

RT07 Update

February 2012



Bruce Grey Simcoe

ALWAYS IN SEASON

Introducing BruceGreySimcoe

- In-region promotion contest to showcase favourite places and experiences
 - Introduce brand
 - Create interest and engagement
- Launches March; runs thru April
- Extensive radio, print, mail and social media campaign



Contest

- Calling for your stories, photos and video
 - Submission www.brucegreysimcoe.com
 - Will also feature spring activities & promotions
- Categories
 - Residents and visitors
 - Tourism industry
- Top entries will be selected for voting
 - And, of course, lots of prizes...



The year ahead

- Four key areas
 - Marketing
 - Tourism product development
 - Workforce development
 - Investment attraction



Marketing

- Four-season campaign
 - Brand launch / spring; summer; fall; winter
- Dynamic consumer-focused web site
 - Seasonal and experiential microsites
 - Interactive mapping, mobile optimization
- Voluntary (pay-to-play) opportunities



Product development

| Ongoing | Incubating | New |
|-------------------|---------------|------------------|
| Green/sustainable | Golf | Culture |
| Waterways | Trails | Festivals/Events |
| Signage | Agri-culinary | |

Tourism development

- Regional role / function assessment
 - RTO7 Partnership Advisory Council (PAC)
- Objectives
 - Inventory and assessment of existent resources
 - Evaluation of the efficacy of existing destination marketing and management efforts
 - Identify redundancies and gaps
 - Develop definitive recommendations to support planning at all levels

Workforce development

- Development of a long-range tourism workforce and labour market development plan
 - Joint venture with RTO4, and
 - Four County, Simcoe Muskoka, and Wellington Waterloo Dufferin Workforce Planning Boards
- Web-enabled customer service training
 - OTEC pilot project – non-profit sector



Investment attraction

- Engage economic development sector
 - Needs assessment
 - Research and tourism economic drivers
 - Feasibility
 - Aggregate, curate data
 - Analysis and tools

Beyond

The City

Lights

Regional Tourism Conference

Thursday
April 19, 2012
9:00 a.m to 3:00 p.m

Liberty North
Barrie
www.libertynorth.ca

\$50 per person

Includes taxes, lunch, and
refreshments



Key Note Speakers:

Ken Wong "Generating a Healthy Bottom Line"
Jay Aber & Eugene Zakreski "Smarter Internet Marketing"

Conference

- Beyond the City Lights
 - Thu Apr 19 – Barrie
 - www.experience.simcoe.ca
 - gayle.mckay@simcoe.ca
- Also partnering with Grey-Bruce conference
 - Wed Oct 24 – TBA
- Support and contribution, including:
 - Complimentary cross-region coach bus service



Stay connected

- Visit www.rto7.ca
- Register
 - e-Newsletters and bulletins
- Contact us

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