



This February edition newsletter, focuses on the potential tourism has in enhancing the social and economic well-being of local communities and ways to achieve these benefits.

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Plus opportunities, workforce development, events and media spotlights



Community-based tourism and its benefits

Community-Based Tourism (CBT) is a form of sustainable tourism where local residents, particularly in rural or economically challenged areas, host travellers to authentically experience their culture and traditions. This model allows communities to fully own and benefit from their tourism industry, keeping economic gains local and directly supporting families.

Aligning with the rising trend of sustainable travel, CBT emphasizes not only environmental conservation but also holistic community benefit. It offers travellers a unique, culturally immersive experience, distinct from mainstream tourism. This approach fosters deeper connections between tourists and local communities, enriching both parties. Successful CBT relies on the collaboration between communities and tourism experts, ensuring that tourism activities are both community-centric and appealing to visitors seeking authentic experiences.

In essence, CBT is a growing global tourism sector, driven by a demand for sustainable and culturally rich travel. It stands out by empowering less affluent communities to manage and thrive from their tourism offerings, marking it as a key element in the evolution of responsible and sustainable tourism.

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Role of the local community in rural tourism development

Tourism holds significant potential for economic development, particularly in rural areas where natural and cultural attractions are abundant. However, its success and sustainability heavily depend on the active involvement and support of local communities. Without their participation, efforts to promote rural tourism are likely to fall short.

Local communities are integral not only in shaping the tourism experience but also in reaping its benefits. This includes opportunities for increased employment and income, which can significantly improve living standards in rural areas. However, the development of rural tourism faces challenges, such as inadequate infrastructure, including roads and accommodation, and a lack of awareness and expertise among locals about tourism development.

To overcome these challenges, a holistic approach is needed. This includes socio-cultural initiatives that engage local communities, educational programs to build knowledge and skills in tourism, and advisory services to assist in project development and management. Empowering local communities in this way ensures that the development of rural tourism is not only about attracting visitors but also about enhancing the economic and social fabric of rural areas. This approach leads to a more sustainable and inclusive model of tourism that benefits both visitors and the local population.

[READ MORE from UN Tourism](#)

[READ MORE from IOP Science](#)

Market Insights

TOURISM OUTLOOK: UNLOCKING OPPORTUNITIES FOR THE SECTOR

FALL 2023

Canada



Mount Thor Nunavut

CANADA*

Tourism Outlook: Unlocking Opportunities for the Sector

The "Tourism Outlook: Unlocking Opportunities for the Sector" report by [Destination Canada](#), developed in collaboration with Tourism Economics, provides an in-depth analysis of the Canadian tourism sector's recovery from the COVID-19 pandemic and its potential for future growth. It reveals that the industry is on track to exceed pre-pandemic revenue levels by the end of 2023, with expected earnings of \$109.5 billion, marking a significant rebound one year earlier than anticipated. This indicates the sector's resilience and its critical contribution to the economic vitality of Canada. Here are the key insights:

- Tourism spending in Canada is expected to reach \$109.5 billion by the end of 2023, surpassing 2019 levels and indicating a solid recovery.
- The industry could potentially generate \$160 billion by 2030 if transformative measures are adopted to address current limitations.
- Without strategic changes, the sector may only see \$140 billion in revenue by 2030, showing no real growth when adjusted for inflation.
- The growth in demand for travel, projected at 30% by 2030, may outstrip Canada's capacity to host visitors during peak seasons.
- Closing the \$20 billion opportunity gap could result in a 14% increase in GDP from tourism, create 84,000 more jobs, and generate an additional \$5.3 billion in tax revenue.
- Seven key areas are identified for action, including workforce development, seasonal capacity expansion, targeting high-yield guests, enhancing air access, and increasing investment.

- A concerted effort across the tourism sector focusing on the key areas is necessary to close the opportunity gap and achieve sustainable growth.

[READ THE FULL REPORT](#)



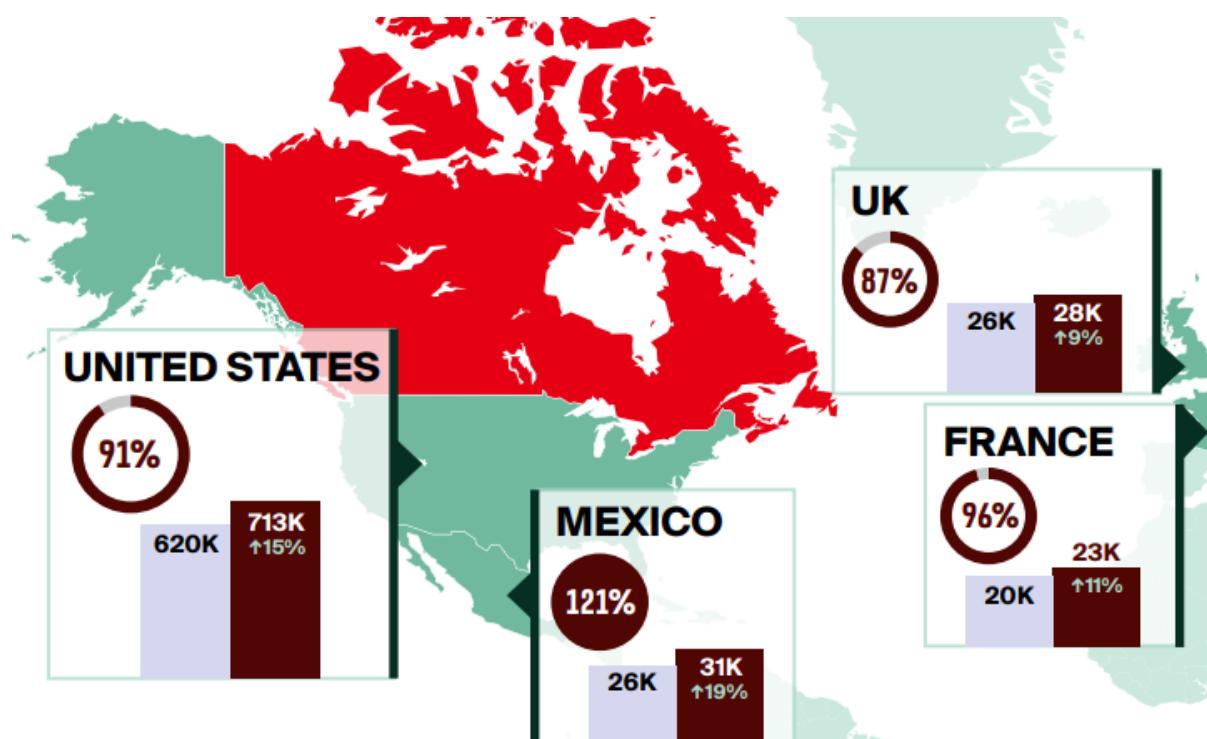
Canadian Tourism Labour Market Snapshot: December 2023

[Tourism HR Canada](#)'s latest Canadian Tourism Labour Market Snapshot for December 2023 reveals a nuanced recovery within the tourism sector, with year-over-year improvements yet remaining under pre-pandemic employment levels. Key takeaways include:

- In December, the recreation and entertainment sectors showed the most significant growth in both labour force and employment from the previous month, while accommodations and food and beverage services experienced modest losses. Unemployment fell slightly in the sector overall but remained steady within industry groups.

- From November to December 2023, the tourism sector saw an increase in the labour force by approximately 1,200 individuals, signaling stability yet still reflecting a net decrease from the pre-pandemic baseline of December 2019.
- Employment in December 2023 stood at 94.6% of the December 2019 figures, indicating a recovery trend but pointing to a lingering gap in returning to pre-pandemic strength.
- Unemployment in December 2023 was 4.9%, showing a marginal decrease from November and aligning closely with rates from previous years.
- The data indicates that while the tourism sector is on a path of recovery, certain industry groups such as travel services continue to lag behind, raising questions about long-term changes in consumer behavior and industry structure.
- The snapshot underscores a need for strategic initiatives to support the tourism sector's full recovery and address the volatility that persists within the industry, despite the general upward trend.

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November 2023 Overnight Arrivals to Canada

According to [Destination Canada's](#) November 2023 Overnight Arrivals Infographic, Canada saw a significant increase in overnight arrivals for the month of November, with a total of 995,000 visitors. This represents a substantial recovery to 91% of the pre-pandemic levels of November 2019.

The United States remains a major contributor to these numbers, achieving 91% of the November 2019 visitation levels, marking an increase of 16% over the same period in 2022. Mexico also reported remarkable growth, reaching 121% of its 2019 figures. Other countries like the UK, France, Germany, China, Japan, South Korea, and Australia are also showing positive trends compared to 2019, with varying percentages of recovery and growth. The mode of arrivals indicates that land arrivals saw the highest increase compared to 2022, suggesting a rebound in cross-border travel. Overall, these figures reflect a robust and ongoing recovery in Canada's tourism sector.

[View the full Infographic](#)

Opportunities

The image features the Southern Ontario Tourism Conference logo. The logo consists of the words "SOUTHERN ONTARIO TOURISM CONFERENCE" in a bold, black, sans-serif font. The letter "O" in "SOUTHERN" is stylized with a blue dot and a black outline. Below the main text, it says "4-6 MARCH, 2024 SUNBRIDGE HOTEL AND CONFERENCE CENTRE SARNIA". At the bottom, there is smaller text: "Point Edward 1498 Venetian Blvd, Point Edward, Sarnia, ON N7T 7W6". To the left of the text is a circular inset showing two people at a bar. To the right are three circular insets: one showing a beach, one showing a couple walking by a lake, and one showing a tree overlooking a body of water.

Southern Ontario Tourism Conference

The Southern Ontario Tourism Conference is an upcoming event scheduled to take place in Sarnia Lambton, Ontario, from March 4th to 6th, 2024. It is

organized jointly by [Ontario's Southwest](#) (OSW) and [Hamilton Halton Brant Regional Tourism Association](#) (HHBRTA).

The event targets a wide range of participants, including professionals in the tourism and hospitality industry, students, entrepreneurs, investors, consultants, and government representatives. It promises to be an essential gathering for those committed to learning, networking, and innovating in the field of tourism. The cost of attending this event is \$249 plus applicable fees or \$99.00 plus applicable fees for students.

Date: March 4-6, 2024

Location: Sunbridge Hotel and Conference Centre - Sarnia/Point Edward
1498 Venetian Blvd., Point Edward ON N7T 7W6

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Entrepreneurial Insights and Networking: A Fireside Chat with Swish Goswami at EY Toronto

The "Fireside Chat with Swish Goswami + Networking" event, set to take place at EY in Toronto, presents a unique opportunity for attendees to gain first-hand insights into the world of entrepreneurship. This free, in-person event features

Swish Goswami, a renowned young entrepreneur whose business ventures have achieved multi-million-dollar success.

Aimed at offering a deep dive into the realms of business development and entrepreneurship, the event will spotlight Goswami's journey and his approach to building and scaling a successful business. Attendees will also benefit from Goswami's latest thoughts and strategies, as shared in his book "The Young Entrepreneur".

Date: Tue, February 20, 2024, 4:00pm-6:00pm EDT

Location: Concourse Building, 100 Adelaide St W, Toronto, ON M5H 1S3, Canada

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Workforce Development



Restaurant and Food service Industry Living Wage Webinar

This event is aimed at exploring the concept and benefits of implementing a living wage within the restaurant and food service sector in Ontario. The webinar is set to feature over 30 certified living wage employers from the sector who will share their experiences and the advantages they have observed from committing to pay their employees a living wage. This initiative is organized by the [Ontario Living Wage Network](#) along with the [Hamilton Roundtable for Poverty Reduction](#).

Date: Tue, February 6, 2024, 2:00pm-3:00pm EDT

Location: Online

[**REGISTER HERE**](#)



Advanced Digital and professional Training Program (ADaPT) for Black Youth

The Advanced Digital and Professional Training Program (ADaPT) for Black Youth is a dynamic and transformative initiative dedicated to fostering the growth and success of Black youth. Through tailored mentorship, skill-building workshops, networking events, and community engagement, the program empowers young individuals to thrive in their personal and professional journeys. This program stands as a beacon of opportunity, offering guidance,

support, and a platform for aspiring leaders to develop their talents, build meaningful connections, and break barriers in pursuit of their goals.

Key Benefits for Employers:

- Access up to \$7,000 in Student Work Placement Program wage subsidy by hiring an ADaPTer.
- ADaPT will handle your HR needs.
- Access to diverse graduate talent pool.
- Applicants pre-vetted.
- Student Work Placement Program funding application expedited within 1-2 business days.

[DOWNLOAD THE FLYER](#)

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TIAO Flip the Fair

Flip the Fair, organized by [Tourism Association of Ontario](#) (TIAO), is an innovative virtual career fair designed inversely from the traditional job fair setup. In this event, it's the student candidates who have virtual booths, and employers are the visitors. The event showcases over 250 students from various post-secondary institutions across Ontario, all of whom are specialized in the hospitality and tourism sector. Employers attending the event are given the opportunity to browse through these virtual booths, which feature the students' profiles and resumes. They can interact with potential candidates

through virtual meetings during the event, or they can schedule conversations for a later date.

This event is tailored for employers in the hospitality and tourism industry looking to hire for various roles, be it in the back or front of the house, and for different types of employment such as full-time, part-time, seasonal, or co-op positions. Flip the Fair is a platform where employers can find and connect with qualified candidates who are actively seeking the job opportunities. The cost for attending the event varies, with tickets priced at 500 CAD for non-members and a discounted rate of 450 CAD for members.

Date: Fri, 16 February 2024, 10:00am - 4:00pm EDT

Location: Online

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Featured Destinations



Destination Canada and Good Morning America Showcase the Splendors of Northern Canada

On January 9, 2024, [Destination Canada](#) collaborated with [Good Morning America](#) (GMA), Emmy winning morning news program, to feature the inhabitants, landscapes, and cultural heritage of Northern Canada. The televised segment, filmed in Yellowknife, highlighted the spectacular northern lights and the enchanting winter scenery of the region. The main objective of this joint feature was to enhance recognition and attract attention to Canada as a prime location for witnessing the northern lights.

[WATCH](#)

Media Spotlight



Canada Emerges as a Global Sustainable Event Leader

Canada has solidified its position as a frontrunner in hosting sustainable events, as evidenced by the latest results from the [Global Destination Sustainability-Index](#) (GDS-Index). As of October 5, 2023, Canada boasts the highest number of participating cities in the GDS-Index worldwide, with 20 destinations actively engaged. The GDS-Index is a leading global benchmarking system that evaluates the sustainability efforts of cities in terms of urban tourism and event hosting.

This achievement, a product of the collaborative efforts under [Destination Canada's Canadian Business Event Sustainability Plan](#), highlights the country's dedication to hosting international events in an environmentally responsible and sustainable manner.

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Expedia and Destination Canada Launch YesYouCanada Campaign with Chef Matty Matheson to Introduce Americans to Canadian Culinary Culture

[Expedia](#), in collaboration with [Destination Canada](#) and Canadian celebrity chef Matty Matheson, launched the YesYouCanada campaign on December 14, 2023, offering a unique opportunity for American travellers. This campaign allowed the first individuals who booked through YesYouCanada.com to name something distinctly Canadian, symbolically inviting them to become a part of Canadian culture.

To kick off the campaign, Expedia brought on Matty Matheson, a renowned chef and media personality from New Brunswick, known for his involvement in the Golden Globe-winning show "The Bear." The campaign aimed to showcase Canada's diverse travel destinations, featuring a mix of both well-known and lesser-known locations. The curated list by Expedia highlighted the country's top travel spots and hidden treasures, encouraging American travellers to explore and experience the breadth of Canada's cultural and natural offerings. This initiative represents a creative approach to tourism promotion, blending cultural engagement with travel opportunities.

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Ontario Ends Staycation Tax Credit Despite Industry Recommendations for Extension

Ontario's government has decided not to extend the staycation tax credit into the next year, a move contrary to the tourism industry's suggestions. Neil Lumsden, the Minister of Tourism, Culture and Sport, confirmed that the tax credit, introduced for the 2022 tax year, was a temporary measure to boost the recovery of the tourism, hospitality, and culture sectors post-pandemic. While this incentive will cease, Lumsden noted that the province continues to support these sectors through other means, including significant funding for festivals, events, and Regional Tourism Organizations in 2022-23.

The [Ontario Chamber of Commerce](#) and the [Tourism Industry Association of Ontario](#), in a recent joint report, argued that the tourism sector is not expected to fully recover until 2025. They recommended several actions for provincial and federal government support, including making the staycation tax credit permanent. This credit allowed Ontarians to claim 20% of eligible accommodation expenses, aiming to encourage local travel. The decision to end the tax credit reflects a balancing act by the Ontario government between temporary pandemic recovery measures and longer-term fiscal strategies, despite the ongoing challenges faced by the tourism industry.

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