

# RTO 9



Every month we will be sending you the latest insights, research and thoughtful perspectives on the issues that matter most to tourism businesses and operators in RTO 9.

**This month's newsletter is about the tourism workforce, the changing landscape and approaches businesses can take to support recruitment, retention and more.**

If there are topics you want to read about in a future newsletter please email [lmedeiros@region9tourism.com](mailto:lmedeiros@region9tourism.com) with your ideas.



## **NEW Partnership Fund Program**

Due to the cancellation of some projects in the 2020-2021 Partnership Fund, we are opening a second application window for funding. This application is specific and is designed to assist in promoting itinerary projects that include more than one tourism operator, through a social media marketing campaign. These funds will not be available for product or event development.

We have included a guidebook below that is geared towards Tourism Operators applying for the NEW Itinerary Marketing Partnership Fund, the parameters of funding are solely for social media marketing of your project.

If you're looking for help in completing your application or have any other questions, send our Director of Operations, Lori McIsaac an email at [lmclsaac@region9tourism.ca](mailto:lmclsaac@region9tourism.ca).

[\*\*VIEW GUIDELINES\*\*](#)

[\*\*DOWNLOAD APPLICATION\*\*](#)



## Webinar: Destination Bike - Welcoming Cyclists in South Eastern Ontario

Why Participate in this Webinar?

- Now more than ever, cycling and cycle tourism is increasingly popular
- Become more familiar with cycle tourism market and find out how welcoming cyclists can be good for business
- Hear about updates to local, regional and provincial promotions and projects supporting cycling and cycle tourism
- Get a refresher on certification criteria for bicycle friendly businesses
- Uncover new business opportunities

[REGISTER FOR THE WEBINAR](#)



## **Virtual OEMC 2020**

The 2020 Ontario East Municipal Conference (OEMC) will proceed in virtual format on Wednesday October 21 and Thursday, October 22, 2020.

[REGISTER NOW](#)



## **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.



## Tourism Employment Insights

The Canadian tourism sector has continued to see recovery in its employment levels, with more than half a million new jobs created since peak lows in Spring 2020. Despite this improvement, a significant gap remains between current levels of filled jobs and 2019 figures:

- July reached 18.7% unemployment in the sector, a drop from May's 29.7% position.
- August saw the repeated trend of month-to-month employment improvement, but totals make up only 75% of where tourism staffing levels were last year.

Tourism operators that can sustain themselves through the local population have remained more constant in their employment rates. In the most recent monthly reporting from Tourism HR, 4 of the 5 industry groups showed July growth in job placement numbers, especially high in food and beverage services and in recreation and entertainment, which collectively increased by 184,800 hires.

Earlier in 2020, stats also revealed that tourism workers in lower income brackets, and those aged 15-24 (particularly women), were groups especially challenged with industry unemployment. After being the heaviest hit with job losses in March and April, lower-earning occupations saw the greatest employment recovery in July vs. higher salary ranges. Meanwhile, youth

employment, which typically spikes during summer, fell 1.3% this July compared to February.

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## Resident Sentiment

In a switch from previous research, Destination Canada's resident sentiment report now includes how safe residents of each province/region feel about travelling to different places in Canada. This data allows destinations to discover where Canadian's are most comfortable travelling during the pandemic. Here are the highlights for the week of September 15:

- While 74% of Ontarians say they feel safe travelling to communities near them, 40% said they feel safe about travel to other provinces. 8% said the same about travel to the United States, and 9% about international travel.
- Similar to Quebec and Atlantic Canada, Ontario remains stable in resident receptiveness towards the promotion of their province as a travel

destination. British Columbia and Atlantic Canada showed decreases towards visitors from other parts of Canada.

Overall, Canadians feel positive about the safety of travelling to nearby communities, have mixed opinions about out-of-province visits depending on which province they live in, and feel less safe about travel the further away the destination is from home. Ensuring that travellers feel more confident about their decisions and the safety of the community they are entering (for themselves and others) is an important next step for recovery. Destinations and marketers will need to provide extra advice and new sources of inspiration to help people venture out and feel good about travelling again.

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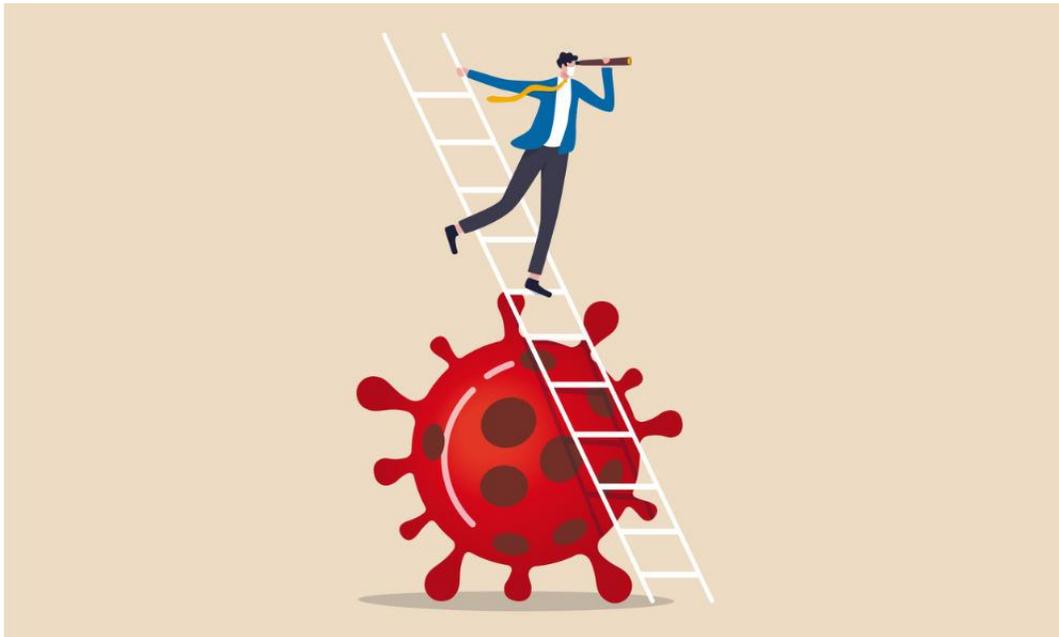


## 2. Hotel Performance Trends

Performance recovery in the Canadian hotel sector was lower than past weeks. From September 13 – 19, 2020, total industry occupancy was at 37%, with British Columbia being the only province to surpass 40% occupancy (at 46.5%)

and Quebec seeing the lowest rates of the provinces (27.3%). National ADR was \$121.94, and RevPAR fell 68% versus last week to \$45.17.

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## 5 Leaders Talk About HR's New Role

“In times of crisis, you see the worst in people, and you see the best in people.” Kelly Davis, Chief People Officer at Sunwing Travel Group. From the need to take a pause and re-evaluate priorities and strategies, to shifting into an entirely virtual workforce, HR Reporter gathered key industry leaders to share their biggest learnings and tips for success in a global pandemic.

- Here are some of the key takeaways from the panel:
  - Increased team communications can help combat disconnectedness
  - Evaluate your company culture to champion, reinforce and build strengths
  - Share information and knowledge with peer businesses to help lift up the community

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## **Prioritizing Gender Diversity**

Studies show that the pandemic has created disproportionately high economic challenges for women. Service jobs with higher potential exposure to the virus, lower salary levels than male staff, and the negative impacts of various home pressures are all key contributors to why COVID-19 has more negatively influenced women's finances and wellness.

Female industry leaders from the Women Transforming The Workplace program believe employers can improve circumstances and support in the workplace, and operate a more gender-diverse business to improve company loyalty, innovation and more.

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## **Nine Best HR Hacks That Every Business Needs to Know**

Go2HR presents a powerful round up of techniques that support people and leaders to reach new applicant audiences, and to better tap into their existing networks with minimal investment.

- Don't underestimate social media. Thanks to detailed, professional experience profiles on websites like LinkedIn, hiring managers can easily find hyper-targeted applicants and make fast, direct contact to set up an interview.
- Utilize the boomerang option. Especially useful for urgent roles, rehiring former staff members can mean shorter introduction and lead time to business support as they're already familiar with internal processes.
- Remodel the job itself. Given the vast workforce changes in the tourism industry, companies should consider remodelling jobs to become more appealing and lucrative for employees. Take some time to think about the vision of your company in light of the pandemic and how you want to move forward.

Continue reading to view the full list of Go2HR's recommended recruitment methods.

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# WITH VIRTUAL SUMMIT 2020

Powered by *Hotelier* magazine and Sequel Hotels & Resorts

OCTOBER 14 & 15, 2020

## Virtual Summit: 'Breaking Barriers'

Join Women in Tourism and Hospitality's next Global Virtual Summit 2020, where top industry speakers from Marriot, Microsoft, Accor and more will come together to share, innovate, and drive the tourism's future recovery plans. Programming includes a thought-leadership panel looking at how to develop beyond COVID-19 and apply forward-thinking strategies, a rapid fire on breaking barriers and improving resiliency, and a welcome address by Katie Taylor, current Chair of Royal Bank of Canada and former President and CEO of Four Seasons Hotels and Resorts.

Register now for access to attend the online event, happening this October 14th and 15th from 11:00am to 2:00pm EST.

[REGISTER FOR THE SUMMIT](#)



## **Webinar: 'HR Talent Hack: Recruit, Retain and Digitize'**

This on-demand webinar focuses on tactics to improve hiring and retention, and showcases how best to reap the HR benefits of digital and automation. The content is led by BDC, and aims to help:

- Canadian businesses who want to increase their recruitment, staff retention and engagement
- Business owners who are struggling with labour challenges
- Teams who need more structure in their HR policies, or are missing a clear employee value proposition

[\*\*VIEW THE ON-DEMAND WEBINAR\*\*](#)



## Virtual Festival: 'WRLDCITY'

From October 22nd to 24th World City hosts their Virtual Festival 2020, an experiential web event themed around shaping future cities, featuring more than 100+ guest speakers from around the globe. General admission is free.

[REGISTER FOR THE FESTIVAL](#)



## **Around The Globe: Industry Resilience And The Emerging Generation**

CareerScope, a collective of 5 major UK hospitality organizations, launched in late September to keep industry talent engaged and able to find work placements during the pandemic.

The initiative is backed by known industry leaders, the group's services are free of charge, and it aims to protect the existing workforce and ensure an upcoming pool of hospitality workers will be available. "We must be ready to welcome back those who have long and established careers in the industry, as well as ensuring the next generation of workers are coming through," commented Michael Roux Jr.

CareerScope acts as a multi-resource hub, providing accessible:

- CV writing advice
- career webinars
- financial, health and wellbeing support
- an expansive digital training academy with courses varying from food safety to confidence seminars.

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## **Coronavirus Dashes Job Hopes For Hospitality Grads, But Experts Still See Opportunity**

Hospitality educators from institutions like Cornell's School of Hotel Administration are also seeing the need for support targeting new graduates and hospitality majors to help them navigate the next steps in their career placement during this uncertain period. Professors are hosting graduate speakers, having them share with current students how they have pivoted, upskilled, and landed jobs in the industry. School faculties are also seeing new opportunities to introduce new courses, with some calling for more learning around tech and sanitation.

"Professors have embraced what is going on and brought it into classrooms," explains Meg Radunich, director of career services at Boston University's School of Hospitality Administration. The university's end-of-year project topics have recently shifted to focus students on solving the unique challenges hospitality businesses face.

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# #SAFETRAVELS



## 'Safe Travels' Stamp Application

The specially designed stamp will allow travellers and other Travel & Tourism stakeholders to recognise destination authorities and companies around the world that have implemented health and hygiene protocols that are aligned with WTTC's Global Safe Travels Protocols.

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[RESOURCES](#)



## **The Great Taste of Ontario**

The Great Taste of Ontario (GTOO) is a provincial recovery program involving +80 partners (including DMOs, RTOs, Sector Organizations, media and charities). The program is designed to push Ontarians to rediscover the province and boost regional economies by increasing tourism visits. It's success is dependent on a unique mix of destination development, market readiness training, procurement tracking and strategic marketing partnerships.

**LEARN MORE**

**FEAST ON® CERTIFICATION**



## Submit Your Event



### 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**.



### **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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