

# RTO 9



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 is about **pricing trends and opportunities and why values are important.**

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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# The Path Forward Tourism Summit

September 10th, 2021 | Online

HOSTED BY  
RTO 9

## Register For Our Upcoming Tourism Summit

This year's Summit will concentrate on the steps needed to improve traveller confidence, understand new market trends, and drive demand and commitment to building more resilient and inclusive tourism sectors.

**Register today for our tourism summit and enter in our giveaway!**

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## Google My Business 102

Deep dive into Google My Business's features and how you can further optimize your Google My Business listing.

**When:** Tuesday, August 17th, 11:00 AM - 12:00 PM EST

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

[REGISTER](#)

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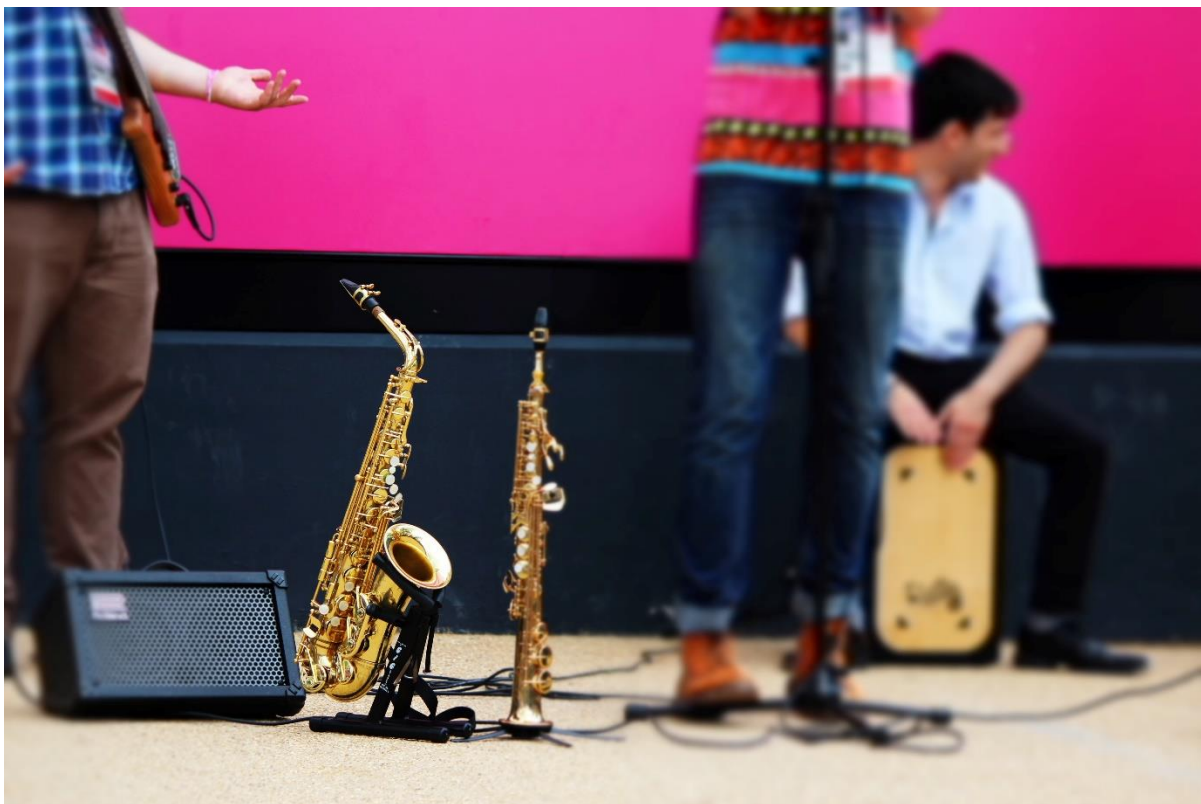
## Over 100 Businesses Have Been Awarded WTTC's Safe Travels Stamp

We are proud to report that there are over 100 businesses in South Eastern Ontario that have been awarded WTTC's Safe Travel Stamp.

The Safe Travels Stamp is an internationally recognized stamp to show that your business has implemented health and hygiene protocols that are aligned with WTTC (World Travel & Tourism Council) Global Safe Travels Protocols to welcome travellers safely.

Congrats to Sandbanks Retreat Inc, L'il Crow Cabin Courtyard, Delta Hotels by Marriott Kingston & more! Coming soon: The Safe Travels Stamp Awards.

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## **In Case You Missed It**

We are currently running a campaign to bring awareness to tourism and hospitality jobs throughout South Eastern Ontario. We are asking employers that are currently looking for employees, to please post their job posting on the Indeed website. If you have any questions, please connect with Bonnie Ruddock, Executive Director RTO 9 at [bruddock@region9tourism.ca](mailto:bruddock@region9tourism.ca)

On the blog, we recently shared our Q1 Marketing Highlights, Partnership Fund recipients, and The 2021 Reconnect Festival and Event program recipients.

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# Market Insights



## 1. Tourism Employment Insights

In June, tourism industry employment levels increased for the second straight month after a dip in early Spring due to restrictions and lockdowns.

- Aside from travel services and transportation all industry groups noted employment gains in June.
- The largest job increases were driven by recreation and entertainment and food and beverage.
- Employment percentage differences between 2019 and 2021 (by gender) reveal that more women continue to be impacted by layoffs and unemployment than male workers.

Around the world millions, are still without jobs and uncertainty is still a struggle for many workers and businesses. As demand slowly returns, new strategies and creative efforts will be required to bring back staff and attract new workers. In the U.S. a rising number of job listings are said to be including wage ranges as employers compete for workers holding out for the right job and conditions.

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## 2. Hotel Performance Trend

In June, Canada's hotel occupancy improved over the last few months but they were much lower than June 2019 levels.

National occupancy levels came in at 36.5% (-50.5% compared to 2019). Lack of group business demand continues to weigh down recovery; however, group events are expected to pick up in the short to medium term as people resume postponed celebrations. Easing travel restrictions resulted in an ADR of CAD125.05 and RevPAR at CAD45.67.

"With the U.S. land border reopening in early August, fully vaccinated, American leisure travelers will push occupancy and room rate recovery. We expect this added demand to benefit resort destinations, small towns and road-side hotels over the summer." - Laura Baxter, CoStar Group's director of hospitality analytics for Canada.

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### 3. Resident Sentiment

Destination Canada's resident sentiment report reveals how safe residents feel about travelling to different places in Canada. Here are the highlights for the week of July 27:

- 78% of Ontarians said they feel safe about travel to communities in their province and 65% said they do feel safe about travel to other provinces/territories within Canada. Only 27% said the same about travelling to the United States.
- Ontario residents' overall level of welcome toward visitors has trended downwards since late June. Urban and rural areas reflect similar opinions. The level of welcome toward visitors from nearby communities and within their province remains the highest.

As residents continue to feel good about trips to communities nearby, and similarly feel welcoming of visitors from the same, tourism marketers should continue to target hyper-local markets, regional travellers and short-haul markets while taking into consideration sentiment and local opinion.

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### Key Findings From Destination Ontario

To better understand the impact of COVID-19 on the economy, the consumer mindset and to inform marketing recovery strategies, Destination Ontario has accessed various economic, public attitude and behavior studies.

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### 4. Does Pricing Matter? Here's What Drives Travel Decisions

New insight from Expedia Group shows how views on travel are shifting, including positive sentiment on vaccine passports, increased budgets, and continuing demand for safety and financial security. Survey data was collected via The Traveller Value Index, which examines the views of 8,000 people in eight countries and their values and expectations as the pandemic evolves.

Below are the top highlights from the report on what's driving travel decisions:

- More than a third (34%) of travellers have larger travel budgets now compared to 2020
- Nearly one in five respondents globally (18%) expect travel to be the activity they spend most on in 2021, on par with major spending items such as home renovation (18%) and ahead of entertainment (12%), buying or taking care of a car (11%), or healthcare (11%)
- More than a third (36%) say they would trade a pay raise for more holiday days
- Nearly three in five (59%) are willing to pay higher fees to make their trip more sustainable
- Many (60%) are opting for domestic travel in the short-term, however, they are planning to get away more often, nearly half (41%) wanting more frequent shorter trips
- A majority (65%) are more likely to book with travel providers that have inclusive policies

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## **5. How To Get Your Pricing Strategy Right & Increase Business Profitability**

Pricing is an often-overlooked area that can set a business apart from others. Value-based pricing can secure results in the short-term and also set a forward path toward to meeting the deeper needs of customers. Below



are 3 STEPS to create a value-based pricing strategy for increased business profitability:

### **1 Learn how value-based pricing work:**

- Even 'commodities' can and need to be differentiated
- The sum of many small differences in product characteristics can add up to a significant difference in customer value
- Small price premiums over competitive products can translate into profitability differences between companies
- The price and value premium between two competitive offerings needs to be sustained over time

### **2. Characteristics needed for successful implementation:**

- Get clear on company goals and objectives to ensure compatibility
- Know your customers to understand perceived the value and monetary value
- Know your company cost structures and degree of leeway in the short-term
- Know the competition to uncover unexplored markets or what makes your product or experience different

### **3. Leverage the new value**

- Explain the 'value' not 'the money being spent'
- Use the expertise across all areas of the company for better decision-making
- Set pricing rules to ensure there won't be deviations from list prices unless specified
- Champion the value being delivered, and communicate it

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## **6. Pricing Tools, Templates & Checklist**

Tourism Council Western Australia has developed and compiled practical resources that can be used by tourism businesses to support operations,

such as interactive pricing tools to calculate room or per person rate, wholesale rate sheets, and checklists and templates to assist with tours. They are free to use and available online!

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# Workforce Development

## **VIRTUAL SUMMIT: Adventure Travel World Summit**

**Date:** September 20 – 24, 2021

**About:** This year's event will be held virtually in Japan. The event will include inspirational speakers, virtual adventures from Japan, B2B networking, interactive expert-led sessions, and an opportunity for the adventure travel community to gather globally.

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# The Future of Tourism is 'e'

Wednesday, August 11, 2021 | 1 p.m.

**HOST:**

- David Peacock**  
Senior Advisor to the Future Tourism Group, Simpleview
- Aaron Nissen**  
Director of Digital Marketing Strategy, Simpleview
- Monty White**  
Director of Marketing, Irving Conversion & Visitors Bureau
- Jason Swick**  
VP Strategy and Insights, Simpleview
- Leroy Bridges**  
VP Digital Communications, Visit St. Petersburg/Clearwater Area Convention & Visitors Bureau

## The Future of Tourism is 'E'

Whether it's harnessing social and user-generated content (UGC) for campaigns or engaging stakeholders and amplifying their digital presence, the interconnectedness we have all come to expect has a considerable role in the future of tourism.

Watch this recorded webinar to see what other DMOs are doing to leverage their "e" capabilities and get some ideas for how to make digital work for you.

# Opportunities

## **Workforce Lifeline For Hardest-Hit Tourism Sector**

Propel is a new program funded by the Government of Canada's Student Work Placement Program. This initiative provides post-secondary students with paid work-integrated learning opportunities with tourism and hospitality employers. Employers who hire students through this initiative receive a wage subsidy of 75% of the student's wages, up to a maximum of \$7,500.

This program will be a lifeline to our hardest-hit sector, providing talent and financial assistance at a time when so many employers are struggling.

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## **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.

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## '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.



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