

The Snippet



SPECIAL REPORTS:

How is the industry performing in the first half of 2023?

According to Skift's State of Travel 2023:

- Travel is a *megatrend* itself and has more room to catch up, relative to the broader economic recovery.
- 2 in 3 have seen higher prices while booking. Top 3 ways to cope:
 - bringing less \$ for expenses during travel,
 - found cheaper or alternative transportation,
 - found a cheaper accommodation or destination.
- 3 in 4 still desire to choose sustainable travel in the future.



TAKEAWAY: As economy tightens, show the value of booking with you. Differentiation is key.

[Destination Canada: Arrivals Infographic May](#)

[Destination Ontario: Industry Health Check](#)



LODGING

Jun '22 vs. Jun '23



Hotels

OCC % 60.6 point change -4.5
ADR 141 variance +16.4



Vacation Rentals

OCC% 46 point change -8
ADR 132.57 variance -2.23
Revenue 7.80M USD variance +.36M

Last 6 months:

Total OSW ADR \$143.6
Total OSW Revenue 42.5M USD

Leading ADR \$259 Elgin County
Leading revenue 9.8 M London



**TARGET
SEGMENTS**

One or more are likely leading your revenue.



[Meet them here](#)

July '23 Edition