

Tourism Trends + Digital Tips

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TOURISM TRENDS + DIGITAL TIPS

- What can we expect tourism to look like in the future? I'll share creative ways your business can benefit from new trends and consumer behaviours.
- What are some easy tips and tricks to use everyday in your tourism business to help it grow? I'll review some Google basics and discuss the benefits of working with digital publishers and your local tourism board.



3 Main Tourism Trends

CTC, Destination Ontario, Restaurants Canada

- **Nature:** camping, glamping, cottage country, golf, hiking, cycling, “famous parks”
- **Culinary Tourism:** wine, craft beer, distilleries, farm to fork restaurants, food festivals, culinary trails, “authentic taste of place”
- **Luxury Travel:** romantic getaways, spa holidays, boutique hotels, renovated motor inns, glamping



Destination Ontario Consumer Travel Intention Study

March 2021

- Types of trip planned in next 12 months (increases): 17% nature, 14% camping, 11% romantic getaway
- Specific Activity (increases): 49% hiking, 34% nature, 32% beaches, 30% visiting attractions, 24% farmer's markets, 14% wine tours, 12% breweries, 10% cycling
- Concluded that food trails and food festivals are an emerging opportunity when paired with destinations that offer nature.



Restaurants Canada

2021 Foodservice Facts Report

- Expanded food takeout + takeout beverage programs.
- 4% restaurants currently operating Ghost kitchens, 8% planning to open within next 2 years.
- Larger patios and working with landlords/municipalities to expand licensed dining spaces outdoors.
- Digitalization of ordering, service and payment.
- Marketing around safety so customers feel confident in dining with you.
- 89% of Canadians are looking forward to going to a restaurant with family and friends when the pandemic is over.
- Indoor dining at quick service restaurants and bars will have a slower recovery.
- Plant based menu items, craft cocktails and non-alcoholic beverage options.

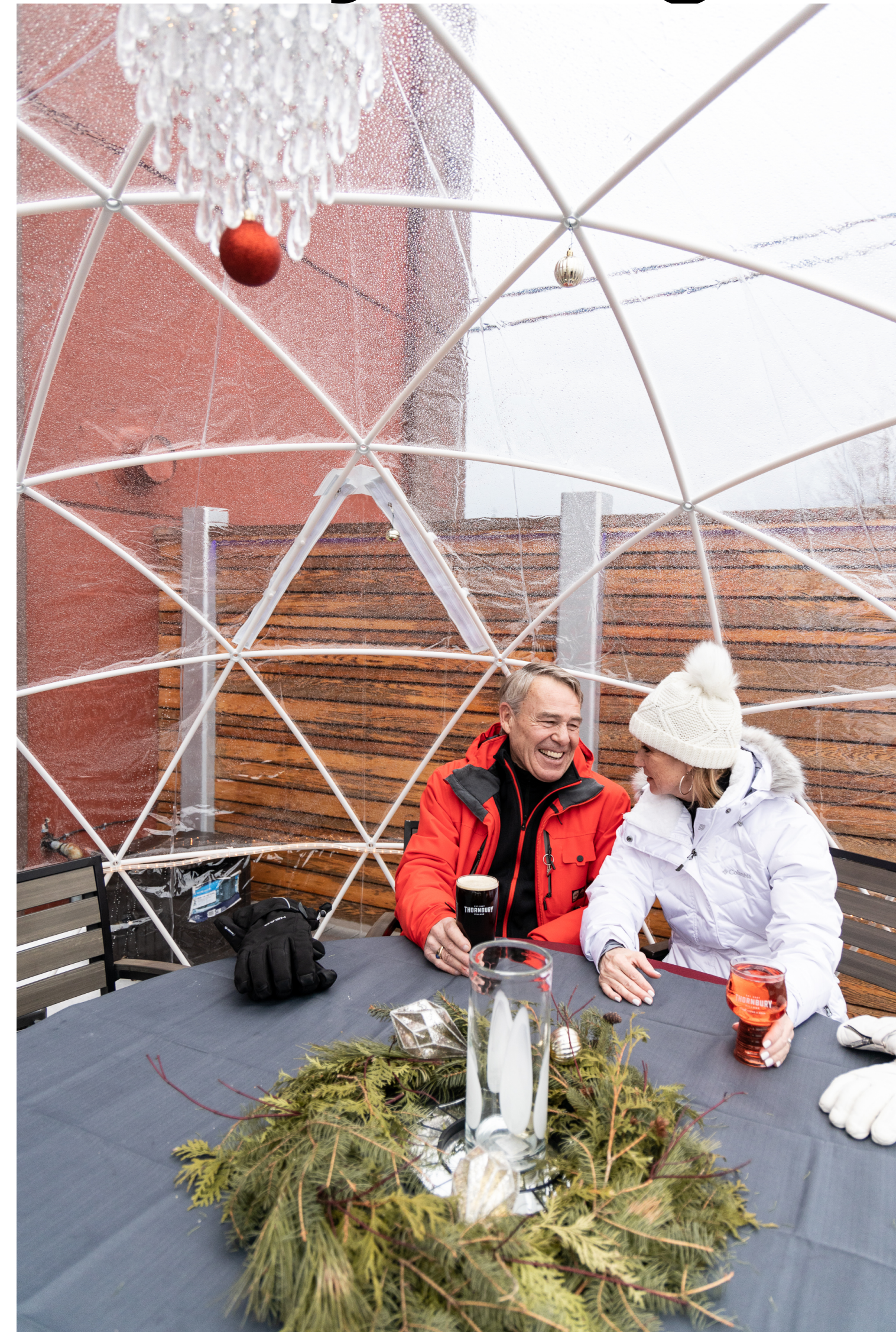


DINING OUTDOORS

- Canadians have fallen in love with “European-style” patio culture and are willing to eat outdoors year round.
- Vancouver + Toronto make Covid patio bylaws permanent.
- Opportunity to get creative and offer a unique dining experience. EX winter igloo dining, Halloween spooky theatre for kids, live music nights
- Enhance a hotel experience for guests by offering a special “guest only” patio experience. Last winter JW Marriott Muskoka “guest chef” sold out and are running again this year.



JW Marriott Muskoka + Thornbury Village Cider



TAKE OUT & DELIVERY

- Many restaurants got creative during Covid by offering unique take out options like meal kits or groceries.
- “18% of Canadians purchased groceries, 12% purchased meal kit from a restaurant. Most popular with under 35 year olds. 87% of chefs said they would continue meal kits. 74% will continue to sell groceries.” Restaurants Canada
- Some added a new revenue stream by offering online cooking and cocktail classes using these kits featuring their celebrity chef.
- “More than 50% Canadians said they will use delivery more often.” Angus Reid
- New restaurateurs use delivery apps to test a concept without having to invest in bricks and mortar. EX Sunny’s Chinese in Toronto.
- Make your takeout offering special “Robby Burns Day with a bottle of Jamesons” or “Polish Thanksgiving with Pierogi”



NEW LOCALS

- Many Canadians have moved from cities to rural regions during Covid.
- What are your “new locals” looking for and how are their consumer behaviours different?
- Have you ever found yourself saying “our regulars won’t buy that” when brainstorming new ideas? It’s a great time to test out new menu items and experience packages if your community has had an influx of new residents.
- Your new locals may have a more adventurous palette, keen to sample local products, have a larger annual spa budget or are used to dining out several nights a week.
- Ask new locals what they can’t find in town. They’re a great resource for product development ideas EX artisan cheese sold at Italian restaurant, imported Asian ingredients at a Thai restaurant



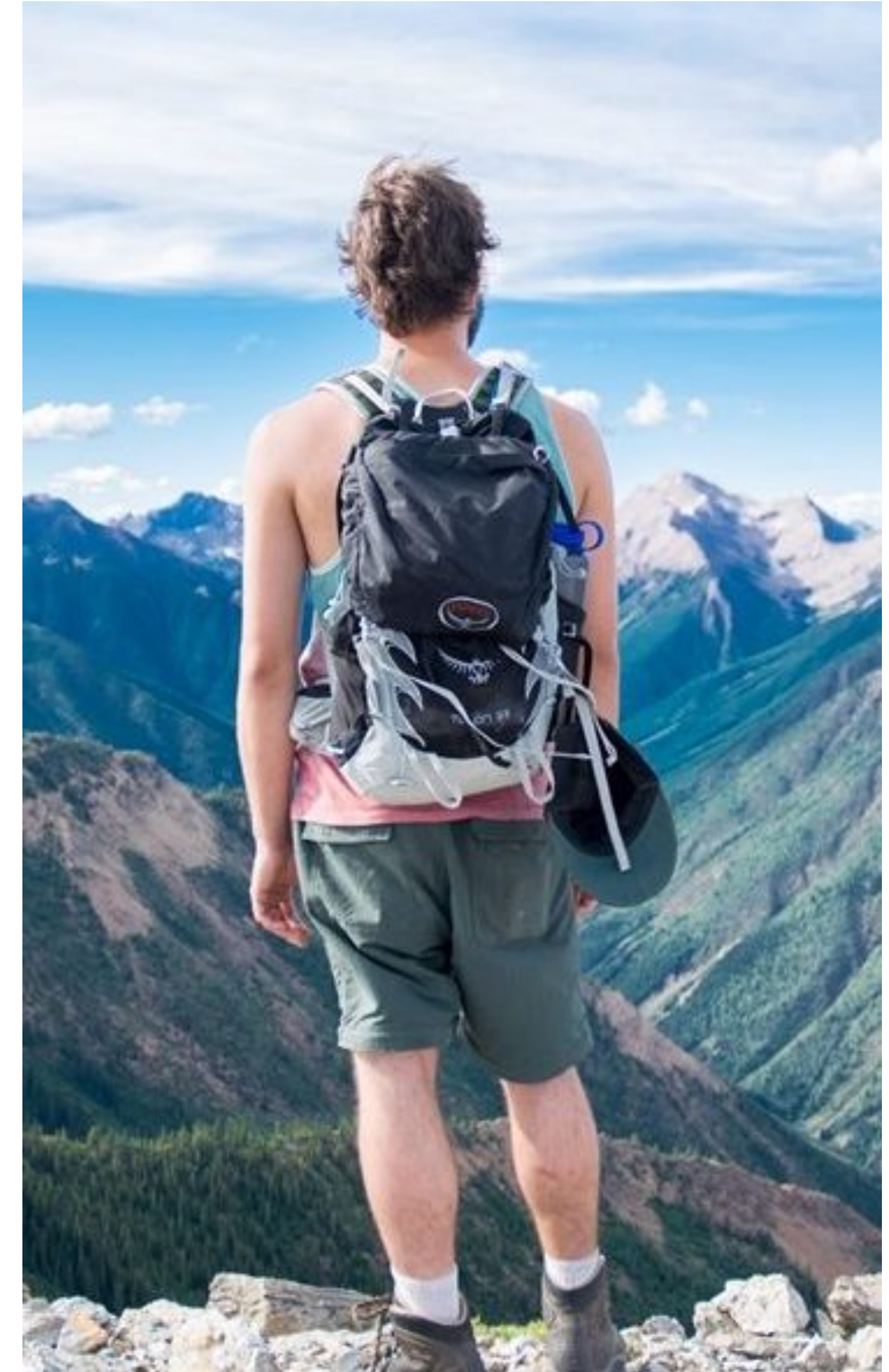
WORK FROM HOME DIGITAL NOMADS

- The 9 to 5 city lifestyle is no more. People have more flexibility in where they work.
- Only 4% of the workforce worked from home before pandemic, that's now 32%. Statistics Canada
- Take advantage of this new workplace flexibility and market special offers for extended stays. Visitors enjoy exploring the community on a weekend holiday but Monday and Tuesday work from their hotel room and enjoy the beach after 5pm!
- Hotels offering incentives such as discounted hotel nights and packages including a spa treatment, round of golf or dinner.



SOLO / SMALL TRAVEL

- People want to travel solo or in small groups to avoid crowds because of Covid.
- Ontario residents have fallen in love with their own backyard, discovering new regions and this curiosity will continue.
- It's easier and less expensive to plan a solo or small family trip within a 3 hour drive than traveling abroad (Covid tests + airport stress)
- Booking.com 2019 survey reported 17% of respondents were planning a solo trip. That number doubled the following year (July 2020)
- Solo travelers are more flexible and typically looking for unique experiences that are customizable.



GLAMPING

- **Ontario Glamping** Google search boomed during the pandemic.
- Millennials and new immigrant families are keen for an authentic nature experience but don't want to “rough it,” or have to invest in camping gear.
- Glamping can be offered as its own resort concept, at hotels, B&Bs, horse ranches, farms, breweries, wineries & provincial/national parks.
- Transforming the luxury retreat, RV park, cottage rental, bespoke wedding and camping space.



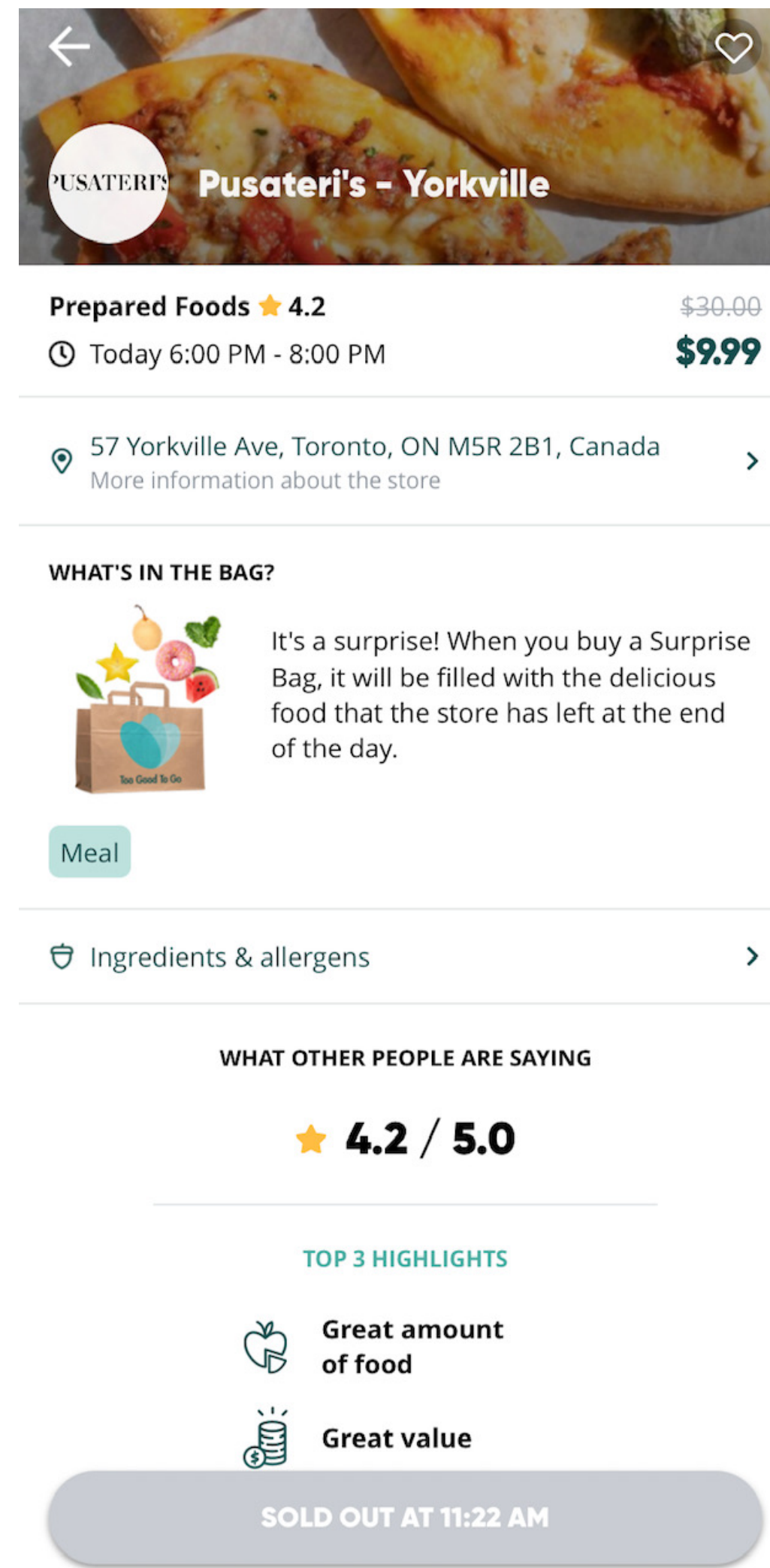
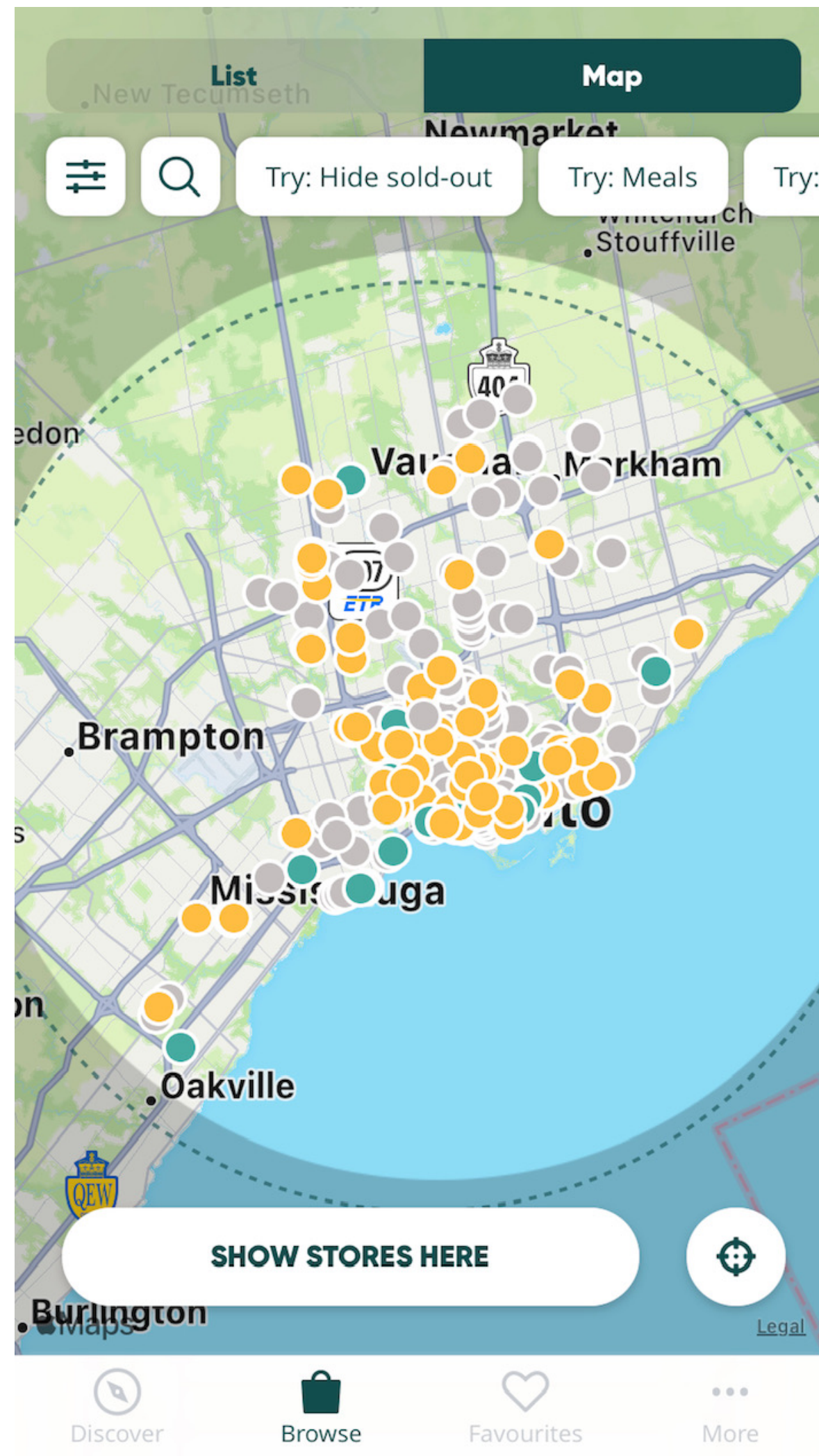
SUSTAINABILITY

- Climate change was one of the top 3 most important issues to Canadians in the most recent federal election.
- “Over 50% of customers factor sustainability into their decision-making.” Restaurants Canada
- Eco-friendly cutlery and takeout containers.
- Diners are looking for local producers on menus. This is a great way to promote local businesses as well as reduce the carbon footprint of your supply chain.
- Too Good To Go App



Too Good To Go App

Consumers reduce food waste & Restaurants cover food costs



CULINARY TOURISM

Because food and drink involve all of the human senses, we remember a meal much longer than a museum.

- “Any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional or national cuisine, heritage, culture, tradition or culinary techniques.”
- 71% of American travellers participated in at least one culinary activity when on an out of town trip. Pursuing the activity was one of the most important travel activities they researched. *Travel Activities and Motivations Survey*
- Eating local food has a 3:1 impact on local economy. *Local Food Plus*
- Consuming Ontario wines has a 12:1 impact. *Wine Council of Ontario*



CULINARY TOURISM

- Average Culinary tourist spends double that of a generic tourists and 40% more on accommodations. *Ryerson University Study*
- 85% of culinary travelers enjoy learning about local culture and cuisines.
- 66% want to try regional cuisines, culinary specialities and local wines and spirits.
- 70% of culinary travellers enjoy bringing back regional foods, recipes, wines from places they have visited to share with family and friends. Importance of branding products “Made in Georgian Bay.”
- Boutique hotels / B&Bs offering local culinary gift baskets as add on at online check out to promote local producers.
- Are there any unique culinary experiences in your town not being offered? EX Afternoon Tea at a B&B



Feast On® Certification

- Culinary Tourism Alliance's Feast On® certification program helps businesses in Ontario showcase their commitment to serving local food and drink.
- This certification program is shared on menus, restaurant websites, and hotel brochures to promote their commitment to sourcing and serving local food and drink.
- It's recognized by Ontario foodies as a stamp of approval similar to OceanWise logo for sustainable seafood.
- **Fees have been waived until December 31, 2021** as part of the recovery program called Great Taste of Ontario. Apply now!



Feast On® Benefits

- Share your certification to promote your business to culinary tourists.
- Profile on OntarioCulinary.com including a link to your site (great for SEO!)
- Chef profile on OntarioCulinary.com and feature in newsletter.
- Subscription to a monthly industry newsletter.
- Networking opportunities and industry event discounts and workshops.
- New Gift Voucher Platform: \$25 increments.
- Certified Georgian Bay businesses include Bruce Wine Bar, Thornbury Village Cider House, T & K Farri Orchards, Mudtown Station, Casero Kitchen Table & Taco Bus



Digital Tips & Tricks

Search Engine Optimization (SEO)

- Ensure your brands digital identity is performing well online. Millennials are now in their 40s and slowly becoming one of the largest travel segments. They use Google to plan everything.
- Google what consumers would search to find your business and do an audit of your competition EX “Best Ontario Ski Resorts”
- Ensure your website is written with SEO in mind, including important keywords related to your business. Quality video and inspiring images can boost your ranking. EX “attractions near Collingwood” or “Georgian Bay Brewery”
- Include a press/media page on your site and link back to coverage to inform potential guests of awards/accolades.



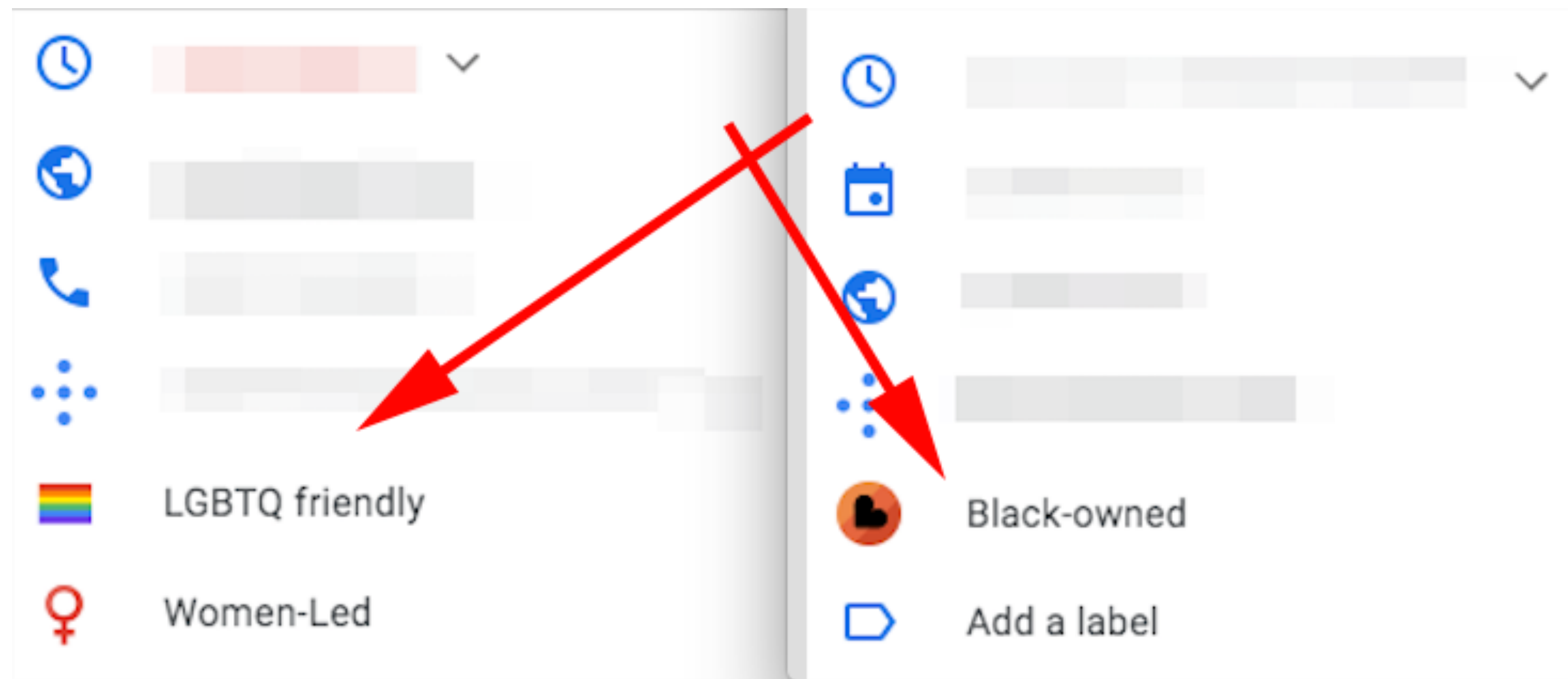
SEO BASICS

- **Increase links** to your website to raise your ranking. EX local BIA, tourism board, farmers market, brewery/ chocolate shop collaboration, ask digital publications to link to your site.
- **Increase quality content** to your website to raise your ranking. Write detailed content that links within your site. Update your website regularly to include new menus, special events...
- If you have an option to work with a print publication or a well trafficked digital publication (blog) opt for the website as you enjoy the benefit of increased Google juice through link building.



Google Maps + Business Page

- Google Maps is a search engine of its own. Many people search for niche businesses in Google Maps EX “fish & chips restaurant”
- Ensure a great Google Map ranking by updating your Google Business page regularly. Nothing worse than arriving to a museum to discover they are actually closed.
- When updating your Google Business Page always update your social handles as many tourists now use Instagram for hours of operation.
- Use keywords on your profile EX private dining room, brunch, live sports, romantic
- Differentiate business using new Google stickers EX LGBTQ+ friendly, Women-Led, Black Owned, Veteran



DIVERSIFY SOCIAL

- The recent Facebook/Instagram/WhatsApp down was an excellent education on why all businesses need to diversify on social.
- “Most successful social media posts were promoting new menu items, personalized communications from chefs, and promo discounts.”
Restaurants Canada
- **Twitter:** Great for conversation, customer service, networking with regional partners.
- **Facebook:** Great for posting menus and hosting events.
- **Instagram:** Share images of new menu items, post Reels that showcase BTS of your business in an engaging way.
- **TikTok:** Is seriously changing the virality game. Some of the top tourism TikTok accounts are luxury hotels, famous bakeries or rural ice cream shops.



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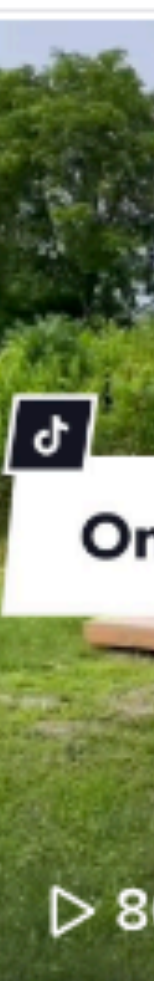
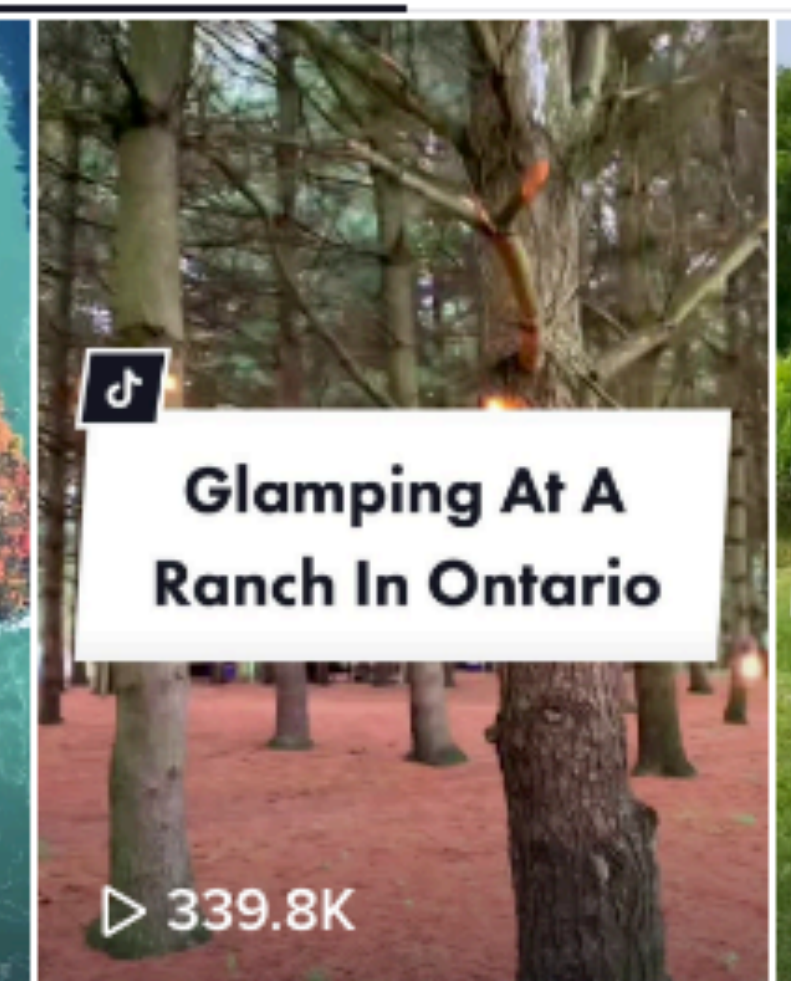
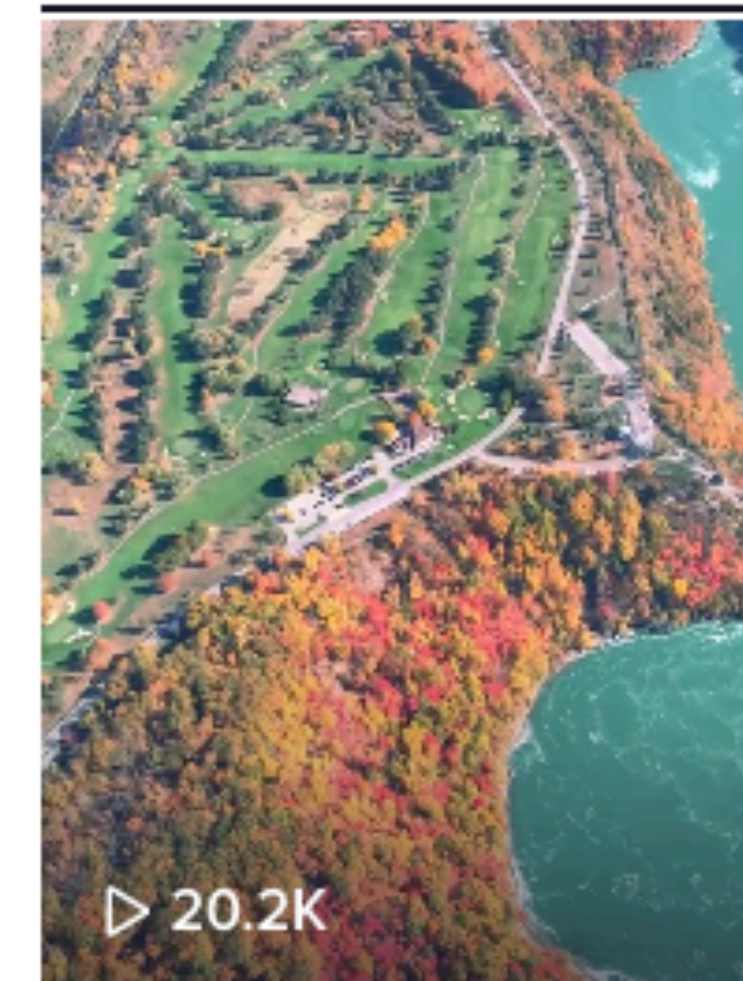
Follow

181 Following 19.7K Followers 549.4K Likes

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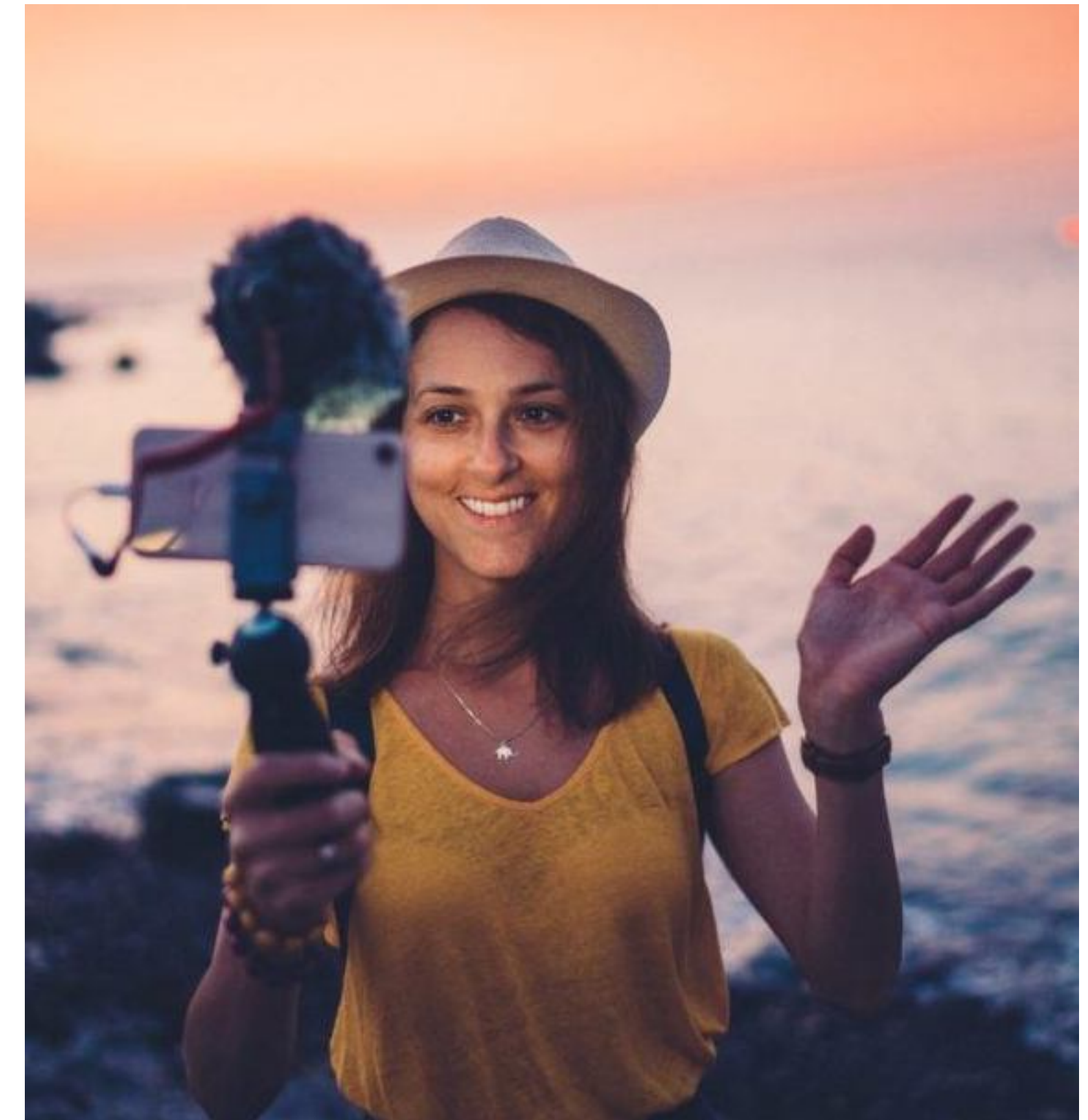
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Videos



Tourism Boards + Bloggers

- Your local tourism board work for you! Develop a relationship with them as they are experts in PR, marketing, networking, hosting events etc. Use them as a resource for new creative business ideas.
- If you have a relationship with your local tourism board you will be top of mind when they are hosting a press trip, which exposes your business to free editorial content and SEO opportunities.
- If you've been contacted by a digital publication about collaborating feel free to connect with your tourism board as they are experts on vetting.
- Remember to ask digital publications to link back to your site and link their coverage to your press/media page!



Q&A