



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 RTO9.

In this month's newsletter we discuss **adventure travel trends, opportunities** and a clearer picture of **what drives the adventure tourist today**.

If there are topics you want to read about in a future newsletter please email [lmedeiros@thegreatwaterway.com](mailto:lmedeiros@thegreatwaterway.com) with your ideas.



## **RTO 9 Is Now On Facebook!**

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## **A Message From Bonnie Ruddock, Executive Director at RTO 9**

The provincial budget was tabled on April 11th by the Ford government, cuts were made across the board, which included a reduction to the Ministry of Tourism, Culture and Sport's budget.

The importance of tourism is reflected in the \$35 billion in tourism receipts that are anticipated for 2019. Further, in 2016 the tourism industry provided \$5 billion in tax revenue for the provincial government. Tourism is an important economic driver for South Eastern Ontario.

**Eleven of the thirteen Regional Tourism Organizations had their budgets cut by 20% for 2019/2020. For RTO 9 this represents a budget reduction of just over \$333,000.00.** While this is a significant loss of funding for the region, RTO 9 will continue to leverage dollars with our partners and work even harder to provide the tools that our stakeholders need to grow their businesses.

Our Board of Directors and staff have reviewed the business plan and made adjustments to reflect the reduced funding. RTO 9 will continue to focus on collecting research and investing in product development initiatives for the region. We will continue to be a part of the solution to address the workforce challenges the industry is facing. RTO 9 will continue to hold workshops and provide training to assist our businesses grow. Through various partnerships RTO 9 participated in throughout 2018, forty (40) FAM tours showcased South Eastern Ontario to the world. RTO 9 continues to support the efforts of TIAO ensuring that the tourism industry has a strong voice and that policy does not hinder tourism growth. We remain confident that our plan is effective for the industry.

**RTO 9 will continue to be the leading strategic partner for tourism in South Eastern Ontario.** We will continue to work with you, our partners, knowing that together we can grow the industry. We would like to acknowledge the support our industry receives from the Ministry of Tourism, Culture and Sport and the excellent working relationship we have established with Destination Ontario. We

look forward to the release of the new Ontario tourism strategy and the role RTO 9 will play in the implementation of this strategy.

Yours in tourism, Bonnie Ruddock

## Kingston Penitentiary Tours



 555 King Street West K7M 2E6

Hours of Operation: 9 am-8pm

Phone: 1-800-437-2233

 [Email](#) |  [Website](#)

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Tours of Kingston Penitentiary offer a rare and unique opportunity to go behind the walls of Canada's oldest and most notorious maximum security prison. Closed in 2013, the Kingston Pen opened for guided tours in June 2016.

### Spring Schedule

Wednesday, May 8 to Sunday, June 30, 2019  
(Closed Mondays & Tuesdays) 9:00 am - 5:00 pm

### Summer Schedule

Tuesday, July 2 to Sunday, September 1, 2019  
(Closed Mondays) 8:40 am - 7:00 pm

**Have you reviewed your business listing on [thegreatwaterway.com](http://thegreatwaterway.com)?  
Get the jump on the season and submit an update  
to keep your listing current for consumers.**

[SUBMIT AN UPDATE](#)

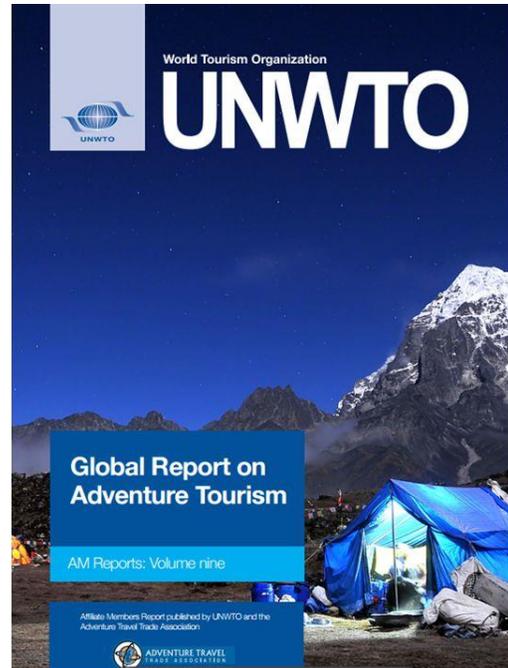


## February Tourism Snapshot

Although a slight year-over-year decline was observed in February 2019, combined January and February arrivals resulted in a new peak for Canada at 1.9 million overnights. Visitors from top European markets, the UK and Germany, contracted while Asian markets such as India and Australia experienced growth. Growth from Mexico was maintained at a solid 27.2% over January, with 28.2% of arrivals entering through Vancouver vs. 27.6% through Toronto. In terms of outbound overnight trips, Canadians travelled slightly less than last year at the same time (-2%), although travel to international destinations increased. Canadians took fewer trips to the US and that is said to be the cause of the overall decline for the month.

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# UNWTO Global Report on Adventure Tourism



## UNWTO Global Report on Adventure Tourism

UNWTO created the Global Report on Adventure Tourism in response to adventure travels exponential market growth over the last ten years. The Report looks in-depth at how adventure travel attracts customers, supports local economies and encourages sustainable practices.

For a brief overview, adventure tourism is comprised of two kinds of activities: hard and soft. Rock climbing would be an example of a hard activity while hiking would be categorized as soft. On top of that there are different types of adventure travelers that range from enthusiasts to extreme. Understanding what your consumer views as exciting and challenging in terms of activities is key to engaging the most lucrative travellers for your business.

**Adventure travelers are likely to consider the beauty of the natural environment first, followed by the availability of activities and the weather.** They are likely to be motivated by relaxation, exploration and spending time with family. Online research and asking friends and family for advice are the two primary means for trip preparation.

Factors that businesses and destinations in adventure tourism need to understand and consider include the following:

- Cost of the tour itself;
- Cost of other travel items (e.g., accommodations, airline ticket);

- Target market income levels;
- Traveller appeals and motivations

Source: World Tourism Organization (2014), AM Reports, Volume nine – Global Report on Adventure Tourism, UNWTO, Madrid.



## Skift Balancing Purpose and Profit

With the rise of tourism, **concern about the impact of travel and tourism on the environment, culture and society has been at the forefront.** Adventure travel as we learned has the potential to encourage sustainable practices but many travel businesses and brands may wonder how exactly to start the process of becoming a more purpose driven organization to participate and contribute to a more sustainable tourism economy. Skift and Intrepid investigated the topic of purpose and profit in their report 'Balancing Purpose and Profit' which we reviewed for insights and new perspectives.

Here are our top takeaways:

1. Undertake efforts with intention and authenticity.

2. Aspire to think more broadly about how you can create long-term value for your customers, society and the environment.
3. Build purpose into the organizational culture.
4. Align purpose with consumer values and passions.
5. Focus on long-term growth rather than short-term profit.
6. Measure progress and be transparent with your consumers.

[READ MORE](#)



## RTO 9 Multi-Year Market Research Plan – Year 2

Building on the positive results of 2018-19, **RTO9 will continue delivering a series of research initiatives that are designed to support the operational needs of tourism partners and inform forward strategies for growth across the region.** Our Research Committee will continue to play an important role in assessing the relevance of data being monitored, rolling out primary research initiatives and making key decisions on secondary research. Stay tuned for more updates on upcoming initiatives, including the Consumer and Industry Insights Surveys!

[VIEW THE HUB](#)

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## AdventureELEVATE 2019

This June, adventure travel professionals will come together in Lake George, New York for two days of learning and development through networking, interactive workshops, plenary discussions and outdoor exploration. The event promises a rich and engaging selection of topics, which include the following (among many others): **trips for LGBTQ+ travellers, effective influencer campaigns and digital trend spotting.**

[LEARN MORE](#)



## You're invited to the City Nation Place Americas Conference 2019

City Nation Place Americas Conference is **the premier gathering spot for the drivers of tourism branding and marketing across Canada and the U.S.** to focus on strategies for engaging citizens, driving investment, attracting talent and developing sustainable tourism.

[Alphabet®](#), [Kingston Accommodation Partners](#), [Tourism Kingston](#) and the [Kingston Economic Development Corporation](#) have given voice to authentic Kingston stories and will be sharing their experience as a case study at the conference — further positioning Kingston as a leading destination marketer in Canada.

Kingston will be featured at the conference with a presentation by Megan Knott (Executive Director, KAP and Tourism Kingston), Donna Gillespie (CEO, Kingston Economic Development Corporation) and Cathy Kirkpatrick (Partner, Alphabet Creative).

**What:** City Nation Place Americas Conference 2019 When: June 6, 2019

**Where:** The Jeremy Hotel, West Hollywood, California

RTO9 and KAP partners can join the conference with a special 20% discount off the fee of attendance by entering promo code Alpha20 at the time of booking, or by clicking the button below.

[\*\*REGISTER\*\*](#)

## Aquatarium Discount Coupons

Please find attached an electronic coupon that you can print out for your guests who show interest in visiting the Aquatarium!\* Adult price of \$12.99 (Regular price is \$19.99) + HST.\*\*

**Aquatarium will offer a free scheduled tour for front line staff on the facility each spring and fall.**

Should you like to book a tour for your staff and or volunteers who interact with the public, please contact Sarah Latusus, [slatusus@aquatarium.ca](mailto:slatusus@aquatarium.ca) to set something up this May and again for off season staff in September.

\*If you're interested in utilizing this offer into a package please connect with Sarah Latusus.

**\*\*Black Out Dates Apply** - Family Day weekend, March Break, Easter Weekend, Victoria Day weekend, High Season while school is out, Thanksgiving weekend, Winter Break while school is out.



# RTO 9

Regional Tourism ORGANIZATION

## Guest Pass

### 2019 Admission Rates

\$12.99 Adults

\$9.99 Children



6 Broad Street  
Brockville, ON  
613.342.6789

[www.aquarium.ca](http://www.aquarium.ca)



#### Terms Of Use:

- Guest pass includes discounted admission to the Aquarium only
- Rates listed are before HST
- This pass is valid for up to 5 people
- Ropes Course and Aqua Drop are not included
- Cannot be combined with any other offers
- Passes must be used on the date issued during AQ hours of operations
- Passes must be presented to Aquarium admissions staff
- Transfer or sale of this pass is not permitted
- Guests may only use one pass per week (7 calendar days) per person
- Each pass is valid for one visit only



Business Name \_\_\_\_\_

Staff Authorization \_\_\_\_\_

Date: \_\_\_\_\_

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THE COUNTY - WINE, FOOD, ART & SANDBANKS



HISTORIC RIDEAU CANAL



EXPLORE 5,000 LAKES



BROCKVILLE 1000 ISLANDS AT ITS BEST



GATEWAY TO THE 1000 ISLANDS



HISTORY SPRINGS TO LIFE

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### Get Social With Us!

Connect and engage with RTO 9 on our social media pages.



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