

REGIONAL TOURISM ORGANIZATION 7

RT07 NEWS & UPDATES

JANUARY 9, 2013 E-BLAST

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HAPPY NEW YEAR & UPCOMING EVENTS

Happy New Year to all of BruceGreySimcoe!

Be sure to let us know if you are interested in attending the following upcoming events...

Presentation of Ontario International Tourism Brand Development Report

In partnership with the 13 RTOs, in 2012 the Ontario Tourism Marketing Partnership Corporation commissioned a major consumer segmentation survey across key central North American markets involving a sample of almost 70,000 travellers. Results have been aggregated to identify 12 unique consumer segments relative to the Ontario, Quebec, Manitoba and major central/eastern U.S. markets, based on their social and emotional needs, preferred travel experiences and media habits including use of technology.

All BruceGreySimcoe stakeholders are invited to join us for a presentation of key findings by OTMPC and research supplier TNS on January 23rd, 1:00 pm to 3:00 p.m. at Cranberry Resort (William Watts Room).

This presentation is open to all stakeholders. Please click [here](#) to RSVP your attendance.

Online Advertising Sessions

As advised in our [December communication](#), RTO7 is offering free online advertising education sessions for BruceGreySimcoe tourism operators and organizations interested in learning about the powerful and ever-changing world of online (Internet) advertising.

Click [here](#) to register for the Simcoe fundamentals session in Barrie (Feb 6) and [here](#) to register for the Grey-Bruce fundamentals session in Owen Sound (Feb 7).

If your organization or business is already invested in online advertising, please contact Alex Hogan at 705-888-8728 for information regarding by-invitation sessions for experienced users.

Do you have a Mobile App?

A new mobile-optimized version of BruceGreySimcoe.com will be launched in January. If your organization has a mobile site or “app” please let us know so we can promote it to consumers.

RTO7 Connection Updates

Please be sure to follow RTO7 Connection via social media or RSS for ongoing news, including this recent post on the [Lake Simcoe/South-eastern Georgian Bay Clean-Up Fund](#).

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