



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:
Pivoting Your Business During COVID-19**

Over the last few weeks, our most rewarding conversations have been with our DMO's, operators and travel marketers! Stories and examples from others within this industry is incredibly valuable right now.

We would like to take this opportunity to connect "face-to-face" as a community. Please join our webinar this **Tuesday, May 5th from 10:30 AM - 11:30 AM**. 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.

Guest speakers include:

Wendy Banks - [Furnace Falls Farm](#) & [Wendy's Country Market](#) in Lyndhurst.

Wendy's Farm was until recently a busy wedding venue and B&B, and her Country Market has been a favourite stop for locals to purchase farm-fresh produce, pickled vegetables and plants. Wendy will share her story of resilience and some surprising aspects of doing business during COVID-19.

Melissa Eapen - Co-Founder of [Improbable Escapes](#) and [Wonderland Escape Rooms & Lounge](#) in Kingston.

Melissa will share how she and her team have pivoted their in-person experiential product to a live video and at home escape platform.

Adam Rondeau - [Daft Brewing](#) in Kingston.

Daft and its memorable Pink Flamingo logo opened in January of 2020. He'll share his work-around for managing a new brewery business during COVID19.

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

How To Join The Webinar:

Step 1: Download [GoToMeeting](#)

Step 2: On Tuesday, May 5th, 2020 at 10:30 AM, click the link below to join our webinar from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/163195365>



Digital Shift Virtual Workshop Series for the Tourism Sector

The **Ontario Tourism Innovation Lab** has partnered with **WEtech Alliance** to launch a **Digital Shift Series for the Tourism Sector**. The virtual workshops are aimed at creating sustainable digital adoption for hard-hit tourism and direct-to-consumer businesses in Ontario planning for COVID-19 recovery.

Each monthly one-hour workshop will include a special "Shift Expert" conversation in addition to a mix of tangible tools and templates for take-away learning.

The Digital Shift Series has been made possible with the support of the **Ontario Ministry of Heritage, Sport, Tourism and Culture Industries**, and is open to small businesses in Ontario.

There is no cost to attend but space is limited.

SESSION 1 - May 19 at 3:00 PM - 4:00 PM: "Backyard Tourism" with Shift Experts from WindsorEats

[REGISTER NOW](#)



Destination Canada Update On COVID-19

Destination Canada hosted a webinar on April 28, 2020, with Ben Cowan-Dewar, **Chair of the Board, Destination Canada**; Charlotte Bell, **President & CEO, Tourism Industry Association of Canada (TIAC)**; Martin Soucy, **President & CEO, Alliance de l'industrie touristique du Québec**; and Beth Potter, **President & CEO, Tourism Industry Association of Ontario (TIAO)**. You can watch the webinar below.



Travel & Tourism Community Stories

A curated stream of content to equip you with the insights and knowledge of what other travel & tourism brands are doing to effectively respond to this current pandemic.

Farhoe Island's real life [video game lets tourist control locals.](#)

North Alabama's blog series focuses on [future travel.](#)

Visit Port Fairy launches a [virtual history tour.](#)

Visit Irvine is turning [vacant hotel rooms into private workspaces](#) for locals.

[READ MORE](#)



The Evolution Of DMO's: From Marketing To Managing

In an era when overtourism is a growing challenge for the industry, destination marketing organizations are evolving their mission to focus on tourism management.

[READ MORE](#)



Navigating What's Next for Event Experience Design

The COVID-19 pandemic has had a dramatic and immediate impact on the meetings and events sector around the world. As a result, what it means to design a business event, conference, or trade show must be redefined to reflect the new reality.

Join this session as Director of Abu Dhabi Convention & Exhibition Bureau, Mubarak Al Shamsi shares perspectives and insights with Skift on the opportunities ahead. As event professionals across the industry figure out the best path forward, **it's more important than ever to think critically about experience design to foster innovation and better connect with attendees.**

REGISTER NOW



TIAO Survey Results #4 Are Here

Thank you to everyone who continues to provide TIAO with real time data on the impact of the COVID-19 response. The report from survey 4 includes the top level data insights on the impact across the province. The data collected from survey 4 indicates that the greatest risks to tourism operations are:

- Uncertainty around when they will be able to re-open
- Temporary closures becoming permanent
- Ineligibility for existing government aid
- Insurmountable debt levels
- Government aid not sufficient to ensure the viability of tourism businesses

[VIEW RESULTS](#)

[VIEW RESULTS #1,2,3](#)

Ontario Unveils Guiding Principles To Reopen The Province

The Ontario government released A Framework for Reopening our Province, which outlines the criteria Ontario's Chief Medical Officer of Health and health experts will use to advise the government on the loosening of emergency measures, as well as guiding principles for the safe, gradual reopening of businesses, services and public spaces. The framework also provides details of an outreach strategy, led by the Ontario Jobs and Recovery Committee, to help inform the restart of the provincial economy.

[READ MORE](#)



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.

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