

RTO 9



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.



Operators, Local Business Owners, & Tourism Champions; **We Need Your Help**

We're looking for locals to share with us their favourite places in South Eastern Ontario. It might be a mom and pop joint, a neighbourhood hang out, or a hidden gem that deserves some love!

In doing this, you will be inspiring someone to visit a place for themselves, support a local business, and hopefully share their experience with their friends and families.

We have attached a form below for you to complete for a chance to be featured in our campaign.

HELP US OUT

The Reality Today
Phasing Back to Business

- Re-opening has started
- Phased approach with guidelines for opening of businesses
- New rules of engagement
- Time to get ready is NOW!

Loading Life- Please wait-

In Case You Missed It: Ramping Up As The Curve Flattens

Eva Gutsche from STEM Consulting joined us on our webinar this week, to help tourism operators take on a new leadership role in the reopening phase post COVID-19.

Eva has been working with tourism operators across the country and helping these businesses adapt to the impacts of COVID-19. This webinar covers a wide range of topics with immediate implementation opportunities for participants.

If you want a refresher on what we discussed (or if you missed the live broadcast), you can watch the replay now!

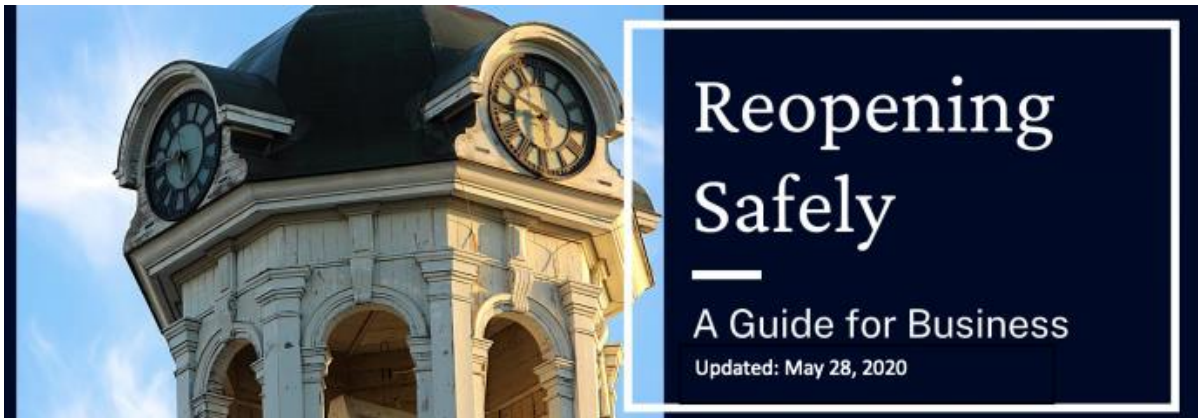
[WATCH THE REPLAY](#)



**The Impact Of COVID-19 On The Canadian Economy &
Consumer Sentiment**

To better understand the impact of COVID-19 on the economy, the consumer mindset and to inform marketing recovery strategies, Destination Ontario has accessed various economic and public attitude and behaviour studies.

[VIEW THE RESEARCH](#)



Preparing Your Business For Reopening

The following recommendations have been compiled from various provincial and federal websites including public health, workplace safety and prevention services, Health Canada, the Provincial government, and more.

[VIEW THE GUIDE](#)



How To Pivot Confidently & Securely As A Small Business

Ginger Siegel, the North America small business lead at Mastercard, provides insights into local spending trends, cyber vulnerabilities and business management tools and solutions.

Here are some highlights on being unprepared for a crisis as a small business...

“40% of small businesses do not have an online presence today. Therefore, small businesses were not anywhere near prepared for the shutdown of their locations and the need to sell and drive digital engagement with customers.”

“The average small business only has 27 days of cash on hand, so even though things weren’t great before for a lot of these small businesses, this has completely cut out any potential for cash flow, particularly some of the big industry verticals like restaurants.”

TUNE INTO THE PODCAST



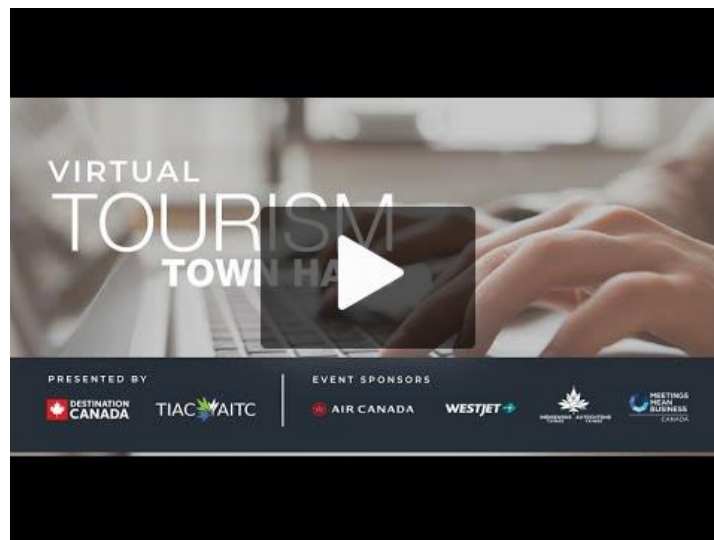
2020 RTO9 AGM

May 27, 2020

The Annual General Meeting for Regional Tourism Organization 9 (RTO 9) was this week. If you missed out, we have linked our presentation below.

The recording with TIAO & Visit Kingston will be available shortly.

[VIEW THE PRESENTATION](#)



Virtual Tourism Town Hall Series

[TIAC's Tourism Town Hall](#) series is an event partnership between the Tourism Industry Association of Canada, Destination Canada, and the local host partners. Our virtual Tourism Town Halls will provide an opportunity to engage small and medium-sized business owner-operators across Canada to share information, government policy work, and available COVID recovery tools

***Please Note: There were some issues with sound quality during some segments of the presentation.**

[WATCH HERE](#)

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

BOOK NOW

Social Media for Small Business: Webinar
Monday, May 25

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

BOOK NOW

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

BOOK NOW

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

BOOK NOW

Upcoming Events From Digital Main Street

The list of events below will help you achieve Digital Marketing success for your business. The information is out there!

LEARN A NEW SKILL



Get Social With Us!

Connect and engage with our industry brand **RTO 9** on social media.



Get Social With Us!

Connect and engage with our consumer brand '**South Eastern Ontario**' on social media.



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