

MARKET READINESS INDEX SEPTEMBER 2022

(*DATA AS OF AUGUST 30, 2022)



This document provides a summary of market signals and leading indicators assessing the readiness of key source markets for Toronto's visitor economy. This assessment – and the underlying data that powers it – enables informed decisions on the timing and approach to reactivate sales and marketing in key markets.

3 READINESS LEVELS

HOLD AND MONITOR: Closed, unavailable, low demand	PLAN AND PREPARE: Clear shift, increased demand for reengagement	ACTIVE SALES AND MARKETING: Meaningful demand, imminently open and fully open

HYPER-LOCAL (Toronto + GTA)

Most Torontonians agree that a strong tourism industry is good for their community despite peak summer travel demand.



- Virus control
- Destination readiness
- Access readiness
- Partner readiness
- Customer readiness

- 77% of surveyed Torontonians agree that a strong tourism industry is good for their community (-6).
- Restaurants, attractions and most meetings continue to operate at full capacity.
- Search interest for travel within Toronto surpasses the 2019 level by 40% (+5).

REGIONAL DRIVE (2-hour drive)

Peak summer driving season saw a minor decline in level of welcomeness toward regional travelers.



- Virus control
- Destination readiness
- Access readiness
- Partner readiness
- Customer readiness

- Masking requirements remain in place in certain limited indoor settings.
- 88% comfortable with travel to communities near them.

INTRA-PROVINCIAL (Rest of Ontario)

Level of comfort in travel and major travel-related activities within home region remains high



- Virus control
- Destination readiness
- Access readiness
- Partner readiness
- Customer readiness

- Ontario Covid-19 hospitalization rates reached their lowest since the beginning of summer, 2.5 per 100k, at the end of August.
- 87% are comfortable in travel within home region (+1).

INTER-PROVINCIAL (Rest of Canada)

Almost 80% of the Canadian respondents are willing to travel anywhere domestically



- Virus control
- Destination readiness
- Access readiness
- Partner readiness
- Customer readiness

- 78% are comfortable traveling within Canada (-1).
- Pearson T1 & T3 domestic on-time rates improved significantly vs the 4-wk avg to 64% & 74%, +16 & +15, respectively.
- Search interest for travel to Toronto surpasses 2019 level by 51% (+2).

UNITED STATES

Avoidance of international travel among Americans continues to decline.



- Virus control
- Destination readiness
- Access readiness
- Partner readiness
- Customer readiness

- Level of welcomeness toward US travelers now at 63% (+8).
- Pearson T1 & T3 transborder on-time rates improved significantly vs the 4-wk avg to 53% & 67%, +16 & +7, respectively.
- 31% of US respondents said they are likely to travel internationally in the next 12 month (+5). Avoidance of air travel down to 28.7% (-1.7).

INTERNATIONAL

Level of welcomeness exceeds 60% for the first time since the start of the pandemic.



- Virus control
- Destination readiness
- Access readiness
- Partner readiness
- Customer readiness

- Level of welcomeness toward International travelers grows significantly, reaching 64% (+8). 45% of surveyed Torontonians are happy to see tourism promotions to International tourists (+5).
- International search interest for travel to Toronto surpasses 2019 level by 14% (+1).