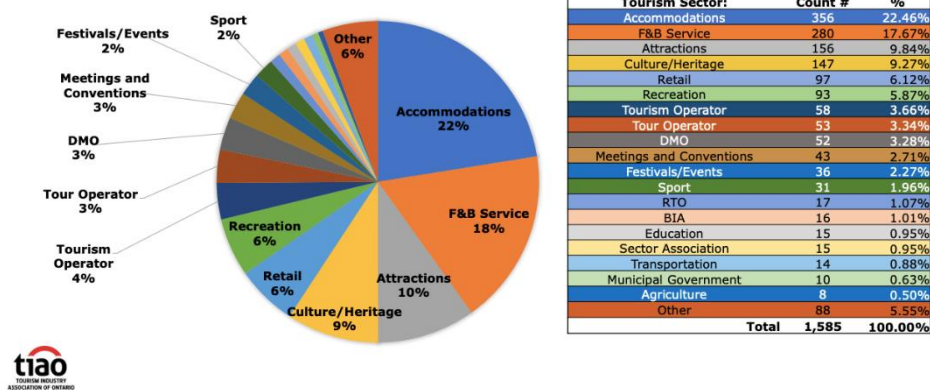
All reports can be found on our website.

[VIEW REPORTS](#)



Ontario Regional Tourism Organizations Covid-19 Survey Results March 12-16 2020

Tourism Sector 1,585 completed Surveys



Ontario Regional Tourism Organization Covid-19 Survey 2 Results March 17-23 2020

Destinations

5 Tourism Promotion Campaigns Hitting the Right Notes in a Crisis

Rosie Spinks, Skift - Mar 26, 2020 11:00 am



Sharing Creative Tourism Marketing

Proving the industry's resilience, there are many great examples of destinations and travel brands that are carefully rising to the challenge of adapting consumer messaging and finding the right tone. To showcase this creativity and share inspiration, **Skift has pulled together a top five list of destinations that have been leaders in this effort so far.**

[READ MORE](#)

Here are a couple highlighted destinations:

Visit Portugal created a video called 'Can't Skip Hope' that acknowledges the reality of travel bans and how it is impacting people on a personal level, all amongst the backdrop of inspiring landscape imagery.



Travel St. Lucia launched an Instagram based livestream series with energizing at-home activities – such as yoga, cooking and more – with breathtaking and iconic views in the background.



travelsaintlucia • Follow
St Lucia, Caribbean



travelsaintlucia Welcome to the beautiful Island of Saint Lucia 🌿 While travel may not be possible at this time we want to immerse you in our culture, music, dance, food and more, from your home.

Join us on Instagram LIVE every Tuesday and Thursday for [#7MinutesinSaintLucia](#)

YOGA AT THE PITONS 🧘
Thursday March 26th, 11:00am - 11:07am EDT
Start your day with a mind-body connection as local yoga expert Monique Devaux kicks off the livestream series with breathtaking views of the world-famous Pitons in



Liked by [kathrynanywhere](#) and 706 others

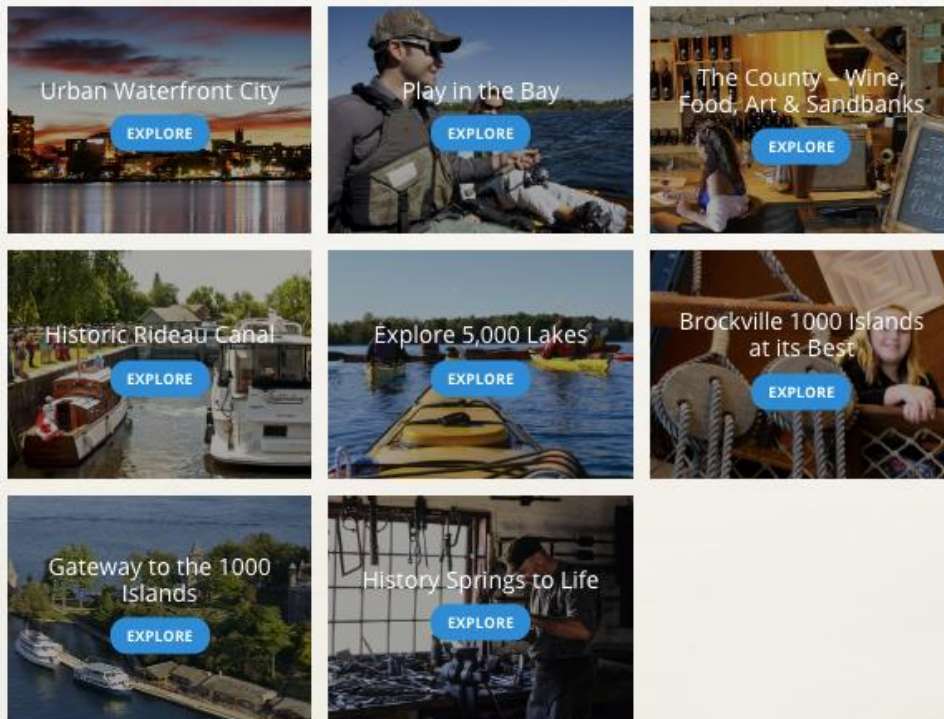
6 DAYS AGO

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The Best of South Eastern Ontario



VISIT OUR CONSUMER WEBSITE

Get Social With Us!

Connect and engage with our consumer facing channels
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Get Social With Us!

Connect and engage with RTO 9 on our social media pages.



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