



# The Snippet

## SPECIAL REPORTS:



Destination Canada: [June arrivals infographic](#)



Expedia: [Q3 report](#)



Destination Ontario: [Tourism Health Check](#)



Gartner: [DEI Planning for HR leaders](#)



## 2023 OSW Industry Survey Highlights:

Increased costs and weather are this year's main challenges.



Expanding off-peak visitor numbers is seen as a major opportunity.

Last year experiential development was valued most, while this year OSW owned digital marketing takes the lead.

Tourism operators are experiencing a slight rise in visitation, though overall sales remain the same.

Organizations becoming more sustainable is a top interest.

A lack of awareness about OSW programs is the main non participating reason. Interestingly, OSW communications scored high; the industry Instagram (@team.osw) is gaining traction..

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Next Month: **The Snippet Goes Live!**

Got data questions? Join our town-hall meetings. Check dates, times, and sign up [click here](#).

