

NORTHERN • ONTARIO
TOURISM
TRAINING WEEK

APRIL
12-14
2022

Welcome Back!

A look at what to expect Summer 2022



Housekeeping



The webinar recording will be available on the **DNO website**.



Slides and recording will be available for download from the **DNO website**.



A **brief survey** will be available on your screen after today's webinar.



Q & A chat is available during this webinar.



If handouts are available, they will be listed in the **handouts pane**.

AGENDA

- 1. Current Situation - New Realities
– Post COVID-19**
- 2. Consumer Sentiment towards
Travel**
- 3. Leisure Travel**
- 4. Business Travel**
- 5. Predictions & Expectations**



“

"The future belongs
to those who prepare
for it today."

--*Malcolm X*

”

**Current Situation - New Realities – Post
COVID-19**

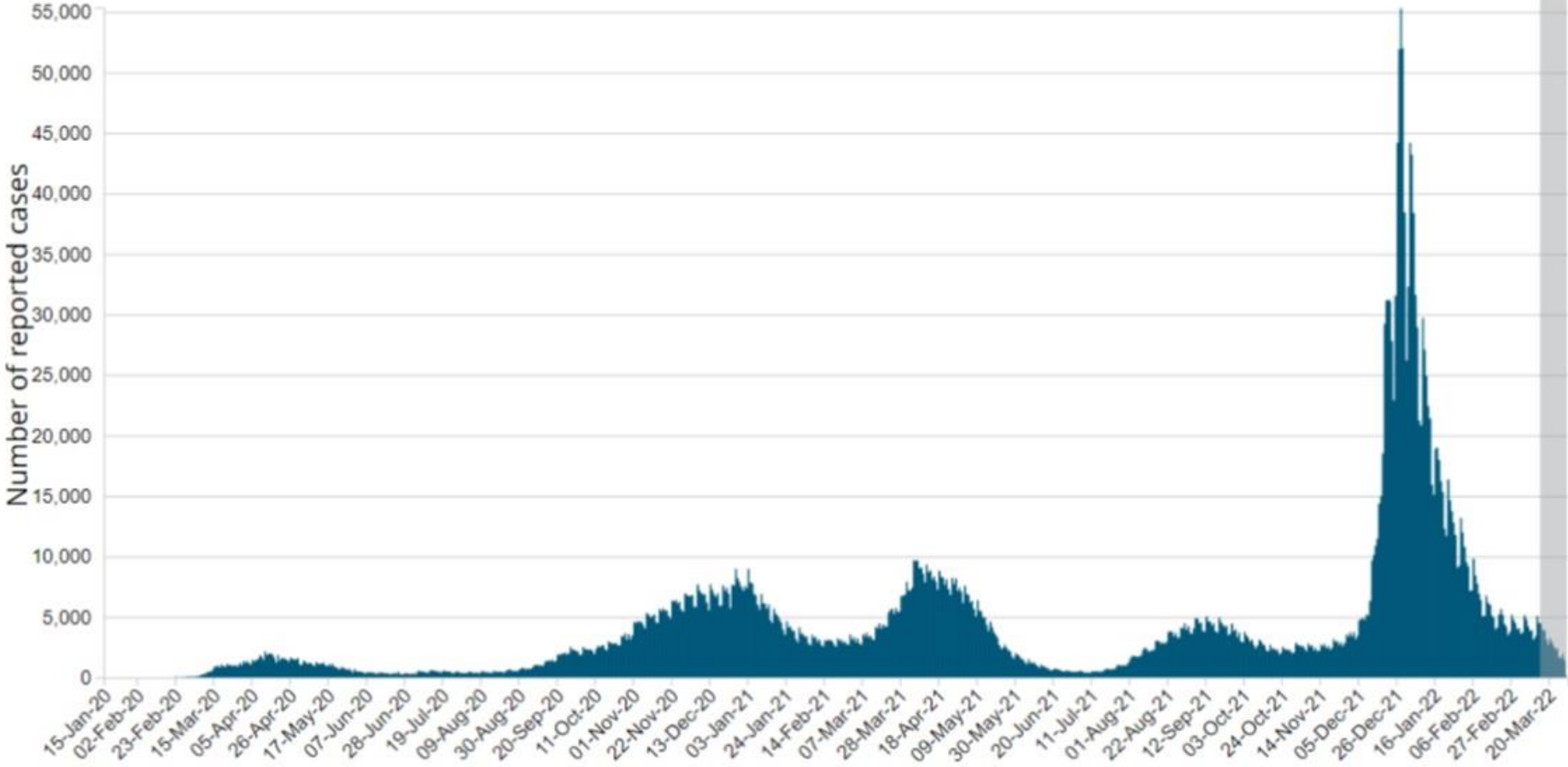
SECTION 01



Heading in the Summer of 2022...what are we currently facing?

SECTION 01

April 1, 2022, 8 am EST



COVID-19 Impact and Recovery Report: Domestic Summary

Updated: March 22, 2022



This document provides a summary of the situation across all provinces and territories.

LEGEND:

Overall Assessment¹

- I COVID-19 Response
- II Hyper Local
- III Intra-provincial
- IV Inter-provincial
- V Tentative International
- VI Regularized International

Timeline of overall assessment for each province and territory

	26 Dec	02 Jan	09 Jan	16 Jan	23 Jan	30 Jan	06 Feb	13 Feb	20 Feb	27 Feb	06 Mar	13 Mar	20 Mar	27 Mar	03 Apr	10 Apr	17 Apr	24 Apr	01 May	08 May	15 May	22 May		
British Columbia	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Alberta	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Saskatchewan	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Manitoba	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Ontario	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Quebec	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
New Brunswick	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Nova Scotia	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Prince Edward Island	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Newfoundland & Labrador	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Yukon	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Northwest Territories	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV
Nunavut	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV	IV

□ Indicates a forward phase progression □ Indicates a backward phase regression

Nunavut
No self-isolation requirements for residents returning from out-of-territory for domestic leisure travel.
V Tentative International

Northwest Territories
No self-isolation requirements for residents returning from out-of-territory for domestic leisure travel. A mask for a self-isolation plan within 24 hours of arrival.
V Tentative International

Yukon
No self-isolation requirements for residents returning from out-of-territory for domestic leisure travel.
IV Inter-Provincial

British Columbia
No self-isolation requirements for residents returning from out-of-province for domestic leisure travel.
V Tentative International

Alberta
No self-isolation requirements for residents returning from out-of-province for domestic leisure travel.
IV Inter-Provincial

Saskatchewan
No self-isolation requirements for residents returning from out-of-province for domestic leisure travel.
V Tentative International

Manitoba
No self-isolation requirements for residents returning from out-of-province for domestic leisure travel.
IV Inter-Provincial

Ontario
No self-isolation requirements for residents returning from out-of-province for domestic leisure travel.
IV Inter-Provincial

Quebec
No self-isolation requirements for residents returning from out-of-province for domestic leisure travel. Residents returning to Montreal or Quebec City from out-of-province may be required to self-isolate.
IV Inter-Provincial

New Brunswick
No self-isolation requirements for residents returning from out-of-province for domestic leisure travel.
V Tentative International

Newfoundland and Labrador
No self-isolation for fully vaccinated residents returning from out-of-province for domestic leisure travel.
IV Inter-Provincial

Prince Edward Island
No self-isolation for fully vaccinated residents returning from out-of-province for domestic leisure travel, following testing procedures.
V Tentative International

Nova Scotia
No self-isolation requirements for residents returning from out-of-province for domestic leisure travel.
VI Regularized International

Ontario IV No self-isolation requirements for residents returning from out-of-province for domestic leisure travel. Inter-Provincial

¹For additional information on methodology and a description of the recovery signals, please see [Methodological Notes](#).

Table 1. Risk Assessment for Omicron variant sub-lineage BA.2

Issues	Risk Level	Degree of Uncertainty
Increased Transmissibility	High	Moderate
Disease Severity	Moderate	Moderate
COVID-19 Re-infection	High	Moderate
Lowered Vaccine Effectiveness/Breakthrough Infections	High	Moderate

April 27 – All remaining mask requirements are lifted

- Mask requirements are removed in all remaining settings
- All remaining orders under the Reopening Ontario Act expire



<https://unsplash.com/@mbaumi>

New Realities in a Post Pandemic World



Changes in how we Travel & Dine



....Diners understand that restaurants were hit hard by COVID-19, and now more than ever are willing to use a deposit to secure a table when making a reservation.

- Helps business
- Helps staff
- Holds diners accountable

SECTION 01



The trend of no more daily housekeeping — while largely initiated by COVID-19 — has become the norm at many hotels. During the pandemic's early days, when transmission was more of a mystery, many hotels cut housekeeping services to reduce contact between strangers. But more than two years later, housekeeping still hasn't returned.

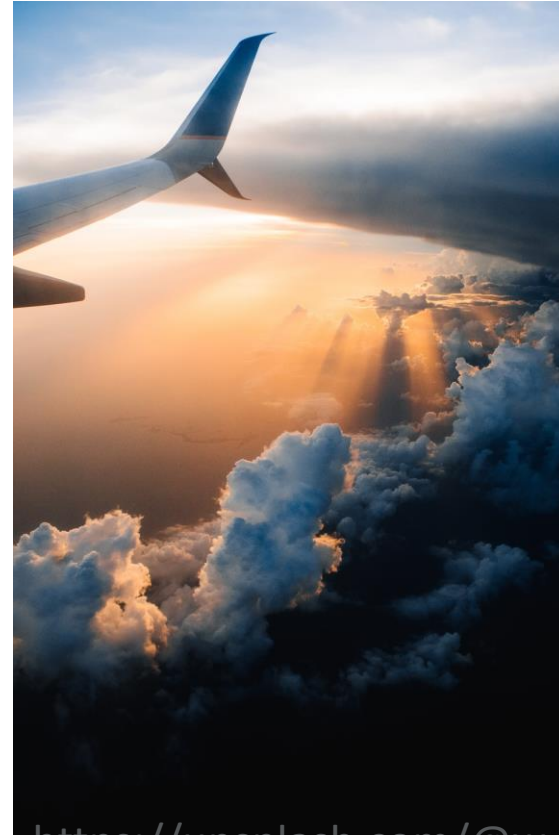
SECTION 01



Source – Destination Canada Tourism’s Big Shift: Key Trends Shaping the Future of Canada’s

Reduced Transportation Availability

In the short to medium term, availability of transportation — both air and ground — will be limited, posing barriers to connecting travellers with their destinations.



<https://unsplash.com/@wistomsin>

“Business confidence, GDP, and employment growth are trending upwards after record lows in 2020. However, the road ahead remains uncertain for businesses :

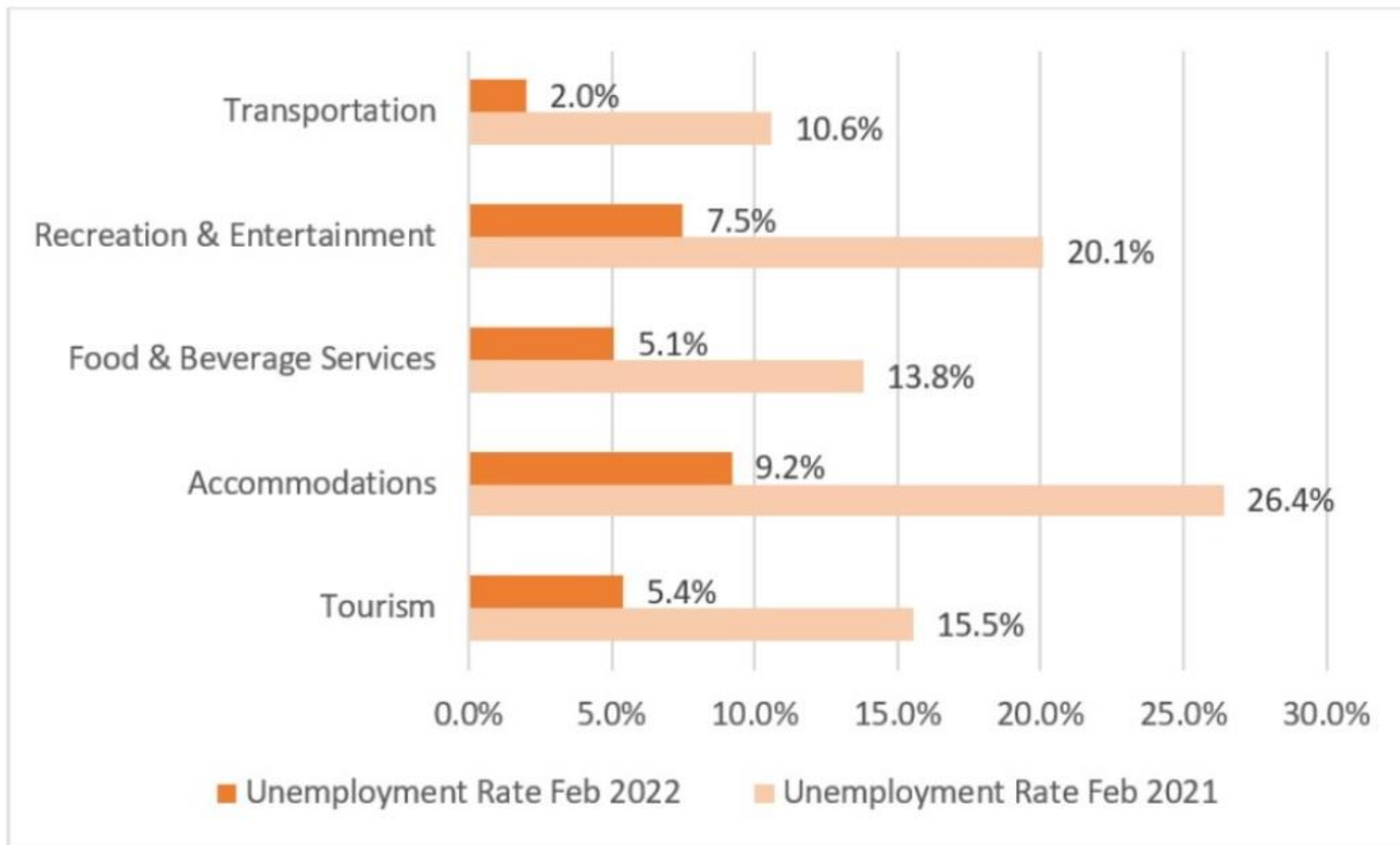
- labour shortages,
 - supply chain disruptions,
 - inflation
- are hitting home,”

Toronto Star - Thu., Feb. 3, 2022



<https://unsplash.com/@timmossholder>

Tourism Unemployment Rates by Industry Feb. 2021 vs. Feb. 2022 (seasonally unadjusted)



Posted on [March 23, 2022](#) by [Tourism HR Canada](#)

If you're planning a summer vacation driving in Canada, you could have to pay as much as \$1.75 a litre for regular gasoline, according to a fuel analyst.



<https://unsplash.com/@enginakyurt>

Quoted by Dan McTeague, the president of Canadians for Affordable Energy, who also runs the website Gaswizard.ca.

- Surging demand for fuel
- Supply shortage
- Low Canadian dollar
- Rising oil prices – highest in 14 years
- Carbon taxes
- War in Ukraine (Russia's role in oil & gas)
- Shift towards green energy

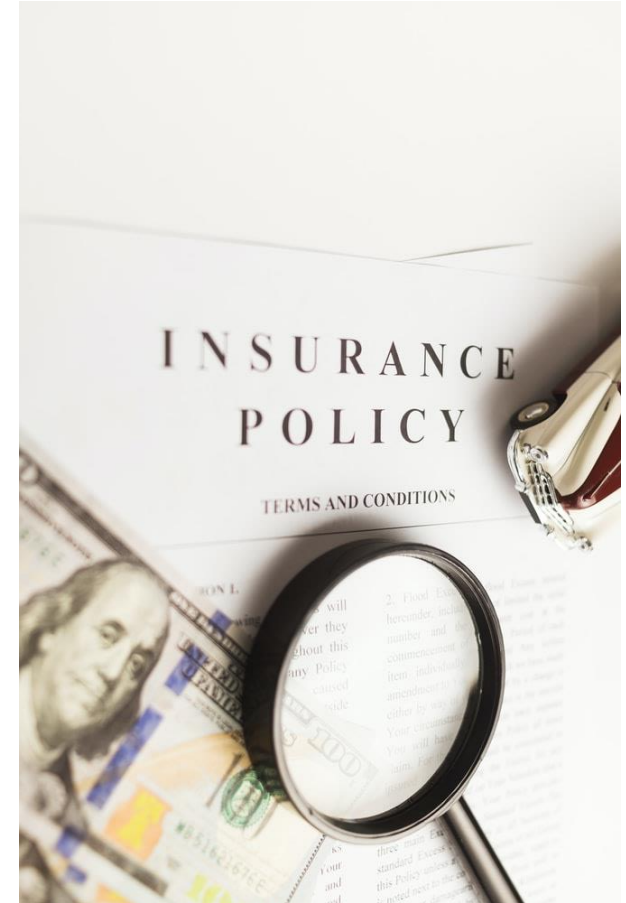


<https://unsplash.com/@jakobnoahrosen>

Quoted by Dan McTeague, the president of Canadians for Affordable Energy, who also runs the website Gaswizard.ca.



After a year of unprecedented floods, fires, droughts and heat, Canadians know that climate change has come home to roost. Skyrocketing **insurance rates** are going to impact everyone, travellers included.



<https://unsplash.com/@vladdeep>

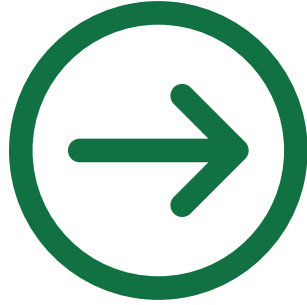
DMO Funding



According to a 2020 survey by Destination Analysts, budgets for DMOs have fallen by nearly 60% on average in Canada

DMOs have taken on a range of new roles to support their local industry — securing emergency funding, finding alternative revenue streams, taking on a stronger advocacy role, advising tourism businesses on government grant and funding applications, and more.

As the industry recovers, there will be a lag in the return of funding to these organizations, which may require a reordering of priorities and responsibilities.



POLL via Chat

Like the housekeeping example are there changes that occurred in your business, during the pandemic, that you will be continuing.

- Please answer in the chat box.



Consumer Sentiment towards Travel

SECTION 02



Heading in the Summer of 2022...What can we expect?

Feeling Safe and Ready to Travel

- Destination Canada Consumer Sentiment study
- Staying close to home is still a top consideration
- Welcoming others is opening up but time still needed

Destination Canada Resident Sentiment – March 29, 2022

Comparison by Region / Comparaison par région I feel safe to travel / Je me sens à l'aise de voyager

% Somewhat / Strongly Agree % Tout à fait d'accord / Plutôt d'accord	BC/C.-B. (n=207)	AB/Alb. (n=200)	SK/MB Sask./Man. (n=200)	ON/Ont. (n=607)	QC/Qc (n=411)	ATL (n=200)
Communities near me / ... dans des communautés voisines à la mienne	92%	91%	80%	89%	87%	88%
Communities in my province / ... dans des communautés de ma province	84%	86%	79%	83%	84%	84%
Other provinces or territories in Canada / ... dans d'autres provinces ou territoires du Canada	70%	78%	71%	73%	74%	60%
The United States / ... aux États-Unis	41%	53%	48%	42%	51%	32%
Internationally / ... dans d'autres pays	36%	45%	37%	36%	45%	24%

Green text indicates significantly higher than at least one other region @ 95% confidence
 Red text indicates significantly lower than at least one other region @ 95% confidence
 To what extent do you agree or disagree with each of the following statements?
 "I feel safe to travel to..."

Le vert indique un résultat considérablement plus élevé qu'au moins une autre région (confiance à 95 %)
 Le rouge indique un résultat considérablement moins élevé qu'au moins une autre région (confiance à 95 %)
 Dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants?
 « Je me sens à l'aise de voyager... »

Ontario

Urban vs Rural / Urbain vs rural

% Somewhat/Strongly Agree % Tout à fait d'accord/Plutôt d'accord	Rural/Rural (n=98)*	Urban/Urbain (n=504)
Communities near me / ... dans des communautés voisines à la mienne	94%	89%
Communities in my province / ... dans des communautés de ma province	89%	83%
Other provinces or territories in Canada / ... dans d'autres provinces ou territoires du Canada	74%	73%
The United States / ... aux États-Unis	48%	42%
Internationally / ... dans d'autres pays	42%	36%

* Small base size (<100), interpret with caution.

Green text indicates significantly higher than at least one other region @ 95% confidence

Red text indicates significantly lower than at least one other region @ 95% confidence

Base: Ontario

To what extent do you agree or disagree with each of the following statements?

"I feel safe to travel to..."

* Base constituée d'un petit nombre de répondants (<100) – il faut interpréter les résultats avec prudence.

Le vert indique un résultat considérablement plus élevé qu'au moins une autre région (confiance à 95 %)

Le rouge indique un résultat considérablement moins élevé qu'au moins une autre région (confiance à 95 %)

Niveau de référence : Ontario

Dans quelle mesure êtes-vous d'accord avec chacun des énoncés suivants?

« Je me sens à l'aise de voyager... »

Leisure Travel

SECTION 03



- Canada, is a country widely perceived as
 - Safe
 - Clean
 - Well-managed
 - Highly vaccinated
 - Offers abundant outdoor experiences
- In this challenging new tourism environment, **Canada has a competitive edge.**





A staggering 79% of travellers are now booking within 14 days of their stay date, up from 24% in the previous year, according to STR.

LONDON, Feb. 08, 2022 (GLOBE NEWSWIRE)

More last minute than ever

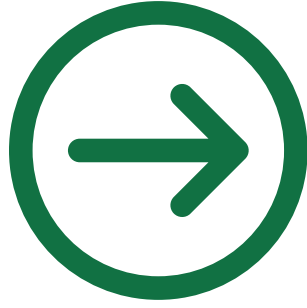


Flexibility remains a priority for many travellers: Nearly one in three travellers say that an accommodation provider's cancellation policy is one of the top three factors influencing a booking.)

LONDON, Feb. 08, 2022 (GLOBE NEWSWIRE)

Staycation Expectations High

- Google trends show searches for the word “staycation” peaked in Canada during the first week of January 2022 when compared across the extent of the pandemic.
- In Ontario, the government unveiled a [staycation tax credit for 2022](#) that will give residents the chance to reimburse 20 per cent of the cost of their stay at in-province accommodations.



POLL

Compared to the same time in 2019 in relation to business on the books for the coming season:

- I have more business on the books
- I have about the same
- I have less business on the books

Corporate and Meeting Travel

SECTION 04



But even people who have spent decades on the road say that the pandemic has made them realize that technology has finally made it feasible to have good communication without traveling.

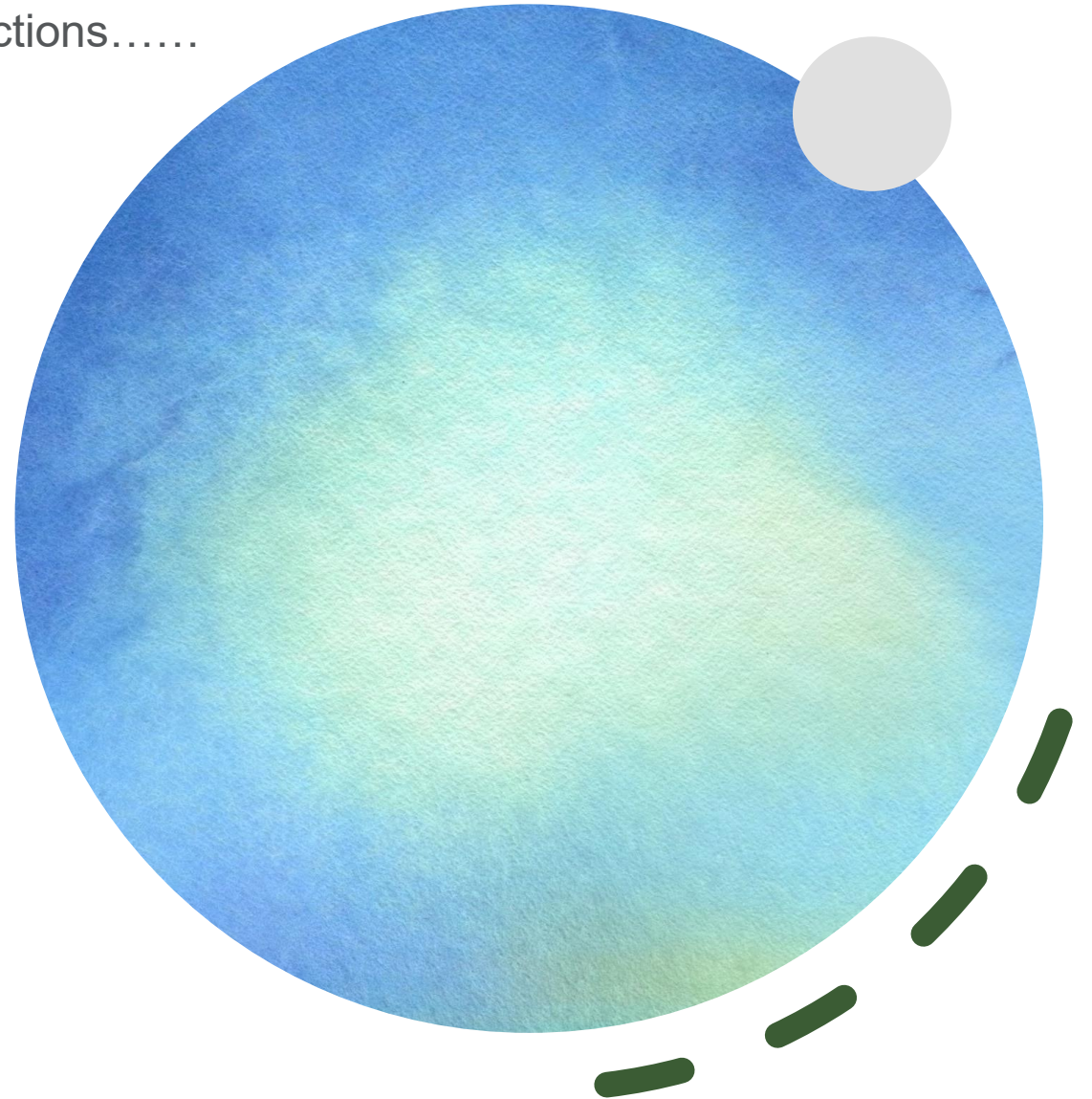


Image credit -
<https://unsplash.com/@maltehelmhold>

Ariane Gorin, President of Expedia for Business: Predictions.....
Business Travel 2022

Travel companies that prioritize safety and well-being, innovative solutions, and transparent communication will be the clear leaders as the entire industry shifts from survival mode into accelerated demand and growth

“Still, travelers are preparing themselves for possible trip changes as COVID-19 persists, and they want an array of options at their fingertips.



Getting Back to Business: An Outlook on Events in 2022

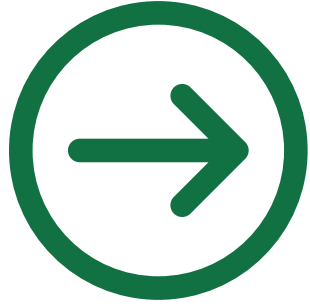
- **An in-person rebound is coming:** 50% of companies plan to host more in-person events in 2022.
- **Virtual events are here to stay:** 92% of companies continued hosting virtual events even when in-person events resumed, and 46% plan to host more virtual events in 2022 than they did in 2021.
- **Hybrid events are part of the new normal:** 79% of companies expect to host hybrid events in 2022.
- **It's time to invest in technology:** 67% of companies use the same event technology as before COVID-19 and 59% plan to increase their investment in 2022.



Predictions & Expectations

SECTION 05





POLL

What are your predictions for business volume and revenues for your business

- Lower than 2019
- About the same as 2019
- Somewhat higher than 2019
- It will be a phenomenal season



plan to take at least one vacation with family and friends in the next six months.



are most interested in frequent short trips. As people head back into the office and kids remain in school, individuals and families may be looking for more quick doses of adventure.



of those who often work remotely will take a “bleisure” style trip — extending a work trip for leisure, or vice versa.

**Traveler Value Index
2022 Outlook
Expedia Group**

62%

diligently follow COVID-19 guidelines when they travel.

54%

pick a destination known for strong COVID-19 safety protocols.

48%

choose a destination with low COVID-19 case counts.

37%

are prepared to pay higher prices.

27%



are willing to postpone travel plans due to labor shortages and the impact of COVID-19.

21%

tip more than normal.

**Traveler Value Index
2022 Outlook
Expedia Group**

**People will travel
more responsibly and
consciously.**

- 
- Summer looks strong with local market and US
International slowly recovering
 - New variant causing booking hesitation –
wait and see
 - Leisure market is recovering first
 - Challenges but many opportunities
- 

QUESTIONS?

THANK YOU



ADDITIONAL RESOURCES



Additional Resources



Destination Canada & COVID Recovery

<https://www.destinationcanada.com/en/coronavirus-updates/covid-19-research>



TIAO

<https://www.tiaontario.ca/cpages/covid19>

