

# RTO7 Year End Wrap Up 2015/16

June 16, 2016

Georgian Bay Hotel and Conference Centre

Collingwood, Ontario



## Good Afternoon – VISION and MISSION

- **Our vision is to establish BruceGreySimcoe as Ontario's four-season destination of choice.**
- **Our mission is to work collaboratively with tourism partners and stakeholders to build, sustain and grow visitation, investment and visitor spending.**



# Year End Wrap Up 2016/17 Agenda

Item	Time	Presenter
Welcome	2:00 pm to 2:05 pm	Kathryn Stephenson
Chief Executive Officer Report	2:05 pm to 2:20 pm	Bill Sullivan
Program and Administration Manager Report	2:20 pm to 2:35 pm	Alex Hogan
Tourism Experience Development Specialist Report	2:35 pm to 2:50 pm	Kim Clarke
Communication Coordinator Report	2:50 pm to 3:05 pm	Ginny Henry
Introduction of Board of Directors for 2016/17	3:05 pm to 3:10 pm	Kathryn Stephenson
Introduction of Officers for 2016/17	3:10 pm to 3:15 pm	Bill Sullivan
Adjournment		



## Chief Executive Officer's Report

- The purpose of this Year End Wrap Up Report is to highlight key initiatives and accomplishments by Regional Tourism Organization 7 (RTO7) in FY 2015/16 (April 1, 2015 to March 31, 2016), RTO7's fifth fiscal – and fourth full year – of operations.
- Further information about Tourism Region 7 – and BruceGreySimcoe – can be found online at (industry site) [RTO7.ca](http://RTO7.ca) and (consumer site) [BruceGreySimcoe.com](http://BruceGreySimcoe.com)



# Governance

- Governance and Board Affairs
  - Reviewed RTO7 Bylaws and provided recommendations for change
  - Conducted 7 board meetings (two by conference call)
  - Conducted Stakeholder Info Session - April
  - Conducted Annual Meeting followed by Stakeholder Year End Wrap Up - July
  - Conducted Annual Stakeholder Planning Session – August
  - Delivered Risk Management, Human Resources, and Revised Board Policies
  - Delivered Experience Development and Communication Plans
  - Participated in planning meetings with many tourism and government organizations



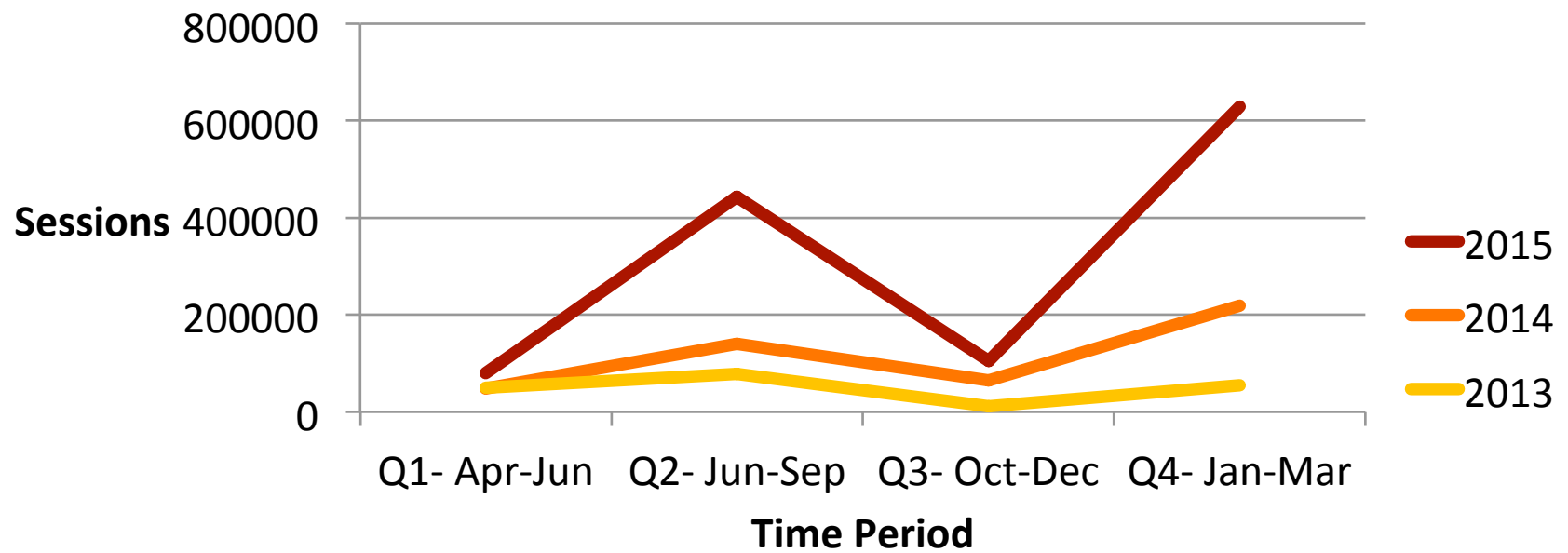
## Marketing 2015/16

- Interest targeting was relied upon in all campaigns.
- The campaigns continued to provide dedicated support to the experience development projects of the previous year through media buys and social media.
- The campaigns continued to use the iconic features and activities, natural and man-made to differentiate the region from other tourism destinations.
- The campaigns saw RTO7 continue with the 'Gateway Strategy' to assist in the developing a sense of place to the region by associating the experiences with the locales around the region.
- Media buys were flighted and Consumer Insight Research was relied upon heavily for determining targeting and media delivery methods

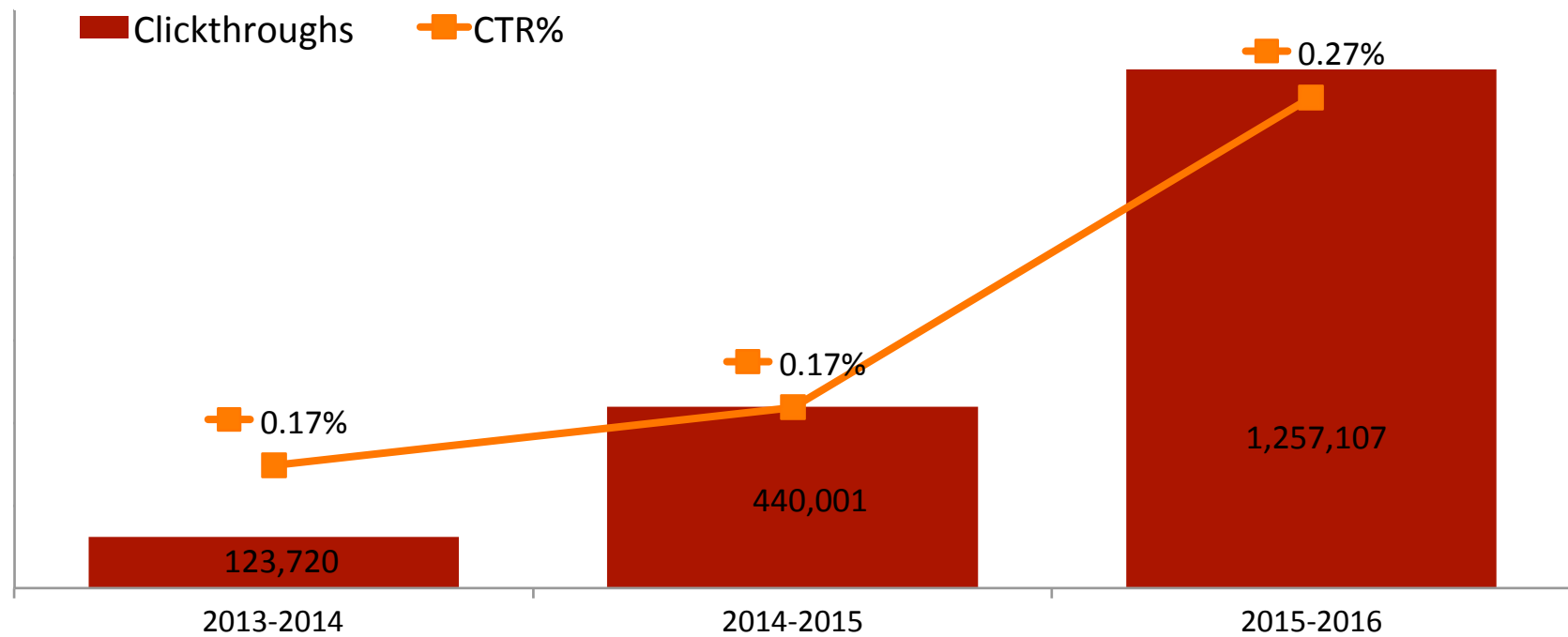


# Marketing – Session Comparative 2013/14 to 2014/15 to 2015/16

## Web Site Sessions 2015/2014/2013



# Marketing – Year to Year Performance - Clickthroughs vs. CTR



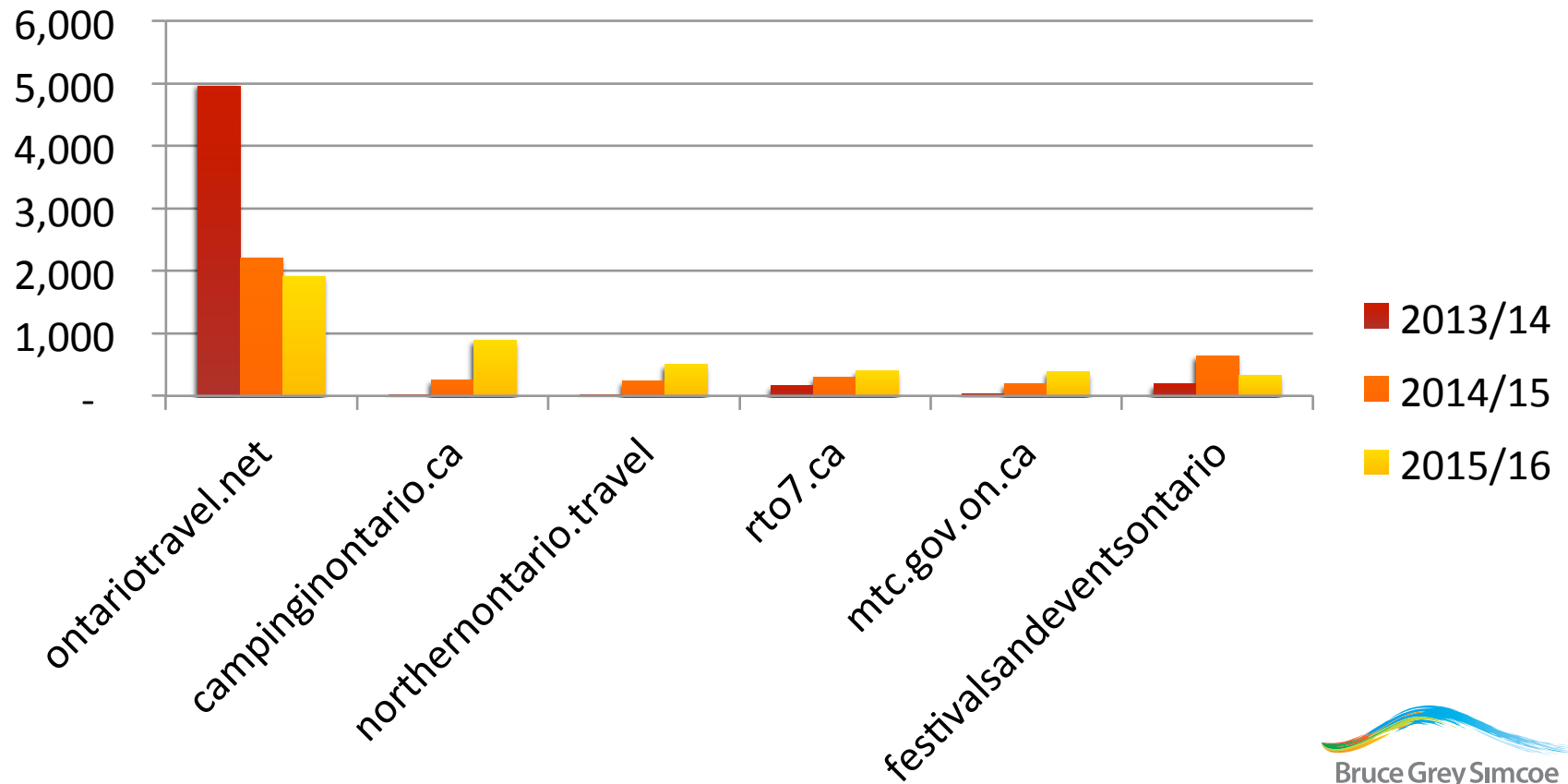


## Marketing – Overall Results

- 2015/16 – BruceGreySimcoe – Always in Season Marketing Campaigns
- Online media campaign results:
  - Website visits increased 166% to +1.3 million
  - Unique visitors increased 129% to +841K
  - Referrals to stakeholders increased 32% to +62.5K
  - Mobile Use increased 743% to +746K visits
  - Twitter followers increased 46% to +5.6K
  - Facebook subscribers increased 37% to +14.5K
  - Video campaigns increased 470% to +155K paid views



# Top Referring Channels



## Advertising Campaigns – Top performing Source Medium

Sessions			
	2013/14	2014/15	2015/16
Google	104,398	289,093	1,015,764
Facebook	18,341	29,175	143,065
Direct	30,743	58,286	39,742
Twitter	1	7,097	22,888
Yahoo	4,226	29,716	10,380
Ontariotravel.net	4,949	2,209	1,908
Bing	4,163	3,283	1,863

## Advertising Campaigns - Top Landing Pages

Landing Pages			
	2013/14	2014/15	2015/16
Winter/ski-resorts	4,978	16,637	166,116
Camping	1,499	25	152,270
Winter - home page	1	21,828	147,968
winter/outdoor/fun	-	454	140,173
Trails-and paddling	133	7,630	112,620
Winter soft adventure	-	-	101,146
Cycling	176	31,233	70,942
Festivals	16,498	61,544	60,160
Golf	3,036	16,185	55,600
bgs-mobile	13,288	32,508	37,766

## Digital Advertising – Partner Results

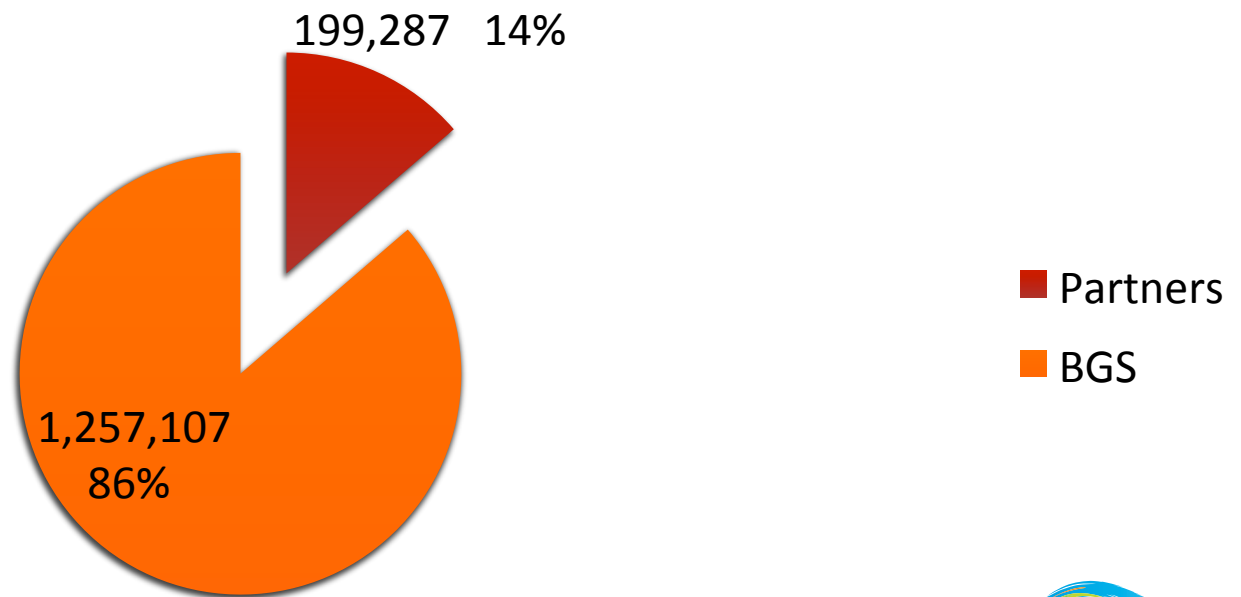
Partner	Target Geo	Clicks	Click Through Rate	Impressions
Blue Mtn. Resort/ Scandinave Spa - Fall	Border States	19,118	.69%	2.7 million
Ontario's Lake Country	GTA/SWONT	56,656	.49%	11.5 million
Blue Mtn. Resort - Winter	Border States/GTA/ SWONT	23,124	.41%	5.7 million
Bruce County	GTA/SWONT/BGS	32,730	.53%	6.1 million
Tourism Barrie	GTA/SWONT/BGS/ Muskoka	55,189	.28%	19.8 million
Rendez-Vous Champlain	GTA/SWONT/ Ottawa, North Ont./ Quebec	12,470	.40%	3.1 million

Bruce Grey Simcoe



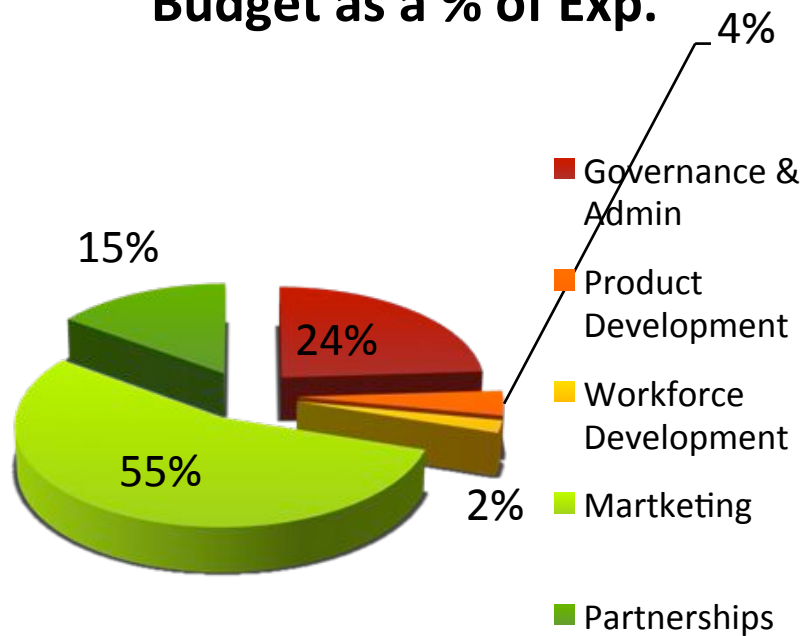
## Marketing – Clicks - BGS/Partner Results

Clicks – BGS / Partners

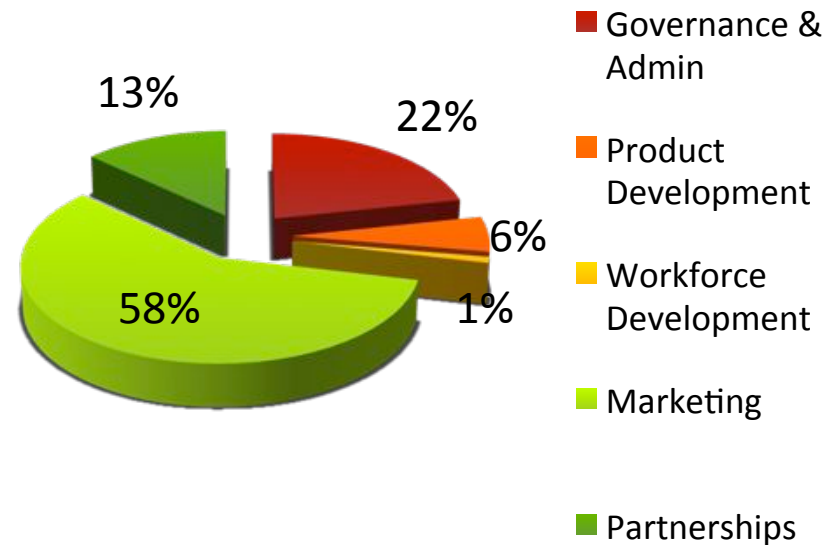


# Budget/Actual Expenditures

## Budget as a % of Exp.



## Actual as a % of Exp.



# Program and Administration Manager Report





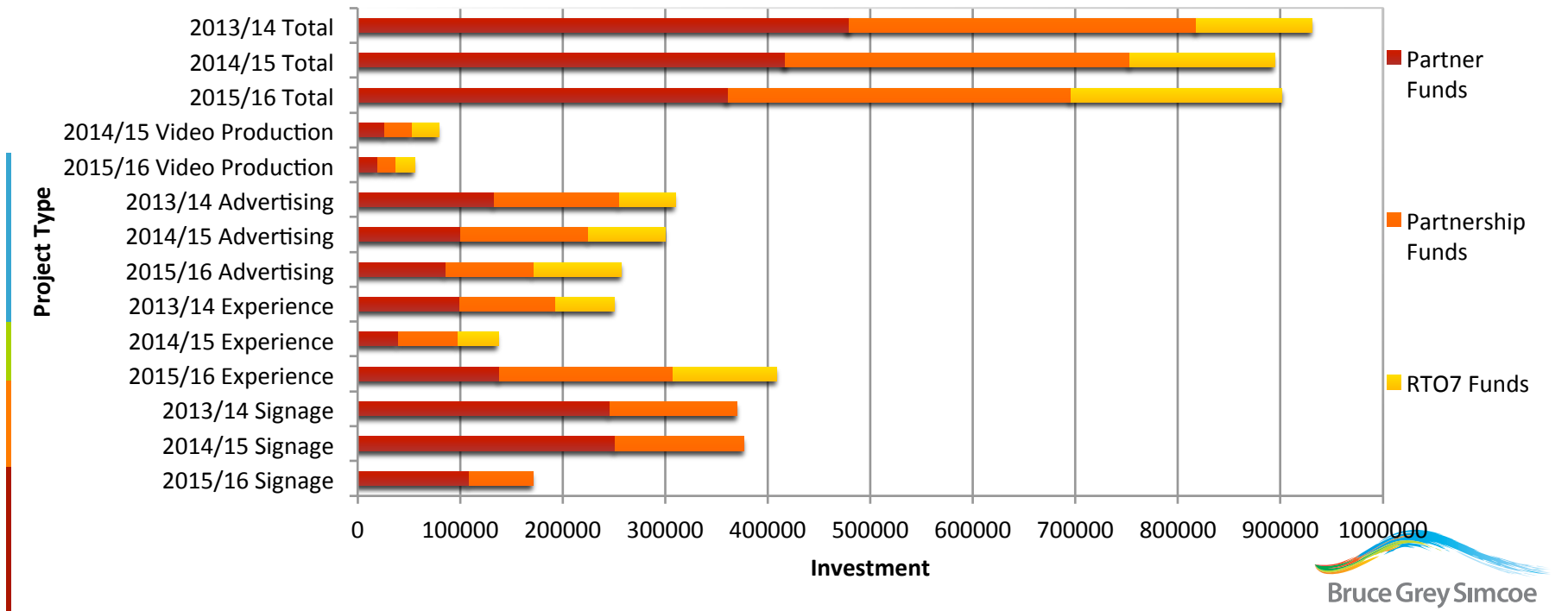
# Partnership Funding 2015/16

- 38 projects
- \$352,800 in partner contributions
- a total of over \$897,000 in joint projects
- Many new partners



# 2015/16 Summary

## Partnership Funding Investment



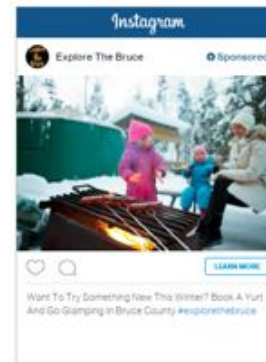
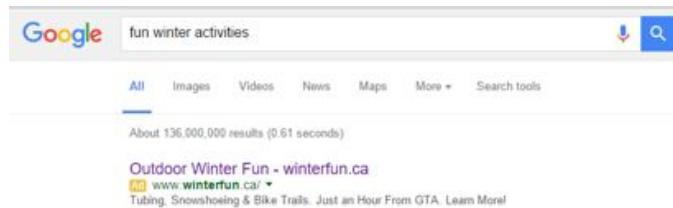
## Tourism Wayfinding Signage (5)

- Bruce County
- Town of the Blue Mountains
- Municipality of Brockton
- County of Simcoe (cycling signage)
- Grey County (waterfall signage)



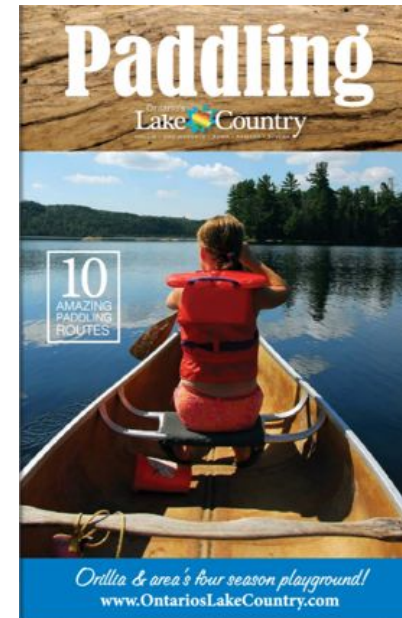
# Digital Advertising (6)

- Bruce County (winter)
- Blue Mountain Resort/Scandinave Spa (fall US)
- Blue Mountain Resort (winter US & March Break)
- Ontario's Lake Country (all season)
- Penetanguishene (Rendez-Vous Champlain)
- Tourism Barrie (Winter Fun and School)



# Product/Experience Development (9)

## Ontario's Lake Country Assessment, Development & Marketing of Low Impact Waterways Tourism



## Product/Experience Development

### Boating Ontario Workforce Development

In 2016, approximately 600 positions  
need to be filled (all levels)  
province wide

## Product/Experience Development

### Boating Ontario Workforce Development

Current number of College Marine Students  
expected to graduate in 2016?

15



# Product/Experience Development



Only 15 Grads for 200 Entry Level Jobs...  
We need YOU to join our team of volunteers.

**Help influence the next generation of marine industry staff.**

We will provide you the tools needed to reach out to schools, learning centres, career centres, and employment offices, in your local area to recruit new students into marine training programs at Georgian College.

**To sign-up today please contact  
Catch the Wave Project Lead -  
Warren Howes at [whowes@rogers.com](mailto:whowes@rogers.com)**



**Boating**  
Ontario

  
Bruce Grey Simcoe  
BOATING IN ONTARIO

 **Georgian**  
COLLEGE

**ONTARIO**  
*Yours to discover*

  
Bruce Grey Simcoe  
BRUCE GREY SIMCOE  




# Product/Experience Development

## Burl's Creek Festival Audience Research & Production Impact Research

### What have we learned?

#### Both festivals had significant tourism economic impact

- ✓ **WayHome** and **Boots and Hearts** respectively generated:
  - ✓ \$19.3M and \$35.1M in tourist spending (based on the Attendee Survey)
  - ✓ \$12.2M and \$21.8M in GDP activity in Simcoe County (based on the TREIM)
  - ✓ 210 and 374 jobs (full-time equivalents) in Simcoe County (based on TREIM)
  - ✓ Estimated tourist spending in Oro-Medonte was \$7.3M (based on the Attendee Survey)
    - ✓ **Wayhome** \$2.1M and **Boots and Hearts** \$5.2M
- ✓ Oro-Medonte was a new destination for over 70% of attendees
- ✓ Between 11% and 13% extended their visit to the region beyond the festivals
- ✓ 40% were likely or very likely to return to Oro-Medonte for leisure in next 2 years, for activities other than Burl's Creek Festivals



# Other Product/Experience Development

- Georgian Bay Destination Development Partnership Business Model & 3 Year Strategy
- Grey County Destination Development Action Plan
- Municipality of Grey Highlands Destination Development Action Plan
- Town of Innisfil Tourism Strategy
- BruceGreySimcoe 'In The Know' Conference (Dec 2015)
- Continuation of 2014/15 BGS Online Service Excellence Training



Issue 0.0000

#### Dear Stakeholders,

We have entered into a partnership with the Georgian Bay Destination Development Partnership (GBDDP) and are pleased to announce the release of this draft Destination Development Action Plan. We would like to thank you for your contribution to this process and for your ongoing support and advice. We will be working with you to refine the plan and to ensure it meets the needs of the region.

The information and background documents are available at: [www.greycountytourism.com/destination-development](http://www.greycountytourism.com/destination-development)

#### GBDDP's Objectives

The GBDDP is the destination development partnership that will be responsible for the development of the plan. The GBDDP is a partnership between the Municipality of Grey Highlands, the Town of Innisfil, and the Georgian Bay Destination Development Partnership.

- Develop a Destination Development Action Plan
- Develop a Destination Development Strategy
- Develop a Destination Development Framework
- Develop a Destination Development Implementation Plan

The activities in this action plan are designed to support the development of the plan. The GBDDP is responsible for the development of the plan and for the implementation of the plan. The GBDDP is a partnership between the Municipality of Grey Highlands, the Town of Innisfil, and the Georgian Bay Destination Development Partnership.

We will be working with you to refine the plan and to ensure it meets the needs of the region. We will be working with you to refine the plan and to ensure it meets the needs of the region.

Respectfully,  
Bryan Fitzpatrick  
Manager of Economic Development and Tourism  
Grey County  
519-271-0200 ext 303

We look forward to continuing our work with you to make our region a sustainable sector of our economy.

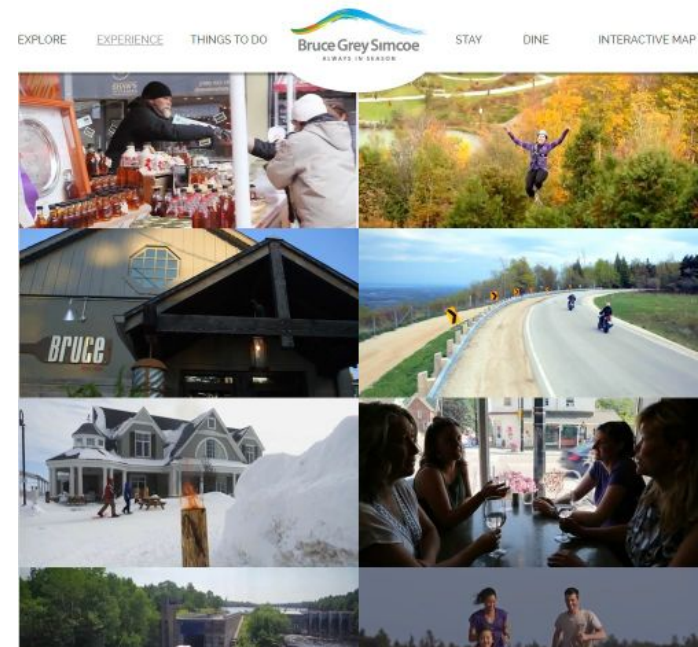
Billy Grogan  
Chair  
Tourism Advisory Committee

Bryan Fitzpatrick  
Manager of Economic Development and Tourism  
Grey County  
519-271-0200 ext 303



## Video Development (14)

- Bruce Wine Bar
- Ontario Waterway Cruises
- Town of South Bruce Peninsula
- Tourism Barrie/City of Barrie Summer
- Cobble Beach (& Concours d'Elegance)
- Burl's Creek OK Farmer's Market
- Town of Wasaga Beach
- Municipality of Meaford cycling
- Ontario's Lake Country summer
- Town of Collingwood accessibility



## Other Marketing Projects (4)

- Web portal development pilots
  - North Simcoe Tourism (Heart of Georgian Bay)
  - Saints & Sinners
- Simcoe County cultural vignette series
- BruceGreySimcoe Environics Analytics Prizm purchase/training



## 2016/17 Partnership Program

- Opened in February
- Signage leverage increased to 1:1
- 3 levels of video production
- Added image production
- Added web portal development for DMOs/tourism organizations
- Expanded target markets to include Quebec and US border
- Added translation of select collateral

## 2016/17 Partnership Program cont'd

- Good uptake on program
  - Particularly video development, digital advertising, experience development and web portal development
- RTO7 leverage (funds) now exhausted
- Remaining projects will be at 1:1 (matching) funding
- Still funds available so get applications in soon (even for winter projects)!
- [www.rto7.ca](http://www.rto7.ca) > Resources > Partnership Program



# Workforce

- Tap into Tourism Career Fair – postponed to Oct 2016
- Customer Service Training
  - Continued to deliver free online Service Excellence Training program (through OTEC) in partnership with Bruce, Grey and Simcoe counties to about 1300 people



# Tourism Experience Development Specialist Report



## Experience and Product Development

- RTO7 conducted the following in 2015/16 to support the direction of the strategy
  - Supported Festivals and Events with digital and social media advertising
  - Expanded Festivals and Events development as per the F&E strategy
  - Supported Festivals and Events with a greater prominence on the BGS.com web site
  - Conducted Experience Development Workshop
  - Developed and released Experience Implementation Program
  - Developed Festival Implementation Program

# Tourism Experience Development Specialist Report

Help to *coach, support, educate* stakeholders within BruceGreySimcoe  
potentially *fund* experiences and products to get them to market



# Tourism Experience Development Specialist Report

- 37 inquires for the Experience Implementation Program for 2015/16
- 5 completed *Experience Development* projects
  - Owen Sound Salmon Tour (accessed funding)
  - Queen's Bar & Grill Storytelling Dinners
  - Hoity Toity Cellars Fancy Experiences
  - Summer House Park – Exploring the Great Arc
  - Saints & Sinners (accessed funding)

# Tourism Experience Development Specialist Report

## Experience Implementation Success Story

### Queen's Bar & Grill, Storytelling Dinners

#### *Donnini's Passion for Food*

- Themed menu around a local event or country
- 6 dinners to date
  - Showcase some local foods/flavours
  - Increasing in size (started at 26ppl now 98ppl)
  - New revenue stream for the restaurant



# Tourism Experience Development Specialist Report

## Positive effects

- Brings people back into his restaurant more regularly
- Increased buzz about what's happening and builds his brand
- Underestimated the desire for something different to do in the community
- Re-energized and motivated his staff



# Tourism Experience Development Specialist Report



*“I’ve always wanted to do something like this. Until someone came and set deadlines and help establish a framework with which to act, something always got in the way. This kind of support is rare and very valuable for small businesses”*

*– Pier Donnini, owner, Queen’s Bar and Grill.*

# Tourism Experience Development Specialist Report

## 2016/17 Experience Implementation Program

- Coaching/Support for stakeholders
- 1:1 Funding with a min buy in of \$500 to a max of \$5,000
  - Eligible marketing expenses
    - Digital Advertising
    - Promotional Materials
    - Collateral material development including creative cost

<http://rto7.ca/Public/Resources/Experience-Implementation-Program>

Deadline to apply: December 31, 2016



# Tourism Experience Development Specialist Report

## 2015/16 Festival Support

- Pumpkinferno at Discovery Harbour
- First Light at Sainte-Marie Among the Hurons

Helped to fund, develop and deploy an advertising campaign.





# Tourism Experience Development Specialist Report

## 2016/17 Festival Implementation Program

- Follows similar criteria to the Experience Implementation Program
- Concentrate on *well established* and *regional /emerging* festivals
  - Max 10 festivals will be accepted
  - 2 applications have already been approved
- Must want to develop something new for the festival
- Available services include:
  - Coaching/support
  - \$1,000 Digital marketing support

<http://rto7.ca/Public/Resources/Festival-Implementation-Program>

Deadline to apply: December 31, 2016



# Tourism Experience Development Specialist Report

Experience Development Workshop with Celes Davar of Earth Rhythms

March 21-23 at Sainte-Marie Among the Hurons

- Sold out! - 26 participants with 3 people on a waitlist
- Course material highlights
  - What is an experience
  - Crafting experiences
  - Pricing and Costing
  - Marketing your experience



# Tourism Experience Development Specialist Report

## The “Lived Experience”



Storytelling through  
Song 

Sustainability From  
the Forest 



Signature Scones 



# Tourism Experience Development Specialist Report

## Experience Development Workshops

- Currently investigating options to deliver a shorter, more affordable workshop based on some of the information from the Professional Development Survey at the BruceGreySimcoe Conference
- **SAVE THE DATE!!** 2016 BruceGreySimcoe Conference is December 7



# Tourism Experience Development Specialist Report

Golf In Ontario 2015/16

[www.golfinontario.ca](http://www.golfinontario.ca)

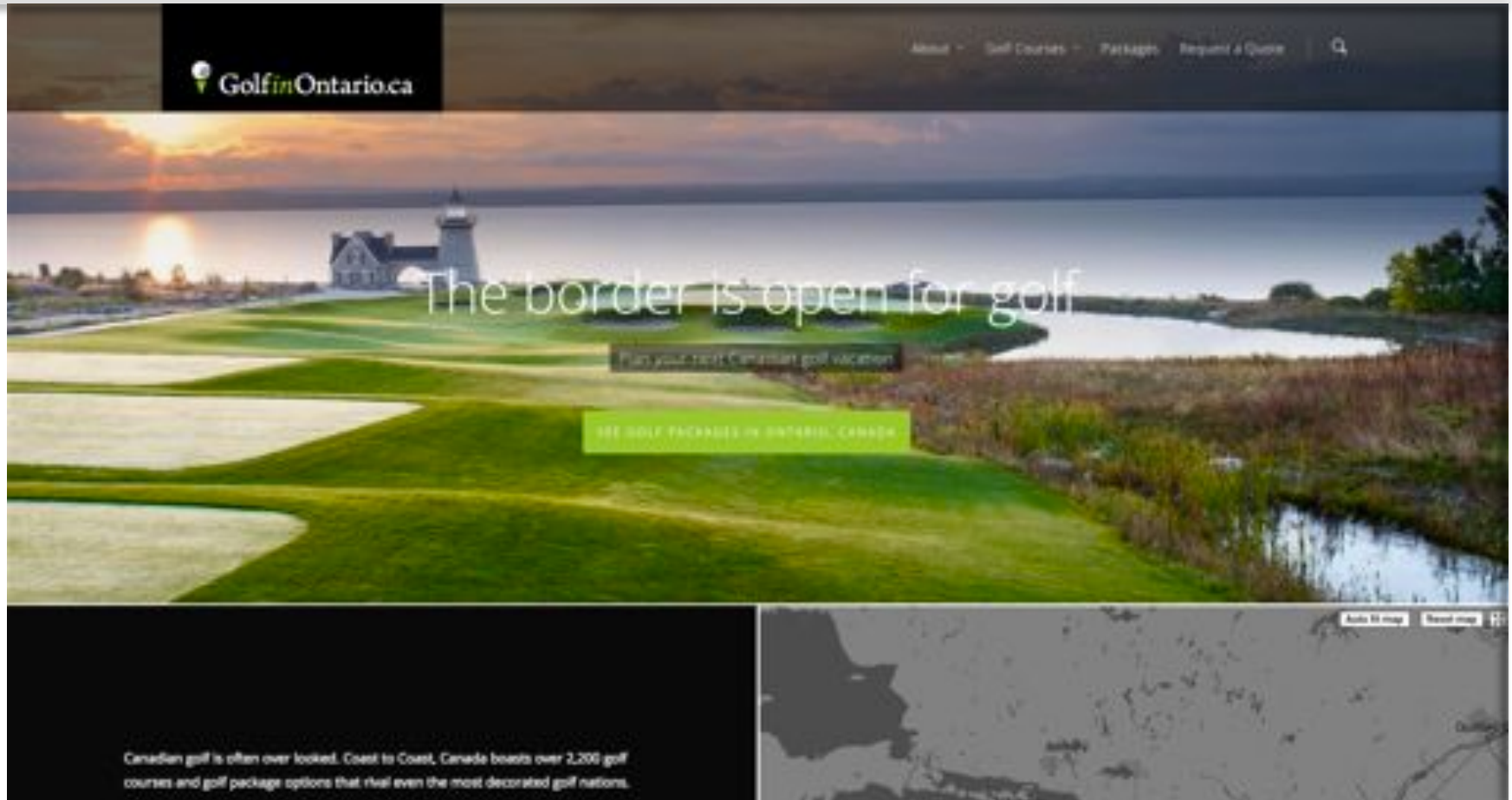
Vision – To make Ontario an International Golf Destination

Mission – To drive overnight international visits to Ontario using golf as the travel motivator

- Partnership between RTO6, RTO7, & RTO9 to promote golf and 19<sup>th</sup> hole activities to the international market (mainly US)
- Hosted FAM trip with international golf writers and golf operators
- Started programmatic marketing
- Joined International Association of Golf Tour Operators (IATGO)



# Tourism Experience Development Specialist Report



# Tourism Experience Development Specialist Report

Golf In Ontario 2016/17

Partnership between RTO6, RTO7, RTO9, OTMPC (TIPP Program)

[www.golfinontario.ca](http://www.golfinontario.ca) - being updated

- Retained Brad Kosak as Coordinator
- 18 courses in BGS have joined the program + accommodation and attractions partners
- US marketing campaign is underway
  - Facebook page has been built
  - Remarketing
  - Golf Ad Network
  - Digital Display Ads
  - Golfing Magazine
- Starting to see consumer inquiries
- Will be represented at ITAGO end of June
- Fall FAM is planned



# Tourism Experience Development Specialist Report

Gift of the Getaway 2015/16

[www.giftofthegateway.com](http://www.giftofthegateway.com)

Partnership between RTO6, RTO7, RTO8 & Resorts of Ontario

Campaign designed to encourage the purchase of gift certificates to Resorts of Ontario and Federation of Bed & Breakfasts of Ontario Properties

- Partnered with 20 attractions to offer coupons as incentives for people to come to BGS
- Guidebook was inserted in Food & Drink Magazine in June
- Promoted the Ontario Travel Centres





# Tourism Experience Development Specialist Report



# Tourism Experience Development Specialist Report

Gift of the Getaway 2015/16

[www.giftofthegateway.com](http://www.giftofthegateway.com)

- Worked with Resorts of Ontario to strengthen campaign
- Moved to digital marketing strategy which will be deployed for the duration of the campaign
- Partnered with 36 attractions with 40 different offers in BGS
  - Partners can change their offer at any time
  - Follow up will be done with the attractions partners to determine the success of the campaign

# Communication Coordinator Report

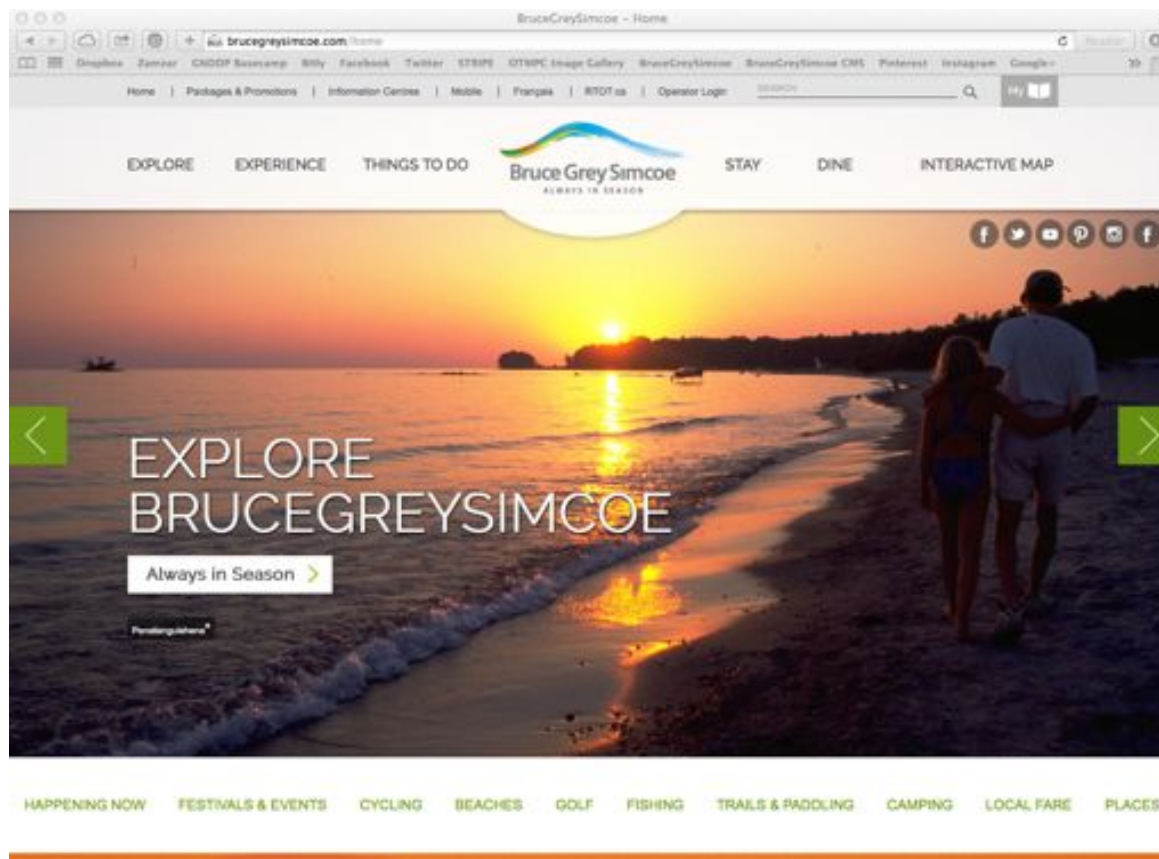


# Communication Coordinator Report

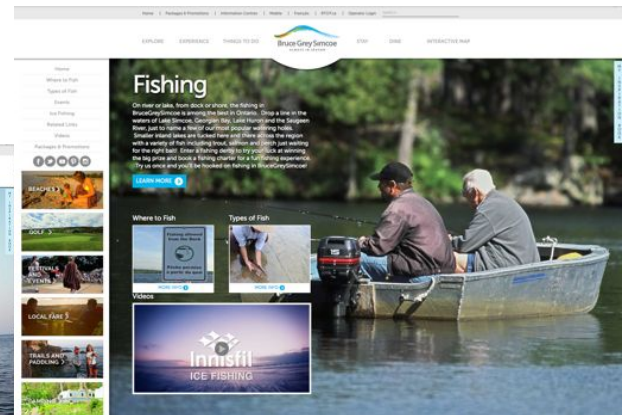
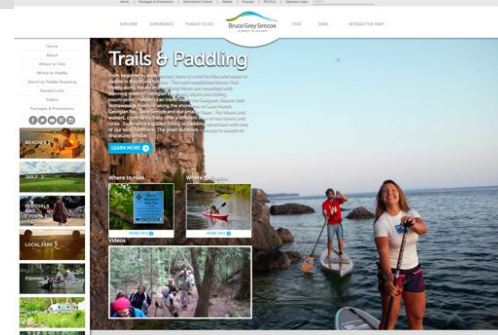
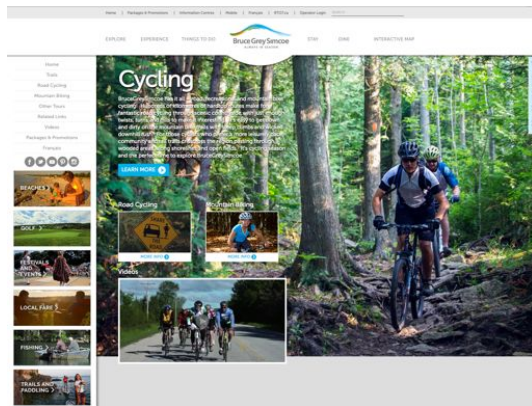
- Overview
  - Two Streams of Communication
    - BruceGreySimcoe (consumer)
      - Website and Ten Microsites
      - Facebook, Twitter, Instagram, Pinterest
    - RTO7 (industry)
      - Website
      - Facebook, Twitter
      - Blog – RTO7 Connection
      - Newsletter (monthly)
    - Outreach and Collaboration



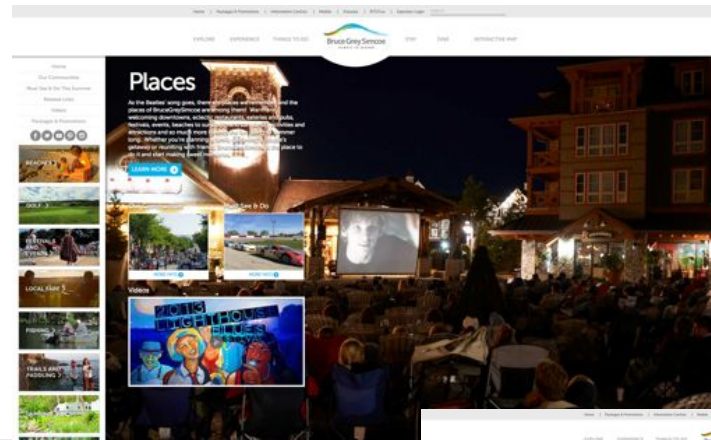
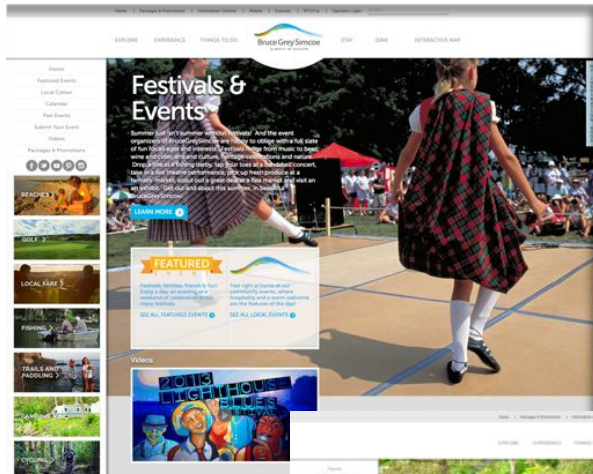
# Communication Coordinator Report – BruceGreySimcoe.com



# Communication Coordinator Report



# Communication Coordinator Report - Microsites



# Communication Coordinator Report – Operator Listings

- Operator Listings include:
  - Name, description, location, contact information, image, listing on map, Near-By function
  - NEW:
    - Logo
    - Link to YouTube video
    - Links to Social Media Channels
    - Book Now button (where applicable)
    - Packages & Promotions
    - Tourism Events Listings



# Communication Coordinator Report – Operator Listings

- Listings on BruceGreySimcoe.com
  - Accommodation
  - Product
  - Event
  - Attraction / Experience
  - Experience
  - Retail / Experience
- Places Nearby

# Communication Coordinator Report – Operator Listings


Home | Packages & Promotions | Information Centre | Mobile | Français | RT07.ca | Operator Login

EXPLORE | EXPERIENCE | THINGS TO DO | **Bruce Grey Simcoe** | STAY | DINE | INTERACTIVE MAP

## Places to visit

Add a trip to BruceGreySimcoe in your vacation plans this summer! Just an easy drive away, there's lots to see and do – festivals and events, outdoor activities and adventures, attractions, beaches and more. Plus, a wide variety of accommodation to choose from – be sure to check our Packages & Promotions page for enticing offers. Make BruceGreySimcoe your destination for daytrips, overnight stays and vacations. Start making new memories and summer traditions with a visit this year.

### WYNDHAM EXTRA HOLIDAYS



#### Carriage Ridge Resort & Carriage Hills Resort in Oro-Medonte (Horseshoe Valley)


Welcome to Horseshoe Valley, just one hour north of Toronto, a four-season natural playground with rolling hills, lakes, rivers and forested trails. Whether you want to ski meticulously groomed trails through snow-laden forests of pine, tee off at one of eighteen area golf courses, hike or mountain bike one of several picturesque trails, or just relax at the end of the day, Carriage Ridge Resort in Horseshoe Valley is your very own base for fun and adventure. At our Ontario resort you'll find all the comforts and amenities of home in a spectacular country setting. Spacious resort suites feature private balconies, living area and kitchens. One-bedroom and two-bedroom condominium accommodations also feature fully-equipped kitchens, gas fireplaces and jetted hot tubs, making Carriage Ridge Resort absolutely ideal for family vacations, romantic getaways and golf and ski groups to Ontario and the Horseshoe Valley. TripAdvisor Certificate of Excellence 2013 Winner

[View Our Packages & Promotions](#) | [View Our Events](#) | [Add to Inspiration Book](#) | [View map](#)

Address: 93 Highland Dr. Oro-Medonte, ON90 Highland Dr, Barrie, ON  
Phone: 705 833 2858  
Toll Free Phone: 866-729-7023  
Town: Oro-Medonte  
Postal Code: L0L 2L0  
Email address: [st.hurley@brsh.com](mailto:st.hurley@brsh.com)  
Website: <http://www.CarriageRidgeResort.com>

[Book Now](#)

Our Social Media Links



#### Our Packages & Promotions

<a href="#">Golf Accommodation - SAVE 15%</a>	<a href="#">Music Festivals Accommodation Savings!</a>	<a href="#">Mountain Biking Package Carriage Ridge Resort &amp; Carriage</a>	<a href="#">Family Explorer Package</a>
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# Communication Coordinator Report – Operator Listings

The screenshot shows the Bruce Grey Simcoe website with a navigation menu including 'EXPLORE', 'EXPERIENCE', 'THINGS TO DO', 'STAY', 'DINE', and 'INTERACTIVE MAP'. The main content area features a 'Places to visit' section with an orange header. Below this is a 'Paddling Lake Country' section with a large image of a person in a canoe. To the right of the image is a text block describing the region and listing contact information. At the bottom of the page, there is a 'Places nearby' section with two sub-listings: 'Ontario's Lake Country' and 'The Orillia Museum of Art and History'.

**Places to visit**  
Add a trip to BruceGreySimcoe in your vacation plans this summer! Just an easy drive away, there's lots to see and do – festivals and events, outdoor activities and adventures, attractions, beaches and more. Plus, a wide variety of accommodation to choose from – be sure to check our Packages & Promotions page for exciting offers. Make BruceGreySimcoe your destination for daytrips, overnight stays and vacations. Start making new memories and summer traditions with a visit this year.

**Paddling Lake Country**

Ontario's Lake Country is Orillia & Area's Four Season Playground! It is one of Ontario's most picturesque regions with radiant lakes and rivers and an array of activities for all to enjoy year round. We are located just one hour north of Toronto, on the shores of Lake Simcoe and Lake Couchiching and along the Trent Severn Waterway. Though Ontario's Lake Country's assets are plentiful, none are more perfect than its shimmering lakes, rivers, and streams. In fact, some of the best paddling opportunities, recreational boating and water sports in Canada can be found here. Choose from 10 great paddling routes, each offering a unique look on our diverse region. The routes are self-guided, so be sure to visit the website and use our interactive maps or download a route right to your device. You can also pick up a hard copy to keep in a dry bag!

[View Our Packages & Promotions](#)  
[View Our Events](#)  
[Add to Inspiration Book](#)  
[View map](#)

**Address:** 22 Peter St. South, Orillia  
**Phone:** 705-325-6321  
**Town:** Orillia  
**Postal Code:** L3V 7A3  
**Email address:** [info@ontariolakecountry.com](mailto:info@ontariolakecountry.com)  
**Website:** <http://www.PaddleLakeCountry.com>

**Our Social Media Links**  
[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#)

**Places nearby**

**Ontario's Lake Country**  
Ontario's Lake Country - the name says it all. A wonderful four season destination, filled with sparkling blue...  
[Learn more](#)

**The Orillia Museum of Art and History**  
Inspiring Creativity + Celebrating History  
[Learn more](#)




# Communication Coordinator Report – Operator Listings

The screenshot shows the Bruce Grey Simcoe website's 'Places to visit' section. The page features a navigation bar with links for 'EXPLORE', 'EXPERIENCE', 'THINGS TO DO', 'STAY', 'DINE', and 'INTERACTIVE MAP'. The main heading is 'Places to visit', followed by a sub-heading 'Meaford Scarecrow Invasion and Family Festival'. The content includes a cartoon illustration of a scarecrow, a photograph of people on bicycles, and a video thumbnail titled 'Scarecrow Birthday'. The text describes the festival as a volunteer-driven community event held from mid-September to mid-October in Meaford, Ontario. It mentions activities like the Scarecrow Kazoo Band and a family festival at the harbour. Contact information for the festival is provided, including the address (175 Richmond St S Meaford, ON), phone number (519-538-4685), town (Meaford), postal code (N4L 1B3), email address (richardmarlyn@brucegrey.com), and website (http://www.scarecrowinvasion.ca). Social media links for Facebook and YouTube are also present.




# Communication Coordinator Report – Operator Listings

EXPLORE   EXPERIENCE   THINGS TO DO      STAY   DINE   INTERACTIVE MAP

## Places to visit

Add a trip to BruceGreySimcoe in your vacation plans this summer! Just an easy drive away, there's lots to see and do – festivals and events, outdoor activities and adventures, attractions, beaches and more. Plus, a wide variety of accommodation to choose from – be sure to check our Packages & Promotions page for enticing offers. Make BruceGreySimcoe your destination for daytrips, overnight stays and vacations. Start making new memories and summer traditions with a visit this year.




### Go Tours Segway at Horseshoe Resort


Experience the serene beauty of Horseshoe Valley with the unparalleled thrill of riding a Segway. Your experience will begin with an introduction and training session on the Segway X2 before you head off on a guided trek on the trails of Horseshoe Valley. The rugged and tough Segway X2 has been specifically designed for off road travel and is perfect for this experience. Marvel at the natural beauty of the area and if you're lucky, you may even spot moose, deer, beaver or other unique wildlife. Remember to bring your camera for this fun-filled off road adventure. You've never taken a tour like this!

[View Our Packages & Promotions](#) | [View Our Events](#) | [Add to Inspiration Book](#) | [View map](#)

**Address:** 1101 Horseshoe Valley Road  
**Phone:** 705-636-2790 ext 1734  
**Town:** Barrie  
**Postal Code:** L4M 4Y8  
**Email address:** [offroad@segwayofontario.com](mailto:offroad@segwayofontario.com)  
**Website:** <http://www.segwayhorseshoe.com>

**Our Social Media Links**






Segway of Ontario: Horseshoe Resort Off road



Places nearby

# Communication Coordinator Report – Operator Listings

EXPLORE
EXPERIENCE
THINGS TO DO

STAY
DINE
INTERACTIVE MAP

## Places to visit

Add a trip to BruceGreySimcoe in your vacation plans this summer! Just an easy drive away, there's lots to see and do -- festivals and events, outdoor activities and adventures, attractions, beaches and more. Plus, a wide variety of accommodation to choose from -- be sure to check our Packages & Promotions page for enticing offers. Make BruceGreySimcoe your destination for daytrips, overnight stays and vacations. Start making new memories and summer traditions with a visit this year.









### Scandinave Spa Blue Mountain

Since opening its doors in December 2008, guests of Scandinave Spa Blue Mountain have discovered the age-old tradition of Thermal/Nordic waters in a outdoor setting. Situated at the foot of the UNESCO protected Niagara Escarpment, minutes from downtown Collingwood & Blue Mountain Resort, the spa is open all year. Scandinave Spa Blue Mountain offers a natural environment for a luxurious, healthful experience that aims to rejuvenate, relax & revitalize each guest. The experience begins as the body is warmed in a hot bath, sauna or steam room. This opens the pores and begins the detoxifying process. Then, a plunge into cold water rises the toxins from the skin and closes the pores. The plunge also increases the heart rate and enhances blood circulation throughout the body. The third stage that of relaxation, helps re-establish equilibrium as systems return to a normal resting state. With the repetition of these three sequences, the body detoxifies, the mind calms and the spirit soars. Also available are Registered massage treatments, memberships, yoga classes and a bistro serving fresh, local fare. Seasonal spa packages are offered in partnership with local area accommodations. Guests can also peruse the boutique for bathing suits, sandals, robes and more. Gift cards are available online or by phone.

[View Our Packages & Promotions](#) |  
[View Our Events](#) |  
[Add to Inspiration Book](#) |  
[View map](#) |

**Address:** 152 Grey Road 21  
**Phone:** 705-443-8484  
**Toll Free Phone:** 877-988-8484  
**Town:** Blue Mountains  
**Postal Code:** L3Y 0K8  
**Email address:** info@scandinaveblue.com  
**Website:** http://www.scandinaveblue.com

**Our Social Media Links**  







**Places nearby**  
[Tees Please Golf Target Range](#)
[Bluewood Stables](#)



# Communication Coordinator Report – Operator Listings

The screenshot displays the Bruce Grey Simcoe website's 'Places to visit' section. The header includes navigation links: EXPLORE, EXPERIENCE, THINGS TO DO, STAY, DINE, and INTERACTIVE MAP. The main heading is 'Places to visit' with a sub-heading 'Add a trip to BruceGreySimcoe in your vacation plans this summer!'. Below this, there are two columns of operator listings. The first column features 'Southampton Olive Oil Company' with its logo and contact information. The second column features 'Southampton Olive Oil Company' with a description of their products and contact details. Below these, there is a section for 'Places nearby' with listings for 'Bayberry's of High St. Flowers & Gifts', 'Lighthouse Restaurant', 'Thorncrest Outfitters', and 'Southampton Info Centre'.

Home | Packages & Promotions | Information Centre | Media | Français | RT07.ca | Operator Login

EXPLORE EXPERIENCE THINGS TO DO **Bruce Grey Simcoe** ALWAYS IN SEASON STAY DINE INTERACTIVE MAP

## Places to visit

Add a trip to BruceGreySimcoe in your vacation plans this summer! Just an easy drive away, there's lots to see and do – festivals and events, outdoor activities and adventures, attractions, beaches and more. Plus, a wide variety of accommodation to choose from – be sure to check our Packages & Promotions page for enticing offers. Make BruceGreySimcoe your destination for daytrips, overnight stays and vacations. Start making new memories and summer traditions with a visit this year.

**Southampton Olive Oil Company**  
Artisan Oils & Vinegars  
173 High Street 519.483.6457  
www.southamptonoliveoil.com

**Southampton Olive Oil Company**  
Ultra Premium Extra Virgin Olive Oils and Aged Balsamic Vinegars. Over 60 varieties here in our "Tasting Room". Come in for a taste experience. Bottled on site. Try before you buy! We will host a private tasting party for your group of 8 – 10 people. Also, gift bags & baskets for any occasion! Open 7 days a week, 360+ days a year. "One Taste Will Make You Believer"  
[View Our Packages & Promotions](#)  
[View Our Events](#)  
[Add to Inspiration Book](#)  
[View map](#)  
Address: 173 High Street  
Phone: 519.483.6457  
Town: Southampton  
Postal Code: N0M 2L0  
Email address: info@southamptonoliveoil.com  
Website: http://www.southamptonoliveoil.com  
[Our Social Media Links](#)

## Places nearby

**Bayberry's of High St. Flowers & Gifts**  
We have all your floral needs and so much more, please – DROP in and see all we have to offer.  
[Learn more](#)

**Lighthouse Restaurant**  
Restaurant on Southampton's main street, short walk to the beach, and

**Thorncrest Outfitters**  
Thorncrest Outfitters can supply you with all your outdoor adventure needs. We offer kayak and canoe paddling...  
[Learn more](#)

**Southampton Info Centre**  
We are open 7 days a week during summer, in the Old Town Hall building.



# Communication Coordinator Report – Packages & Promotions

## Getaway Savings in Ontario's Lake Country



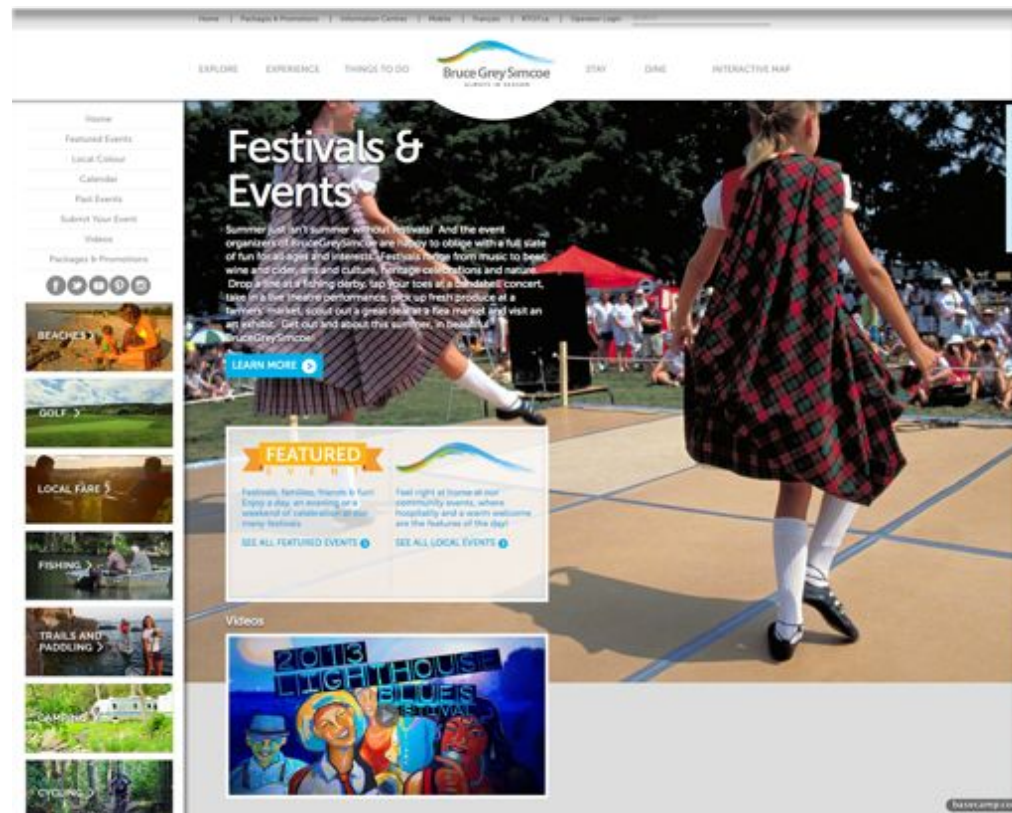
Want to getaway from the hustle and bustle of everyday life? There are great accommodations in Ontario's Lake Country offering a wide variety of overnight packages. Find the perfect package for mid-week stays, holiday weekends, adventure experiences, and more!

[More info](#)

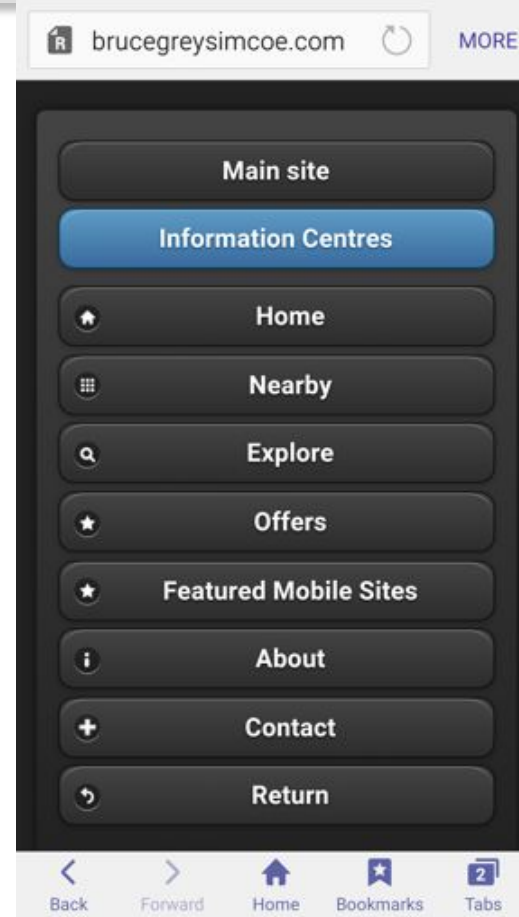




# Communications Coordinator Report – Festivals & Events



# Communication Coordinator Report – Mobile Site



# Communication Coordinator Report – Social Media

- Consumer Social Media - BruceGreySimcoe

BruceGreySimcoe Consumer Social Media						
Media	Followers			Likes		
	Current Year	Previous Year	% Change	Current Year	Previous Year	% Change
Twitter	5599	3845	46%			
Facebook				14,500	10,599	37%
Pinterest	151	65	132%			
Instagram	1792	329	445%			



# Communication Coordinator Report – Social Media

- Stakeholder Relations – RTO7 Connection

RTO7 Industry Communication									
Media	Followers			Likes			Views		
	Current Year	Previous Year	% Change	Current Year	Previous Year	% Change	Current Year	Previous Year	% Change
Twitter	1367	827	65%						57%
Facebook				250	202	28%			39%
RTO7 Connection							481	471	2%

# Communication Coordinator Report – Social Media

**BruceGreySimcoe**  
 353,607 Post Reach  
 7,432 Post Engagement  
 12 Learn More  
 2 Website Clicks  
 1 of 1 Response Rate  
 10 hours Response Time

**BruceGreySimcoe**  
 Always in season, make BruceGreySimcoe your warm weather destination! Beaches, cycling, golf, paddling, SUP, camping, sea-kayaking, dining, shopping & more!  
 BruceGreySimcoe.com  
 Joined September 2011

**BruceGreySimcoe** @BruceGreySimcoe · 20m  
 One size fits all! @ResortsOntario #GIFtoTheGateway #GIFCertificate @explorethebruce @GreyTourism @SimcoeCountyTSC

**BruceGreySimcoe** @BruceGreySimcoe · 42m  
 #selfie time @CasinoRamaLive! @OntLakeCountry @simcoecountyTSC

**BruceGreySimcoe**  
 www.brucegreysimcoe.com  
 BruceGreySimcoe...always in season! Come play in the great outdoors, all year long...

26 Boards 753 Pins 569 Likes 163 Followers 174 Following

**BruceGreySimcoe - Fall**

Attractions  
 Things to Do  
 Trails  
 Places to Stay  
 Natural Attractions  
 Winter Activities  
 Rest and Relaxation  
 Places to Visit  
 Maple Syrup  
 Fishing

**brucegreysimcoe**

108 posts 1997 followers 929 following

**EDIT YOUR PROFILE**

**BruceGreySimcoe**  
 BruceGreySimcoe...always in season! Come, play and stay for a day, a weekend or longer. Twitter: @BruceGreySimcoe  
 www.brucegreysimcoe.com

COME TO OUR TABLE  
 South Georgian Bay



# Communication Coordinator Report – Social Media

**RTO7 Connection**  
@RTO7Connection

**This Week**  
402 ↑ Post Reach  
78 ↑ Post Engagement  
0 Learn More

**Travel/Leisure**  
254 likes +7 this week  
402 post reach this week

**Boost Your Page for \$5**  
Reach even more people in Canada

**RTO7 Connection** shared their event.  
Published by Gerry Henry · 11 · June 15 at 10:43am · 0

Signed up yet for our Year End Whip Up, June 16th? @explothebruce @GreyTourism @simcoecountyTSC

## RTO7 CONNECTION REGIONAL TOURISM ORGANIZATION 7

HOME | ABOUT | CONNECTION | NEWS | EVENTS | RESOURCES | STAKEHOLDER SITE | BRUCEGREYSIMCOE.COM

### ONTARIO'S TOURISM ACTION PLAN NOW AVAILABLE ONLINE

Posted by Gerry Henry | June 10, 2016 | BruceGreySimcoe, Culture and Sport, Michael Coultas, Minister, Ontario, RTO7, Strategic Framework for Sustainable Tourism, Tourism Action Plan

Over the last few months, the Ministry of Tourism, Culture and Sport held engagement sessions and collected feedback from tourism stakeholders. The result is the newly released Ontario's Tourism Action Plan, now available online. Read the letter from the Honourable Michael Coultas, Minister of Tourism, Culture and Sport for more info.

READ MORE >

### DO YOU USE GOOGLE ANALYTICS? YOU SHOULD... FREDERIC GONZALO EXPLAINS WHY

Posted by Gerry Henry | May 10, 2016 | BruceGreySimcoe, Frederic Gonzalo, Google Analytics, Google Tools, how to use, marketing expert, RTO7, website

In the second segment of the series, "10 Google Tools Brands Should Use", Marketing Expert Frederic Gonzalo shares his expertise on why you need to use Google Analytics.

READ MORE >

### INDIGENOUS TOURISM EXPERIENCES & LISTINGS ON ONTARIO TRAVEL SITE

Posted by Gerry Henry | May 10, 2016 | BruceGreySimcoe, events, experiences, indigenous, listings, outdoor/recreation, operators, OTMPC, RTO7

In January 2016, RTO7 assisted OTMPC to develop an inventory of market ready Indigenous Tourism experiences, businesses and events across the province. The next step is to add them to the Ontario Travel website.

READ MORE >

### BRUCEGREYSIMCOE FESTIVALS & EVENTS RECEIVE 2016 CELEBRATE ONTARIO FUNDING

Posted by Gerry Henry | May 10, 2016

Ontario is investing \$15.3 million to support 200 festivals and events across the province that will draw tourists, stimulate local economies and create jobs. Twelve festivals across BruceGreySimcoe received funding for 2016.

READ MORE >

### BGS Tourism Service Excellence Training

ABOUT THIS BLOG

Welcome to RTO7 Connection, RTO7's communication platform for tourism professionals and operators in BruceGreySimcoe.

Information and events relevant to this industry are posted here on the most recent and up-to-date news reaches our stakeholders as quickly as possible, and to promote ongoing dialogue.

Please "follow" this page through channels convenient to you, in addition to a RSS feed. Items that we post to RTO7 Connection will automatically be posted on our tourism industry dedicated social media pages.

Comments and posts from all stakeholders are more than welcome. We're interested in what you have to say and are looking forward to hearing from you!

### SHARE THIS PAGE



### TAGS

#OneBruceTourism2016 \$1 \$1 million \$40 \$40 million \$200 (19475) 000 10 communitarians 100 100 Year Anniversary 100,000 guest visits 1000 Island Region 1812 2009 2009 anniversary 2013 2013 2013 awards of excellence 2013 Ontario Farm Family Award 2014 2014 awards 2014 key travel 2014 mandate letter 2014 Spring Conference 2014 Travel Information Services Conference 201415 2015 2015 award winners 2015 BruceGreySimcoe Conference 2015 Conference

### RSS FEED

**REGIONAL TOURISM ORGANIZATION 7**

TWEETS FOLLOWING FOLLOWERS LISTS  
1,842 1,381 1,117 1,204

**RTO7 Connection**  
RTO7 is a non-profit organization whose mandate is to work with the BruceGreySimcoe tourism industry and organizations.

▼ Bruce Grey & Simcoe Counties  
@BruceGreySimcoe  
Joined August 2012

**Tweets** Tweets & replies Media

You Retweeted  
Ontario's Lake County @OntarioCountry · Jun 10  
Come check out the Drifka Spring Boat Cottage and Outdoor show! June 10-12 at the Port of Orlia.

RTO7 Connection @RTO7Connection · Jun 10  
#LoveONTFood @OntarioCulinary @SavourSimcoe @localfoodlink #localfare #farmfresh #farmersmarket

County of Bruce EDO @BruceCountyEOD  
Celebrating Local Food Week! (Bradford Times bradfordtimes.ca/2016/06/06/loc...



## Communication Coordinator Report – Outreach & Collaborations

- Attended Fam Tours, brochure swaps, seminars, workshops, conferences, AGMs
- TMAC Media Event in partnership with Grey County Tourism, Blue Mountain Resort & Blue Mountain Village
- Resource Sharing – Love It or List It Vacation Homes
- Inquiry Re-Direction – Forwarded to appropriate organization within the region. Inquiries include:
  - Media
  - Tourism requests for brochures, accommodation, attraction information, etc.

# Communication Coordinator Report – Outreach & Collaborations





# Communication Coordinator Report

- Reminders & Suggestions
  - Social Media
    - All about sharing so...
      - Tag photos, use mentions, create hashtags, share others' posts
      - Follow us/Like Us
  - Operator Listing – add or update your listing
  - Festivals & Events – add tourism events
  - Packages & Promotions
  - RTO7 Newsletter & Blog – subscribe & share
  - Invite Us!

# Communication Coordinator Report

- Thank you
- Contact info: Ginny Henry – [ghenry@brucegreysimcoe.com](mailto:ghenry@brucegreysimcoe.com)
- Operator Log In / Registration -  
<http://brucegreysimcoe.com/special-pages/operatormanagement/login>
- Festivals & Event – Submit Your Event Page -  
<http://brucegreysimcoe.com/festivals-events/submit-your-event>



# Slate of Directors for 2016/17



## Slate of Officers for 2016/17

- Chair/President
- Vice Chair
- Treasurer
- Secretary

# Thank you

- RTO7.ca
  - [info@rto7.ca](mailto:info@rto7.ca)
- [BruceGreySimcoe.com](http://BruceGreySimcoe.com)
- Contact Information
  - Bill Sullivan      [bsullivan@rto7.ca](mailto:bsullivan@rto7.ca)
  - Alex Hogan        [ahogan@rto7.ca](mailto:ahogan@rto7.ca)
  - Kim Clarke        [kclarke@rto7.ca](mailto:kclarke@rto7.ca)
  - Ginny Henry        [ghenry@rto7.ca](mailto:ghenry@rto7.ca)

