



Summer Marketing Campaign

Plan now to attend one of three **June Town Hall Meetings** for a sneak peek of our new summer marketing campaign and the new BruceGreySimcoe website which will launch in late June. Be among the first to preview a new BruceGreySimcoe promotional video featuring music composed and performed by a local recording artist. Session dates are June 12 & 13 in **Alliston, Meaford and Southampton**. Visit our [website](#) for venues and times.

Contest Drives Website Traffic

As you know, the Four Seasons of Fun contest winners were announced on May 14th. If you haven't yet seen the winning entries, visit www.bucegreysimcoe.com and have a look, and for the full story read the [Media Release](#).

The contest certainly exceeded our expectations as a means to introduce the BruceGreySimcoe brand across the region and resulted in 1,400 entries including some truly breathtaking images. It was instrumental in increasing awareness of the BruceGreySimcoe brand by driving traffic to the website. There were over 120,000 visitors to the site, with 89% new visitors, 11% returning visitors and close to 321,000 page views.

We received an enthusiastic response to our request for events, promotions and offers for our Spring page, too, with over 80 offers in total benefitting from exposure on the contest site.

RT07 Industry Events Calendar

When you check for June Town Hall session information, you'll note our Industry Events calendar is now operational. In addition to displaying RT07 events, the calendar can be used to help promote your tourism conferences, information or training seminars, brochure swaps - any events you'd like to share with fellow organizations, owners and operators. To add your event, register* (if you haven't already) and log in!

*To register with RTO7, go to www.rto7.ca. Click on RTO7 Stakeholder Site (the rightmost tab of menu options across the top). Click on Register Now, enter and submit your information. Once your registration has been approved (you will receive an email to that effect), use your email and password to log in on the right side of the RTO7 home page (www.rto7.ca) in order to add your event to the calendar.

Avez-vous fournir des services en français?

Do you provide services in French? The new BruceGreySimcoe consumer website will include a French-language landing page to assist visitors in identifying operators who offer services and products in both official languages. If your business or organization currently provides this, a link to the French-language section of your site can be included on this page. Links can be sent to Ginny Henry at ghenry@rto7.ca.

Niagara Escarpment Biosphere Reserve 10-year Review - Survey Request

The Niagara Escarpment Biosphere Reserve is currently undergoing a scheduled 10-year review with respect to its UNESCO designation. The Niagara Escarpment Reserve Steering Committee is seeking feedback on your organization's projects that further the goals of the Biosphere Reserve by completing a survey. Info is being sought on initiatives of the past decade that fostered research, education, habitat monitoring and public outreach.

To obtain a copy of the survey, contact Lisa Grbinicek at the Niagara Escarpment Commission by email, lisa.grbinicek@ontario.ca or call 905-877-2512. Survey responses must be submitted by **May 31, 2012**. Gary Molnar, Tourism Industry Advisor - Central Region, can also be contacted, Gary.Molnar@ontario.ca.

Link to Useful Tourism Information

Need to do some tourism research or looking for some info for business planning? In addition to the research available through the RTO7 [Stakeholder Site](#), The Ministry of Tourism, Culture and Sport website warehouses market reports, economic impact studies, historic statistics, performance indicators and more. To access this information, visit the Tourism Research page on the Ministry's site at <http://www.mtc.gov.on.ca/en/tourism/research.shtml>.

Accolades

Congratulations to our operators and organizations that have recently received recognition:

- Coffin Ridge Boutique Winery - Winner of Two Double Golds at the 2012 All Canadians for their 2011 l'Acade Blanc and 2010 Marquette
- The Falls Inn - Walter's Falls - Winner of TripAdvisor 2012 Certificate of Excellence
- Westin Trillium House, Blue Mountain - Fifth year rated as a Four-Diamond Resort by CAA
- Sauble Beach - Rated as one of CAA's top five beaches in Canada
- The Mill Cafe and Ashanti Coffee, Thornbury - Mentioned in CAA's Tasty Travels-Ontario's top foodie destinations
- Owen Sound - May 12th Globe and Mail article: Follow the Scenic Sydenham River
- 2012 Celebrate Ontario Funding Recipients:
 - Collingwood Girlfriends' Getaway
 - Orillia Spring Blues Festival
 - Salsa at Blue Mountain
 - Barrie New Music Fest
 - Holstein Rodeo
 - Theatre Collingwood
 - Collingwood Elvis Festival
 - Barrie Kempfest 2012
 - Barrie Caribfest
 - Lucknow Music in the Fields
 - The Tom Thomson Canadian Arts Festival, Owen Sound
 - Collingwood Winterfest
 - 57th Warton Willie Festival

Did You Know?

You can like us on [Facebook](#) and follow us on Twitter [@BruceGreySimcoe](#).

[forward to a friend](#)

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