

## **Destination Ontario Presents: Know Your Target Audiences by Tourism Product, Sessions 1 & 2**

Destination Ontario and Environics Analytics analyzed 16 Ontario tourism product categories to understand the types of Domestic (Ontario) consumers that frequent these different experiences across the province. Over two sessions, they will share these findings to better equip tourism businesses/operators to plan and target current and potential new, local and non-local audiences.

Join one or both sessions (by separate registrations) as Larry Filler, Senior Vice President and Practice Leader, Environics Analytics, delivers the results. Due to the depth of content, each session will focus on eight (8) different product categories.

### **In these sessions, learn how to:**

- Target the right audience with the right tourism products and experiences.
- Identify the right platforms and advertising channels to reach that audience.
- Understand the unique attributes of potential high-value audiences.

### **Session 1: Thursday, February 24, 2022 from 10:00 AM – 11:15 AM**

Products and experiences covered:

1. ATVing
2. Angling
3. Major & Minor League Sports
4. Indigenous Experiences
5. Francophone Experiences
6. Attractions & Theme Parks
7. Resorts
8. Spas & Retreats

[REGISTER FOR SESSION 1](#)

**Session 2: Thursday, March 3rd, 2022 from 10:00 AM – 11:15 AM**

Products and experiences covered:

1. Theatre & Film
2. Museums & Heritage Sites, Science & Education
3. Art Galleries
4. Opera, Ballet & Symphony
5. Foodie Destinations, Food Trails & Food Festivals
6. Wine Regions
7. Breweries, Cideries & Distilleries
8. Farmers' Markets

[REGISTER FOR SESSION 2](#)



## **Culinary Tourism Alliance Launches Brand New - Free - Online Training Program In Partnership With OTEC**

Food tourism is one of the fastest growing forms of tourism and a powerful driver for sustainable economic development in our region and beyond. Culinary Tourism Alliance in partnership with OTEC, has announced the launch of a

brand new, free certificate training program called "[Make Local Sourcing Work For You.](#)"

This course is for anyone who is interested in helping develop food tourism in Ontario, and more specifically, employees and front-line staff (front-line staff, servers, cooks, Chefs, General Managers, tour guides, etc.) at tourism business that have some form of foodservice operation or have the potential to enhance their tourism product or service by adding a culinary component. Learn how leveraging local sourcing, storytelling and partnerships can help grow your business and attract more people to South Eastern Ontario.

This is a self-paced eLearning Course divided into five (5) modules and offered free for a limited time! Register before March 31st here: [foodtourismtrainingon.com](http://foodtourismtrainingon.com).



## Recordings Of Tourism's Big Shift Webinars Are Now Available

Destination Canada hosted an industry webinar on February 1, 2022, to discuss the findings from their report, ***Tourism's Big Shift: Key Trends Shaping the Future of Canada's Tourism Industry***. Members of their executive team explored the implications and opportunities these findings present for small and medium tourism businesses.

[VIEW PRESENTATION](#)

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