



From visitor to employee: Inspiring new Francophone Canadians through innovative tourism experiences



La Société Économique de l'Ontario est financée par le gouvernement du Canada par le biais du Fonds d'habilitation pour les communautés minoritaires de langue officielle



Let's get inspired!

1. Let's meet: Did you know? + Who we are / What we do
2. Let's learn: Tourism Trends & Recommendations
3. Let's French It Up! Inspiring case studies
4. Let's Wrap-Up: From visitors to employee - Ideas & Solutions

622,340[†]



Ontario has the **LARGEST FRENCH-SPEAKING MINORITY COMMUNITY** in Canada



11.2%
OF THE POPULATION
(1,490,390 people)
can SPEAK BOTH ENGLISH AND FRENCH



7% INCREASE
since 2011!

French is:

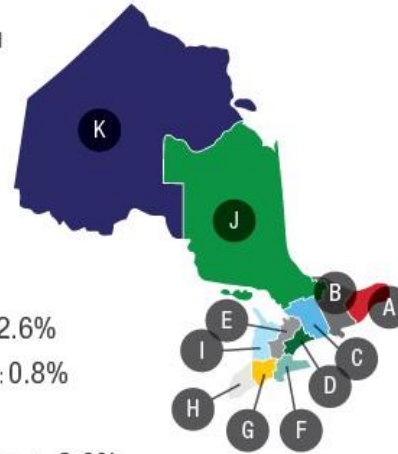
- the **MOTHER TONGUE** of **4% OF THE POPULATION** (527,690 people)
- the **FIRST OFFICIAL LANGUAGE** of **4.1% OF THE POPULATION** (550,600 people)

[†]Using the Inclusive Definition of Francophone, the French-speaking population in Ontario is 622,415.

1

WHERE DO **FRANCOPHONES LIVE?**

Most Franco-Ontarians live in the eastern part of the province, in and around Ottawa. Other main areas include north-eastern Ontario (Sudbury, North Bay) and central Ontario.



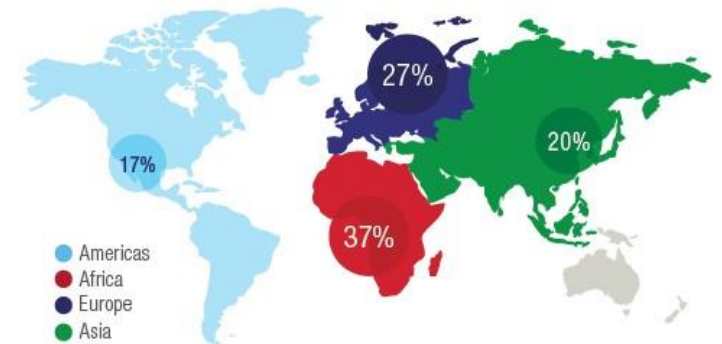
ECONOMIC REGIONS

- A Ottawa: 42.7%
- B Kingston–Pembroke: 2.6%
- C Muskoka–Kawarthas: 0.8%
- D Toronto: 19%
- E Kitchener–Waterloo–Barrie: 3.8%
- F Hamilton–Niagara Peninsula: 4.7%
- G London: 1.5%
- H Windsor–Sarnia: 2.9%
- I Stratford–Bruce Peninsula: 0.4%
- J Northeast: 20.7%
- K Northwest: 1.1%

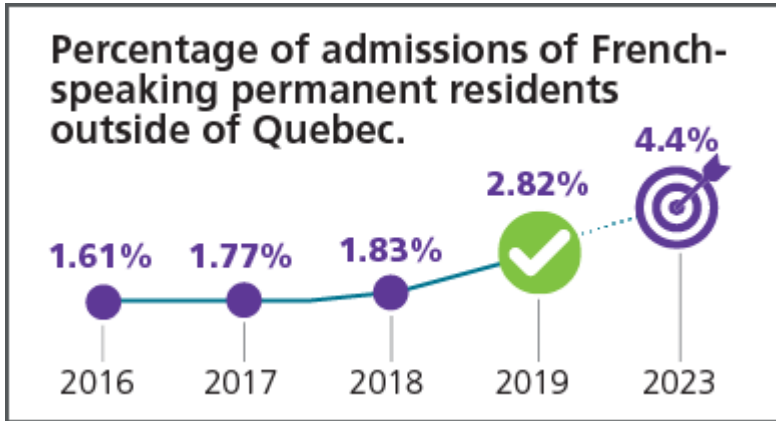
WHERE WERE THEY **BORN?**



WHERE WERE **FRENCH-SPEAKING IMMIGRANTS BORN?**



3



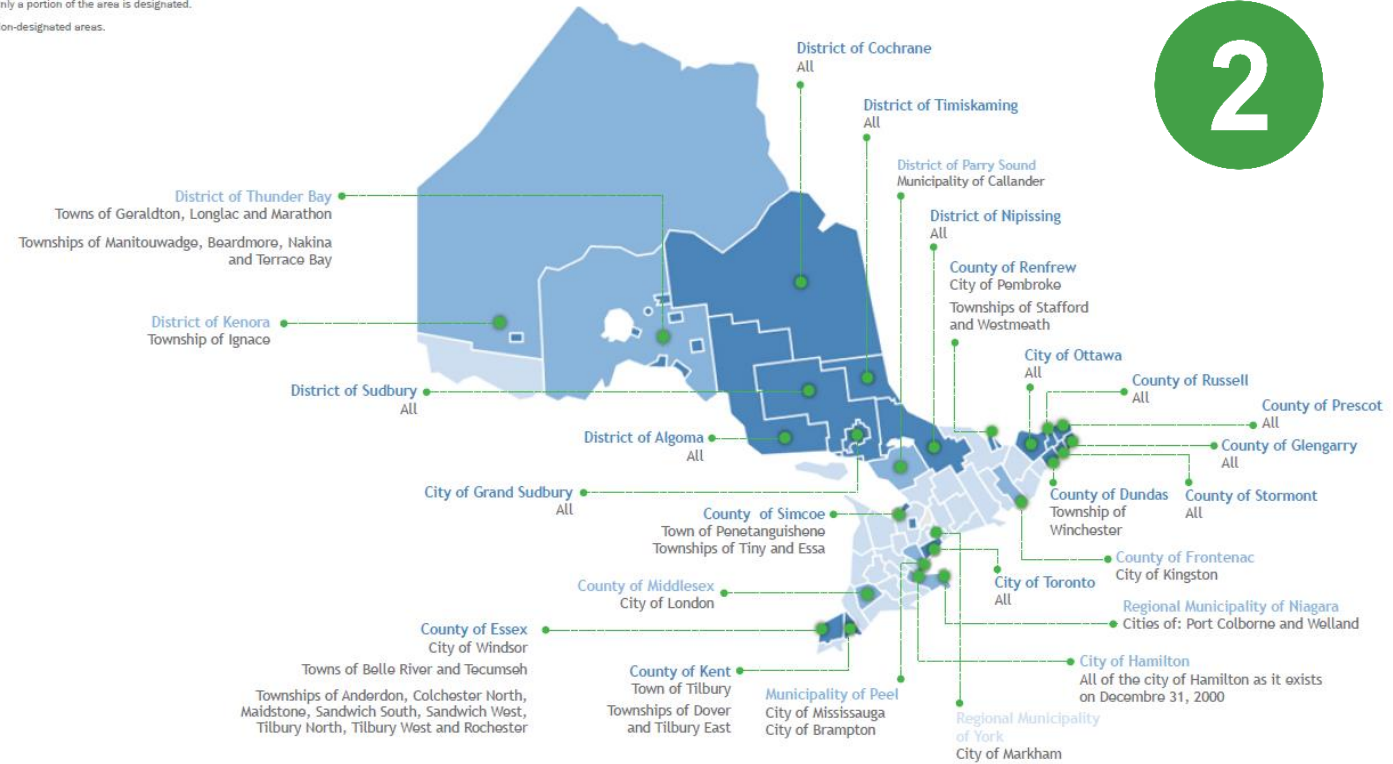
Francophone immigration outside Quebec

The [Francophone Immigration Strategy](#), announced in March 2019, aims to achieve a target of **4.4% of French-speaking immigrants of all admissions, outside of Quebec, by 2023.**

In 2019, about **8,500 French-speaking permanent residents** were admitted to Canada outside of Quebec, representing **2.82%** of all permanent residents admitted in Canada outside of Quebec.

Map highlighting the French Designated Areas in Ontario

- The whole area is designated under the FLSA.
- Only a portion of the area is designated.
- Non-designated areas.



2

4

Francophone settlement services

In 2019-2020, **51%** of French-speaking newcomers, outside of Quebec, received at least one settlement service offered by a Francophone service provider, up from **44%** in 2018–2019.



Let's meet: Who we are and what we do

Société économique de l'Ontario in a nutshell



Support for integration into the labour market - Job seekers, new Canadians, future immigrants

Our mission is to help francophones to integrate professionally in Ontario. We help them in their job search for employment.

- New and potential immigrants
- Job seekers

Special programs:

- ★ Carielle
- ★ Mentorat pan-canadien
- ★ **Workforce Development Solutions for the Tourism Industry (NEW)**

Support for businesses and Entrepreneurs

- Employers: HR and recruitment support (local and international)
- Businesses:
 - ◆ Online Training on Starting a Business
 - ◆ Customized Advice (GrowthWheel™)
 - ◆ Incubator (Hamilton)
 - ◆ Mentorship Program
 - ◆ Group Workshops & Networking
- Tourism Businesses/Employers:
 - ◆ Francophone Markets' intelligence
 - ◆ Route Champlain & Corridor Projects
 - ◆ *Classification nationale des services en français*®
 - ◆ **French It Up! Workshop + FTTS (TEN)**
 - ◆ **Toolkits & Best Practices (NEW)**
 - ◆ **Labour market data, Critical Path (SkillsPath) + TSNO RWG (NEW)**

Community Support (Tourism)

SÉO assists and advises communities and industry partners to recognize and take advantage of the added value and the economic, social and cultural contribution of Francophone and bilingual tourism in Ontario.

- Creating opportunities
 - ★ Projects & Partnership initiatives (Product development & Marketing).
- Developing Ontario's regions
 - ★ **Route Champlain (Northeastern)**
 - ★ **Corridor Canada**
 - ★ **101 Experiences (support)**

Tourism Projects, Partnerships & Initiatives

Route Champlain.ca

FEAST ON
CERTIFIED TASTE OF ONTARIO

L'Ontario en vélo®

Safe travels
by WORLD TRAVEL TOURISM COUNCIL tiao

Sustainable Tourism 2030

LE CORRIDOR
PATRIMOINE, CULTURE ET TOURISME FRANCOPHONE
CORRIDORCANADA.CA

LABORATOIRE D'INNOVATION TOURISTIQUE DE L'ONTARIO

ten tourism excellence north | tourisme d'excellence nord

OTEC develop. perform. succeed.®

Bienvenue!

fr

ITO Indigenous TOURISM ONTARIO

Camping In Ontario

NOTO

Resorts of Ontario

Attractions ON ATTRACTIONS ONTARIO

ONTARIO Tant à découvrir

L'Ontario en français

FIER MEMBRE
aito
Association de l'industrie touristique de l'Ontario

Proud Member of / Fier membre de
TIAC AITC
Tourism Industry Association of Canada
Association de l'industrie touristique du Canada

RDEE
Canada

SEO
SOCIÉTÉ ÉCONOMIQUE DE L'ONTARIO

ONTARIO TOURISM INNOVATION LAB



ONTARIO **TOURISM INNOVATION LAB**



**WHAT'S
YOUR NEW
TOURISM
IDEA?**



About the Lab



**WHAT'S
YOUR NEW
TOURISM
IDEA?**

The Tourism Innovation Lab is a non-profit tourism development incubator that was created to:

- Find, foster and support new tourism ideas, experiences and partnerships
- Cultivate and propel collaborations between the tourism and tech sectors
- Build a community of tourism entrepreneurs and innovators

Launched in Windsor Essex in 2018, the Lab and its "Spark" Program have expanded to 12+ regions across Ontario, and recently to British Columbia.

PARTNERSHIPS DRIVE INNOVATION

Founding Partners



BC Lead Partner



Program Lead



Tourism Industry Partners





WHAT'S YOUR NEW TOURISM IDEA?

“Spark” Mentorships & Grants Program



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INNOVATION
LAB**

The "Spark" Program provides selected candidates with mentorship and seed funds to help take their new tourism ideas to the next level of development.

Program delivery includes:

- Regional program development
- Media launch and marketing campaign
- Applications intake and review jury
- Finalists Pitch Session (Dragon’s Den-style event)
- Selection of 3 “Spark” winners who each receive:
 - 3 month mentorship
 - \$3,000 seed grant
- Additional partner support and resources



WHAT'S YOUR NEW TOURISM IDEA?

Our progress since 2018

- 50+ program partners across Canada
- 16+ regional “Spark” Programs delivered
- 1 Indigenous Tourism Skode Program launched
- 300+ “Spark” applications received
- 15 pitch sessions held (in person and virtual)
- 80+ review jurors and pitch session judge panel volunteers
- 55+ “Spark” winners received grants and mentorships
- 55+ volunteer mentors recruited and matched
- 4 Digital Shift Virtual Workshops
- 2 Tourism Innovators Roundtables



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WHAT'S YOUR NEW TOURISM IDEA?

MENTORSHIPS
GRANTS
COMMUNITY



www.tourisminnovation.ca



Let's learn: Trends & Recommendations

Reaching the perfect balance in the midst of COVID



An authentic, sustainable & attractive offer

Ontario regional Francophone & bilingual tourism experiences are safe, culturally rooted and transformative.



DESTINATION ONTARIO



A quality, shoulder season, off-the beaten path visitor

Confidence has been restored, visitors feel safe and welcomed, they prioritize longer stays in shoulder seasons and in less traveled rural or small town destinations.

A welcoming and trusting host community

Locals are involved in tourism development strategies and feel safe to welcome visitors from outside their region/province/country.



Market Trends: Innovate to Adapt

Making Up for Lost Time with Longer Trips

To make up for lost time, travelers are finally using their full vacation days and taking advantage of more flexible working conditions with “flexcations” – a longer stay mixing work and play. This is resulting in longer trips, as well as a strong increase in vacation rental demand quarter-over-quarter. Travelers are booking more stays of at least 7 nights at Vrbo vacation homes this summer, exceeding pre-pandemic levels.



1



Domestic Travel Here for the Foreseeable Future

Even with COVID-19 vaccine distribution ramping up, many travelers are continuing to take trips closer to home – opting for beach and city destinations – and choosing car travel as their preferred mode of transportation. As travelers look ahead to late spring and summer travel, road trips will continue to eclipse air travel and other transportation methods.

Expedia Group™ Media Solutions

2

Market Trends: Innovate to Adapt

Health & Hygiene Expectations Continue to Evolve

Since the start of the pandemic, health- and hygiene-related factors have grown in importance for travelers. However, as consumer confidence continues to grow, there are signs that travelers are prioritizing more traditional decision-making drivers, such as cost and convenience.



3



4

Inclusion & Diversity

At Expedia Group, our mission is to power global travel for everyone, everywhere. Our teams have been hard at work building out [meaningful inclusivity resources](#) that our brands and teams can leverage to ensure travelers are represented and our partners can join our intentional position in this space.



Expedia Group™ Media Solutions

Recommendations

1

LONGER TRIPS

Invest to ensure a **strong web presence** and to offer an **efficient reservation platform** (bilingual, simple, accessible, etc.).

View hybrid business events as an opportunity to **expand the business immigration audience** and showcase content.

Capitalize on new Canadians' financial situation by proposing **targeted and innovative offers and packages**.

Develop **partnerships with local organizations** (day camps, outdoor clubs, sports centers, daycares, etc.) to offer **long-stay packages to families during the summer vacations**.

2

DOMESTIC TRAVEL

Promote **local producers, artisans and craftspeople** by promoting their products and services online, but also by facilitating the **consolidation of strategic partnerships**.

Propose offers that fit the **needs of teleworkers** and adapt them according to the composition of their household.

Offer new types of **agri-tourism products** such as virtual tastings.

Plan a better framework for **outdoor activities** and the use of recreational amenities in order to maximize the economic benefits for the regions visited.

Recommendations

3

H & H EXPECTATIONS

Apply to get the *Safe Travels Stamp* accreditation (TIAO)

Make information accessible (and available in French!), especially on the outskirts of urban centers, where new Canadians often reside



4

INCLUSION & DIVERSITY

Taylor content to **inspire new Canadian customers on social media** and **expand marketing campaigns aimed at them**

Be thoughtful in representing **a variety of perspectives** and **assemble diverse imagery in your advertisements** (e.g. race, ethnicity, age, ability, gender)

Avoid using images with political or controversial landmarks, monuments or depiction that may be tied to or encourage racism and/or an oppressive history (e.g. plantation houses, colonial statues, confederate flags, etc.)

Use inclusive language and gender-neutral tone in your copy (*Gender-neutral language is the form of language that is not biased toward a particular sex or social representation of gender*)



Let's French It Up! Inspiring case studies

Innovation & Outdoor / Nature adaption toolkits (2020-21)



ADAPTATION SOLUTIONS TOOLBOX FOR OUTDOOR TOURISM EXPERIENCES

- Intended for tourism operators
- Offers concrete solutions for adapting the offer during the post-pandemic recovery
- Five adaptation solutions, both inspirational and practical.
- Each solution's advantages and supported with examples of best practices that illustrate it in a concrete way
- For each solution - several practical tips to help implement it



FRANCOPHONE TOURISM CASE STUDIES

This toolkit will help Northern Ontario tourism operators pivot to adapt to new travellers' expectations and foster new cultural and bilingual tourism experiences, products and services.

- 1) Build partnerships
- 2) Diversify your activities
- 3) Focus on outdoor design
- 4) Create a Tour
- 5) Rethink your venues

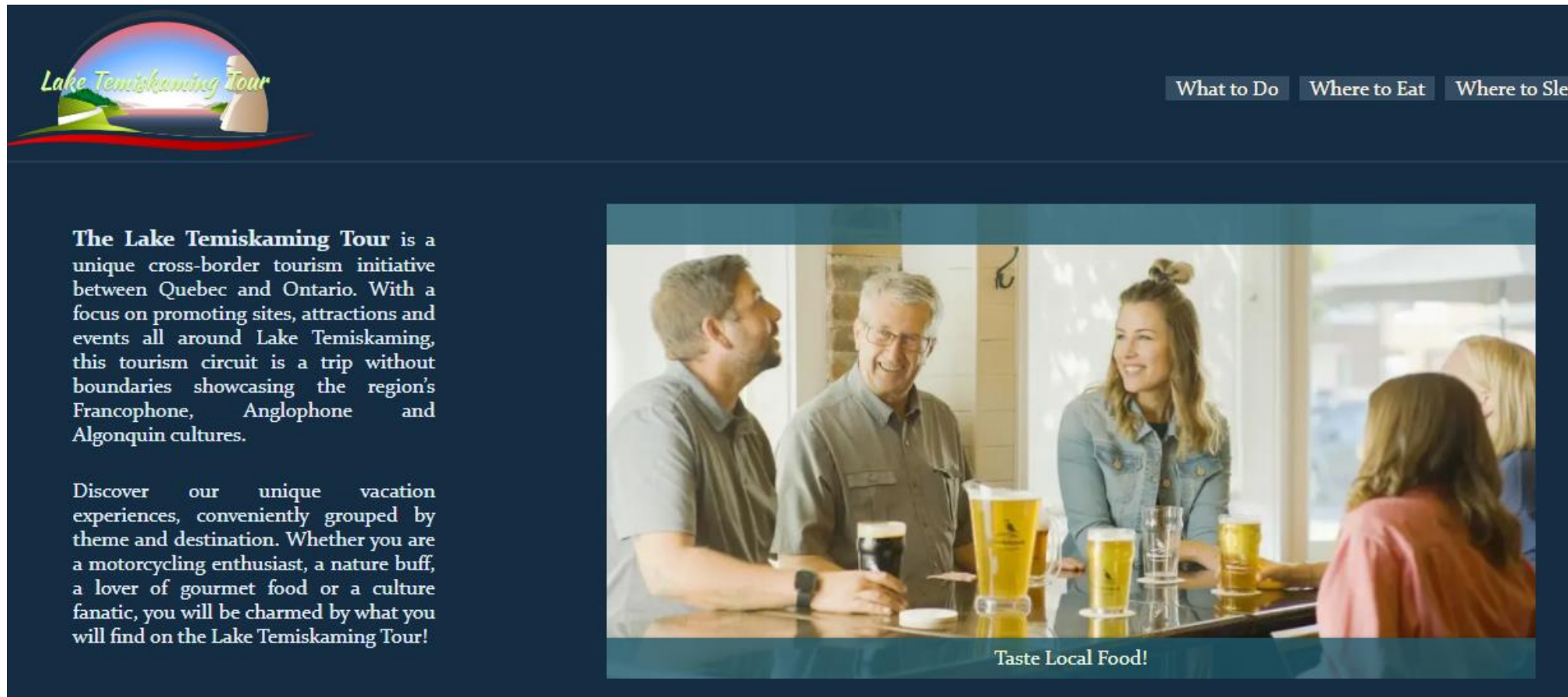


Source : [Heather's Heart](#)



Francophone Tourism Case Study #1

[Le Tour du lac Témiscamingue / The Lake Temiskaming Tour](#)



Lake Temiskaming Tour

What to Do | Where to Eat | Where to Sleep

The Lake Temiskaming Tour is a unique cross-border tourism initiative between Quebec and Ontario. With a focus on promoting sites, attractions and events all around Lake Temiskaming, this tourism circuit is a trip without boundaries showcasing the region's Francophone, Anglophone and Algonquin cultures.

Discover our unique vacation experiences, conveniently grouped by theme and destination. Whether you are a motorcycling enthusiast, a nature buff, a lover of gourmet food or a culture fanatic, you will be charmed by what you will find on the Lake Temiskaming Tour!

Taste Local Food!

Francophone Tourism Case Study #1

[Le Tour du lac Témiscamingue / The Lake Temiskaming Tour](#)

Francophone Tourism Strategies:

- Fully bilingual website and marketing materials
- Most tourism staff and business owners in the region are bilingual
- Annual industry fam tour held with up to 150 participants from Ontario, Quebec and First Nations partners – “One Lake Two Provinces Three Cultures”

What's Next?

- 15 culinary experiences have been developed in the region in partnership with the Culinary Tourism Alliance and local tourism businesses, with plans to expand to include more businesses, training opportunities, and marketing.
- Expanded marketing and promotions in Ontario and Quebec

Francophone Tourism Case Study #2

[Manitoulin Island Cycling Advocates \(MICA\)](#)



Francophone Tourism Case Study #2

[Manitoulin Island Cycling Advocates \(MICA\)](#)

Francophone Tourism Strategies:

- Bilingual tourism info, website, maps, trailheads, guided tour services upon request

What's Next?

- Developing more self-guided itineraries and guided cycle tourism packages
- Looking to include the significant French history, trade routes, and historical sites on the island in itineraries, marketing, and tours
- Identifying road routes to French historical sites and advocating for installation of paved shoulders to enable safer access
- Working with SÉO to develop more Francophone tourism product and promotions
- Translating self-guided itineraries of the islands cycling routes

Francophone Tourism Case Study #3

Blaq Bear Eco Adventures



Francophone Tourism Case Study #3

[Blaq Bear Eco Adventures](#)

Francophone Tourism Strategies:

- Owner/operator is bilingual
- Bilingual website, some marketing materials were translated into French
- Attendance at tourism and outdoor consumer shows in Quebec
- Quebec market is interested in cycling, outdoor adventures, and the Group of Seven

What's Next?

- Looking to develop and translate new cultural and culinary/food tours, including French Canadian and Metis experiences highlighting the rich history in the Sault Ste Marie area
- Looking to translate the mountain biking package and tour

Francophone Tourism Case Study #4

Terego

The screenshot shows the homepage of the Terego website. At the top, there is a navigation bar with links for 'FR', 'CONTACT', and 'ABOUT US' on the left, and 'Sign In - TRAVELLER / PRODUCER' and 'CART' on the right. The Terego logo is prominently displayed in a red circle. Below the navigation, there are links for 'Parking network', 'Subscribe', 'Shop', 'Experience', 'Events', and 'Blog'. The main hero section features a large image of a white RV parked in a lush green field with trees in the background. Overlaid on this image is the headline 'A Tasty Alternative to Camping' in large white text, followed by the sub-headline 'Overnight RV parking at Canadian farms, breweries, wineries, and so much more'. A 'SUBSCRIBE' button is positioned over the bottom of the RV. On the right side of the hero image, there is a vertical text label 'Overnight RV parking on an orchard' with a location pin icon. At the bottom of the page, there are three filter buttons: 'Category Choose a category +', 'Provinces Choose a province +', and 'Availability Browse calendar +'. A large red 'VIEW ALL' button is located on the right side of the filter area.

FR CONTACT ABOUT US

Sign In - TRAVELLER / PRODUCER CART

Terego

Parking network Subscribe Shop Experience Events Blog

A Tasty Alternative to Camping

Overnight RV parking at Canadian farms, breweries, wineries, and so much more

Overnight RV parking on an orchard

SUBSCRIBE

Category Choose a category + Provinces Choose a province + Availability Browse calendar + VIEW ALL

Francophone Tourism Case Study #4

Terego

Francophone Tourism Strategies:

- Online platform is bilingual and hosts are advised many visitors will be Francophone (25-30% of hosts in Ontario can offer service in French)
- Hosts/locations that offer service and communication in French are identified
- Fully or partially bilingual hosts use the opportunity to use/practice their French
- Connecting with regional Francophone community and industry groups to find hosts

What's Next?

- Expanding the network of hosts in Ontario, Maritimes and western Canada
- Membership of RV enthusiasts is doubling every year, need to expand number of hosts to offer more and new places to visit



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LAB**



Let's Wrap-Up: From visitors to employee Visit-Stay-Work

From visitor to employee? How new Francophone Canadians can help bridge the workforce gap



50%

Interest in Pursuing a Career in Tourism

New immigrants significantly more likely to agree that tourism provides a good opportunity for new immigrants to enter the Canadian job market.

- New Immigrants (- 5 yrs) most likely to pursue a full time career in tourism (18%)
- Visible Minorities also more likely to pursue a full time career in tourism (18%)
- Must often take low paying jobs in the tourism industry (39%)

23%

Reasons for Working in Tourism

New immigrants significantly more likely to have worked in tourism as a result of the positive perception of the industry.

18% & 13%

Reasons for Never Working in Tourism

In line with a lack of understanding of the industry, results revealed that:

- New immigrants have not worked in the tourism industry as they know too little about the career opportunities available
- There are not enough opportunities for advancement/promotion

From visitor to employee? How new Francophone Canadians can help bridge the workforce gap



43% (Top 2)

Perceived Career Opportunities in Tourism

New immigrants with experience working in the tourism industry view working in the tourism industry as an excellent career opportunity.

- 37% (Top 2) of respondents also agree.
- 51% of respondents with experience in the tourism industry agree with this.

51% (Top 2)

Appeal of Working in Tourism

New immigrants who have worked in tourism were more likely to agree that a career in tourism is attractive.

- 48% (Top 2) of respondents who have worked in tourism were more likely to agree

50% (Top 2)

Opportunities for Visible Minorities and New Immigrants

New immigrants significantly agree that tourism is a good way for new immigrants to enter the Canadian job market.

- 36% of Visible minorities agreed that they must often take jobs due to a lack of other opportunities
- 39% (Top 2) must often take low paying jobs in the tourism industry

58%

Recommend a Career in Tourism to Others and Desirability of Careers in Tourism

New Canadians are significantly more likely to recommend a career in tourism.

- Respondents who identified as a visible minority and/or new immigrant reported significantly greater interest across all careers.

From visitor to employee? How new Francophone Canadians can help bridge the workforce gap

The Francophone Integration Pathway consists of several innovative initiatives:

Welcoming Francophone Communities Initiative

14 selected communities will receive \$12.6 million (2020 to 2023) for projects to support French-speaking newcomers feel more welcome.

Language training

- In 2019, IRCC's Settlement Program launched **new official language training services for French-speaking newcomers who settle in Francophone communities outside of Quebec.**
- 7 organizations were selected to receive up to \$7.6 million over 4 years.
- **Language courses help newcomers develop language skills they need at work and in their new Francophone communities.**

Source: [2020 Annual Report to Parliament on Immigration](#), Immigration, Refugees and Citizenship Canada





Call to action – Passons à l'action!

To better assess your needs as an employer, could you let us know if:

Afin de mieux évaluer vos besoins en tant qu'employeur, pourriez-vous nous faire savoir si :

Share your ideas!

Please connect with us!



SEO-ont.ca



Isabelle de Bruyn
Project Manager, Tourism
613 590-2493 ext. 305
idebruyn@seo-ont.ca



Justin Lafontaine
Program Lead, OTILab
416-712-8819
info@tourisminnovation.ca



Anne-Marie Forcier
Project Coordinator,
Tourism
613 590-2493 ext. 315
aforcier@seo-ont.ca



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**MERCI ! THANK YOU!
MIIGWETCH!**



NORTHERN • ONTARIO
TOURISM
TRAINING WEEK