REGIONAL TOURISM ORGANIZATION 7

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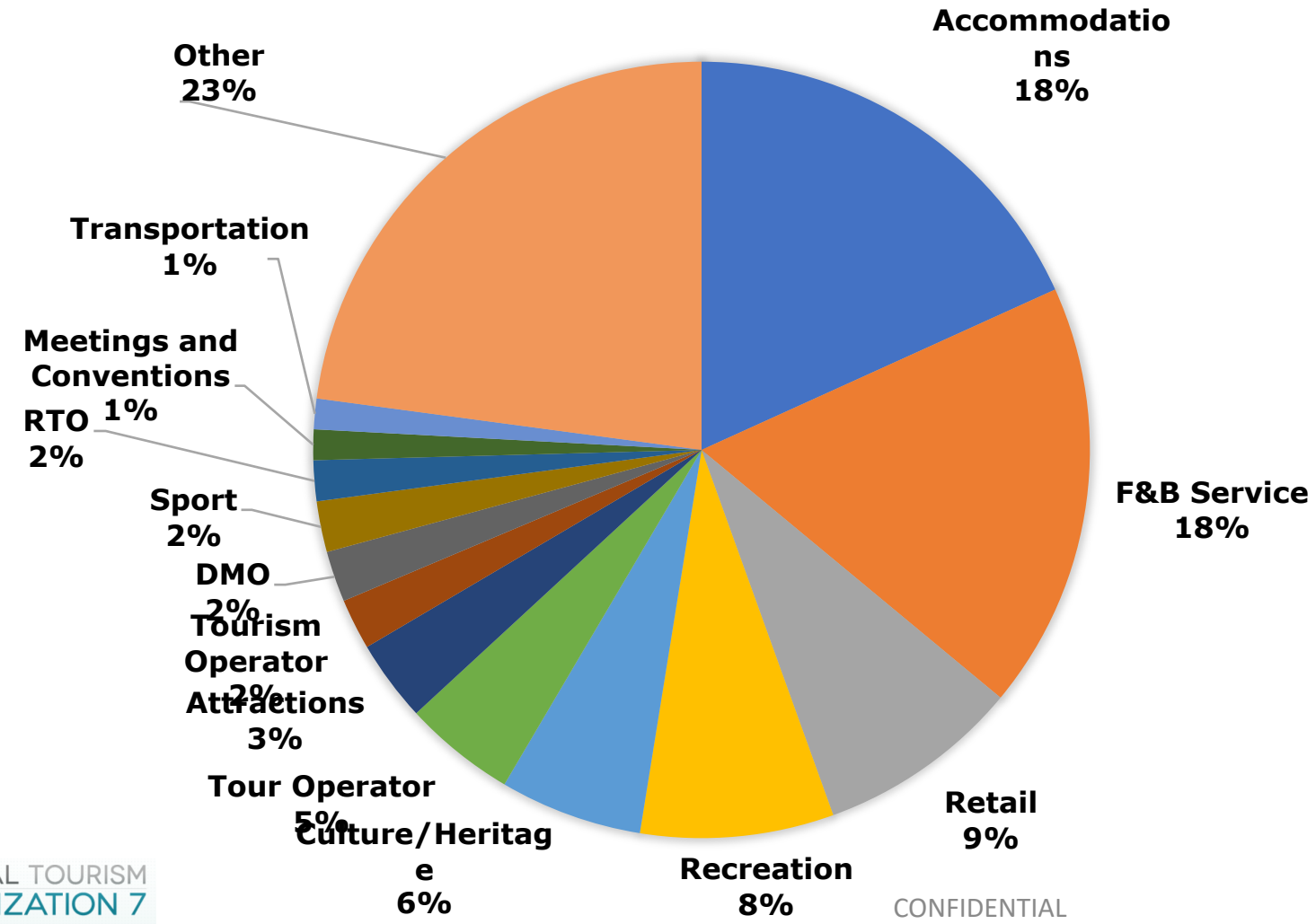
TOURISM INDUSTRY ASSOCIATION OF ONTARIO

Region 7 - Covid-19 Survey Results
March 12-16 2020

Tourism Sector
236 completed Surveys



Tourism Sector:	
Accommodations	43
F&B Service	42
Retail	20
Recreation	19
Culture/Heritage	14
Tour Operator	11
Attractions	8
Tourism Operator	5
DMO	5
Sport	5
RTO	4
Meetings and Conventions	3
Transportation	3
Other	54
Other' sector includes:	
Sector Association	1
Education	1
Event organizer	2
Health care	2
Marina	2
Real Estate	2
The remaining 50 are listed in the notes below	

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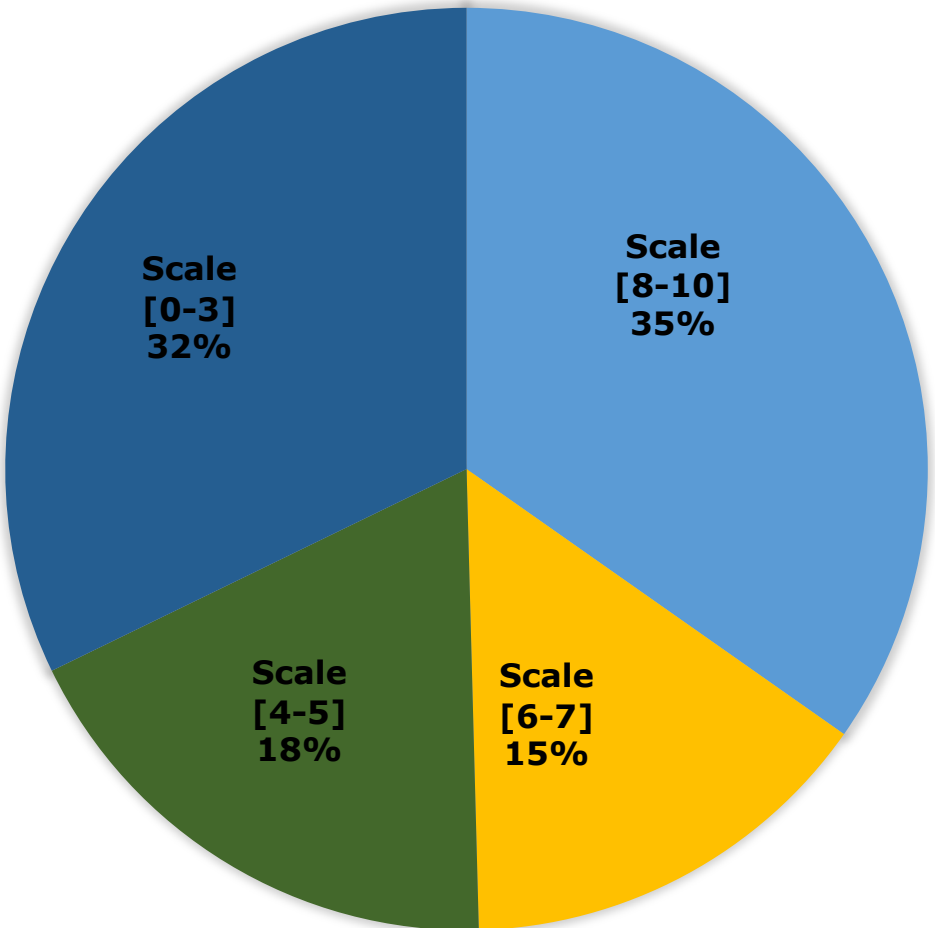
As of today, how has your tourism operation been impacted by COVID-19?

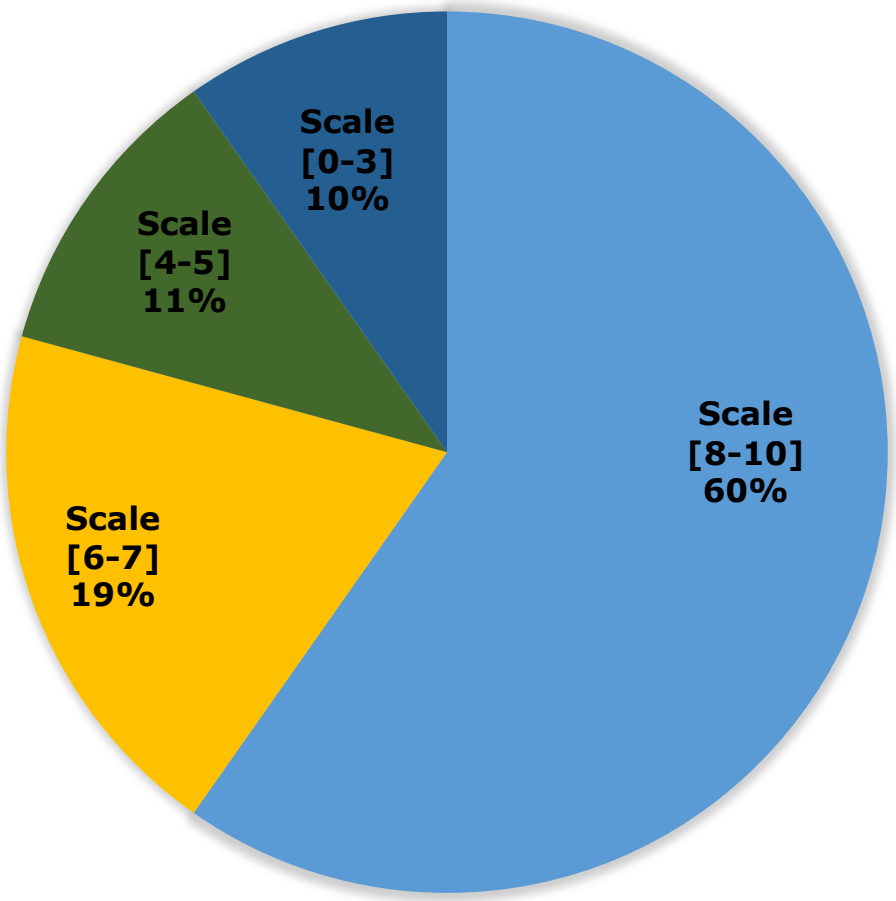
Scale 0 (no impact) to 10 (greatly impacted)



Scale	%
10	14.41%
9	4.24%
8	16.10%
7	5.93%
6	8.90%
5	11.44%
4	6.78%
3	4.24%
2	7.63%
1	6.78%
0	13.56%
5.25	**Average**

Looking ahead over the next 3 months, how do you anticipate your business being impacted by COVID-19?

Scale 0 (no impact) to 10 (greatly impacted)



Scale	%
10	30.93%
9	11.44%
8	17.37%
7	13.98%
6	5.51%
5	8.47%
4	2.54%
3	4.24%
2	1.69%
1	0.42%
0	3.39%
7.51	**Average**

Impact Today vs. Anticipated Impact 3 Months

Scale 0 (no impact) to 10 (greatly impacted)

Scale	%
10	14.41%
9	4.24%
8	16.10%
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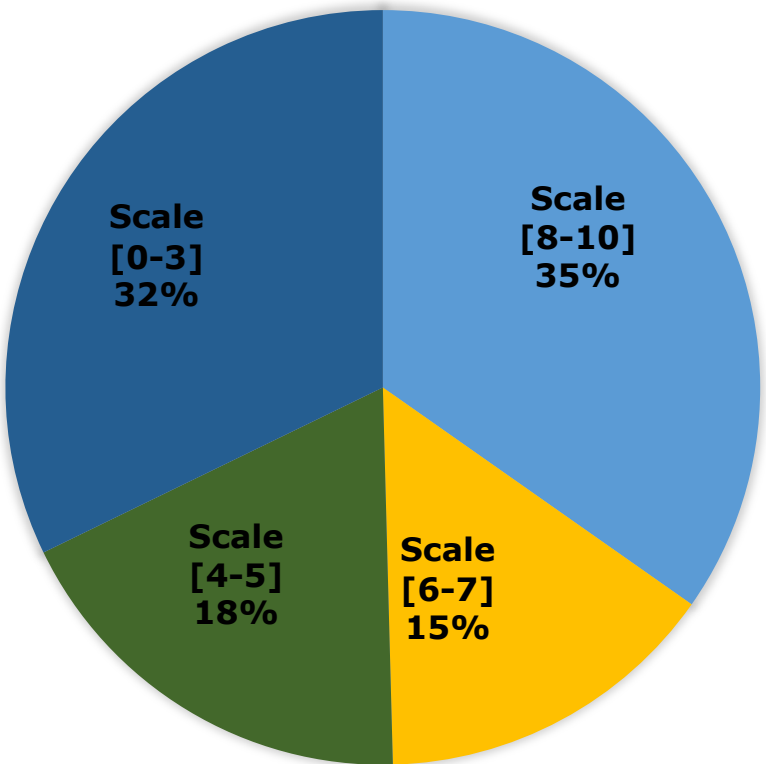

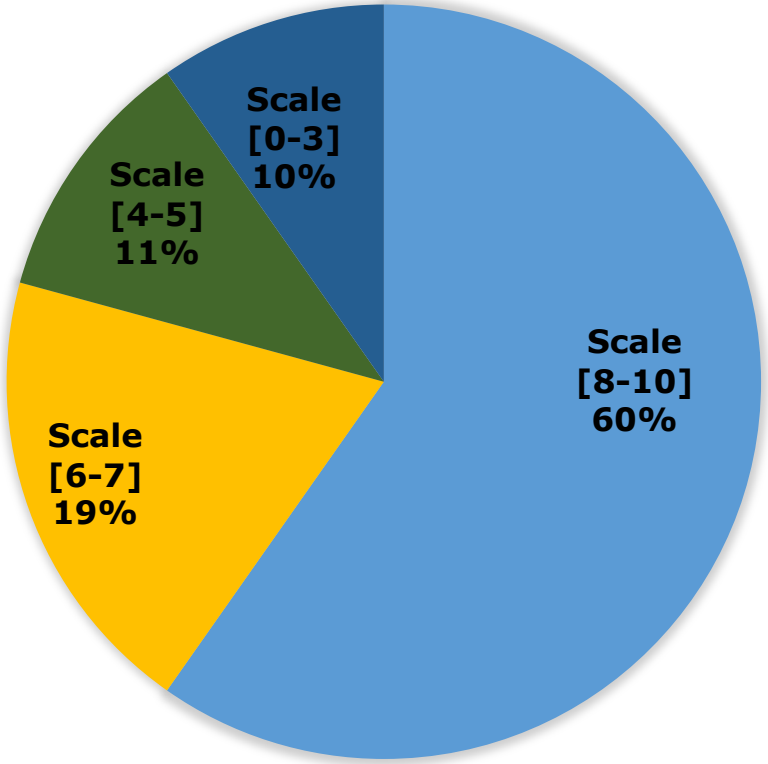

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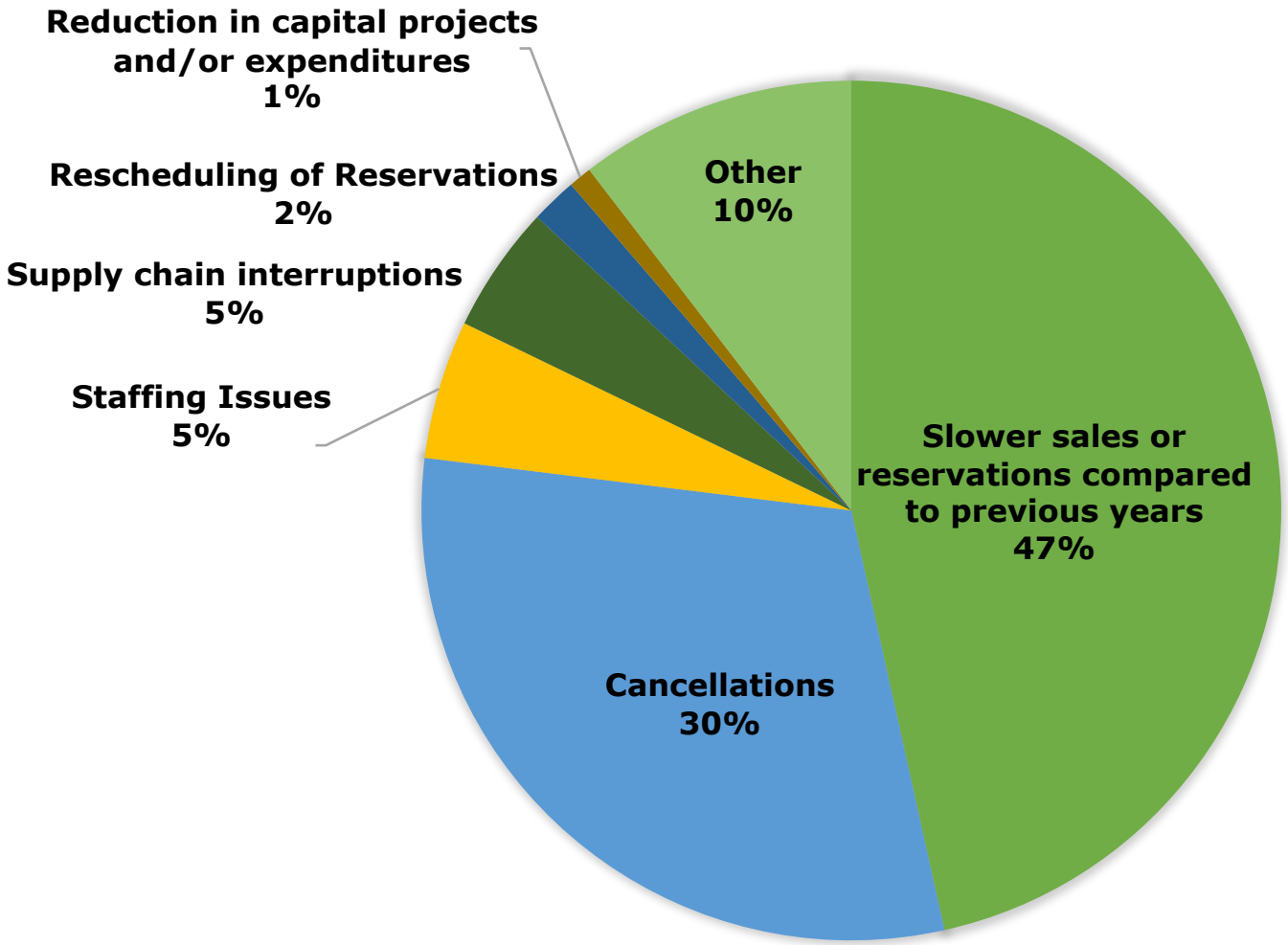
7.51	**Average**

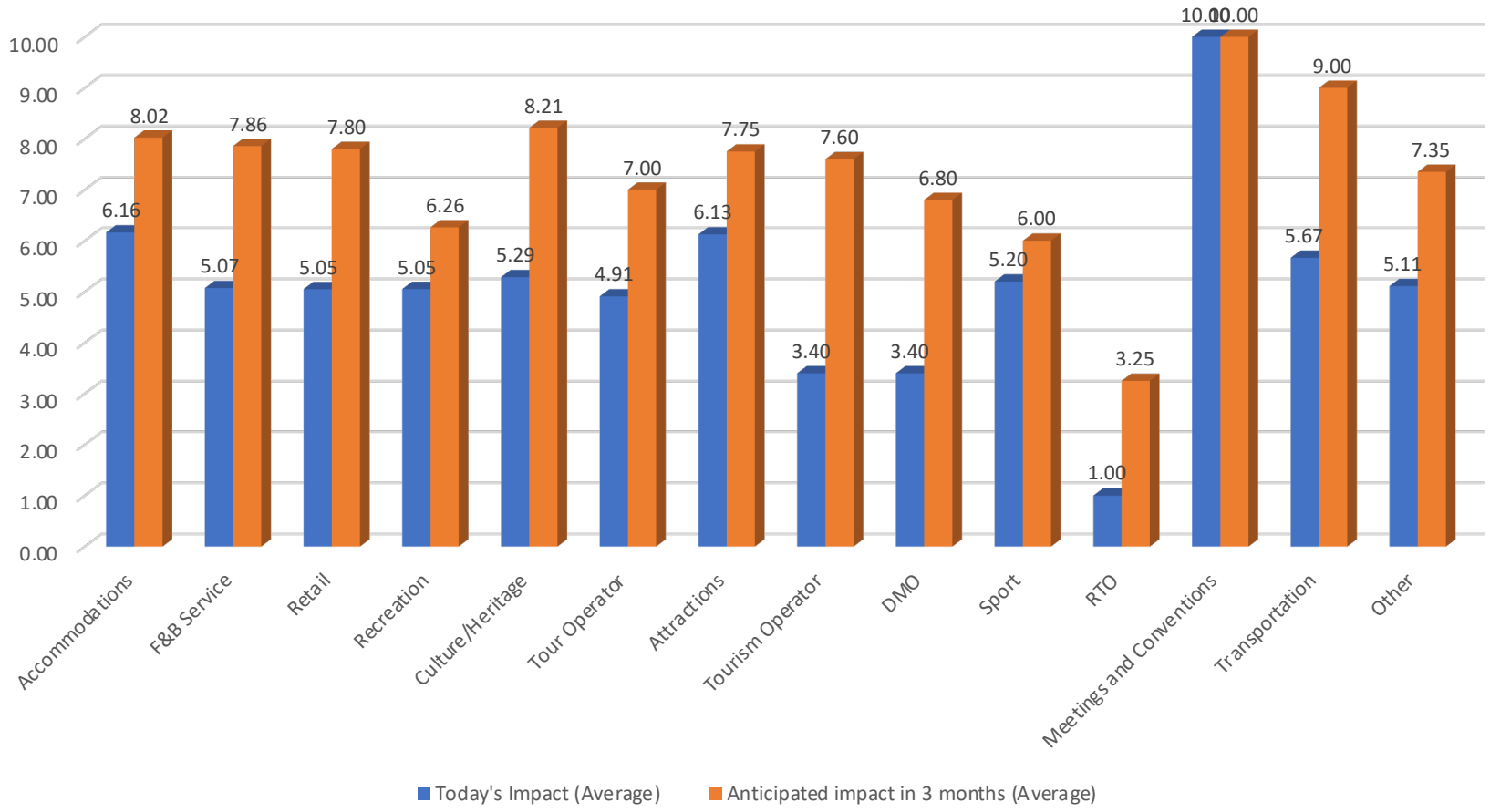
What has been the main impact to your tourism operation?



Impact	%
Slower sales or reservations compared to previous years	46.72%
Cancellations	30.57%
Staffing Issues	5.24%
Supply chain interruptions	4.80%
Rescheduling of Reservations	1.75%
Reduction in capital projects and/or expenditures	0.87%
Other	10.48%
Other impacts are listed in the notes below:	

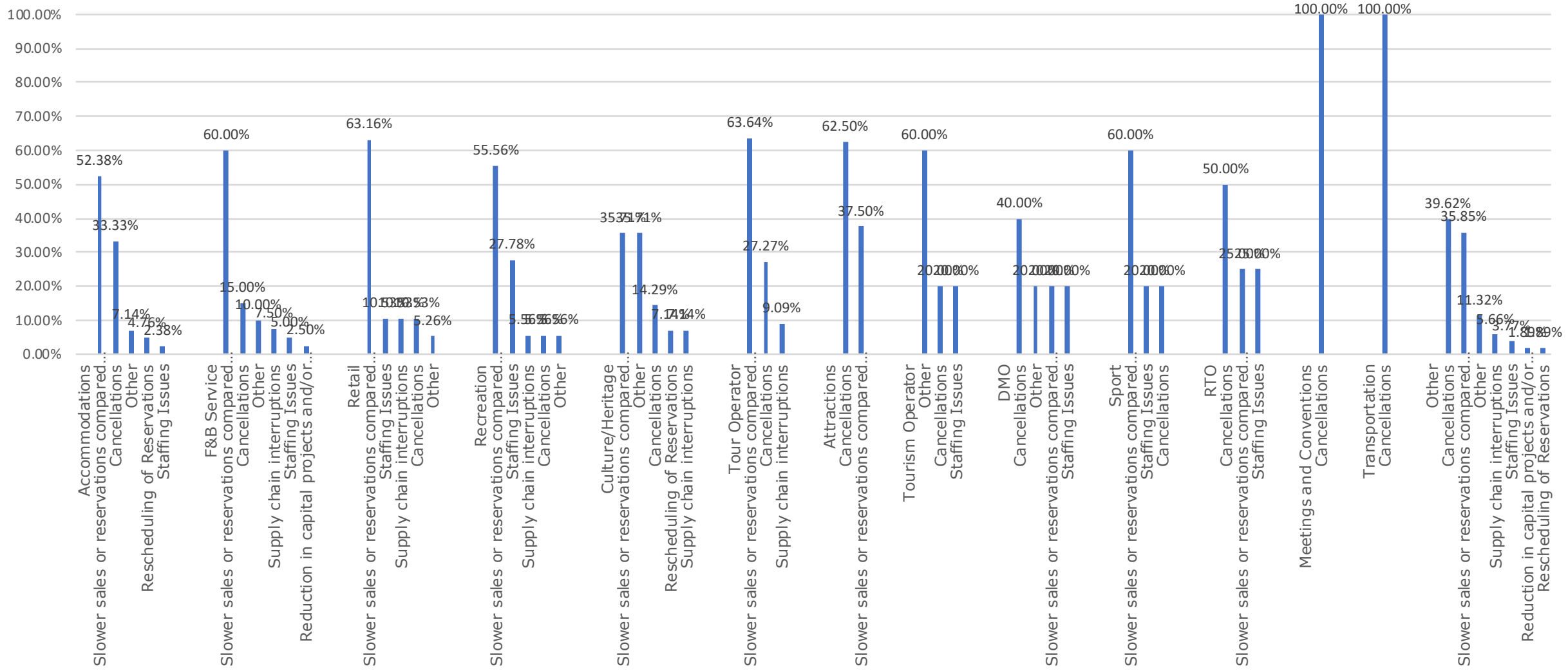
Impact Today vs. Anticipated impact 3 months by Sector

Scale 0 (no impact) to 10 (greatly impacted)



Sector:	Today's Impact (Average)	Anticipated impact in 3 months (Average)
Accommodations	6.16	8.02
F&B Service	5.07	7.86
Retail	5.05	7.80
Recreation	5.05	6.26
Culture/Heritage	5.29	8.21
Tour Operator	4.91	7.00
Attractions	6.13	7.75
Tourism Operator	3.40	7.60
DMO	3.40	6.80
Sport	5.20	6.00
RTO	1.00	3.25
Meetings and Conventions	10.00	10.00
Transportation	5.67	9.00
Other	5.11	7.35

What has been the main impact to your tourism operation by Sector?



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