

Reservations Online for Tourism

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RTO4 operates own online accommodation reservation system



(Regional) -

The Executive Director of a tourism umbrella organization serving Huron, Perth and Wellington Counties and Waterloo Region says his industry is catching up with technology.

David Peacock of Regional Tourism Organization 4 says until a couple of years ago many rural tourism operators were on the outside looking in when it came to setting up reservations on-line.

Now the organization is supporting a regional Internet-based sale and reservation system that's free for any local tourism operator to join.

He tells Bayshore Broadcasting News mass-targeted tourism websites like Expedia.ca are largely targeted at hotels and attractions in major cities.

With that in mind, Peacock's organization set up its own on-line reservation system in the fall of 2012.

The system is the largest of its kind in Ontario and accepts reservations for more than 300 properties across Huron, Perth, Wellington and Waterloo.

Peacock believes it only makes sense for local tourist businesses to band together under a common system to maximize revenue through targeted reservations and ticket sales.

He points to the Port Albert Inn as an example of increased traffic through a specialized widget provided by Regional Tourism Organization 4 combined with its own website.

Peacock observes that over 2.1 million dollars in sales has been generated in the 18 months since the on-line reservation system was launched.

And he mentions that the University of Guelph is tracking the spinoff economic impact of sales generated through the system.

Tourism in Huron, Perth, Wellington and Waterloo contributes a combined annual total of \$800-million to the economies of the four jurisdictions.

