

# REGIONAL TOURISM ORGANIZATION 7

## RT07 NEWS & UPDATES

APRIL 3, 2013 E-BLAST

FORWARD TO A FRIEND 



### Partnership Funding Deadline Reminder

Just a reminder that the deadline for this initial intake for the RTO7 Partnership Funding Program is this Friday April 5<sup>th</sup>:

- Program information, downloadable guidelines and application forms are available [here](#)
- Completed application forms – and any last minute inquiries – can be sent to [partnerships@rto7.ca](mailto:partnerships@rto7.ca)

### Have You Caught The Wave?

A few weeks ago we announced a giveaway for BruceGreySimcoe stakeholders in advance of our soon-to-be launched consumer Catch the Wave Contest. If you haven't yet "connected" with us and received some free BGS golf shirts, you can find out how [here](#).

### What's Your Story?

We've recently launched a [Blog](#) under the "Experiences" section of BruceGreySimcoe.com. This new feature is designed to make the consumer site much more content rich by telling stories about specific experiences and featuring links to deliver consumers to your tourism organizations, attractions and businesses. Beyond enriching the site's usefulness for consumers, this new content will increase traffic to, and the searchability (SEO) of, your site.

We'll be adding content to this section constantly, and will be working to tell a wide variety of stories from all parts of the region. However, there's no need to wait on us: if you have a suggestion, draft story, or know of a blogger or writer who might be interested in contributing to this new feature, find out how you can submit your idea [here](#).

### New Administrative Coordinator

We're pleased to announce the addition of Cindy Strong to the RTO7 team. Cindy, who resides in Collingwood joins us with over 10 years of progressive administration and project management experience, most recently with the Toronto Region Conservation Authority.

Cindy assumes the role of Administrative Coordinator as Alex Hogan transitions into the newly created position of Manager of Partnerships. Please join us in welcoming Cindy aboard, and in extending congratulations to Alex in her new role.

Cindy will now be your main point of contact on our main line (705) 888-8728 and she can be reached at

cstrong@rto7.ca. Please note that while Alex's email remains unchanged, her new direct line is (705) 441-2931.

### Hold The Date: May 3, 2013

All interested tourism stakeholders and operators are invited to a session on Friday, May 3<sup>rd</sup> where:

- RTO7's plans for the coming fiscal year will be presented, including announcement of new programs and new industry-focused working groups; and
- The consultant's draft report from the [Functional Assessment initiative](#) will be presented. (Note: copies of the report will be available at this session. The report draft will then be open for comments, and stakeholder input will be captured and reflected in the final report)

### OTMPC Segmentation Research Available

This is a reminder that the recently released OTMPC consumer segmentation research presented at the February 22<sup>nd</sup> functional assessment session is available for download on our [Stakeholder Site](#).

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