

Many small businesses make tourism big business

By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

Getting down to business in tourism has not been a smooth road. From a significant cut in federal funding for tourism, to increased competition for the travel dollar, to growth in the number of international people travelling to Canada, to years of an up and down dollar with one of our closer tourist draw areas (the United States), it's been a wild ride for the sector.

Recently, the Peterborough Chamber of Commerce, in partnership with the Ontario Chamber of Commerce released a report called: Closing the Tourism Gap on our provincial tourism sector. Some have asked why the Chamber is writing about tourism and the answer is simple: many tourism based businesses in our area are Chamber members and many are small businesses. In the global economy, tourism is an area of growth with 9 percent of global GDP and supporting one in 11 jobs (Closing the Tourism Gap 2016). One of the main points in the Chamber report is that globally international travel has been increasing and Ontario has not been able to attract visitors at the same pace.

In its recently released strategic framework on tourism called Growing Ontario Together, the province also recognizes the need to tap into the increasing number of

international visitors. As the province works through its strategy, the Chamber report makes nine recommendations to ensure that Ontario doesn't miss out. Both reports reference the fact that international travelers stay longer, spend more and often, because of a great experience, become our ambassadors.

The recommendations from the business community include:

1. Develop a government-wide Ontario tourism strategy with measurable targets
2. Work with relevant partners to improve the timeliness of tourism data dissemination, specifically related to visitor spending, as well as the scope of available tourism data
3. Work with industry to more clearly define the roles and responsibilities of the province's tourism organizations
4. Work with tourism operators to reduce regulatory and cost burdens, and add tourism to the Red Tape Challenge
5. Support industry efforts to address the labour shortage by prioritizing workforce development. The government should establish a Tourism Industry Table as part of its Highly Skilled Workforce Strategy
6. Incorporate tourism considerations into provincial infrastructure investments
7. Improve Ontario's air travel cost competitiveness by reducing the aviation fuel tax
8. Leverage the potential of the sharing economy to expand tourism by promoting consistent easy-to-follow rules across Ontario
9. Create greater consistency and predictability in provincial tourism marketing funding by moving to a multi-year funding model

Some of these recommendations are already in various stages of implementation and the Chamber network hopes to see them realized.

For example, the Peterborough Chamber of Commerce believes that the tourism sector should be studied through the lens of the province's Red Tape Challenge. "We feel this type of analysis and feedback directly from businesses involved will help the government understand the needs of this economic sector and identify the pinch points," adds Stuart Harrison, President & CEO, Peterborough Chamber of Commerce.

The provincial government has now committed to include the tourism



sector in the Red Tape Challenge, but specific dates and timelines have not been identified.

The issue of timely data on the sector was also a common thread through discussions at the provincial level. The Ministry of Tourism, Culture and Sport recently released the tourism statistics from 2014. Traditionally, statistics are two years behind the current year.

Among the available statistics is the Economic Impact of Tourism in Ontario for 2014 which shows visitor spending in the province to be almost \$24 billion.

Where does the Peterborough area fit in? Provincially, Peterborough is part of Regional Tourism Organization 8 (RTO8). The City and County are also served by the local tourism office - Peterborough & the Kawartha Tourism - which is also the Destination Marketing Organization for Peterborough.

"As an active member of the tourism community in Ontario, we're glad to see so many organizations involved in the call to improve the timeliness of tourism data dissemination, particularly as it related to visitation and spending," says Rhonda Keenan, President & CEO of Peterborough Economic Development.

The tools used to draw people to our area are just as important as having timely data to tell us who is coming, how they're coming and what they do when they get here.

"We were pleased to have been part of the background discussions for this report with the Ontario Chamber of Commerce through the Peterborough Chamber," says Brenda Wood, Executive Director of Kawartha Northumberland. "We

are happy to see the report includes a recommendation for the provincial government to move to a multi-year funding model for provincial tourism marketing funding. The consistency and predictability of such a model would help us in the marketing and promotion of the region and its businesses."

The nine recommendations above, starting with a comprehensive strategy with clear and measurable targets for growth, are a map that reflects the industry's needs and supports. Global growth in tourism is projected to grow until at least 2030, and the province has committed to meeting or exceeding 3.3 percent growth in international visits over the next five years, so there is significant opportunity for tourism businesses to tap into and stay competitive in the international destination race.

ON Tourism Stats 2014

- Released by Ministry of Tourism, Culture and Sport
- Statistics for Regional Tourism Organization 8 (RTO8):
 - 5.6 million visits
 - 65% of visits were between April and end of September
 - 2.46 million visits involved one overnight
 - \$127 average spend per overnight stay
 - RTO8 covers Kirkfield to Port Hope to Peterborough to Campbellford to Apsley

Event Calendar



TUESDAY December 13th, 2016

Marketing 101: Use An Influencer

Carousel Restaurant
116 Lansdowne Street East
Coffee's on at 7:00am

Speakers from 7:30-8:30am

Speaker: Michelle Ferreri, michelleferreri.com

Cost: Pay for your breakfast



WEDNESDAY December 14th 2016 (Chamber & WBN members only)

Network Like a Magician
Chamber Boardroom
175 George Street North
12:00pm - 1:00pm

Speaker: Jason Chessar, J's Magic



Details: 5 tips using only a business card, including 3 you've never heard before.

Cost: Free (bring your own lunch)

Sponsor: Bell

Note: Pre-registration is required



Special Day!
TUESDAY, January 10th, 2017

Welcome to 2017

The Venue PTBO
286 George Street North
4:00pm - 6:00pm

Details: Come join us and celebrate the businesses that joined the Chamber in 2016.

Plus the launch of the BizMap Ptbo show sponsored by the Peterborough Chamber.

Don't forget your business cards.

Cost: Free, courtesy of Shorelines Slots at Kawartha Downs



WEDNESDAY January 25th, 2017

An Evening with our Elected Officials

The Venue PTBO
286 George Street North
5:30pm-9:00pm

Details: Guests will hear from our MP, MPP, Warden, and Mayor as they reflect on their mandates so far, and look toward the next two years.

Tickets: \$65 Members/
\$75 Non-Members

Note: Pre-registration is required

Chambers of Commerce Group Insurance PlanSM FOR FIRMS WITH 1-50 EMPLOYEES

Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400

#LOVE LOCALPTBO
STRENGTHENING BUSINESS

Make sure #LoveLocalPTBO is part of your Holiday Shopping this season!

GREATER Peterborough Chamber of Commerce
STRENGTHENING BUSINESS

STRENGTHENING BUSINESS. ONE MEMBER AT A TIME.

JOIN US

This Christmas get your #lovelocalptbo on



It's beginning to look a lot more like Christmas in Peterborough as the streets become a winter wonderland and jingle bells are ringing through the air.

But as you wrangle those wrapped packages into the warmth, wallets wilting and wanting some rest, let one more phrase sink in: "Keep your

town in business by keeping your business in town".

This message is never so important as it is during our holiday season. Peterborough can only grow when it is nurtured by its residents. Our local businesses have enough competition, so sticking close to home to complete your Christmas shopping list can give you that warm fuzzy feeling all year round.

Other than to help strengthen our local businesses, why shop local? Well, one more reason is that that one-of-a kind gift is out there within our City and County borders.

Consider some pampering products at Euphoria Wellness Spa, a specialty box of goodies from Kawartha Local, something from the shops at

Lansdowne Place or an experience through our many tourist attractions.

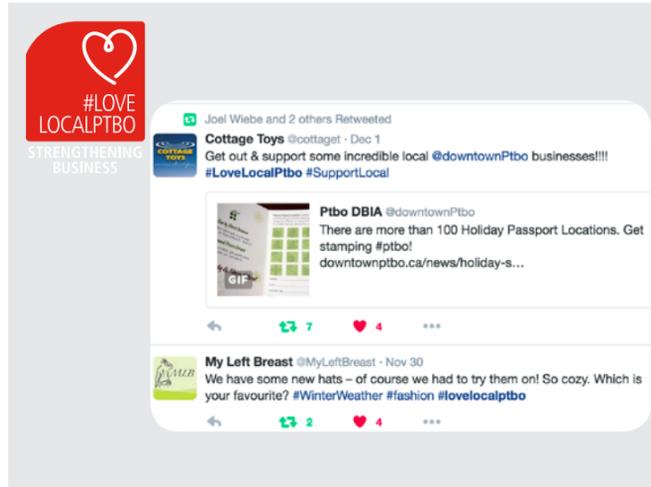
There are so many gems within our city and you can find many of them on the Chamber website's directory: peterboroughchamber.ca/directory.

As well, check out our Facebook Page for local sales and promotions. Show your love for Peterborough and #lovelocalptbo this holiday season.

And don't forget to share your shopping experiences on Twitter with pictures and the hashtag #lovelocalptbo

See you in the stores!

More: peterboroughchamber.ca/lovelocalptbo



www.peterboroughchamber.ca

WDB Local Employment Planning Council
Conseil de planification de l'emploi local

Have a Question About Labour Market Information?

This update is brought to you by Workforce Development Board

It is our goal to help you with any of the questions you have related to local labour market information, and other topics related to your information search.

Please feel free to browse our online resources at: www.wdb.ca/labour-market-info

Not Sure What You Are Looking For? Have more questions?

For those who want to search, feel free to email your questions to us at HelpDesk@wdb.ca, or to speak to us directly, please contact either of the following:

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