

As we celebrate **Tourism Week in Canada April 15 - 19**, this month's newsletter will focus on informing SME operators about relevant and helpful marketing strategies they can use to amplify their business.

What's Inside

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Plus opportunities, workforce development, events and media spotlights

SAVE the DATES - RTO 9 Tourism Summit

SEe ON Summit

Envision Tourism Growth

Destination development
for South Eastern Ontario.

SAVE THE DATE

Website & Registration coming soon!

INSPIRE. CONNECT. GROW.



DoubleTree/Home2Suites by Hilton,
Kingston, ON

Annual
Tourism Summit
September 12



Sustainable
Tourism Summit
September 13



South
Eastern
ONTARIO RTO 9

Registration opens May 15, 2024

[View highlights for our 2023 Summit.](#)



June 14, 2024
Online

RTO 9
ANNUAL
GENERAL
MEETING

Join the Board and staff of RTO 9 for the 2023 Annual General Meeting!

The stakeholders of Region 9 Regional Tourism Organization are invited to join the Board of Directors and staff of RTO 9 for the 2023 AGM, as we review the past fiscal year and bring forward changes for 2024/2025.

[RESERVE YOUR SPOT](#)



National Tourism Week 2024 (April 15-19)

National Tourism Week (NTW) returns for its 14th year, orchestrated by the [Tourism Industry Association of Canada](#) (TIAC). Scheduled from April 15th to 19th, 2024, this dynamic weeklong campaign serves as a pivotal platform for spotlighting the crucial role of tourism in Canada. Under the resonant theme "Canada: Powered by Tourism," NTW 2024 celebrates the nation's finest offerings to the world.

Tourism in Canada is about economic prosperity, cultural richness and community vitality. This sector generates 1 in 15 jobs nationwide and injects over \$100 billion into the economy. But its significance extends beyond financial metrics, intertwining with the diverse tapestry of Canadian culture.

[GET INVOLVED](#)



Marketing Tips & Tricks

[Destination Canada](#)'s strategy is centred on four strategic drivers that collectively will improve tourism business prosperity in the short term, engender community support for tourism in the medium term, and lay the foundations for competitiveness and sector resilience in the long term. Their resource kit is designed to help Canadian tourism business get the most out of their marketing efforts, reach travellers and remain competitive.

- Marketing Tip & Tricks Resources include:
- Making the most of social
- Creating Video for You Tube
- On Page SEO
- How to make Instagram work for you
- Making Paid Media Work
- Public Relations 101
- How to track website performance

[WATCH THE LESSONS](#)



Did you know that RTO 9 has recorded sessions of previous marketing webinars on the [RTO 9 YouTube Channel](#)?

Watch them at your own pace and subscribe to get notifications for future webinars on thought leadership and tourism growth.

[Content Marketing 101](#)

[Managing Social Media](#)

[Using Video to Connect](#)

[Selecting the Right Socials](#)

Market Insights



Insights Q1 2024: Top destinations and event trends

Gain valuable insights into the evolving landscape of traveler behaviors and destination trends with the latest quarterly report on Traveler Insights for Q1 2024. Drawing from [Expedia Group](#)'s first-party traveler search and booking data, this report offers a comprehensive analysis of shifting demand patterns and emerging preferences among travelers. From early booking trends to destination interests, this report equips small and medium-sized enterprises (SMEs) in the travel industry with actionable information to enhance their marketing strategies and engage with travelers effectively.

[LEARN MORE](#)



Ontario travel consumer perception and behaviours

This March 2024 report from [Skift Advisory](#) presents the topline results of a quantitative market research survey of Ontario traveller perceptions and behaviours, conducted by Skift on behalf of Regional Tourism Organization 9 (RTO 9). These results are the third wave of annual research conducted for RTO9 and our DMO and operator partners assessing current and future travel perceptions and behaviours and impact on South Eastern Ontario's travel and tourism industry and economy. The results highlight the changing perceptions and behaviours of Ontario travel consumers post COVID-19 and the ongoing evolution of the Ontario travel and tourism market.

This includes:

- Demographic breakdown
- Region's Brand Appeal for Ontario Residents and other provinces
- Motivations and travel priorities
- Spending habits

and more...

[READ THE REPORT](#)



Canadian Tourism Labour Market Snapshot: February 2024

[Tourism HR Canada](#)'s latest Canadian Tourism Labour Market Snapshot for February 2024 reveals that All industries showed month-over-month growth except for travel services, which shrank on both labour force and employment.

Key takeaways include:

- Overall, the tourism sector in February saw increases over the previous month, with growth in employment (+2.6%) outpacing that in the labour force (+2.4%).
- The sector was in a stronger position than in February 2023, but remained around 1-2% below 2019 levels on both indices.
- At the industry group level, the profile overall was fairly consistent, with a few industries showing different trends from the sector averages.
- Unemployment was higher across the board. Most industry groups were substantially below 2019 levels, except for recreation and entertainment and transportation, which saw growth in both labour force and employment.
- The tourism labour force in February accounted for 9.9% of the total Canadian labour force, which was 0.2 percentage points higher than in January, but still below its pre-pandemic share.
- The tourism labour force grew by over 100,000 people since last February, a gain of 5.1%. Food and beverage services alone remained

essentially static, while accommodations (+12.2%) and transportation (+16.2%) showed substantial increases.

[LEARN MORE](#)



What marketing assistance do you need?

Marketing is an everchanging landscape and we've heard from our tourism partners that it's one of the the biggest challenges when it comes to managing your business and staying up to date.

How can we help?

[COMPLETE THE SURVEY](#)

Deadline to submit: 4pm EDT April 15, 2024

Opportunities



Food Styling & Photography Workshop

A full day of photography and food styling from Masters, Ruth Gangbar, Food Stylist and Peter Chou, Photographer who have years of experience creating mouthwatering photos for brands, magazines, cookbooks and pretty much everyone looking for luscious food and drink images of the highest order. Suitable for creative or curious participants of various levels of experience with photography and food styling, all being comfortable using their own iPhone or SLR cameras/tripods.

Date: Saturday June 1, 2024

Location: [Maison Maitland Cooking School & Villas](#), 1258 County Rd 2, Maitland, ON K0E 1P0

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IMPACT[®]
SUSTAINABILITY
TRAVEL & TOURISM

ONTARIO
A REGIONAL
EVENT

May
5-6-7
2024

"Attending the IMPACT Regional Ontario Conference is a must for any travel and tourism professional or aspiring entrepreneur. The experience will keep you on the leading edge of an incredibly dynamic industry."

Peter Odle

Founder, The Urban Guide
& Urban Expeditions



IMPACT Sustainability Travel & Tourism - ONTARIO:

A Regional Event

The future of travel and tourism is sustainable, and you are invited to join the movement. Over the course of 2 days, you'll engage with sustainability

champions, tourism experts, and community leaders in Ontario & beyond, all committed to a more sustainable industry. Experience highlights like international best practices, invaluable resources, and new research in sustainable tourism. Hosted by the [Tourism Industry Association of Ontario](#) (TIAO) and [Indigenous Tourism Ontario](#) (ITO).

Date: May 5, 6, 7, 2024

Location: Centennial College, 941 Progress Ave, Scarborough, ON M1G 3T8

[REGISTER](#)



HAC
CONFERENCE 2024

May 22-24, 2024
Le Westin Montreal

[The Hotel Association of Canada](#) (HAC) conference

One Industry. One Voice. The largest gathering of industry professional in the country. Two days full of reimagined programming. Valuable content streams on workforce growth and general manager success, top-notch networking, delicious Montreal cuisine, and out-of-your-seat entertainment.

Date: May 22 to 24, 2024

Location: [Le Westin](#), 270 Rue Saint-Antoine O, Montréal, QC H2Y 0A3

[LEARN MORE](#)

[REGISTER](#)



Rendez-vous Canada 2024 - Hosted in Edmonton

Rendez-vous Canada (RVC) is [Destination Canada](#)'s signature event, co-produced with the Tourism Industry Association of Canada (TIAC). For nearly 50 years, this event has shined a spotlight on Canada, connecting international travel buyers with Canadian tourism businesses and creating meaningful opportunities from coast to coast to coast.

Date: May 14 - 17, 2024

Location: Edmonton Convention Centre, Edmonton, Alberta

[LEARN MORE](#)

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Workforce Development



Tourism and Hospitality Student Work Placement Program

Looking ahead to summer staffing? Propel offers wage subsidies of up to \$7,000 to hire post-secondary students for work-integrated learning opportunities: co-ops, internships, and more. Aimed squarely at the tourism and hospitality sector, the Propel Student Work Placement Program powered by [Tourism HR Canada](#), is helping the hardest-hit sector recover from the devastating impacts of the pandemic.

[LEARN MORE](#)

[INFO SESSION: April 11](#)



Federal Government Government Adjusts Temporary Foreign Worker Program in Response to Changing Labour Market

These changes aim to ensure the program is used only when necessary, protecting the rights of both Canadians and temporary foreign workers.

Effective May 1, 2024:

- New Labour Market Impact Assessments (LMIAs) will be valid for six months.
- Employers identified in the 2022 Workforce Solutions Road Map will see a reduction in the percentage of their total workforce that can come in through the TFW Program.
- Employers must explore all options before applying for an LMIA, including recruiting asylum seekers with valid work permits in Canada.
- Employers are required to annually review wages of temporary foreign workers to reflect prevailing wage rates.

The [Tourism Industry Association of Ontario](#) (TIAO) will be engaging provincial partners to assess the impact of these changes on accommodations, resorts, food and beverage, and other tourism and hospitality sectors that rely on temporary foreign workers to meet employment demand.

[LEARN MORE](#)

Featured Destination

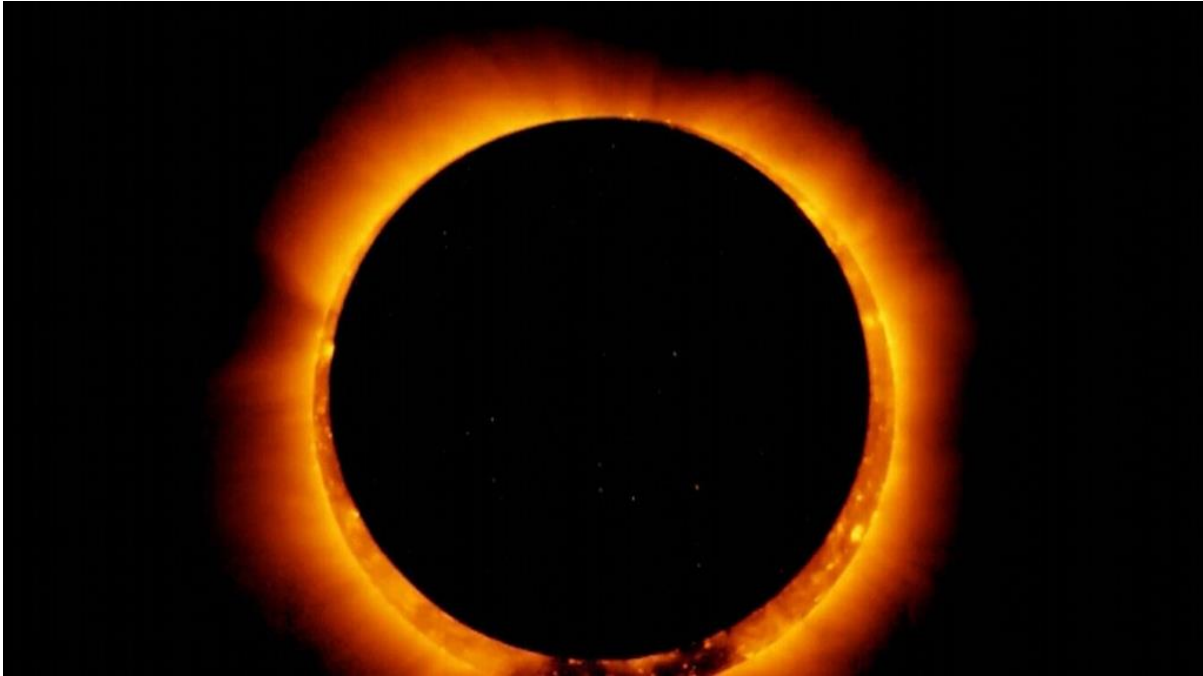


Tyendindenga Crossroads: Boom & Bust | Web Exclusive | TVO Original

[Tyendinaga](#), the main First Nation Territory of the Mohawks of the Bay of Quinte, lies between Belleville and Kingston on the Bay of Quinte. Although the land is rich with Indigenous culture and tradition, the people of Tyendinaga are in a constant fight to preserve their culture after centuries of oppression. The legacy of the territory now lies in the hands of the current generation, as they rebuild and strengthen their roots.

[WATCH NOW](#)

Media Spotlight



The biggest once-in-a-lifetime event is dominating the media as South Eastern Ontario tourism partners prepare for the solar eclipse in the path of totality!

[Kingston Prepares for Half million visitors](#)

[Brockville prepares for Eclipse visitors](#)



Destination Canada Launches a Multi-Million Dollar International Convention Attraction Fund

On March 19, 2024 – [Destination Canada](#) proudly introduced the International Convention Attraction Fund (ICAF), a three-year initiative aimed at boosting Canada's global competitiveness in attracting major international conventions, conferences, and events. The Fund, part of a \$50 million investment from the 2023 Federal Budget and a key component of the Federal Tourism Growth Strategy (FTGS), seeks to enhance Canada's capacity to host international events, with anticipated economic benefits of at least \$174 million for the Canadian economy.

[READ MORE](#)



Canada's lodging market normalizing, but growth continues

The pace of growth in Canada's lodging market slowed late in 2023 as things returned to more normalized levels after the “revenge travel” boom of 2022 that followed COVID-19 lockdowns, but there were still improvements in room demand and average rates across the country.

[LEARN MORE](#)



UN Adopts a New Global Standard to Measure the Sustainability of Tourism

A groundbreaking statistical framework, developed under the leadership of [UN Tourism](#), has been adopted by all 193 UN member states.

The Statistical Framework for Measuring the Sustainability of Tourism (MST) thus becomes the internationally agreed reference framework for measuring the economic, social and environmental aspects of tourism. This achievement is the fruit of a seven-year UN process led by Austria and Spain as co-chairs of the UN Tourism Committee on Statistics, with Saudi Arabia and Seychelles as co-vice chairs.

[Learn More](#)

If there are any topics you want to read about in a future newsletter, please email Lesley McDougall lmcdougall@region9tourism.ca with your ideas.

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OUR INDUSTRY PARTNERS





DESTINATION
ONTARIO





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