Regional Tourism Marketing Partners
Grey and Bruce

RTMP – 2012 Steering Committee

Quarterly meetings chaired on a rotating basis by Bruce County, Grey County and Owen Sound

Members

Bruce County – Kim Clarke

Grey County – Bryan Plumstead

City of Owen Sound – Paulette Peirol

Lake Huron Shoreline Tourism Partners – Paul Crysler

Bruce County Museum – Shannon Paiva

Bruce Peninsula Tourism – Kathi Anderson

Ontario Parks - Keith Early

Grey Bruce Private Campground Assoc – Robert Trask

Georgian Triangle Tourist Association – Linda Simpson

Municipality of Meaford – Laurie Mitchell

Blue Mountain Village Assoc. – Don Braden

What Do We Do

Goal:

To facilitate and support the effective use of collective partner resources to enhance the Grey Bruce tourism economy through:

- Product Development – Ride Grey Bruce, Cycling, Paddling
- Marketing – Seasonal Campaigns
- Distribution – Brochure Racks
- Trade Shows – Snowmobile, Motorcycle
                 Sportsman Show
- Annual Tourism Conference

Budget - $75,500

July 23, 2012 Letter Recap

Looking for clarification on:

- Who does what?
    - Duplication of website functions
    - Marketing responsibilities
- What is our product?
    - Lack of exposure for key outdoor products i.e. Bruce Trail, Georgian Bay
    - Product development vs. marketing support
    - Promotion of products that are not market ready i.e. Local Food
- Where is our market?
    - GTA tactics vs. Southwestern Ontario tactics

July 23, 2012 Letter Recap

• Avoid duplication of roles and function
• Develop and promote key products that can provide unique and distinct experiences
• Direct marketing dollars to areas that are effective at generating trips
• Increase communication through PAC
• Work in partnership to build a stronger tourism region

July 23, 2012 Letter Aftermath

Great things have been happening!

•Strategic Planning process which involved both the PAC and the BOD
- PAC had equal influence to the BOD with respect to the strategic plan

•Revised Terms of Reference for the PAC
- Hopefully this will resolve many issues that were raised

•Positive progress at the BOD level in terms of new policies and procedures

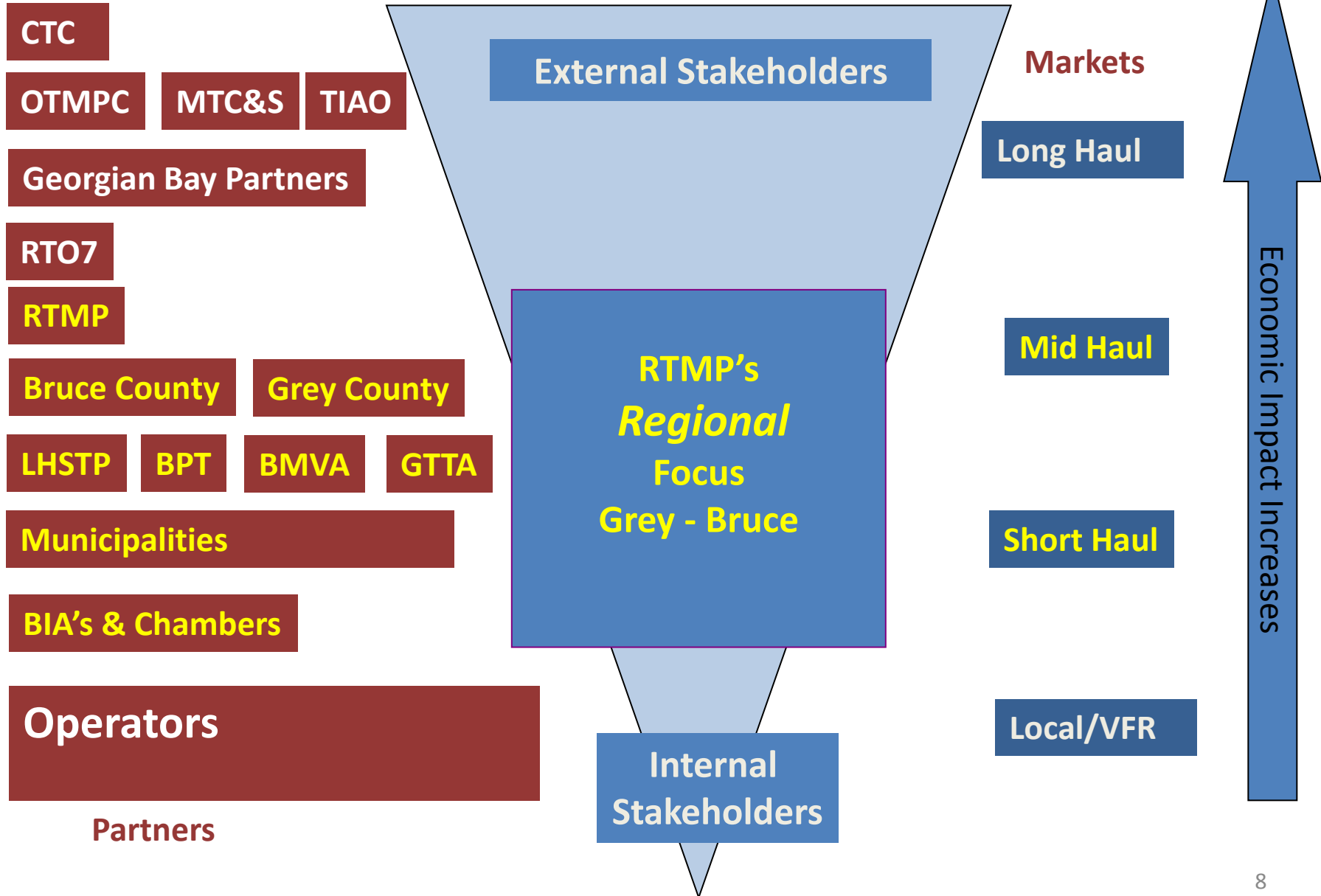Regional Tourism
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Who Does What?

1. Roles and Responsibilities

Regional Tourism Functional Assessment
- Places Consulting providing consulting services
- Not enough dialogue with PAC Sub-Committee
- Critical to roles and responsibilities
- Stakeholders including PAC and RTMP, need to provide input before the report is complete
- Recommendations *must* reflect our reality

Tourism: A Team Sport

External Stakeholders

CTC

OTMPC **MTC&S** **TIAO**

Georgian Bay Partners

RTO7

RTMP

Bruce County **Grey County**

LHSTP **BPT** **BMVA** **GTTA**

Municipalities

BIA's & Chambers

Operators

Partners

RTMP's
Regional
Focus
Grey - Bruce

Internal Stakeholders

Markets

Long Haul

Mid Haul

Short Haul

Local/VFR

Economic Impact Increases

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Who Does What?

What can be done
- Cooperation among stakeholders to reinforce what others are doing
- Alignment and leveraging of marketing dollars
- Greater communication and collaboration of stakeholders strategic plans (PAC)
- Consultation, and progress reports with PAC and RTMP regarding the Regional Tourism Functionality Assessment (RPFA)

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Who Does What?

2. Website Functions and 3. Marketing Responsibilities

- Website and marketing issues stemming from an overall lack of communication

What can be done

- Work with the DMO's/Counties to align web strategy, Incl. listing
- More discussion around RTO primary role in "Dreaming" and DMO/Tourist Org primary role in "Planning & Sale"
- RTO should be promoting the 'cream of the crop' from around the region instead of everyone (Roles and Responsibilities)

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What Is Our Product?

Marketing Campaigns to date
1. Lack of exposure for key outdoor products
    - Iconic images of areas such as Wasaga and Sauble Beach, the Bruce Trail and Georgian Bay are missing
    - These are the products worthy of the 'Dreaming' stage
2. Product development vs. marketing support
    - Signage, infrastructure and workforce training are critical parts of product development but have not been included as part of the development process to date
    - Promises can be made that cannot yet be fulfilled without further development
3. Promotion of products that are not market ready
    - Local Food was prominently displayed in the fall campaign but it was communicated that this product was not market ready

What Is Our Product?

What can be done

What will the framework for product development look like?

- Focus on picking some of the low hanging fruit identified in the original priority projects i.e. waterways, touring, signage, sustainability
- Work with all partners to find like products and develop with a regional focus (DMO's)
- Set a criteria for individual products, similar to the GBDDP or Niagara models
- Create a more balanced approach between marketing and collaborative product development
    - Product should to be fully developed before it can be marketed
    - Current focus is mainly with marketing

Where is our Market?

RTO
- Current focus on GTA for a broad advertising strategy
- Social media only focus for Southwestern Ontario is not enough
- Missing Michigan/Ohio market

DMO/RTMP
- In-market and outlying regions are focus (BMVA is an exception)

Where is our Market?

What Can be Done

Example Winter Campaign

- Consultation for the winter marketing campaign was a good step, unfortunately the timing was not great for RTMP due to focus on fall marketing campaign

- Strong feeling that regardless of feedback, decisions had already been made – is there an opportunity to have greater input into process and align existing marketing done by RTMP & DMO's

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Steps Forward

Strengthen 3 key areas

1. Communication, Collaboration and Partnership
   a. RTMP ⟷ RTO marketing ideas and our campaigns
   b. RTMP ⟷ RTO products that should developed across the 3 counties through PAC
   c. RTO ⟷ RTMP 3 year Strategic Plan provided for alignment
2. Strategic Planning – allow partners to have greater input in the development of the strategic plan to create more continuity throughout the Region
3. Role Alignment – being addressed with the PlacesConsulting Regional Tourism Functional Assessment

Create feeling of ownership of the Region amongst the stakeholders