



**This month's newsletter is about Travel Trade and how to engage and leverage it.**

### **What is Travel Trade?**

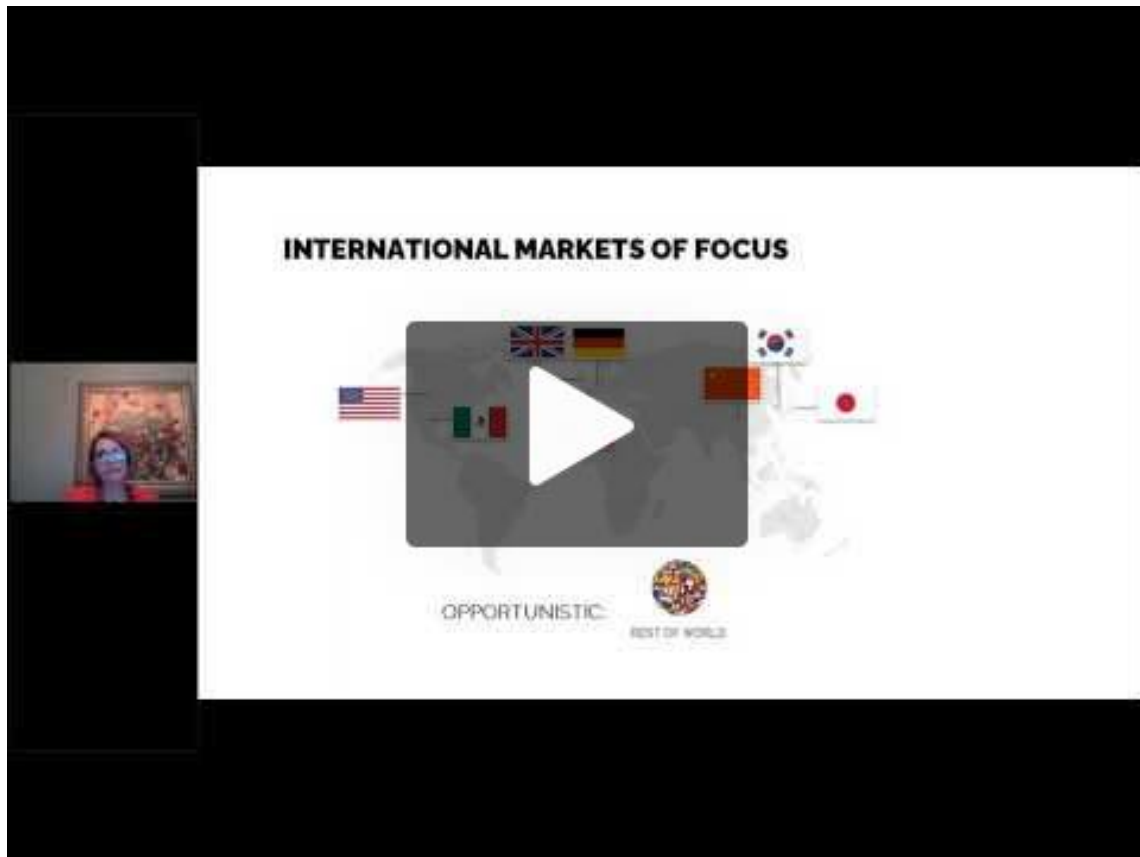
You have certainly heard of tour operators and familiarization trips. They are both part of the Travel Trade also known as a distribution network for travel. Travel Trade is the buying and selling of travel products that are either sold directly to consumers or to other tour operators and buyers. Products include accommodations, attractions, transportation, food and beverage, etc. Suppliers pay commission levels between 20 and 30 per cent to the buyer on a per-booking basis.

## **RTO9 News**

TIAO seeks the views of current and former employees in the tourism and hospitality industry to complete an anonymous and confidential survey to understand the challenges faced by those working in the industry, increased pressures during the pandemic, and how these factors might contribute to the current labour crisis.

TIAO will share the results of the survey with the Ministry of Labour, Training and Skills Development, and the Ministry of Heritage, Sport, Tourism and Culture Industries to help inform government decision-making to address the labour crisis.

[\*\*TAKE THE SURVEY\*\*](#)



## Why Work With Travel Trade?

- Allows you to broaden your customer base far beyond the reach of your own marketing budget.
- Expensive to advertise directly to consumers in international markets. Travel Trade have their own pre-qualified customer database & distribution channels.
- Opens up new forms of distribution and gives millions of potential travellers around the world access to your product.
- Travel Trade gives your tourism product/experience instant credibility.

View our latest Webinar featuring industry expert, Sandra Rice from Destination Ontario for an update on Travel Trade.

[WATCH THE WEBINAR](#)

## RTO 9 Partners With VIA Rail & Landsby For Exclusive New 'Rail + Roam' Campaign

We have teamed up with VIA Rail and Canadian travel company Landsby to heat up the winter season with exclusive 'Rail + Roam' packages to encourage travellers to ride the rails and safely explore across the region.

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## Market Insights

# Resident Sentiment / Opinion des résidents

2021-11-16



Destination Canada provides permission to use this data.  
Please source as: "Destination Canada Weekly COVID-19 Resident Sentiment, 2021-11-16"

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, 2021-11-16 »

Canada



# RAIL + ROAM

# 1. 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 November 16:

- 77% of Ontarians said they feel safe about travel to communities in their province and 63% said they feel safe about travel to other provinces/territories within Canada. Only 33% said the same about travelling to the United States and 30% about travelling internationally.
- November's resident sentiment report also looked at level of receptivity of advertising. Ontarians are very happy to see tourism promotion for other regions of Ontario at 45% and 30% for the other provinces and territories. These numbers go down to 23% for American advertising and 22% from other countries – the lowest percentage of all Canadian regions.

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# 2. Useful Travel Trade Glossary

The **supplier** is any Canada-based tourism business that has a contractual business relationship with a Receptive Tour Operator, Tour Operator, Tour Wholesaler and/or Travel Agent to develop sales opportunities for their business from international markets.

**Tour Operators** either contract products, ground and air services from an RTO or a tour wholesaler or they may contract directly with the supplier. They then package these products and resell to the consumers in their respective markets.

**Tour Wholesalers** may contract products and services from either RTO's or Suppliers and then resell these products and services to other Tour Operators or Travel Agents.

**Receptive Tour Operators** are 'business to business' Canadian-based Tour Operators who contract products and services with Canadian Suppliers. They specialize in ground services within a destination. They resell these services to international Tour Operators and Tour Wholesalers, who then resells these services to the Consumer in their respective markets.

**Travel Agencies** sell travel services, including ground services and airline tickets to the consumer at retail prices. The retail price is provided by the Tour Operator or Supplier and includes the Travel Agency's commission in the total cost

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## **Atlantic Canada Travel Trade Readiness Toolkit**

Designed for destinations and SMEs to work with Travel Trade, the Atlantic Canada Travel Trade Readiness Toolkit program is a useful tool. It is applicable for Ontario suppliers as the approach is the same from one destination to another.

Travel Trade key reminders:

- Successful Travel Trade marketing requires a large time investment
- It requires longer booking lead time therefore better planning from your end
- It is based on establishing and maintaining business relationships
- You may have to be persistent over several years before you see any pickup/ sales
- Show your appreciation when business comes in

[SIGN UP](#)

## Tourism Workforce Recovery Toolkit

Tourism HR Canada recently released the Tourism Workforce Recovery Toolkit which includes a series of SME directed exercises focused on Travel Trade. You will also find user-friendly printable checklists related to topics such as workforce, budget & finance, marketing & sales and strategy. This toolkit was developed by Twenty31 and Alphabet.

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## The Instagram Travel Agents: Stories of Success

“Millennials — a generation that has grown up booking online — are the most loyal to their advisor once they discover the advantages of the human connection in booking travel,” said Hansen of Virtuoso.

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## Workforce Development

### Rendez-vous Canada 2022 – Toronto

“As we look to the future of Rendez-vous Canada, we are thrilled to share that we will be hosting a hybrid format of Rendez-vous Canada+ (RVC+) in 2022. The new format will bring back in-person attendance, while also incorporating a virtual component, creating opportunities for more of industry to engage and make appointments with international buyers, Travel Trade media and Destination Marketing Companies.

Taking place from May 24 – 27 2022, the in-person portion of RVC+ will be a buyer-seated marketplace in Toronto, Ontario. This will be Canada’s RVC and hosted by Destination Canada and the Tourism Industry Association of Canada, creating an exciting opportunity to welcome international buyers back to Canada and showcase the beauty of this country, as well as the truly meaningful travel experiences on offer across each province and territory.”

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## Media Spotlight

## **Federal Government Introduces Bill C-2, Including the Tourism and Hospitality Recovery Program and Hardest-Hit Business Recovery Program**

On November 24, 2021, the federal government introduced Bill C-2, which included targeted support to tourism and hospitality businesses still facing significant pandemic-related challenges to recovery. As previously announced in October, if the bill is passed, financial support would be made available to tourism and hospitality businesses through the Tourism and Hospitality Recovery Program and the Hardest-Hit Business Recovery Program.

Both Tourism and Hospitality Recovery Program and Hardest-Hit Business Recovery Program will provide targeted aid to tourism and hospitality sectors through wage and rent subsidies.

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## **Travel Trade Info – Check out [www.travelweek.ca](http://www.travelweek.ca)**

The Travelweek Group of Companies has been keeping travel agents up to date with the latest news for more than 40 years. Founded in 1973 as Canadian Travel Monthly, it quickly morphed into CTM Weekly Bulletin, then became Travelweek Bulletin and eventually Travelweek.

Today, in addition to the weekly printed publication, there is Travelweek Daily sent by e-mail, the French-language Profession Voyages, the monthly Travel Professional, our comprehensive website Travelweek.ca and Envoy Networks, a distribution and fulfillment company that specializes in providing the travel industry with custom marketing solutions.

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## More questions than answers as omicron travel rules now include on-arrival testing except from the U.S.

There's no all-encompassing travel ban or blanket travel advisory but the travel industry is bracing for upheaval with the omicron variant and new testing requirements.

And as is often the case, there are more questions than answers at this point.

As announced recently by the federal government, all air arrivals to Canada, except from the U.S., will be tested on arrival at the airport and must isolate until the results are known.

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## Opportunities



**Jobs and Growth Fund**

[www.FedDevOntario.gc.ca/JobsAndGrowthFund](http://www.FedDevOntario.gc.ca/JobsAndGrowthFund)

Federal Economic Development Agency for Southern Ontario / Agence fédérale de développement économique pour le Sud de l'Ontario

Canada

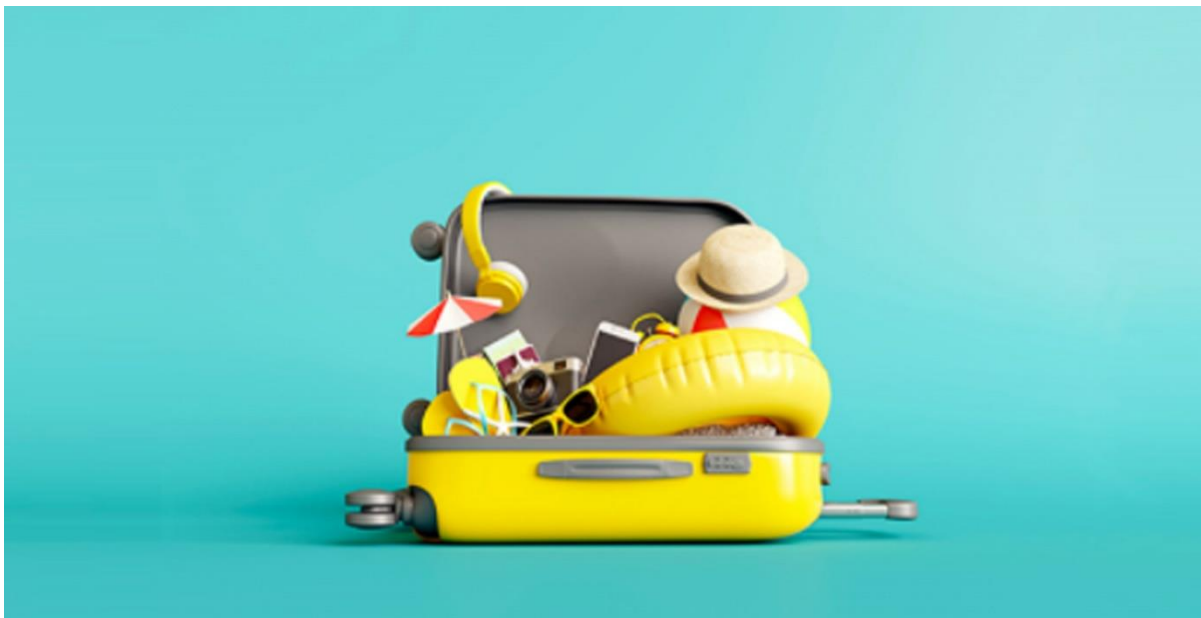
**Government of Canada Jobs and Growth Fund**

As Canada rises from the COVID-19 pandemic, businesses and communities play an important role in creating jobs and positioning local economies for long-term growth.

The new Jobs and Growth Fund provides \$700 million over three years to businesses and organizations that support them to help create jobs, future-proof their businesses and prepare for growth. This includes up to \$70 million dedicated to eligible businesses created after January 2020.

Find out if your business or business support organization is eligible for funding:

[APPLY HERE](#)



## '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.

[LEARN MORE](#)

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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.

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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