

# Supporting Festivals & Events

Regional Tourism Organization 7 :: May 15/13



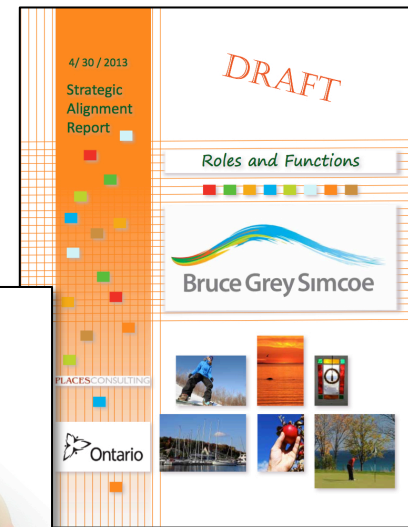
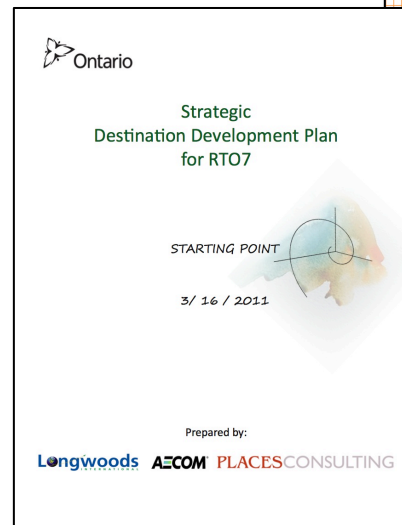
# Objectives

- Help F&Es to flourish as a driver of tourism
  - To attract more visitation, increase visitor spending
- Promotional support
  - Concept for dedicated web presence (micro site) on BruceGreySimcoe.com
- Strategic / developmental support
  - RTO7's interest in helping F&Es flourish and grow
  - Discussion: needs and opportunities



# Festivals and Events Microsite

- Dialogue initiated in 2012
- Recognition of need for criteria



# Criteria

- We know there are – broadly – two types of F&Es
  - Those that have sufficient appeal to act as “primary trip motivators” for visitors from outside the region
  - Those that are more “local” or community-focused in their orientation
- Both have real or potential tourism appeal
  - Classification black-and-white proposition
  - “Bigger,” “best,” etc. not the issue
- What is / should be the issue?



# Putting the Tourist First

- Consumer perception
  - Is it in some way unique, compelling, interesting?
  - Does it make the place more authentic, animated, appealing, endearing, memorable?
  - Does it make we want to stay – longer, return?
- Value proposition to visitor
  - If I was drawn (lured, enticed, marketed to) here, were my expectations met?
  - Was I delighted, satisfied, underwhelmed, disappointed?



## Some Considerations

- Plan, planning
- Marketability and target markets
- Broad tourist appeal
- Tourist orientation
- Amenities and support services
- Others...



# One Approach

- “Featured”
  - “Festivals, families, friends and fun... enjoy a day, evening or weekend of celebration...”
- “Local Colour”
  - “Feel right at home... where hospitality and a warm welcome are a feature of the day...”



# Categories

- Agriculture
- Arts & heritage
- Culinary (food & wine)
- Family
- Holiday
- Music
- Outdoor (nature)





## From Here

- Populate site
- Go live as soon as possible
- Information to Ginny Henry
  - Via email to [ghenry@rto7.ca](mailto:ghenry@rto7.ca)
  - Online form



# Needs and Opportunities

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- Formative ideas
  - Marketing
  - Economic impact research
  - Coordinated planning
  - Sponsorship
  - Shared services/group purchasing



## Approach and Goal

- RTO7 would procure for – and pay for – a consultant resource who would
  - Evaluate and assess needs and opportunities
  - Recommend strategies and tactics for implementation
- The outputs of this process will
  - Position BGS festivals and events for greater success (e.g., expansion, growth)
  - Increase invest-ability, sustainability



# Roles and Responsibilities

- RTO7 would provide funding and project management
- Working (steering) group would be formed to advise, guide
- Operators and other stakeholders would provide data, participate in consultation and input process



# Discussion

- Thoughts, ideas, comments
- Timing and next steps

