

Submitted on Sun, 06/21/2020 - 09:24

Application ID: 19771

Submitted values are:

Bill or item of business: **Study of the recommendations relating to the Economic and Fiscal Update Act, 2020 and the impacts of the COVID-19 crisis on certain sectors of the economy**

Choose a topic

Do you know the bill title or business (e.g., pre-budget consultations) you'd like to speak or submit material about?

Yes

Choose an application

Which application would you like to submit?

Submit material only

Which deadline would you like to submit your written material for?

[Tourism - Written submission deadline: Monday, June 22, 2020 at 5:00 p.m. \(EDT\)](#)

Add your information

Are you submitting material as an individual or on behalf of an organization?

I am submitting material as an individual

Name

owner Sunset Cruises Randall Potts

Email address

info@sunsetcruises.ca

Paste submission

June 21 2020

"Study of the recommendations relating to the Economic and Fiscal Update Act 2020 and the impacts of the COVID-19 crisis on certain sectors of the economy."

Thank you for the opportunity to present my information relative to the Tourism sector and Ontario's return to a strong economy post Covid 19.

A brief introduction as to my personal stake in the recovery of the economy in Ontario.

My name is Randy Potts. I am the owner and operator of a cruise boat on the Muskoka Lakes. I have been in this industry for most of my adult life. I am 61 years of age and have seen some highs and lows with respect to the economy and tourism.

Our expectation this season with respect to our business, is to see a decrease in revenue of up to 90%. That being said, I am only slightly optimistic about the return of tourism in Ontario post Covid 19.

The thoughts I have with respect to helping our province return to a strong tourism sector would include;

- To create and implement a multi platform advertising campaign. This campaign would be implemented in all media. Radio, TV, digital, print, roadside billboards. The campaign would feature short segments and article and images from every corner of the province showing the various attractions, both big and small, that help to make the province the great attraction that is once was.
- Advertising segments on TV, that would be the equal of the award winning Newfoundland and Labrador ad campaigns regularly shown on the main TV networks and enticing visitors there. In addition to the ad campaign a phone and digital connection offering 24 hours a day access that would allow people to contact various RTO and Destination Marketing Organizations.
- This campaign could also use past provincial tourism advertising campaigns as a guide. In the last 20-25 years the best campaigns could be sampled as to the various positive attributes and then the new 2020 campaign to include those positive attributes.
- This tourism advertising initiative would ideally run for 3 years at the least. In year 1 a major emphasis on the Ontario market alone. Nearly 100% . In year 2 the campaign could be broadened out to include our border provinces and states but only in a small way, say 25%. In year 3 the program could be further expanded to a 40% outside Ontario. This still puts a great degree of emphasis on internal provincial travel and so called staycations.
- The financial and economic implications of this campaign could be tracked through various surveys and financial data from the tourism stakeholders as well as input from the RTO and DMO around the province.

This campaign will be expensive but the Covid 19 damage to our economy has been expensive as well. Drastic measures needed in drastic times.

Thank you once again for the opportunity to present my thoughts on this matter.

Capt. R.S.Potts
Sunset Cruises- Peerless II
Bracebridge Ontario.

Would you like to add any other information?

Look forward to a follow up with regards to this information. Thank you.