

Tourism Summit – The Path Forward



**Richard Allen,
Chair**

Summit Agenda

9:00 Welcome – Richard Allen, RTO 9 Board Chair.

9:10 AM Keynote Speaker – Leslie Bruce, President & CEO, Banff & Lake Louise Tourism Q&A.

9:55 AM The Path Forward – Oliver Martin, Twenty31 and Cathy Kirkpatrick, Alphabet Q&A.

10:40 AM Break

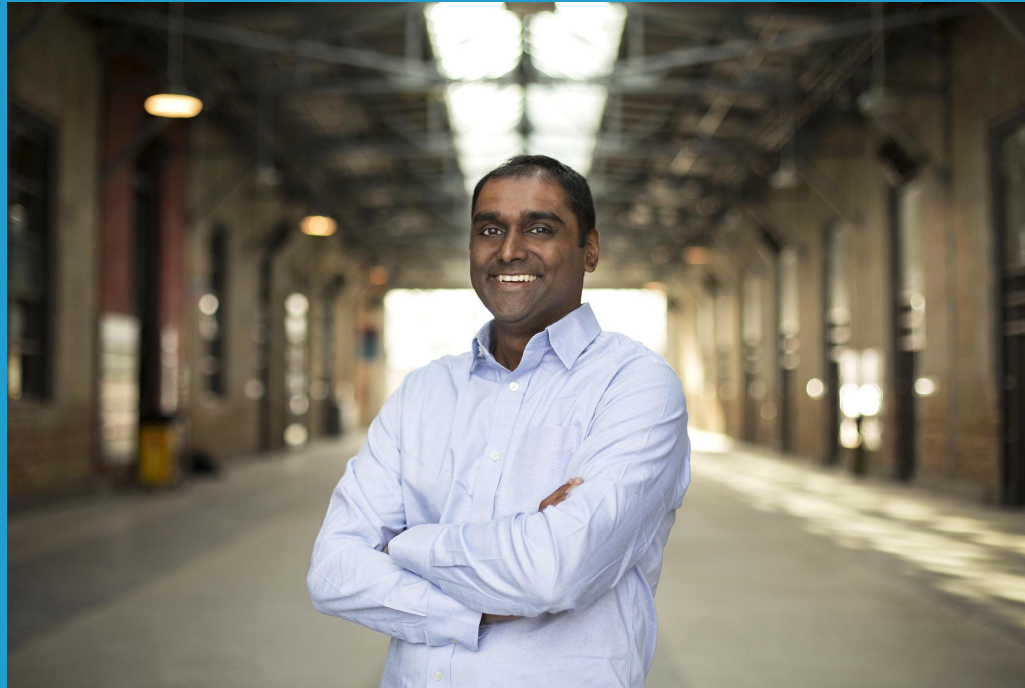
10:45 AM Indigenous Tourism Ontario – Kevin Eshkawkogen, Steven Debissage Q&A.

11:30 Closing remarks – Richard Allen, RTO 9 Board Chair.

Leslie Bruce



Oliver Martin, Twenty31



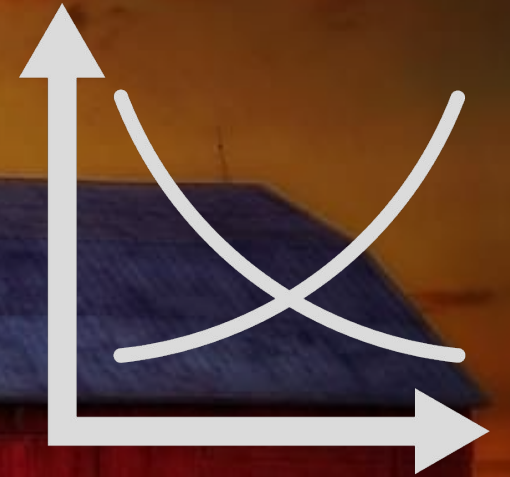
MAKING SENSE OF FUTURE TRAVEL CONSUMER DEMAND IN SOUTH EASTERN ONTARIO

A ROUND UP OF RTO 9, TWENTY31, PATA & DESTINATION CANADA
CONSUMER PERCEPTION RESEARCH

APRIL, JULY, SEPTEMBER 2020 to 2021

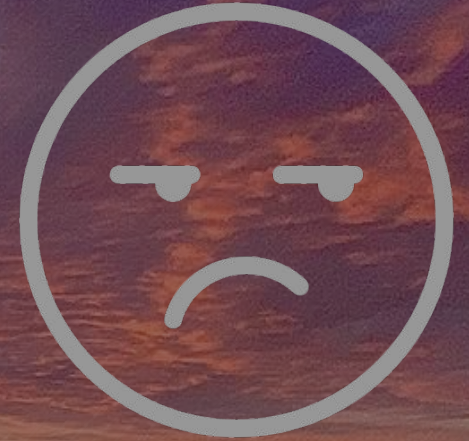
Finally, travel demand returns!

- We are seeing travel demand (i.e., future travel intentions) at 2019 levels
- But travel behaviour is systematically changed:
 - Motivators: VFR; need for relaxation
 - Influencers: Friends/relatives; DMOs
 - P-2-P: Shortened; direct with operators and OTAs
 - Trips: Small cohorts; based-touring



But, fear has shifted to annoyance.

- Large majorities find destination health/safety accreditation programs reassuring
 - Boosting confidence in the destination
 - But confusion reigns
- However, most impactful is the requirement for all travellers to show proof of full vaccination, followed by the requirement for a rapid test (attractions)
- Cleaning policies, social distancing measures and travel insurance are now assumed.
 - Consensus that tourism industry workers should also have to be vaccinated



Is recovery even a thing?

- Tourism recovery will be prolonged and in spurts, at least until 2025
 - COVID variants and stalled vaccination rates will continue to impact government policy around border restrictions and mobility
 - And the industry will need to navigate the Great Resignation
- Business and leisure travel will continue to blend
 - Small-scale meetings will pick up in 2022



**Cathy
Kirkpatrick
Wendy Banks
Brett
Christopher**



**Cathy
Kirkpatrick**



Wendy Banks



**Brett
Christopher**



5 Minute Break!

1st Prize - An overnight stay in Kingston at The Frontenac Club and a \$100 gift card to The Everly.

2nd Prize - \$100 gift card to La Condesa in Prince Edward County.

3rd Prize - \$50 gift card to Capers in the Bay of Quinte.





Indigenous Tourism



Kevin Eshkawkogan

President & CEO, ITO



Steven Debassige



Paula Naponse

President, Ontario Native Tourism



Marc Forgette



**Kevin
Eshkawkogan**



Steven Debassige



Marc Forgette



Paula Naponse



*Nia:wen
Miigwech
Merci
Thank you
for being a
part of our
big day!*



*No...really. It
means a lot!*