



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.



## Upcoming Webinar: Engaging Customers During COVID19

In this session, tourism marketing professional [Cathy Kirkpatrick \(Partner at Alphabet® Creative\)](#), will share insights and strategy suggestions on how businesses can engage with their customers.

Cathy will be sharing case studies on how other brands have used this time to be proactive and productive.

**Join us live on Thursday May 21st from 10:30 AM - 11:30 AM**

**REGISTER FOR THE WEBINAR**



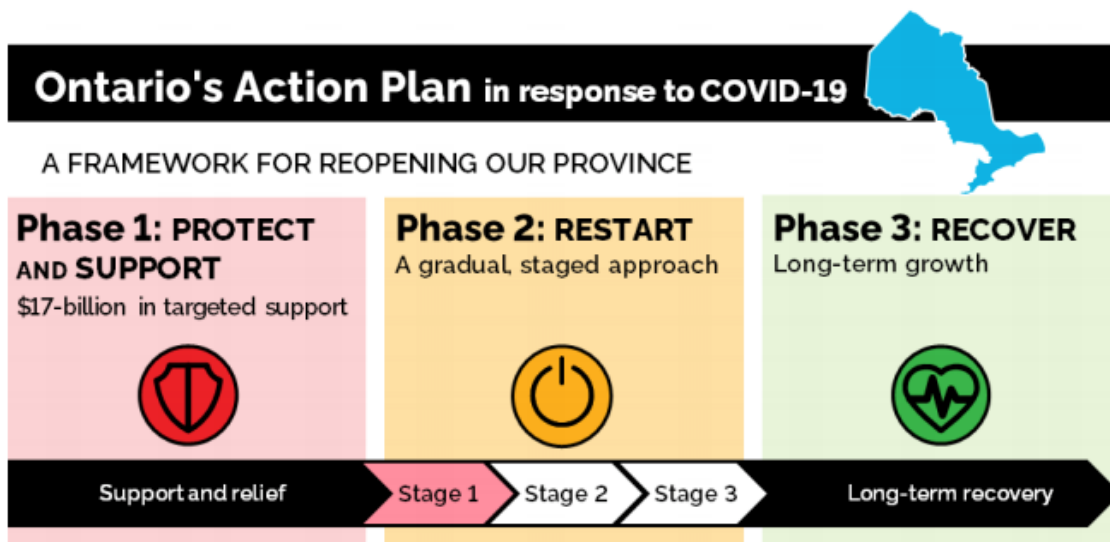
## RTO 9 Virtual AGM

Join us virtually on May 27th for a day of Ontario Tourism Insights! The day will consist of our AGM, Tourism Industry Association of Ontario (TIAO) AGM, and a highlight reel of Visit Kingston's Initiatives.

This is a fantastic opportunity to learn more about our organization, how TIAO's initiatives help strengthen tourism, and the successful campaigns Visit Kingston/ KAP have done over the year.

**Links and relevant documents will follow by email after registration.**

**REGISTER HERE**



## Stage 1 Of Framework To Re-Open Province

Yesterday, our government announced details of stage one of A Framework to Reopen Our Province, which will begin on May 19th, provided that public health metrics continue to trend in a positive direction.

Workplaces and services that may reopen in stage one are well-positioned to adopt workplace safety measures and get more people back to work, while not overburdening public transit and other services.

**\*\*A full detailed list of the workplaces permitted to reopen can be found at the bottom of this email.**

**READ THE WHOLE PLAN**



## **Future Skills Centre & OTEC Announce Rapid Response Project For Hard-Hit Tourism & Hospitality Workers**

The Future Skills Centre (FSC) and OTEC announced a rapid response project for the hundreds of thousands tourism and hospitality workers who have lost their jobs because of the COVID-19 crisis.

The goal is to equip these displaced workers to be able to navigate an uncertain future and get new skills for changing jobs by 1) understanding and supporting their immediate needs, 2) mapping their skills and assets, and 3) finding and implementing in real-time new approaches to digitally reskilling and upskilling.

[\*\*LEARN MORE\*\*](#)



## Hospitality Industry Resource

ORHMA (Ontario Restaurants, Hotel, Motel Association) has provided an extensive site for restaurants and accommodations regarding post COVID-19 operational procedures and manuals.

[LEARN MORE](#)



## How Businesses Can Pivot To Sell On Social Media During COVID-19

Here are the five things every business could be doing right now—and no, you don't need to discount every product!

[LEARN MORE](#)





## **Survey 5.0 By TIAO Is Now Live**

The impact of the COVID-19 pandemic on tourism businesses is historic and unprecedented. We need to leverage the power of the collective impact of this, to tell all levels of government what tourism businesses and operators need to survive this crisis.

We recognize that in the midst of crisis, it takes valuable time and energy to fill out survey, but please know that this data tells a powerful story, and it is making a difference!

The survey link is <https://www.surveymonkey.com/r/PDDXQQ7> Please share with your networks to help us compile the most comprehensive set of data.

**TAKE THE SURVEY**



The session will have a brief overview of the current legislation and government guidelines, address concerns collected from partnering organizations, and then open up for you to ask your most pressing questions.

**Date:** Thursday, May 21, 2020 1:00 PM - 2:00 PM (EST)

**Link:** <https://global.gotomeeting.com/join/870334005>

You can also dial in using your phone: +1 (647) 497-9373  
Access Code: 870-334-005

## Destination Canada update on COVID-19 Mise à jour de Destination Canada sur la COVID-19



Canada



## Industry Webinar (May 12, 2020)

Destination Canada hosted a webinar on May 12, 2020, with the Honourable Mélanie Joly, Minister of Economic Development and Official Languages; Ben Cowan-Dewar, Chair of the Board, Destination Canada; and Charlotte Bell, President & CEO, Tourism Industry Association of Canada (TIAC).

[WATCH HERE](#)

**Facebook and Instagram Advertising on a Small Budget: Online Webinar - copy**  
Thursday, May 21  
**ONLINE WEBINAR**

[BOOK NOW](#)

**Social Media for Small Business: Webinar**  
Monday, May 25  
**ONLINE WEBINAR**

[BOOK NOW](#)

**Google Analytics for Small Business: Online Webinar**  
**Date / Time**  
Wednesday, May 27th, 2020 -  
Wednesday, May 27th, 2020  
7:00 pm - 8:30 pm  
**Where**  
Online Webinar - Access from anywhere  
100 Queen St W, Toronto, ON M5H 2N2,  
Canada

**Small Business Websites 101: Online Webinar**  
Wednesday, June 03  
**ONLINE WEBINAR**

[BOOK NOW](#)

**Maximizing Your Online Advertising & Digital Marketing Budget: Online Webinar**  
Tuesday, June 09  
**ONLINE WEBINAR**

[BOOK NOW](#)

**Facebook and Instagram Advertising on a Small Budget: Online Webinar**  
Wednesday, June 10  
**ONLINE WEBINAR**

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## Upcoming Events From Digital Main Street

[LEARN A NEW SKILL](#)

## Stage 1 of Framework to Re-Open Province



### **Detailed List of Stage 1 Openings:**

This list is effective May 19, 2020, and may be updated when the corresponding emergency orders are amended.

#### **Construction**

- \* All construction to resume and essential workplace limits lifted
- \* Includes land surveyors

#### **Retail**

- \* In addition to retail operating online, or with curbside pickup and delivery, all retail can open under the following restrictions and guidelines:
- \* No indoor malls.
- \* Must have a street-front entrance (i.e., stores with dedicated street access/storefront).
- \* Open in-store by appointment and/or by limiting the number of people in the store at any one time. Retailers would need to restrict the number of customers per square metre - for example, one customer per 4 square metres (43 square feet) - to ensure physical distancing of 2 metres at all times.
- \* Only fitting rooms with doors would be used, not curtains, to facilitate disinfecting. Retailers would restrict use to every second fitting room at any one time to allow for cleaning after use and ensure physical distancing.
- \* For further guidance on this sector, please refer to resources to prevent COVID-19 in the workplace.

**Vehicle dealerships and retailers**

- \* Vehicle dealerships and retailers, including:
  - \* New and used car, truck, and motorcycle dealers
  - \* Recreational vehicle (RV) dealers (e.g., campers, motor homes, trailers, travel trailers)
  - \* Boat, watercraft and marine supply dealers
  - \* Other vehicle dealers of motorized bicycles, golf carts, scooters, snowmobiles, ATVs, utility trailers, etc.
- \* *Prior to Stage 1, motor vehicles dealerships were restricted to appointments only.*

**Media operations**

- \* Office-based media operations involving equipment that does not allow for remote working.  
For example:
  - \* Sound recording, such as production, distribution, publishing, studios.
  - \* Film and television post-production, film and television animation studios.
  - \* Publishing: periodical, book, directory, software, video games.
  - \* Interactive digital media, such as computer systems design and related services (e.g., programming, video game design and development).
  - \* Media activities that can be completed while working remotely have been encouraged to continue during the Restart phase.
  - \* Filming or other on-site activities, especially those that require the gathering of workers, performers or others are not permitted to resume in Stage 1.

**Scheduled surgeries (public and private facilities)**

- \* Non-emergency diagnostic imaging and surgeries in public hospitals, private hospitals and independent health facilities, clinics, and private practices to resume based on ability to meet specified pre-conditions including the MOH framework: A Measured Approach to Planning for Surgeries and Procedures During the COVID-19 Pandemic, contains clear criteria that must be met before hospitals can resume scheduled surgeries.
- \* Scheduled surgical and procedural work to resume once "Directive #2 for Health Care Providers (Regulated Health Professionals or Persons who operate a Group Practice of Regulated Health Professionals)" is amended or revoked, which relies on hospitals meeting criteria outlined in A Measured Approach to Planning for Surgeries and Procedures During the COVID-19.

**Health services**

\* Allowing certain health and medical services to resume, such as in-person counselling and scheduled surgeries based on the ability to meet pre-specified conditions as outlined in A Measured Approach to Planning for Surgeries and Procedures During the COVID-19 Pandemic, as well as resuming professional services such as shifting Children's Treatment Centres from virtual to in-person.

\* In-person counselling to resume including psychotherapy and other mental health and support services. Some of these services were available in-person for urgent needs.

For example:

- \* Addiction counselling
- \* Crisis intervention
- \* Family counselling
- \* Offender rehabilitation
- \* Palliative care counselling
- \* Parenting services
- \* Rape crisis centres
- \* Refugee services

**Community services**

- \* Libraries for pick-up or delivery

**Outdoor recreational amenities**

- \* Marinas can resume recreational services
- \* Pools will remain closed

**Individual recreational sports**

\* Outdoor recreational sports centres for sports not played in teams will open with limited access to facilities (e.g., no clubhouse, no change rooms, washrooms and emergency aid only).

Examples of sports centres include:

- \* Tennis courts
- \* Rod and gun clubs
- \* Cycling tracks (including BMX)
- \* Horse riding facilities
- \* Indoor rod and gun clubs and indoor golf driving ranges

**Individual sports competitions without spectators**

\* Professional and amateur sport activity for individual/single competitors, including training and competition conducted by a recognized Provincial Sport Organization, National Sport Organization, or recognized national Provincial training centres (e.g., Canadian Sport Institute Ontario) with return to play protocols in place and no spectators, except for an accompanying guardian for a person under the age of 18 years.

\* This includes indoor and outdoor non-team sport competitions that can be played under physical distancing measures. This includes:

\* Water sports on lakes and outdoor bodies of water

\* Racquet sports such as tennis, ping pong, badminton

\* Animal-related sports such as dog racing, agility, horse racing

\* Other sports such as: track and field, car and motorcycle racing, figure skating, fencing, rock climbing, gymnastics, etc.

\* Swimming pools will remain closed. As a result, water-based sports competitions are excluded if not conducted on lakes or outdoor bodies of water.

\* High-contact sports are not allowed even if they are non-team. These include sports where physical distancing cannot be practiced such as:

\* Racquetball, squash, boxing, wrestling sports, martial arts, etc.

**Professional services related to research and development**

\* Professional services related to conducting research and experimental development in physical, engineering and life sciences including electronics, computers, chemistry, oceanography, geology, mathematics, physics, environmental, medicine, health, biology, botany, biotechnology, agriculture, fisheries, forestry, pharmacy, veterinary and other allied subjects. For example:

\* Agriculture, food research, horticulture or botany, entomological, forestry, livestock, veterinary research and development laboratories.

\* Bacteriological, biotechnology, chemical, nanobiotechnology, pharmacy, genetics, genomics, computational biology, research and development laboratories.

\* Computer and related hardware, electronic, telecommunication research and development services.

\* Geology, oceanographic, pollution research and development, and astronomical observatories.

\* Mathematics research and development.

\* Industrial research and development laboratories.

\* These examples are listed for clarity. Most if not all these services are already permitted under the "Research" section of the List of Essential Workplaces.

**Emissions inspection facilities**

\* All emissions inspection facilities for heavy diesel commercial motor vehicles, including mobile inspection facilities.

**Veterinary services**

\* Veterinary services can resume all services by appointment.

**Animal services**

\* Pet grooming services

\* Pet sitting services

\* Dog walking services

\* Pet training services

\* Training and provision of service animals

\* Effective May 16, 2020, businesses that board animals (e.g., stables) may allow boarders to visit, care for, or ride their animal



### Indoor and outdoor household services

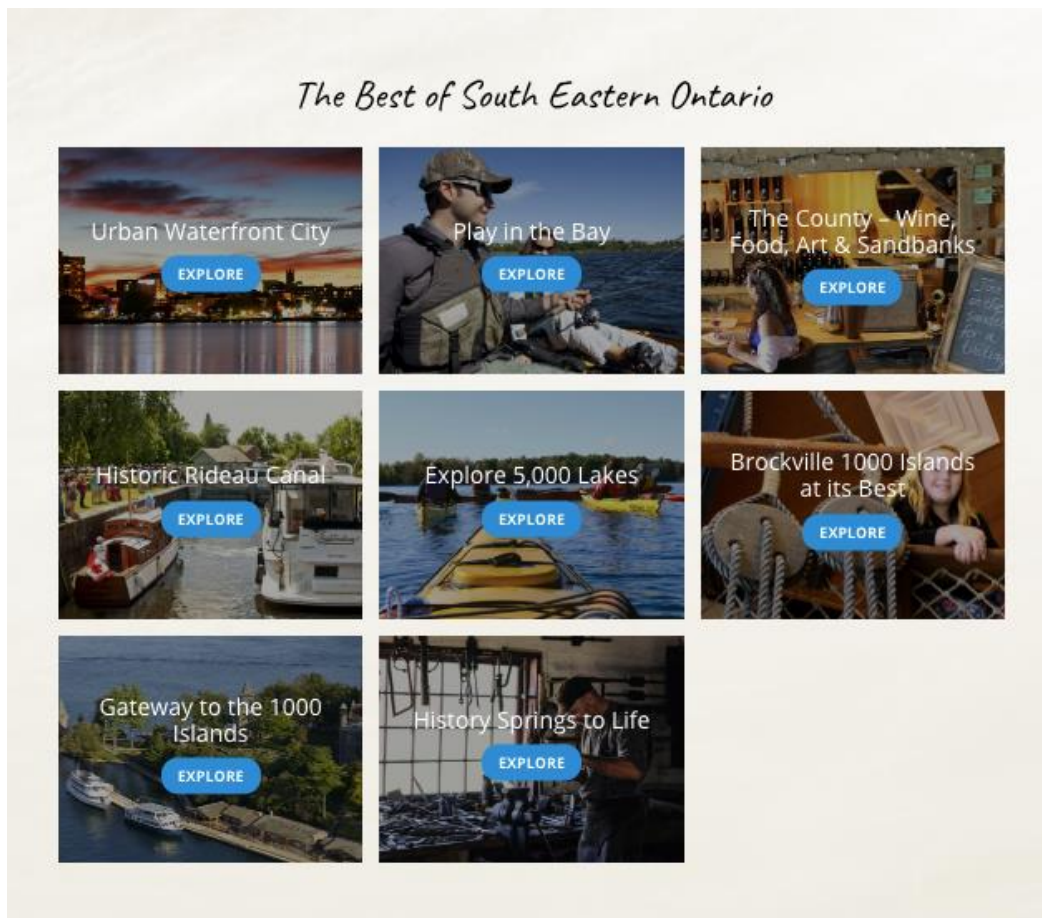
\*Private households could now employ workers on or about the premises in activities primarily concerned with the operation of the household such as:

\*Domestic services: housekeepers, cooks, maids, butlers, personal affairs management, nanny services, babysitters, other domestic personnel, etc.

\*Cleaning and maintenance service: house cleaning, indoor/outdoor painting, window cleaning, pool cleaning, general repairs.

\*General maintenance, and repair services can resume, and are no longer limited to "strictly necessary" maintenance.

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**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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