

SEe ON Summit

Envision Tourism Growth

South Eastern ONTARIO RTO9

2026 SEe ON Tourism Summit Agenda

November 17 & 18, 2026

Ontario

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Agenda - November 17th

9:45AM

OPENING REMARKS
RTO 9 Board Chair, Cale Fair, opens the Summit with a warm welcome. The summit will begin with an Indigenous Opening Ceremony, offering a meaningful welcome and setting the stage for two days of learning, collaboration, and connection.

10:00AM

WELCOME TO CORNWALL
Representatives from our host communities will welcome attendees to this year's summit, offering a brief introduction to the destination and sharing what makes it such a special place to visit, explore, and experience.

10:15AM

KEYNOTE SPEAKER - Jennifer Robins, Environics
Dive into the latest consumer trends for the region and discover how data collection plays a vital role in shaping smart, informed decisions in the tourism industry and within the region.

11:00AM

PRESENTATION - Unlocking Opportunities for Growth
Explore how the Ontario East Economic Development Commission's Tourism Investment Plan is driving tourism growth, strengthening destinations, and attracting investment across Eastern Ontario.

11:45AM

TRIVIA
Test your regional knowledge and score some incredible prizes, generously provided by businesses throughout the region.

12:00PM

LUNCH
Enjoy a buffet-style lunch in The Propeller restaurant, provided by the DEV Hotel & Conference Centre.

1:00PM
CHOICE A

MAIN STAGE: PANEL - Rooted in Growth: Rural Communities in Action
Rural communities play a vital role in Ontario's tourism landscape. Hear from industry and community leaders as they share innovative approaches to supporting sustainable growth, strengthening local economies, and enhancing visitor experiences.

Agenda - November 17th

1:00PM CHOICE B	**TIITC BREAKOUT ROOM: PRESENTATION - Getting Found in the Age of AI: SEO, Google & AI Discovery** How are travellers finding your business in an increasingly AI-driven world? Discover how Google and AI tools are changing the way travellers find and choose tourism experiences. Learn practical strategies to improve your online visibility and help more visitors find your destination.
2:00PM	**LIVE THE NEW NORMAL STRETCH BREAK** Take a quick break to stretch out the afternoon slump!
2:15PM	**PRESENTATION - First Impressions Community Exchange Program** See your community through the eyes of a first-time visitor. Learn how the First Impressions Community Exchange program helps identify strengths, uncover opportunities, and enhance the visitor experience.
2:30PM	**PRESENTATION - Tourism Industry Association of Ontario** Carol Greenwood shares timely updates and key advocacy efforts from TIAO, helping you stay current on the issues impacting Ontario's tourism sector.
3:00PM	**CLOSING REMARKS** RTO 9 Board Chair, Cale Fair, wraps up day one of the Summit with a look at what's next for day two. Stick around for networking activities and networking reception.
3:15PM	**DEV HOTEL NETWORKING SCAVENGER HUNT** Explore the DEV Hotel & Conference Centre, connect with fellow attendees, and complete fun challenges along the way for a chance to win great prizes.
4:00PM	**MEET YOUR RTO 9 BOARD CHAIR & VICE-CHAIR** Join us before the Networking Reception to get a chance to meet with your RTO 9 Board Chair, Cale Fair, and Vice-Chair, Loren Christie.
4:30PM - 6:00PM	**NETWORKING RECEPTION** Cap off the day with an evening of connection and conversation! Join us on-site at the DEV Hotel & Conference Centre for drinks, hors d'oeuvres, and great company.

Agenda - November 18th

8:45AM

OPENING REMARKS
RTO 9 Board Chair, Cale Fair, kicks off day two of the Summit, and welcomes attendees with an introduction panel to RTO 9 staff and the Regional Development Advisors from the Ministry of Tourism, Culture and Gaming.

9:15AM

KEYNOTE SPEAKER - Jason Hunt, Merged Media
The social media landscape is changing faster than ever. Join Jason Hunt as he explores the latest trends, evolving platforms, and practical opportunities that tourism businesses can use to reach audiences, increase engagement, and stay ahead of the curve.

10:00AM

PRESENTATION - Managing Your Reputation in an AI World
Your reputation plays a powerful role in how visitors find and choose your business or destination. Explore how to manage your reputation, mitigate potential risks, and navigate the growing influence of AI, with practical tips to help your business stand out and get chosen.

10:45AM

BREAK & TRIVIA
Stretch your legs and grab a fresh coffee before the next engaging sessions! Test your regional knowledge and score some incredible prizes, generously provided by businesses throughout the region.

11:15AM
CHOICE A

MAIN STAGE: PANEL - Creating Tourism Impact Through Events & Festivals
Join a panel of event and tourism professionals as they explore how festivals and events can attract visitors, foster community pride, and contribute to a thriving visitor economy. Gain practical insights and inspiration from successful initiatives across the region.

11:15AM
CHOICE B

BROCKVILLE TOURISM BREAKOUT ROOM: PRESENTATION - Creating Destination-Worthy Markets
Curated markets can transform public spaces into vibrant visitor experiences. Learn how artisan, farmers', and specialty markets create opportunities to support local makers, encourage visitation, and build stronger tourism destinations.

Agenda - November 18th

12:00PM

LUNCH
Enjoy a buffet-style lunch in The Propeller restaurant, provided by the DEV Hotel & Conference Centre.

1:00PM

PRESENTATION - Beyond Borders: 1000 Islands Brand
Discover how tourism partners on both sides of the Canada–U.S. border are working together to build a stronger, unified 1000 Islands brand and attract visitors to the region.

1:15PM

PANEL - Collaboration Over Competition
Strong tourism destinations are built on collaboration, not competition. Hear how partnerships between local businesses, especially in rural communities, can enhance visitor experiences, encourage longer stays, and create shared success.

2:00PM
CHOICE A

MAIN STAGE: PRESENTATION - The Power of Social Media Collaboration
Expand your reach through the power of collaboration. Learn how partnering with neighbouring businesses, attractions, and organizations to create and share social media content can increase organic visibility, reach new audiences, and inspire visitors to discover more of your destination.

2:00PM
CHOICE B

CORNWALL TOURISM BREAKOUT ROOM: PRESENTATION - Making the Travel Trade Connection
Discover how to connect your tourism business with travel trade professionals and make your experience part of the visitor journey. Learn how FAM tours, travel trade relationships, and industry partnerships can help showcase your offering, build valuable connections, and open the door to new business opportunities.

2:45PM

CLOSING REMARKS
RTO 9 Board Chair Cale Fair closes out the Summit with reflections on the past two days, followed by an Indigenous closing to honour the connections and ideas shared throughout the event.

Stick around for a special prize giveaway to end the Summit on a high note!

Thank you for joining us!

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