



# EXPLORERS' EDGE

RTO12 Industry Status  
April 1, 2020



# Intro

- Weekly Status / Advocacy & Work-to-Date

# Action Items from March 25

- **Regional-specific survey to advocate for funding and lobby on issues**
- **Almost two hundred surveys received and we are still collecting them**
- **Rising to the top:**
  - Rent and mortgage immediate relief
  - Navigation of information related to federal Small Business Assistance (information coming at 2pm from Minister Morneau)
  - Seasonal and rural-specific issues (e.g. Internet, previous revenue drops from flooding, etc)
  - Deposit model for operations has created liquidity issue
  - Most operators find themselves in Scenarios 1 & 2
- We will share more themes next week – need to look the surveys over closely
- Kate has already been hammering people on Twitter about uneven playing field for items (proof of 30% revenue drop, etc)

# Develop Scenario Planning Sessions

- Will do this after Mr. Morneau's details are revealed today and after we can assess responses in the survey

# NEW: PIVOTING

- Need to get urgent, short-term and long-term planning in place to help the industry survive
- Immediately: develop gift certificate incentive program to get money into cash registers
- Get as many as possible pivoting to e-commerce if it fits their business/  
Community Improvement Plans
- Turn a primarily summer destination into a major winter destination

# CFIB Webinar for RTO12 Tourism Operators

- Tentatively scheduled for April 6 at 1pm – details to follow

# TIAO

- “Immediate Impact Management Strategy” has been released – link on their website or in their social channels

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