



This month's newsletter is about inspiration for women in travel and female travel trends that you need to know.

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RTO9 News

2022/2023 Partnership Program

Applications for projects beginning April 1 – September 5, 2022 closes this Sunday, March 6th, 2022

RTO 9's Partnership Fund initiative is designed to build on existing and new tourism products that enhance the region's diversity of tourism attractions and visitor experiences in the region. This program's estimated allocation is \$219,000.00 from the Ministry of Heritage, Sport, Tourism and Culture Industries.

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An Introduction to Landsby: Q & A with Landsby Founder Jason Sarracini

In late 2021, RTO 9 partnered with VIA Rail and Canadian tourism company Landsby, to help stimulate economic growth in the region by encouraging local Winter travel. The result was the successful and ongoing [Rail + Roam](#) campaign, which offers travellers discounted train tickets and exclusive itineraries in South Eastern Ontario.

We've invited founder & CEO, Jason Sarracini, to tell us about his company and how you can get started working with Landsby to grow your tourism and hospitality business.

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RTO 9 Workforce Development Webinar Series

Tuesday, March 8th - Wednesday, March 30th

This Webinar series was created to connect our tourism operators/stakeholders with programs to assist in recovery. Our upcoming Webinar series will include the following topics:

[1\) Unlocking Talent: Equity, Diversity and Inclusion](#) - Tuesday, March 8th

[2\) 20 Trends Shaping Tourism Recovery in South Eastern Ontario](#) - Thursday, March 10th

[3\) Leading in Times of Transition to Attract and Retain Employees](#) - Wednesday, March 23rd

[4\) Business Transitions: Succession Planning](#) - Wednesday, March 30th

[VIEW ALL UPCOMING WEBINARS](#)

[VIEW ALL WORKFORCE DEVELOPMENT RESOURCES](#)

Attracting and Retaining Tomorrow's Top Talent

How is it that we can tell the right story to attract the right people and seamlessly bring them on to our teams? And when they arrive, what can we do to keep everyone engaged and productive? We met with workplace and talent expert [Eric Termuende](#) and [Kingston's Sean Billing of the Frontenac Club](#) to discuss workforce struggles, new insights, and research to build incredible places to work both today and into the future.

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Managing Your Mental Health - For Tourism & Hospitality Operators and Managers

Tuesday, March 15th 2022 9:30 AM - 11:00 AM

RTO 9 welcomes Not 9 to 5 and Healthy Pour, consultants aimed at improving the well-being of individuals and organizations within the tourism and hospitality industry for an engaging discussion that will focus on real world examples and scenarios that hospitality owners deal with every day.

This webinar will be recorded and will be sent to those who have registered. The deadline to register is Monday, March 14th at 3 PM.

[REGISTER HERE](#)



Save The Date: RTO 9 Annual General Meeting

Date: June 3rd, 2022, Online

Ontario Has Lifted Capacity Limits and Proof of Vaccination Requirements

As public health and health system indicators have continued to improve, Ontario has lifted capacity limits in all remaining indoor public settings and has lifted proof of vaccination requirements for all settings at this time. Businesses and other settings may choose to continue to require proof of vaccination. Masking requirements will remain in place at this time.

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We also monitor and share key market trends to help you respond strategically on our [COVID-19 resource page on our website.](#)

Market Insights

1. Solo Female Travel on The Rise

The solo female travel segment is large and growing. Women have enormous spending power and make the majority of decisions related to travel bookings. Based on Google Trends, searches for the term “solo female travel” surged during the four years preceding the COVID 19 pandemic. Recognizing the immense opportunity, Solo Female Travelers studied the preferences and attitudes of solo female travellers and the related perceptions and barriers via a survey of 5,000 women in 2020.

Below are the top highlights from the study on the solo female travel experience:

Motivations and challenges for women travelling solo

- 73% of women traveling solo worry about their safety; even experienced solo travellers do (64%). This is a universal concern across geography and age groups.
- Women travel solo for many reasons, particularly for freedom and flexibility (56%), to challenge themselves (38%), enjoy me-time (23%) and meet new people (22%).

Preferences and attitudes of solo female travellers

- When choosing a destination, women look for cultural experiences (82%), safety (69%), the beauty of a place (69%), nature (58%) and the country’s reputation (58%). Having opportunities for Instagram shots, spending time at the spa or shopping are not important.
- Affordability of a destination is a decision factor for 60% of respondents and single supplements are mentioned as a major barrier to travelling solo.

Values and accommodation preferences

- Beyond price, 46% of women travelling solo think that a travel provider’s eco-friendliness and care for the environment is important or very important, 37% care about whether a business is locally owned, and 31% value its social responsibility.
- Women travelling solo prefer to stay at independently or locally-owned hotels (47%) and B&Bs (48%).

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2. Understanding Fair Pay

According to Tourism HR Canada's recent reports, tourism employment has steadily increased. However, full-time jobs declined toward the end of 2020 and the number of vacancies in accommodations and food services hit unprecedented levels. Tackling ongoing workforce issues like industry perceptions, compensation and fair pay will be critical for securing the talent needed to support full recovery. Indeed's A Piece of the Pie: Understanding the Importance of Fair Pay report digs into the landscape of fair pay and how COVID-19 might impact compensation moving forward. The information is based on a survey of 1,500 US workers from across a variety of industries and career levels in December 2020.

Below are the top highlights from the report:

- Opinions on fair pay are complex - 30% of men strongly agree they are paid fairly, only 15% of women say the same.
- Job seekers want to know where they stand - 27% research to find out if they're paid fairly, while 19% want to see where they stand compared to other jobs. Meanwhile, 19% want to understand their earnings potential, 18% research pay to prepare for salary negotiations and 17% use the information to decide whether to change jobs entirely.
- Fair pay and salary transparency is the right thing to do and valuable for talent attraction - Applicants are 68% more likely to apply for a position if the salary range is listed in the description and 60% more likely if the company publishes transparent salary bands for all jobs.
- Reputation matters - Job seekers are 75% more likely to apply for a job if a company has a reputation for paying fairly.
- Fair pay is a strategic way to retain talent and maintain output - 82% of workers feel more engaged with and fulfilled by their work when they are paid fairly, and 81% of respondents say they are more productive and loyal to their employers.
- Unfair pay is bad for both morale and retention - 56% of respondents agree that unfair pay makes them feel undervalued. Among those who have found out they were earning less than coworkers with the same experience or title, over half (54%) reported a subsequent drop in motivation and 59% looked for a new job within a year.

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Workforce Development

Podcast: Women Who Travel

About: Condé Nast Traveler editors Lale Arikoglu and Meredith Carey dissect the realities of travelling as a woman today.

[LISTEN TO THE EPISODE](#)

Community: Women in Travel Thrive

About: The mission at THRIVE – Women in Travel is to empower, connect, and uplift women in the travel industry to prevent the regressive career impacts of COVID-19.

[LEARN MORE](#)

Events: International Women's Day

Date: March 8, 2022

About: International Women's Day (IWD) is when the world comes together to celebrate women's achievements. The campaign theme for IWD 2022 is #BreakTheBias which imagines a gender equal world.

[LEARN MORE](#)

FREE Digital Storytelling Webinar Series

These webinars are designed to help you develop and share your story across multiple digital platforms.

Creating Story Experiences for Visitors - Thursday, March 31 @ 1:30 pm AST

Editorial Planning for Tourism Operators - Wednesday, April 13 @ 1:30 pm AST

Telling Small Stories with Big Impact - Thursday, May 5 @ 1:30 pm AST

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Media Spotlight



Around The Globe: Meet the Women Making The Outdoors More Accessible To All

Condé Nast Traveler put together a list to spotlight 10 amazing women in the travel and tourism industry, all of whom are creating communities and leading the organizations and initiatives needed to make the outdoors a place that welcomes every type of adventurer. The list features an intersectional womxn's hike club and an online platform that brings Native women together in the outdoors, along with many others.

[READ MORE](#)



Around The Globe: The Power Of Women In Travel

Afar's article on The Power of Women in Travel is an inspirational read that will open your eyes to the history of the earliest women travellers, explore current stats and trends on women and leisure travel and highlight the challenges and opportunities women face building a career in the industry today.

[READ MORE](#)

Opportunities



How Destination Marketers Can Use Localhood to Harness the Power of Stories

Chances are you're probably familiar with "Stories" on platforms like Instagram, Snapchat, and Facebook. But did you know that Google also has its own form of visually driven content called Google Web Stories? These Stories are gathering traction — and quickly becoming a highly effective marketing channel for destination marketers.

[LEARN MORE](#)

Attention: Leeds Grenville Employers

Check-out the many no-cost solutions that are available to you through your local Employment Ontario Service Providers.

[LEARN MORE](#)



'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](#)

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 imedeiros@region9tourism.com with your ideas.

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RTO 9 South Eastern Ontario 829 Norwest Road Kingston, Ontario K7P 2N3 Canada