

# REGIONAL TOURISM ORGANIZATION 7

## RT07 NEWS & UPDATES

DECEMBER 17, 2012 E-BLAST

FORWARD TO A FRIEND

### Happy Holidays from RT07

As the end of 2012 fast approaches, we'd like to take this opportunity to highlight some recent updates, and a bit of a look ahead to 2013 – and, of course, wish everyone a Merry Christmas and a Happy New Year!

#### **RT07 Connection**

This fall we introduced [RT07 Connection](#) as well as a Facebook and Twitter presence to share timely information with the BruceGreySimcoe tourism industry. Here's a sampling of recent posts:

- [Tourism Pulse Poll Results – Fall 2012](#)
- [Minister of Tourism Speaks as BruceGreySimcoe Unveils New Funding Program](#)
- [Provide Input to Improve Ontario's Cycling Experience](#)
- [North Simcoe Announces New Agri-Culinary Trail](#)

To keep abreast of latest updates, and communicate with us, please follow us through social media or subscribe via RSS, or post your comments to Connection articles.

#### **Annual Update Meeting**

Thanks to everyone who attended the meeting that took place on November 22<sup>nd</sup> in Barrie.

We were pleased to welcome Michael Chan, Minister of Tourism, Culture and Sport, who addressed an audience of almost 100 industry stakeholders in attendance. We've posted photos and a copy of the media release to the [Annual Update Meeting](#) page.

On that page you'll also find a copy of a letter that Minister Chan sent to Laurel Broten, Minister of Education, in response to a question from a stakeholder with regard to keeping local school children active in skiing and other winter activities.

#### **Partnership Funding**

On November 22<sup>nd</sup> we announced plans for partnership funding opportunities, which will be introduced effective April 2013.

Further details are available on our [Partnership Funding Resource Page](#). As outlined on the web site, we are working toward intake for funding requests in February 2013 and will be holding information sessions at that time. Please refer to this resource page for updates.

#### **New Mobile-Optimized Web Site**

In January we'll be launching a version of [BruceGreySimcoe.com](http://BruceGreySimcoe.com) optimized for viewing on smartphones. Our mobile site will feature all of the same content as the web site itself, but in a much more user-friendly format designed for smaller screens and consumption on the go.

**If your organization has as a mobile “app” or mobile site, we’d like to promote it to help consumers connect directly with you.** Please let us know about your mobile presence by [forwarding a link](#), and we'll feature it on both our web and mobile sites.

### Online Advertising Sessions

These sessions, conducted by Jay Aber of the Aber Group (RTO7's online advertising agency) are for BruceGreySimcoe tourism operators and organizations interested in learning about how to take best advantage of the powerful and ever-changing world of online (Internet) advertising.

Please mark your calendars for these February sessions, which will be open to all tourism businesses and organizations free of charge:

Simcoe	Feb 6/13	1:00-4:00 pm	Liberty North, Barrie
Grey-Bruce	Feb 7/13	1:00-4:00 pm	Best Western Inn on the Bay, Owen Sound

More information will be forthcoming early in the New Year.

In the meantime, to reserve a spot for the Simcoe session, please click [here](#).

To reserve a spot for the Grey-Bruce session, please click [here](#).

Note: in addition, by-invitation workshops will also be conducted for operators already investing in this advertising medium. If this applies to your organization, please contact Alex Hogan at 705-888-8728 for more information.

### Holiday Schedule

We will be closed from Monday, December 24<sup>th</sup> through Tuesday, January 1<sup>st</sup> inclusive, re-opening for regular business as of 9 am Wednesday, January 2<sup>nd</sup>.

We look forward to working with you in 2013, and here's to a successful year ahead for BruceGreySimcoe tourism!

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