



Adventure Bruce

# Explore The Bruce.com

## A D V E N T U R E   T E A M

### RTO 7 Stakeholder Input



# 2012 Recap

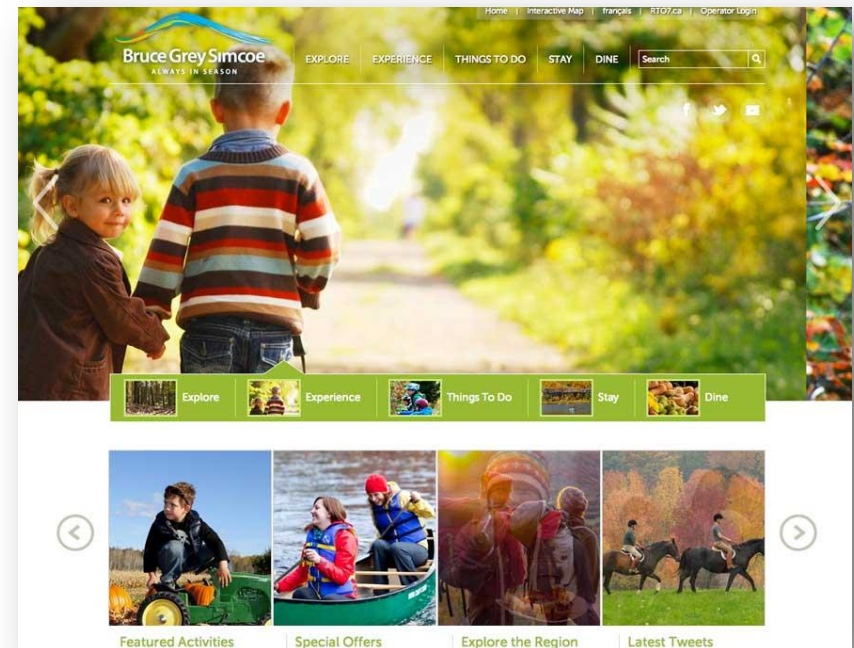
- ▶ Marketing
  - Campaigns focus
  - Website
- ▶ PAC
  - Communication tool vs. advisory council
  - Roles and responsibilities
- ▶ Product Development
  - Priority projects
  - Regional vs. local product development
  - Funding ideas to enhance product development for 2013
- ▶ Moving Forward

# Marketing



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- ▶ Campaign focus
  - Fall Campaign mentions touring, culinary and festivals and events, but does not translate well on the website
  - Some products such as culinary were declared “not market ready” but appear front and centre in the imagery





# Marketing

- ▶ Campaign focus
  - Story-telling was identified as a key focus but the stories were not clearly told
  - Southwestern Ontario was identified as a key market but only social media was directed at this area

If it is not market ready, then don't market it – *develop it*





# Marketing



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- ▶ Website
  - Database is extensive but is out of date
  - Work in partnership with the Counties, DMOs and/or Chambers to keep listings current
  - Missing information about key “Dreaming” products such as Pumpkinfest, Fall colours driving tours, Georgian Bay





# Marketing

- ▶ Website
  - Should showcase the 'Dreaming' products, e.g. Show the top 25 listings in each category from each county
  - Develop criteria to be part of an experienced based campaign i.e. Hiking, motorcycling, skiing,
  - Include events, local dining and accommodation as part of each category



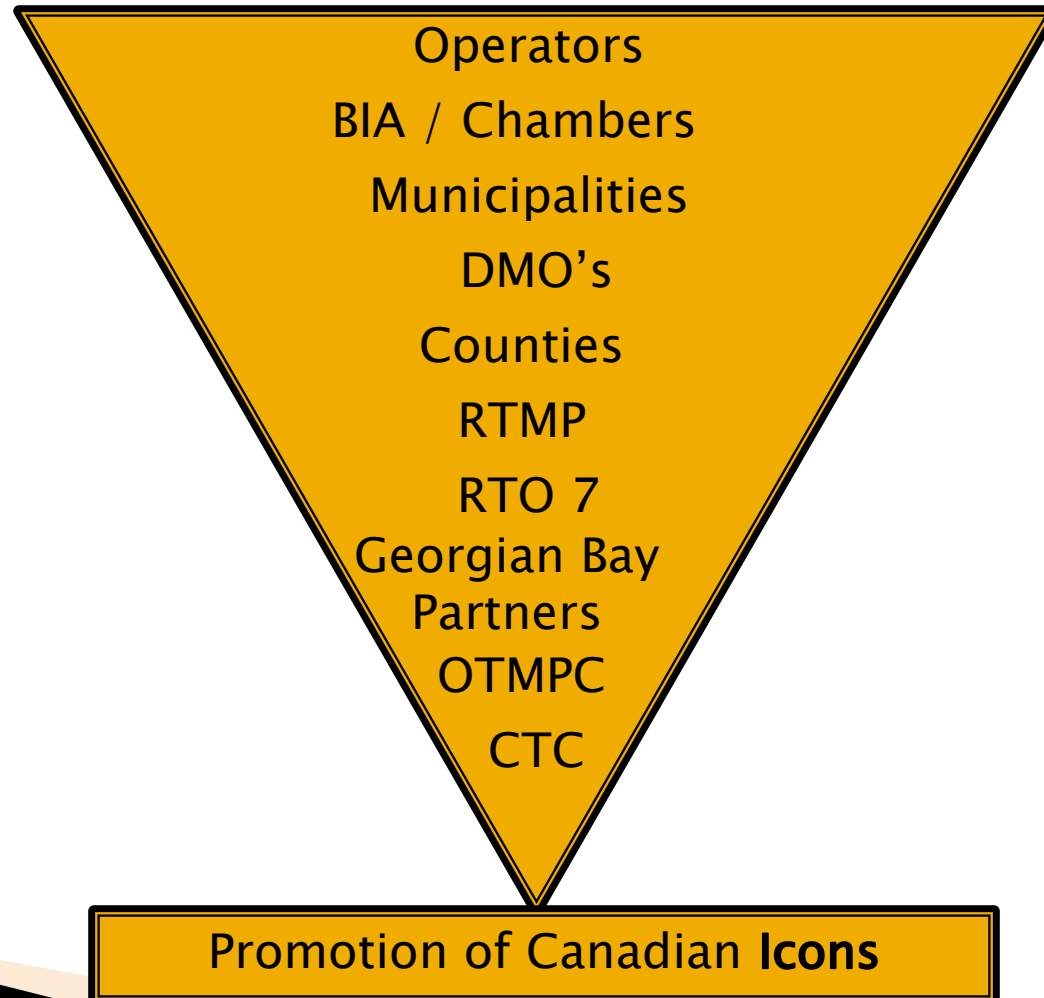
- ▶ Communication Tool vs. Advisory Council
  - Currently being used more as a tool to communicate what is happening with RTO instead of in an advisory role
  - Opportunity to be addressed with the with pending revisions to the Terms of Reference



- ▶ Roles and Responsibilities
  - Have not been clearly outlined but should be addressed in the Tourism Functional Assessment
  - Confusion amongst Municipalities as to how everyone fits together, therefore some Municipalities are reducing or eliminating funding
  - Everyone has limited funds so we *must* work together

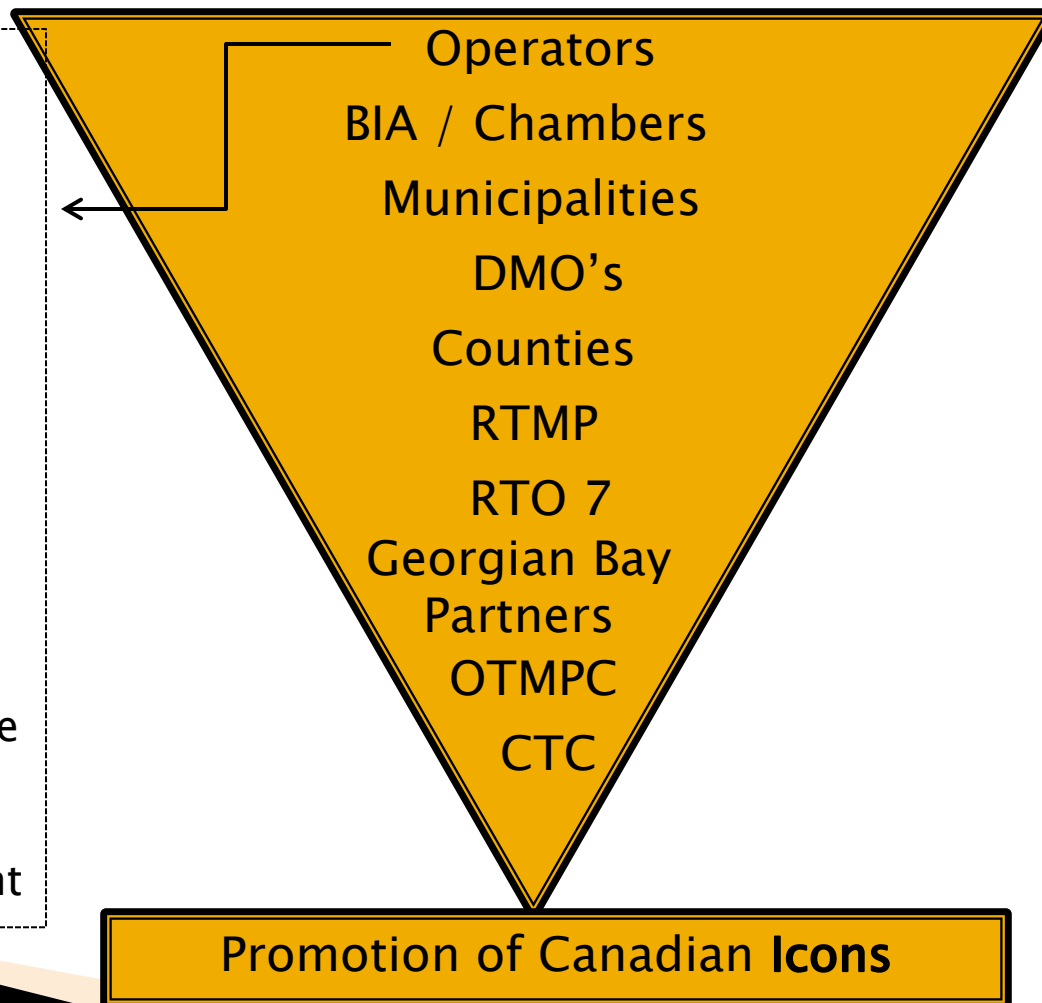


## ► Roles and Responsibilities



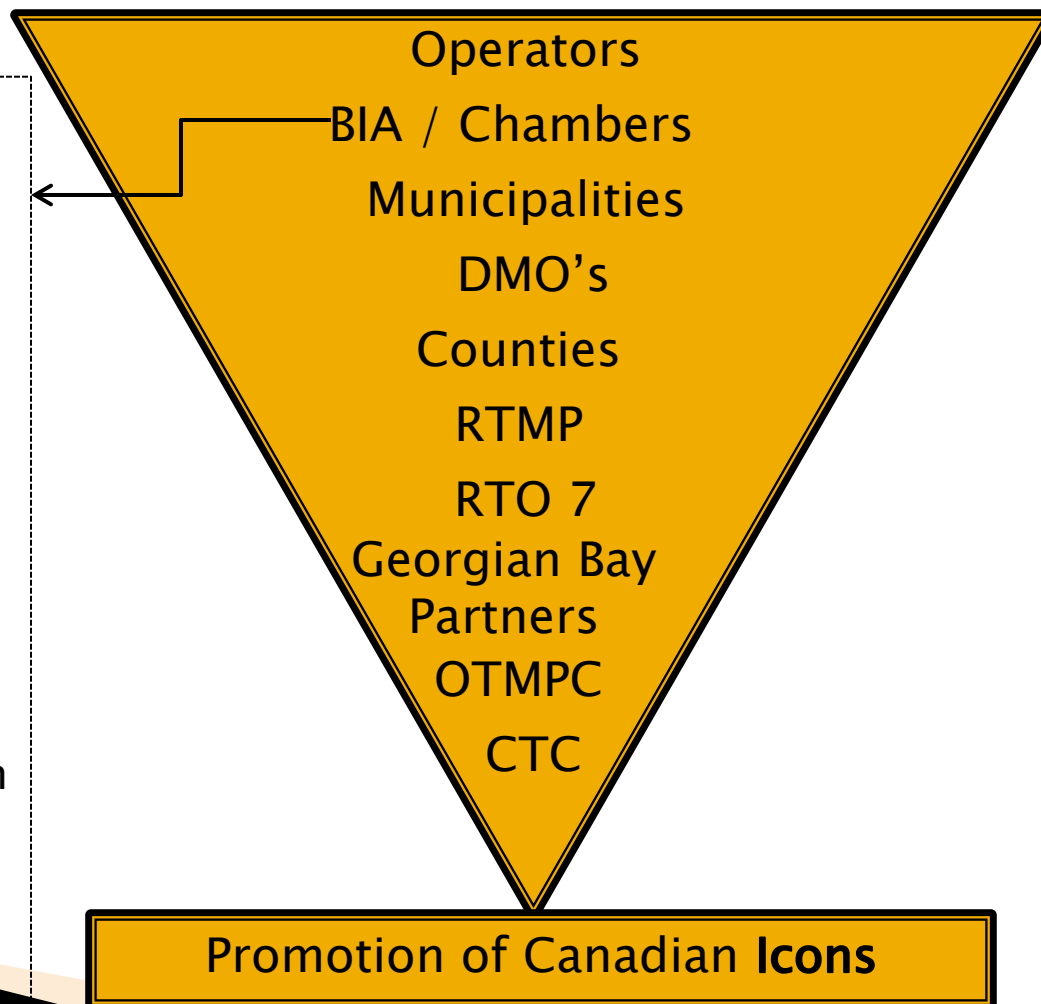
## ► Roles and Responsibilities

- Provide exceptional visitor experiences
- Work with BIA/Chamber, DMO, Municipality and County to create visitor experiences based on specific criteria
- Marketing plan to work with BIA/Chamber, DMO and County's plans
- Operate own website
- Invest in business infrastructure and package development



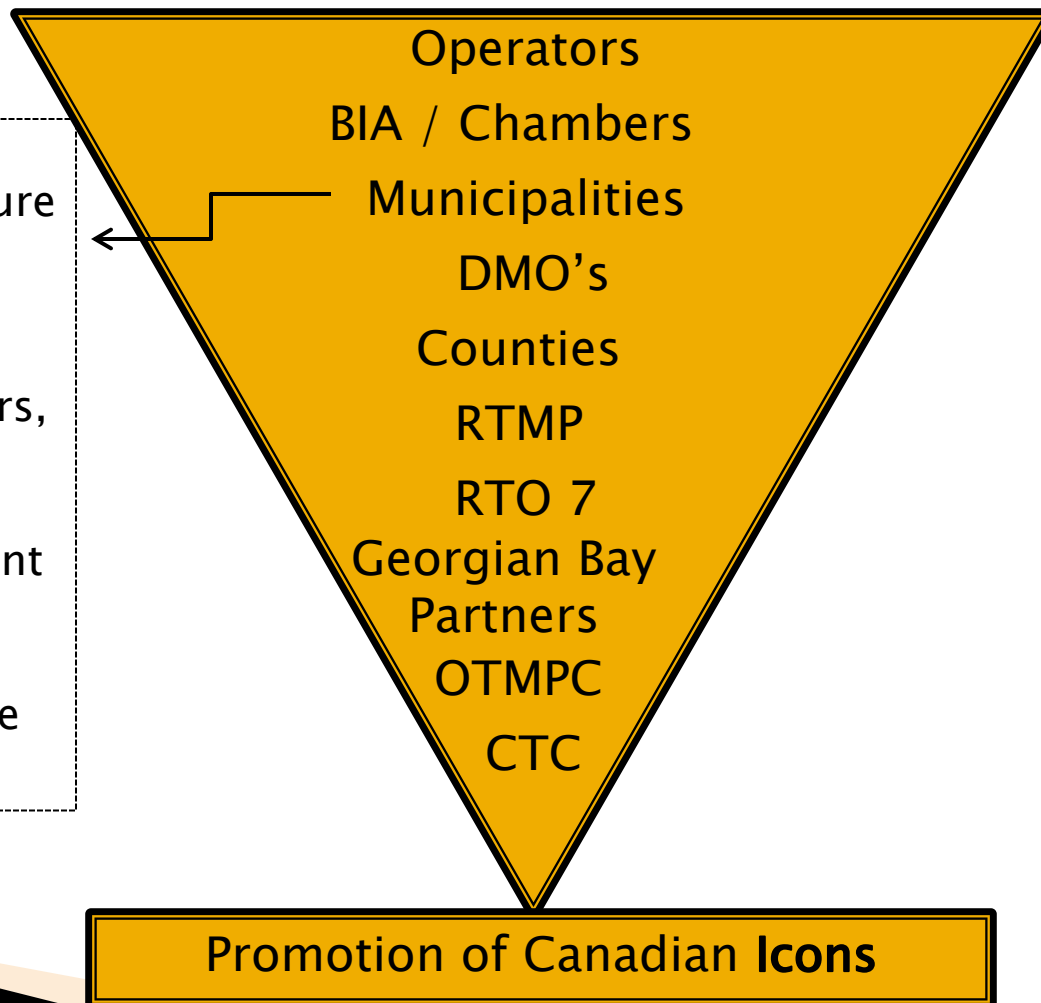
## ► Roles and Responsibilities

- Front-line visitor services
- In-market advertising
- Local brochure/area guidebook
- Work with Municipalities, DMO, County and RTO to provide operator training, product development
- Operate business directory, information on local activities, local businesses and events on their website



## ► Roles and Responsibilities

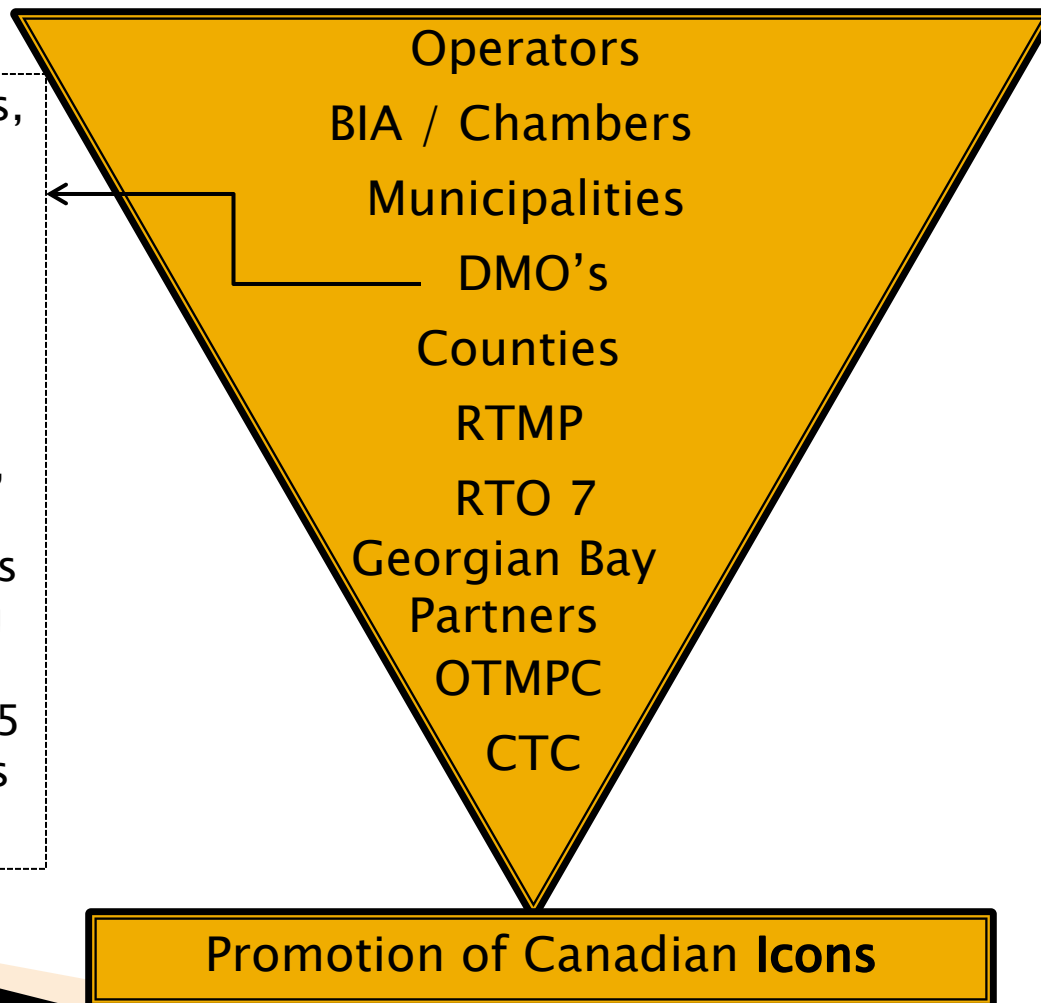
- Build and maintain tourism infrastructure including, signage, washrooms, parks/trails, etc.
- Work with operators, BIA/Chambers, DMO's, County for product development
- Downtown development in partnership with the County





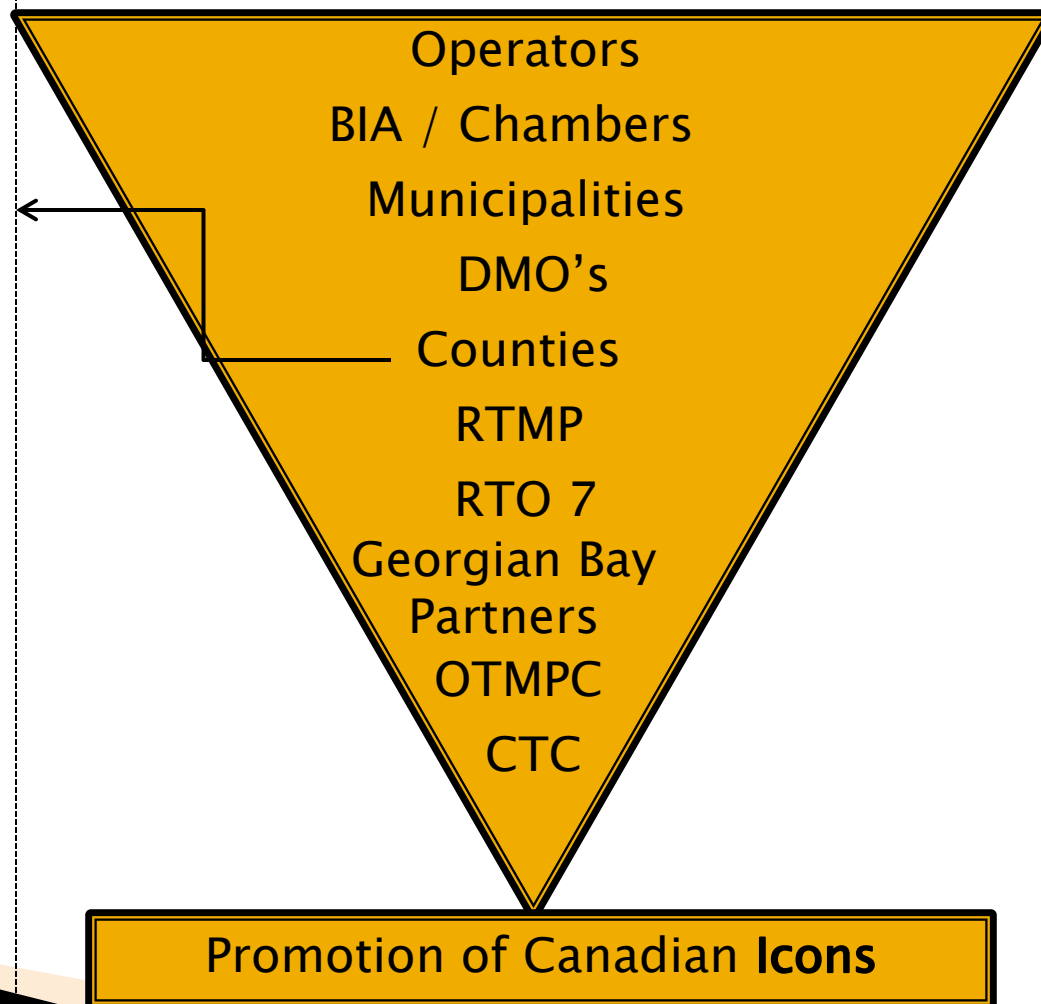
## ► Roles and Responsibilities

- Work with Operators, BIA/Chambers, County to create visitor experiences based on specific criteria
- Marketing plan to work with Operators, BIA/Chambers, County, RTMP's plans
- In *Region* marketing should be the focus
- Communicate top 25 seasonal experiences to County



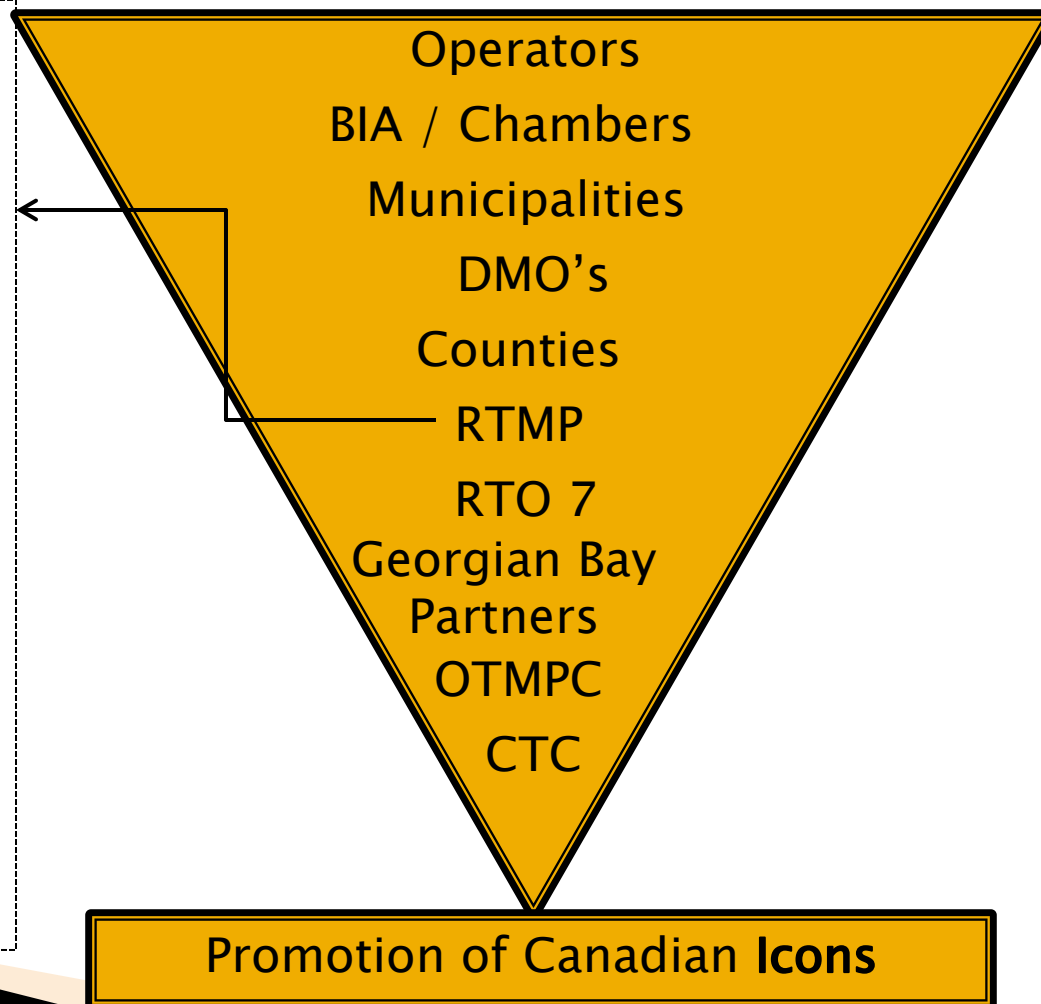
## ► Roles and Responsibilities

- Work with Operators, BIA/Chambers, DMO's Municipalities, RTMP and RTO to provide operator training, product development
- Marketing plan to work with BIA/Chamber, DMO's, RTMP, RTO, Georgian Bay plans
- Advertising to in-market and bordering Counties areas
- Communicate top 25 seasonal experiences to RTO and OTMPC
- Work with Municipalities on Downtown Development



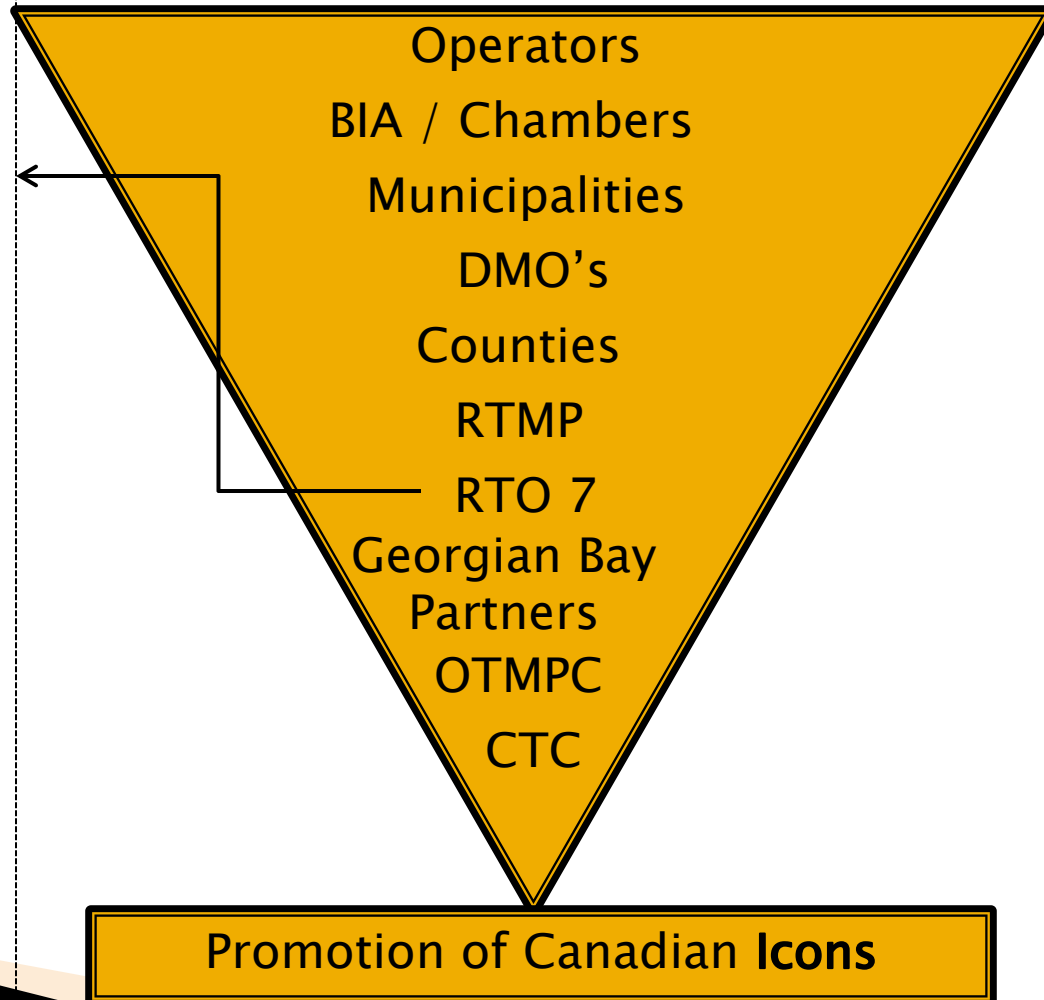
## ► Roles and Responsibilities

- Work with BIA/ Chambers, DMO's, Municipalities, Counties and RTO to provide operator training, product development for signature experiences
- Marketing plan to work with DMO's, Counties, RTO, and OTMPC's plans
- Advertising to in-market and bordering Counties
- Communicate top 25 seasonal experiences to RTO and OTMPC



## ► Roles and Responsibilities

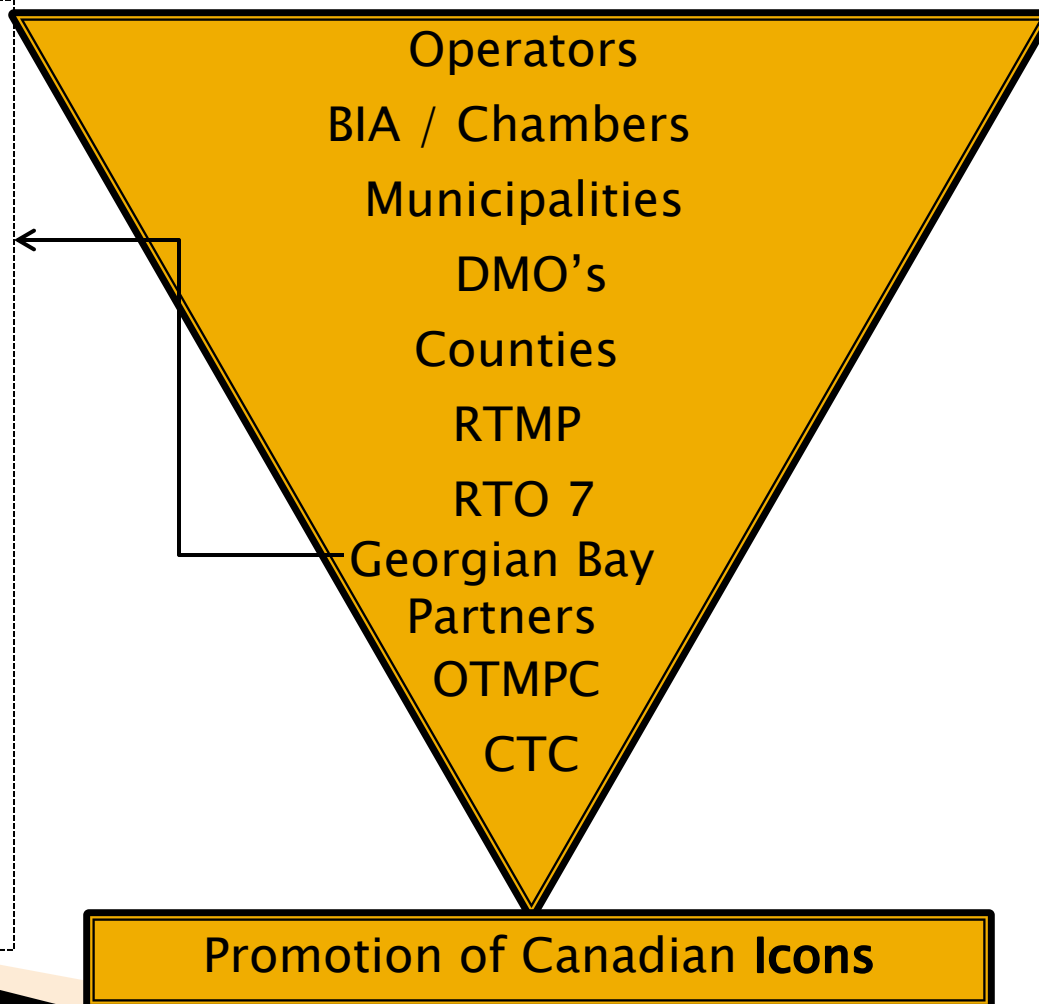
- Work with BIA/ Chambers, DMO's, Counties and RTMP to provide operator training, and product development \$ for signature experiences
- Develop a set of criteria for each signature experience
- Marketing plan to work with Counties, RTMP, Georgian Bay, OTMPC, and CTC's plans
- Advertising to SWO, GTA, and bordering US states
- Communicate top 25 seasonal experiences to OTMPC and CTC





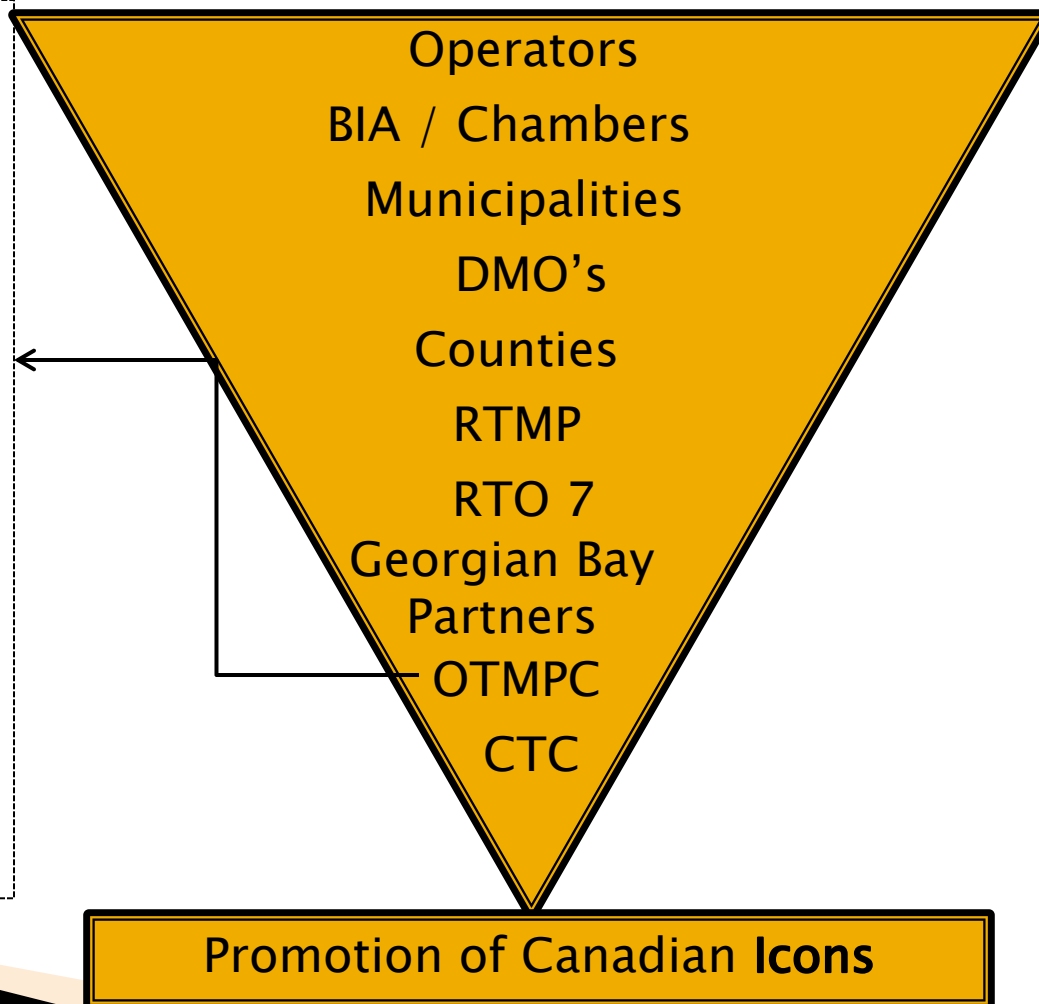
## ► Roles and Responsibilities

- Work with Counties and RTO to provide product development \$ for signature experiences
- Develop a set of criteria for each signature experience
- Marketing plan to work with Counties, RTO, OTMPC and CTC plans
- Advertising to GTA, bordering US states, Quebec
- Communicate top 25 seasonal experiences to OTMPC and CTC



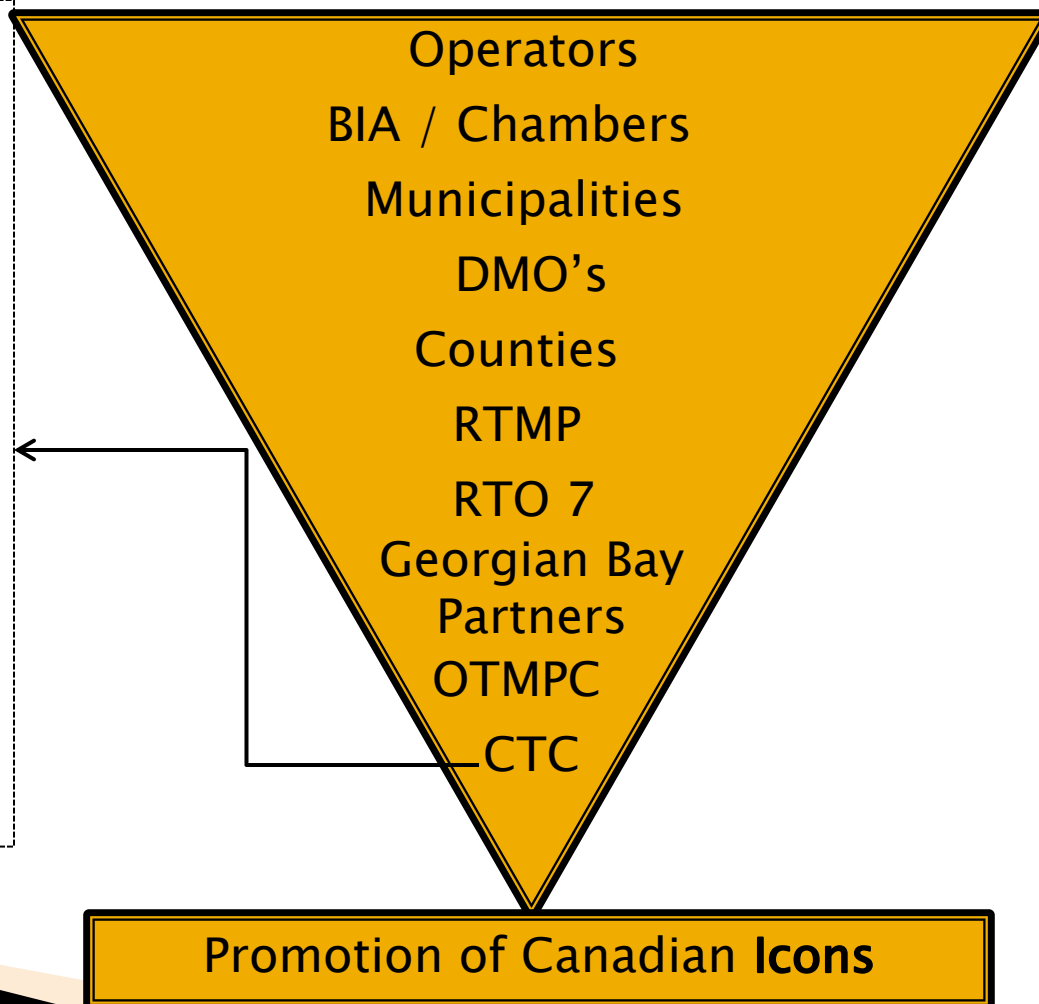
## ► Roles and Responsibilities

- Work with RTO's to provide product development \$ for signature experiences
- Develop a set of criteria for each signature experience
- Marketing plan to work with RTOs, and CTC plans
- Marketing to Ontario, inter-provincially, and bordering US states
- Communicate top 25 seasonal experiences to CTC



## ► Roles and Responsibilities

- Work with Provincial tourism ministries to provide product development \$ for signature experiences
- Develop a set of criteria for each experience
- Marketing plan to work with Provincial plans
- International marketing
- Communicate top 25 seasonal experiences to the world





# Product Development

## ► Priority Projects

- Lots of time and money went into the 10 priority projects
  - Green/Sustainable, Waterways and Signage were identified in the business plan as Strategic Products to develop but they have been neglected
  - 8–9 areas were included in the Product Development scope for 2012–13, but only Agri–Culinary and Festivals and Events have started work



# Product Development



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## ► Priority Projects

- Bruce County has been working on *beaches* and *paddling* products
- Continued implementation of signage based on the RTO specs on County Rd 13, 8, and 14
  - Wiarton installed signs
  - Huron-Kinloss implementing signs
  - Kincardine and Saugeen Shores continue to install new signs





# Product Development

- ▶ *Regional* vs. Local Development
  - Regional products that could be developed should be done as a partnership between the RTO, 3 Counties, relevant Municipalities, DMO's and Operators
    - Focus on the products identified from the priority projects that can be regionalized
    - Pick low hanging fruit – paddling, cycling, motorcycling, agri-culinary, beaches.
    - Must develop criteria to be involved in signature experience products





# Product Development

- ▶ Regional vs. *Local* Development
  - Local development would include products that are significant to at least one area but not all 3
    - i.e. Downhill Skiing, Scuba Diving
  - Products should have the potential to be one of the signature experience in the region
  - Partnership would include the RTO, relevant Counties, Municipalities and Operators





# Product Development

- Funding ideas to enhance product development for 2013
  - More money should be allocated to product development, less to marketing
  - Funding should come from *all* partners
  - Leverage new and existing money
    - i.e. Adventure Passport total cost is \$80,000, if we could apply for 50% funding, then \$40,000 that we get back would go directly into product development as part of the agreement.







# Moving Forward

- ▶ Open communication amongst all stakeholders
- ▶ Strategic Alignment with
  - Product Development
  - Web Development
  - Marketing
- ▶ Advocate for greater collaboration