

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 focuses on culture and heritage tourism trends.

If there are topics you want to read about in a future newsletter please email Imedeiros@region9tourism.com with your ideas.



Engaging With Us On Social Media

We are here to help you and partner with you! Our job is to work with you and leverage our collective assets. We can only help drive tourism in South Eastern Ontario through these collective efforts. Listed below are our social media channels and how best to engage with us online.

Consumer Brand: South Eastern Ontario

Our content and messaging is targeted to visitors and locals

We encourage you to continue to engage with us and to keep us in the loop with any exciting experiences you have to offer.

Facebook @South Eastern Ontario- Mention us in your captions and comments

Instagram @southeast.ontario- Tag us in your post, mention us in the caption, use our hashtag #SouthEasternOntario

Twitter @southeast_ontario -Tag us in your post, mention us in the caption, use our hashtag #SouthEasternOntario

Industry Brand: RTO 9

Our content and messaging is targeted to DMO's, tourism offices, tourism operators, local business owners, government, etc

These social channels are used to communicate with YOU. The content featured on these channels are for you to stay up to date on tourism news, research, upcoming workshops, events, partnership opportunities, etc.

Facebook @RTO9ON

Instagram @rto9_on

Twitter @rto9_on

LinkedIn @RTO 9 | South Eastern Ontario

If you're still unsure on which brand to use, ask yourself, "does my post resonate with the content that is featured on their account?" Reach out to us for support or with any questions along the way!



Submit Your Event



Submit Your Event

We welcome you to submit your future events and workshops to our [consumer site](#) below.

[ADD YOUR EVENT TO OUR SITE](#)

State of Tourism

Monitoring the Impact of COVID-19

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.

Market Insights



Government
of Canada

Gouvernement
du Canada

Canada

The federal Finance Minister just unveiled the details of the Fall Economic Statement, which has some excellent news for the arts and festival sectors.

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Tourism Employment Insights

The tourism industry experienced a decrease in total employment levels during October. This month typically sees an employment drop but this year it was 4.1% compared to an average decrease of 0.8% since 2001.

- Tourism lost 70,400 jobs ending five months of employment recovery.
- There were 12,200 jobs added in travel services. Food and beverage services, transportation, accommodations, recreation and entertainment all saw jobs decline.

With continued travel restrictions and physical distancing measures in place, tourism spending in Canada fell by 66.3% in the second quarter of 2020. Job losses in tourism were twice as large as the overall job losses nationally (-44.4% vs. -20.2%).

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Resident Sentiment

Destination Canada's resident sentiment report now reveals how safe residents of each province/region feel about travelling to different places in Canada. Here are the highlights for the week of November 24:

- 48% of Ontarians said they feel safe about travel to communities in their province and 69% said they do feel safe about travel to communities that are near them. Nearly a third said the same about travelling to other provinces.

- Ontario resident feelings of safety towards Canadian travel began dropping in November; from 72% as of Nov.3rd to a fall low of 63% the week of Nov.17th (for communities near me). Manitoba and Quebec have experienced similar decreases over the last month.

At the national level, the majority of people in every province are still most likely to be open to visitors travelling from other communities near them or other parts of their province. Ontario residents are the least open to visitors in all categories while those in Quebec are generally most receptive.

Although travellers and residents alike are concerned and nervous about the future of travel, the tourism economy will bring back stability for thousands of businesses and employees. Residents can be a source of innovation and co-creation of experiences and more sustainable and quality products and tourism content.

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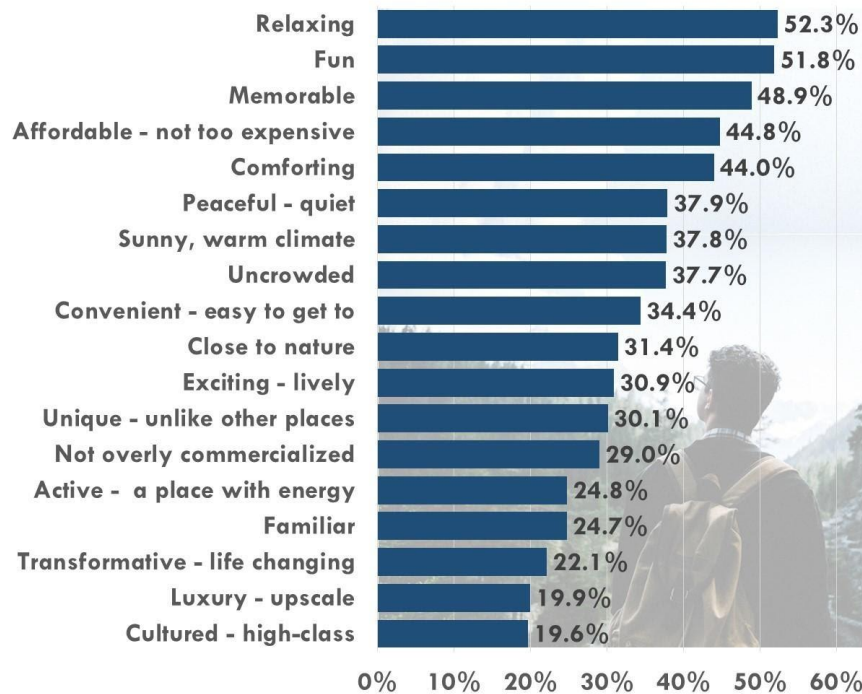
Hotel Performance Trends

Canada's hotel industry performance was flat for the week of November 15 – 21 compared to previous weeks.

Occupancy reached 27.8%, well below the same week last year (-55.6%). Vancouver was once again the major market with the highest occupancy rate (28.1%). Montreal saw the lowest market-level occupancy at 15.2%, and the province of Quebec overall was at just 18%.

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DESIRED TRAVEL DESTINATION ATTRIBUTES AS OF NOVEMBER 22ND



QUESTION: THINK ABOUT THE TYPES OF DESTINATIONS YOU WOULD MOST LIKE TO VISIT IN THE NEXT TWELVE (12) MONTHS.

PLEASE TELL US HOW YOU WANT THE PLACES YOU VISIT TO BE. HOW IMPORTANT IS EACH ATTRIBUTE?

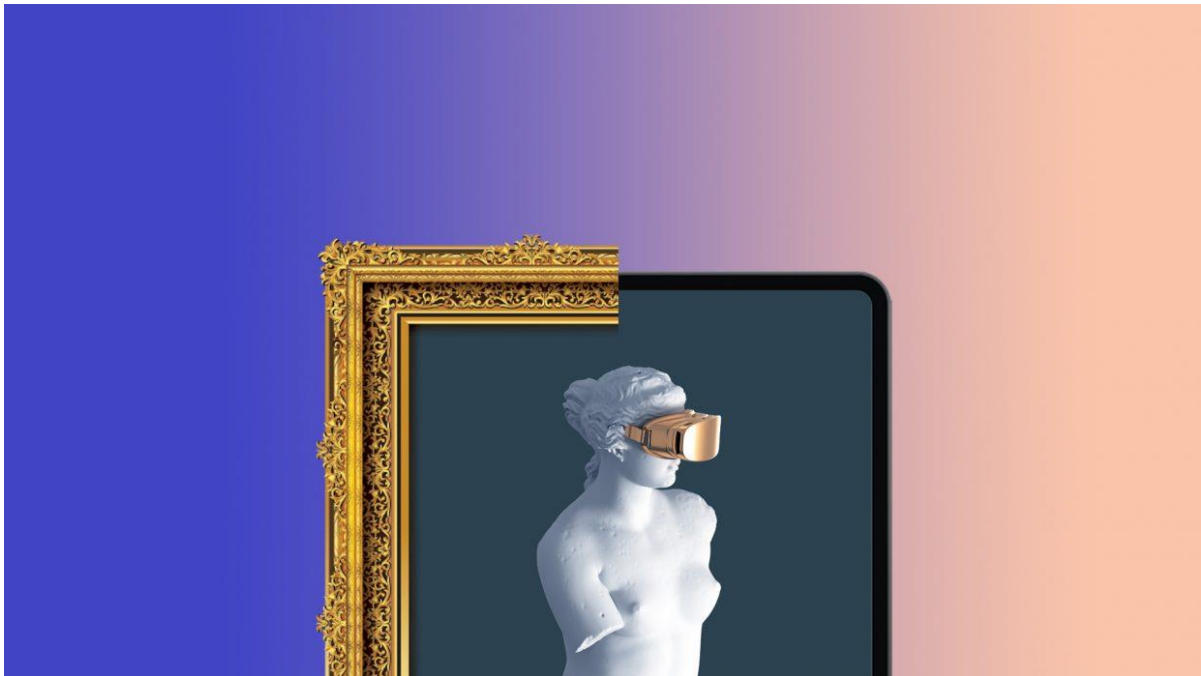
(Base: Wave 37 data. All respondents, 1,205 completed surveys.
Data collected November 20-22, 2020)

Destination  Analysts
DO YOUR RESEARCH

Travel Destination Attributes

According to research by Destination Analysts, while the primary focus for travel and leisure activities is currently local, Americans are increasingly reporting planning trips over the next year (82%). They are most interested in destinations that are relaxing, fun, memorable, affordable, and comforting.

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Museums Go Virtual

As more people focus on mind and body health during the pandemic, performance and cultural institutions have been reminded of their role in improving people's lives through art. Though many of the world's most recognized museums – from the Louvre to the Metropolitan Museum of Art – have mostly shut down for the fall they have been increasing engagement with digital platforms, programming, and new opportunities. Jing Culture and Commerce has pulled together some of the key takeaways from museums' experiences this year.

1. Virtual and in-person programs are not an either-or proposition. For example, the Met presented its MetLiveArts program performances live but for an online audience this fall. To engage international audiences in China program content was presented in Mandarin.
2. When museums are closed, virtual programs continue to build audiences. Even as the physical doors are closed, museum directors see a unique opportunity to provide intelligent and interesting experiences that engage larger and wider communities with talks, lectures, and expert-led small group discussions.
3. Virtual audiences can be global, but also hyper-local. Although digital opens the doors to the world, a focus on hyper-local visitors means programming can more easily transition from online to in-person. The de Young Museum in San Francisco has launched a digital selling platform where visitors and artists can easily connect.

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Survival Of The Culture Sector

The cultural and creative sectors have a profound impact on the economy and the social fabric of cities and regions; with lockdowns and closures it has been one of the hardest hit during the pandemic. The UNWTO in collaboration with international partners developed a set of immediate recovery recommendations for consideration, and the OECD also recently developed a policy response for the sector. Here are five insights from these sources:

1. Improve information and data exchange between sectors. To create effective responses, the socio-economic impacts of COVID-19 on culture and tourism need to be understood. Seeing the full "ecosystem" will help create more focussed solutions.
2. Launch innovative alliances. Forge alliances with tech companies and the private sector to engage an already captive audience.
3. Inspire a more sustainable future for cultural tourism. As tourism marketing shifts to highlight authentic local and cultural experiences there is an opportunity to engage visitors in responsible travel pre-trip. For example, virtual tours can feature lesser-visited cultural sites so visitors arrive with better familiarity and are less likely to seek the overcrowded top attractions.
4. Form a more resilient tourism workforce. The protection of cultural sector jobs and upskilling is essential for innovation. Although music and multimedia are typically considered drivers of innovation, other players such as performing arts and craft makers should also be considered areas to develop in the digital sphere.
5. Strengthen governance structures for better coordination and information sharing. Cross-sectoral governance models that involve tech partners and other key tourism and culture players will be the most effective in coordinating actions.

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Workforce Development



Agritourism Gatherings: Creating Virtual Farm and Food Experiences

Whether it's farm tours, private tastings, or conferences, we are all figuring out new ways to connect digitally with customers and colleagues. During this period of limited travel, farm and food businesses around the world are experimenting with innovative online formats to share their agricultural experiences and products.

Learn about lambing tours in Scotland and cider tastings in Vermont. Presenters will share their challenges, successes, and lessons learned as they have transitioned to virtual events during the pandemic.

[**REGISTER NOW**](#)



WeChat As A Key Tool For DMOS and Cultural Institutions

Tune into this informative discussion with Jing Daily and Chatly on the ways DMOs and cultural institutions can communicate reopening and safety

information, share independent travel itineraries, provide customer service, and enable touchless payments and digital destination guides on WeChat.

[WATCH NOW](#)



Carpe Data Tourism 2020: Taking Our Best Shot

Tap into the latest booking trends to find out what consumers are doing – the types of trips they're planning and taking. This webinar will also explore vaccine performance and the rapid adjustments travel businesses will need to make into 2021.

[REGISTER NOW](#)



Short-Term Rentals & Outdoor Summit

Skift will bring together founders and operators in the short-term rental and outdoor recreation markets. The event will explore shifts in consumer behaviour, new research, and the growth potential post-pandemic.

[REGISTER NOW](#)

Media Spotlight



Around The Globe: Work Abroad Cultural Experiences

A handful of countries, including Iceland, Thailand and, Barbados, have introduced extended stay visas for remote workers in hopes of spurring economic growth and recovery via higher-earning individuals. Now, new services are popping up to ensure these remote workers of the world have options to explore culture and community together – whether in-person or digitally. The millennial group travel company FTLO has developed a concept for remote-working young professionals called SOJRN. The company is in the process of developing month-long work abroad vacations in unique destinations where solo remote travellers can access high-speed WiFi, accommodations, special benefits, and cultural experiences.

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Around The Globe: Explore Historic Oakville

Check out Visit Oakville's two-day itinerary for some inspiration on how to incorporate history, art, and culture in a growing destination. Leisurely walks are the preferred mode of transit and a diverse array of small businesses and museums and galleries are pulled together for a one-of-a-kind experience.

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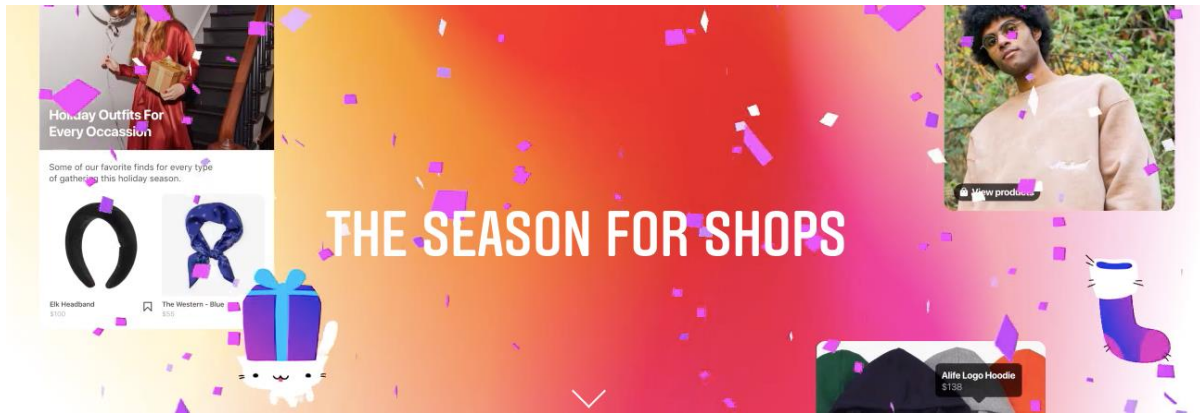
Opportunities



How to Run an Instagram Stories Takeover

Running a successful Instagram Stories takeover can be tough. Later has created a free checklist to help keep you right on track!

[LEARN MORE](#)



Find Out How Shops On Instagram Can Help You Get Ahead This Holiday Season

85% of people globally are now shopping online. Setting up a shop on Instagram can help your business prosper online in the busy months to come while allowing you to share your passion with the world. Find out more about shops and what it can do for your business.

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Government of Canada's Student Work Placement Program (SWPP)

As part of the Government of Canada's Student Work Placement Program (SWPP), a variety of funding opportunities are available for employers to hire students for the purpose of experiential learning.

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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.

Below are all the resources you need to complete your application:

- [Download the Safe Travels Application Form](#)
- [Download the Safe Travels Guidelines](#)
- [Review the Safe Travels Terms and Conditions](#)
- [Review the Safe Travels Protocols](#)

[LEARN MORE](#)



Below, you'll find information and resources for businesses featured in Great Taste of Ontario passports and content to help you make the most of your participation in the program.

[VISIT THE BUSINESS PORTAL](#)



Get Social With Us!

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



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