



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.

This month's newsletter shares **new research on destinations and travel behaviour in response to the shifting landscape of the COVID-19 pandemic.**

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

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## RTO 9 News



## Meet The Team At RTO 9

Learn a little about us - from our roles to how we help operators in South Eastern Ontario!

[GET TO KNOW US](#)

# SAVE *the* DATE

RTO 9 TOURISM SUMMIT

09 .10. 21

JOIN SEARCH WARRANT'S

**Brian O'Grady**

SOCIAL CONTENT 101

TUESDAY, JULY 20

11AM - 12PM

**search  
warrant**  
online marketing

**RTO9**  
Regional Tourism  
Organization



## Social Content- 101

Looking to engage with your followers? Want retweets, likes, shares and all the other good things that come with good social content? More importantly, want the kind of content that gives you the most bang for your buck? Join us and Search Warrant Online Marketing for a hands-on review.

**When:** Tuesday, July 20th, 11:00 AM - 12:00 PM EST

**This webinar will be recorded and will be sent to those who have registered.**

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[VIEW PAST PRESENTATIONS & WORKSHOPS](#)

# Market Insights

## June 2021 Global Consumer Confidence National Index change vs last year and previous month

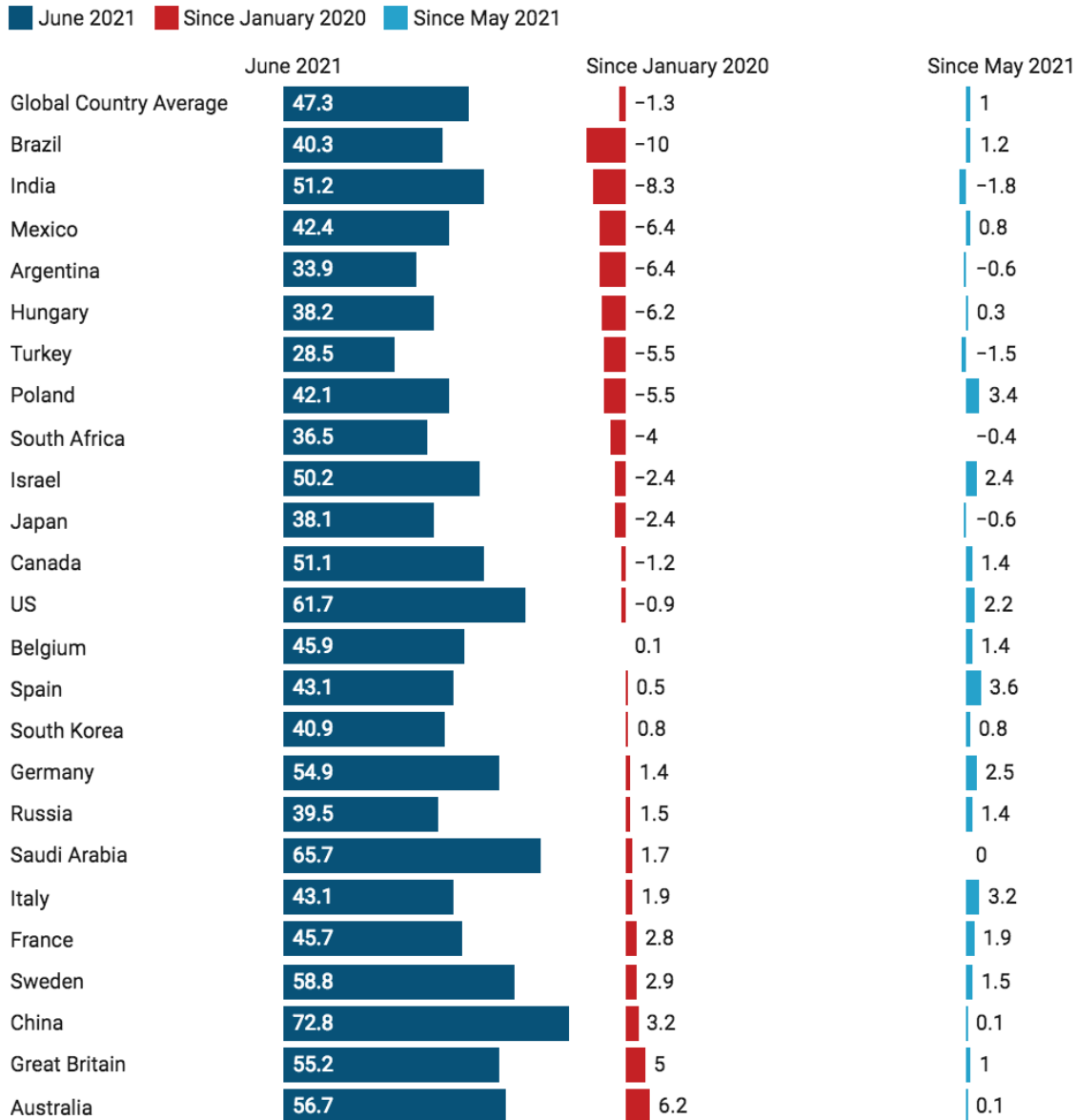


Chart: Ipsos • Source: [Ipsos Global Consumer Index](#) • Created with [Datawrapper](#)

### 1. Global Consumer Confidence

Consumer confidence measures the degree of optimism or pessimism about the economy and consumers' expectations to spend or save. Ipsos' Global Consumer Confidence Index has revealed widespread gains and the recovery of pre-pandemic losses in the majority of 24 countries tracked. Canada exceeded the 50-point mark, an increase of 1.4 points since May

2021. Meanwhile, in the US, confidence reached 61.7, surpassing their May 2021 rating by 2.2 points.

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Travel Conditions	REV. IN 2021 (\$B)	LOSS IN 2021 VS 2019 (\$B)	LOSS IN 2022 VS 2019 (\$B)	RETURN TO 2019 LEVEL
Ideal	\$55.0	-\$50.1	-\$14.5	2023
Current	\$51.1	-\$54.0	-\$22.5	2025
Poor	\$46.0	-\$59.1	-\$34.8	>2026

Source: DC Research, May 2021 Forecast

## 2. Canada's Visitor Economy Forecast

Destination Canada released its visitor economy forecast, which suggests a full tourism expenditure recovery can be expected by 2023 if Canadian's shift outbound travel plans to domestic destinations and global vaccination rates improve. Three scenarios were analyzed in the forecast: current, ideal and poor. Under the 'current' scenario, tourism expenditure in Canada is not expected to recover until 2025.

The forecast considers increasing complexity in the travel space and key recovery factors, such as confidence in the economy, personal saving rates, vaccinations, travel restrictions and requirements, and the number of COVID-19 cases in one's place of residence and potential destination. These factors lead experts to believe that uneven recovery is likely, and a high level of competitive pressure is certain.

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# Resident Sentiment / Opinion des résidents

2021-06-22



Destination Canada provides permission to use this data.  
Please source as: "Destination Canada Weekly COVID-19 Resident Sentiment, 2021-06-22"  
Destination Canada donne l'autorisation d'utiliser ces données.  
Veuillez indiquer comme source : « Sondage hebdomadaire de Destination Canada sur l'opinion des résidents quant à la situation liée à la COVID-19, 2021-06-22 »

Canada



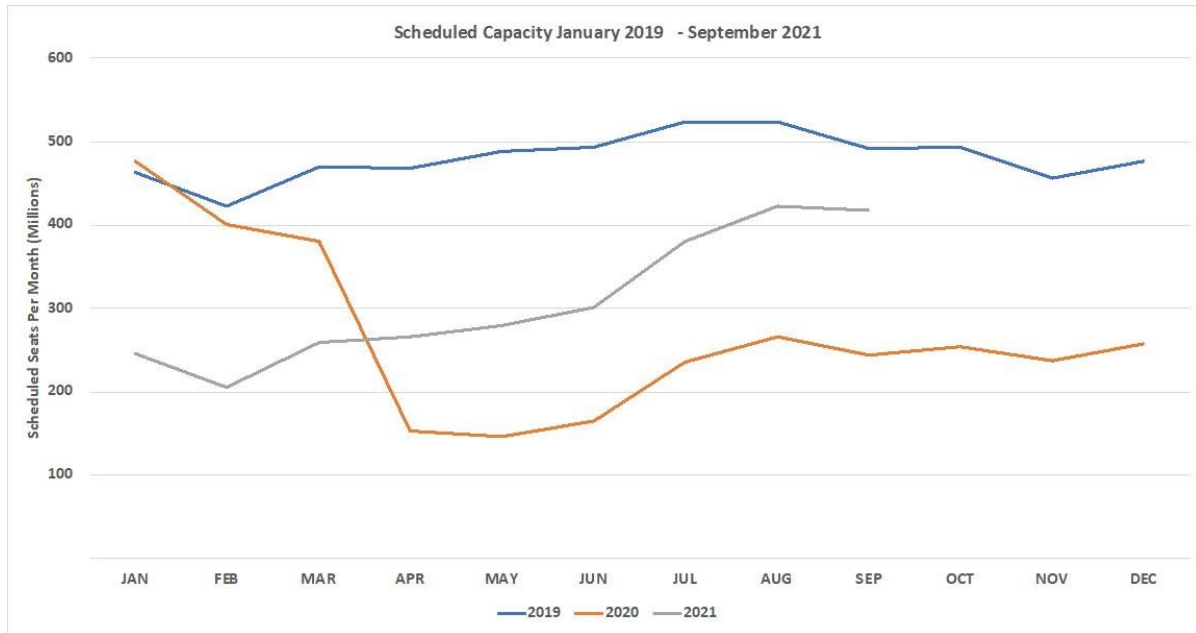
## 3. Resident Sentiment

Destination Canada's resident sentiment report now reveals how safe residents feel about travelling to different places in Canada. Here are the highlights for the week of June 22nd:

- 67% of Ontarians said they feel safe about travel to communities in their province and 50% said they do feel safe about travel to other provinces/territories within Canada. Just over a quarter said the same about travelling to the United States.
- Ontario resident feelings towards travel advertising have been trending upwards since May in urban and rural areas, from a +19-net positive rating as of May 23rd to +23 the week of June 22nd. Although an improvement, it is the lowest change among all the provinces/territories.

At the national level, aside from the Atlantic provinces, most people are open to visitors travelling from anywhere in Canada, but other communities near them or other parts of their province show stronger agreement. Although the return to normalcy is near, resident concern about tourism's recovery still needs to be addressed as the negatives associated with the industry can easily backslide.

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## 4. Airline Capacity

Increased air connectivity is critical for the recovery of tourism. Research by OAG indicated that by the week of June 21st, global capacity climbed by 1.5 million seats above the previous week (2% improvement), though capacity still sat 38% below 2019. The three largest regional markets (North America, Northeast Asia, and Western Europe) represent 69% of all capacity and all reported week-on-week growth. North America is the largest region with 19.5 million seats a week, with the United States accounting for 97% of capacity. Canada was one of the faster-growing country markets with around 85,000 seats added back; however, it's just 25% of pre-pandemic capacity.

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March 2021

## **Benchmarking Canadian Traveller Perceptions of Domestic Travel Destinations and Experiences**

A National Survey of Canadian Travel Consumers

### **5. Canadian Leisure Trip Priorities**

Canadian traveller perceptions research conducted by Twenty31 Consulting as part of the Elevating Canadian Experiences program revealed the top experience priorities for leisure travel—Relaxation, Cost and Authenticity.

#### **Experience priorities for leisure travel**

51% Relaxation and indulgence

45% Cost of trip/economical travel

41% Authentic local food

36% Authentic local culture

36% Immersing yourself in nature (e.g. forest bathing, stargazing)

Activities involving the natural environment, such as beaches and national/provincial parks and conservation areas, were most important for Canadians future leisure trips.

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### **6. Emerging Trends Among US Travellers**



US traveller desires and behaviours are slowly shifting and evolving from low risk toward pre-pandemic passions and interests. However, trusted brands with safety protocols are still seen to offer the most comfort in the short term. This shows the imperative for tourism businesses and destinations to continue adapting to the needs of travellers.

- 75% of American travellers will take at least one vacation or getaway over the next 3 months.
- 55% of American travellers are more comfortable staying at a hotel vs. a vacation rental property.
- +40% of American travellers' reported top passions include Foodie-ism, International Travel, Concerts, Theme Parks, Health & Wellness and Theater Performances.
- Mexico is the country destination with the highest travel interest (May – June 2021).

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Start your first project →



**Tool: MeisterTask**

Looking for an updated approach to project management and collaboration in your organization? Check out MeisterTask. it's a cloud-based project and task management solution that any business can use, whether you're a small hotel or event manager. Apart from file management, MeisterTask includes time tracking, document sharing, and reporting. There's also a dashboard to review progress on current activities and tasks for each team member.

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# Workforce Development

## Global Business Travel Association Mid-Year Virtual Summit and Annual Business Meeting

**Date:** July 20, 2021

**About:** This year's virtual summit will include sessions on the health passport debate, hybrid and face-to-face meeting solutions, post-pandemic traveller safety considerations, new compliance and policy issues, future issues for travel professionals, and more.

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## The Speakers



**Frances Kiradjian**  
Founder & CEO, BLLA and  
Co-Founder, StayBoutique



**Ariela Kiradjian**  
Partner & COO, BLLA and Co-  
Founder, StayBoutique



**Kris Potter**  
Founder, The Potter Co.



**Dee Patel**  
Managing Director, The  
Hermitage Hotel



**Rosanna Caira**  
Editor/Publisher, Kostuch  
Media Ltd.



**Faye Hall Jackson**  
Professor, Tuskegee  
University



**Olga Ramudo**  
President & CEO, Express  
Travel



**Galit Kierkut**  
Shareholder, Greenberg  
Traurig



**Susan Black**  
Founder, Our Travel Circle and  
Wowzitude



**Xenia zu Hohenlohe**  
Founding Partner/Director,  
Considerate Group

## Women in Travel and Hospitality Conference by the Boutique Lifestyle Leaders Association

**Date:** July 14, 2021

**About:** Built upon the theme of resilience, this conference series focuses on the growing influence of women in travel and hospitality. Participants will be challenged to think differently and champion the cause of inclusivity to learn, engage and grow.

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# Opportunities



## **New Rainbow Registered Program to Certify Ally Businesses Across Canada**

The Canadian LGBTQ+ Chamber of Commerce's (CGLCC) is launching a new accreditation available for Canadian businesses of all sizes and industries to show their allyship and make a concrete commitment to ensuring equity, diversity and inclusion.

If you're interested, please visit [www.rainbowregistered.ca](http://www.rainbowregistered.ca) to get started with a self-assessment and let me know if you have any questions.

[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](#)

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# Our Industry Partners



## 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.



**Bonnie Ruddock**, Executive Director  
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**Lori McIsaac**, Director Experiential Tourism Development  
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**Steve Weir**, Marketing & Communications Manager  
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