



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 RTO 9.

In this month's newsletter we explore how the performing arts sector is responding and adapting to the pandemic.

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



Partnership Fund

Our Partnership Fund Application Is Now Open!

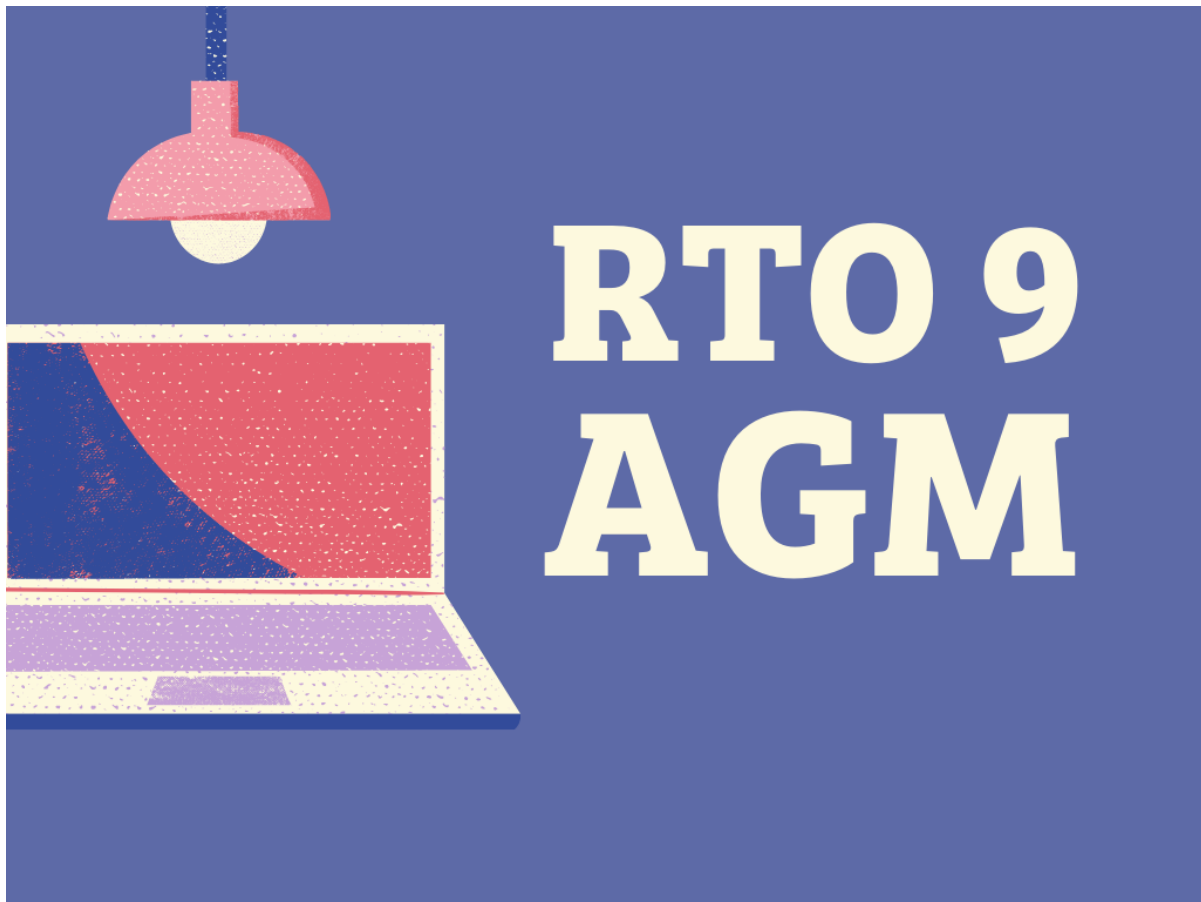
Approval of Partnership Funds is dependant upon RTO 9 receiving our 2021/2022 Transfer Payment Agreement from the Ministry of Heritage, Sport, Tourism and Culture Industries. The program's estimated allocation is \$219,000.00.

All applications will close on Saturday, March 20th 2021. Apply for the following Project Criteria:

- Development of New or Enhancement of Existing Product
- Itinerary Marketing Campaign
- Digitizing Your Business

There is an information session about applying on March 11th at 9am email [Lori Incisaac@region9tourism.ca](mailto:Lori.Incisaac@region9tourism.ca) to RSVP!

APPLY FOR THE PARTNERSHIP FUND



Save The Date

TIAO and RTO 9 joint Annual General Meeting will be held on June 1st, 1:00 PM. More details to follow shortly!

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.

Agency Support Announcement



Market Insights



Tourism Employment Insights

The tourism industry employment levels have continued to decline over the past five months, with a total reduction of 300,000 jobs since August.

- All industry groups noted higher unemployment in January, compared to the same time last year.
- Employment in accommodations decreased by (-18.5%) relative to December 2020 rates.
- The transportation industry added 7,200 part-time jobs and travel services 900 part-time jobs.

There has been a significant decline in the number of active tourism businesses operating. As of October 2020, there were 70,064 active businesses, which represented a 10% drop from pre-pandemic.

Young people aged 15-24 continue to be the hardest for employment losses in tourism. This troubling trend has affected women more than men. More support, engagement and training will be needed to ensure these individuals can transition back into the tourism workforce post-pandemic.

[READ MORE](#)



Hotel Performance Trends

Canada's hotel occupancy saw continued lows in January 2021.

National occupancy levels came in at 22.3% (-55.2% vs. 2020). Canada's ADR was significantly lower at CAD107.21 (-27.4%), and RevPAR was CAD23.96 (-67.5%), which was lower than any month since May 2020.

Urban markets have seen the greatest declines and continue to be gloomy due to international travel restrictions. Domestic demand may help to recover over the summer months, pending lockdown and travel limitations.

[READ MORE](#)



Sentiment Of Canadian “Culture-Goers”

The Business/Arts and the National Art Centre conducted a tracking to study to understand Canadians’ plans to return to in-person performances and exhibitions, the opportunities that exist moving forward, and potential barriers to participation.

Expected timeline of indoor culture-goers to attend
INDOOR arts/cultural performances – By age and gender

	Indoor Culture-goers (n=669)	Men (n=329)	Women (n=338)	18 to 34 (n=139)	35 to 54 (n=250)	55 plus (n=280)
Have already attended	4.6%	4.1%	5.0%	4.4%	4.0%	5.2%
Immediately	25.0%	27.5%	23.0%	21.4%	24.5%	28.3%
1-5 months	19.5%	19.1%	19.7%	22.8%	15.3%	21.0%
6 months or more	13.8%	12.1%	15.5%	9.9%	17.8%	13.3%
Never	7.8%	9.4%	6.4%	9.4%	8.2%	6.2%
Not sure	29.2%	27.8%	30.4%	32.2%	30.2%	26.0%

QUESTION – Have you attended or when do you plan to attend, in person, an INDOOR arts or cultural performance? months after businesses, government and cultural organizations are reopened and following public health guidelines

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=669
Canadians who attended an indoor cultural activity, accurate 3.8 percentage points plus or minus, 19 times out of 20.

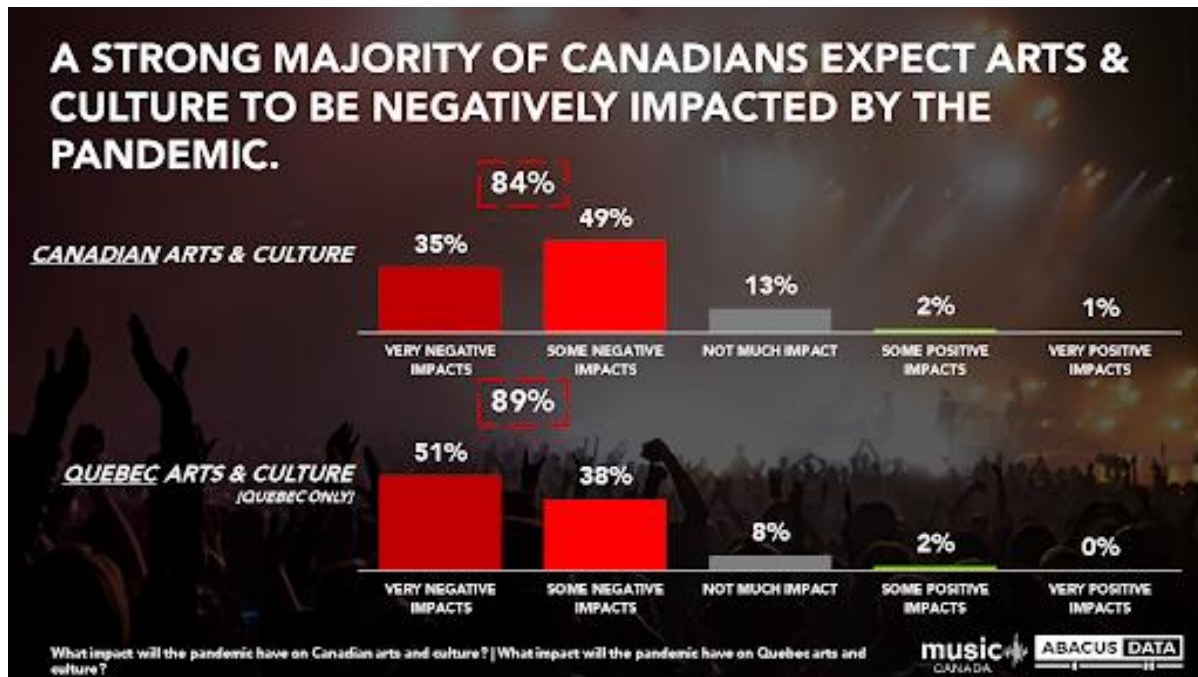
© NANOS RESEARCH

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Here are some of the key insights revealed in the study:

- Just over one in two culture-goers say they will feel comfortable (29%) or somewhat comfortable (24%) making single ticket purchases in 2021, while just over one in four say they are comfortable (12%) or somewhat comfortable (15%) paying for annual subscription or membership.
- One in four indoor culture-goers say that they plan to attend indoor arts and cultural performances in person immediately after businesses, government and cultural organizations are re-opened and following public guidelines.
- One third of outdoor culture-goers say they plan to attend an outdoor arts or cultural performance immediately after businesses, government and cultural organizations are reopened and following public guidelines.
- Over one in three outdoor culture-goers who plan to immediately attend outdoor performances after businesses reopen and are following medical guidelines each say masks and physical distancing is a precaution that would make them feel comfortable.

[READ MORE](#)



The Live Music Community

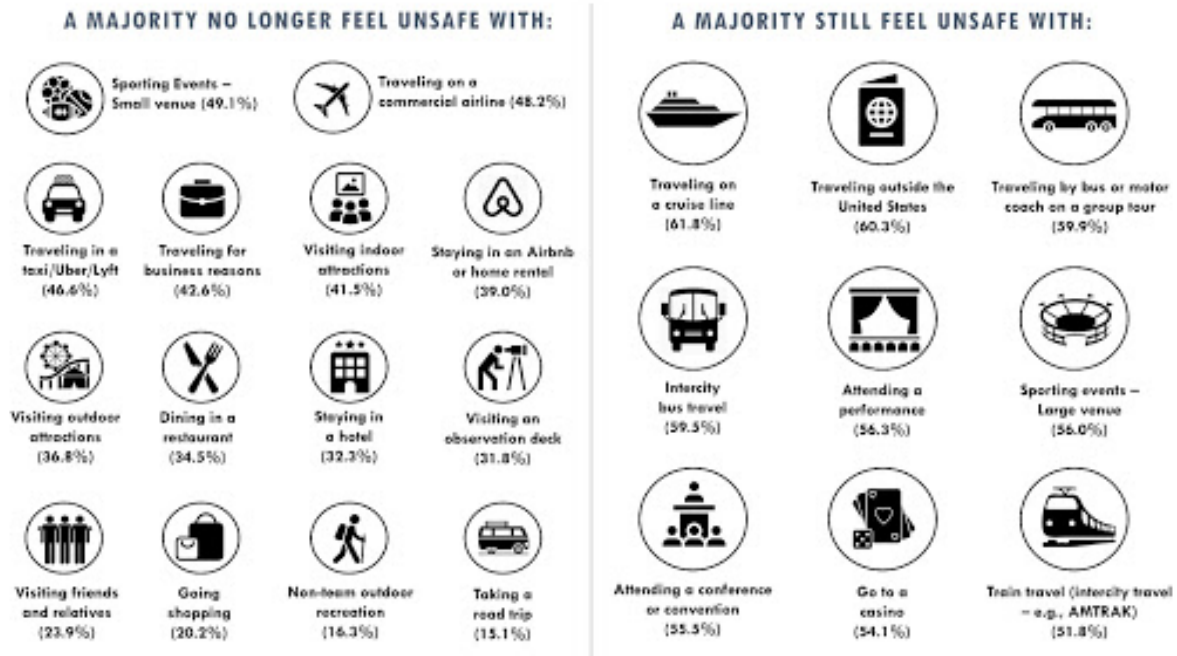
Music Canada has been tracking views, perceptions, and intended behaviours of Canadians towards music and live music specifically. At the end of 2020, Abacus Data conducted its third, national survey exploring public perceptions about the impact of the pandemic on live music in Canada.

- Canadians believe the arts and culture sector is more generally at risk - 84% think the pandemic will negatively impact it.
- One in five Canadian adults have a favourite live music venue in their community where they attend events.
- Almost half of those with a favourite live music venue believe it is likely those venues will shut down permanently, and half of Canadians, in general, have heard about these venues – festivals, venues, and bars or pubs – closing down permanently in their area already.

Canadians value and feel strongly about the live music sector. Although in person events are not currently possible in many places, appealing to the strong interest in the sector and its valued contributions to our quality of life can help to engage and build loyalty with existing audiences and new ones within Canada.

[READ MORE](#)

HOW UNSAFE DO AMERICANS STILL FEEL ABOUT TRAVEL ACTIVITIES? AS OF FEBRUARY 28, 2021



QUESTION: AT THIS MOMENT, HOW SAFE WOULD YOU FEEL DOING EACH TYPE OF TRAVEL ACTIVITY?

(Base: Wave 51 data. All respondents, 7,204 completed surveys. Data collected February 26-28, 2021)

Destination Analysts
DO YOUR RESEARCH

Americans' State-of-Mind Around Travel

Recent insight from Destination Analysts shows that anxiety around Americans' state-of-mind related to travel is in decline. According to survey data, nearly two-thirds of Americans are confident about travel and associated feelings of guilt are declining (39.9%). Furthermore, the average rating of more than two dozen travel activities that were previously tracked as unsafe reached another pandemic record low, at 43.2%. Travel confidence is largely being impacted by increasing vaccinations across the US and the anticipation of being vaccinated in the coming months.

[READ MORE](#)

Workforce Development

Ontario Launches Education Campaign to Help Workplaces Reopen Safely

The Ontario government is launching new health and safety education campaigns focusing on helping small businesses across the province reopen safely. The on-the-ground assistance includes a comprehensive suite of resources business owners can access at no cost to ensure they are helping prevent the spread of COVID-19 in the workplace

[LEARN MORE](#)



Explore Canada: Immersive And Mindful Ways To Travel In 2021 And Beyond

Impact Travel Toronto is hosting an exciting online panel event about emerging trends in Canadian travel. Sébastien Desnoyers-Picard, Chief Marketing Officer for the Indigenous Tourism Association of Canada (ITAC), will be one of the

featured panelists along with guest speakers from Sustainable Tourism, Culinary Tourism Alliance and Parks Canada. This event will highlight hidden gems and sustainable travel options in Canada and registration is free.

[LEARN MORE](#)

Google My Business Webinar

Destination Ontario is pleased to present: Google My Business. Learn how to optimize your digital presence in this free tourism-focused webinar.

Date: Thursday, March 18, 2021

Time: 9:30 – 10:30 a.m. – Welcome and Google My Business presentation
10:30 – 11:00 a.m. – Questions & Answers

What is Google My Business (GMB)?

It's a free tool that allows you to promote your business profile and website on Google Search and Maps. With your GMB account, you can see and connect with your customers, post updates to your business profile, and see how customers are interacting with your business on Google.

Who is GMB for?

- Local businesses with a physical location
- Service-area or roaming businesses (e.g. gardener, food truck)
- Seasonal businesses open for a limited time, if signage is displayed year-round (e.g. pumpkin patch)
- Businesses inside other businesses (e.g. stores inside a mall)

[SAVE YOUR SPOT](#)



Mental Health Support Webinar

Minister Lisa MacLeod, Michael Tibollo, Minister of Mental Health and Addictions, and mental health experts discuss available mental health supports in the face of COVID-19.

[VIEW THE PDF](#)



Anti-Racism, Let's Get Uncomfortable

Hosted by Shalene Dudley, LGU, Founder of Latitude Concierge Travels, and featuring Saiqa Sheikh, Co-Owner of JERKebago and Founder of Diverse Roots Rural Ontario.

[VIEW THE RESOURCES](#)

Ideas Labs: Peer-To-Peer Learning

You're invited to join Ideas Labs –hosted by RTO9 in collaboration with Tourism Café. There will be six-sessions that will focus on a single topic, designed to ignite conversations around tactical and practical topics, led by an industry topic specialist. This offer is available, for free, for businesses located in South Eastern Ontario.

We look forward to seeing you online! But hurry, each session is limited to only 12 participants.

NEW: Workshops & Events Calendar

View all of our upcoming Workshops & Events. We welcome you to add your tactical and practical workshops to our industry calendar.

[**VIEW UPCOMING WORKSHOPS**](#)



Discussion: Toronto Arts Chats

Arts Chats brings together a diverse array of speakers from a variety of disciplines to discuss timely and under-studied issues that affect them, their practice and the impacts of their work.

[**JOIN THE DISCUSSION**](#)

Podcast: PhocusWire Pundit Show

PhocusWire gathers experts from across the travel, tourism and hospitality industry together for a regular dose of chat about the digital travel economy, technology and a lot more.

[SUBSCRIBE HERE](#)

Podcast: Talking Tourism

Talking Tourism is your go-to resource to learn the ins and outs of running a tourism business in today's changing world. Episodes feature experienced tourism operators, business coaches or experts speaking about hot topics and issues for SMEs and people working in the industry.

[BECOME AN INDUSTRY EXPERT](#)

Media Spotlight



Around The Globe: Toronto Museums Go Online

The Toronto Arts Council has compiled a list of the activations that artists and arts organizations continue to produce and create to bring people together. There are many interactive features, tours, and inspirational resources across the City that can be leveraged for innovation here in South Eastern Ontario. The list includes a variety of large-scale pivots as well as small quick-win examples.

[READ MORE](#)



Around The Globe: Rediscovering Roots & Identity

Saskatoon Opera is helping to build new connections and cultural ambassadors through its newest feature “Ukrainian Art Song on a Starlit Night”. After months of being closed, the Executive Director of the organization decided to focus on building the City’s appreciation for classical vocal music with small live-streamed shows. With deep Ukrainian roots in Saskatoon, the event merges familiar classics, which may have been passed down from ancestors, and modern gems that are fitting for global audiences.

[READ MORE](#)

Opportunities

CTA Culinary Tourism Development Survey

The Culinary Tourism Alliance is a not-for-profit organization working to bridge the gap between the food & drink and travel industries. As part of their 2022-2025 Strategic Plans, they are seeking to gain a better understanding of the opportunities to grow culinary tourism in Canada. Please help them by completing this 6-minute anonymous survey.

To say thank you, the Culinary Tourism Alliance invites survey respondents to share their name and an email to be entered into a draw to win a delicious Canadian taste of place prize.

[TAKE THE SURVEY](#)

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no.

JOIN THE No.9 TEAM

No.9 Gardens is looking to fill five 2021 summer positions for gardening tasks and agri-tourism. No.9 Gardens educates youth and the public about the importance of living sustainably, with a focus on reconnecting to nature through growing food, human health, and reconciliation.

[LEARN MORE](#)



Tourism and Hospitality Fundamentals- Registration Now Open!

If you know of any clients, or employees eager to upskill and gain employment in the Tourism and Hospitality sector, please have them reach out to THFinfo@sl.on.ca

Ontario Supporting Young Black Entrepreneurs

The Ontario government is investing \$1.2 million over three years to help young Black entrepreneurs and Black-owned tech start-ups access the resources and tools they need to succeed in the province's changing economy. The funding will be provided through Ryerson University DMZ's Black Innovation Programs,

which support Black-led businesses by connecting them with customers, capital, experts and a community of entrepreneurs and influencers.

[LEARN MORE](#)



Uncover Canada's \$12 Billion Leisure Travel Opportunity

Inclusivity is not just the right thing to do, it is good business! Take advantage of free, interactive online programming to learn new skills to ensure you are ready to seize the \$12 billion leisure travel opportunity from welcoming LGBT+ travellers to your region.

Join Canada's LGBT+ Chamber of Commerce, in partnership with Tourism HR Canada, for the digital Navigating LGBT+ Diversity and Inclusion in the Tourism Industry workshops, then the LGBT+ Market-Ready seminars. Afterwards, you could be eligible to participate in a Destination Audit and also a new Accreditation program to be publicly recognized for your important contributions!

[LEARN MORE](#)

#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.



Get Social With Us!

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



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