



**Celebrating 25 years of delivering
tourism services to Barrie & Area**

Tourism Barrie Mission Statement

Tourism Barrie in collaboration with its partners
will attract visitors to authentic tourism
experiences in the Barrie area,
strive to satisfy them when they are here
and
bring them back for future visits.



Tourism Barrie:



- Represents 283 tourism industry members
- Represents the City of Barrie at RT07 table
- Official tourist office for the City of Barrie
- Operates 2 Tourist Information Centres for Barrie & Area
- Destination Marketing Organization for Barrie & Area



Background on Tourism Barrie's 8 year strategic planning and research

In 2006 Tourism Barrie was the lead organization in managing and executing a two year long Ontario Ministry of Tourism Premier-Ranked Tourist Destination Project for Barrie, North and South Simcoe Region.

(Cities of Barrie and Orillia, Towns of Innisfil and New Tecumseth, Townships of Essa, Oro-Medonte, Ramara and Severn and the Mnjikaning First Nation.)

The Premier Ranked Project:

- evaluated, against measures defined in the framework, to address attributes, factors and conditions necessary for a destination to be perceived as being among the Premier-ranked in terms of attracting tourists.
- The assessment identified weaknesses and gaps that should be addressed to enhance this area as a tourist destination.
- It identified strengths and opportunities that might be used to create a sustainable competitive advantage in the tourism industry.



The Tourism Premier-Ranked Tourist Destination Project for Barrie, North and South Simcoe Region was completed and launched in April 2008

- Tourism Barrie's 4 Year Strategic Action Plan 2008-2012 was based on the findings, reporting and recommendations of the Ontario Ministry of Tourism Premier-Ranked Tourist Destination Project.
 - Tourism Barrie will be updating the Strategic Action Plan in 2013
- Copies of the Report will be provided to RTO7's Board of Directors



Tourism Barrie Strategic Vision: 2012

By 2012, Tourism Barrie will be recognized as a leader in attracting and welcoming visitors to the Greater Barrie area.

The organization will be working closely with its partners and neighboring DMOs to deliver high quality, authentic tourism experiences related to outdoor recreation, events/culture, culinary/agritourism and corporate tourism.

Systematic tracking and evaluation of visitors' experiences and partners' initiatives will provide a solid basis for refining and developing tourism products.

Tourism Barrie Strategic Vision: 2012

For our partners, Tourism Barrie will...

- Promote tourism products, experiences and services
- Facilitate development of high quality, authentic tourism products
- Communicate local, regional, provincial and national tourism performance and trends
- Co-ordinate tracking and evaluation of visitors' experiences
- Provide ongoing learning activities
- Liaise with all levels of government
- Collaborate with neighboring DMOs in product development and product promotion, as recommended in the *Lake Simcoe Tourism Assessment*
- Align tourism products and services with City of Barrie *Economic Development Plan* and *Cultural Plan* and the Ministry of Tourism *Strategic Plan*.

Tourism Barrie Strategic Vision: 2012

For our community, Tourism Barrie will...

- Provide information about tourism products, experiences and services of Barrie and area to entice residents, as well as their friends and family, to spend their leisure time in this area
- Support sustainable tourism initiatives that will benefit the community

For our visitors, Tourism Barrie will...

- Provide information about tourism products, experiences and services to attract them to visit the Barrie area
- Welcome them to our community

Tourism Barrie Strategic Vision: 2012

Recommendations: Eleven recommendations address Tourism Barrie's three strategic issues. The numbers are for reference purposes, not priority.

- **Build a strong destination management organization**
 1. Build a community of tourism businesses that work together to attract and serve visitors
 2. Align and collaborate with complementary organizations
 3. Be the regional tourism leader by co-operating with regional DMOs
 4. Prepare for the future by recognizing destination management activities, reviewing the constitution and working with the City of Barrie

Tourism Barrie Strategic Vision: 2012

- **Develop assets and infrastructure to be competitive in the Central Ontario marketplace**
 5. Expand Barrie's role in tourism by encouraging development of Barrie-based experiential products
 6. Help strengthen the region by enhancing and developing experiential products in co-operation with regional DMOs
 7. Keep improving by incorporating tracking and evaluation into experiential products
 8. Look at the big picture by tracking tourism trends and sharing the results with our partners
- **Continue to strengthen Tourism Barrie's advertising and promotion initiatives**
 9. Work from your strengths by continuing to improve and grow your internet marketing initiatives
 10. Advertise strategically by assessing existing advertising and using only what works
 11. Be visible by reaching out to visitors when they are here

Tourism Barrie Strategic Vision: 2012

- Tourism Barrie's 4 year Strategic Action Plan is:
 - ✓ The guiding goals and objectives we have committed to deliver to the partners, stakeholders and funders.
 - ✓ Our commitments to the City of Barrie.
 - ✓ Our Values and Guiding Principles.



How is the Regional Tourist Organization #7, through collaboration and mutual goals and objectives, going to:

- Support Tourism Barrie and the City of Barrie's goals and objectives for tourism growth.
- Support Tourism Barrie's mandate to promote overnight stays for the City of Barrie's 12 hotels in all marketing campaigns - 2000 hotel rooms by 2014
- Support Tourism Barrie and the City of Barrie's branding and brand values

How is the Regional Tourist Organization #7, through collaboration and mutual goals and objectives, going to:

→ Support Tourism Barrie's online strategies for the websites and social media.

- Tourism Barrie invests 30% of its budget towards its online strategies
- In 2012, Tourism Barrie spent 44% of its budget on building and enhancing its online strategies.
- The City of Barrie has invested millions of dollars on its brand and its brand values



**Tourism Barrie looks forward to working with
RTO7 to build a collaborative and healthy
relationship where both organizations can build
and grow tourism**

- ~ Our stakeholders and partners are looking for leadership in both organizations to ensure there is no duplication of efforts and marketing dollars.

Moving forward - RTO7 needs to:

→ Build and leverage on each other's successes by developing more Advisory Committees for the Board of Directors and Staff to seek specific direction on goals and objectives for RTO7.

Input:

- From Stakeholders and DMOs on long-term strategies for the region
- From DMOs and Municipalities so there is no duplication of efforts and marketing dollars
- From Economic Development Offices for investment

Other Possible Advisory Committees:

- Winter Recreation/Experience Development
- Attracting new Canadians and Visiting Friends and Family markets
- Growing Festival & Events for tourism
- Developing Strategies and Infrastructures for the Chinese and Emerging markets
 - Build foreign language websites
 - Assist “main attractions” in developing material in other languages

PAC and Advisory Committees will need to follow their mandates and objectives

We are not there yet – PAC has no Influence

Moving Forward With RTO7 continued...



→ Support existing Branding and Brand Strategies

- RTO7 needs to recognize that regions have worked for years in developing and researching their brand strategies and marketing their brands.

Barrie has brand equity - Barrie invests in its brand

“A brand encompasses the name, logo, image, and perceptions that identify a product, service, or provider in the minds of customers. It takes shape in advertising, packaging and other marketing communications, and becomes a focus of the relationship with consumers.”

Tourism Barrie looks forwards to working collaboratively with RTO7 to achieve our mutual goals for online strategies

Moving Forward With RTO7 continued...

- RTO7's current online strategies have been to siphon off traffic from DMO's and Stakeholders websites to www.brucegreysimcoe.com
- RTO7's current strategies to purchase Google ads words has been to divert traffic that would have otherwise gone to Tourism Barrie or directly to stakeholders websites.
- RTO7's is not the marketing department for the City of Barrie - strategies have been developed and implemented without consultation from Stakeholders.

www.brucegreysimcoe.com is transforming into a website that is duplicating Tourism Barrie's websites, turning it into a **competitor** and **not a partner**.

OPPORTUNITIES

- ✓ RTO7 staff work with PAC to develop long term strategies that do not duplicate the efforts and services that are the responsibility of the DMOs.
- ✓ RTO7 staff work with PAC and **LOCAL** marketing leaders to develop “**Out of the Box**” and “**Avant-Garde**” online strategies that will bring in NEW visitors to the region.

We want to work in collaboration with RTO7 to bring **NEW** markets and people to the region!

Thank you

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results” – unknown

Brucegreysimcoe - can be uncommon!