

ADDENDUM TO THE ECONOMIC DEVELOPMENT DIVISION REPORT

Prepared by: Alastair Baird, Manager of Economic Development

Prepared for: Development and Property Committee

January 12, 2021

BY-LAWS

8. Rural Economic Development Program Extension

Recommendation: THAT the Development and Property Committee recommend that County Council amend By-law 81-20 to execute an Agreement with Her Majesty the Queen in Right of the Province of Ontario as represented by the Minister of Agriculture, Food and Rural Affairs – Rural Economic Development (RED) Program to extend the Agreement until March 31, 2021.

Background

Staff has been advised that a second amendment request, reflecting the restrictions created by the COVID-19 pandemic on delivering the RED funding as planned, has been approved and requires the endorsement of County Council.

COUNTY OF RENFREW

BY-LAW NUMBER

A BY-LAW TO AMEND BY-LAW 81-20 TO EXECUTE AN AGREEMENT WITH HER MAJESTY THE QUEEN IN RIGHT OF THE PROVINCE OF ONTARIO AS REPRESENTED BY THE MINISTER OF AGRICULTURE, FOOD AND RURAL AFFAIRS – RURAL ECONOMIC DEVELOPMENT (RED) PROGRAM

WHEREAS the County of Renfrew has applied for funding with the Rural Economic Development (RED) Program towards delivering: workforce development, virtual career fair recruiting events, workforce recruiting campaign development, and career opportunities promotions, and virtual events supporting increased on-farm value-added business opportunities.

AND WHEREAS RED funds have been allocated for eligible project costs up to the amount of \$12,700, with RED funding supporting 50% of that or \$6,350 to assist with the costs;

AND WHEREAS it is deemed necessary and desirable that the Council of the Municipal Corporation of the County of Renfrew amend By-law 81-20 authorizing the Corporation to enter into an agreement with Her Majesty the Queen in Right of the Province of Ontario as represented by the Minister of Agriculture, Food and Rural Affairs in order to participate in the program until March 31, 2021.

NOW THEREFORE, the Council of the Municipal Corporation of the County of Renfrew hereby enacts as follows:

1. That the Warden and Clerk are hereby authorized to sign and seal all things, papers and documents necessary for the attached Amendment identified as Schedule "I" with Her Majesty the Queen in Right of the Province of Ontario as represented by the Minister of Agriculture, Food and Rural Affairs for the 2020-2021 funding period under the Rural Economic Development (RED) Program.
2. That the Municipal Corporation of the County of Renfrew commits to providing funding equivalent to 50% to a maximum amount of \$6,350 to be

used by March 31, 2021 provided to the Municipal Corporation of the County of Renfrew under the RED Program.

3. That the Municipal Corporation of the County of Renfrew commits to implementing projects and spending the RED Program funding in accordance with all provisions specified in the Agreement.
4. That the Municipal Corporation of the County of Renfrew commits to spending the RED Program funding only for delivery of the activities referenced in the Agreement.
5. That the Municipal Corporation of the County of Renfrew commits that it will obtain all required approvals for each project prior to use of the RED Program funding.
6. That the Agreement attached hereto and annotated as Schedule "I" is hereby deemed to be a schedule to this By-law.
7. That this By-law shall come into force and take effect upon the passing thereof.

READ a first time this 27th day of January, 2021.

READ a second time this 27th day of January, 2021.

READ a third time and finally passed this 27th day of January, 2021.

DEBBIE ROBINSON, WARDEN

PAUL V. MOREAU, CLERK

This Amendment is effective as of January 5, 2021

AMENDING AGREEMENT

BETWEEN:

HER MAJESTY THE QUEEN IN RIGHT OF ONTARIO
as represented by the Minister of Agriculture, Food and Rural Affairs

(the “Province”)

AND

THE CORPORATION OF THE COUNTY OF RENFREW
CRA # 106989270

(the “Recipient”)

I. BACKGROUND

Ontario and the Recipient (the “**Parties**”) entered into an agreement (the “**Agreement**”) with an Effective Date of December 13, 2019 under the *Rural Economic Development (RED) program*.

The Agreement was previously amended on July 27, 2020.

The Parties wish to further amend the Agreement.

Part V of the Agreement allows the Parties to make amendments to the Agreement, provided such amendments are in writing, agreed upon and signed by the Parties;

II. CONSIDERATION

In consideration of the mutual covenants and agreements contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is expressly acknowledged, the Parties agree to amend the Agreement under this amending agreement (the “**Amendment**”) as follows:

1. **Revocation and Replacement of Project Objective in Section C.3 of Schedule “C”.** The date in Section C.3 of the Agreement is revoked and replaced with the following:

C.3 Project Objective. The County of Renfrew will receive up to \$6,350 to host virtual career fairs, recruiting campaign development and virtual event(s) related to on-farm value-added production.

2. **Revocation and Replacement of Project Completion Date in Section C.4 of Schedule “C”.** The date in Section C.4 of the Agreement is revoked and replaced with the following:

C.4 Activities.

Virtual Career Fairs
Virtual event(s) related to On-Farm Value-Added Production
Recruiting campaign development (marketing)

3. **Revocation and Replacement of Incurring Eligible Costs in Section D.1.2 of Schedule “D”.** Section D.1.2 of Schedule D is revoked and replaced with the following:

D.1.2 “Maximum Funds”. The Maximum Funds the Recipient is eligible to receive from the Province under this Agreement is \$6,350.

4. **Revocation and Replacement of Incurring Eligible Costs in Section D.2.1 of Schedule “D”.** Section D.2.1 of Schedule D is revoked and replaced with the following:

D.2.1 Incurring Eligible Costs. The Recipient will incur Eligible Costs in accordance with the following chart and no later than by the Project Completion Date.

TOTAL ELIGIBLE COSTS TO BE INCURRED BY QUARTER WITHIN FUNDING YEAR					
FUNDING YEAR	QUARTER 1 (APR. – JUN.)	QUARTER 2 (JUL. – SEP.)	QUARTER 3 (OCT. – DEC.)	QUARTER 4 (JAN. – MAR.)	TOTAL
2020-21	\$0.00	\$0.00	\$4,000.00	\$8,700.00	\$12,700.00
TOTAL ELIGIBLE COSTS UP TO					\$12,700.00

5. **Revocation and Replacement of Incurring Eligible Costs in Section D.3.1 of Schedule “D”.** Section D.3.1 of Schedule D is revoked and replaced with the following:

D.3.1 The Budget. The Budget for the Project is set out in the following chart:

#	Eligible Cost Item	
1.	Virtual Career Fairs	
2.	Virtual event(s) related to On-Farm Value-Added Production	
3.	Recruiting campaign development (marketing)	
TOTAL ELIGIBLE COSTS UP TO		\$12,700.00

6. **Revocation and Replacement of Incurring Eligible Costs in Section D.3.2 of Schedule “D”.** Section D.3.2 of Schedule D is revoked and replaced with the following:

D.3.2 Project Financing For Eligible Costs. The Financing for the Project is set out in the following chart:

PROJECT FINANCING	\$ AMOUNT
RED Funding	\$6,350.00
Corporation of the County of Renfrew	\$6,350.00
TOTAL ELIGIBLE COSTS	\$12,700.00

7. **Revocation and Replacement of Payment of Funds in Section D.5.1 of Schedule “D”.** Section D.5.1 of Schedule D is revoked and replaced with the following:

D.5.1 Payment of Funds. Subject to the terms and conditions of this Agreement, the Recipient will incur Eligible Costs in accordance with the following chart (Column B) and the Province will pay Funds to the Recipient in accordance with the following chart (Column C):

FUNDING YEAR (A)	ELIGIBLE COSTS BY FUNDING YEAR (B)	MAXIMUM FUNDS BY FUNDING YEAR (C)
2020-21	\$12,700.00	\$6,350.00
Total	\$12,700.00	\$6,350.00

8. Defined Terms. Any capitalized term used but not defined herein shall have the same meaning given to it in the Agreement.

9. Referential Incorporation Of Certain Provisions Of Agreement Into Amendment. Sections 1.1, 2.1 and 2.2, as well as Articles 19, 21 to 25 and 30 of Schedule "A" of the Agreement are referentially incorporated into this Amendment with any and all necessary modifications to make them applicable to this Amendment.

III. THE AGREEMENT

The Parties acknowledge that the Agreement continues as a valid and binding agreement, subject only to this amendment, and that all other terms and conditions of the Agreement continue to apply.

IV. COUNTERPARTS

This Amendment may be signed in any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument.

V. ACKNOWLEDGEMENT

The Recipient:

- (a) Acknowledges that it has read and understands the provisions contained in the entire Amendment; and
- (b) Agrees to be bound by the terms and conditions in the entire Amendment.

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IN WITNESS WHEREOF the Parties have respectfully signed this Amendment as of the dates indicated below:

HER MAJESTY THE QUEEN IN RIGHT OF ONTARIO

as represented by the Minister of Agriculture, Food and Rural Affairs

Name: Carolyn Hamilton
Title: Director, Rural Programs Branch

Date: _____

I have the authority to bind the Crown pursuant to delegated authority.

THE CORPORATION OF THE COUNTY OF RENFREW

Name: Debbie Robinson
Title: Warden

Date: _____

Name: Paul Moreau
Title: CAO/Clerk

Date: _____

I/We have the authority to bind the Recipient.

ADDENDUM TO THE OTTAWA VALLEY TOURIST ASSOCIATION REPORT

Prepared by: Alastair Baird, Manager of Economic Development

Prepared for: Development and Property Committee

January 12, 2021

INFORMATION

4. Abacus Travel Survey and Report

Attached as Appendix OVTA-I are copies of two recent Abacus Travel Surveys and Reports conducted on behalf of Ontario's Highlands Tourism Organization (RTO 11) (OHTO).

The first, COVID-19 Travel Impact Study – Individual RTO Report: RTO 11, reveals the sentiment of tourists who visited Ontario's Highlands during the COVID-19 pandemic and their activities.

The second, COVID-19 Travel Impact Study – Wave 2, is a survey of the entire province and how tourists have reacted to Wave 2 of COVID-19 and their feelings, travel plans and perceptions. These surveys provide valuable data on tourism activity and suggest how businesses, municipalities, the County and the Ottawa Valley Tourist Association, and OHTO should address tourism marketing and tourist concerns, information needs, and the impact it has had on travel. These surveys were conducted from November 9-21, 2020. A total of 2,000 people were invited to respond to the surveys.

**HESITATIONS FOR
TRAVEL**

**COVID SPECIFIC
EXPECTATIONS
FRONT & CENTRE**

**WHAT IS THE
STORY?**

ABACUS DATA

COVID-19 & TRAVEL IMPACT STUDY INDIVIDUAL RTO REPORT: RTO 11

FINAL RESULTS
SURVEY OF ONTARIO RESIDENTS



METHODOLOGY

The survey was conducted with 2,000 residents deemed 'travellers' under the screening criteria aged 18 and older from November 9th to 21st 2020. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

In this report:

The margin of error for the visitors sample for a comparable probability-based random sample of the same size is +/- 3.9%, 19 times out of 20.

The margin of error for the residents sample for a comparable probability-based random sample of the same size is +/- 5.8%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, and region. Totals may not add up to 100 due to rounding.

Travellers are those who, prior to the COVID-19 pandemic, took at least one leisure trip a year, to a destination at least 40km from their residence.

PROFILES

	SAMPLE SIZE	THOSE WHO...
VISITORS TO YOUR REGION....	n=625	Visited a small town/rural destination for 25%+ of their trips last year OR Visited a national/provincial park or other outdoor destination for 25%+ of their trips last year AND Love to do outdoor activities (skating, skiing, snowshoeing hiking), food & drink, cultural events/ OR museums/art galleries
RESIDENTS OF YOUR REGION...	n=284	Region 8, 9, 10 & 11 FSAs

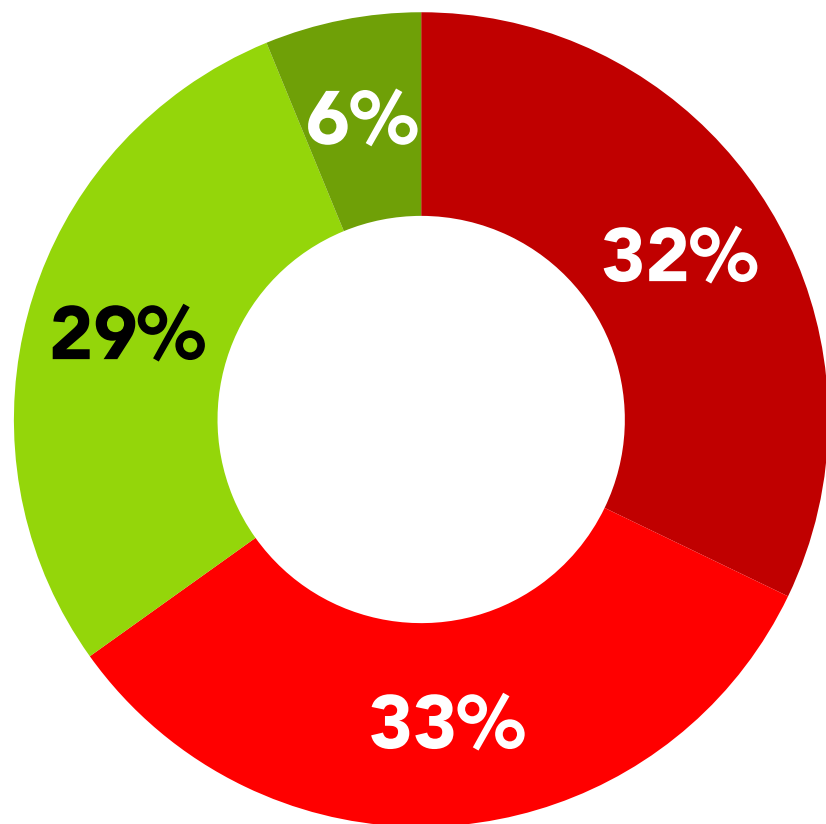
KEY FINDINGS FOR RTO: 11

1. Like all Ontario residents, few have become comfortable with travelling amidst this new reality. Only 20% have become used and are comfortable with the situation.
2. Only 17% of travellers to your region say they never have trouble finding things to do when travelling during a pandemic. And 61% won't be booking or travelling during a wave of cases.
3. One third have their travel plans underway (34% have booked or started planning).
4. Travellers will be most comfortable with the outdoor activities your region has to offer.
5. 52% of visitors to your region would consider taking a trip to an Ontario destination within their region. 40% are comfortable travelling to another region in Ontario.
6. 54% of residents in your region would consider a trip in the region sometime this season. 41% would consider a trip to a destination in another region. And few are interested in travelling any further.



PART 1: VISITORS TO YOUR REGION

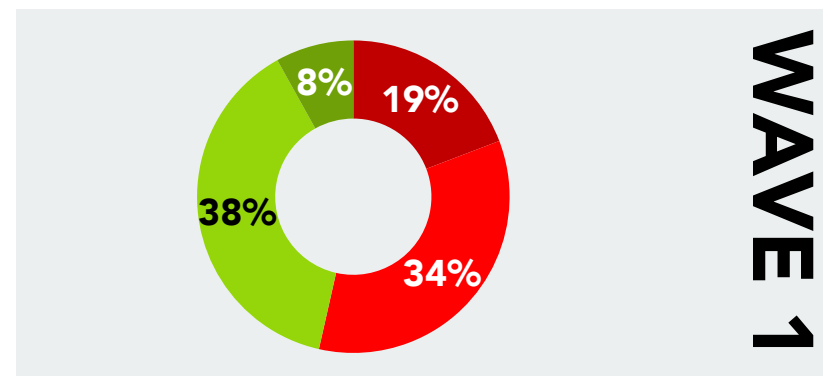
WORRY ABOUT THE PANDEMIC



■ Really worried ■ Somewhat worried ■ A little worried ■ Not at all worried

65% say coronavirus is making them really/somewhat worried.

Among all Ontarian travellers
62% say coronavirus is making them worried.



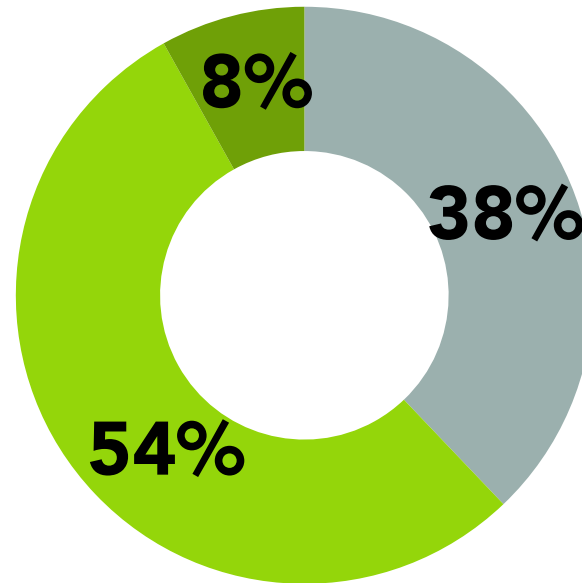
Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

POST-COVID TRAVEL COMFORT

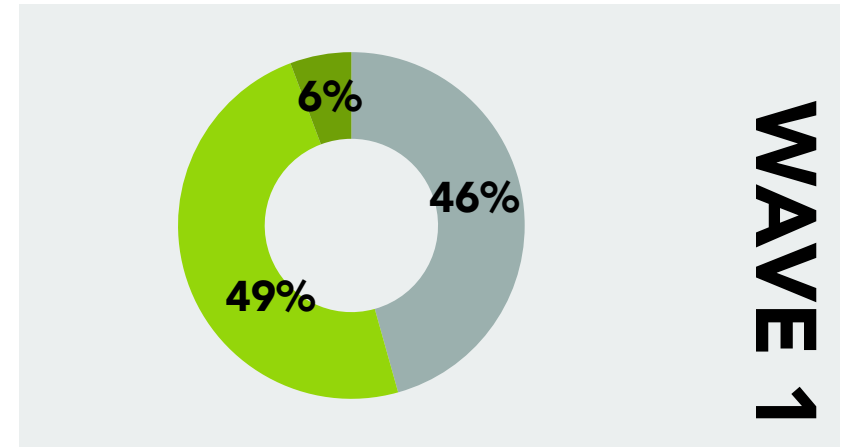
■ I'll test the waters first

■ I'll get back in but carefully

■ I'll jump right back in

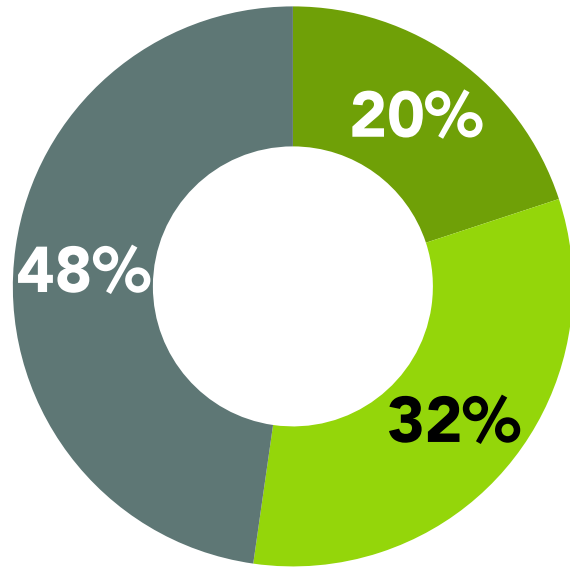


Like Ontarian travellers overall, few will jump right back in.



What best describes how you feel about travelling?

FEW ARE COMFORTABLE WITH THIS NEW REALITY

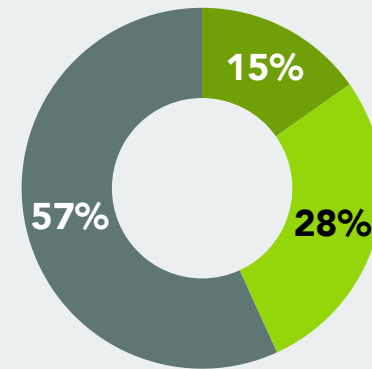


I don't see myself travelling during the pandemic for the foreseeable future

If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, and I'm comfortable navigating this new travel reality

If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, but I'm not very comfortable navigating this new travel reality

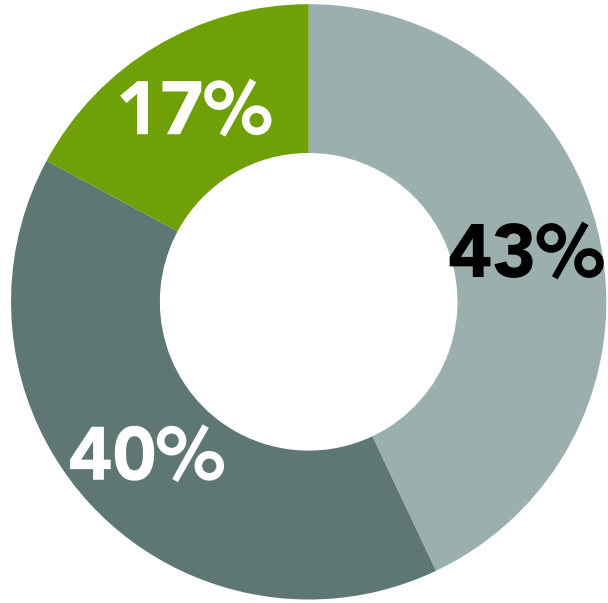
All Ontario Travellers



Which of the following do you agree with most?

17% ARE COMFORTABLE FINDING THINGS TO DO WITH AN ON-GOING PANDEMIC

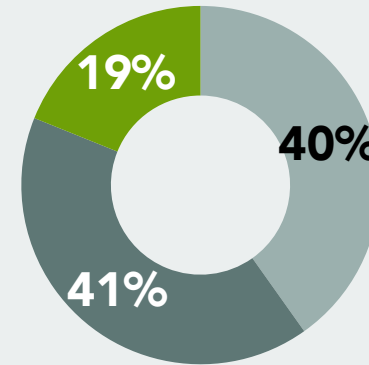
I don't have too much difficulty finding places to stay and things to do that adhere to public health recommendations



Regardless of the season, finding places to stay and things to do that adhere to public health recommendations is hard

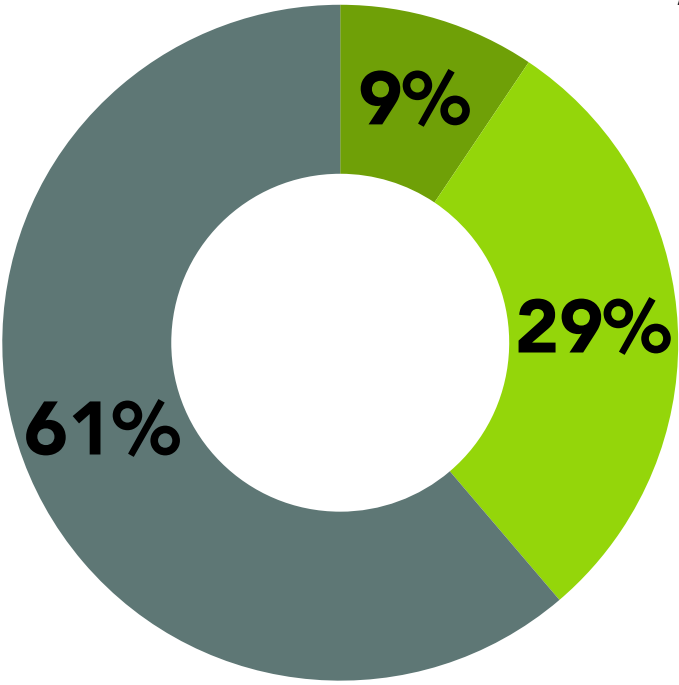
It's going to be more challenging to find places to stay and things to do that adhere to public health recommendations in the winter

All Ontario Travellers



Which of the following do you agree with most?

A SURGE OF CASES MEANS THAT AROUND 61% WON'T BE TRAVELLING OR BOOKING DURING THAT TIME

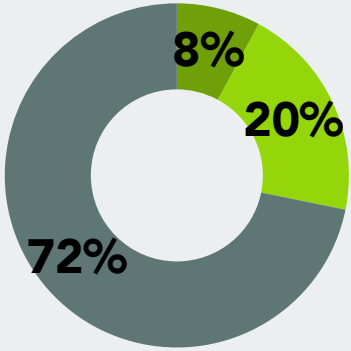


I'm comfortable booking and travelling during a 'wave' of cases

I'm comfortable booking travel during a 'wave' of cases, but I will make my booking for a time where I think there will be fewer cases

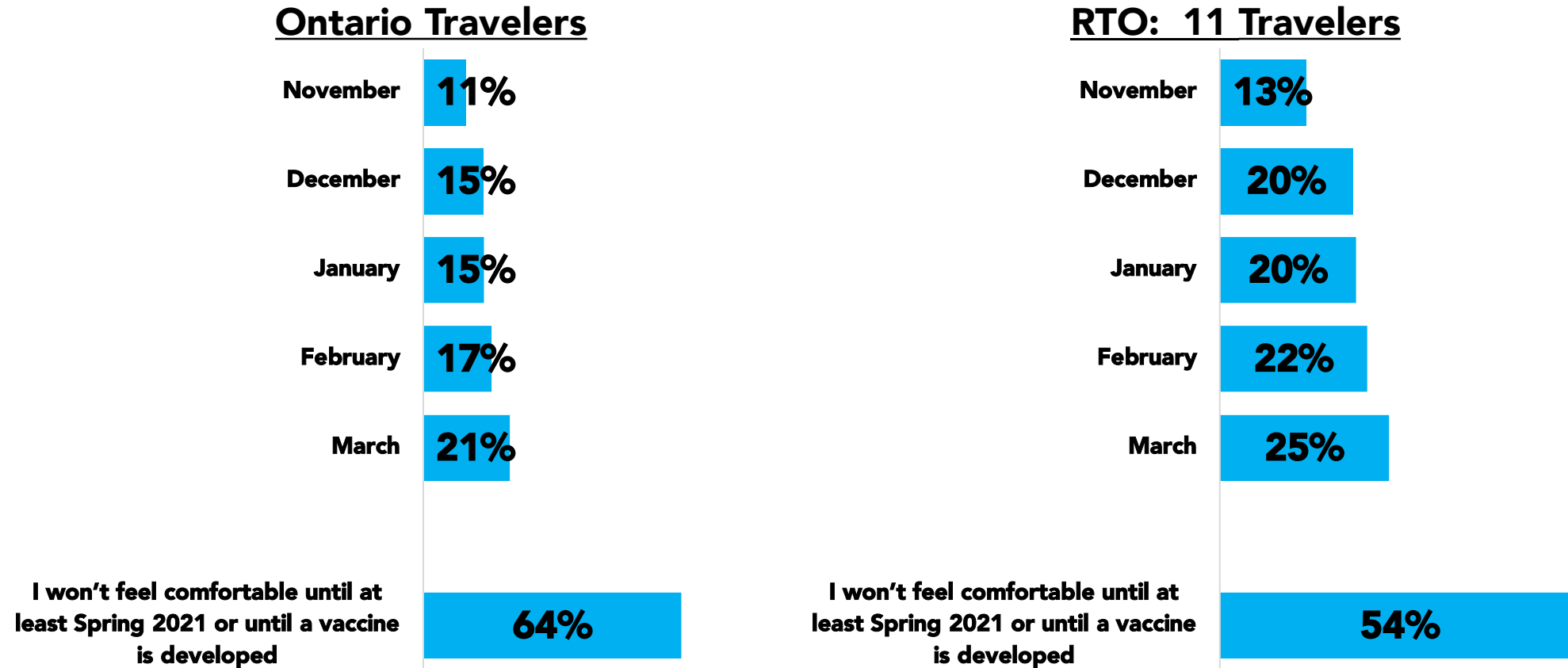
I will not be booking travel or travelling during a 'wave' of cases

All Ontario Travellers



Which of the following do you agree with most?

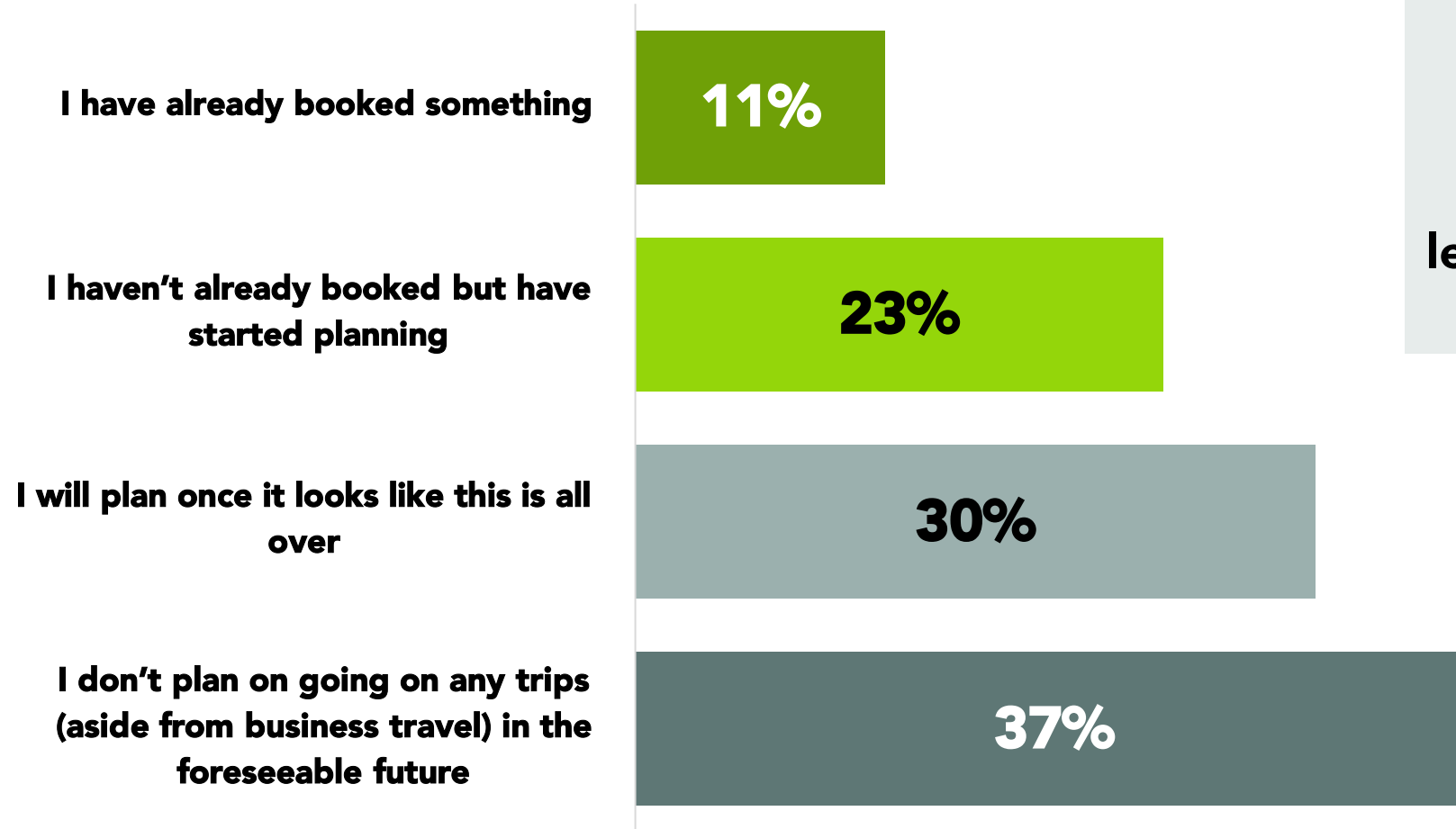
COMFORTABLE WITH ONTARIO TRAVEL PLANS?



Travellers are most comfortable making a trip in March.

As of right now, which months of the year do you feel comfortable making travel plans to a destination in Ontario? Select all that apply

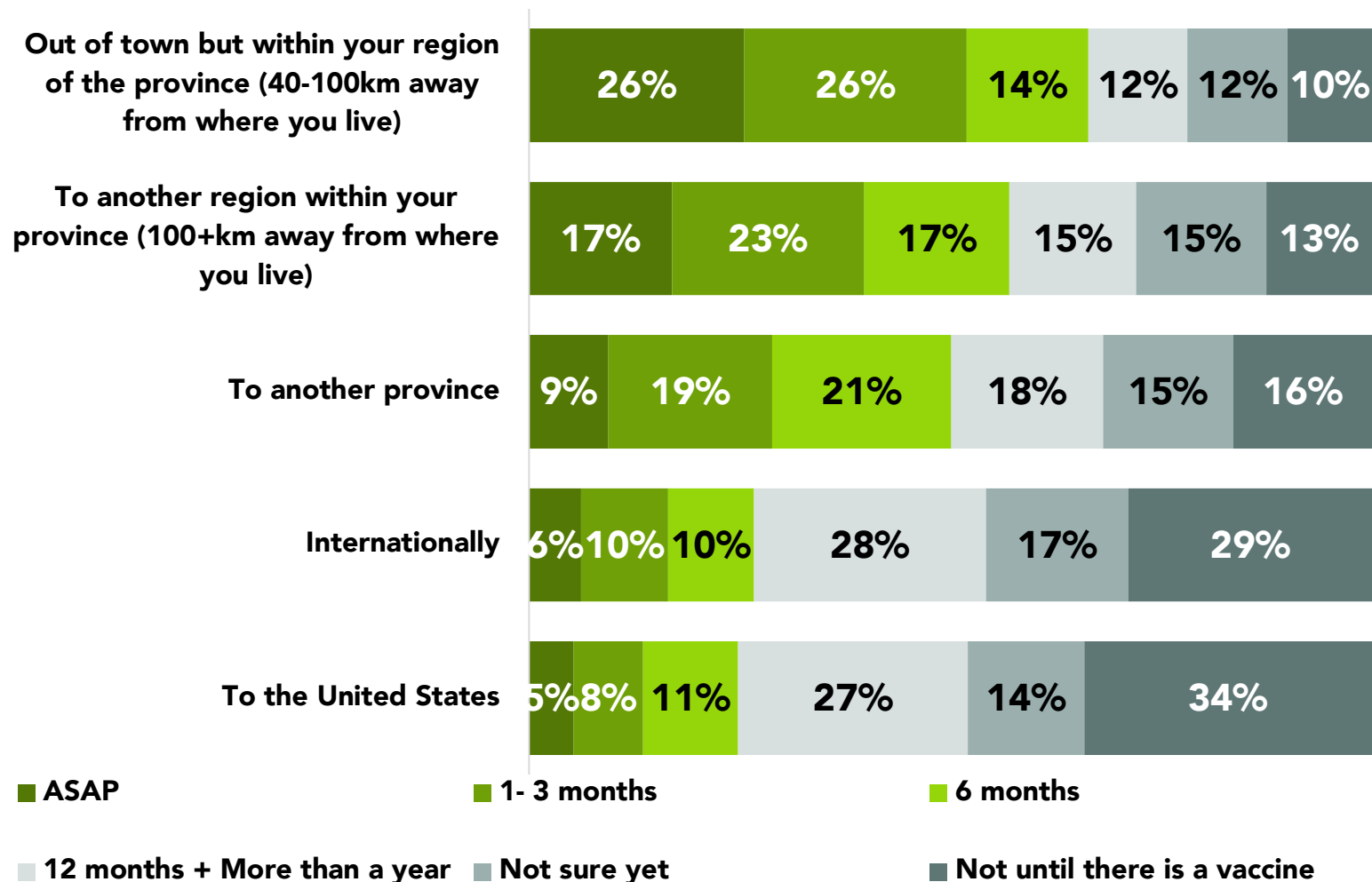
BOOKINGS AND INTENTIONS



**As with Ontarians,
very few have
actually booked
travel so far.
One third have at
least started making
plans.**

Have you booked future travel plans (aside from business travel) or talked about future travel plans with your family or friends for when the COVID-19 pandemic is over?

TIME HORIZON FOR DIFFERENT DESTINATIONS



52% of travellers to your region say they will travel out of town but within their region this season.

40% of travellers to your region say they will travel out of their region this season.

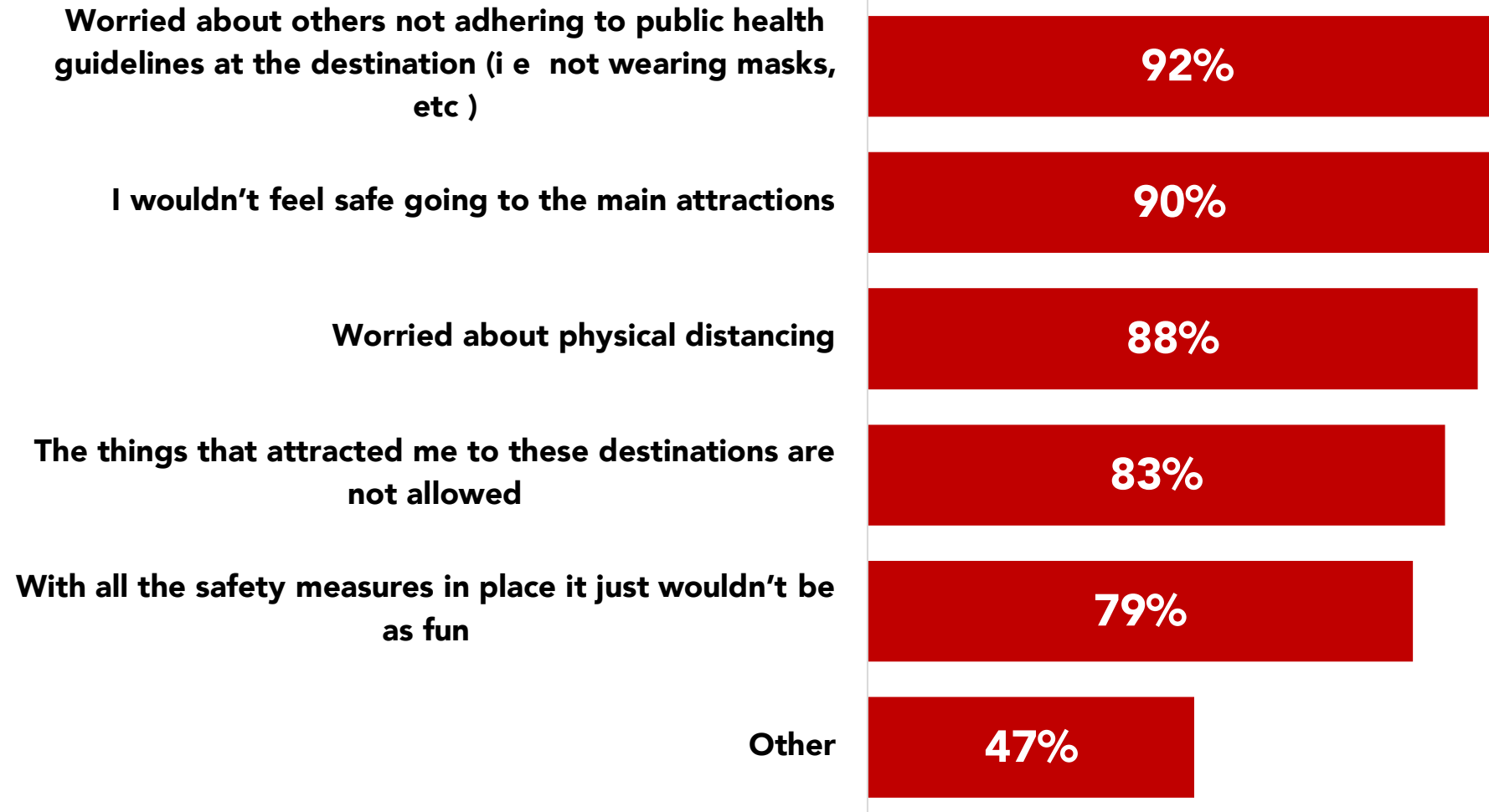
How long will it be before you feel comfortable travelling **not interested removed

LESS DENSE = MORE POPULAR



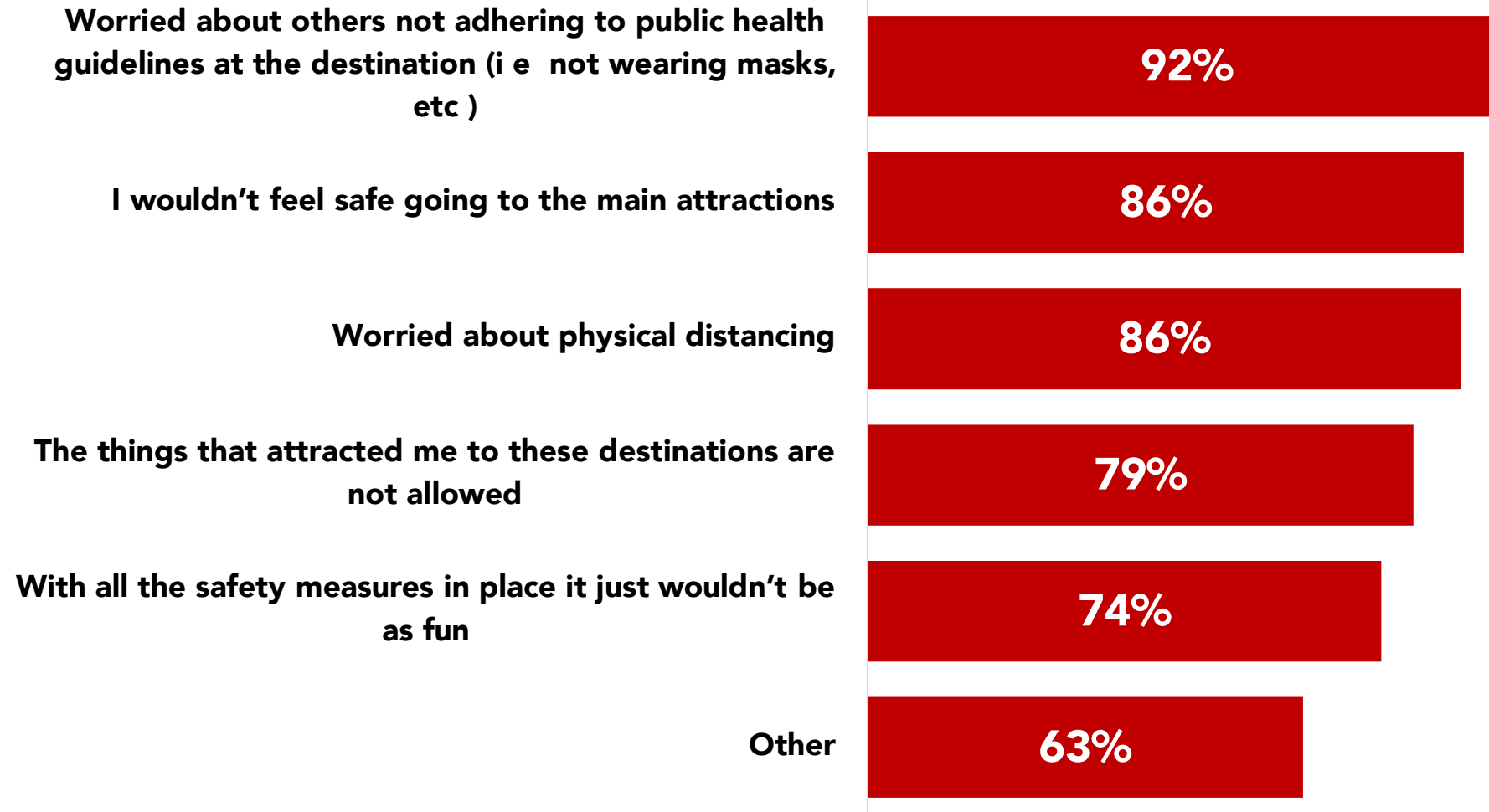
During the next 6 months, do you think you will take any of the following trips (excluding business travel) to a destination at least 40km+ from where you live and in Ontario

REASONS FOR DISCOMFORT- SMALL TOWN/RURAL DESTINATION



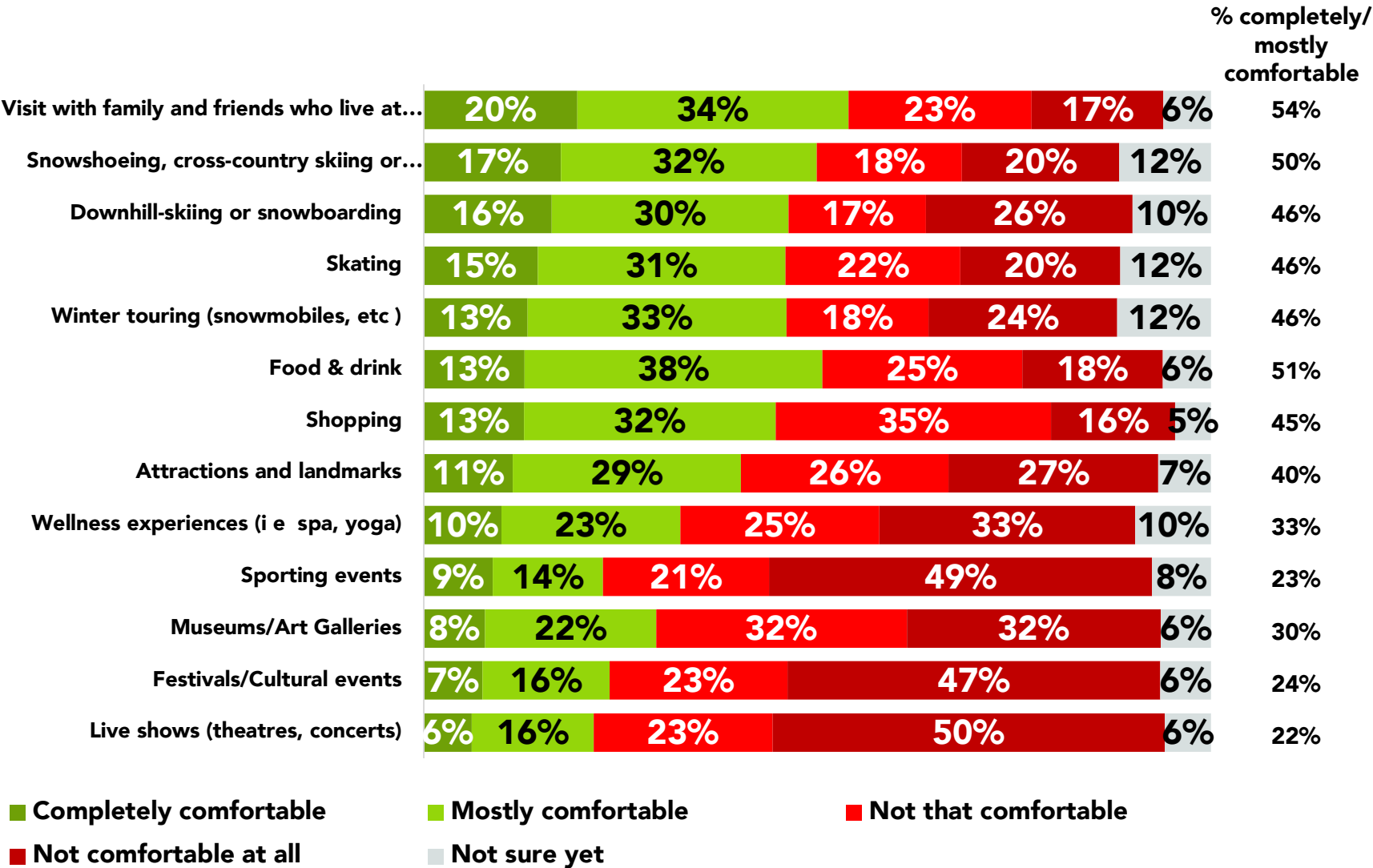
Why might you be uncomfortable travelling to a....

REASONS FOR DISCOMFORT- NATIONAL/PROVINCIAL PARK



Why might you be uncomfortable travelling to a....

WHAT TO DO

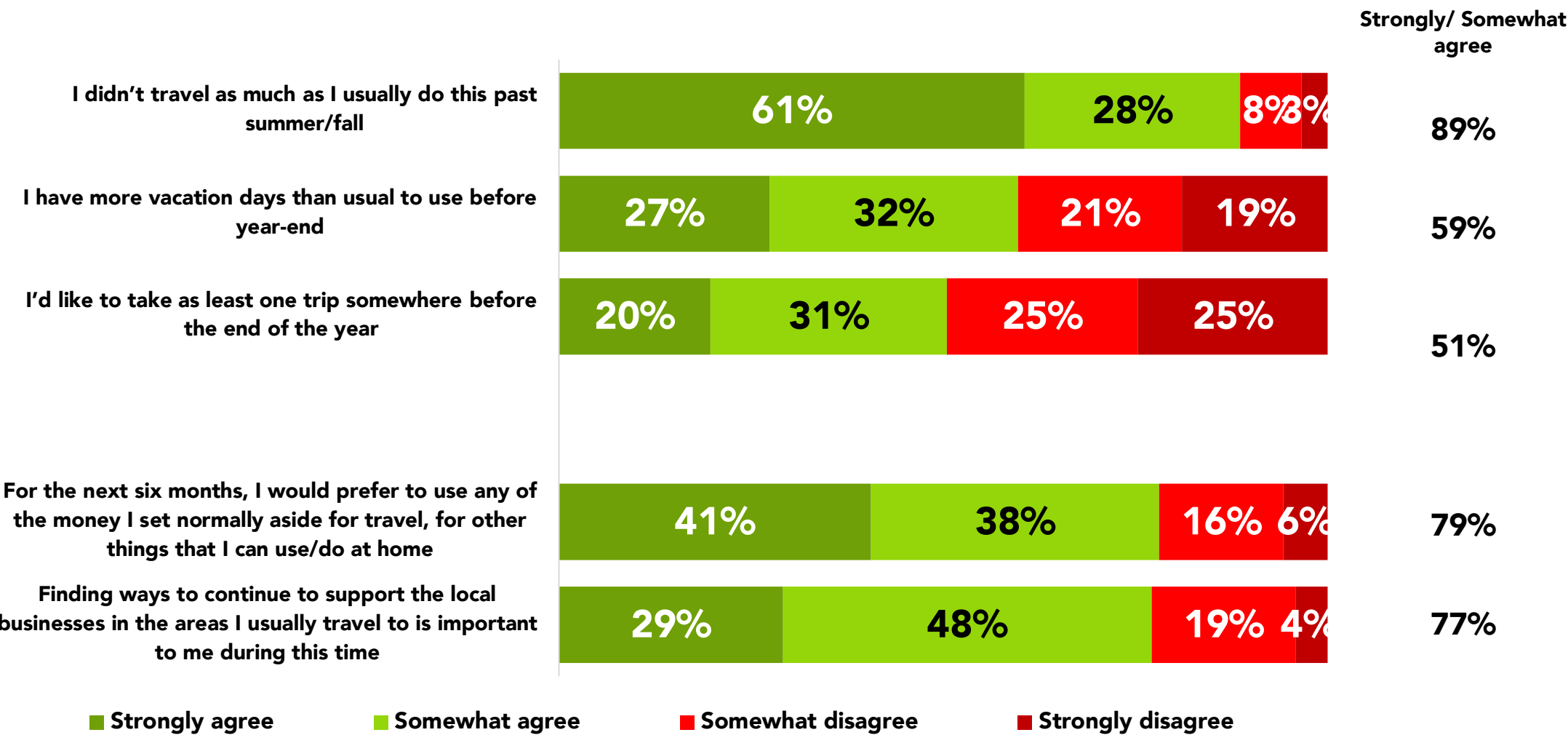


Visiting travelers are also most comfortable with outdoor activities/visiting with family/friends.

There is also a fairly high level of comfort with activities that involve food & drink and shopping.

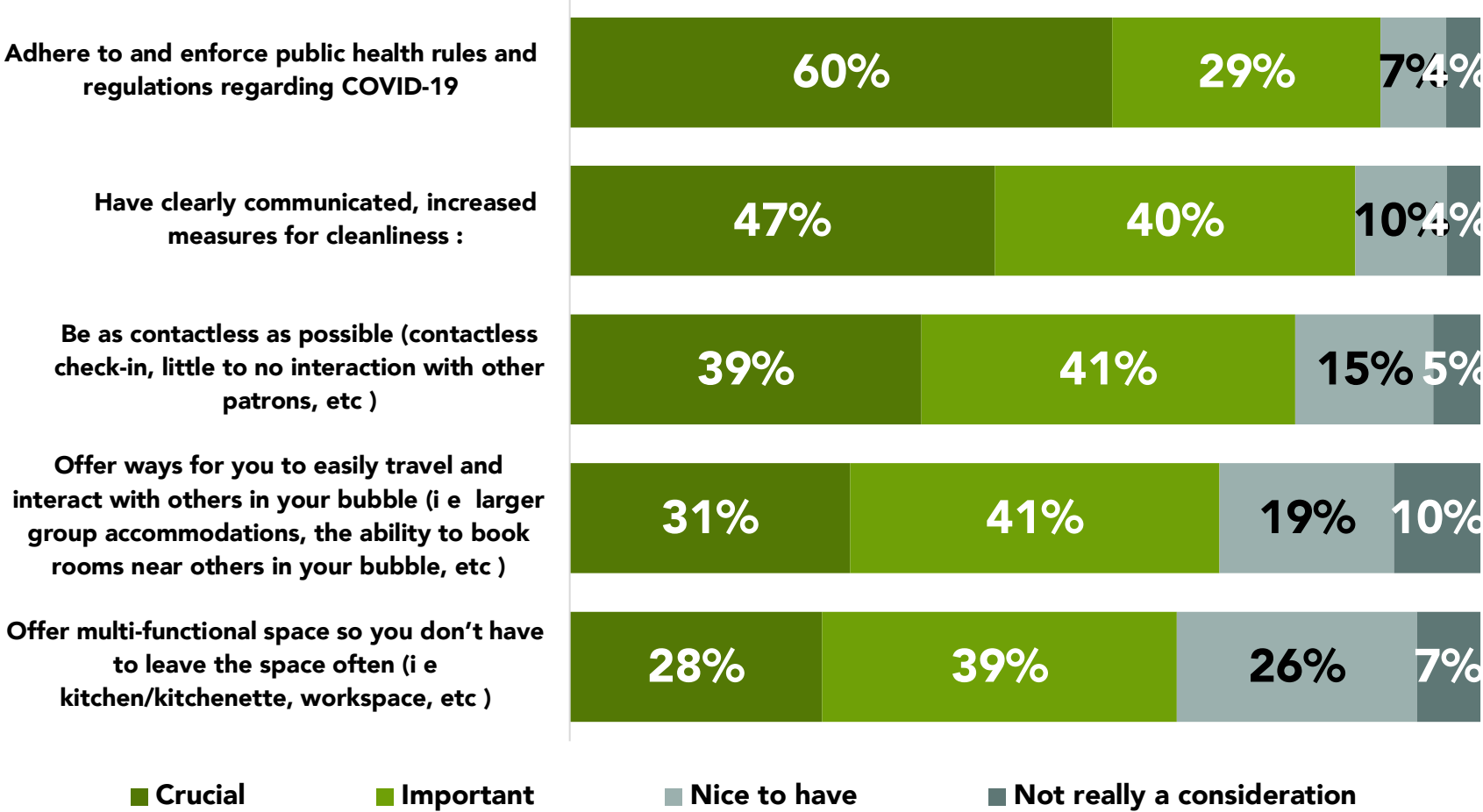
During the upcoming winter season, to what extent will you feel comfortable, if at all, doing the following activities

SOME PENT UP DESIRE TO TRAVEL BUT ALSO INTEREST IN DIRECTING SPEND ELSEWHERE



Do you agree or disagree with the following:

BOOKING ACCOMMODATIONS: ADHERENCE TO PUBLIC GUIDELINES IS KEY

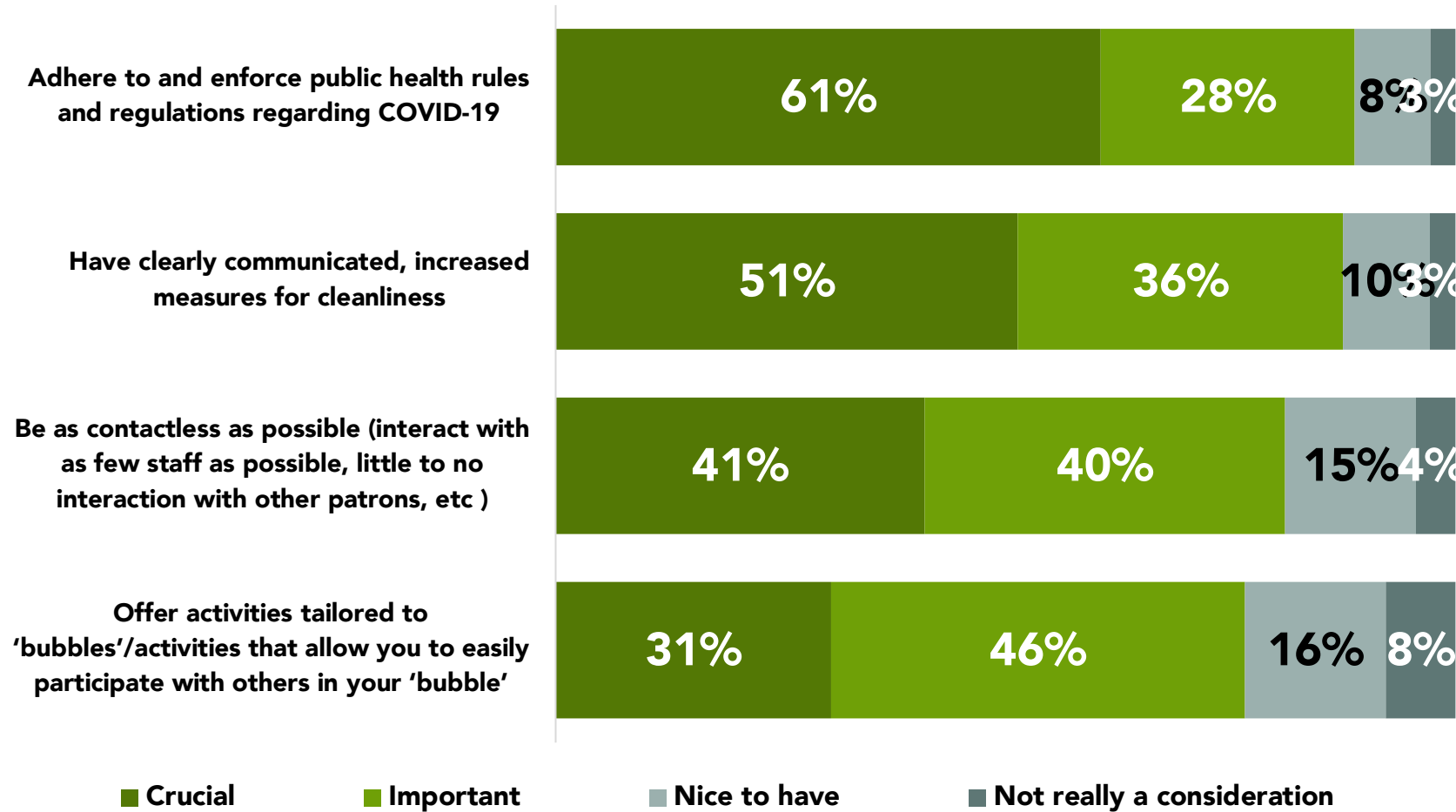


Above all else, accommodations should be adhering to public health rules and regulations.

89% of travellers to your region want the accommodation to adhere to and enforce public health rules and regulations regarding COVID-19.

When choosing to book at an accommodation, how important is it that the accommodation...

BOOKING ACTIVITIES: ADHERENCE AND INFO ON CLEANING PROTOCOLS ALSO IMPORTANT



When it comes to activities, the requirements are the same.

89% of travellers to your region want the activity to adhere to and enforce public health rules and regulations regarding COVID-19.

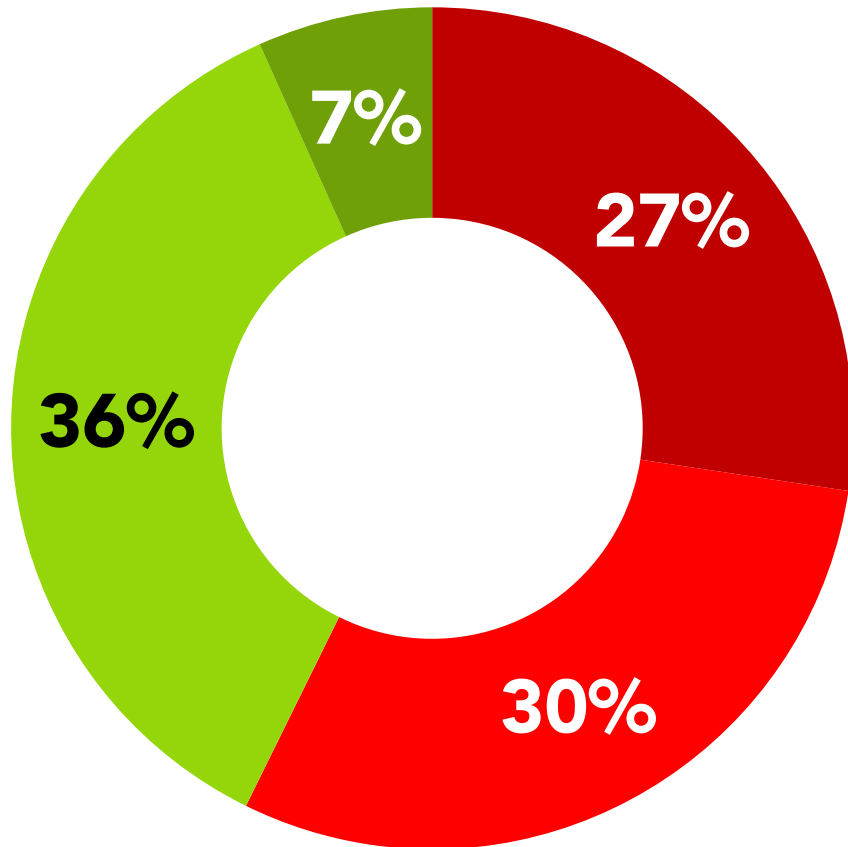
Contactless is also important or critical for 81% of travellers.

When choosing to book an activity, how important is it that the activities you choose

A dimly lit airport terminal with people waiting and walking. In the foreground on the right, a black rolling suitcase stands upright. The background shows rows of airport seating, people, and flight information screens.

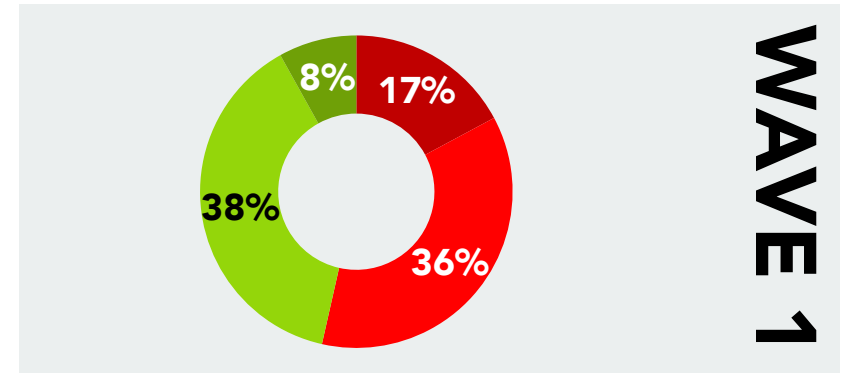
PART 2: RESIDENTS OF YOUR REGION

WORRY ABOUT THE PANDEMIC



■ Really worried ■ Somewhat worried ■ A little worried ■ Not at all worried

57% say coronavirus is making them really/somewhat worried.



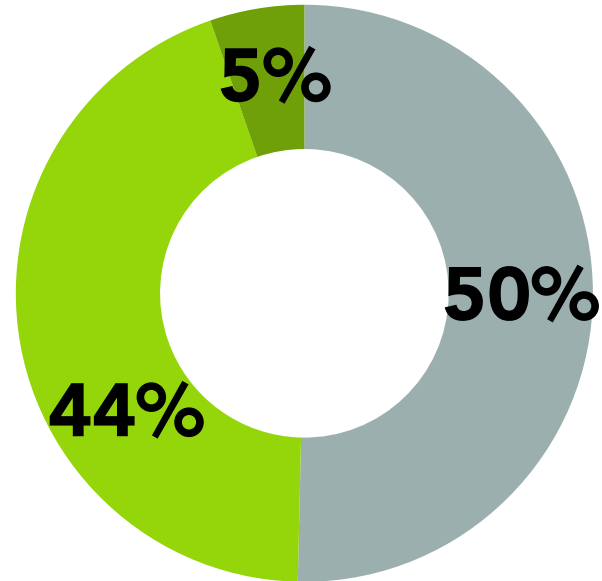
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POST-COVID TRAVEL COMFORT

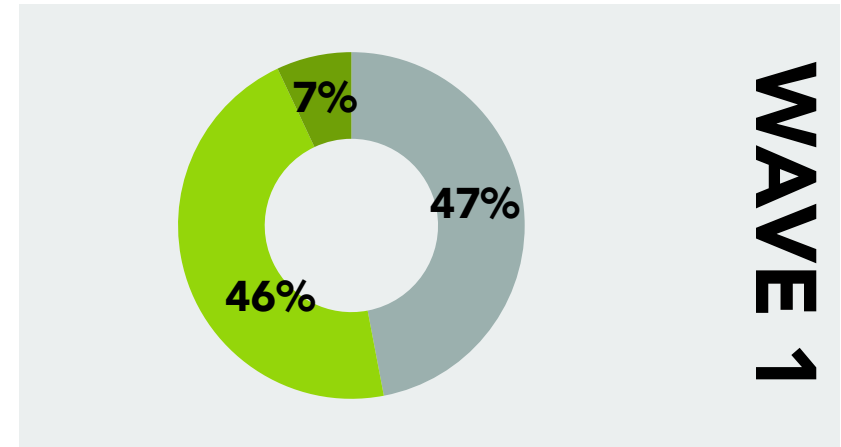
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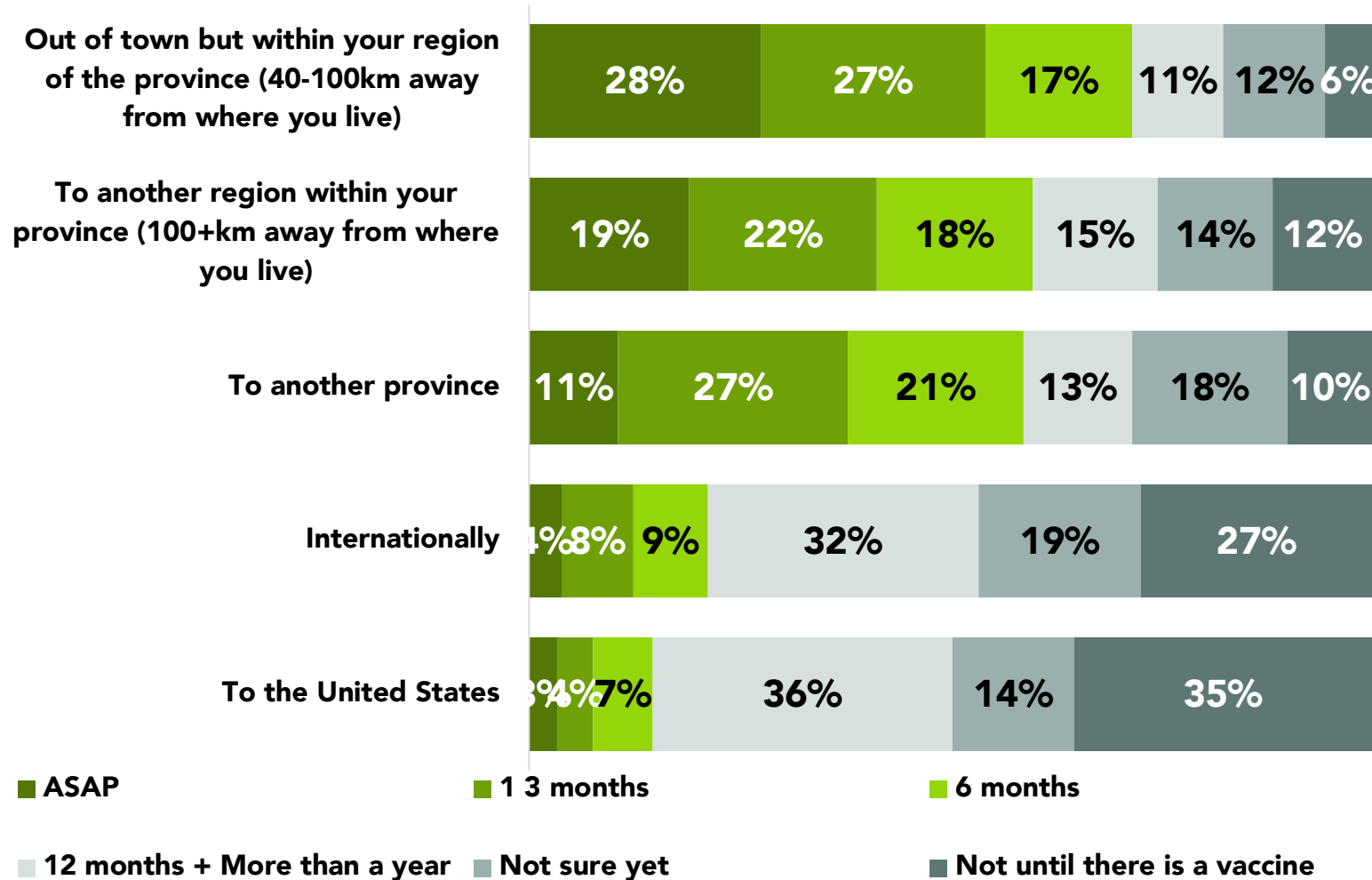


Like Ontarian travellers overall, few will jump right back in.



What best describes how you feel about travelling?

TIME HORIZON FOR DIFFERENT DESTINATIONS

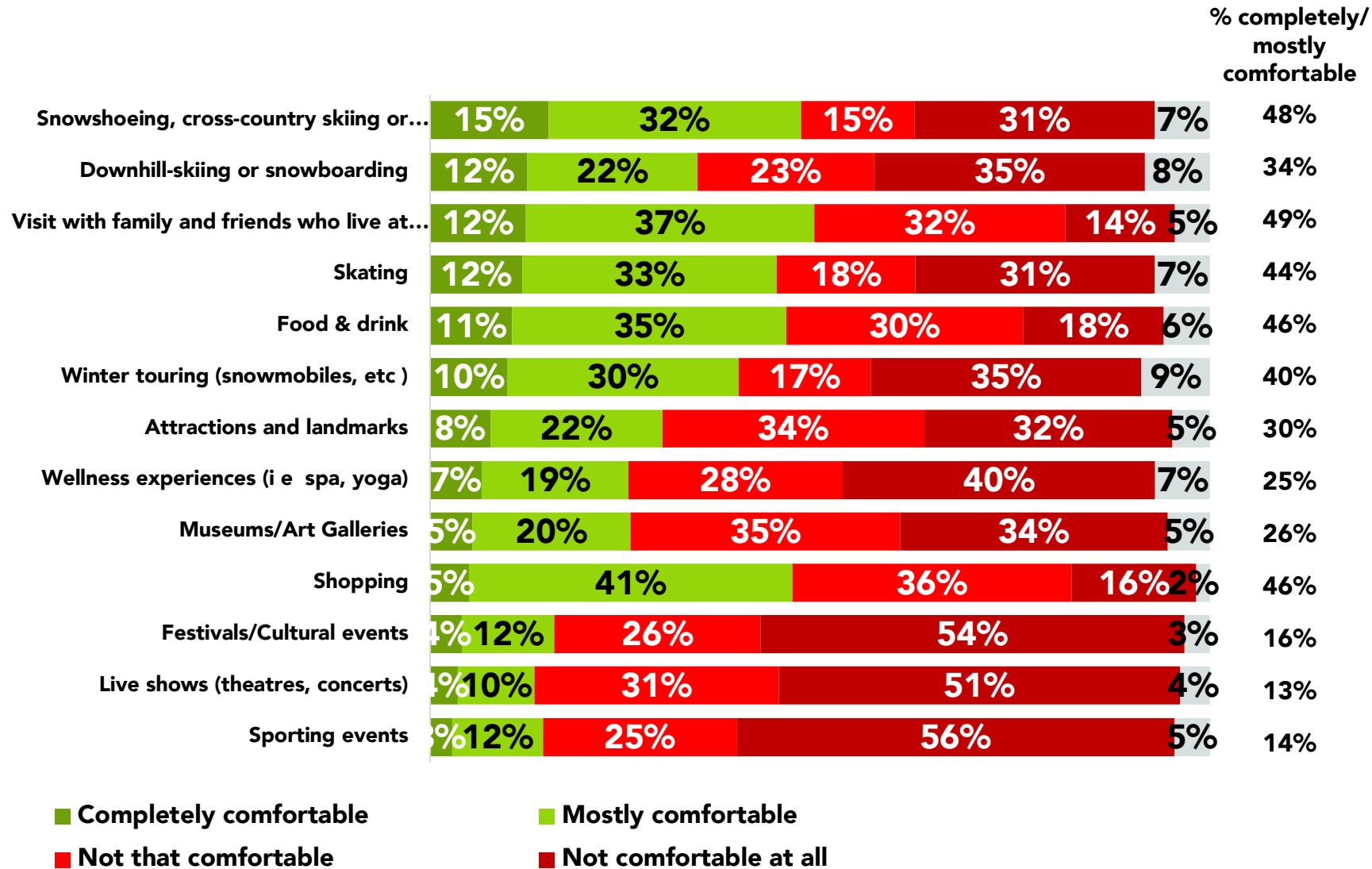


54% of residents in your region say they will travel out of town but within their region this winter.

41% of residents in your region say they will travel out of their region this winter.

How long will it be before you feel comfortable travelling? *Not interested removed

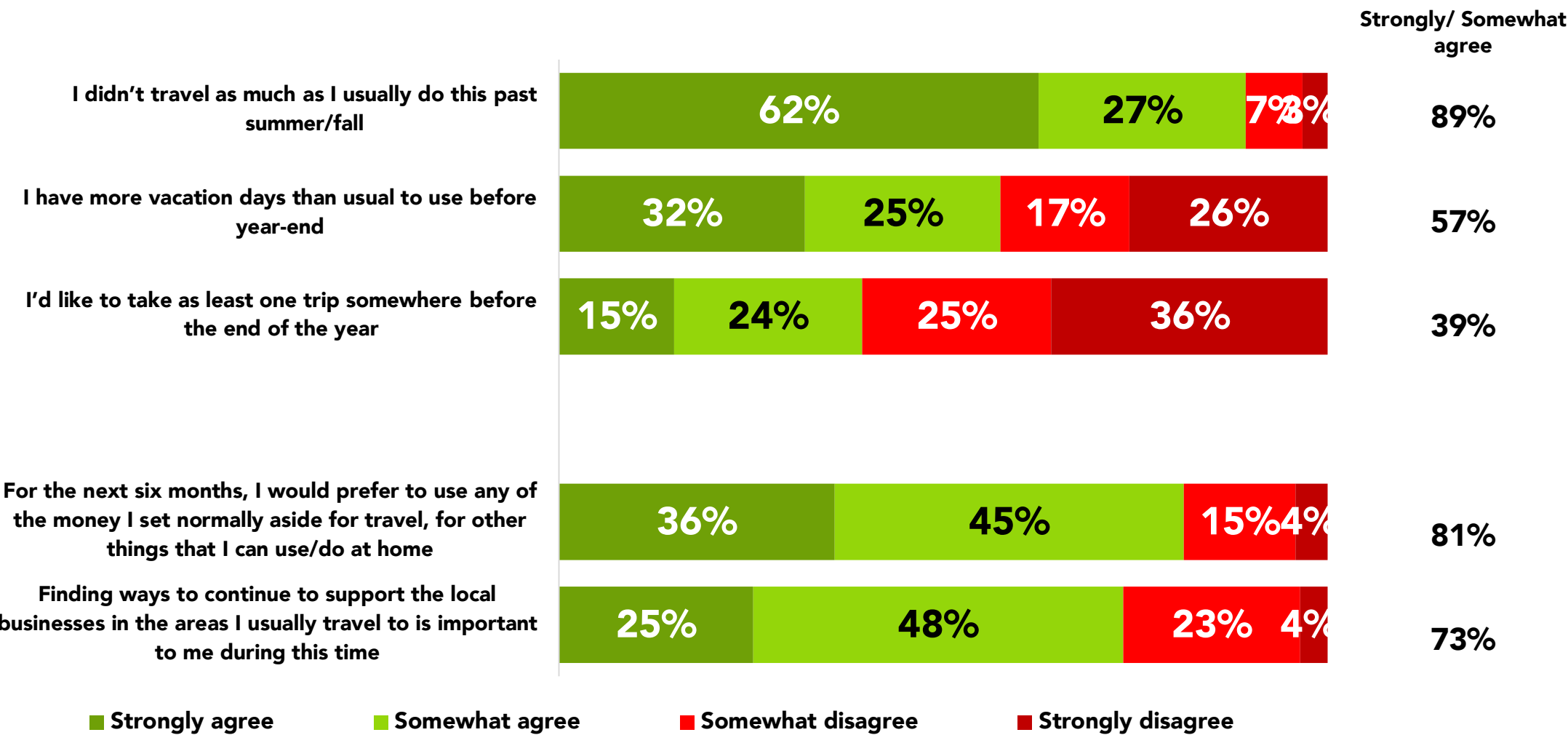
WHAT TO DO



Residents are most comfortable with outdoor activities like visiting with family and friends or skiing, snowshoeing or hiking.

During the upcoming winter season, to what extent will you feel comfortable, if at all, doing the following activities

SOME PENT UP DESIRE TO TRAVEL BUT ALSO INTEREST IN DIRECTING SPEND ELSEWHERE



Do you agree or disagree with the following:

**GROWING FEARS OF COVID
LIKELY TO KEEP MANY
TRAVELLERS AWAY,
BUT NOT ALL**

**ONTARIO TRAVEL A LIKELY
OPTION, BUT FACING
GREATER COMPETITION WITH
BUDGET/HOME SPEND**

**COVID SPECIFIC
MEASURES ARE MORE
IMPORTANT THAN EVER**

ABACUS DATA

COVID-19 & TRAVEL IMPACT STUDY

WAVE 2

FINAL RESULTS

SURVEY OF ONTARIO RESIDENTS



METHODOLOGY

The survey was conducted with 2,000 residents deemed 'travellers' under the screening criteria aged 18 and older from November 9th to 21st 2020. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.19%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The unpredictability of our lives because of COVID-19 means that we are hesitant to be sure of our plans, and comfort levels with doing different activities day-to-day. This includes how Ontarians are feeling about travel. Things like case count, the narrative in the media, and how 'close-to-home' the virus seems all impact how comfortable we are with leaving the house for anything other than work or school.

A small number of us are okay with this unpredictability. And have accepted it as a trade-off to trying to live their lives as normally as possible. But for most of us, this unpredictability means that we are unsure of what to do, and what we would consider safe or unsafe. We might recognize that adjustments need to be made if we want to go out and have experiences (yet still uncomfortable), or we might shut it all off and instead try to accept that we can't have it both ways; that we must sacrifice things like travel for the time being and focus on things.

At the same time, we are doing our best to uphold the recommendations and stay on top of the latest do's and don't's but we are getting tired. The number of rules and protocols that to keep up with just for making the occasional trip to the grocery store are changing frequently, and it takes a lot to keep up.

EXECUTIVE SUMMARY

If we want to take a trip somewhere, it would mean figuring out what zone the destination is in, what rules apply to that zone, and then searching for activities/accommodations that we think fit with our interpretation of the rules. That's a lot more work than just picking a place that we would find relaxing or enjoyable. Not to mention that in the time between now and our trip, the rules could change and that would mean investing more time and energy into making sure the trip can still be possible.

These two additions create more obstacles for people looking to book trips; things are so uncertain and it is hard to know where to turn. Travellers need to be reassured about how your accommodation/activity work within the confines of this unpredictability. And this information needs to be easy to find, to help eliminate that burden of additional research as much as possible.

Few have decided with certainty that they will be travelling in this upcoming season. But for those who are on the fence, an extra bit of information on the COVID-19 protocols and reassurances in an easy-to-find place may be just the nudge they need to get back in

WHAT'S CHANGED SINCE SUMMER 2020?

Worries about the pandemic are here to stay.

And instead of decreasing, we see an increase in concern about COVID-19 overall, additional spikes in infections, and a lack of medical equipment. Living in a pandemic for 8 months doesn't seem to have made us any more comfortable with the situation we are in.

Some are less concerned about travel, budget and health concerns compared to the summer, but for the majority, they say their concerns are greater for this upcoming season.

46% Less comfortable travelling in the winter overall

50% More concerned about the health implications in the winter

36% More concerned about the budget in the winter

30% Less comfortable travelling in the summer overall

22% More concerned about the health implications in the winter

22% More concerned about the budget in the winter

Staying away from people has grown in importance, as has people's interest in picking destinations that were already on their radar.

85% I will prefer to stay away from a lot of people
+5

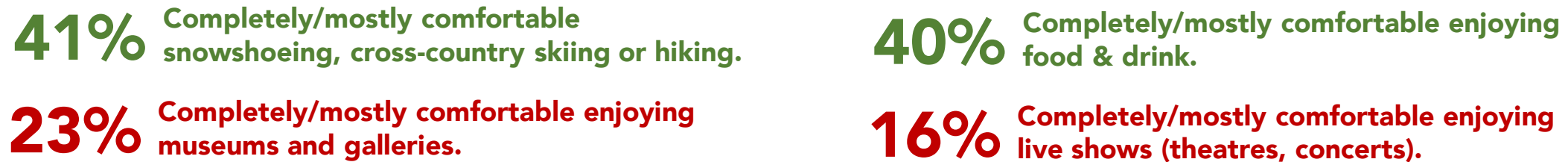
73% I will choose destinations I was already planning to travel to
+4

WHAT'S REMAINED THE SAME?

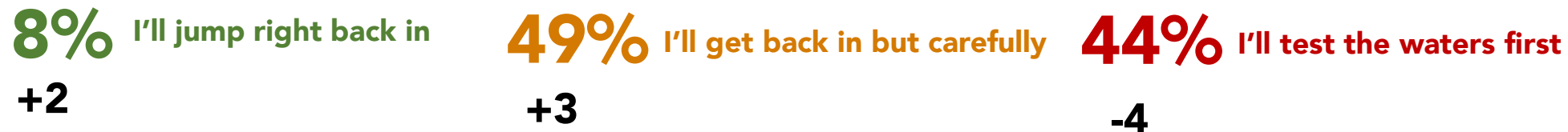
Minimizing contact with others and adhering to COVID-19 recommendations and enhanced cleaning measures remain key.



Outdoor activities are still more popular than indoor activities. And among activities that take place indoors, its all about being able to keep your distance and stay away from others.



Above all else, the mindset towards travel hasn't shifted.



+/- compared to Wave 1

WHAT ELSE DO WE KNOW ABOUT THE TRAVEL MENTALITY?

There isn't a wide-spread feeling of 'getting comfortable' with the pandemic.

But not everyone has the same comfort level.

TRAVEL READY

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, and I'm **comfortable** navigating this new travel reality"

15%

Case count is less of an issue for this group. They seem to accept that waves of cases are the norm for now, and have decided that's something they can handle. Even though they are ready, this group will still need to be convinced that the reasons they travelled pre-pandemic are still possible (even if it means a few changes).

NEEDS ENCOURAGEMENT

If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, but I'm **not very comfortable** navigating this new travel reality"

28%

Finding things to do is less of an issue is less of an issue for this group. Instead, the overall COVID-19 situation (case counts, etc.) are a bigger influence. It doesn't mean that this group won't book. Instead, they need to be reassured of the measures in place for their safety.

TRAVEL ADVERSE

I **don't see myself travelling** during the pandemic for the foreseeable future "

57%

This group is much more concerned about COVID-19 and very sensitive to a wave in cases. The travel behaviour of this group will be directly tied to case count. The good news is that means when cases decrease, this group is likely to travel. But when cases are high, not much can be done to change their minds.

WHAT ELSE DO WE KNOW ABOUT THE TRAVEL MENTALITY?

There does seem to be a bit of pent up demand for travel.

This includes 4 in 10 who say they want to take at least one trip before the year is over.

88%

Strongly
/somewhat agree

I didn't travel as much as I usually do this past summer/fall

55%

Strongly
/somewhat agree

I have more vacation days than usual to use before year-end

41%

Strongly
/somewhat agree

I'd like to take at least one trip somewhere before year end

But there is also a strong interest in diverting funds elsewhere. Interest in spending on home renovation/things to do at home is growing and will create more competition for travel budgets.

79%

Strongly
/somewhat agree

For the next 6 months, I would prefer to use any of the money I normally set aside for travel, for other things I can use/do at home

And with 36% more concerned about their budgets this winter compared to the summer, the pool of funds available for travel is likely smaller too.

HOW DO TRAVELERS FEEL ABOUT WINTER 2020/2021 TRAVEL?

One in three (36%) are comfortable travelling between now and March 2021.

This includes:

- 18-29 (47%) vs 23% (60+)
 - Parents (42%)
- Outdoor Space Seekers (57%)
 - Wellness Lovers (52%)
- Those who are 'travel ready' (78%) vs those who 'need encouragement' (55%), and the 'travel adverse' (15%)

While on the surface, case count does seem to be a deciding factor, it's more likely to change the minds of those who are already hesitant rather than all travellers.

It's mid-December and it looks like cases are **decreasing**. You are trying to decide whether to book a trip during the holiday season.



OR

■ Very likely ■ Somewhat likely ■ Not very likely ■ Not at all likely

It's mid-December and it looks like cases have been **holding steady**. You are trying to decide whether to book a trip during the holiday season.



WHAT CAN OPERATORS DO?

Like the summer, unfortunately much of what's impacting travel decisions and behaviour is out of the control of operators. Things like case count, overall handling of the pandemic (hospital resources, and public health protocol) all shift behaviour and decision-making, but these cannot be avoided.

And while public health recommendations shift often, there are a few things that have held constant.

- Travellers want to see: increased cleaning measures, and how they can keep their distance from others.**
- A sense of familiarity is key. Pandemic fatigue is a reality for many. Booking a vacation shouldn't add more stress, and time spent researching whether the trip can be considered 'COVID-safe'. And so, travellers are most likely to turn to what they already know.**

WHAT CAN OPERATORS DO?

SHOW ADHERENCE TO COVID-19 PROTOCOLS AND PROCEDURES.

Adherence to COVID-19 protocols (and showing you are doing so) is still paramount for travellers. Showing that you are doing all that you can will give travellers one less thing to worry about.

66% The ability to see clear communications on adherence to protocol is critical/important.

And aside from showing how you will be doing your part, travellers want operators to show how travellers can easily follow public health recommendations. Things like activities and accommodations that allow travellers to easily interact with their bubble only, and multi-use spaces, contactless check-in etc.

Remember that half of those who are travel ready say that it's going to be difficult to find things to do. This is likely their biggest deterrent to actually making a booking, so work to eliminate this barrier too.

CONTINUE TO ENGAGE WITH PAST CUSTOMER BASE.

Aside from COVID protocols, familiarity is still the most important travel factor right now. Travelers are even more likely to pick places they have already been, or already know about.

Even if you can't offer travel to your base right now, still look for ways to engage your customer base.

75% Finding ways to continue to support the local businesses in the area I usually travel to is important to me during this time.

MAKE IT EASIER TO DECIDE TO TRAVEL, ANY WAY YOU CAN.

56% say they are likely to use financial support provided by the provincial government for travel.

Among those who say they are comfortable travelling in Ontario sometime before March, this increased to **71%**.

With financial strain growing, this credit will be very helpful. Work with your local RTO's to advocate for your services to be included in some way.



TRAVELER PROFILES

PROFILES

TRIP/SPEND PROFILES *ONTARIO ONLY

	AVERAGE TRIP SPEND (PRE-COVID)	TOOK THIS KIND OF TRIP IN LAST WINTER TO AN ONTARIO DESTINATION	% OF SAMPLE
ECONOMY OVERNIGHTERS	UNDER \$4K	DAY OR OVERNIGHT TRIP	40%
PREMIUM OVERNIGHTERS	OVER \$4K	DAY OR OVERNIGHT TRIP	11%
ECONOMY WEEKENDERS	UNDER \$4K	WEEKEND TRIP	29%
PREMIUM WEEKENDERS	OVER \$4K	WEEKEND TRIP	9%
ECONOMY WEEK+	UNDER \$4K	WEEK LONG + TRIP	8%
PREMIUM WEEK+	OVER \$4K	WEEK LONG + TRIP	4%

LIFESTAGE PROFILES *ONTARIO ONLY

			% OF SAMPLE
YOUNG URBANITES	18-29 YEARS OLD	LIVE IN TORONTO (NOT GTA) OR URBAN OTTAWA	8%
RETIREEES	RETIRED		15%
PARENTS	HAVE CHILDREN UNDER 18 AT HOME		27%
SNOWBIRDS	RETIRED, AND SPEND A MONTH+ IN SUNNY DESTINATIONS		2%


PROFILES

ACTIVITY PROFILES *ONTARIO ONLY

	LOVE TO DO AT LEAST ONE OF THE FOLLOWING WHEN THEY TRAVEL	% OF SAMPLE
OUTDOOR SPACE SEEKERS	SKATING, DOWNHILL-SKIING OR SNOWBOARDING, WINTER TOURING (SNOWMOBILES, ETC.), SNOWSHOEING, CROSS-COUNTRY SKIING OR WINTER HIKING	22%
MASS EVENT/ATTRACTION FANS	FESTIVALS/CULTURAL EVENTS, ATTRACTIONS AND LANDMARKS, LIVE SHOWS (THEATRE, CONCERTS), SPORTING EVENTS	50%
INDOOR INTERESTS	SHOPPING MUSEUMS/ART GALLERIES	37%
FAMILY LOVERS	VISIT WITH FAMILY/FRIENDS AT THE DESTINATION YOU ARE VISITING	42%
FOODIES	FOOD & DRINK	46%
WELLNESS LOVERS	WELLNESS EXPERIENCES (E.G. SPA, YOGA)	12%

COVID-19 PROFILES *ONTARIO ONLY

		% OF SAMPLE
TRAVEL READY	"IF I WANT TO TRAVEL ANYTIME SOON, I'M GOING TO HAVE TO GET USED TO TRAVELLING DURING A PANDEMIC AND I'M COMFORTABLE NAVIGATING THIS NEW TRAVEL REALITY"	15%
NEED ENCOURAGEMENT	"IF I WANT TO TRAVEL ANYTIME SOON, I'M GOING TO HAVE TO GET USED TO TRAVELLING DURING A PANDEMIC BUT I'M NOT VERY COMFORTABLE NAVIGATING THIS NEW TRAVEL REALITY"	28%
TRAVEL ADVERSE	"I DON'T SEE MYSELF TRAVELLING DURING THE PANDEMIC FOR THE FORESEEABLE FUTURE"	57%

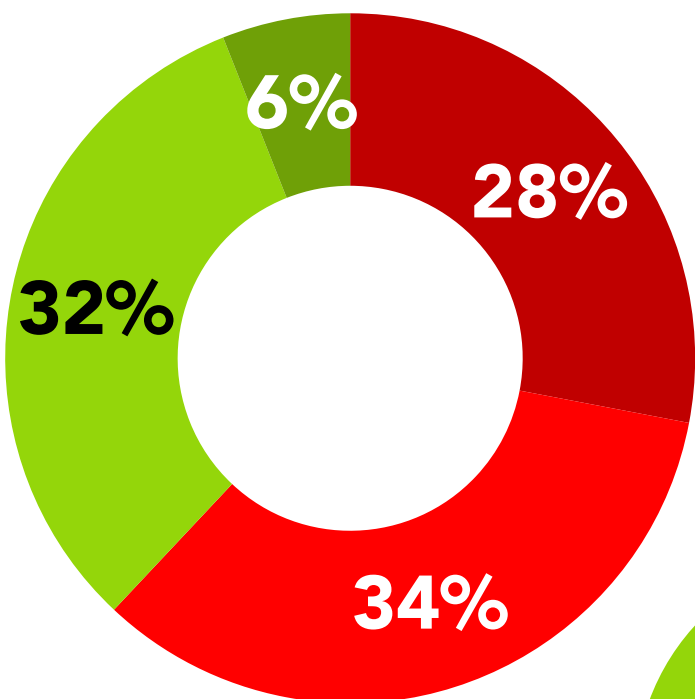
A photograph of an airport terminal with people waiting, luggage, and flight information screens. The image is dimmed to serve as a background for the text.

OVERALL PERCEPTIONS OF THE COVID-19 PANDEMIC

OVERALL PERCEPTIONS OF THE COVID-19 PANDEMIC

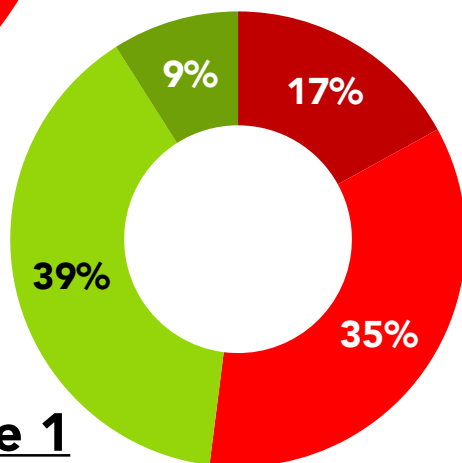
- **Most travellers remain worried about the pandemic: 62% are worried about the pandemic- a ten-point increase since the last wave.**
 - **Those in the GTA and Toronto (where case counts are currently the highest) express the highest level of concern.**
 - **Older Ontarians and retirees are more concerned than their younger counterparts.**
 - **And while there is little difference in concern among activity profiles, premium travellers are more worried than economy travellers.**
- **57% say they are worried about COVID-19 affecting their ability to travel-consistent with the summer.**
 - **Premium travellers (44% premium overnights are really worried) and Snowbirds (45% are really worried) are most concerned about the pandemic impact on travel.**
 - **Fears about an additional spike in infections, contracting COVID-19, and a lack of medical equipment have also risen, while other aspects remain steady.**

TWO THIRDS ARE WORRIED ABOUT THE PANDEMIC



■ Really worried ■ Somewhat worried ■ A little worried ■ Not worried at all

62% of travellers say coronavirus is making them worried. A ten-point increase from last wave.

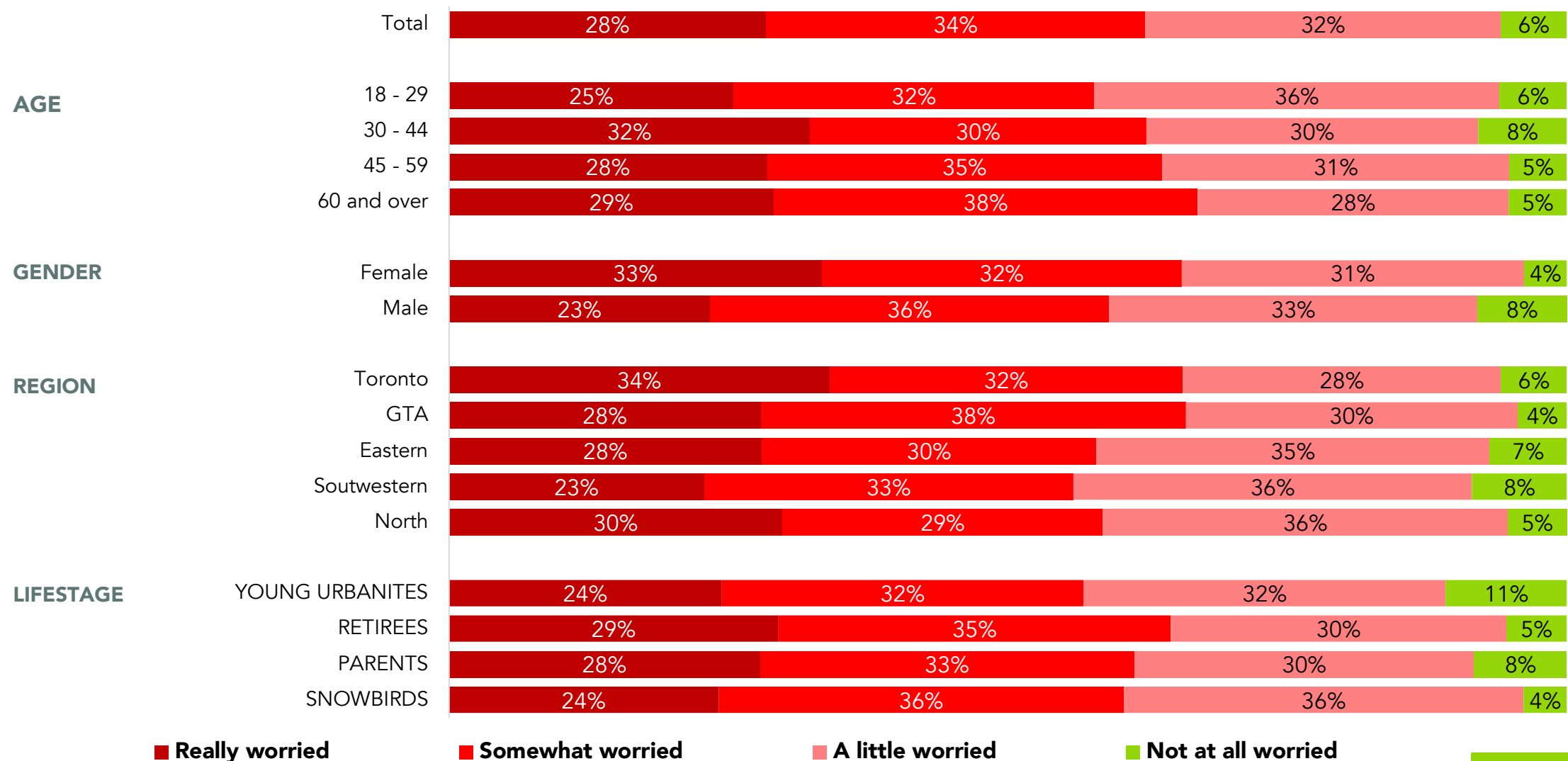


Wave 1

Those in Toronto/GTA are most concerned, as are women and older Ontarians.
Premium travellers are more concerned than economy travellers, and as expected, those who are travel adverse are much more concerned than those who are travel ready.

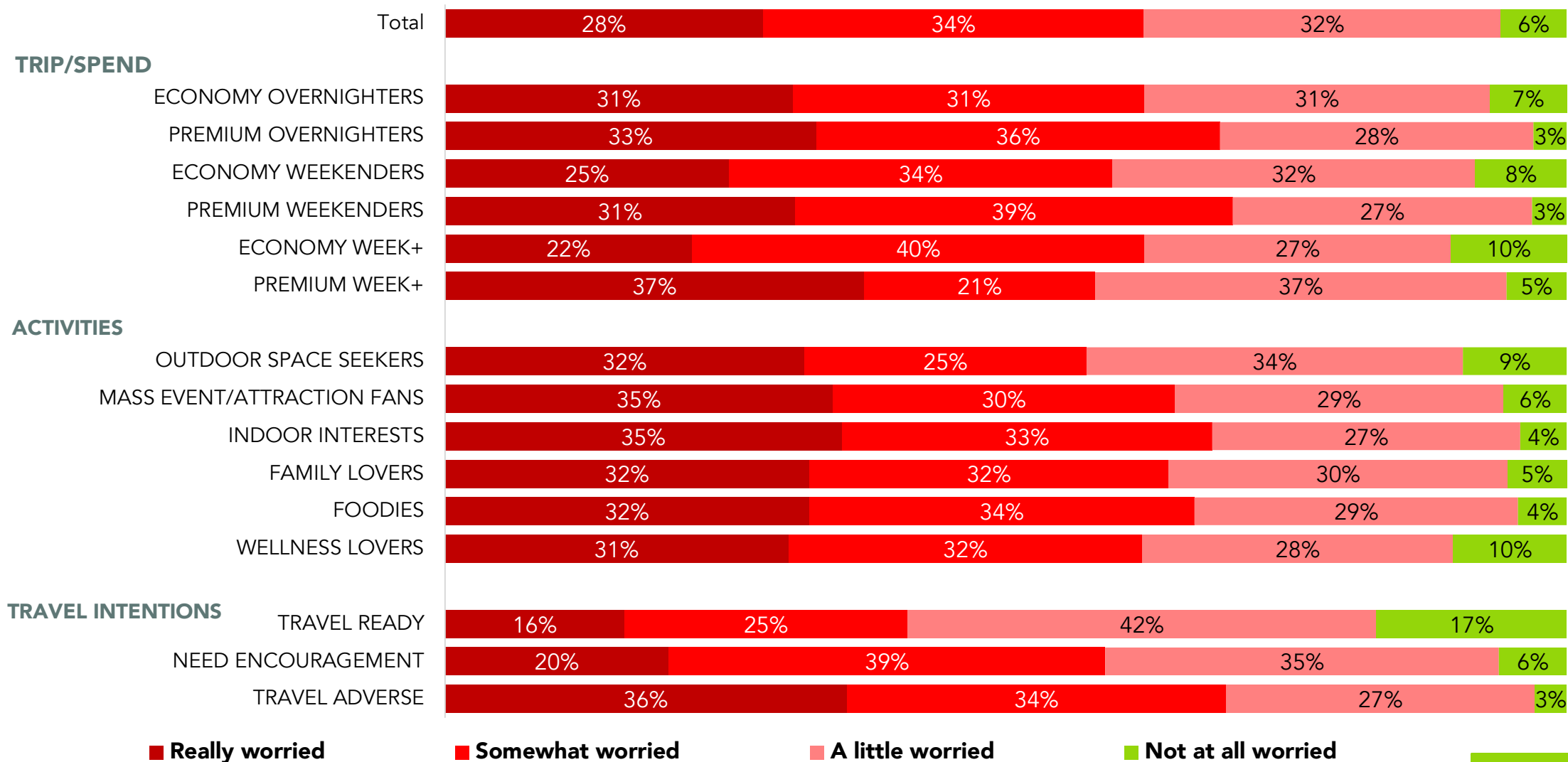
Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

WORRY ABOUT CORONAVIRUS OUTBREAK



Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

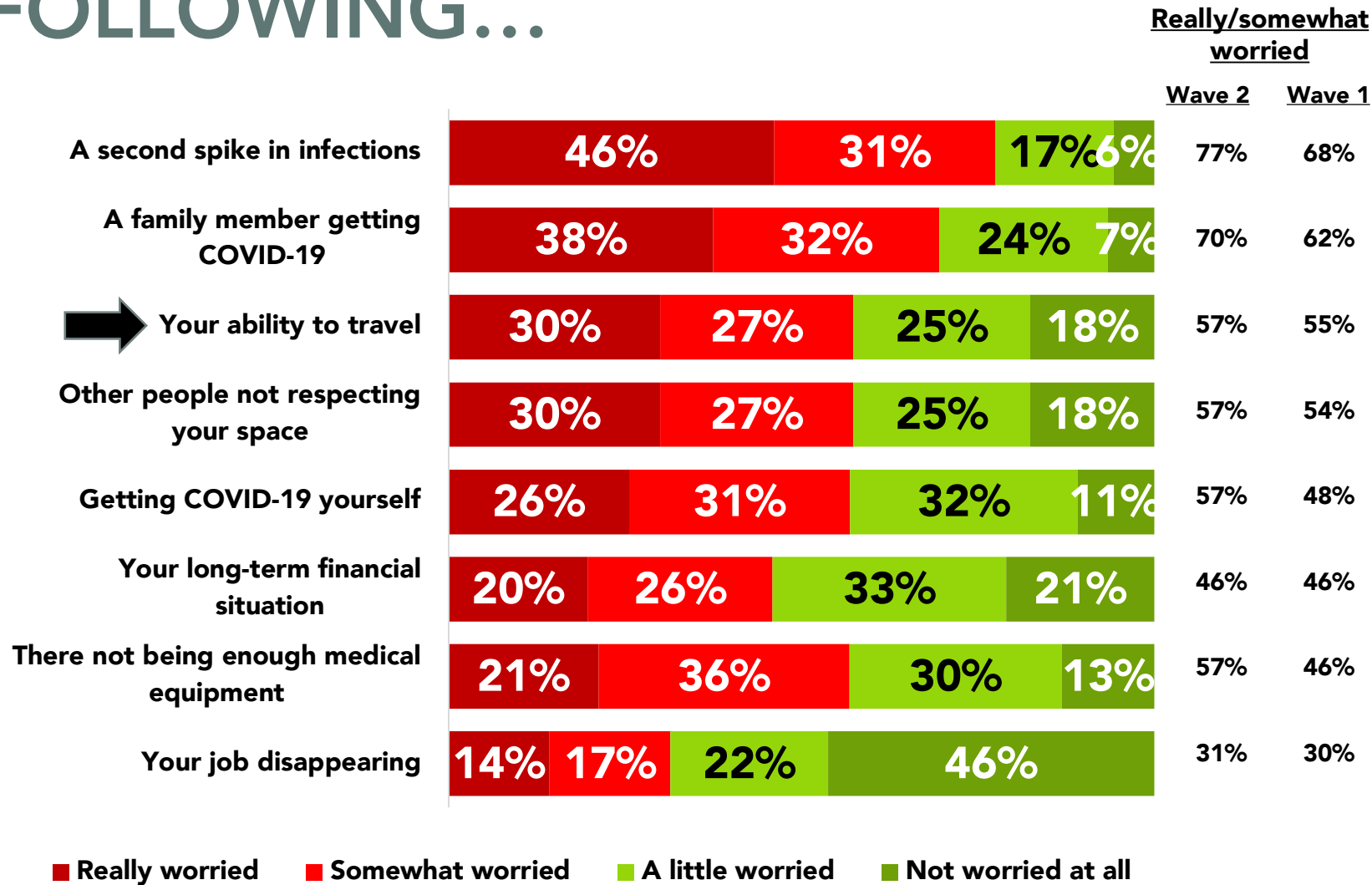
WORRY ABOUT CORONAVIRUS OUTBREAK



ABACUS DATA

Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

TO WHAT EXTENT ARE YOU WORRIED ABOUT THE FOLLOWING...



Just over half remain worried about the pandemic's impact on their ability to travel.

Fears about an additional spike in infections, contracting COVID-19, and a lack of medical equipment have also risen, while other aspects remain steady.

To what extent, if at all, are you worried about the following when it comes to the COVID-19 pandemic

A photograph of an airport terminal with people waiting and a black suitcase in the foreground. The scene is dimly lit, with the suitcase being the primary focus in the lower right.

THE TRAVEL MINDSET TODAY

THE TRAVEL MINDSET TODAY

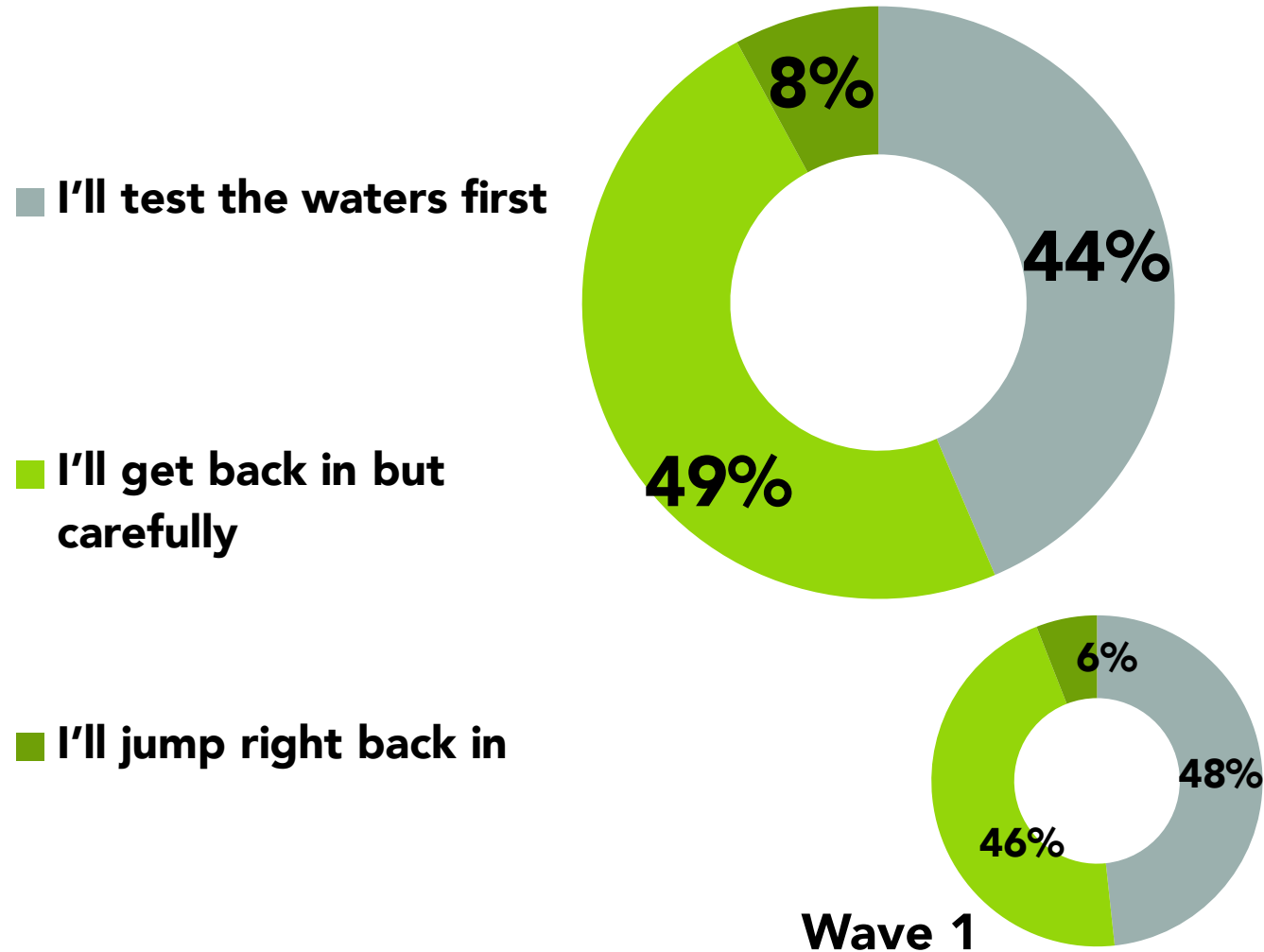
- Still, few are eager to jump right back in to travel. Only 8% are ready to jump right back in.
- As time has gone on and the seasons changed, overall comfort, health concerns and budget concerns have grown since the summer.
 - Overall comfort levels have declined for those who are higher risk (older), or typically enjoyed 'high-risk activities' (indoors, crowds). With no vaccine and an increased spread of cases, it makes sense that these individuals are least comfortable.
- 8 months in, we are also starting to understand some general why mindsets about travel continue to remain stagnant.
 - First, there is a divide on what it means to travel in a pandemic. 15% have more or less accepted this premise. 28% can accept it, but it doesn't mean they are comfortable about it. And 57% have just ruled out travelling in a pandemic.
 - Next, there is frustration about finding things to do. What's the point of travelling if we can't do the activities and stay at the places we love? One in five (19%) say that this hasn't been a problem for them. Of the remaining travellers, half say there are challenges but it's because of the winter season, while the other half say that finding things to do is just challenging in a pandemic.
 - Given that we have lived through two waves of cases so far, we can also get a sense of how this affects travel plans. Only 8% would be comfortable booking and travelling during a surge, 20% would book but not travel in a surge. And 72% would do neither during an increased wave of cases.

THE TRAVEL MINDSET TODAY

- From this, we have created 3 'travel intentions' segments:

<i>PHILOSOPHY ABOUT TRAVELLING DURING COVID-19</i>	<i>% OF TRAVEL POPULATION</i>	
TRAVEL READY "If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, and I'm comfortable navigating this new travel reality "	15%	They seem to accept that waves of cases are the norm for now, and have decided that's something they can handle. Even though they are ready, this group will still need to be convinced that the reasons they travelled pre-pandemic, are still possible (even if it means a few changes).
NEEDS ENCOURAGEMENT "If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, but I'm not very comfortable navigating this new travel reality "	45%	Finding things to do is less of an issue is less of an issue for this group. Instead, the overall COVID-19 situation (case counts, etc.) are a bigger influence. they need to be reassured of the measures in pace for their safety.
TRAVEL ADVERSE "I don't see myself travelling during the pandemic for the foreseeable future "	61%	The travel behaviour of this group will be directly tied to case count. The good news is that means when cases decrease, this group is likely to travel. But when cases are high, not much can be done to change their minds.

STILL, FEW ARE EAGER TO JUMP RIGHT BACK IN



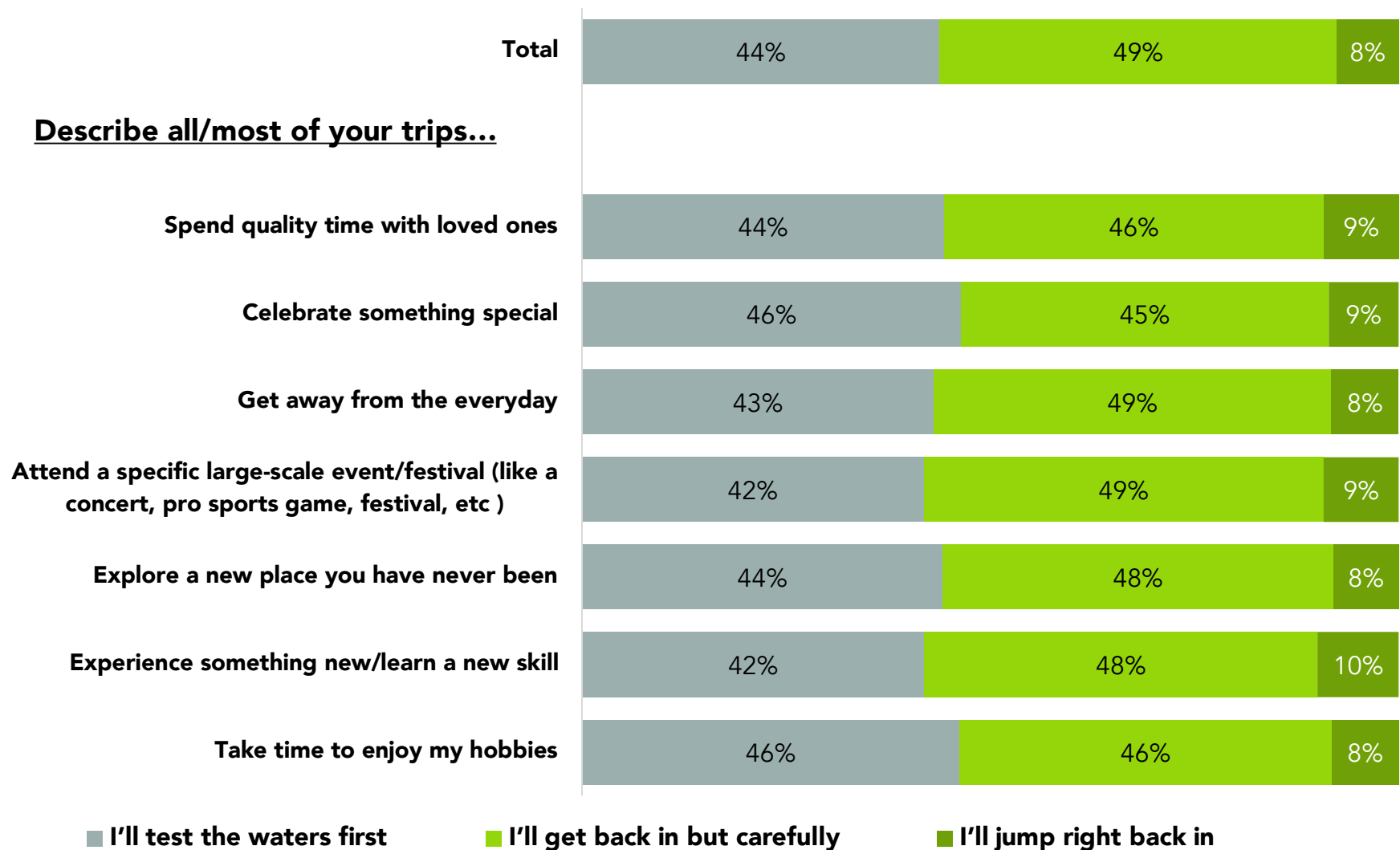
Few Ontario travellers are eager to get back into their travel habits. Only 8% are likely to resume their pre-COVID travel habits ASAP.

Most hesitant?

- Retirees (46% I'll test the waters first)
- Premium weekend/overnight travellers
- Travel adverse (56% I'll test the waters first)

Interestingly snowbirds are much less hesitant than retirees overall.

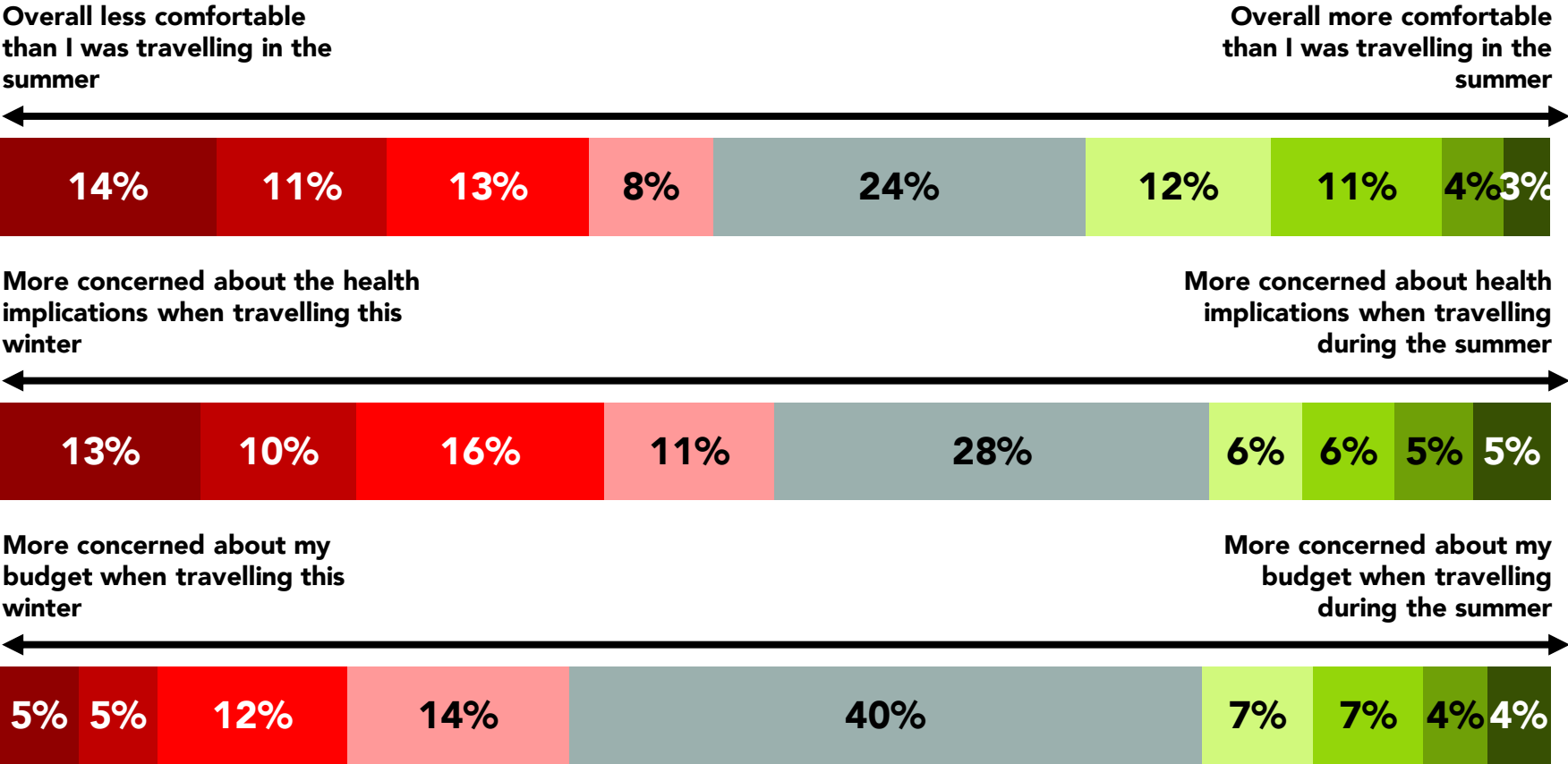
COMFORT LEVEL BY TRIP DRIVERS



Amongst all drivers for travel, travellers are hesitant to get right back into their travel habits.

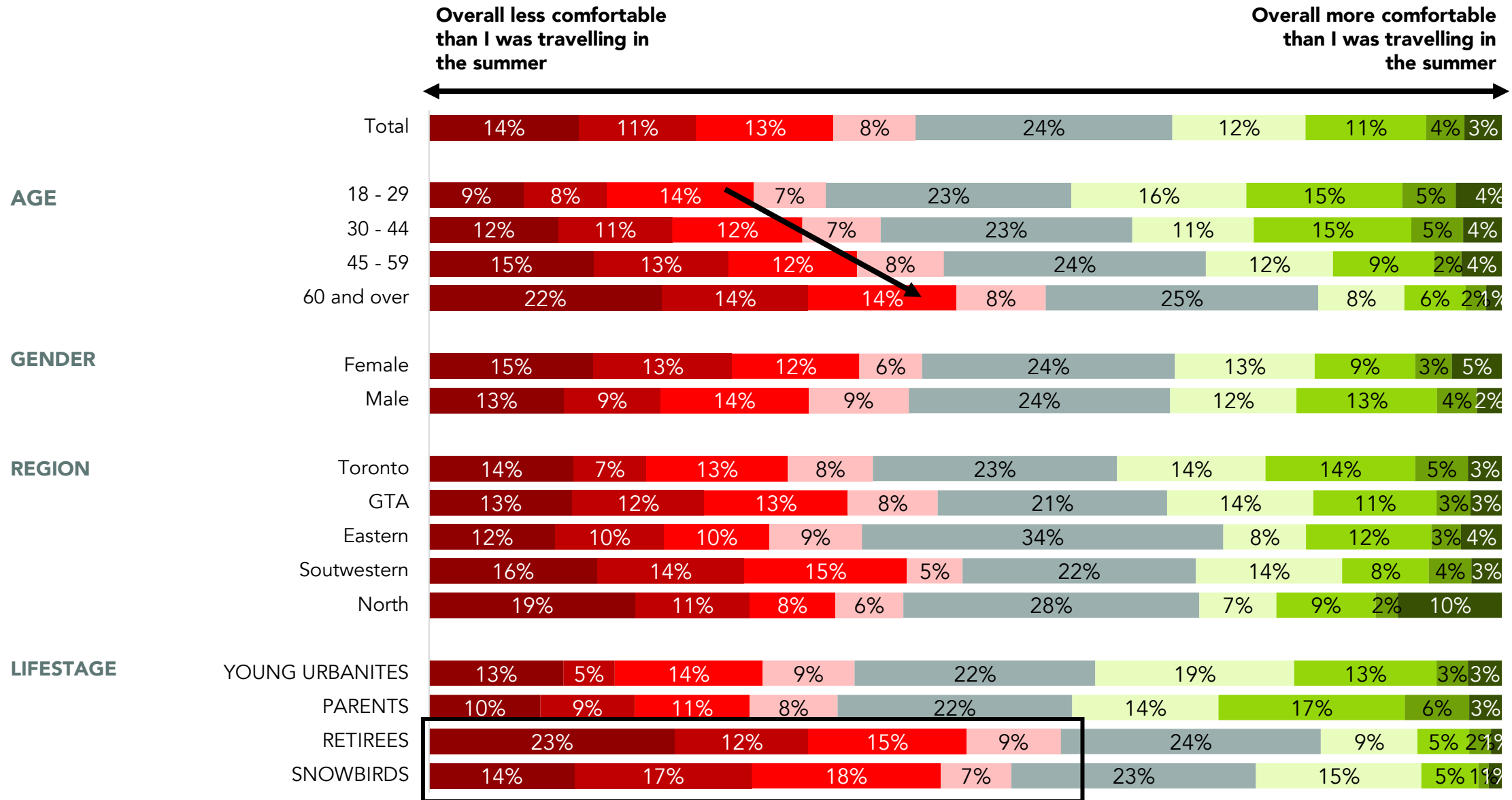
What best describes how you feel about travelling now as physical distancing restrictions start to be lifted

ONTARIO HAS MORE OR LESS ENTERED THE SECOND WAVE OF CASES IN THE COVID-19 PANDEMIC. COMPARED TO TRAVEL THIS SUMMER, WHICH OF THE FOLLOWING BEST EXPLAINS HOW YOU FEEL ABOUT TRAVEL IN ONTARIO DURING THE UPCOMING WINTER SEASON.

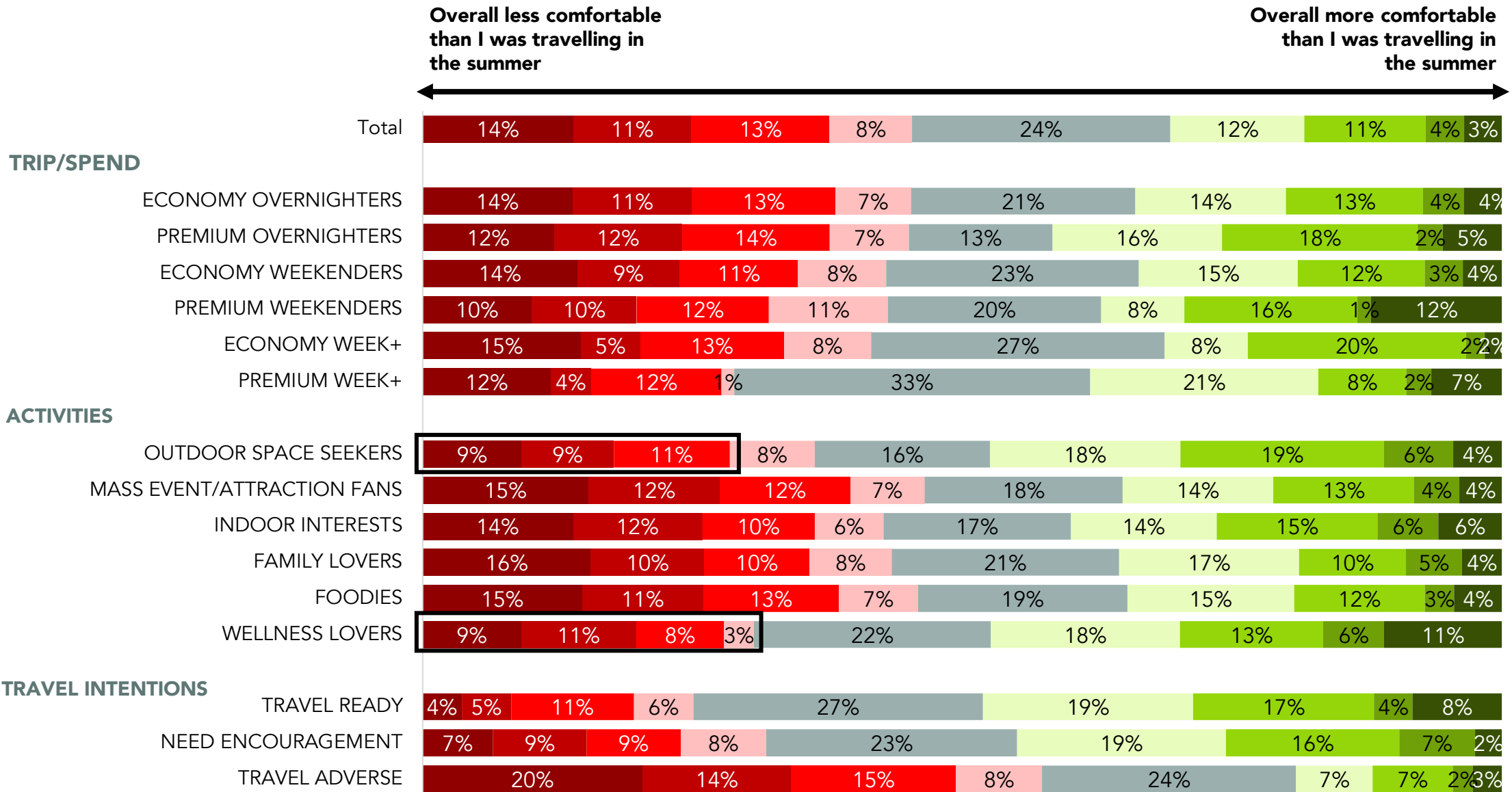


Comfort levels in general, concern about health implications and concerns about budget are heightened compared to this past summer.

Those who are at higher risk (older), and enjoy 'higher risk activities' (indoors, crowds) are less comfortable than they were in the summer.

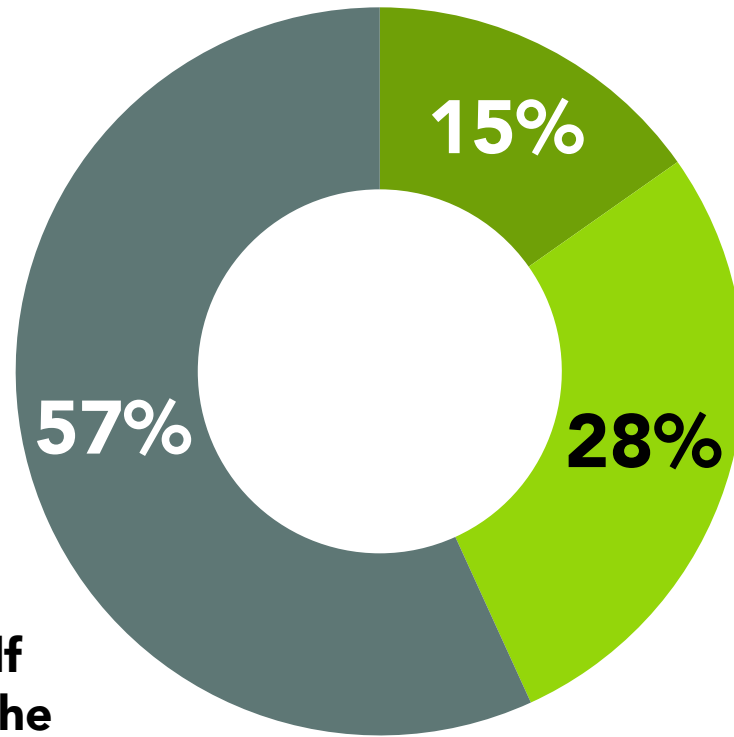


Ontario has more or less entered the second wave of cases in the COVID-19 pandemic. Compared to travel this summer, which of the following best explains how you feel about travel in Ontario during the upcoming winter season.



Ontario has more or less entered the second wave of cases in the COVID-19 pandemic. Compared to travel this summer, which of the following best explains how you feel about travel in Ontario during the upcoming winter season.

8 MONTHS IN, MOST HAVE NOT GROWN ACCUSTOMED TO THIS NEW TRAVEL REALITY



If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, and I'm comfortable navigating this new travel reality

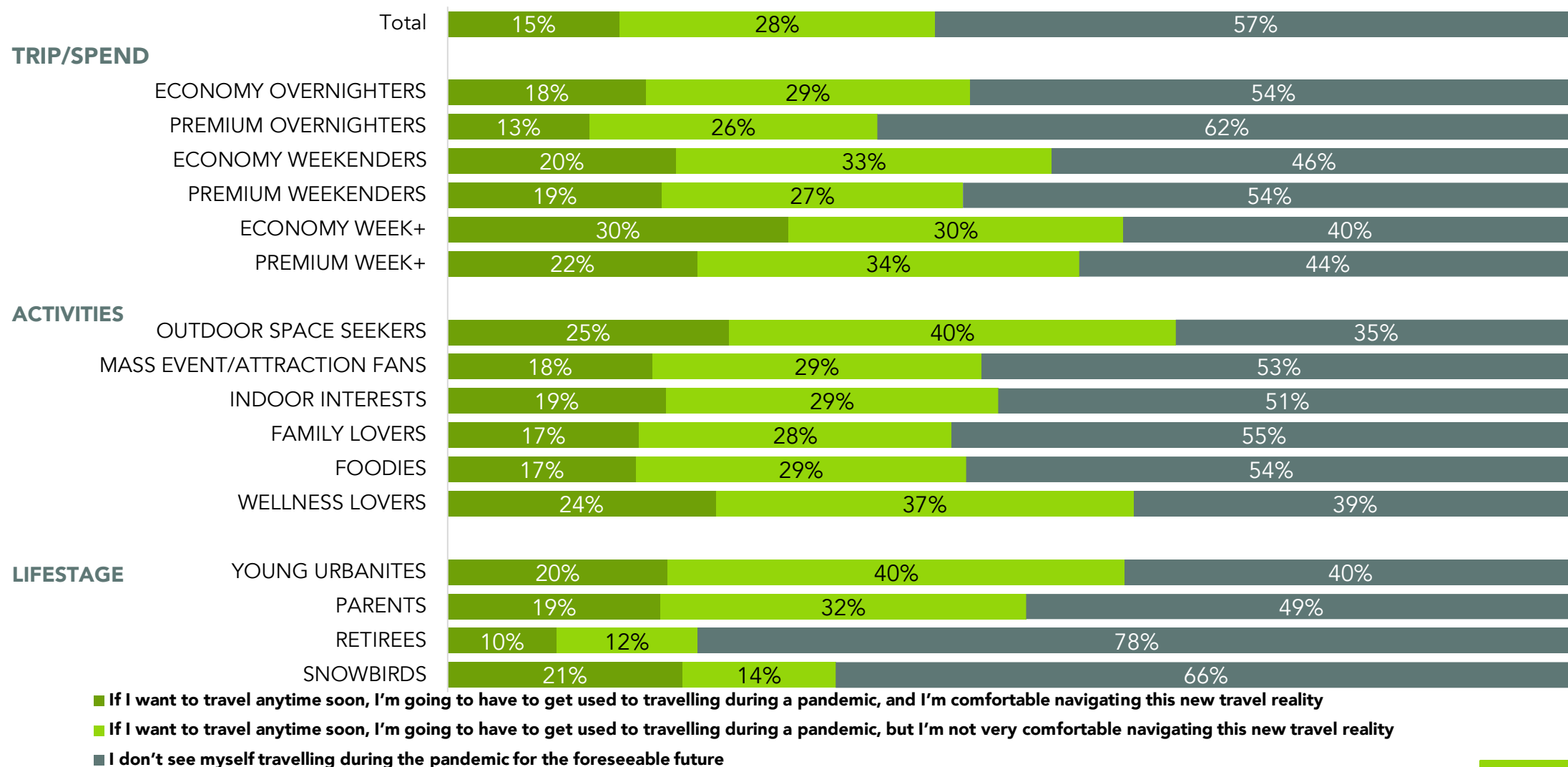
Only 15% say they are comfortable with what it means to travel during this time. Over half have counted out travel completely.

I don't see myself travelling during the pandemic for the foreseeable future

If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, but I'm not very comfortable navigating this new travel reality

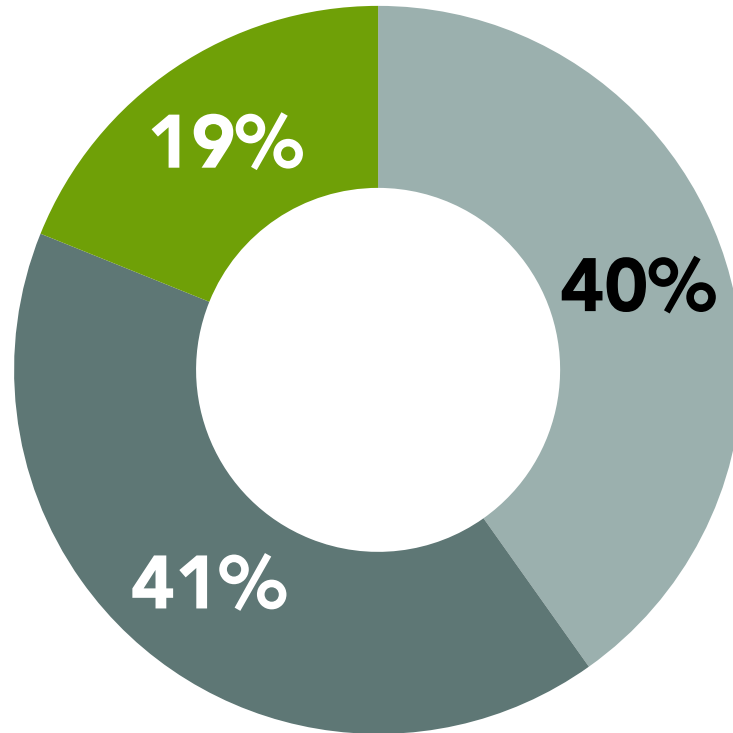
Which of the following do you agree with most?

TRAVELLING IN THIS NEW REALITY



1 IN 5 ARE COMFORTABLE FINDING THINGS TO DO WITH AN ON-GOING PANDEMIC

I don't have too much difficulty finding places to stay and things to do that adhere to public health recommendations



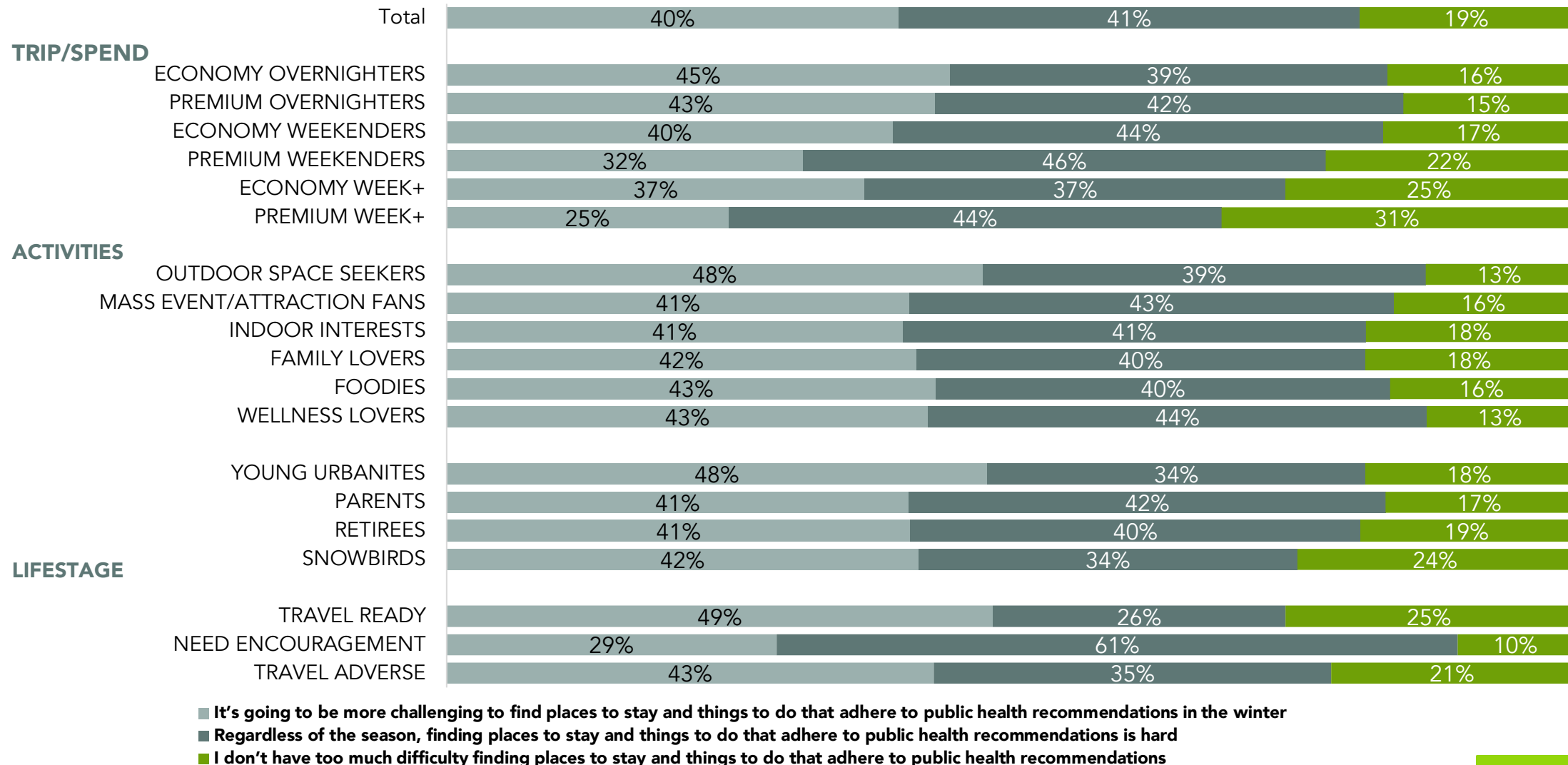
It's going to be more challenging to find places to stay and things to do that adhere to public health recommendations in the winter

But for the most part, travellers are going to find the next season difficult. Of the remaining 80%, half say the winter season adds more challenges, while the other half say these challenges will exist whatever the season.

Regardless of the season, finding places to stay and things to do that adhere to public health recommendations is hard

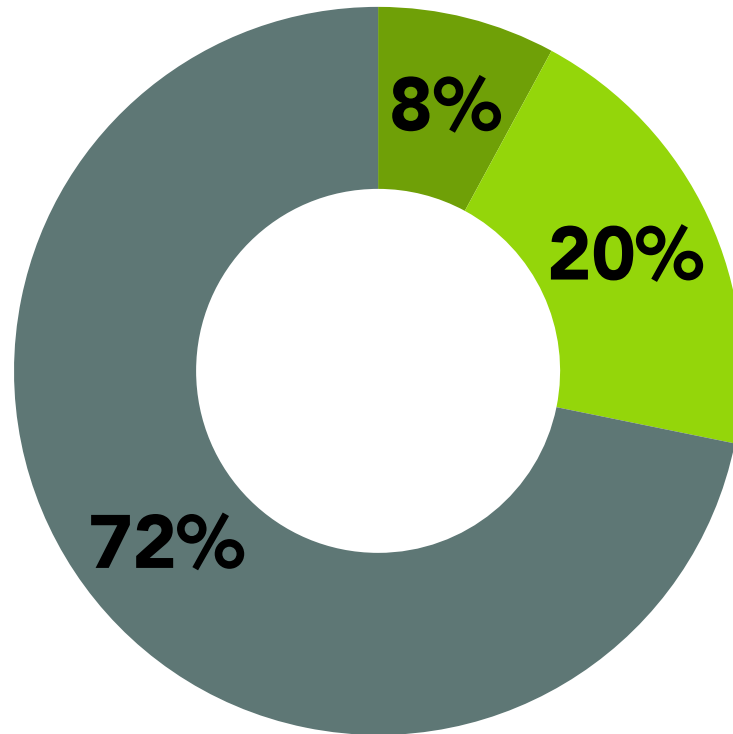
Which of the following do you agree with most?

FINDING THINGS TO DO



A SURGE OF CASES MEANS THAT AROUND 70% WON'T BE TRAVELLING OR BOOKING DURING THAT TIME

During a wave of cases, around 30% say they are still comfortable booking. Including 10% who would also travel during this time as well.



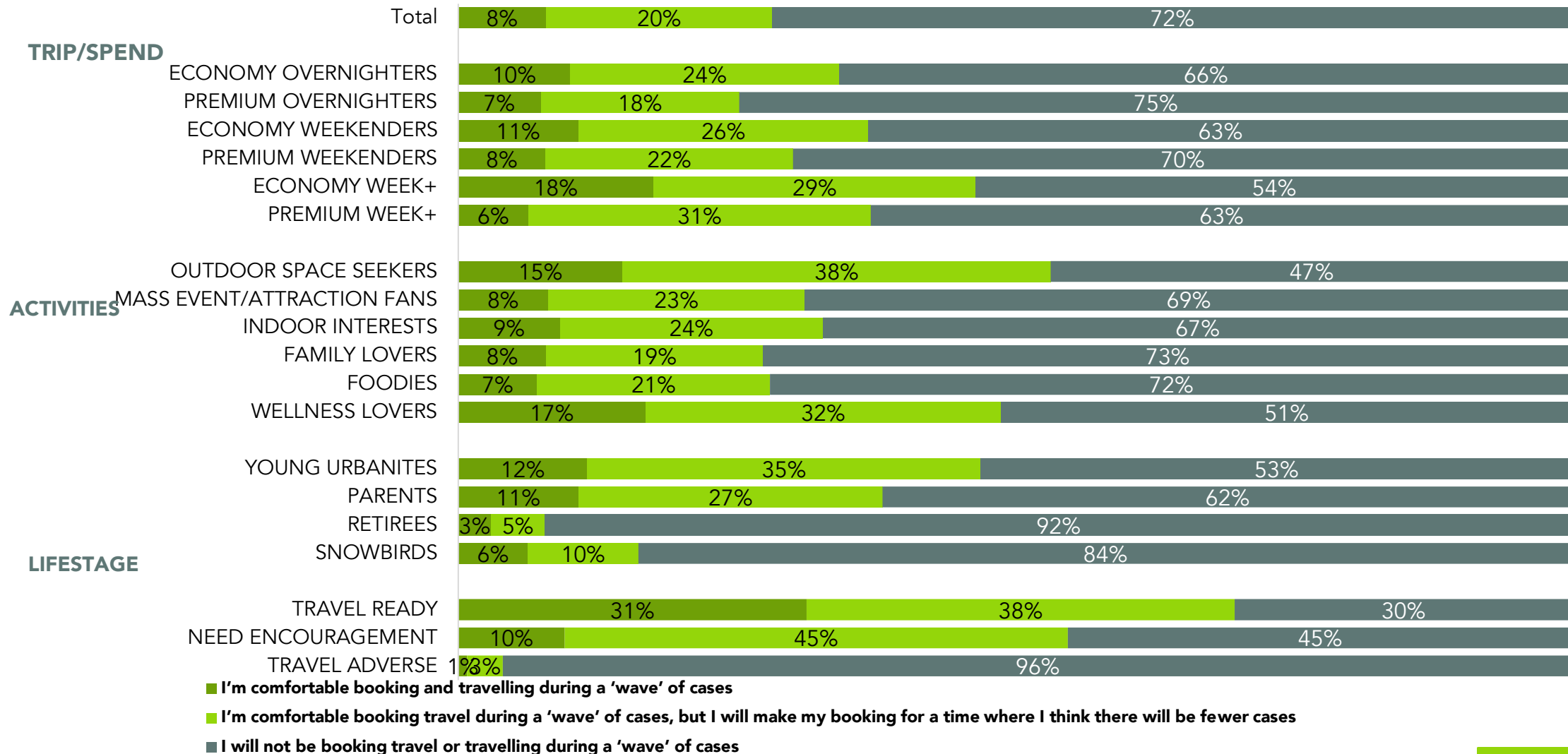
I'm comfortable booking and travelling during a 'wave' of cases

I'm comfortable booking travel during a 'wave' of cases, but I will make my booking for a time where I think there will be fewer cases

I will not be booking travel or travelling during a 'wave' of cases

Which of the following do you agree with most?

BOOKING & TRAVELLING IN A PANDEMIC



Which of the following do you agree with most?

TRAVEL READY

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, and I'm **comfortable** navigating this new travel reality"

15%

- Less worried about COVID-19 overall
- More worried about COVID-19 affecting their ability to travel, than they are worried about another wave of cases, someone they know getting COVID-19
- Even though these individuals have accepted this new reality, half (49%) say that it will be difficult to find places to stay and things to do this winter.
- A wave of cases won't shake this group. 31% are comfortable booking and travelling during a surge, and 38% say they will book, but just not travel during that time.

Case count is less of an issue for this group. They seem to accept that waves of cases are the norm for now, and have decided that's something they can handle. Even though they are ready, this group will still need to be convinced that the reasons they travelled pre-pandemic, are still possible (even if it means a few changes).

NEEDS ENCOURAGEMENT

If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, but I'm **not very comfortable** navigating this new travel reality"

28%

- More moderately worried about COVID-19 than most
- Less worried about another wave of cases than most, and less worried about someone they know getting COVID-19, though still more worried than 'travel ready'
- Unlike those who are travel ready, this group isn't hung up on finding things to do for the winter season. Instead, they just think finding things to do during a pandemic is hard, regardless of the season.
- A wave of cases is a bigger deal for these individuals. Half are still willing to at least book during a wave, but half will hold out with making any plans.

Finding things to do is less of an issue for this group. Instead, the overall COVID-19 situation (case counts, etc.) are a bigger influence. It doesn't mean that this group won't book. Instead, they need to be reassured of the measures in place for their safety.

TRAVEL ADVERSE

I **don't see myself travelling** during the pandemic for the foreseeable future "

57%

- Much more intense worries about COVID-19 overall
- Similar concern about COVID-19 affecting their ability to travel, but twice as likely to be really worried about another spike than 'travel ready', and much more worried about a family member getting COVID-19
- Finding things to do for this group is actually easier to do, compared to those who 'need encouragement'. They feel the same way about finding activities as the 'travel ready' group.
- A wave of cases is the ultimate deciding factor for this group. 96% won't be booking or travelling during a wave of cases.

The travel behaviour of this group will be directly tied to case count. The good news is that means when cases decrease, this group is likely to travel. But when cases are high, not much can be done to change their minds.

TRAVEL READY

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, and I'm **comfortable** navigating this new travel reality"

15%

NEEDS ENCOURAGEMENT

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, but I'm **not very comfortable** navigating this new travel reality"

28%

TRAVEL ADVERSE

"I **don't see myself travelling** during the pandemic for the foreseeable future"

57%

TRIP/SPEND

Total

15%

28%

57%

ECONOMY OVERNIGHTERS

18%

29%

54%

PREMIUM OVERNIGHTERS

13%

26%

62%

ECONOMY WEEKENDERS

20%

33%

46%

PREMIUM WEEKENDERS

19%

27%

54%

ECONOMY WEEK+

30%

30%

40%

PREMIUM WEEK+

22%

34%

44%

ACTIVITIES

OUTDOOR SPACE SEEKERS

25%

40%

35%

MASS EVENT/ATTRACTION FANS

18%

29%

53%

INDOOR INTERESTS

19%

29%

51%

FAMILY LOVERS

17%

28%

55%

FOODIES

17%

29%

54%

WELLNESS LOVERS

24%

37%

39%

LIFESTAGE

YOUNG URBANITES

20%

40%

40%

PARENTS

19%

32%

49%

RETIREEES

10%

12%

78%

SNOWBIRDS

21%

14%

66%

ABACUS DATA



THE LOGISTICS

THE LOGISTICS

- As of right now, one thirds of travellers are comfortable booking at least one trip sometime between now and March. Few have solidified their plans so now is the time to reach out.
- There is a pent up demand for travel. 88% didn't do as much travelling as usual this past summer, and 41% say they want to take at least trip before the year is over.
 - Young Ontarians, Parents, Outdoor space seekers and wellness lovers are most likely to be taking a trip before the year is up.
- But not all of the budget and time that was used for travel in the past will be budgeted for travel now. 79% say they will be dipping in to their travel budgets to spend on household things instead.
- Case count does shift behaviour slightly, but it doesn't seem to be the biggest driver. In our scenario test, likelihood to travel (in December and January) only shifted 5 pts (between those given a scenario with a decreased case count and a steady case count). The shifts are bigger among those unlikely to plan a trip independent of a growing or shrinking case count.

THE LOGISTICS

- **Government websites continue to be the go-to sources for information on how and where to travel. Destination websites will also be important sources.**
- **There are early signs that the provincial government's staycation program will help drive Ontario tourism—especially travel early on in the year. 56% say they are likely to use this kind of program. Among those who are going to be travelling during this winter season? 71% are likely to use it.**
- **When it comes to business travel, half are open to it.**

THE LOGISTICS

PHILOSOPHY ABOUT TRAVELLING DURING COVID-19

TRAVEL READY

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, and I'm comfortable navigating this new travel reality "

78% are comfortable travelling in the winter season. 19% have already booked something. And 70% want to make a trip before the year is over.

67% would travel in December if cases decrease, 58% if they hold steady.

67% are likely to use the 'staycation' program.

NEEDS ENCOURAGEMENT

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, but I'm not very comfortable navigating this new travel reality "

Right now, 55% are comfortable travelling in the winter season. 12% have already booked something.

Despite their hesitation 61% want to travel once more before the year is up.

58% would travel in December if cases decrease, 56% if they hold steady.

73% are likely to use the 'staycation' program.

TRAVEL ADVERSE

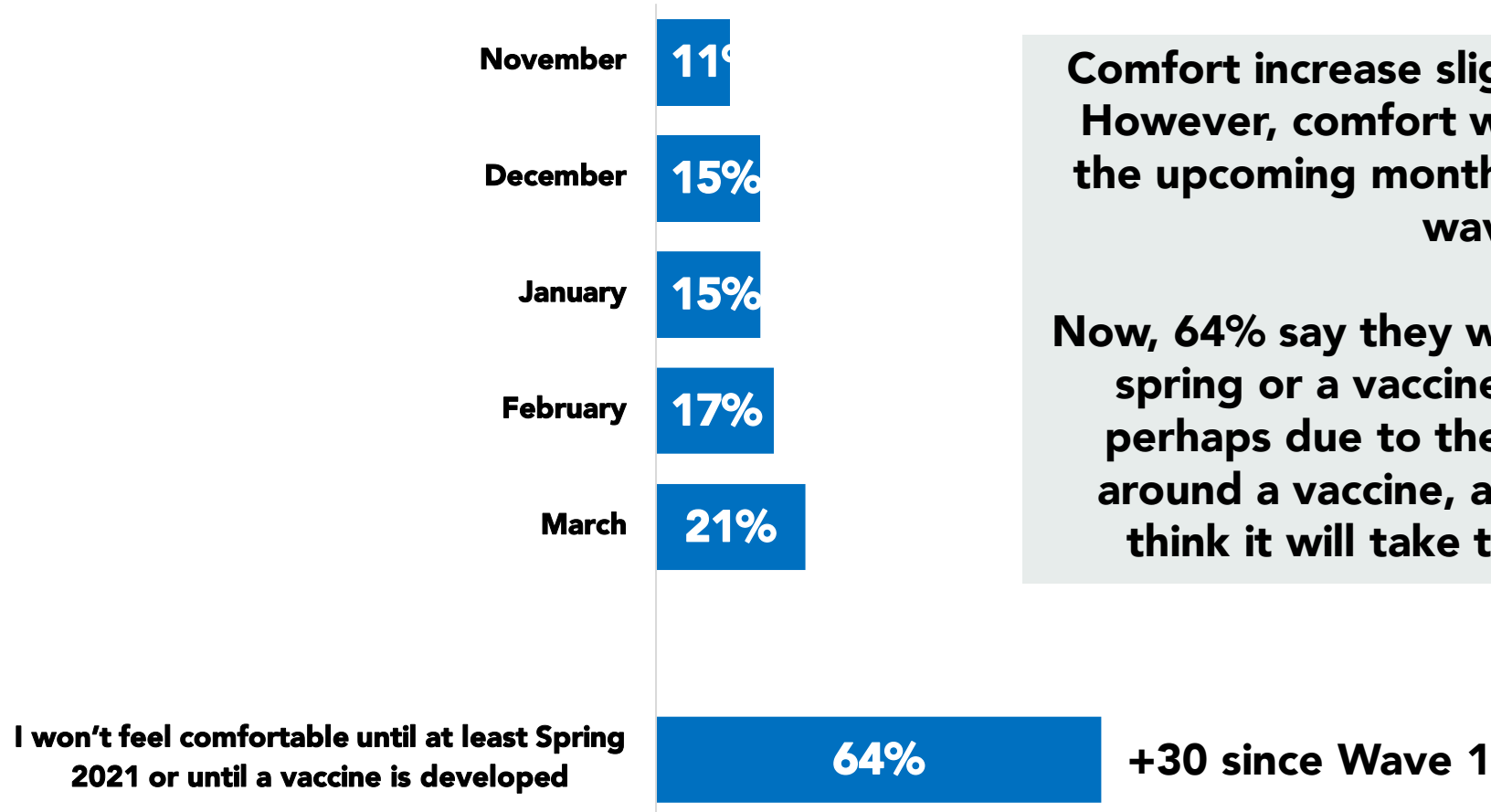
"I don't see myself travelling during the pandemic for the foreseeable future "

Right now only 15% are comfortable travelling in the winter season. Only 2% have made a booking.

Even with their concerns, 1 in 4 want to take a trip before the year is up. 10% would travel in December if cases decrease, 10% if they hold steady.

45% are likely to use the 'staycation' program.

COMFORTABLE TRAVELING NOT TOO SOON, NOT TOO LATE



Comfort increase slightly as time goes on. However, comfort with booking travel in the upcoming months, is less certain than wave 1.

Now, 64% say they will be waiting until the spring or a vaccine developed. This is perhaps due to the changing narrative around a vaccine, and how long people think it will take to arrive in Canada.

As of right now, which months of the year do you feel comfortable making travel plans to a destination in Ontario? Select all that apply

ONE IN TEN HAVE ALREADY BOOKED, MOST WAITING IT OUT

I have already booked something

7%

I haven't already booked but have started planning

17%

I will plan once it looks like this is all over

33%

I don't plan on going on any trips (aside from business travel) in the foreseeable future

42%

Of those who have booked, 55% have booked a trip within Ontario in the next 6 months.

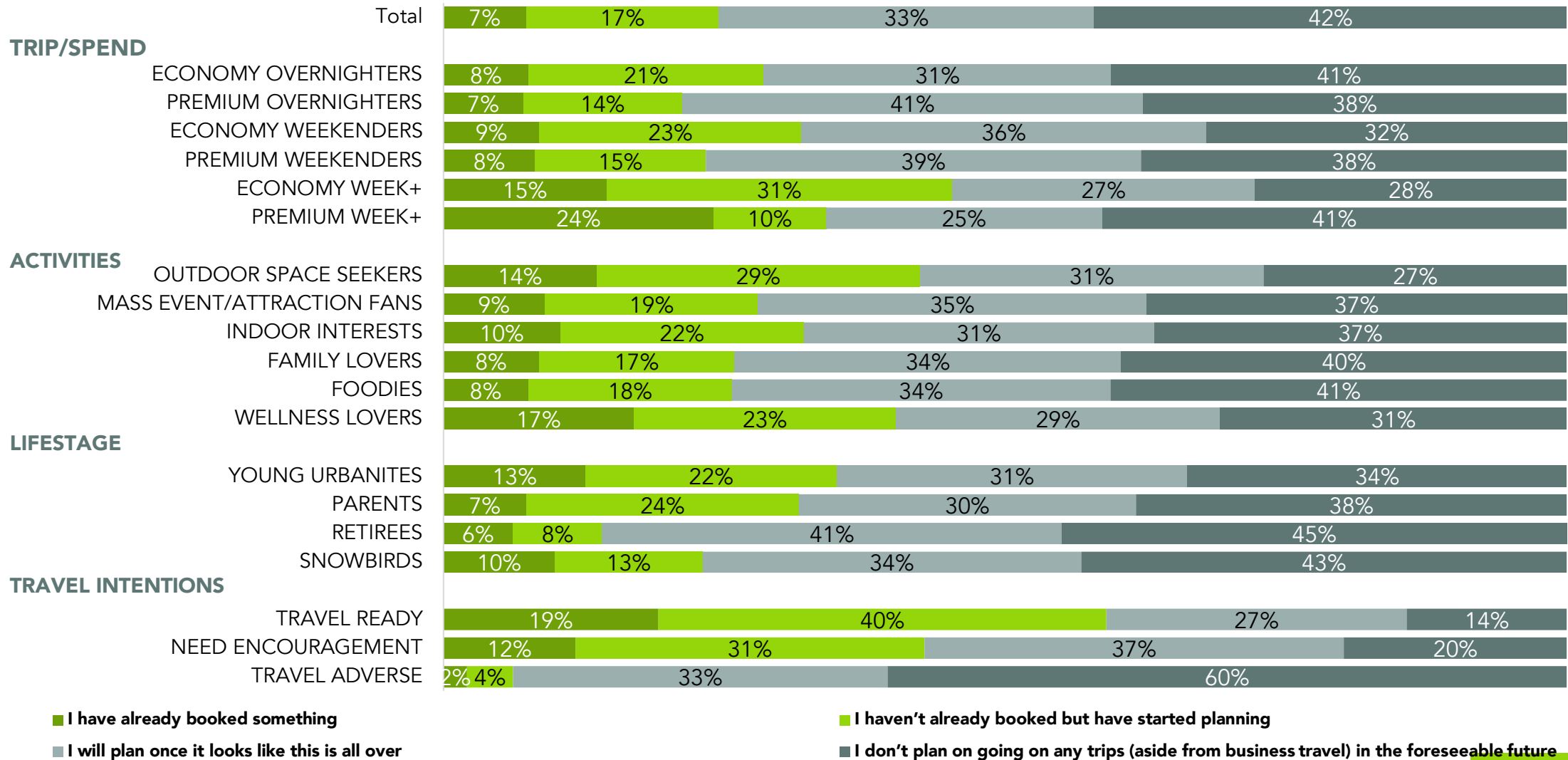
Very few have actually booked travel so far.

Most haven't even started making plans.

Those who are keeping plans on hold for the foreseeable future has increased 17 pts.

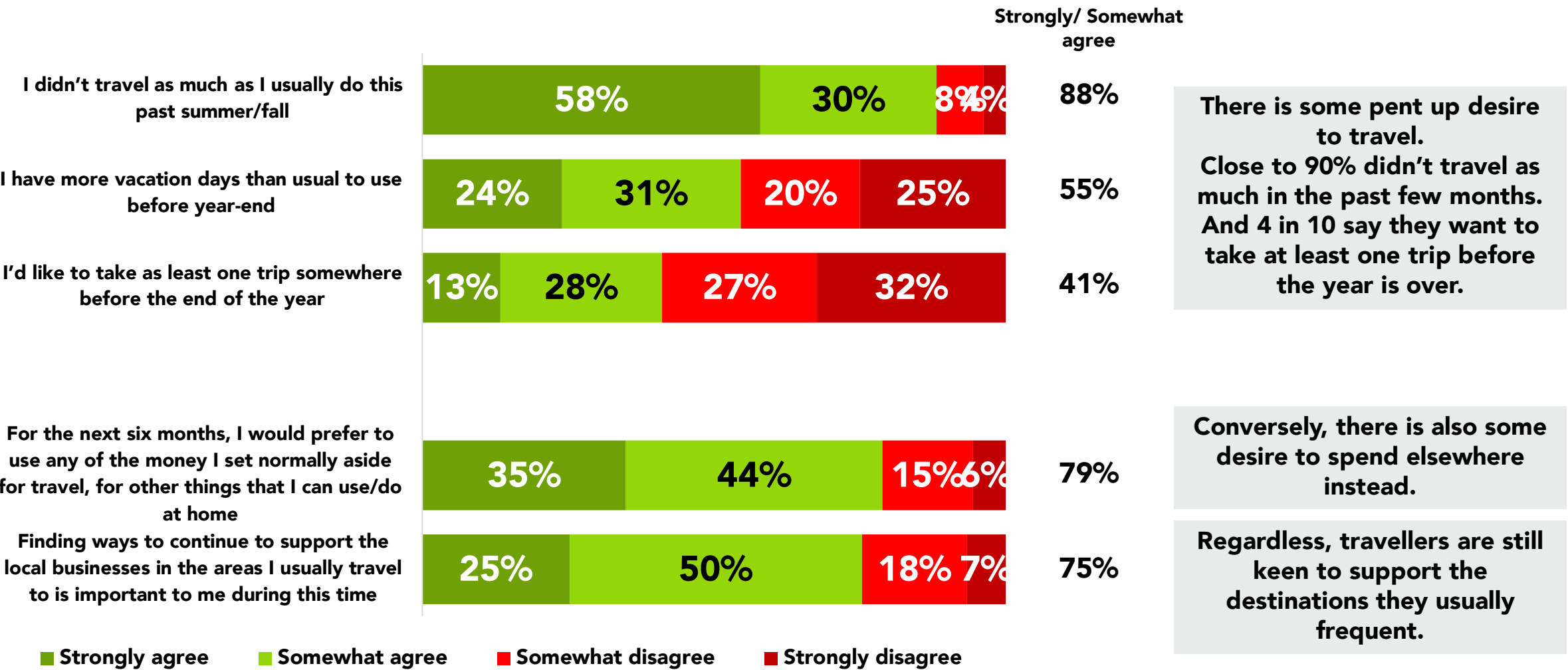
Have you booked future travel plans (aside from business travel) or talked about future travel plans with your family or friends for when the COVID-19 pandemic is over?/Did you book a trip within Ontario within the next 6 months? (those who booked)

FUTURE TRAVEL BOOKINGS



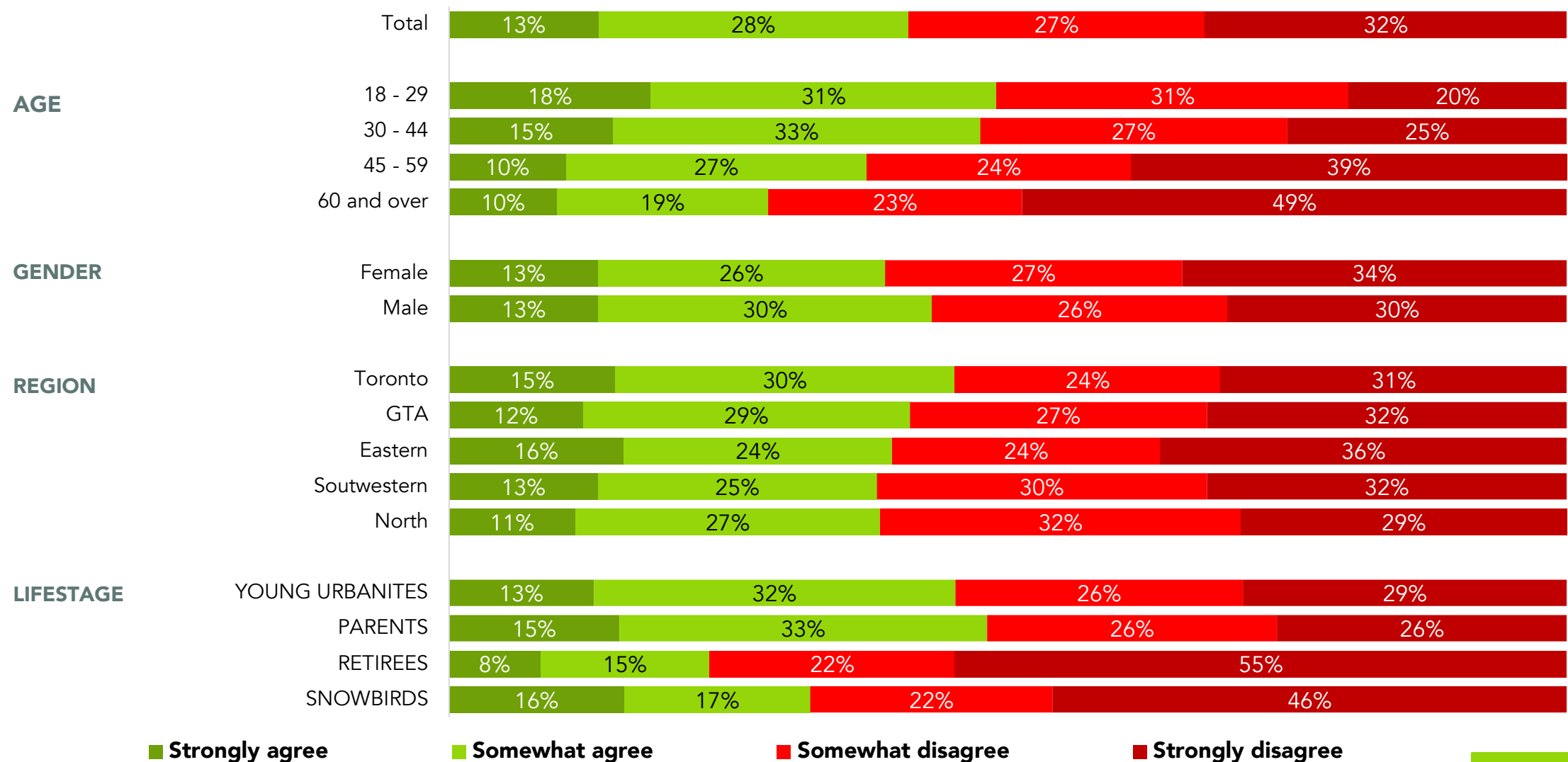
Have you booked future travel plans (aside from business travel) or talked about future travel plans with your family or friends for when the COVID-19 pandemic is over?

SOME PENT UP DESIRE TO TRAVEL BUT ALSO INTEREST IN DIRECTING SPEND ELSEWHERE



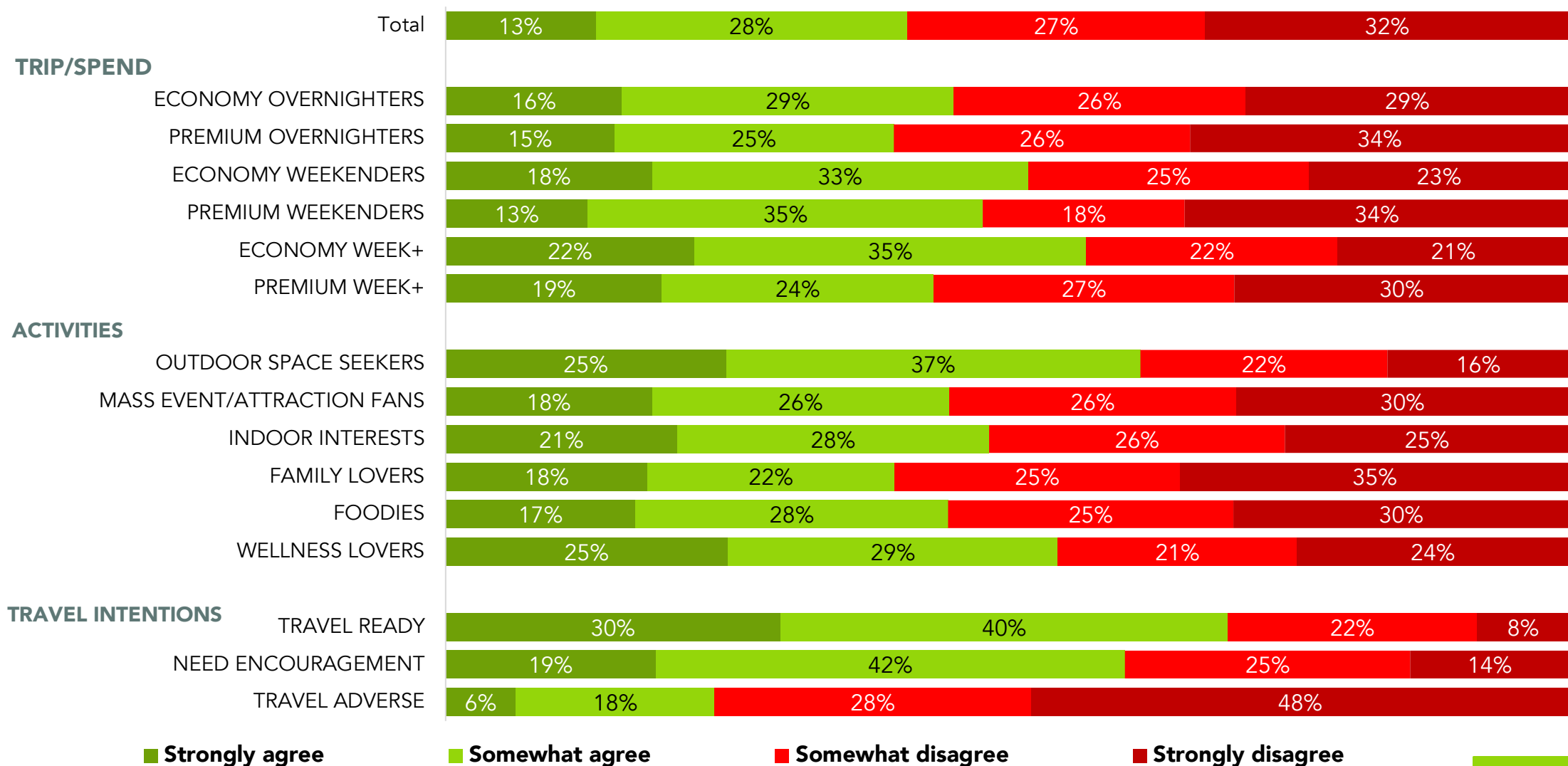
Do you agree or disagree with the following:

I'D LIKE TO TAKE AT LEAST ONE TRIP SOMEWHERE...



Do you agree or disagree with the following:

I'D LIKE TO TAKE AT LEAST ONE TRIP SOMEWHERE...

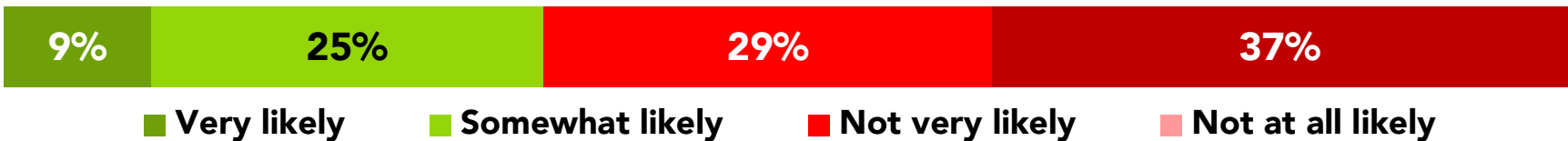


Do you agree or disagree with the following:

POSSIBLE SCENARIOS [SPLIT SAMPLE]...

OR

It's mid-December and it looks like cases are **decreasing**. You are trying to decide whether to book a trip during the holiday season.



The same ratio of travellers seem intent on making a trip in December, regardless of case count.

It's mid-December and it looks like cases have been **holding steady**. You are trying to decide whether to book a trip during the holiday season



OR

It's now January, and cases seem to be on the **decline**. You didn't travel during the holiday season and are now looking to book a trip during an off-peak time during January/February.



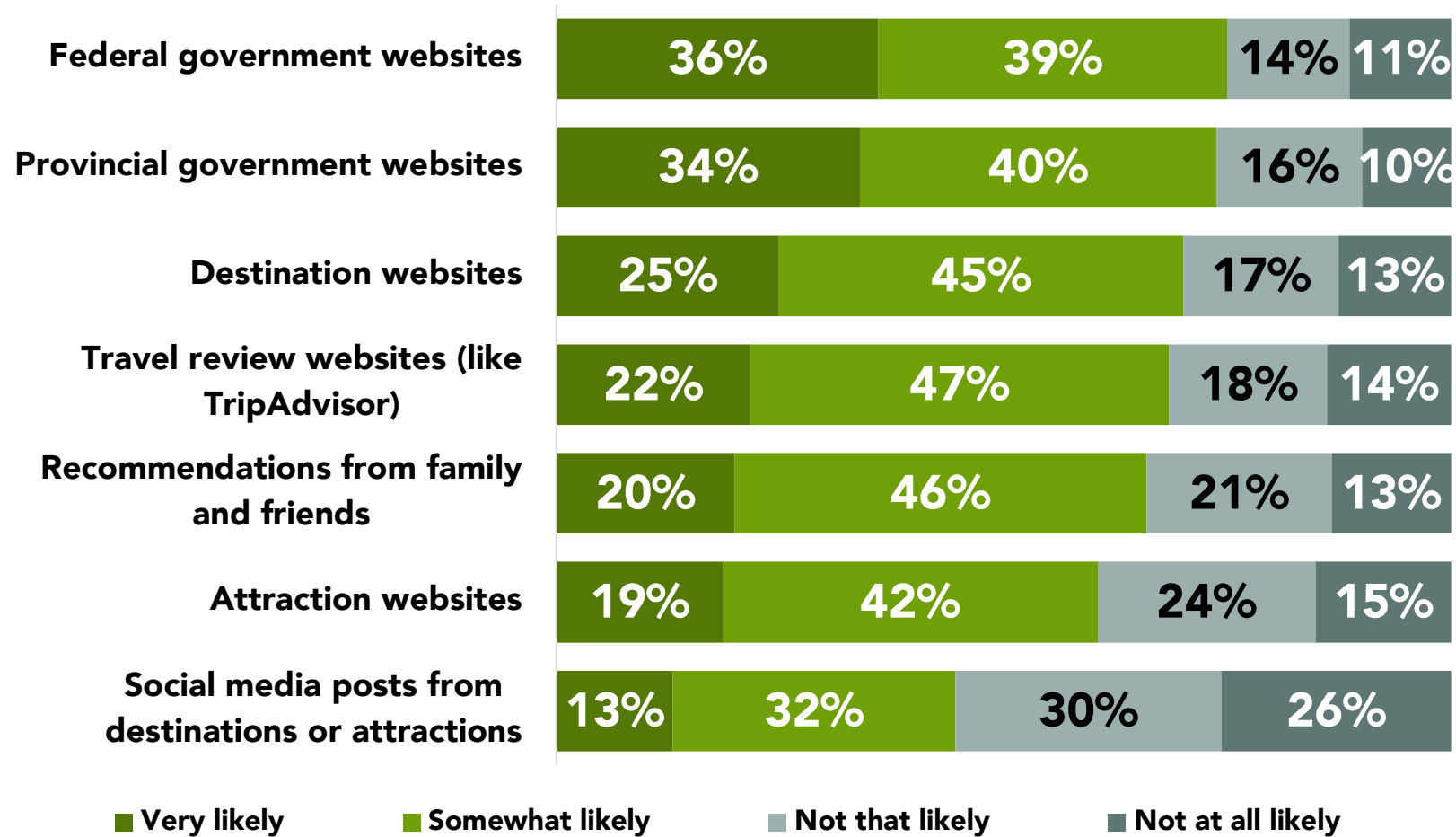
The same can be said about travelling in January.

It's now January, cases are still **fairly steady**. You didn't book a trip during the holiday season, but right now is an 'off-peak' time to travel.



For each of the following scenarios, would you be very likely to book a trip, somewhat likely to book a trip, not very likely to book a trip, or not at all likely book a trip:.

HOW TO TRAVEL: GOVERNMENT, DESTINATION WEBSITES ARE A FIRST STEP



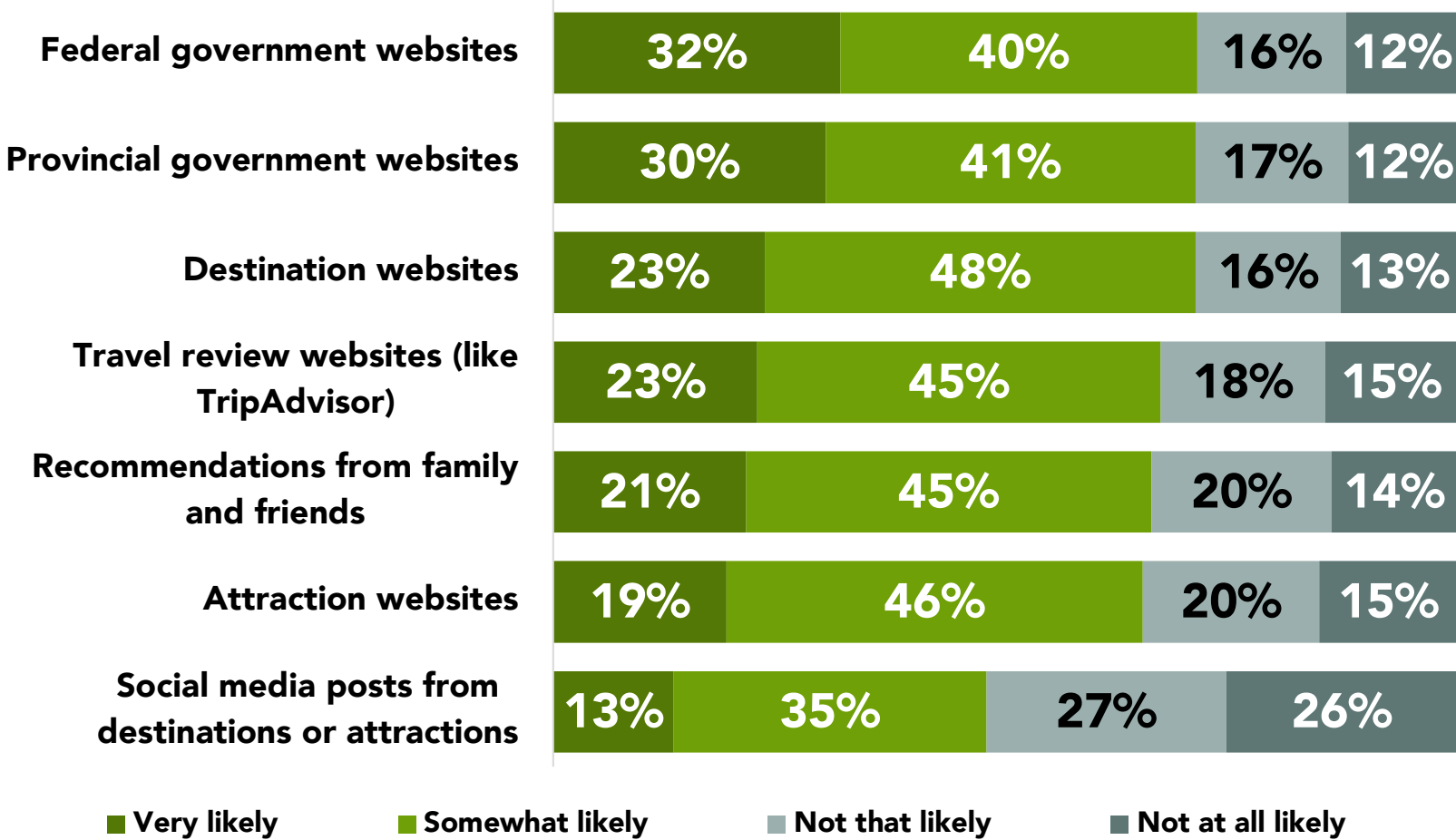
Travellers are likely to look at sources that give them the most broad, comprehensive coverage of information (i.e. info on the entire province/destination).

Official federal and provincial websites are likely to be the most used sources for information on how to travel.

Destination and travel review sites are second.

When looking for information on how to travel in a COVID-19 world, which sources will you likely use

WHERE TO TRAVEL: GOVERNMENT WEBSITES, DESTINATION SITES ARE IMPORTANT



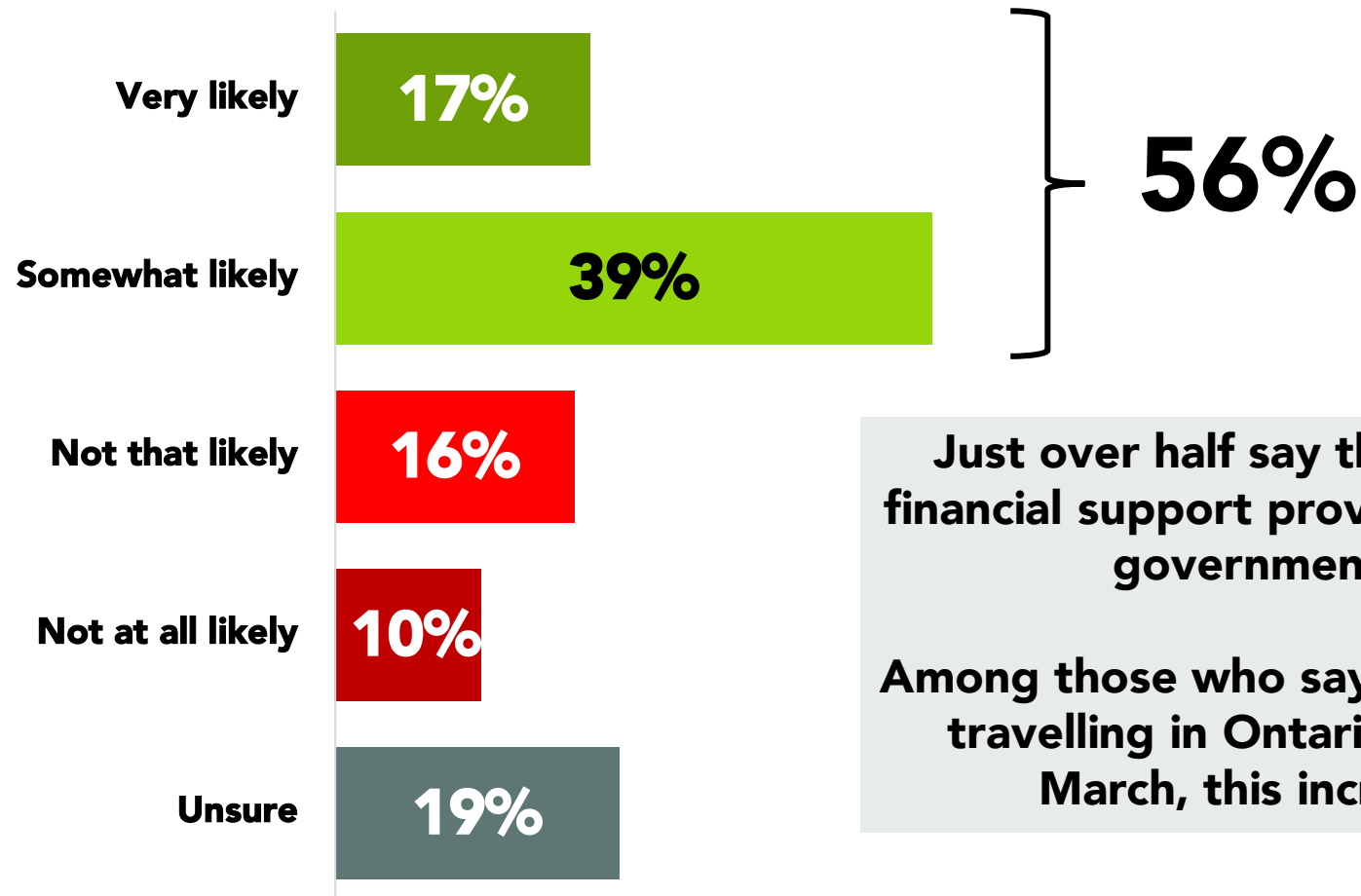
Again, federal government websites, and provincial government websites are likely to be the most used sources on where to travel.

Next is crowd-sourced information (from review sites) or recommendations from someone they know.

Information from destination and attraction websites will be used the least, in particular information posted to social media.

When looking for information on where to travel in a COVID-19 world, which sources will you likely use

JUST OVER HALF SHOW INTEREST IN THE NEW GOVERNMENT 'STAYCATION' PROGRAM

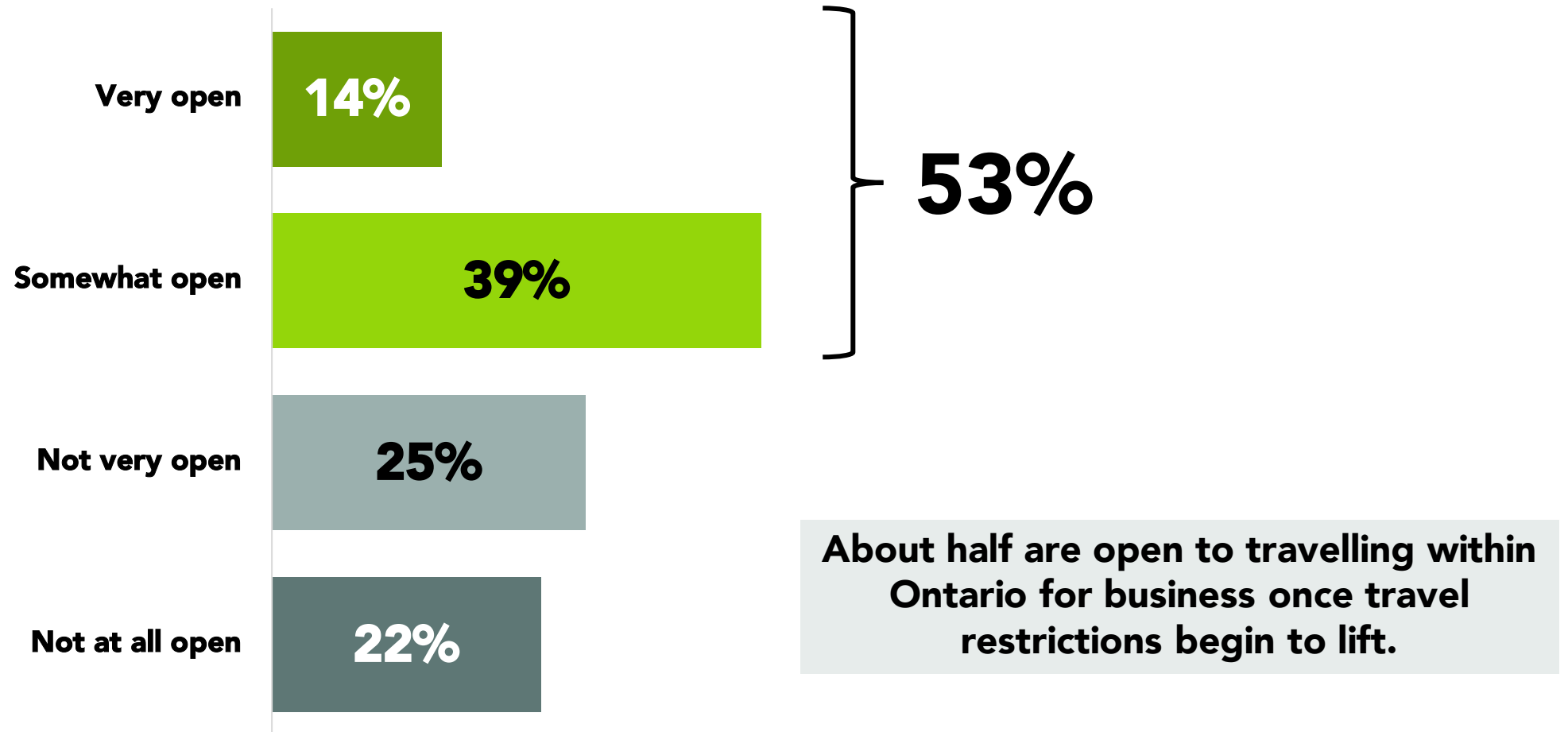


Just over half say they are likely to use financial support provided by the provincial government for travel.

Among those who say they are comfortable travelling in Ontario sometime before March, this increased to 71%.

Last week the Ontario government announced 2021 is the 'year of the staycation' in Ontario. The government will provide Ontario residents with support for up to 20 percent for eligible tourism expenses in 2021. How likely is it that you would use this program to travel within Ontario next year?

OPENNESS TO TRAVELLING FOR BUSINESS? CAUTIOUSLY OPTIMISTIC



When travel restrictions begin to lift, how open will you be to travelling within Ontario for business?

A photograph of an airport terminal with people waiting and a black suitcase in the foreground.

WHAT TO DO AND WHERE TO GO?

WHAT TO DO AND WHERE TO GO?

- **Many of the same preferences we saw in the summer continue to hold true.**
 1. **Closer, shorter trips are the most likely.**
 2. **Activities/destinations that allow for space are the most preferred.**
 3. **Above all else, people are still looking forward to visiting with family and friends the most.**
- **There is less interest to travel in province (compared to the summer) but it is still the most likely destination if someone were to book a trip.**
 - **And for those that did travel out of province (to another country or province) they are going to be choosing a destination closer to home.**
- **More remote destinations still garner the highest levels of comfort, but discomfort remains the same regardless of location. Those uncomfortable with large cities are just as likely to cite 'crowds' as a concern as those who cite this as a reason for being uncomfortable with a rural destination. This might indicate that regardless of destination, there are concerns about having to be near others at some point.**

WHAT TO DO AND WHERE TO GO

PHILOSOPHY ABOUT TRAVELLING DURING COVID-19

TRAVEL READY

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, and I'm comfortable navigating this new travel reality "

- 76% would book a trip within their region in the next 3 months. 67% would book a trip outside their region within the province in the next 3 months.
- 78% will be at least likely to make a day trip during the next 6 months within Ontario. Weekend trip? 71% likely. And a week long trip: 55% at least likely.
- Over 80% are comfortable with all types of destinations (from parks to large urban centres).

NEEDS ENCOURAGEMENT

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, but I'm not very comfortable navigating this new travel reality "

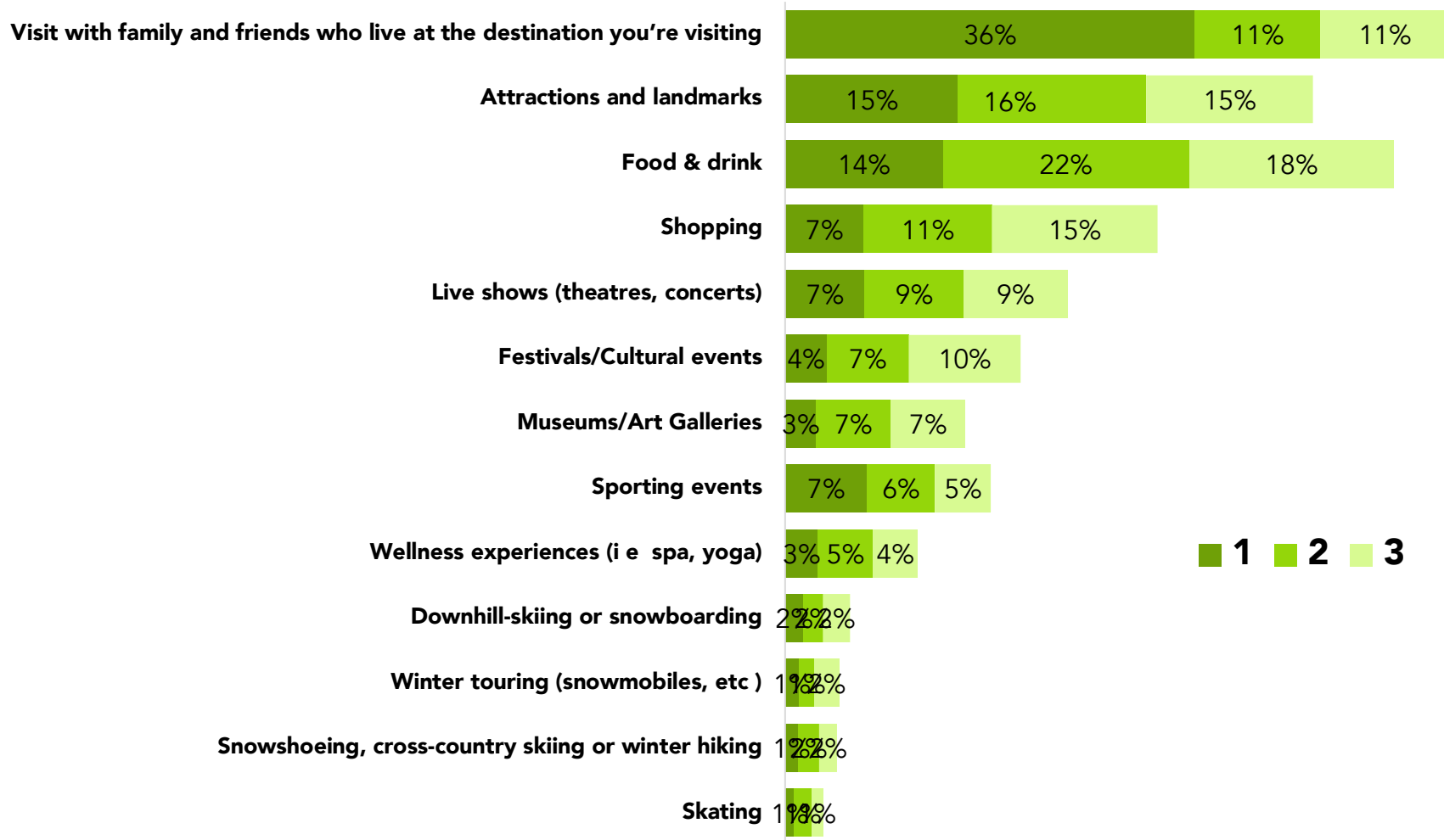
- 54% would book a trip within their region in the next 3 months. 49% would book a trip outside their region within the province in the next 3 months.
 - 70% will be at least likely to make a day trip during the next 6 months within Ontario. Weekend trip? 59% likely. And a week long trip: 42% at least likely.
- Over 80% are comfortable with all types of destinations (from parks to large urban centres).
- Over 75% are comfortable with all types of destinations (from parks to large urban centres).

TRAVEL ADVERSE

"I don't see myself travelling during the pandemic for the foreseeable future "

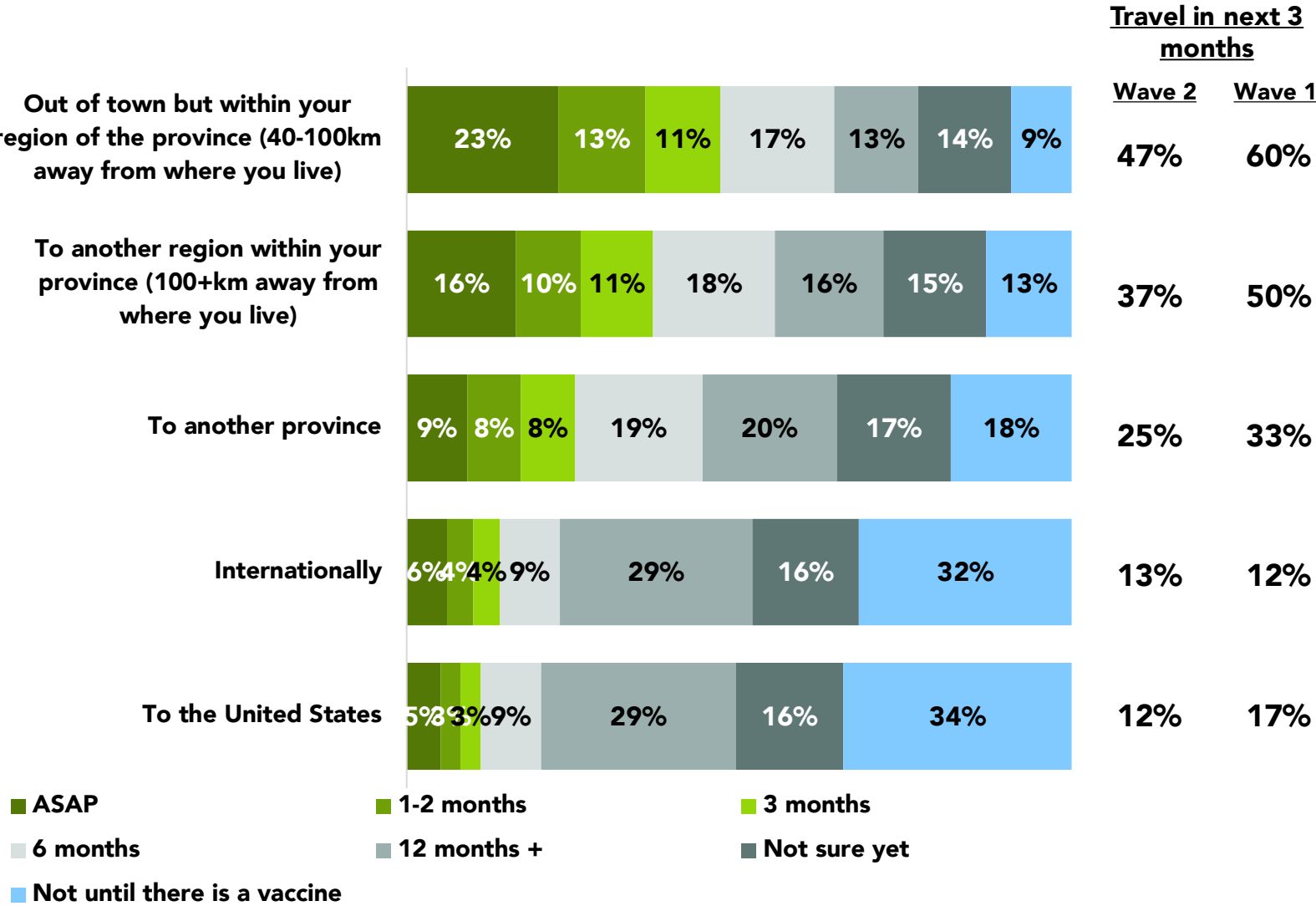
- 34% would book a trip within their region in the next 3 months.
- 22% would book a trip outside their region within the province in the next 78% will be at least likely to make a day trip during the next 6 months within Ontario.
- 48% will be at least likely to make a day trip during the next 6 months within Ontario. Weekend trip? 24% likely. And a week long trip: only 11% at least likely.
- Over 60% are comfortable with all types of destinations-except for large urban centres where only 40% are comfortable with this kind of destination.

MOST LOOK FORWARD TO VISITING WITH FAMILY AND FRIENDS



When you do get back into travelling, what are you most looking forward to...? Please rank the top THREE things you are most looking forward to

TIME HORIZON FOR DIFFERENT DESTINATIONS

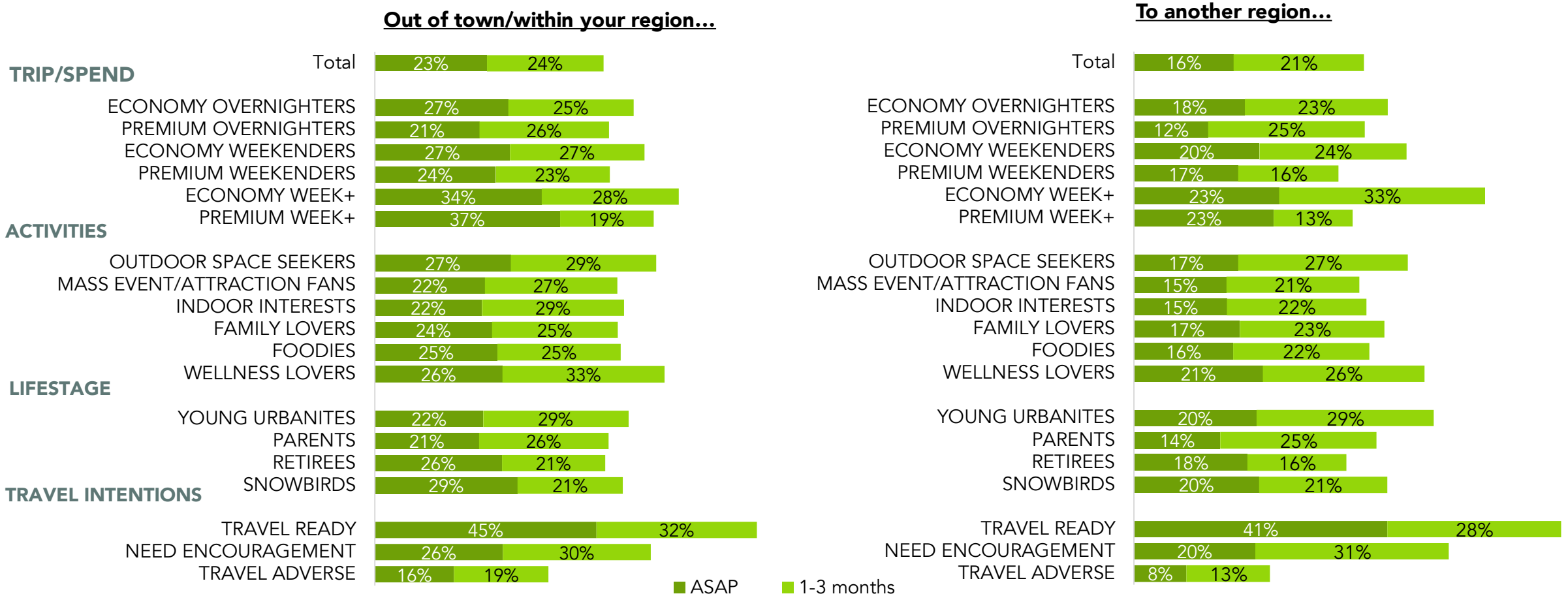


Comfort levels for travel within province are lower than in Wave 1, though close to half are interested in making a trip within their region in the next 6 months.

Travelling in province still remains the likely choice for people should they choose to book a trip. Now less than 1 in 4 are comfortable travelling to another province, and comfort travelling to the United States has declined substantially as well.

How long will it be before you feel comfortable travelling **not interested removed

TRAVEL THIS WINTER...



This summer, travel within the region is more popular among economy travelers, outdoor space seekers, and family lovers. Retirees are excited to explore the province, but millennial urbanites? Not as much.

How long will it be before you feel comfortable travelling **not interested removed

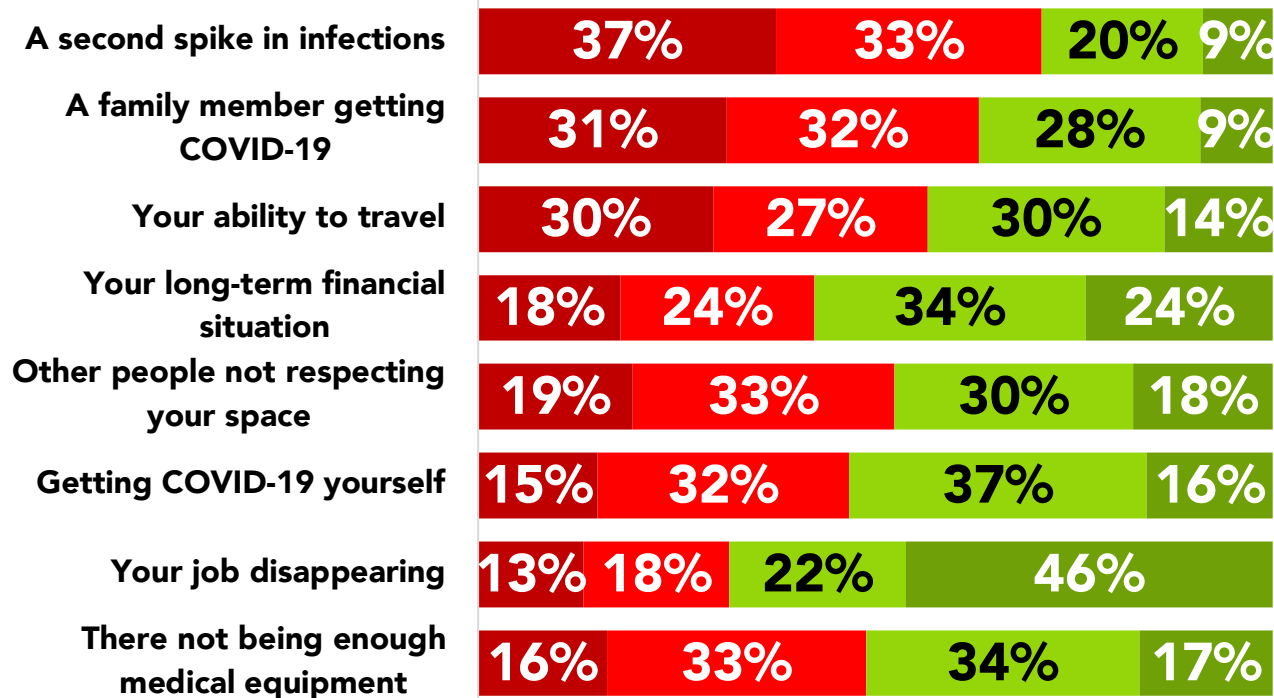
TRAVEL HABITS SHIFTING TO MORE LOCAL TRAVEL

US Frequent travelers (those who went to the US at least a few times last year)	More likely to be travelling... (much/somewhat more likely)	33% Within their own region -10pts from Wave 1	31% To other ON regions -5 pts from Wave 1	71% Less likely/definitely won't be travelling to the US this summer/fall + 11 pts from Wave 1	<p>Those who travelled to further destinations will be travelling closer to home this winter, though they are less eager to switch destinations compared to this summer.</p> <p>Among those who never took a trip within their own region last summer, 12% say they are likely to try it out this winter.</p> <p>And for those who never took a trip elsewhere in the province, 14% will likely do so this summer.</p>
Int'l Frequent travelers (those who travelled int'l at least a few times last year)	More likely to be travelling... (much/somewhat more likely)	39% Within their own region -4pts from Wave 1	34% To other ON regions	62% Less likely/definitely won't be travelling int'l this summer/fall	
Other Prov. Frequent travelers (those who travelled out of province at least a few times last year)	More likely to be travelling... (much/somewhat more likely)	35% Within their own region -14pts from Wave 1	32% To other ON regions -14pts from Wave 1	50% Less likely/definitely won't be travelling to another province int'l this summer/fall + 10 pts from Wave 1	
Snowbirds	More likely to be travelling... (much/somewhat more likely)	22% Within their own region	13% To other ON regions	86% Less likely/definitely won't be travelling to the US 85% Less likely/definitely won't be travelling to int'lly	

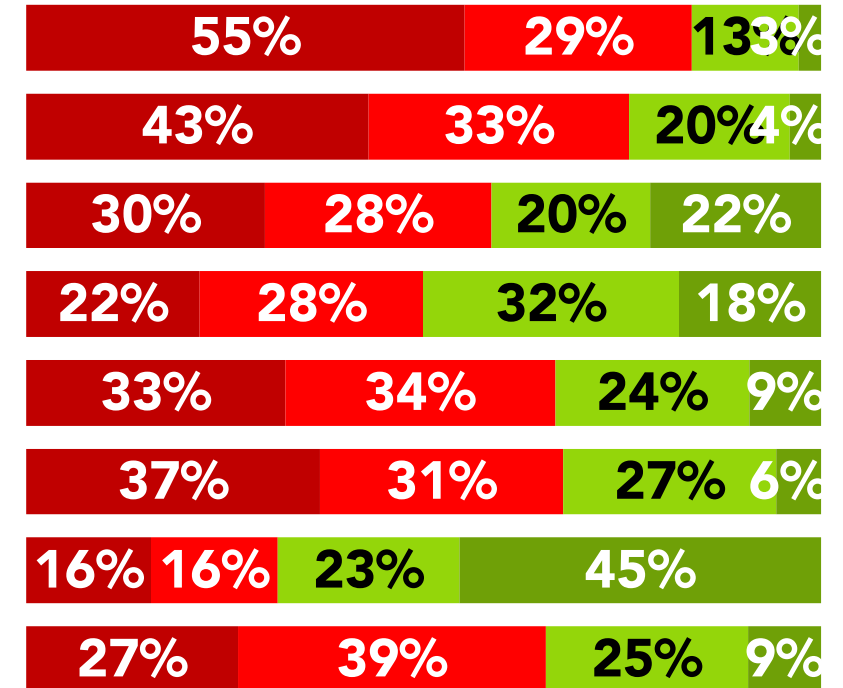
Thinking about the upcoming summer and fall, compared to your travel habits last year, are you more or less likely to choose the following travel destinations this summer

THOSE NOT COMFORTABLE WITH PROVINCIAL TRAVEL HAVE MANY CONCERNS

Those comfortable travelling within Ontario in the next 3 months post travel restrictions.



Those not comfortable travelling within Ontario for 6 months + or they just aren't sure yet

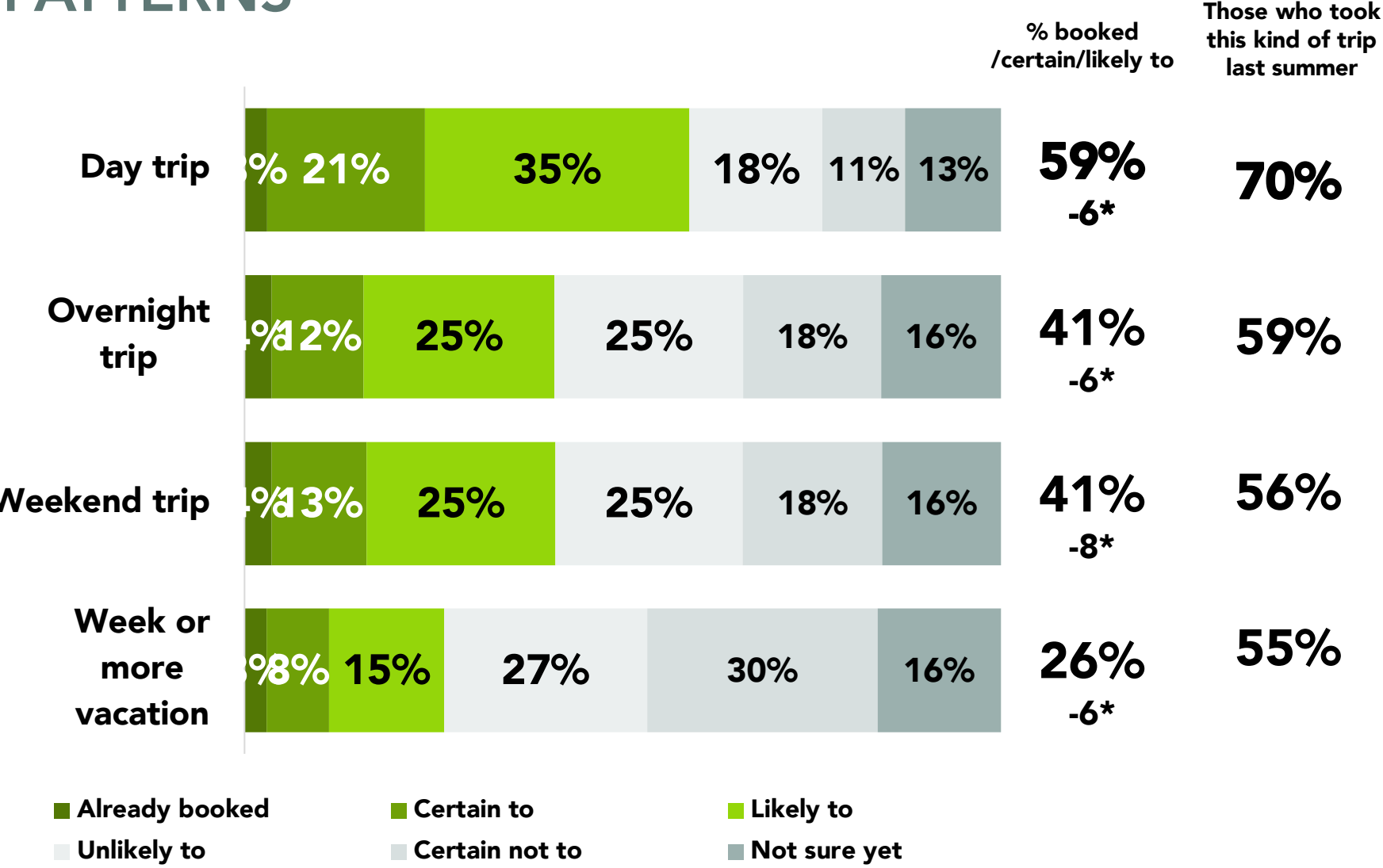


■ Really worried ■ Somewhat worried ■ A little worried ■ Not worried at all

Compared to those who are comfortable with travel, travelers who aren't booking soon have many concerns. They are much more concerned about a spike in infections, a family member/themselves getting COVID, physical distancing and contracting COVID-19.

To what extent, if at all, are you worried about the following when it comes to the COVID-19 pandemic

TRAVEL: SHORTER, BUT CONSISTENT WITH PAST TRAVEL PATTERNS

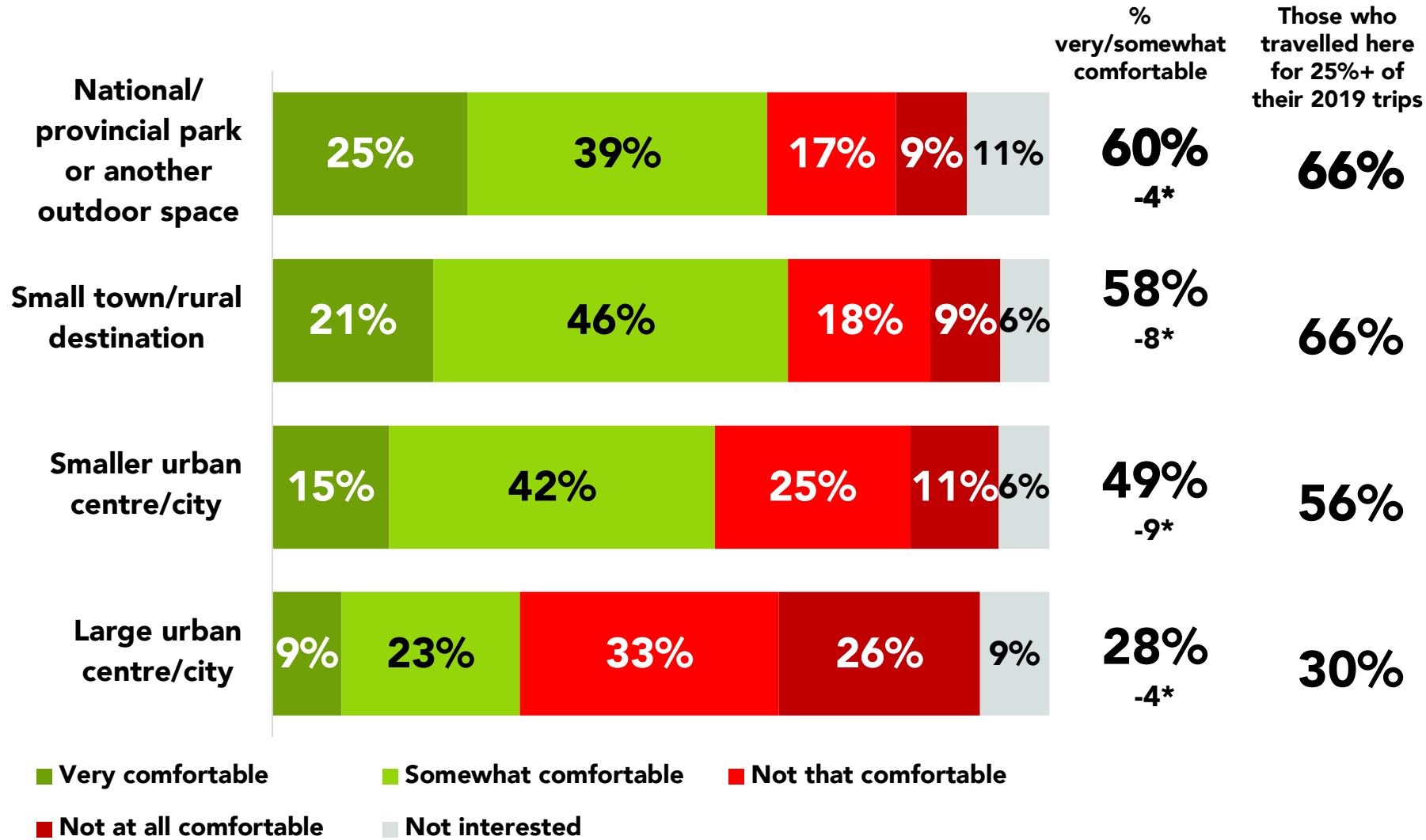


Ontarians are most comfortable with shorter trips within Ontario this winter.

Likelihood of taking any kind of trip is higher among those who took the same kind of trip last summer (in particular for day trippers and those who usually take a week + vacation).

During the next 6 months, do you think you will take any of the following trips (excluding business travel) to a destination at least 40km+ from where you live and in Ontario *compared to Wave 1

LESS DENSE = MORE POPULAR



As expected, Ontario travelers are more comfortable with places that offer more space, and less crowds.

Familiarity with the type of location increases comfort slightly, except for in large urban centres/cities.

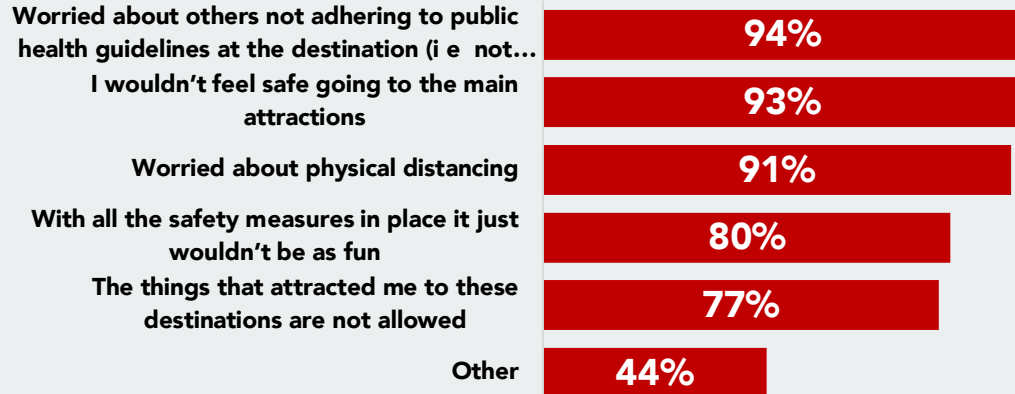
Even among those who travel to large urban centres for 50% or more of their 2019 trips, only 28% are comfortable travelling to an urban centre in the next 6 months.

During the next 6 months, how comfortable would you be taking a trip to a... *compared to Wave 1

REASONS FOR DISCOMFORT

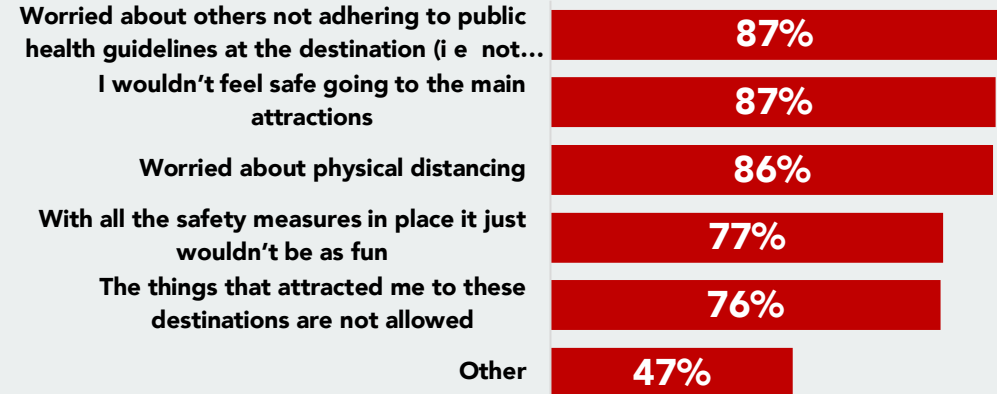
Why might you be uncomfortable travelling to a large urban centre/city?

**among those who travelled here for 25%+ of their winter trips last year*



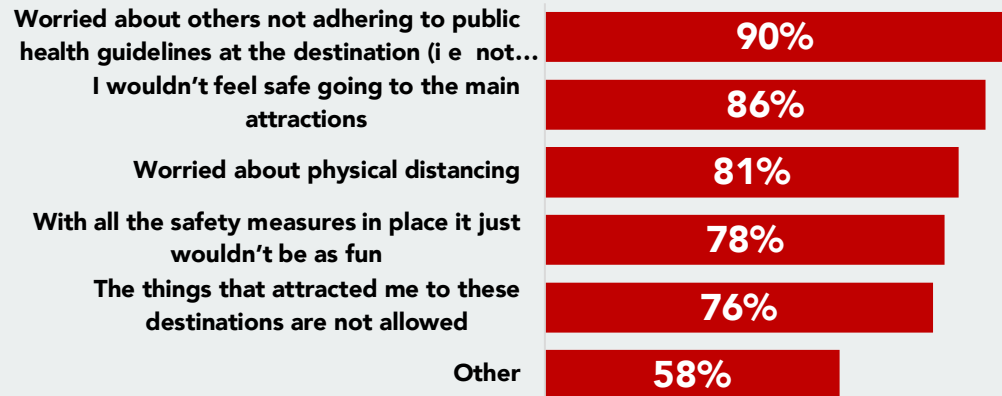
Why might you be uncomfortable travelling to a small urban centre/city?

**among those who travelled here for 25%+ of their winter trips last year*



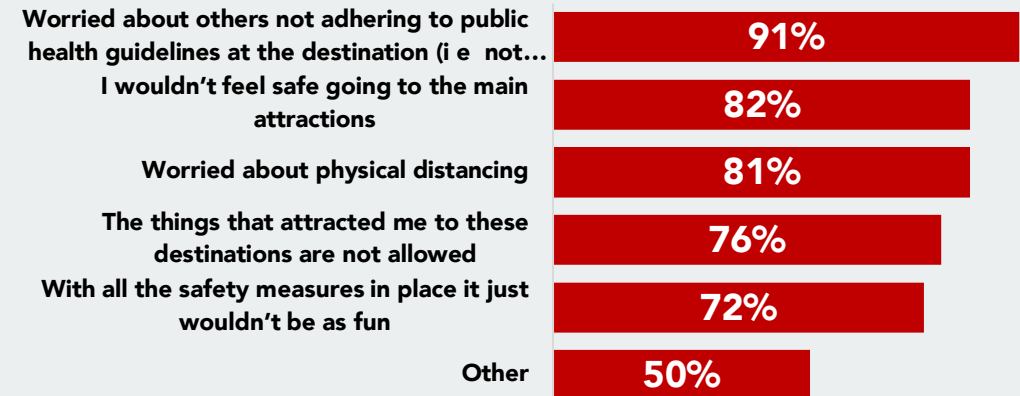
Why might you be uncomfortable travelling to a small town/rural destination?

**among those who travelled here for 25%+ of their winter trips last year*



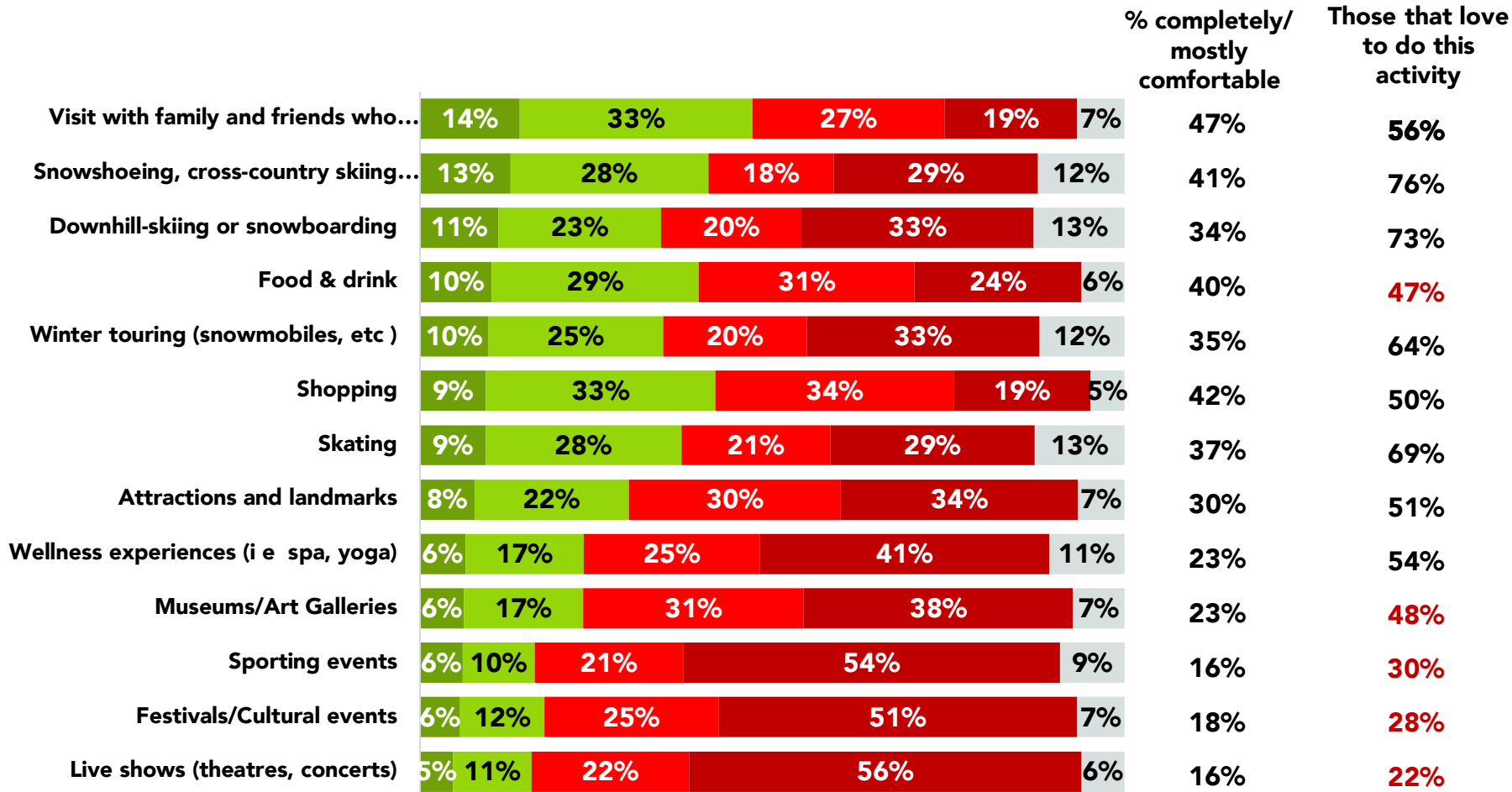
Why might you be uncomfortable travelling to an outdoor space/park?

**among those who travelled here for 25%+ of their winter trips last year*



During the next 6 months, how comfortable would you be taking a trip to a... *compared to Wave 1

ACTIVITIES: SMALLER GROUPS, MORE SPACE



■ Completely comfortable
 ■ Mostly comfortable
 ■ Not that comfortable
■ Not comfortable at all
 ■ Not sure yet

Ontario travelers are more comfortable with activities that involve less interaction with people they do not know, and activities that will give them more space (shopping is the one indoor activity that seems to meet this criteria).

Love for activities plays a big role in comfort levels.

That said, less than 50% of the following groups are comfortable doing the activities they love:

- Food and drink
- Museums/Galleries
- Festivals/Cultural events
- Sporting events
- Live shows

During the upcoming winter season, to what extent will you feel comfortable, if at all, doing the following activities

WHAT TO DO INSTEAD?

For some, COVID-19 means they won't be able to do the things they love. Among those who aren't as comfortable doing their regular activities....

THOSE WHO LOVE...	WILL BE OPEN TO THIS INSTEAD...	% COMPLETELY/ MOSTLY COMFORTABLE
FOOD & DRINK	<ul style="list-style-type: none"> VISITING FAMILY AND FRIENDS 	47%
MUSEUMS/GALLERIES	<ul style="list-style-type: none"> SNOWSHOEING, CROSS-COUNTRY SKIING OR WINTER HIKING SHOPPING 	52% 51%
FESTIVALS/CULTURAL EVENTS	<ul style="list-style-type: none"> SKATING DOWNHILL-SKIING OR SNOWBOARDING SNOWSHOEING, CROSS-COUNTRY SKIING OR WINTER HIKING ATTRACTIONS AND LANDMARKS 	43% 43% 51% 41%
SPORTING EVENTS	<ul style="list-style-type: none"> SKATING DOWNHILL-SKIING OR SNOWBOARDING SNOWSHOEING, CROSS-COUNTRY SKIING OR WINTER HIKING FOOD & DRINK 	51% 48% 51% 53%
LIVE SHOWS	<ul style="list-style-type: none"> FOOD AND DRINK SHOPPING DOWNHILL SKIING/SNOWBOARDING SKATING 	48% 46% 41% 42%

During Summer/Fall 2020, to what extent will you feel comfortable, if at all, doing the following activities?

TRIP SPEND PROFILES

	TAKE THE SAME KIND OF TRIP THIS WINTER? % ALREADY BOOKED/CERTAIN/LIKELY TO	COMFORTABLE WITH DENSITY?	WILL MOST LIKELY BE DOING...
ECONOMY OVERNIGHTERS	68% DAY TRIP (+9) 47% OVERNIGHT TRIP (+6)	MORE COMFORTABLE WITH SMALL TOWNS THAN AVERAGE	NO MORE COMFORTABLE THAN AVERAGE WITH ACTIVITIES LIKE MOST, THEY ARE MOST COMFORTABLE WITH SHOPPING, VISITING WITH FAM/FRIENDS, FOOD AND DRINK, SNOWSHOEING/HIKING AND LANDMARKS
PREMIUM OVERNIGHTERS	68% DAY TRIP (+4) 44% OVERNIGHT TRIP (+3)	NO MORE COMFORTABLE THAN AVERAGE	MOST COMFORTABLE WITH DOWNHILL-SKIING, SNOWSHOEING/HIKING, VISITING WITH FAMILY AND FRIENDS ATTRACTIONS & LANDMARKS AND FOOD & DRINK (MORE THAN AV)
ECONOMY WEEKENDERS	WEEKEND TRIP 57% (+16)	MORE COMFORTABLE THAN AVERAGE IN LARGE AND SMALL URBAN CENTRES, AND SMALL TOWNS/RURAL DESTINATIONS	MOST COMFORTABLE VISITING FAM/FRIENDS, SHOPPING (MUCH MORE THAN AV), WELLNESS EXPERIENCES, FOOD AND DRINK, LANDMARKS, AND OUTDOOR ACTIVITIES LIKE SKATING, SKIING AND HIKING
PREMIUM WEEKENDERS	WEEKEND TRIP 53% (+12)	NO MORE COMFORTABLE THAN AVERAGE	NO MORE COMFORTABLE THAN AVERAGE WITH ACTIVITIES MOST COMFORTABLE WITH VISITING FAMILY/FRIENDS, FOOD/DRINK
ECONOMY WEEK+	WEEK LONG 52% (+26)	MUCH MORE COMFORTABLE WITH URBAN CENTRES, SMALL TOWNS PARKS	MOST COMFORTABLE WITH ALL OUTDOOR ACTIVITIES, MUSEUMS/GALLERIES, LANDMARKS, LIVE SHOWS, FOOD AND DRINK, WELLNESS EXPERIENCES AND VISITING FAM/FRIENDS
PREMIUM WEEK+	WEEK LONG 59% (+18)	NO MORE COMFORTABLE THAN AVERAGE	MOST COMFORTABLE WITH SNOWSHOEING, OUTDOOR HIKES, SKIING

+/- FROM AVERAGE



LIFE STAGE PROFILES

	WHAT KIND OF TRIP THIS WINTER? % ALREADY BOOKED/CERTAIN/LIKELY TO	COMFORTABLE WITH DENSITY?	WILL MOST LIKELY BE DOING...
YOUNG URBANITES	MORE LIKELY TO TAKE A WEEK-LONG TRIP 35% (+9)	NO MORE OR LESS COMFORTABLE THAN AVERAGE WITH DIFFERENT DENSITIES	MOST COMFORTABLE WITH VISITING FAM/FRIENDS, FOOD AND DRINK, SKIING AND SNOWSHOEING/HIKING
PARENTS	MORE LIKELY TO TAKE A DAY TRIP 68% (+9) OVERNIGHT TRIPS (+11) WEEKEND TRIPS (+13) AND WEEK + VACATIONS 38% (+8)	MORE COMFORTABLE WITH URBAN DESTINATIONS (57% SMALL URBAN, 36% LARGE URBAN)	MOST COMFORTABLE WITH VISITING FAM/FRIENDS, SHOPPING, FOOD & DRINK, SNOWSHOEING AND WINTER HIKING
RETIREEES	MUCH LESS LIKELY TO TAKE ANY KIND OF TRIPS 53% SAY THEY WOULD BOOK A DAY TRIP, BUT ONLY 28% SAY THEY WILL TAKE AN OVERNIGHT/WEEKEND TRIP AND 13% SAY THEY WILL TAKE A WEEK + VACATION	LESS COMFORTABLE WITH LARGE URBAN DESTINATIONS (18%)	MOST COMFORTABLE WITH VISITING FAM/FRIENDS, SHOPPING
SNOWBIRDS	NO MORE OR LESS LIKELY TO TAKE ANY KIND OF TRIP, DAY TRIPS ARE THE MOST LIKELY (56%)	LESS COMFORTABLE WITH LARGE URBAN DESTINATIONS, AND ALSO OUTDOOR DESTINATIONS	MOST COMFORTABLE VISITING FAM/FRIENDS, SHOPPING AND FOOD & DRINK

+/- FROM AVERAGE



COVID TRAVEL EXPECTATIONS

COVID TRAVEL EXPECTATIONS

- **Familiarity and playing it safe are still the themes of travel during this time. There is a greater propensity to choose destinations they were already planning on travelling to.**
 - **This doesn't necessarily mean staying closer to home though. Ontarians are now slightly more likely to consider travelling to far-away destinations (up 5 pts).**
- **Self-isolation, physical distancing and ease of access to one's home all remain important priorities for travellers. And still, travellers prefer small group activities, activities where they interact with travel companions only.**
- **Aside from the new health and safety aspects of travel, there are shifts to travel budgets as well. Not only is there greater competition between travel spend and home spend, there is also an interest in spending less when travelling. Around half say they are more likely to look at accommodations/activities that offer discounts.**

COVID TRAVEL EXPECTATIONS

PHILOSOPHY ABOUT TRAVELLING DURING COVID-19

TRAVEL READY

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, and I'm comfortable navigating this new travel reality "

- 38% say they will prioritize spending on travel, over household spending.
- Expectations for COVID-19 specific measures in accommodations and activities are important for this group, but not as crucial (compared to those needing encouragement and the travel adverse).
- This holds true for all but one (ways to easily travel and interact with your 'bubble'): travel ready respondents will still need information on this and some reassurance before they book.
- More interested in travelling further, bucket-list travel, but like others, they aren't going to choose anything that wasn't already on their list.

NEEDS ENCOURAGEMENT

"If I want to travel anytime soon, I'm going to have to get used to travelling during a pandemic, but I'm not very comfortable navigating this new travel reality "

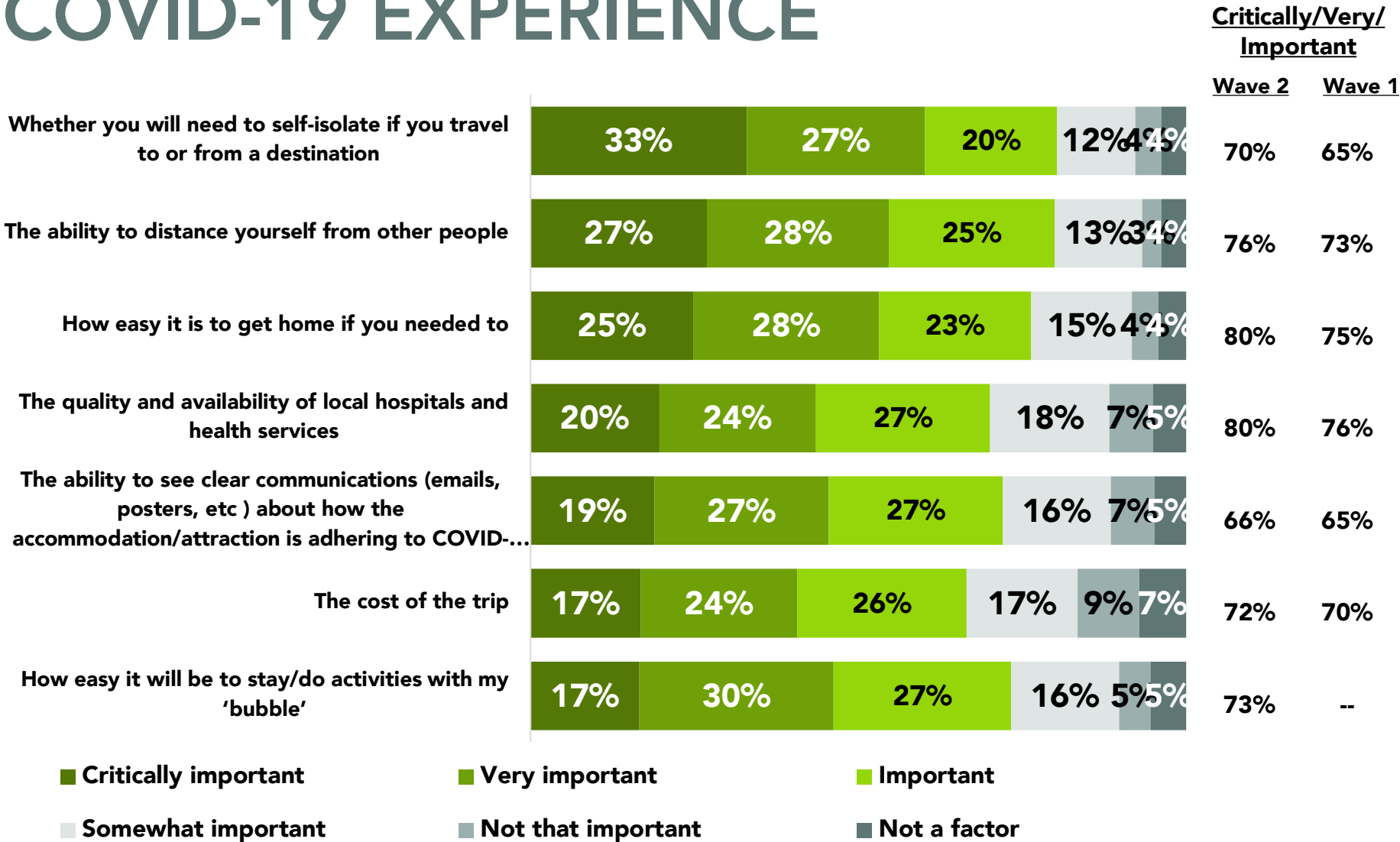
- 30% say they will prioritize spending on travel, over household spending
- Similar expectations in cost, cleanliness and the ability to distance themselves, self-isolation requirements, ease of returning home, quality healthcare, in that these are more of a concern for these two types of travellers, and less so for those who are travel ready.

TRAVEL ADVERSE

"I don't see myself travelling during the pandemic for the foreseeable future "

- 15% say they will prioritize spending on travel, over household spending.
- That accommodations adhere to public health guidelines is critical for 71% of this group (for comparison, its 44% for those who need encouragement and 38% for those who are travel ready.
- For activities, its also critical for 71% (and 40% of those who need encouragement and 42% of those who are travel ready)

TRAVEL EXPECTATIONS HEAVILY INFLUENCED BY COVID-19 EXPERIENCE



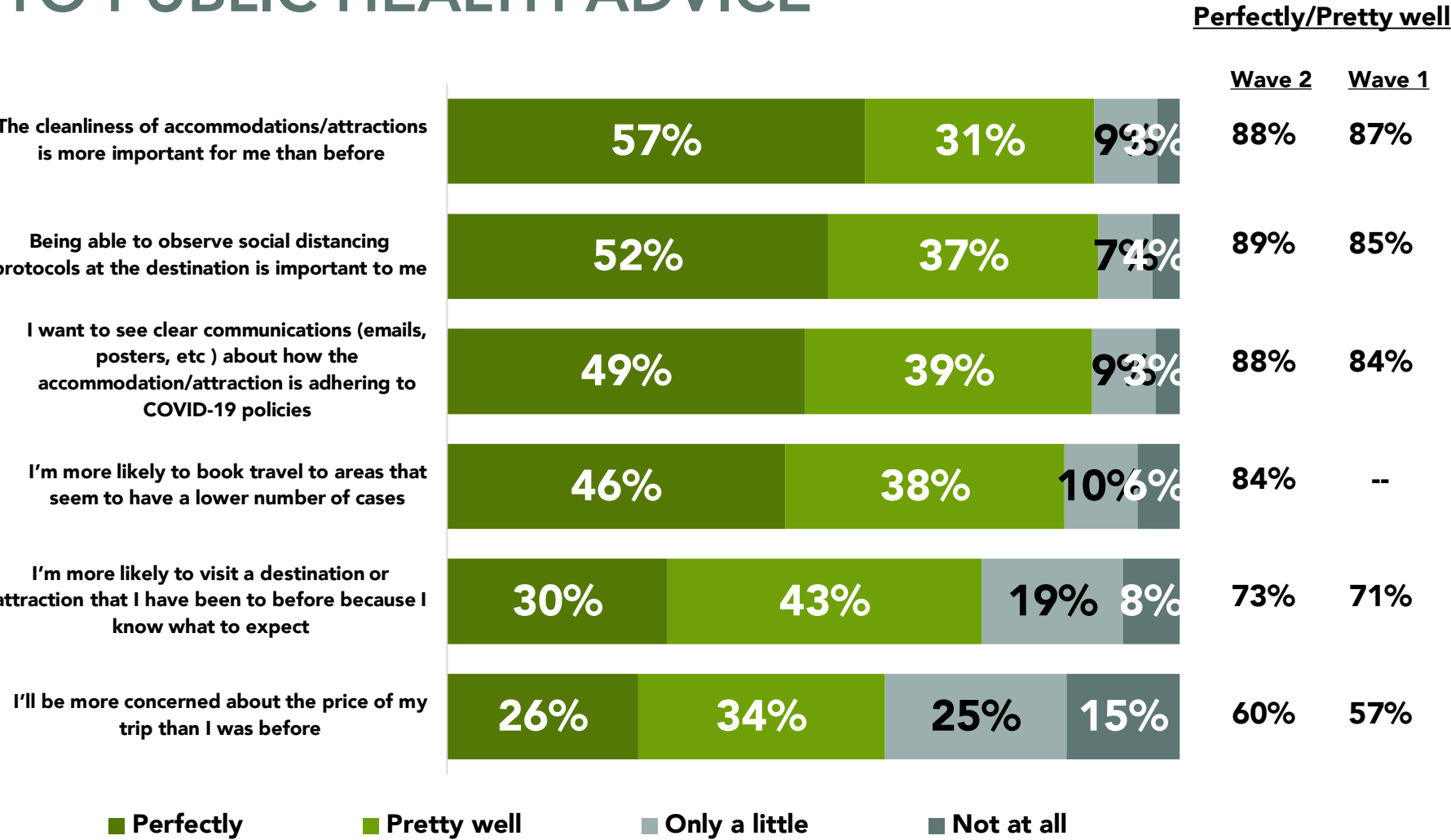
Many factors are key to the decision-making process of travellers.

Self-isolation, physical distancing and ease of access to one's home all remain important priorities for travellers.

Cost, clear communications, and ease of staying in one's bubble are also important for at least two-thirds.

When deciding where to go and what to do for travel over the next 6 months, how important, if at all, will the following factors be in your decision making?

TRAVELERS WANT TO HEAR ABOUT, AND BE ABLE TO ADHERE TO PUBLIC HEALTH ADVICE

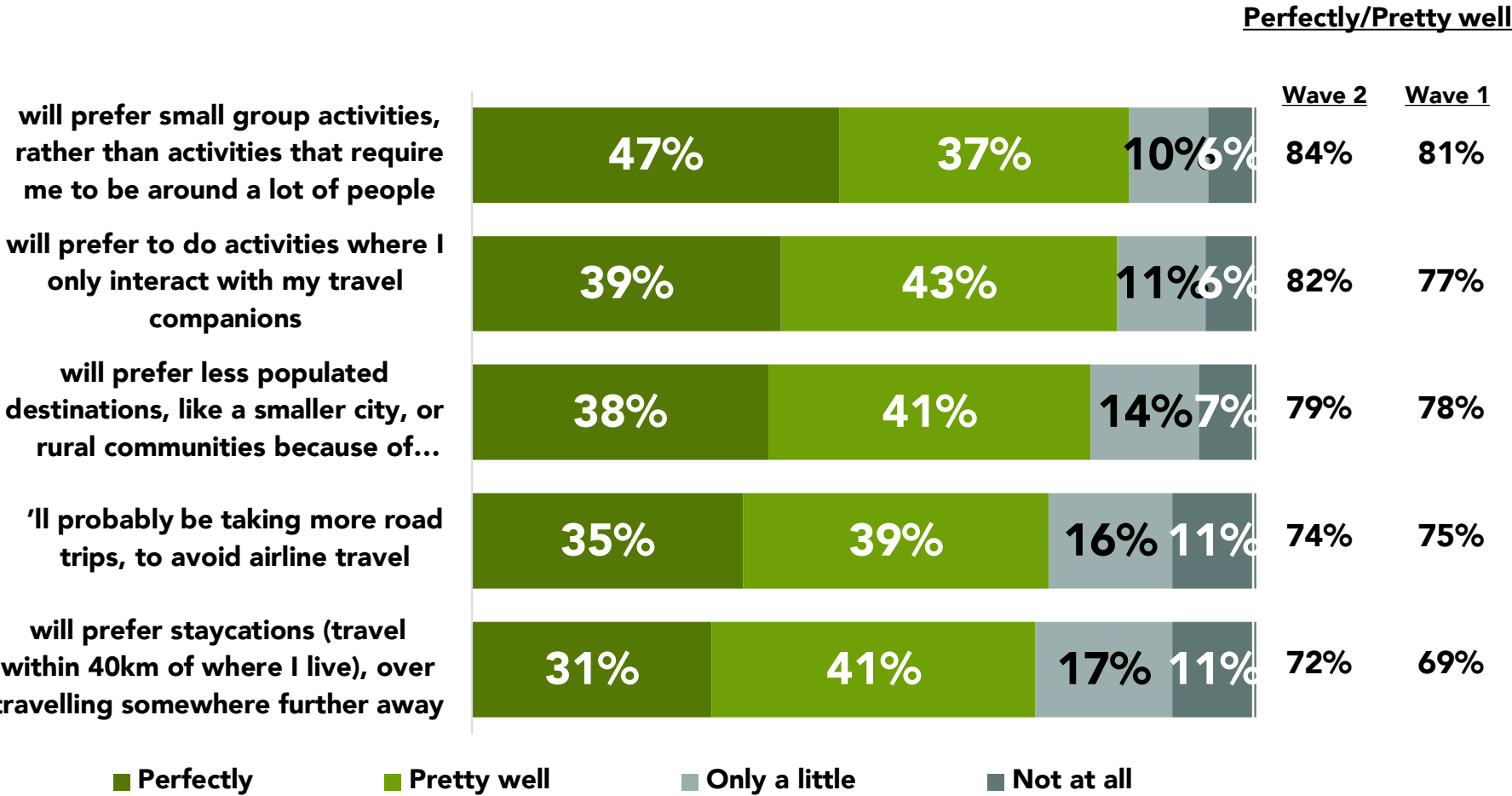


Like wave 1, travellers will need to be assured about cleanliness, social distancing.

Case count is also a measure that travellers are likely to be watching for.

And what about the following? Do they describe your thinking perfectly, pretty well, only a little, or not at all?

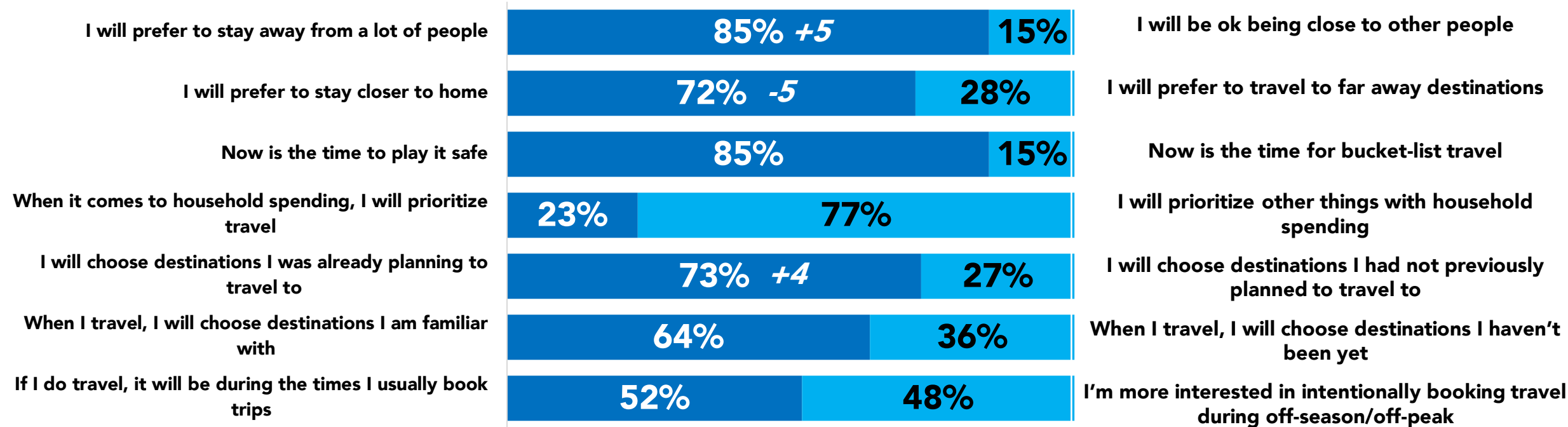
TRAVEL IN THE NEXT 6 MONTHS REMAINS CLOSE BY, SMALLER GROUPS



The importance of certain criteria for travel hasn't shifted much since wave 1. Still, travellers prefer small group activities, activities where they interact with travel companions only, and shorter distances to travel.

Thinking about travel for the next 6 months... do the following describe your thinking perfectly, pretty well, only a little, or not at all

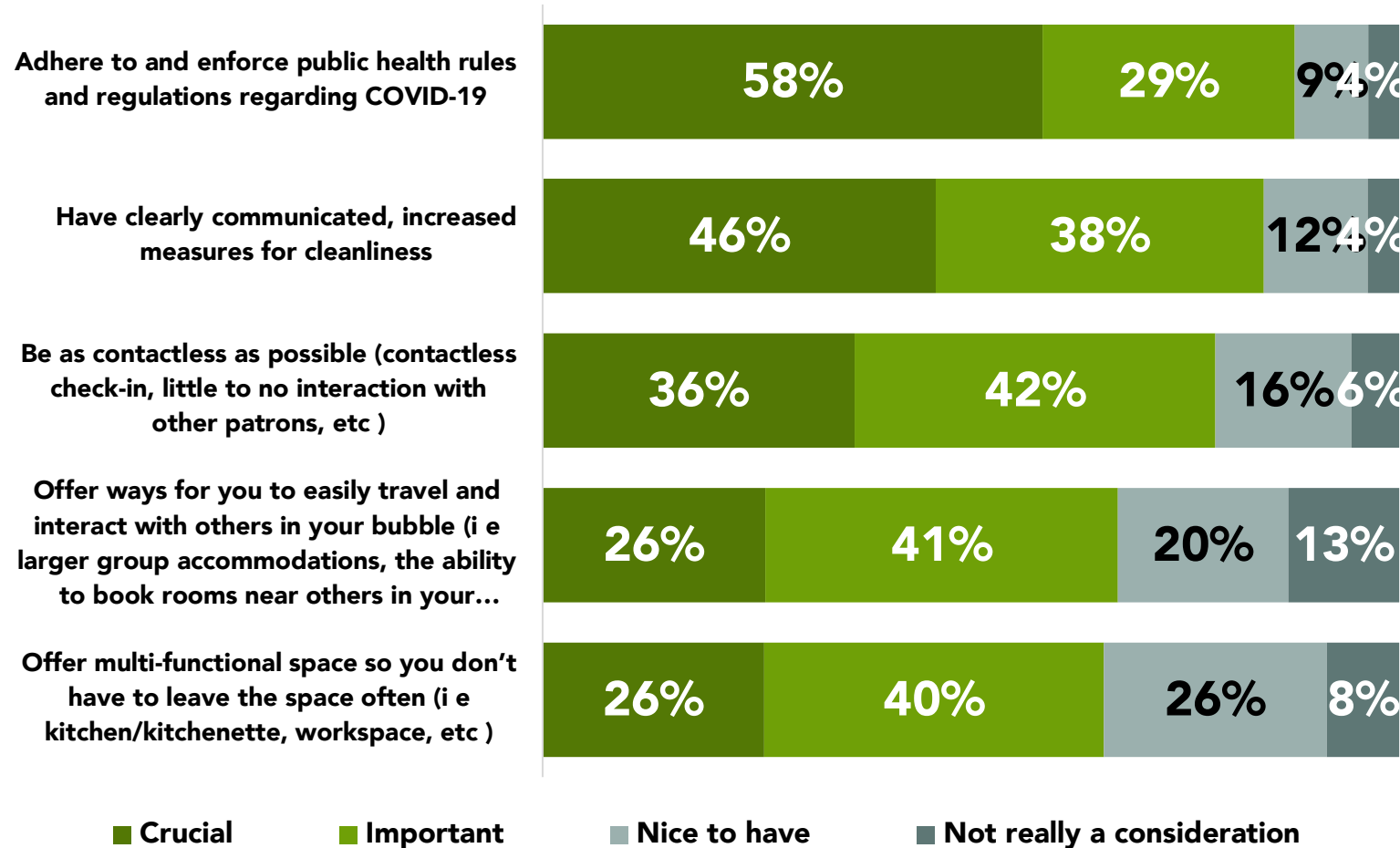
TRAVEL DECISIONS BASED ON MINIMIZING RISK



Playing it safe is still the theme of travel for this upcoming winter season.
85% will be doing their best to stay away from others, and familiar destinations are preferred.
85% say right now is the time to play it safe.

Which of the following phrases best describes how you feel about travel over the next 6 months?

BOOKING ACCOMMODATIONS: ADHERENCE TO PUBLIC GUIDELINES IS KEY



Above all else, accommodations should be adhering to public health rules and regulations.

Clearly communicated messages regarding cleaning procedures and the ability to have a low/no contact stay are also important.

And still, over half say offering ways for 'bubbles' to interact and multi-functional spaces is important, though less so than the other measures.

When choosing to book at an accommodation, how important is it that the accommodation...

BOOKING ACCOMMODATIONS

Adhere to and enforce public health rules and regulations regarding COVID-19

Be as contactless as possible (contactless check-in, little to no interaction with other patrons, etc)

Have clearly communicated, increased measures for cleanliness

Offer multi-functional space so you don't have to leave the space often (i.e. kitchen/kitchenette, workspace, etc)

Offer ways for you to easily travel and interact with others in your bubble (i.e. larger group accommodations, the ability to book rooms near others in your bubble, etc)

Total

58%

36%

46%

26%

26%

ECONOMY OVERNIGHTERS

61%

38%

46%

25%

29%

PREMIUM OVERNIGHTERS

65%

38%

47%

30%

29%

ECONOMY WEEKENDERS

55%

32%

42%

25%

26%

PREMIUM WEEKENDERS

59%

35%

43%

21%

26%

ECONOMY WEEK+

49%

37%

40%

22%

25%

PREMIUM WEEK+

53%

32%

42%

22%

30%

OUTDOOR SPACE SEEKERS

53%

42%

48%

30%

37%

MASS EVENT/ATTRACTION...

63%

40%

50%

30%

30%

INDOOR INTERESTS

64%

44%

53%

32%

32%

FAMILY LOVERS

67%

43%

54%

31%

32%

FOODIES

67%

43%

54%

29%

30%

WELLNESS LOVERS

65%

37%

46%

36%

42%

YOUNG URBANITES

51%

45%

44%

29%

36%

PARENTS

56%

36%

43%

21%

27%

RETIREES

69%

36%

54%

26%

25%

SNOWBIRDS

67%

42%

55%

28%

26%

TRAVEL READY

38%

19%

27%

13%

20%

NEED ENCOURAGEMENT

44%

28%

34%

22%

23%

TRAVEL ADVERSE

71%

45%

57%

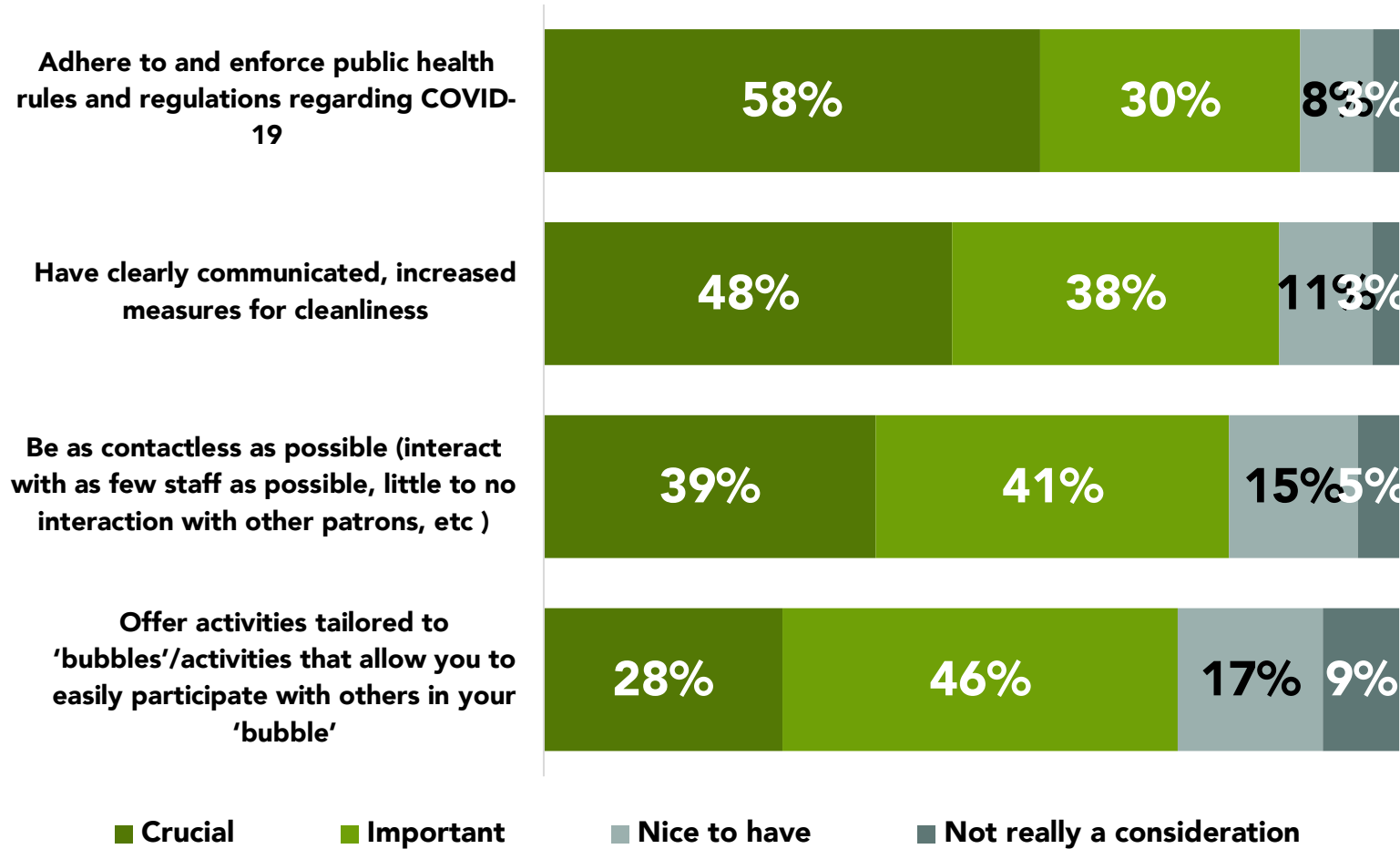
31%

29%

ABACUS DATA

When choosing to book at an accommodation, how important is it that the accommodation...

BOOKING ACTIVITIES: ADHERENCE AND INFO ON CLEANING PROTOCOLS ALSO IMPORTANT



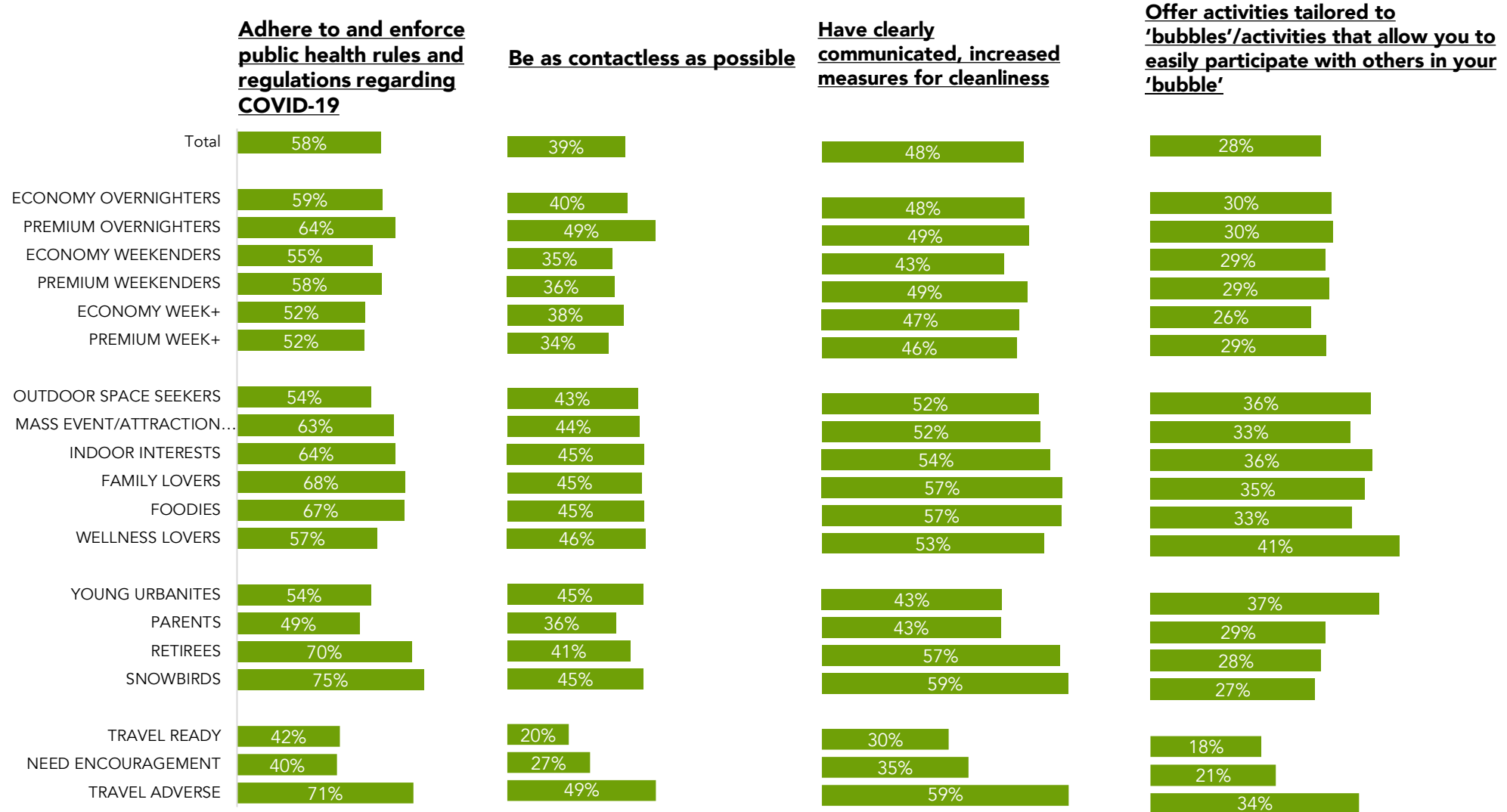
When it comes to activities, the requirements are the same.

Nearly all want to know the accommodation has been adhering to public health guidelines, and have clearly communicated information on enhanced cleaning measures.

Contactless is also important or critical for 80% of travellers.

When choosing to book an activity, how important is it that the activities you choose

BOOKING ACTIVITIES



When choosing to book at an accommodation, how important is it that the accommodation...

IMPACTS TO BUDGET



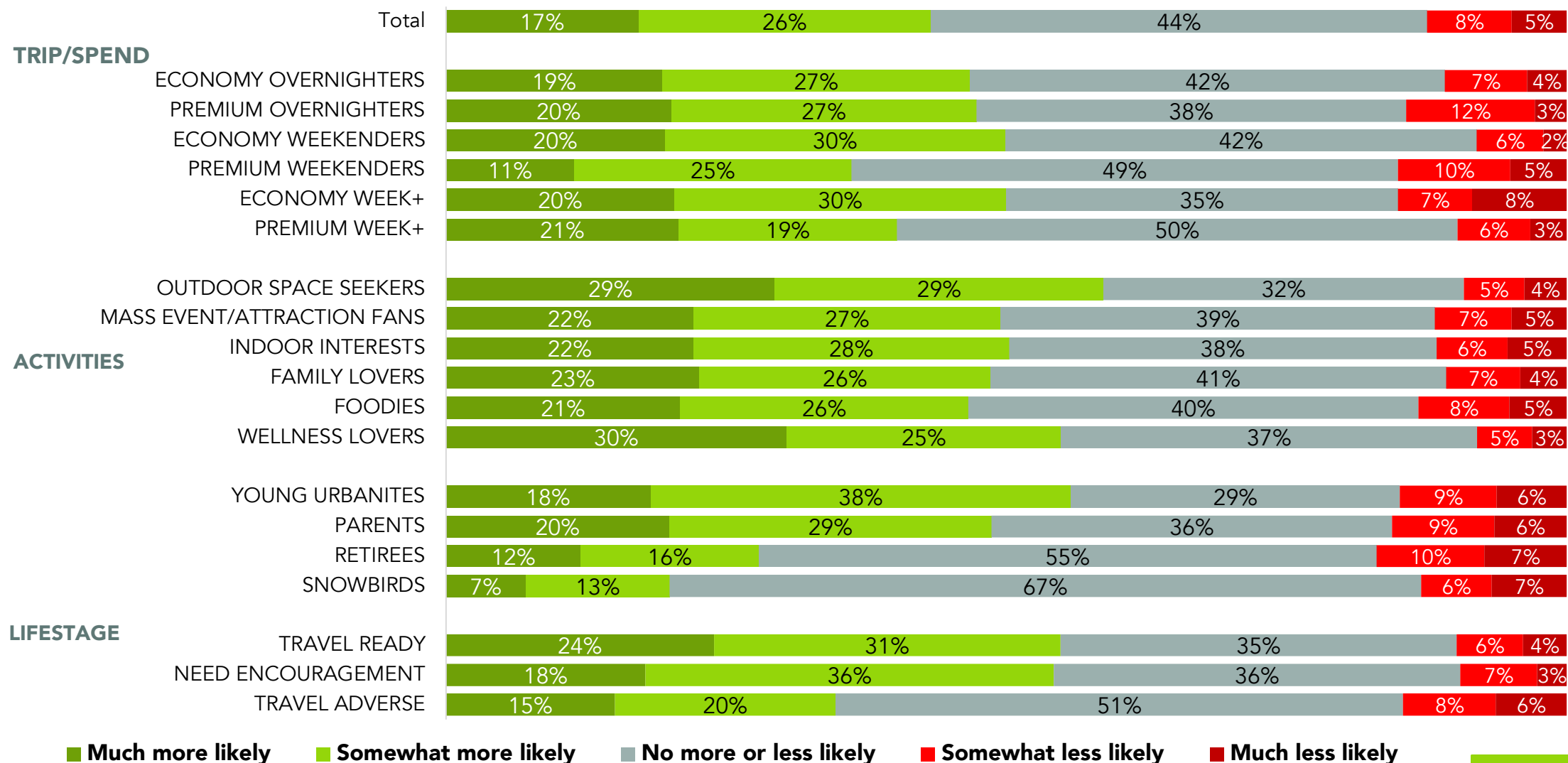
About half are interested in accommodations and activities that offer discounts.

Many are very open to reducing their travel budgets when they can.

There is a good level of interest in less expensive accommodations, activities and restaurants/dining establishments.

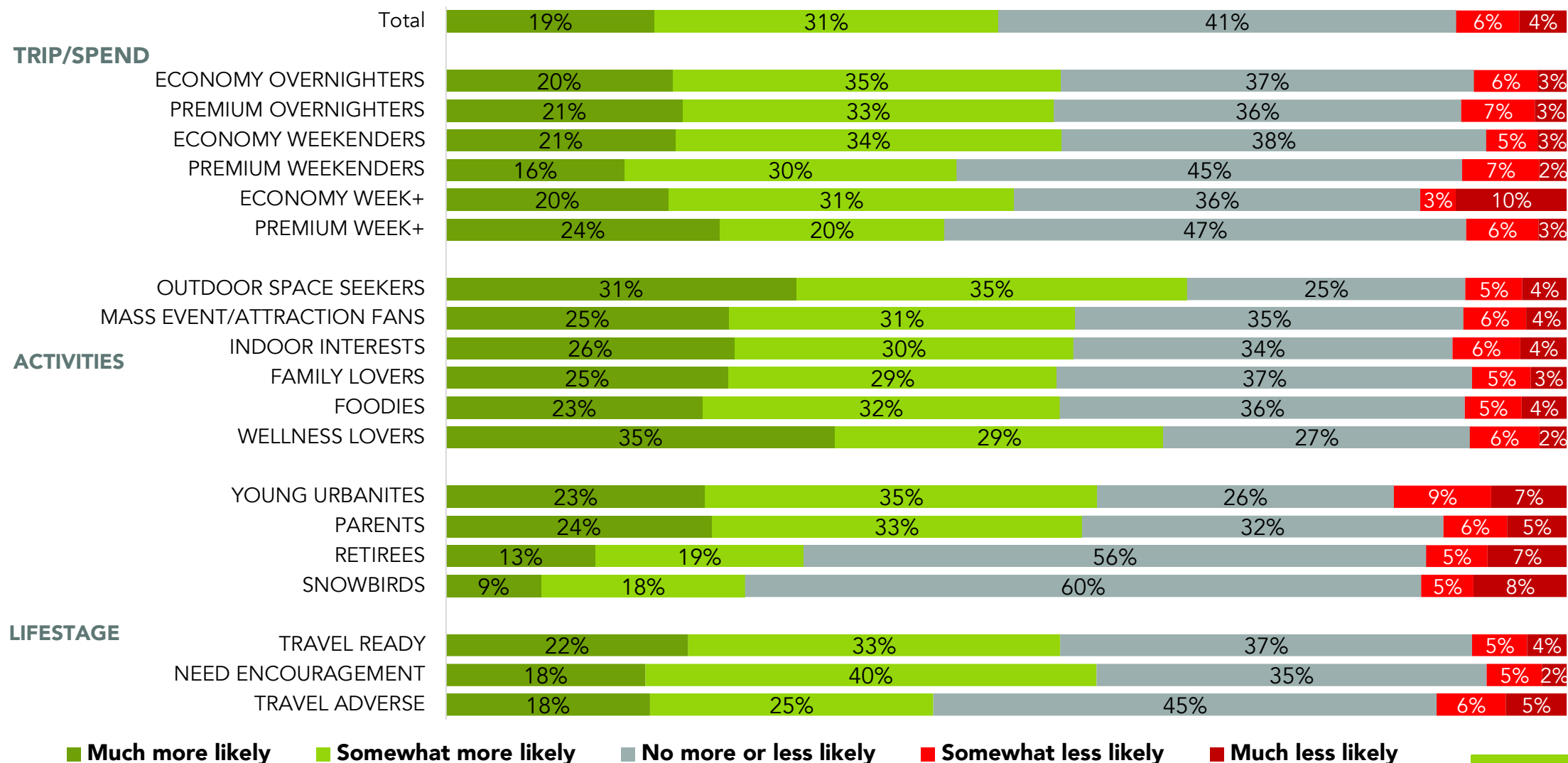
COVID-19 has had an impact on the financial situation of many Canadians. As a result of COVID-19 will you be more or less likely to choose the following when you travel

LESS EXPENSIVE ACCOMMODATIONS



COVID-19 has had an impact on the financial situation of many Canadians. As a result of COVID-19, will you be more or less likely to choose the following when you travel?

LESS EXPENSIVE ACTIVITIES



COVID-19 has had an impact on the financial situation of many Canadians. As a result of COVID-19, will you be more or less likely to choose the following when you travel?



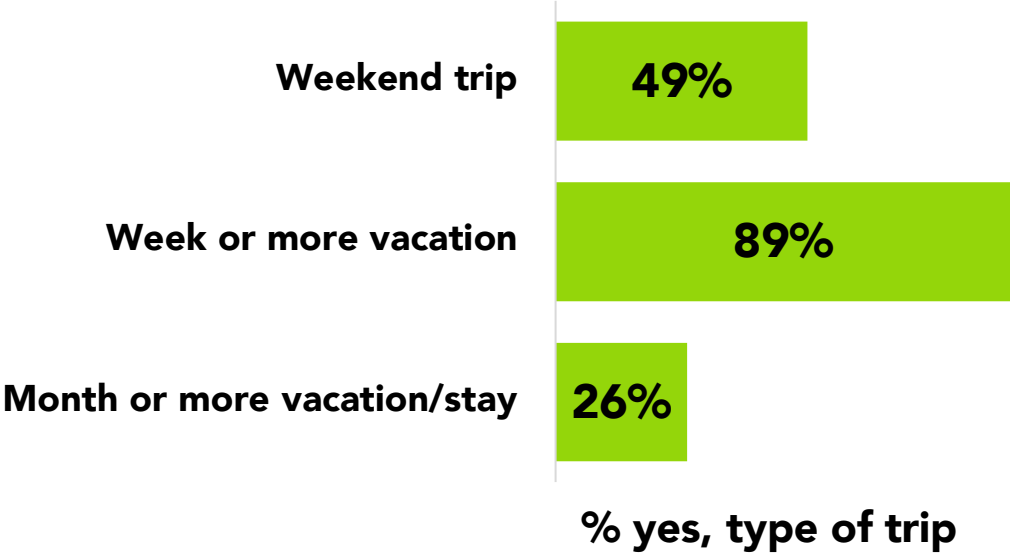
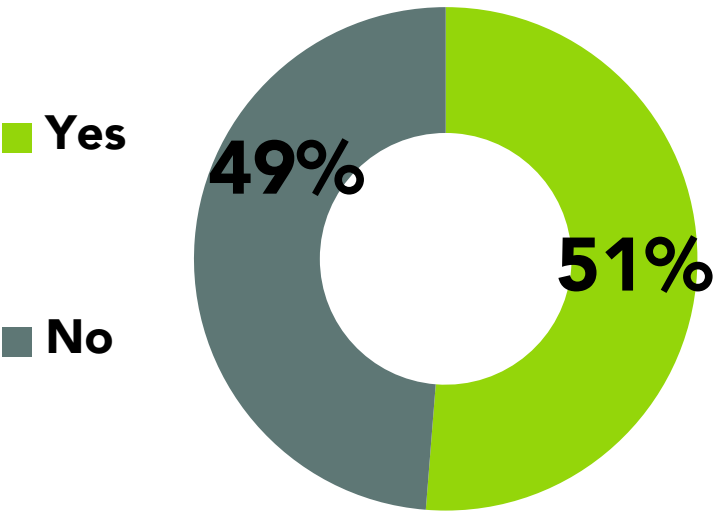
SUNNY DESTINATION TRAVELLERS

SUNNY DESTINATION TRAVELLERS

- **Half of the sample can be considered a 'sunny destination traveller'. The most likely kind of trip for those who fall into this category? A week or more vacation (89%).**
- **Fully 16% intend to travel to a sunny destination for the same amount of time as usual, a shorter time, or both.**
 - **This behaviour is likely to be much more common among younger travellers, (23%) and parents (24%). And snowbirds (21%).**
- **Among this group, alternate travel options have some interest (56% say they would choose a sunny destination), but allocating money to spending at home is still more appealing (75% say they are likely to spend their travel funds on home investments instead)**
 - **Younger Ontarians and Parents are both most likely to say yes to both of these, suggesting they will have competing priorities.**

AROUND HALF ARE SUNNY DESTINATION TRAVELLERS

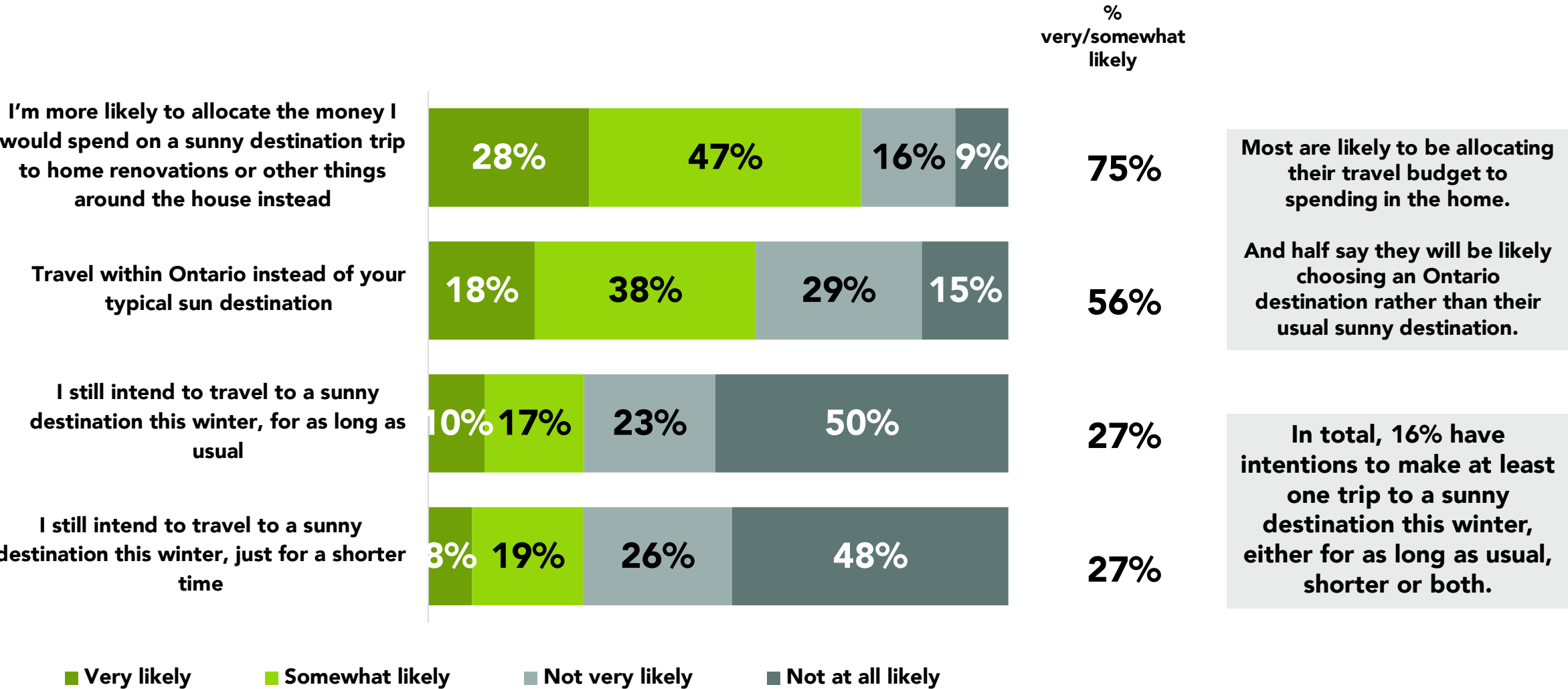
During the past 3 years have you travelled to a sunny destination during the winter months?



Half have taken a trip to a sunny destination during the winter months.

During the past 3 years prior to the COVID-19 pandemic, did you travel to a sunny destination during the winter months?

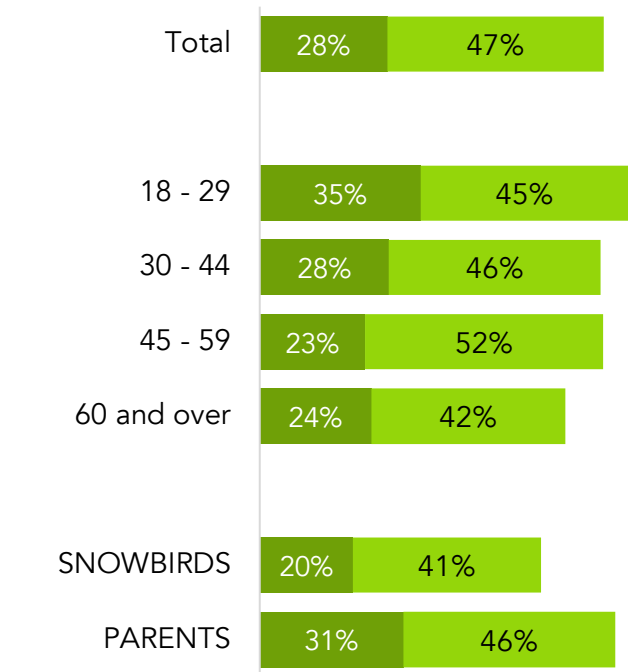
FEW PLAN TO KEEP THEIR USUAL PLANS, MORE WILL SPEND ON HOME OR LOCAL TRAVEL



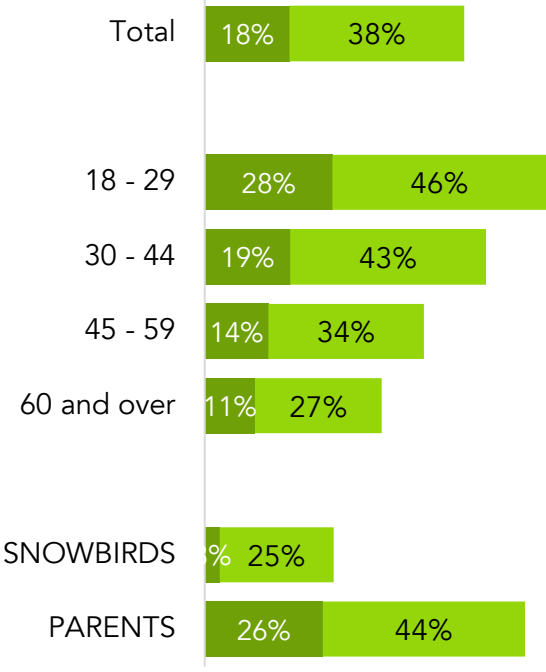
How likely are you to do the following...

TRAVEL THIS WINTER...

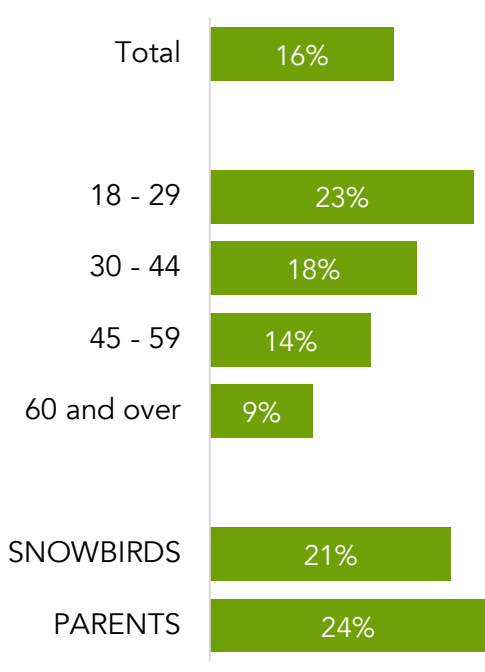
I'm more likely to allocate the money I would spend on a sunny destination trip to home renovations or other things around the house instead



Travel within Ontario instead of your typical sun destination



Those with intentions to travel to a sunny destination for a shorter, or usual amount of time



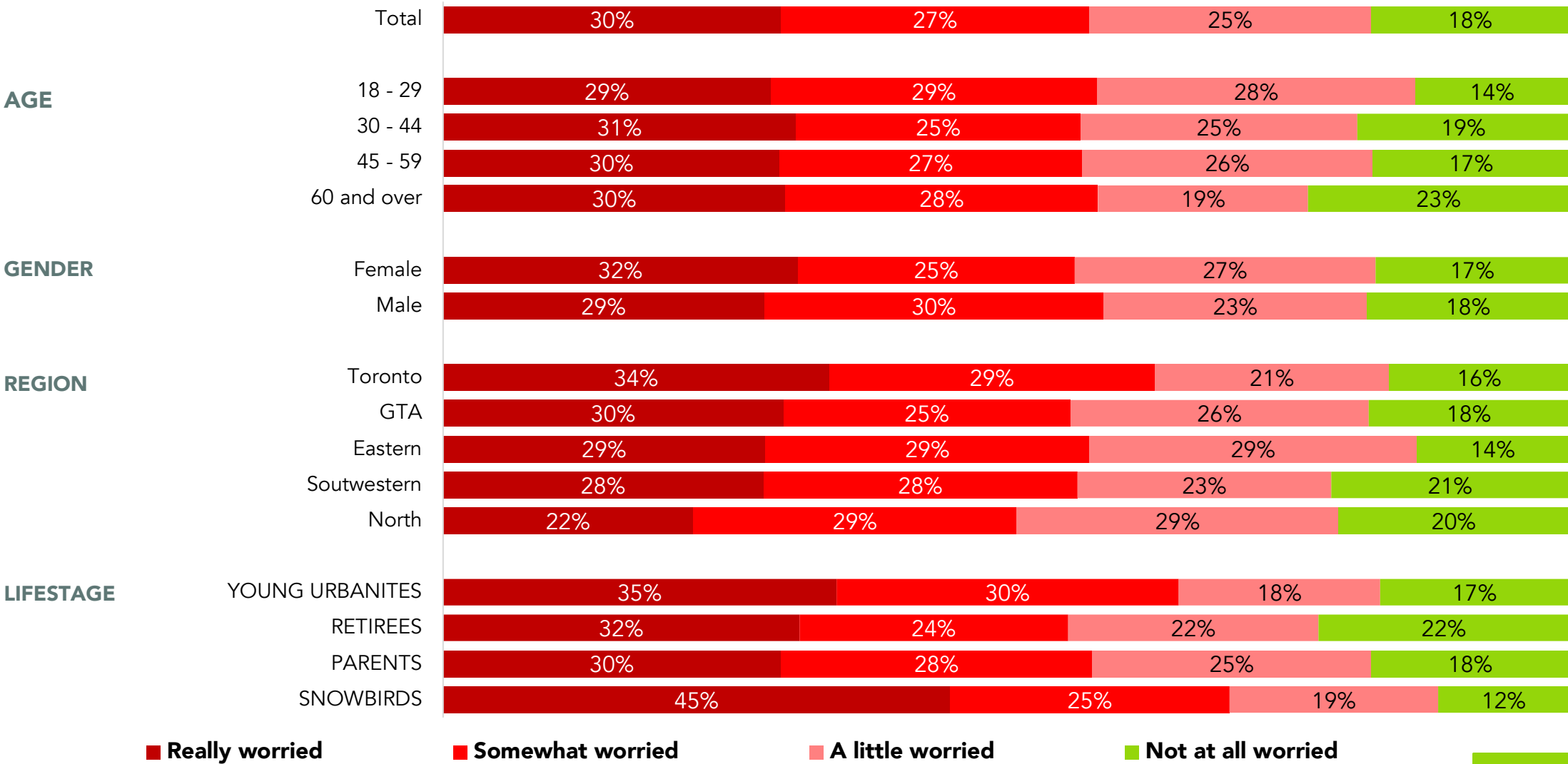
Young Ontarians are more likely to say they will be allocating money elsewhere, travelling in Ontario and keeping their same travel plans. While older Ontarians overall are apprehensive about making a trip south, 'snowbirds' are more eager, though most are still cautious.

How likely are you to do the following...



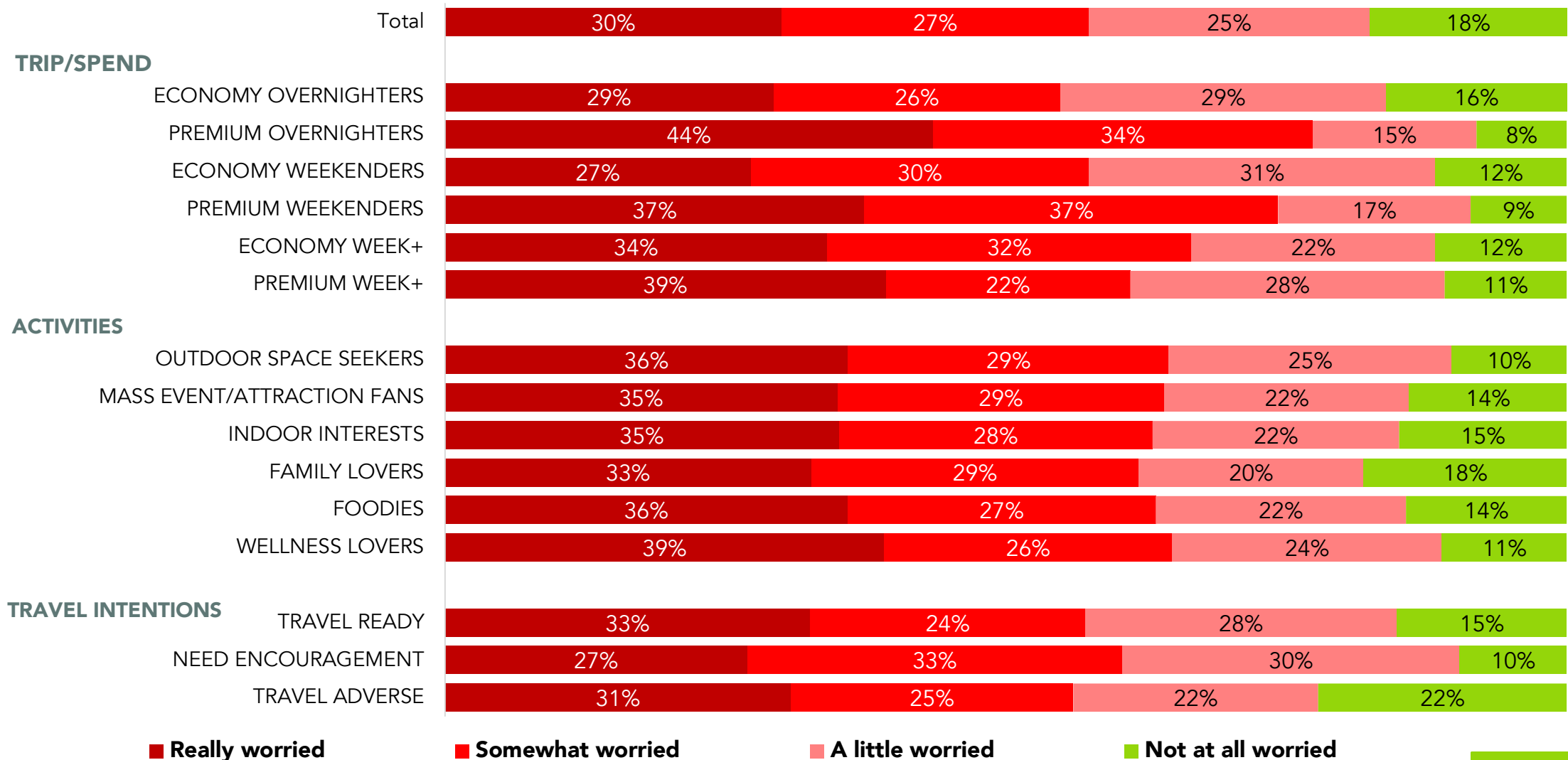
APPENDIX

YOUR ABILITY TO TRAVEL



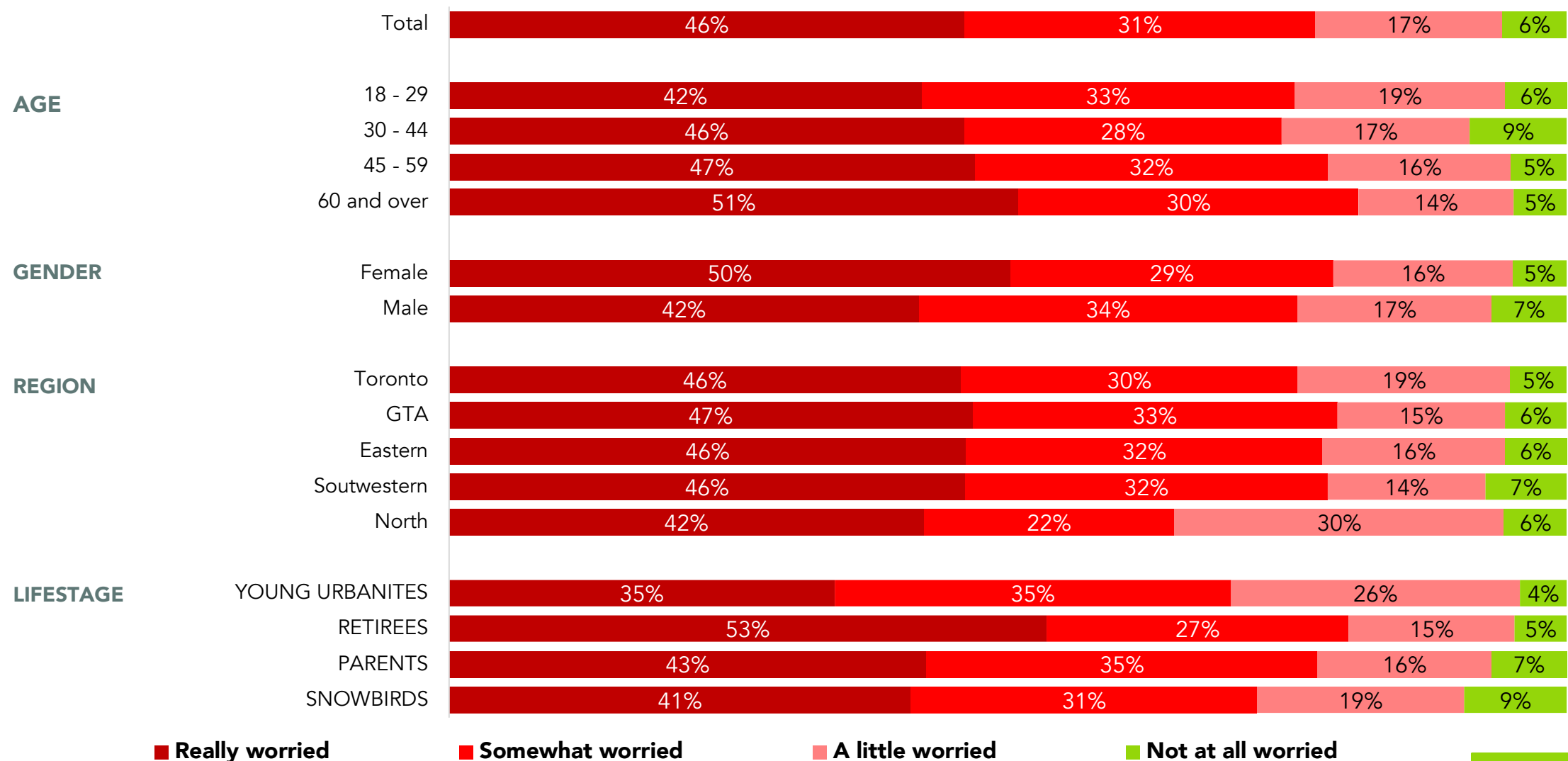
Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

YOUR ABILITY TO TRAVEL



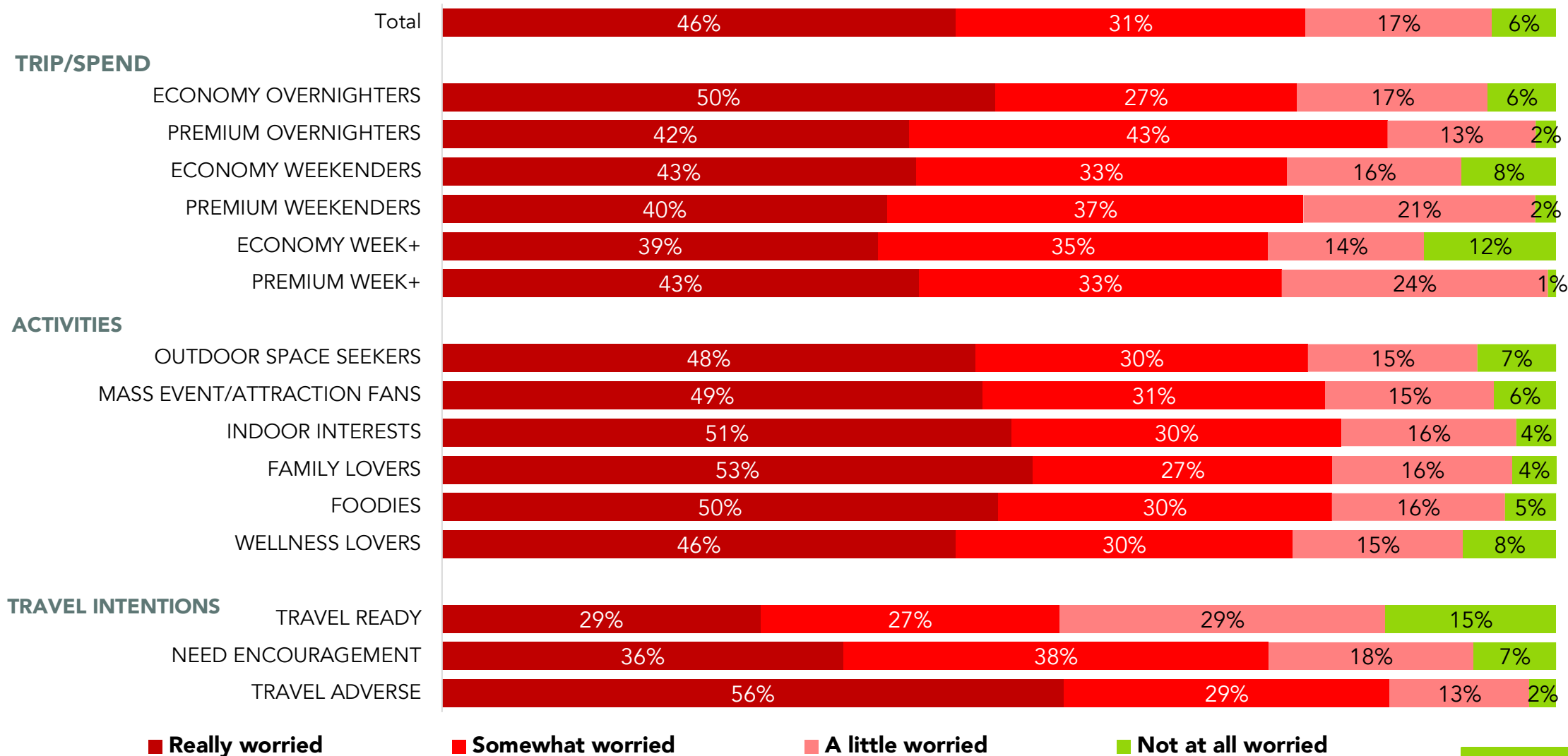
To what extent, if at all, are you worried about the following when it comes to the COVID-19 pandemic

ANOTHER SPIKE



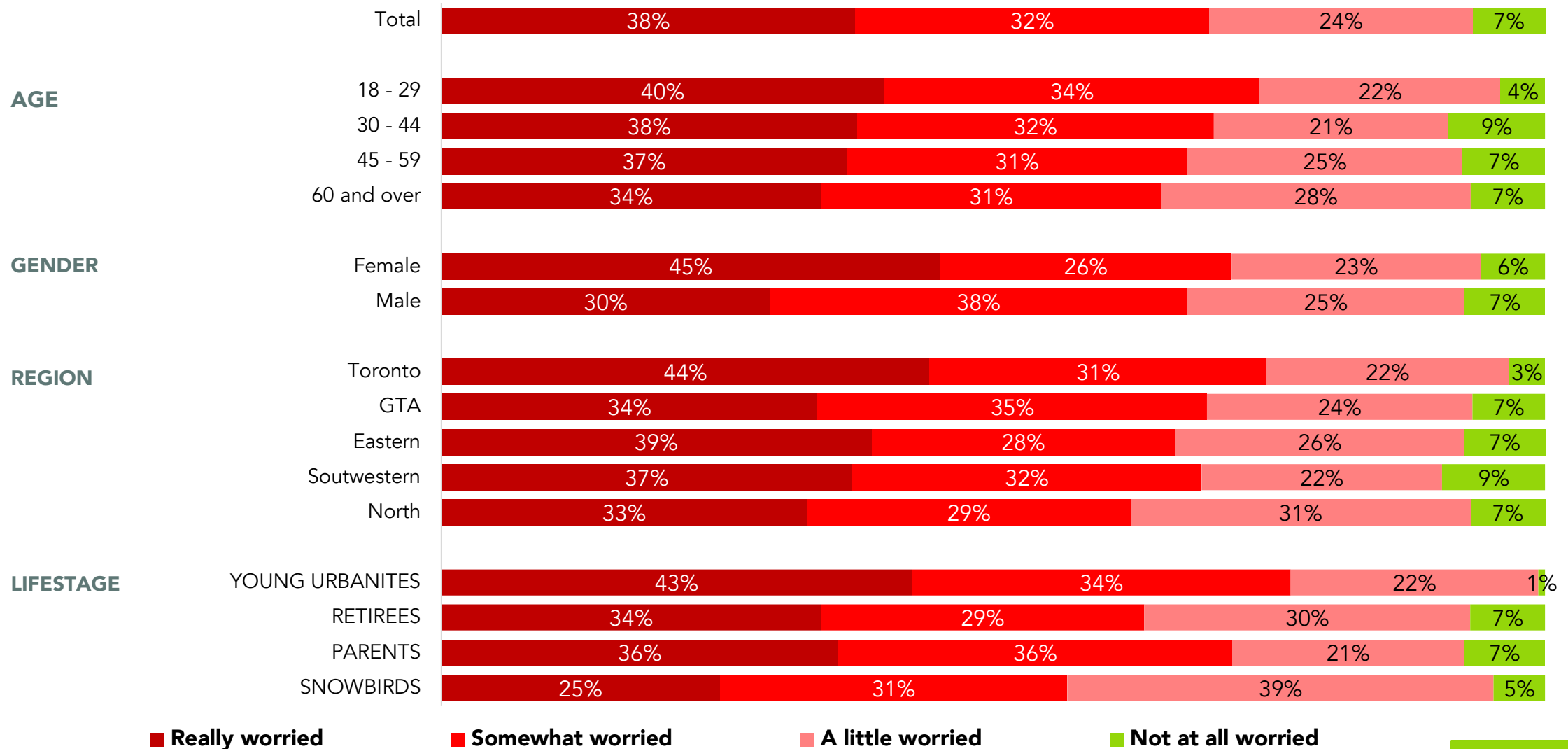
Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

ANOTHER SPIKE



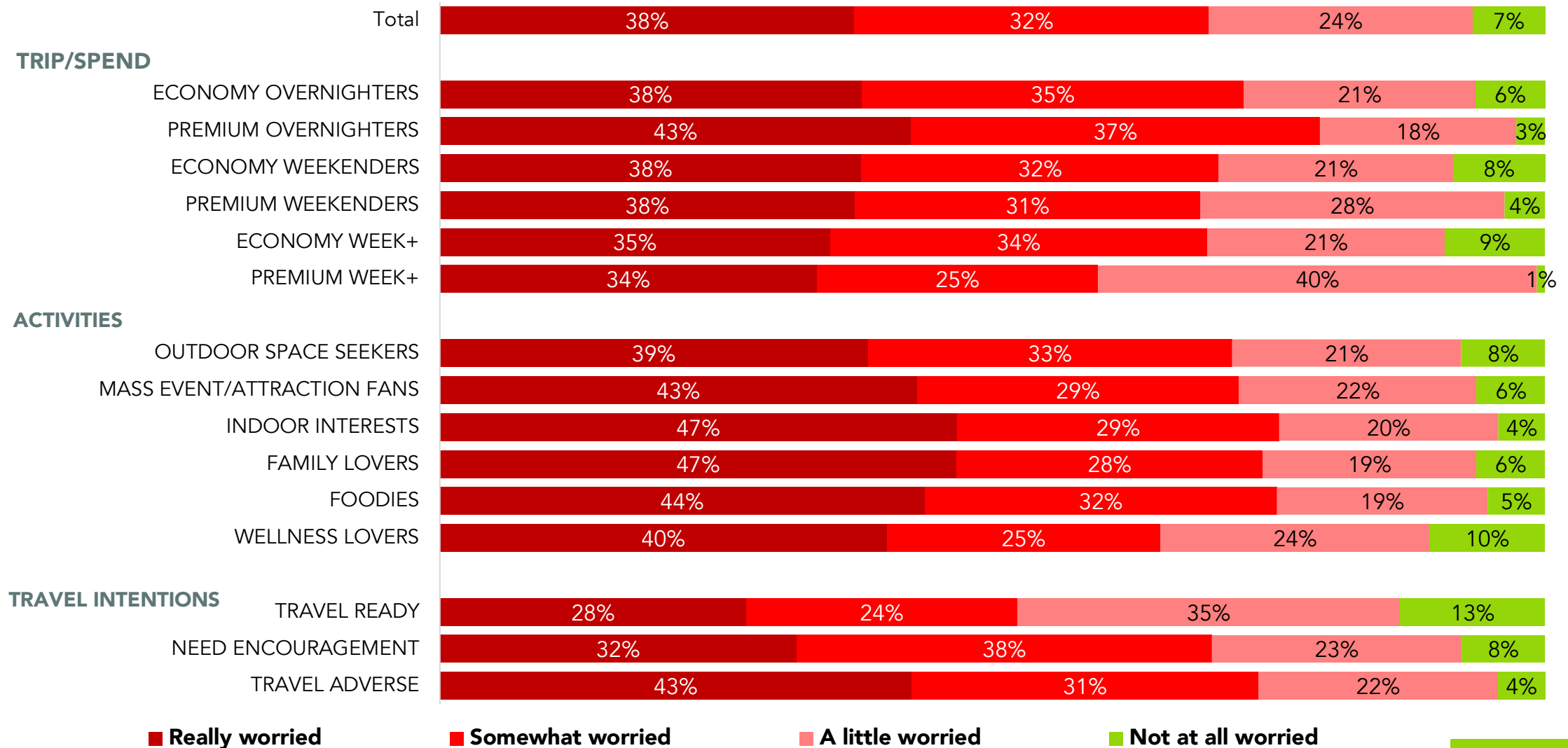
To what extent, if at all, are you worried about the following when it comes to the COVID-19 pandemic

FAMILY MEMBER GETTING COVID-19



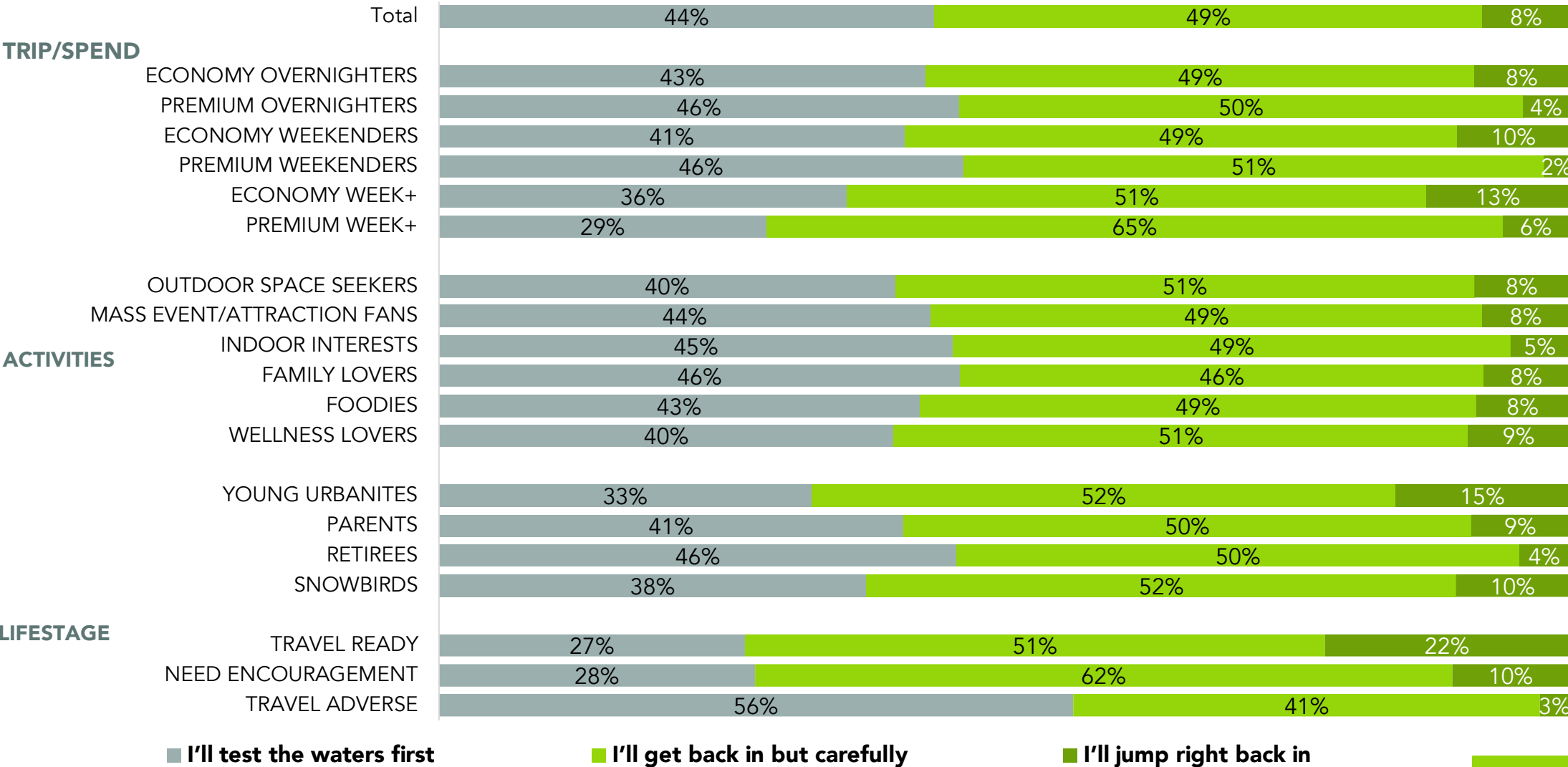
Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

FAMILY MEMBER GETTING COVID-19



To what extent, if at all, are you worried about the following when it comes to the COVID-19 pandemic

TRAVEL COMFORT LEVEL



What best describes how you feel about travelling now as physical distancing restrictions start to be lifted

ADDENDUM TO THE FORESTRY AND GIS DIVISION REPORT

Prepared by: Jason Davis, Manager of Forestry and GIS

Prepared for: Development and Property Committee

January 12, 2021

A meeting of the Algonquin Trail Advisory Committee was held on January 11, 2021.

INFORMATION

6. City of Pembroke Correspondence

Tabled is correspondence from the City of Pembroke's Chief Administrative Officer, Mr. Terry Lapierre informing the County that the City supports the use of the County of Renfrew owned Algonquin Trail within City boundaries between Greenside Street and east of Mackay Street for the purpose of snowmobile use as per the requirements stipulated in County of Renfrew By-Law 119-18 and any other relevant regulations or conditions deemed appropriate by the County.

7. Burns Drive Correspondence

Tabled is correspondence from Mr. Duane MacDougall of Burns Drive regarding the Algonquin Trail. Our Committee has directed the Warden to send a letter to Mr. MacDougall that reiterates that all the concerns addressed in his letter have been previously addressed.

8. ICIP Resiliency Application

At the direction of County Council, staff submitted an application to the Investing in Canada Infrastructure Program (ICIP) Resiliency Fund for the improvements of the Algonquin Trail west of the Petawawa River to utilize the aggregate received from the Ministry of Transportation. The application included brushing, grading, signage, review and improvement to structures, control access gates and the application of stone dust.

RESOLUTIONS

9. Algonquin Trail Advisory Committee Budget

Recommendation: THAT the Development and Property Committee approve the 2021 Work Plan as presented for the Algonquin Trail.

Background

Staff has prepared a draft work plan based on the 2021 draft CP Rail Line Development budget of \$248,000. A number of outside influences will affect the work plan and budget (i.e., funding announcements, municipal requests, trail use request from snowmobile/ATV organizations, etc.).

Work Type	Amount
Consultants	\$15,000.00
Structure Approaches	\$25,000.00
Vegetation Management	\$10,000.00
Calcium	\$15,000.00
Fencing	\$15,000.00
Nuisance Beaver Control	\$1,000.00
Weeds	\$2,000.00
Signs	\$10,000.00
Gates	\$30,000.00
Garrison Lands Development	\$104,000.00
Taxes on lease properties	\$13,000.00
Legal	\$8,000.00
Total	\$248,000.00



CITY OF PEMBROKE

1 Pembroke Street East
Pembroke, Ontario
K8A 3J5
Tel. 613-735-6821

**Chief Administrative
Officer & Human
Resources**

Extension 1330
Fax: 613-735-3660

Finance

Extension 1320
Fax: 613-735-3660

Fire

Extension 1201
Fax: 613-732-7673

OPP Administration
613-732-3332

**Economic Development
Culture, & Tourism**

Extension 1303
Fax: 613-735-3660

Operations

Extension 1409
Fax: 613-732-1421

**Planning, Building &
By-Law Enforcement**

Extension 1304
Fax: 613-735-3660

Purchasing

Extension 1409
Fax: 613-732-1421

Parks & Recreation

Extension 1501
Fax: 613-635-7709

general email:
pembroke@pembroke.ca

www.pembroke.ca

December 23, 2020

Mr. Craig Kelley
County of Renfrew
9 International Drive
Pembroke, ON K8A 6W5

Via email: ckelley@countyofrenfrew.on.ca

Dear Craig:

**Re: Algonquin Trail – Motorized use within City of
Pembroke Boundaries**

The attached motion with respect to the above matter was passed by the City's Parks and Recreation Committee at its December 15, 2020 meeting.

Given the current COVID-19 situation and to support local businesses during this time, Committee was in agreement that snowmobile use of the trail should be permitted until Committee and Council have made a permanent decision.

It was stressed that appropriate safety precautions be put in place by the County and its licenced users and that all efforts be made to ensure snowmobiles respect and abide by the restrictions prohibiting traveling beyond the approved trail limits.

City staff is available to meet with County representatives to ensure use of the trail as approved for this year is a success that may lead to future expansion for the benefit of all.

Sincerely,

Terry Lapierre, CMO, CMMIII, Ec.D
Chief Administrative Officer

TL/nr

Attachment

cc: Paul Moreau, CAO, County of Renfrew
pmoreau@countyofrenfrew.on.ca

Jason Davis, Manager, GIS, Forestry and Trails
jdavis@countyofrenfrew.on.ca

Draft Park and Recreation Committee Meeting

Council Chambers
Pembroke, Ontario
December 15, 2020
6:00 p.m.

1. Call to Order

Present:

Councillor Lafreniere, Chair
Mayor LeMay
Deputy Mayor Gervais
Councillor Abdallah (electronically)
Councillor Jacyno (electronically)
Councillor Plummer (electronically)
Councillor Reavie (electronically)

Also Present:

Terry Lapierre, Chief Administrative Officer
Linda Rook, Recording Secretary

The Chair called the meeting to order at 6:00 p.m.

2. Disclosure of Pecuniary Interest and General Nature Thereof

There were no disclosures of pecuniary interest.

3. Approval/Amendment of Meeting Agenda

Motion:

Moved by Councillor Abdallah
Seconded by Councillor Plummer
THAT the Agenda of the Parks and Recreation Committee meeting of December 15, 2020 be accepted as circulated.

Carried

4. Approval of Minutes

Motion:

Moved by Councillor Reavie
Seconded by Councillor Plummer
THAT the Minutes of the Parks and Recreation Committee meeting of November 17, 2020 be accepted as circulated.

Carried

5. New Business

a. Pembroke Curling Centre – Request for One-Time Financial Support

Mr. Lapierre reviewed the report. A discussion was held.

- Should financial support be granted as a loan with payback in the future?
- Grant of financial support could set a precedent and other organizations could come forward. Requests should be looked at on a case by case basis.
- The Pembroke Curling Centre anticipate being operational in 2021, and are asking for a one-time only financial support. The economic impact of reduced registration and depletion of reserves, due to COVID-19, has put the Centre in a difficult financial position.
- The Treasurer has suggested options where the relief may be funded from.

Moved by Councillor Reavie

Seconded by Councillor Abdallah

THAT the Committee approves a request from the Pembroke Curling Centre for one-time relief of 2020 property tax and water/sewer charges for the 2020-21 fiscal year, to be funded from the City's Safe Restart (COVID) funding received or, if ineligible, from available Youth Programming and Seniors Programming budgets.

Carried

b. Algonquin Trail

Mr. Lapierre reviewed the report. A discussion was held.

- Allowing snowmobiles to utilize a portion of the Algonquin Trail in the City of Pembroke for this season, will provide residents in the vicinity with an opportunity to provide feedback.
- The City can learn from this season and use data for future decision making
- Staff are willing to provide a telephone number and email address for residents to provide comments.
- Restaurants and hotels in vicinity of the Algonquin Trail, within the City of Pembroke, have been hurt by COVID-19.
- If snowmobiles are allowed to come into Mackay Street, appropriate signage and barriers are required to ensure they are routed to turn around.
- City staff will speak with the County regarding trail ends and snowmobiles staying within boundaries.
- The Snow Country want the trail to work and will work with the City to ensure proper signage is put up in the city.

Moved by Councillor Abdallah

Seconded by Councillor Reavie

That for snowmobile season 2020-2021 the City of Pembroke supports the use of the County of Renfrew owned Algonquin Trail within City boundaries between Greenside Street and East of Mackay Street for the purpose of snowmobile use as per the requirements stipulated in County of Renfrew By-Law 119-18 and any other relevant regulations or conditions deemed appropriate by the County.

Carried

c. Proposed Community Pool

Mr. Lapierre reviewed his information report. A discussion was held and the following points were raised:

- The community has voiced that it is interested in a new pool.
- Option #3 is the best option.
- Need to start fundraising, it will take the next couple of years to raise a substantial amount of funds.
- Re-furbishing of the old pool does not make sense.
- Take the time to plan properly.
- Should Option #3 be adopted in principal, pending discussion with stakeholders?

Moved by Mayor LeMay

Seconded by Councillor Jacyno

That the Committee directs staff to proceed with the next steps associated with Option #3, the construction of a new aquatics facility including additional amenities such as a heated hydrotherapy pool, splash pad, activity room, etc., with a project cost in the range of \$9 – 11 million.

Mayor LeMay requested a recorded vote.

Yea: Mayor LeMay, Deputy Mayor Gervais, Councillors Abdallah, Jacyno, Plummer, Reavie

Nea: Councillor Lafreniere

Carried

6. Adjournment

Motion:

Moved by Councillor Abdallah

Seconded by Councillor Reavie

THAT the December 15, 2020 meeting of the Parks & Recreation Committee adjourn at 6:49 p.m.

Carried

1231 Burns Drive,
PEMBROKE, Ontario
K8A 7M9



December 21, 2020

Warden Debbie Robinson
County of Renfrew
9 International Drive,
Pembroke, ON
K8A 6W5

Dear Warden,

First, could you outline in detail please what measures the County of Renfrew is undertaking in the area of my home to remove/mitigate the impacts of motorized recreation vehicles that you are allowing to operate adjoining my property?

I would like you to address the impacts of the noises, smells/fumes, air pollution and the public intrusions to private residences.

Particular to this situation is the presence of a 40 foot high escarpment (for the lack of a better word) (and the buildings on top of it), to the south west of Burns Drive properties and the trail, that works to trap the listed above intrusions and re-directs them into and onto properties here more than on most other places along the former railway right of way. I cannot find where the County's "consultations" or Trail Management Plan addresses remedies for these types of specific location issues that exist where this trail is being placed.

This rise of ground and the buildings has the added effect of magnifying and intensifying these intrusions over longer distances than is normal - those locations where the terrain is level on both sides of the proposed trail. Here, noises and fumes/smells linger long after a motorized vehicle passes - evidenced when the illegal users passed here over the last 4 years. (If, in a normal location, a snowmobile's noise and smell is 'gone' in 1 minute, here it takes 10 to 15 minutes to 'leave'). (Does exhaust pollution ever leave?).

I will suggest also that a natural atmospheric condition called an air inversion occurs here. This works to trap the noise(s) and the fumes/pollution close to the homes in this area. Evidence of this can be

found on any cool evening when engine exhausts or wood smoke is in the air. This condition was ever present when Thom Bus Limited used to leave busses running on top of the 'escarpment' so this neighbourhood is well aware of this problem that snowmobile exhausts will be contributing too.

As you know, from your tenure on Laurentain Valley Council, the presence of long running passenger buses near this location created significant fumes and air quality issues for the neighbourhood and the Ministry of the Environment was investigating this just before the bus company closed here and moved back to Gatineau.

Second, stressing I am not wanting to be confrontational, but since numerous questions still remain for residents over the quality of the consultation process that the County undertook before imposing this trail on this neighbourhood, it would now be appropriate for the County to distribute some type of information package to the adjoining property owners of this trail. As a minimal courtesy to residents could the County please inform on what the standards of trail operations are, who is enforcing those standards, and who is specifically to be informed when those standards are failing to be met?

Sincerely yours,


Duane MacDougall