

- Welcome and thank you for attending
- Thank you also to people that made today happen
 - Donna Goodwin from Simcoe County Tourism
 - Amanda Pausner from Grey County Tourism
 - Kim Clarke from Regional Tourism Organization 7
 - Ministry of Tourism Culture and Sport and the Partnership Funding Program
 - Susan Lake and her team here at Meaford Hall
 - and all of the guest speakers

Regional Tourism Organization 7

- RTO7 is a an independent organization incorporated in Ontario pursuant to the Ontario Ministry of Tourism, Culture and Sport's (MTCS) regional tourism funding and management strategy.
- **Vision**
Our vision is to establish BruceGreySimcoe as Ontario's four-season destination of choice.
- **Mission**
Our mission is to work collaboratively with tourism partners and stakeholders to build, sustain and grow visitation, investment and visitor spending.



RTO7 Programs

- Customer Service Training (in partnership with Bruce, Grey and Simcoe counties)
 - Online – no charge
- Partnership Funding
 - Application – matching funds and RTO7 involvement
- Experience Development Implementation Funding
 - Application – matching funds and RTO7 involvement
- Media Relations Funding
 - Application and RTO7 involvement

Current Activities

- Fall Regional Conference – Partnership with Bruce, Grey and Simcoe counties - December 9, Meaford Hall
- Tap into Tourism – High school Career Day – partnership with Bluewater District School Board and Bruce Grey Catholic District School Board
- Data Aggregation – Secondary & Primary
- Active social media campaigns
- Active seasonal advertising campaigns



Partnership Funding

- Partnership Funding breakdown
 - 33 projects
 - Partner Contribution - \$344k
 - RTO7 Contribution - \$220K
 - MTCS Partnership Fund Contribution \$336K

Advertising Campaigns

- Overriding Objective
 - To attract visitors from key geographic targets
 - GTA
 - Southwestern Ontario
 - Border States
 - We limit advertising in the BruceGreySimcoe Region
 - 2015/16 Campaign
 - Media – Digital, social media and radio

Advertising Campaigns Results

- April to November 2015 – Google analytics
 - Sessions increased by 153% to 588K
 - Page views increased by 224% to 1.4 million
 - Redirects to stakeholders increased by 15% to 32K
 - US Traffic sessions increased by 2,366% to 146K
 - Mobile Traffic – increased 791% accounts for 69% of the sessions
 - Tablet Traffic – Increased 81% and accounts for 16% of the sessions
 - Desktop Traffic – Decreased 33% and accounts for 15% of the sessions

Customer Service Training

- **DID YOU KNOW....**

- 80% of companies believe they provide a superior customer experience and **8%** of their customers agree with them.¹
- First impressions are formed within the first **2** seconds of coming into contact with a company and its employees.⁴
- It takes **3** positive customer interactions to change 1 negative first impression.⁵
- Studies show it costs **6** times as much to gain new customers as it does to retain existing customers.⁷
- For every customer who complains, there are **26** customers who remain silent.⁸
- Customers using social media sites (e.g., Facebook) talk about negative experiences will reach an average of **60** people.²

Customer Service Training - Support

- BGS Service Excellence Training
 - 1 hour **free** online training module
 - Covers Fundamentals of Customer Service for frontline staff and first impressions individuals
 - Certification upon successful completion
 - Work in Bruce, Grey or Simcoe counties
 - Students in hospitality/tourism programs

Thank you

