



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 on consumer sentiment and behavior as the summer travel season begins.**

If there are topics you want to read about in a future newsletter please email [lmedeiros@region9tourism.ca](mailto: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 key areas to help you understand the trends and respond strategically.

**Take a look at the RTO 9 Resources section for upcoming webinars and information to help you in your marketing efforts.**



### 1. Consumer Sentiment

In late May, the Ministry of Heritage, Sport, Tourism and Culture Industries commissioned a study on consumer sentiment and behaviour to understand the Ontario population amid the COVID-19 pandemic. Despite phased reopening around the province, the research found that the **majority of the population does not anticipate being ready to resume regular activities this summer**. Most consumers expect their routines to be impacted for many months, and there is little variation regionally.

Here are the highlights from the report:

- 46% do not anticipate staying in a hotel for 6 months or more
- 68% do not anticipate travelling by plane for 6 months or more
- 75% will be ready to book an overnight stay in Ontario for a vacation in the next 3 – 6 months or more

[VIEW THE REPORT](#)



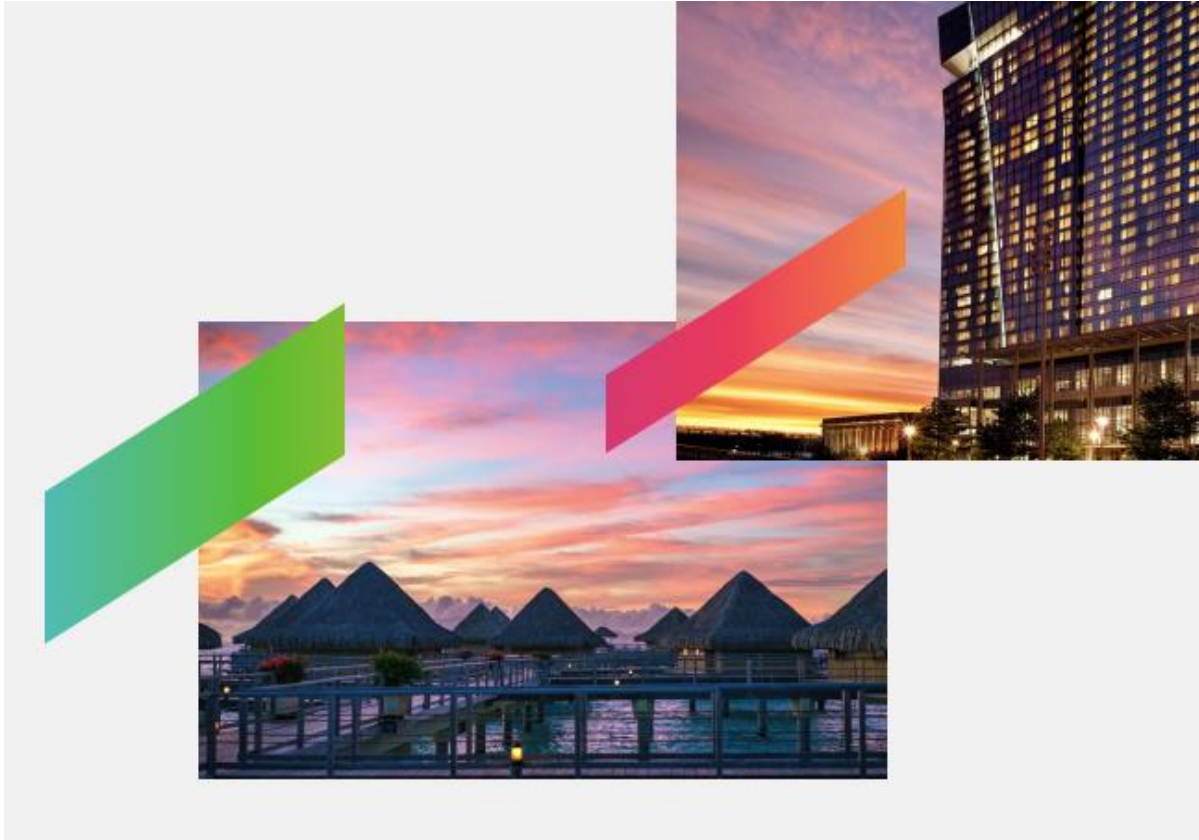
## 2. Resident Sentiment

Resident sentiment relates to the level of welcome that each province/region feels towards to visitors.

Here are the highlights:

- Compared to other provinces, Ontario is the least welcoming of visitors from other communities near them and from other parts of Ontario.
- Compared to other provinces, Ontario is the least receptive of seeing advertising promoting their communities

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### 3. Hotel Performance Trends

Though with significant year over year declines Canadian hotel performance is up slightly from previous weeks.

For the week ending June 20 2020, the industry reported the following:

- Occupancy: -66.1% to 25.6%
- Average daily rate (ADR): -39.0 to CAD110.70
- Revenue per available room (RevPAR): -79.3% to CAD28.33

British Columbia was the only province to reach a 30% occupancy level.

[READ MORE](#)





## Helping you navigate the COVID-19 impact.

- Resources & best practices
- FAQs
- Free Emerit training

Visit [TourismHR.ca/COVID-19](https://TourismHR.ca/COVID-19)

Tourism HR  
Canada



Tourisme  
Canada

### 4. Tourism Employment Insights

[Tourism HR](#) has been monitoring the impact of COVID-19 on tourism employment across Canada. Here are the monthly insights for May:

- Following a decrease in tourism employment of 881,700 in March and April, tourism employment increased in May by 83,900. All provinces saw increases, with the exception of Saskatchewan.
- In May, employment increased in three of the five industry groups that make up the tourism sector. Employment increased in Accommodations (14,100), Food and Beverage Services (52,300), and Recreation and Entertainment (35,700). However, employment losses continued in Transportation (-9,500) and Travel Services (-8,700).
- The number of individuals accessing parks continued to increase throughout the month of May. Attendance at retail and recreation locations continued a slow increase, but remained well below February levels.

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## Insights Report: Exploring Social Distancing Conversations

**Ipsos MORI** conducted an analysis of unprompted social conversations related to social distancing and lock down. The purpose of the study was to **gain an understanding of the fundamental human needs that are driving consumer behavior and activity**. The analysis revealed eight key needs; in the report 'Social Distancing x Social Censydiam' each one is explored with communication and messaging strategies from brands around the world.

How can this help you? By understanding these fundamental needs you can **begin to tell your story better and jump-start your recovery communications** while taking into account the emotional and functional needs of consumers.

**Here are some highlights from the report:**

NEED	'TENSION BETWEEN THRIVING AND SURVIVING IN THESE TIMES'	'NEW WAYS TO ENJOY LIFE IN LOCKDOWN'	'ENTERTAINING, CONNECTING AND CARING FOR EACH OTHER AT HOME'
DESCRIPTION	Consumers are building in time for self-improvement in new routines and daily life – exercise, online courses, cooking / bakery etc..	This is all about appreciating what we have; big or small, the pandemic has re-focussed our priorities.	People are fostering conviviality at home and sharing it online, gaining social currency and engaging with others.
APPROACH	Brands are also catering to consumers' desire to stay culturally and creatively engaged. Google Arts & Culture continues to offer virtual tours of over 2,000 museums around the world, while 'Let's Day In', lets users meet online for book clubs, themed experiences and art classes	Brands are catering to consumers' need for enjoyment; helping them re-invent comforting experiences, offering social simulation and encouraging joy in the little things.	Brands have focussed on new ways for consumers to entertain, stay connected and check in on each other through campaigns.

[READ THE FULL REPORT](#)

**Has COVID-19 left you out of work or working less?**

Tell us about it at  
[TourismHospitalityWorkers.ca](https://TourismHospitalityWorkers.ca)



**Tourism & Hospitality**  
Emergency Response

## Tourism Hospitality Emergency Response Toolkit

OTEC's newly launched initiative - Tourism & Hospitality Emergency Response (THER) - is a recovery plan for workers and workplaces led by OTEC and the Future Skills Centre, funded by the Government of Canada and in part by the Government of Ontario.

The toolkit includes:

1. Customizable email template message for you to send to your workplaces and employees outlining how Tourism & Hospitality Emergency Response can benefit them.
2. Social media tiles and posts for you to share on your platforms and with your team.

Workers can participate in a survey on how their jobs have been affected. Responses will be used to inform advocacy efforts and to help design targeted training programs and support to help those most affected in the best way possible. **Visit [TourismHospitalityWorkers.ca](https://TourismHospitalityWorkers.ca) to access the survey.**

[VIEW THE TOOLKIT](#)



### Marketing Questions? Check Out 'Quick Takes on Travel'

Marketing and communications agency MMGY has pulled together a series of expert discussions on **travel marketing for the coming phases of**



**recovery.** The series answers key questions and includes actionable insights and communication strategies for destinations and tourism businesses.

[READ MORE](#)



# RTO 9 Resources

**Webinar: Reputation**

**Management**

**During Crisis**

MONDAY, JULY 6TH FROM 2:00 PM – 3:00 PM.

**Upcoming Webinar**

In this webinar, Beattie Tartan Managing Director, Deirdre Campbell, will speak on the steps tourism and hospitality businesses should take to maintain a trusted brand during a global crisis. In this webinar we will cover the following topics:

- How to measure Trust
- Communications skills
- Response, Recovery, Resilience
- What to communicate in the “new normal” world post COVID
- Plus a Q&A

**REGISTER**



### **Upcoming Webinar**

In this webinar session, Nancy Arsenault, Managing Partner at [Tourism Cafe](#) joins us to discuss what represents value to a traveller in the current COVID 19-era.

REGISTER



## South Eastern Ontario Travel Personas

Using research gathered from our [survey results with Twenty31](#) and the '[passion buckets](#)' of [Destination Ontario](#), we have created our own travel personas. This guide can help you identify the type of visitors that travel to South Eastern Ontario!

VIEW OUR RESOURCES





## Submit Your Event

Event organizers are welcomed to submit virtual events, workshops designed to draw visitors, and future events that comply with all restrictions related to COVID-19. Once we have an active events page, we will be promoting our page with paid advertising.

Add your **virtual events/workshops** to our **consumer site** below.

**ADD YOUR EVENT TO OUR SITE**





**#SouthEasternOntario**

### **Keep In Touch With Us Online**

Using our consumer brand (South Eastern Ontario) we can stay connected for future content opportunities to draw visitors to the region. Tag us in your social media post and use our hashtag **#SouthEasternOntario**.



**tourismtalk.ca**

### **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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