



A message from RTO9

Spring is officially here! Despite the last couple weeks of unpredictable weather, the last of winter will soon fade away! Many travellers are starting to think about their summer holidays. Are you ready?

[Submit an Update to Your Business Profile](#)

Be Ready for Spring! Have you reviewed your business listing on thegreatwaterway.com? Get the jump on the spring season and submit an update to keep your listing current for consumers.

Save the Date

Please join us for our Tourism Summit, Friday, September 7, 2018 from 10 am – 3 pm in Kingston (location TBD).

This will be a great opportunity to network, election of Board of Directors, informative speakers, and regional updates. Stay tuned for upcoming announcements!



We are happy to announce our new logo and name change! We will be transitioning away from The Great Waterway brand and will be referring

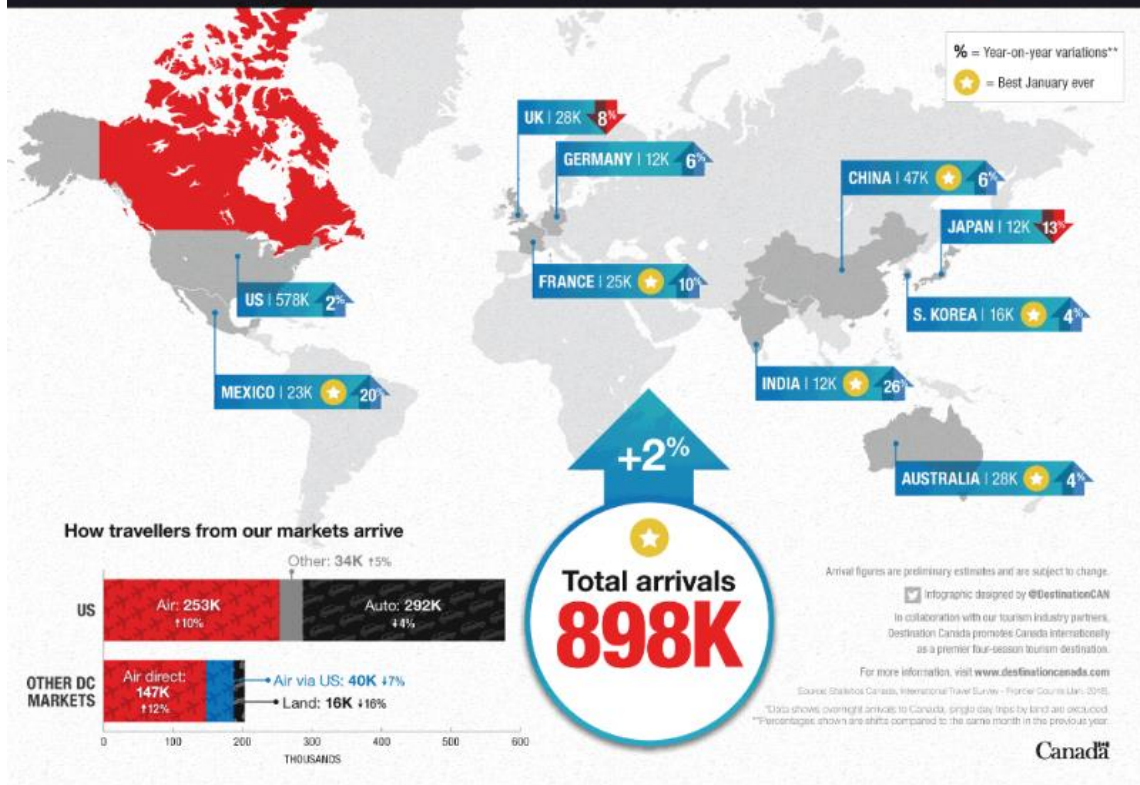
to ourselves as South Eastern Ontario. Not too worry, all of our social media handles will remain the same @greatwaterway and we encourage our audience to continue to use the #greatwaterway hashtag! Thank you to our awesome community for the continuous support!



We have officially launched our RTO9 social media channels! Follow us on Twitter @RTO9_CA, LinkedIn @ RTO 9 | South Eastern Ontario, and YouTube at RTO9 South Eastern Ontario. Stay connected with us on upcoming workshops and webinars and industry insights!

Tourism Industry Highlights

January 2018 at a glance*



2018 is off to a good start!

In January 2018, Canada welcomed just under 900,000 international travellers, up 2% over January 2017 and a new high for the month. Key highlights include Mexico and India, which both saw growth of over 20%, and overnight air arrivals from the US increased by 10%.

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2017 data confirms tourism is an economic driver in Canada

The National Tourism Indicators for 2017 were released earlier this month, looking at the number of jobs, tourism spend, and GDP. Tourism accounted for around 20% of all of Canada's service exports in 2017 and supports jobs and entrepreneurship in all parts of the country — urban, rural and remote, from coast to coast to coast.

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New culinary research on traveller perceptions

Culinary tourism is more popular than ever and has great potential. To better understand this segment, Destination Canada has released qualitative research done with travellers from the United Kingdom (UK) to learn more about perceptions of Canadian culinary tourism and how to best reach this market.

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Election Messaging for Ontario's Tourism Industry: TIAO's Sample Letter to Party Leaders & Candidates

TIAO has prepared a sample letter for members and stakeholders to use when communicating tourism

industry recommendations for the next Government of Ontario.

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National Tourism Indicators 2017 Highlights as released by Statistics Canada.

In the year of Canada's 150th anniversary of its confederation, total tourism expenditures from domestic and international visitors reached \$97.4 billion in 2017, up 6.3% over 2016.

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Get Social With Us!

Connect and engage with South Eastern Ontario on our social media pages.

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