



The COVID-19 pandemic has been the most difficult challenge we have faced together. As we navigate through these uncertain times, we hope to provide content that not only answers your questions, but inspires you to keep moving forward.

As always, please let us know if there's anything else we can help you with.



**Webinar:**

**Pivoting Your**

**Business**

TUESDAY, APRIL 21ST FROM 10:30 AM – 11:30 AM.

**UPCOMING WEBINAR: Pivoting Your Business To  
Serve the Covid-19 Economy**

Over the last few weeks, our most rewarding conversations have been with our DMO's, operators and travel marketers.

We would like to take this opportunity to connect "face-to-face" as a community. Please join our webinar this **Tuesday, April 21st from 10:30 AM - 11:30 AM.**

Stories and examples from others within the industry is incredibly valuable right now. During this time you will hear from three small business operators in South Eastern Ontario, who are adapting to forge their path through the current COVID-19 economy.

**Topics include:** Staffing, process changes and online messaging strategies.

**How To Join The Webinar:**

Step 1: Download [GoToMeeting](#)

Step 2: On Tuesday, April 21, 2020 at 10:30 AM, click the link below to join our webinar from your computer, tablet or smartphone.

**<https://global.gotomeeting.com/join/142559621>**

You can also dial in using your phone: +1 (647) 497-9373

Access Code: 142-559-621

Operators include: Neil Kudrinko from [Kudrinko's Grocery in Westport](#), [Liam Karry from Kingston Theatre Alliance](#) plus more.

## DMOs Supporting Communities

One of the most impressive things we have noticed throughout this pandemic is how our Destination Marketing Organizations have pivoted from their work tasks to jump in and be what their communities need in this moment! Here are some businesses from around South Eastern Ontario that we have included in our consumer marketing from the help of our DMO's.



17 Ways To Stay Social While  
You're At Home

[READ MORE](#)



6 Ways To Feel Like You're  
On Vacation at Home

[READ MORE](#)



**Tripadvisor**

## **Webinar: React. Rethink. Recover.**

On April 8th, 6,000 participants from the Destination, Lodging, Attraction, and Restaurant sectors convened for the first in Trip Advisor's 2-Part Webinar Series: React. Rethink. Recover.

While uncertainty remains and there's no consensus when the world will turn the corner on COVID-19, that time will come and travel businesses must be prepared for what comes next.

Watch both recordings on-demand now or pass on learnings by sharing the links with colleagues.

Key Takeaways:

- Latest data and forecasts from Tourism Economics (an Oxford Economics company)
- Details on 3-step approach – React. Rethink. Recover – from E-Tourism Frontiers and Twenty31
- Updated results from Trip Advisor's weekly traveler intent survey

**WEBINAR PART 1**

**WEBINAR PART 2**



Ontario Regional Tourism Organizations  
Covid-19 Survey 3 Results  
April 1 – 6, 2020

## **TIAO Survey # 3 Results**

TIAO set out to design a survey to measure the impact of COVID-19 on tourism businesses and workers across Ontario. Here are the results for their third survey. It's vital that we are able to monitor and feedback information to the government.

[\*\*DOWNLOAD OVERALL RESULTS\*\*](#)

[\*\*DOWNLOAD RTO9 RESULTS\*\*](#)

## **Talking Data With TIAO's Director Of Policy & Research: Alex Rodgers**

A quick 1 minute video explaining TIAO's strategies to collect realtime data.



## More Important Updates from the Federal & Provincial Governments

- [The Canada Emergency Business Account \(CEBA\)](#) is being expanded to include businesses that paid between \$20,000 and \$1.5 million in total payroll in 2019. This new payroll range will replace the previous range of between \$50,000 and \$1 million in payroll. Businesses can apply for a CEBA loan through their financial institutions.
- The government's intention to introduce the **Canada Emergency Commercial Rent Assistance (CECRA)** for small businesses. This program will seek to provide loans, including forgivable loans, to commercial property owners who in turn will lower or forgo the rent of small businesses for the months of April (retroactive), May, and June. Implementation of this program will require a partnership between the federal government and provincial and territorial governments, which are

responsible for property owner-tenant relationships. We will share more details about this program as soon as they are available.

- A reminder to those businesses who will be applying to **Federal government relief programs (including the Canada Emergency Wage Subsidy)**, that it is encouraged that business owners register on the [CRA My Business Account](#) if they haven't already. Having this account will enable direct deposit of funds and speed up the process of receiving relief when it is available.



## COVID-19 Resources

This section of the website will provide information and links to the relevant government websites, providing tourism operators and businesses with a comprehensive resource for their questions. We also have the results for TIAO's survey results for #1 and #2.

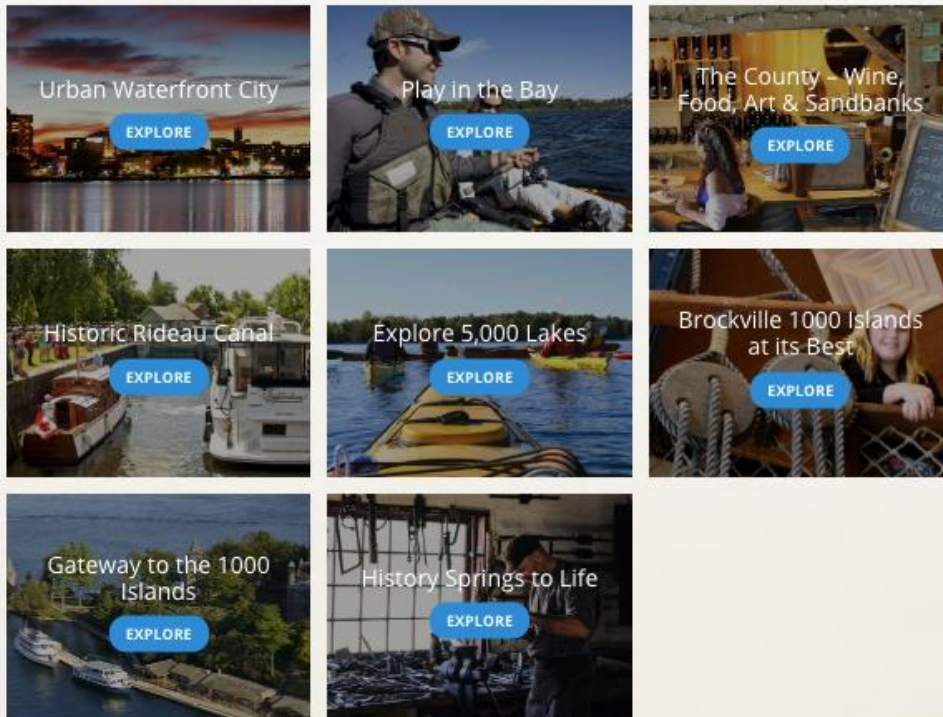
We will do our best to keep you up-to-date with news and available resources.

[VISIT OUR WEBSITE](#)



# Enjoying our content? Forward our Newsletter to a friend!

## *The Best of South Eastern Ontario*



[VISIT OUR CONSUMER WEBSITE](#)

### Get Social With Us!

Connect and engage with our consumer facing channels  
'South Eastern Ontario'



## Get Social With Us!

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



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