



Tourism Simcoe County Update

December 7, 2016

simcoe.ca

Mission Statement



To promote Simcoe County as a first class tourist destination by further developing the tourism industry and community partnerships and to provide tourism leadership throughout Simcoe County

experience
Simcoe County
experience.simcoe.ca



Connect and Share  

Services



- Local distribution of tourism industry marketing collateral to more than 50 racks in Simcoe County
- Spring and fall border run distribution along Highway 401 corridor and into Quebec
- 12-month operation of visitor information centre, located at the Simcoe County Museum



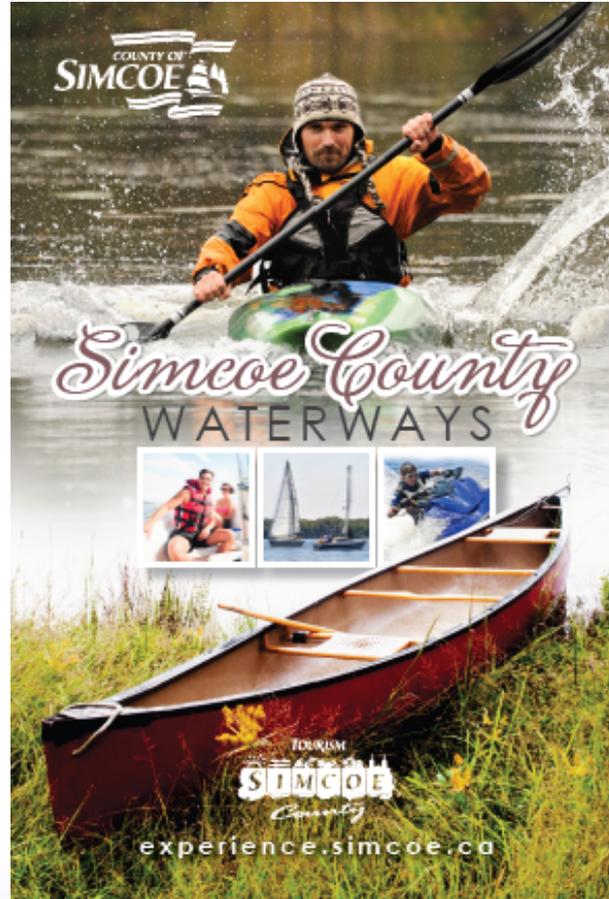
2016 Consumer & Trade Shows



- Toronto Boat Show
- Toronto Golf & Travel Show
- Ottawa Travel & Vacation Show
- Spring Cottage Life Show
- Toronto Bike Show
- Ottawa Outdoor Show
- What's Happening? – Travel Ontario Expo (Chinese Market)
- Rendez-Vous Canada



2016 Tourism Publications



- Golf Guide
- Waterways Guide



2016 Tourism Publications



- NEW Events Guide
- Guide Map



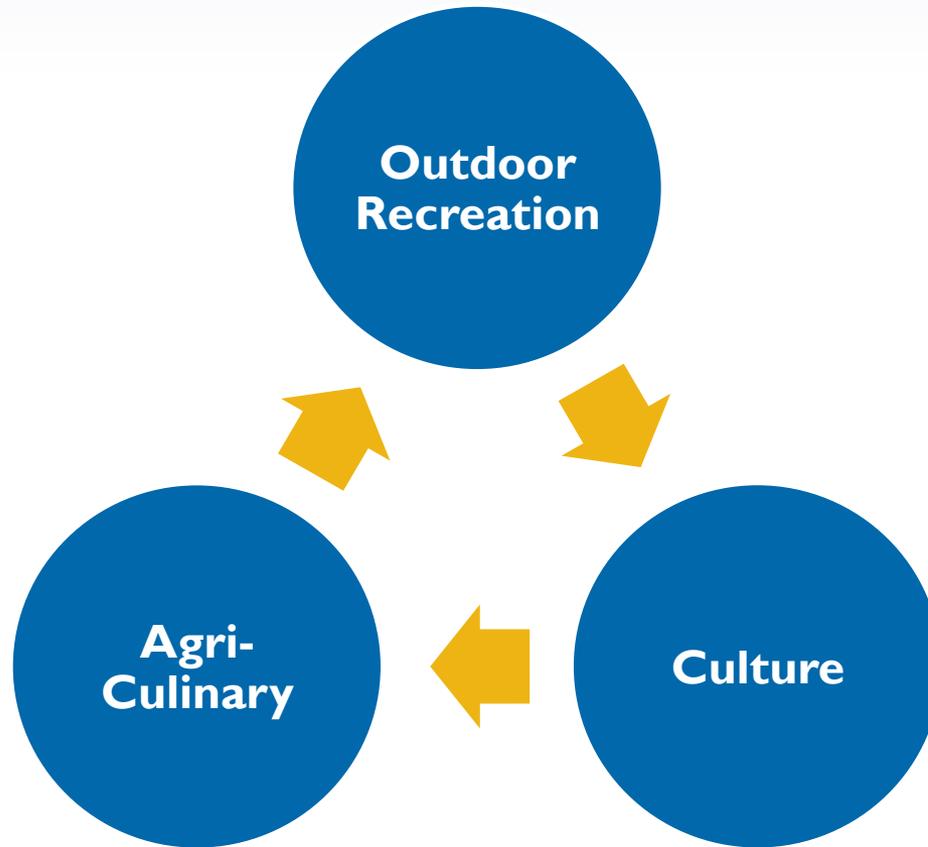
SCTDF Funding – 2016/2017



- The Simcoe County Tourism Development Fund (SCTDF) fund will provide up to \$100,000 for annual tourism project funding for four geographic areas (North, East, South and West)
- The funding is meant to be leveraged with other regional and provincial programs such as RT07 Partnership Program, the Provincial Tourism Development Fund, Celebrate Ontario, etc.
- The funding will align with Tourism Simcoe County's (TSC) work plan.
- Promoting the Simcoe County brand is a requirement of funding



Tourism Development



Outdoor - Cycling



Partners

- Oro-Medonte, Trillium Foundation, RTO7

Project Outcomes

- Over 65 certified 'Cycling Friendly' businesses in Simcoe County
- 30,000 Cycle Simcoe Maps distributed throughout Ontario and parts of Quebec
- Increase in cycling tourism traffic as a direct result of product development and promotion
- Interactive Map promoting all routes cycling friendly businesses



Cycling 2016



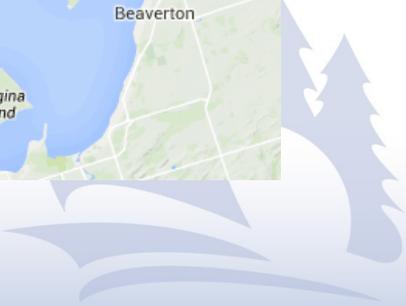
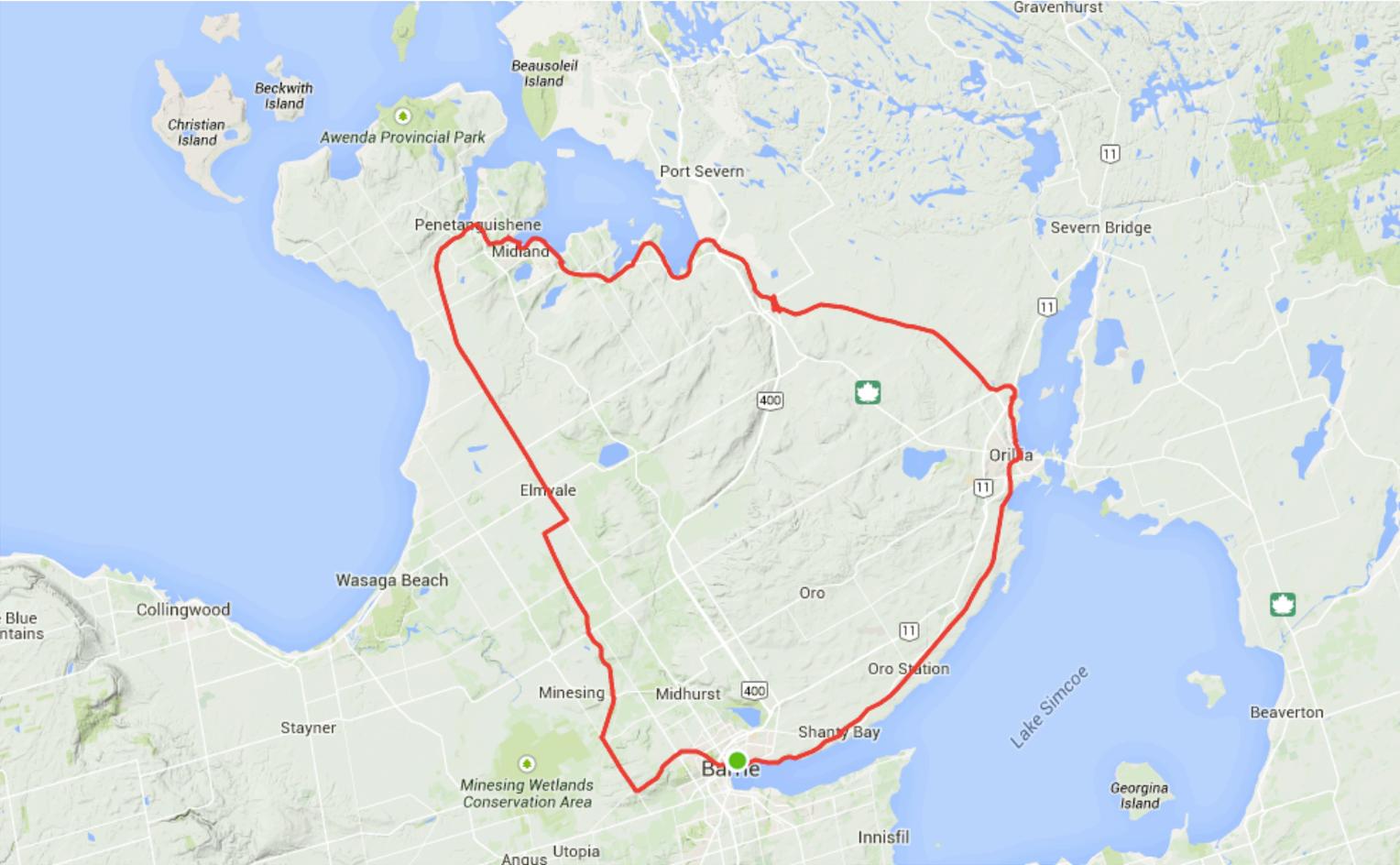
RTO7 Partnership Funding:

Tourism Simcoe County, Cycle Simcoe
& County DMO's

- \$64,000 total budget
 - Experience Development
 - Cycling Videos / photos
 - Digital Advertising – GTA and Quebec
 - French/English Translation
 - Safe Cycling Advertising – radio/ video



Simcoe County Loop Trail



Regional Cycling Campaign



- Cultural Development Co-ordinator as a resource to partners
 - Assist with funding applications
 - Assist with Experience Development Programs
 - Lead Agri-Culinary pillar
 - Administer annual \$200,000 Cultural Grant

- Cultural Vignettes event based, 8 vignettes
- Cultural Vignettes Studio Tour/artists
 - 5 artist spotlights, e.g. jeweler, potter, photographer
 - 8 (15) second studio tours for social media



Small Halls Festival





THANK YOU

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