

FEBRUARY 8, 2013 E-BLAST

FORWARD TO A FRIEND

UPCOMING WORKSHOP, ATTRACTIONS ONTARIO OFFER

Functional Assessment Workshop & OTMPC Presentation

This is a reminder of the [Functional Assessment project](#) interactive workshop that will be facilitated by PLACES Consulting. Here's the session outline:

- **The day begins:** at 8 am with registration and coffee in the “war room” with findings, idea maps, charts and exhibits for comment (note new start time)
- **Morning:** review preliminary findings of research; strategic dimensions and visions of role/function; case studies
- **Lunch:** [Presentation of Ontario International Tourism Brand Development Report](#)
- **Afternoon:** breakout sessions to test collaboration and alignment opportunities; mapping the future; session summary

This day is open to all BruceGreySimcoe tourism operators, and members, staff, volunteers, and directors of tourism organizations.

Please note: representatives of municipal organizations and economic development professionals who are not directly involved in tourism development are most welcome, but may wish to attend a follow-up session that will take place in March (details to be announced shortly).

Date: Friday, Feb 22nd

Times: Registration 8am – 9am ****note new start time****

Program 9am – 4pm

Luncheon 12pm presentation

Location: Bear Estate, Cranberry Resort, Collingwood

To RSVP (as space is limited, limit three representatives per organization for full day please):

- Click [here](#) for full day (including lunch and OTMPC presentation); or
- Click [here](#) if interested only in OTMPC presentation and lunch

Attractions Ontario Offer

RTO7 is partnering with [Attractions Ontario](#) to offer BruceGreySimcoe attractions a 15% discount on their purchase on advertisements in its Summer Passport Magazine and Coupon Book.

This familiar and successful publication is widely distributed across the province, including at Ontario Travel Information Centres, and in 2011 was responsible for \$171 million in tourism receipts. It is also fully integrated with the Attractions Ontario web site, drawing 600,000 annual visits and over three million page views.

This offer is available to all BruceGreySimcoe advertisers who are members of Attractions Ontario. To take advantage of this great offer, all you have to do is submit your insertion order using this [2013 Passport Insertion Order form](#).

That's it – no strings attached! We thank our friends at Attractions Ontario for making this terrific offer available to BruceGreySimcoe advertisers.

To inquire about this special offer, about membership in Attractions Ontario, or if you are a renewing advertiser and have already submitted your order for 2013, contact Phil Casey at Attractions Ontario at (416) 868-4386 ext 223.

Reminder: Upcoming Partnership Funding Information Sessions

We are on schedule for the roll out of our 2013/14 Partnership Funding program. Stay tuned for an announcement regarding program guidelines and application information, which will be published soon on the [program resource page](#).

Please plan to attend one of the following information sessions to learn more about this new opportunity:

[Feb 27th](#) 2pm – 4pm Southampton Town Hall, Southampton

[Mar 6th](#) 2pm – 4pm Liberty North, Barrie

[Mar 7th](#) 10am – 12pm Georgian Manor, Collingwood

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Regional Tourism Organization 7
PO Box 973 Thornbury, ON N0H 2P0
(705) 888-8728
www.rto7.ca

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