

RTO7 Year End Wrap Up 2016/17

June 15, 2017

Lora Bay Golf Club

Thornbury, 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.**
- **Core Values – Collaborative, Transparent, Trustworthy, Innovative, Friendly and Welcoming**

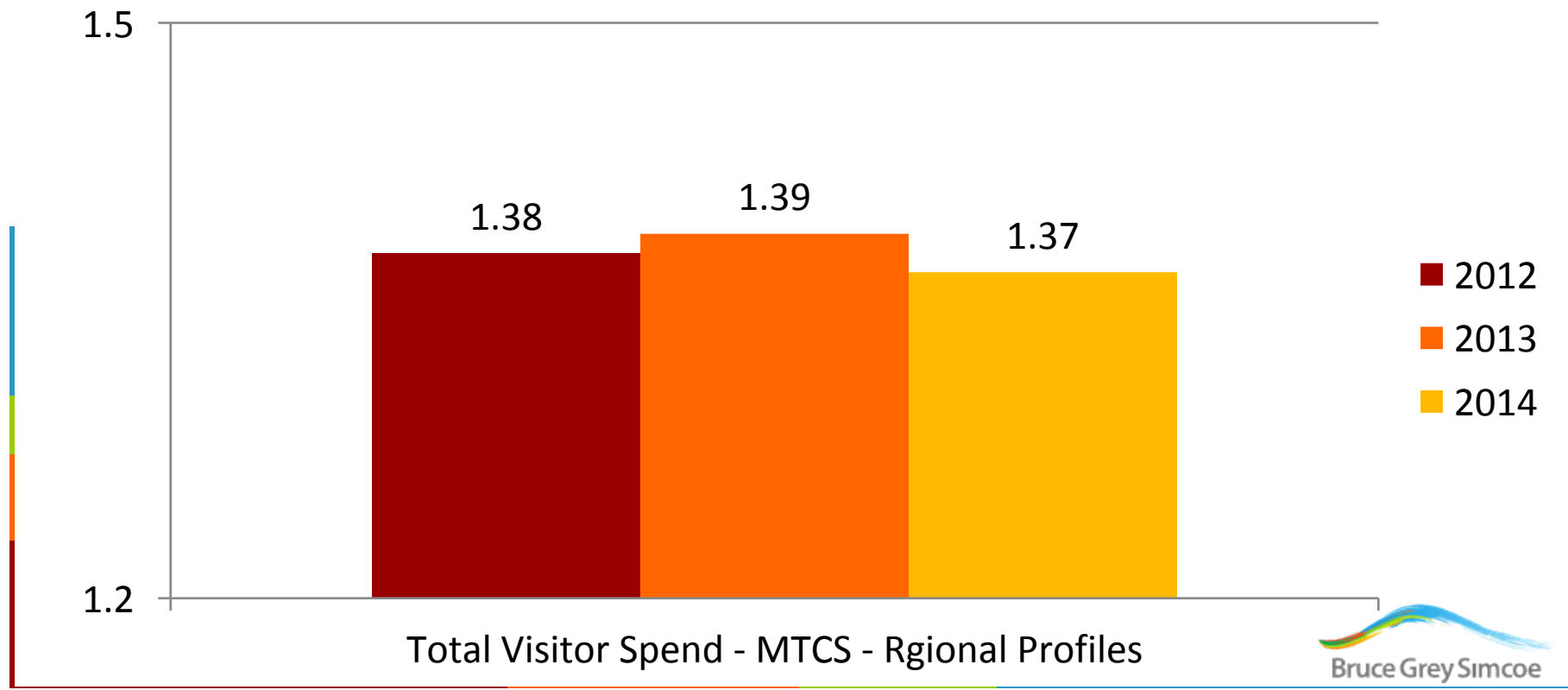
Year End Wrap Up 2016/17 Agenda

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		

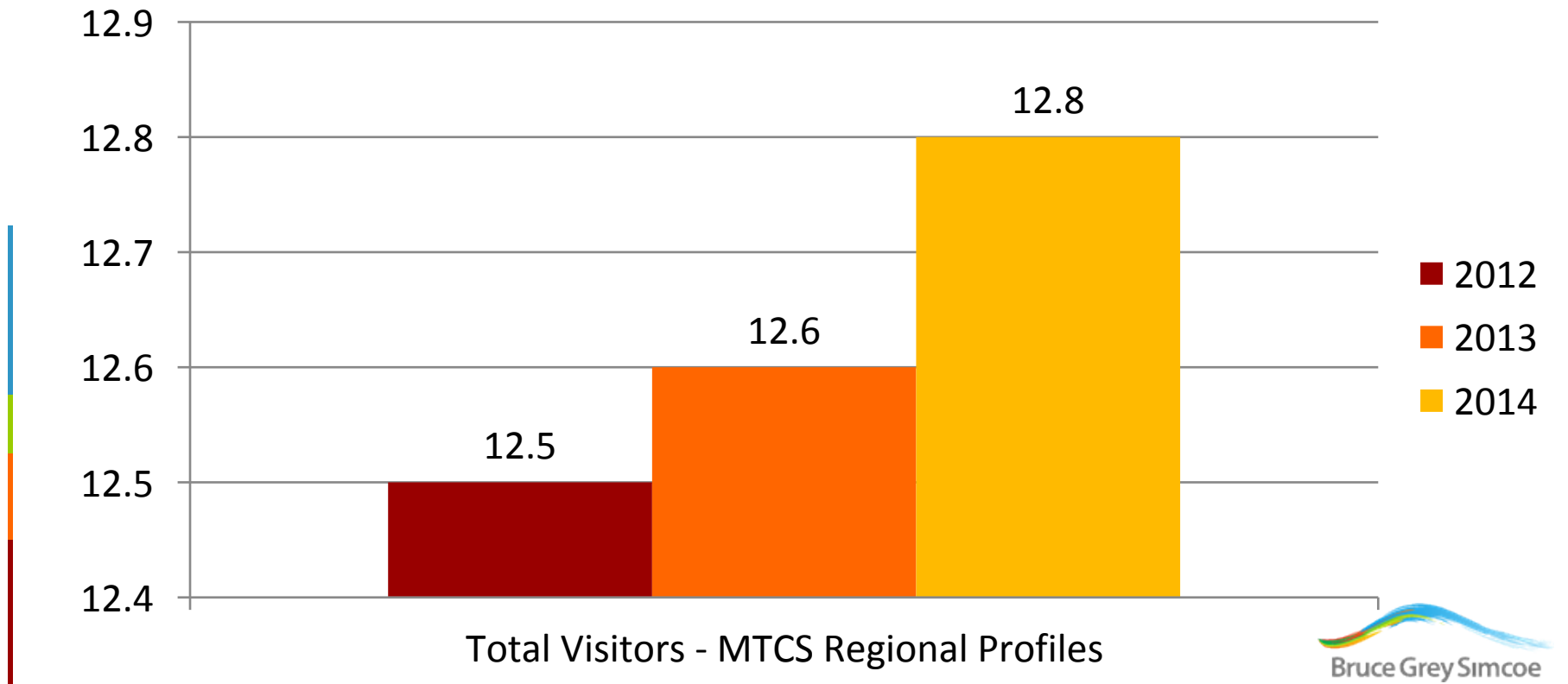
Chief Executive Officer's Report

- The purpose of this Year End Wrap Up Report is to highlight key initiatives and accomplishments by Regional Tourism Organization 7 (RTO7) in FY 2016/17 (April 1, 2016 to March 31, 2017), RTO7's sixth fiscal – and fifth full year – of operations.
- Further information about Tourism Region 7 – and BruceGreySimcoe – can be found online at (industry site) RTO7.ca and (consumer site) BruceGreySimcoe.com

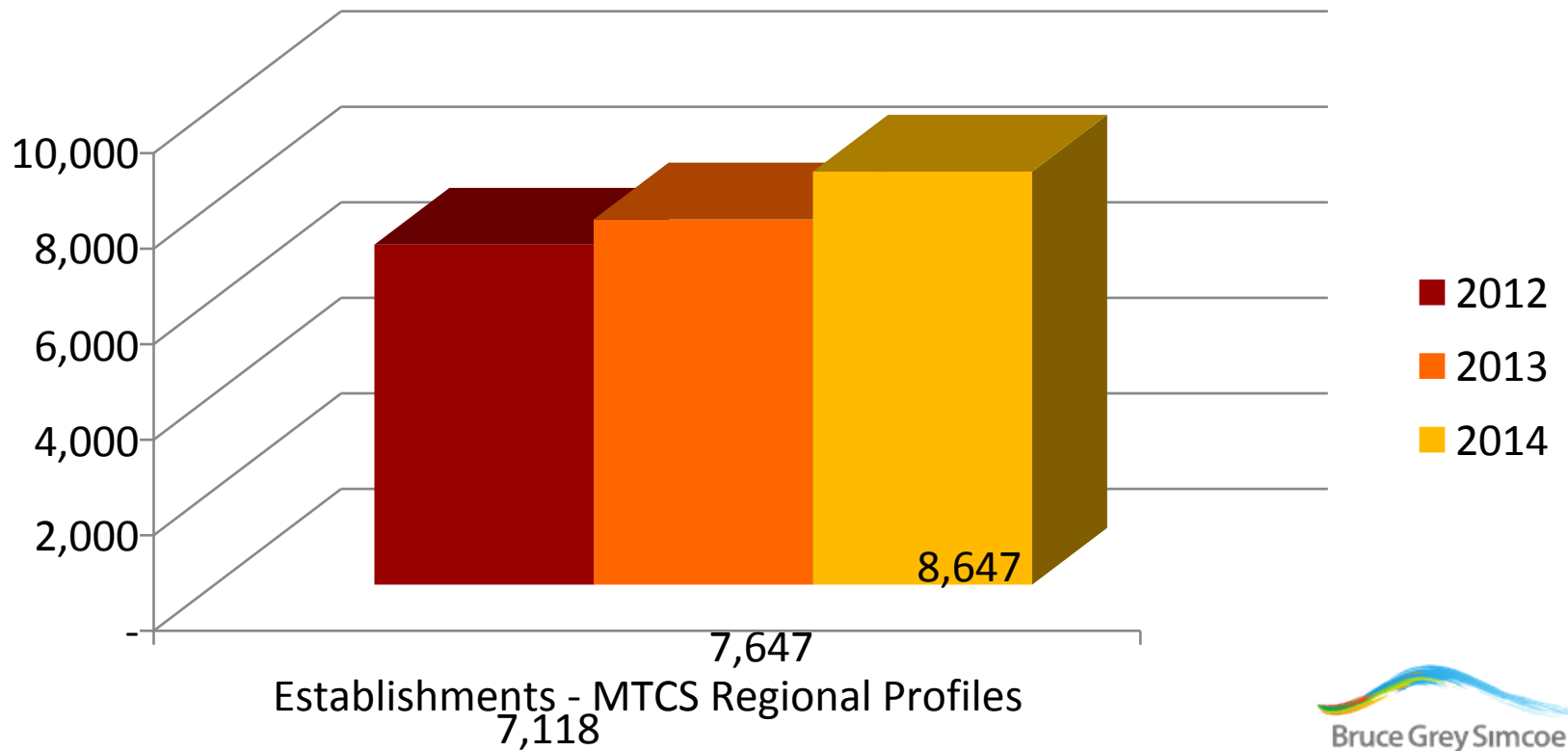
Total Visitor Spend in BruceGreySimcoe – Region 7 (in Billions \$)



Total Visitors to BruceGreySimcoe – Region 7 (In millions of visitors)

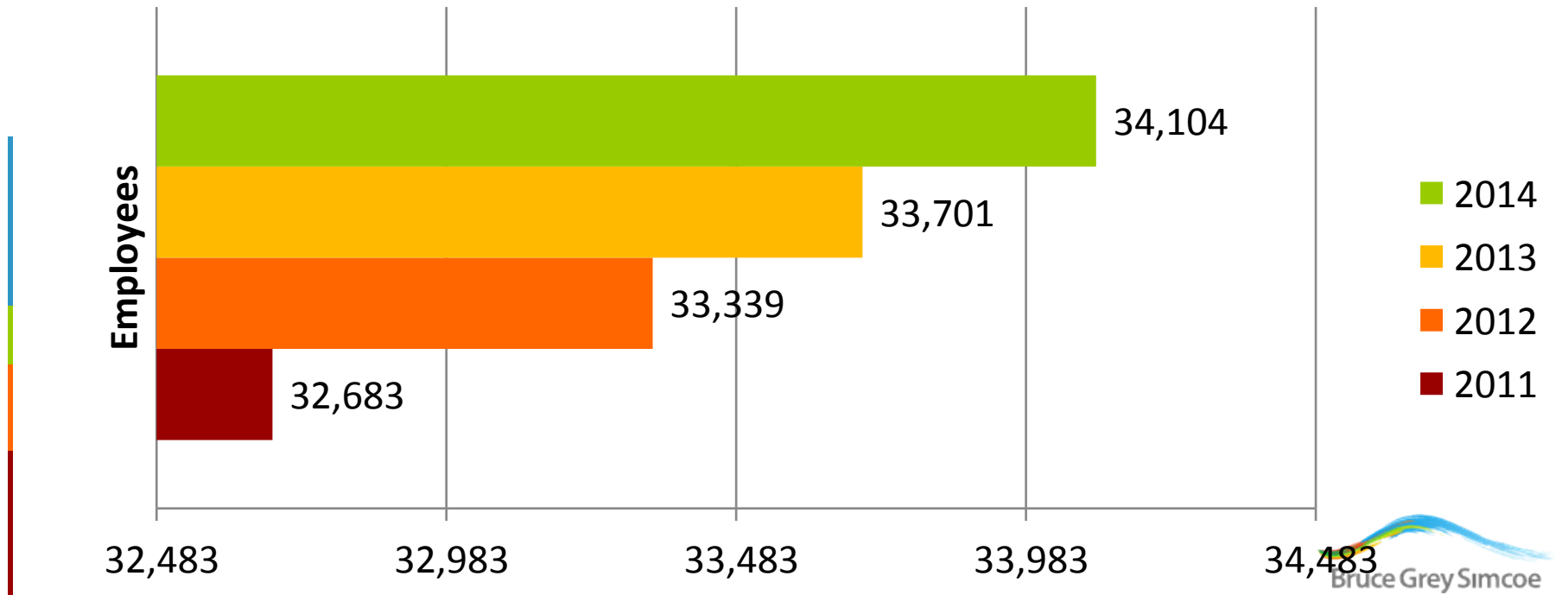


Tourism Related Establishments in BruceGreySimcoe – Region 7



Employment in Tourism-Related Industries 2011-2014 in BruceGreySimcoe – Region 7

Tourism Data Aggregation Project 2015



Governance

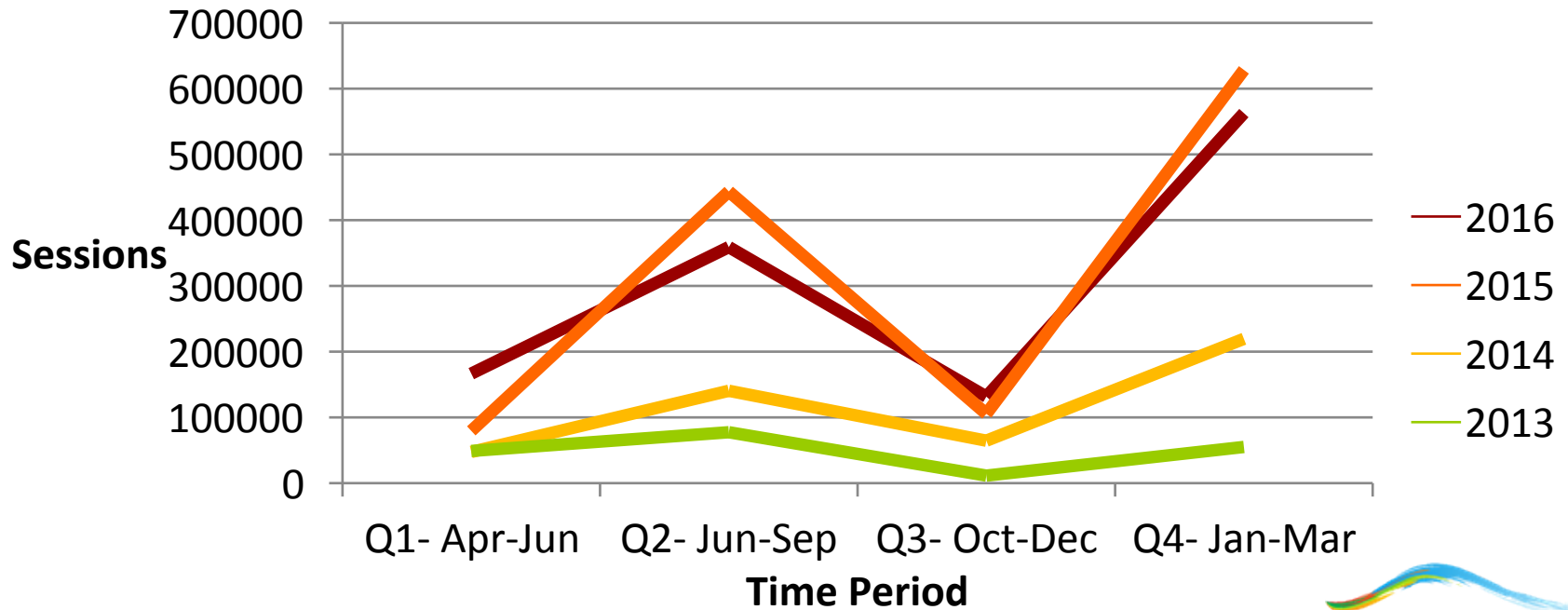
- Governance and Board Affairs
 - Enacted Bylaw 5
 - Conducted 5 board meetings (one by conference call)
 - Conducted Stakeholder Info Session - April
 - Conducted Annual Meeting followed by Stakeholder Year End Wrap Up – June
 - Conducted Annual Stakeholder Planning Session – August
 - Participated in planning meetings with many tourism and government organizations
 - Introduced new programs Festival Implementation Program, Collaboration Program,
 - Expanded Partnership Program

Marketing 2016/17

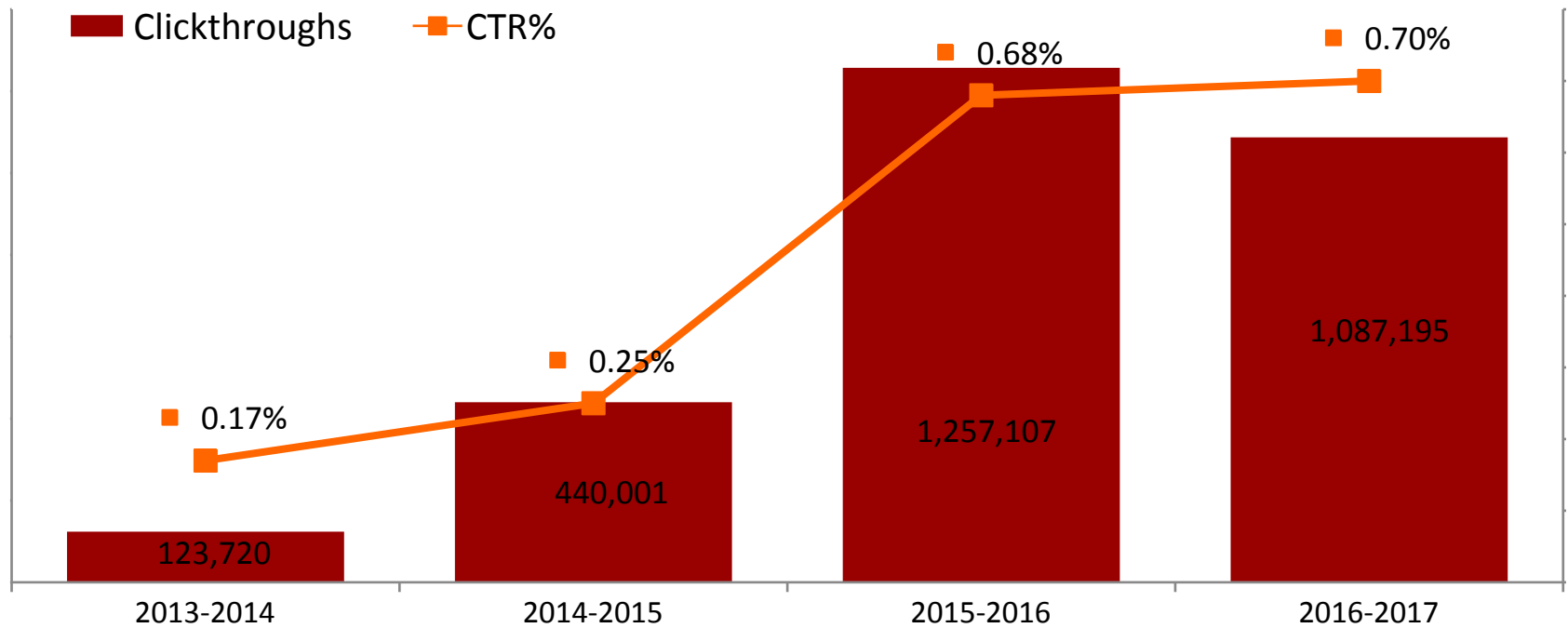
- Interest targeting was relied upon in all campaigns.
- The campaigns continued to provide dedicated support to the experience development projects of the previous year through media buys and social media.
- The campaigns continued to use the iconic features and activities, natural and man-made to differentiate the region from other tourism destinations.
- RTO7 tested new campaign structure meant to highlight partners videos
- Media buys were flighted and Consumer Insight Research and Prizm Research was relied upon heavily for determining targeting and media delivery methods

Marketing – Session Comparative 2013/14 to 2014/15 to 2015/16 to 2016/17

Web Site Sessions 2016/2015/2014/2013



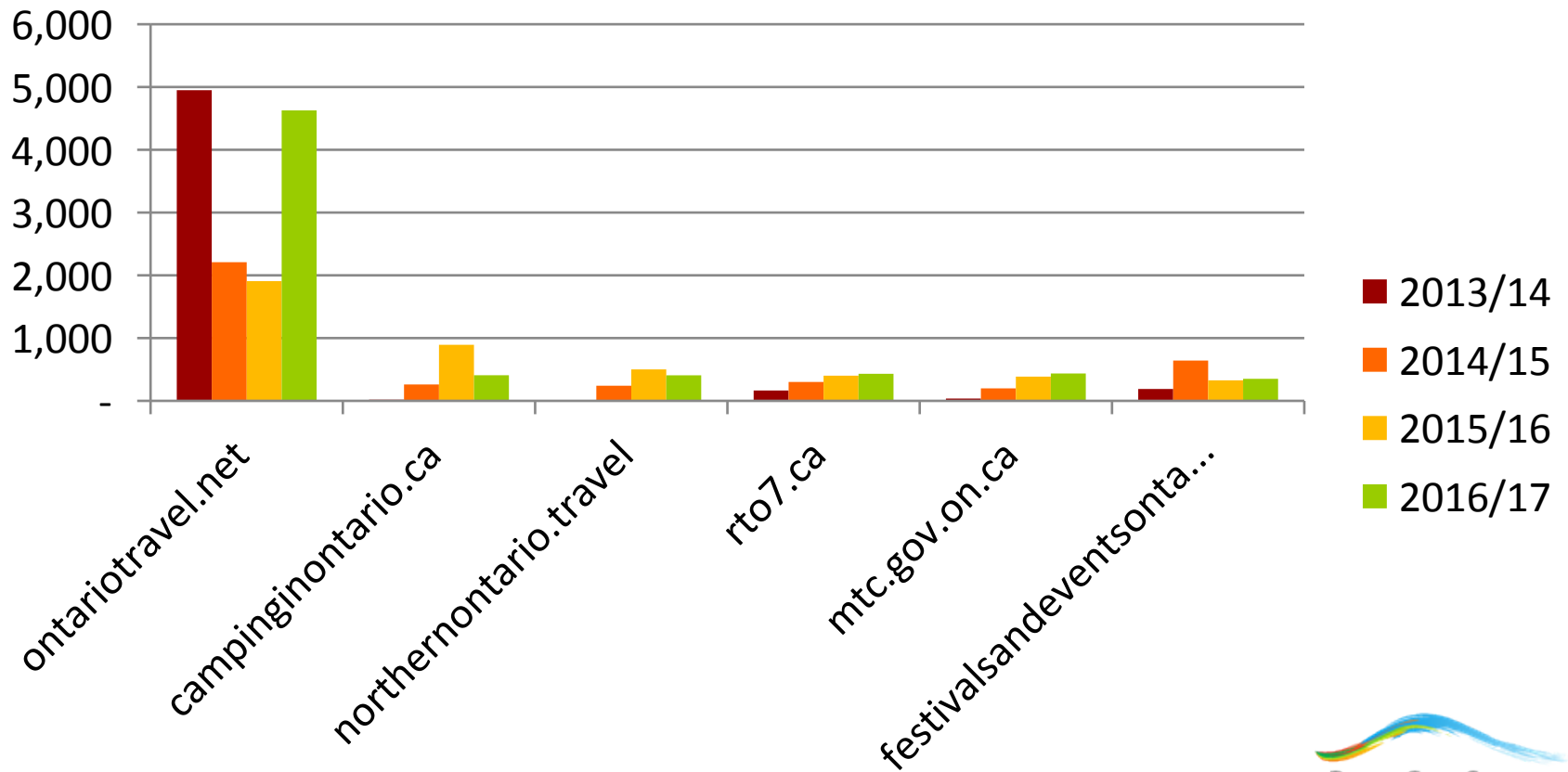
Marketing – Year to Year Performance - Clickthroughs vs. CTR



Marketing – Overall Results

- 2016/17 – BruceGreySimcoe – Always in Season Marketing Campaigns
- Online media campaign results (Google Analytics):
 - Website visits decreased 2.92% to +1.2 million
 - Pageviews increased 3.8% to 2.9 million
 - Referrals to stakeholders increased 56% to +93K
 - Mobile Use decreased 7% to +693K visits
 - Twitter sessions decreased 74% to +5.7K
 - Facebook sessions increased 141% to +345K

Top Referring Channels



Advertising Campaigns – Top performing Source Medium

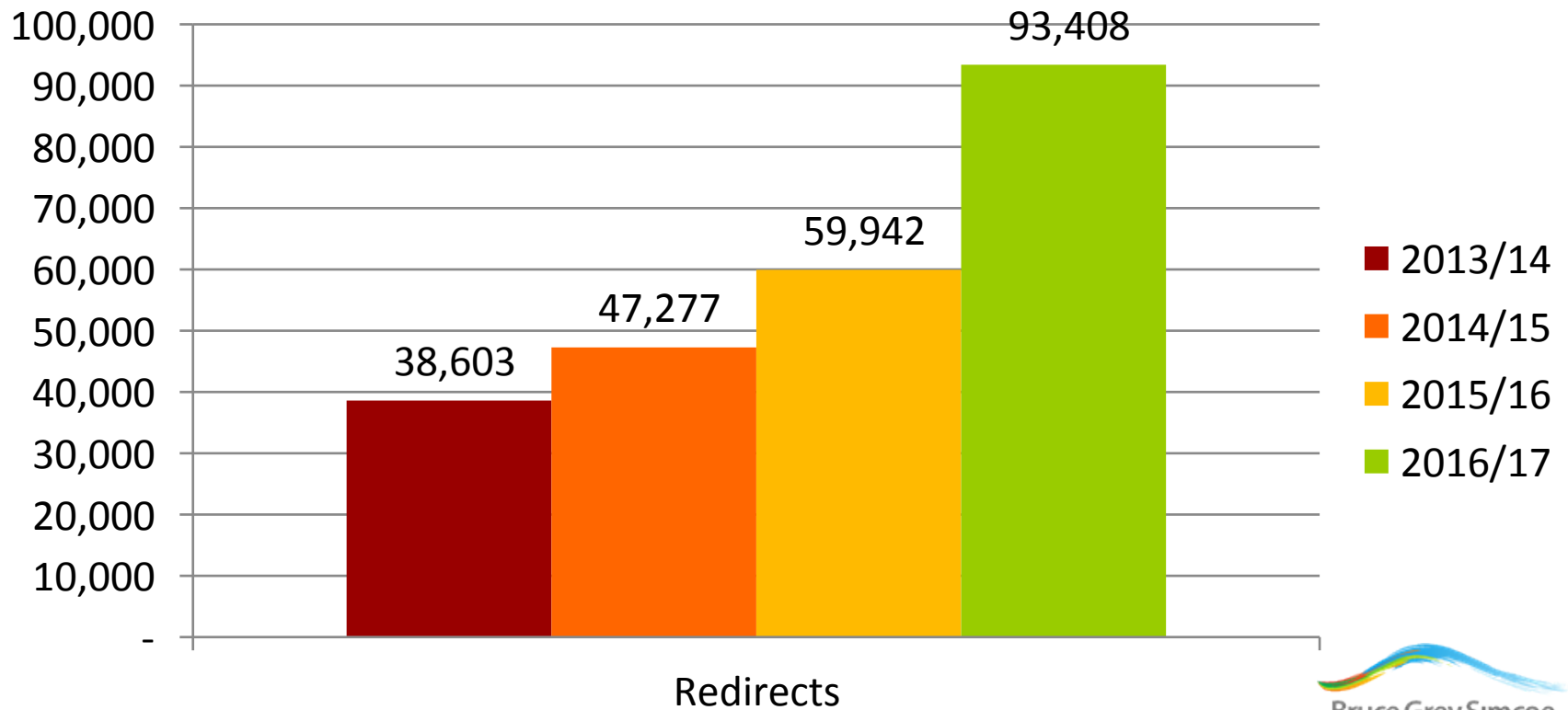
Sessions							
Source Medium	2013/14	2014/15	YOY Chg %	2015/16	YOY Chg %	2016/17	YOY Chg %
Google	104,398	289,093	176%	1,015,764	251%	639,996	-36%
Facebook	18,341	29,175	59%	143,065	390%	345,254	141%
Direct	30,743	58,286	89%	39,742	-31%	179,702	470%
Twitter	1	7,097		22,888	222%	5,768	-74%
Yahoo	4,226	29,716	603%	10,380	-65%	2,344	-77%
Ontariotravel.net	4,949	2,209	-55%	1,908	-13%	4,628	142%
Bing	4,163	3,283	-21%	1,863	-43%	6,899	270%

Advertising Campaigns - Top Landing Pages

Landing Pages - Sessions

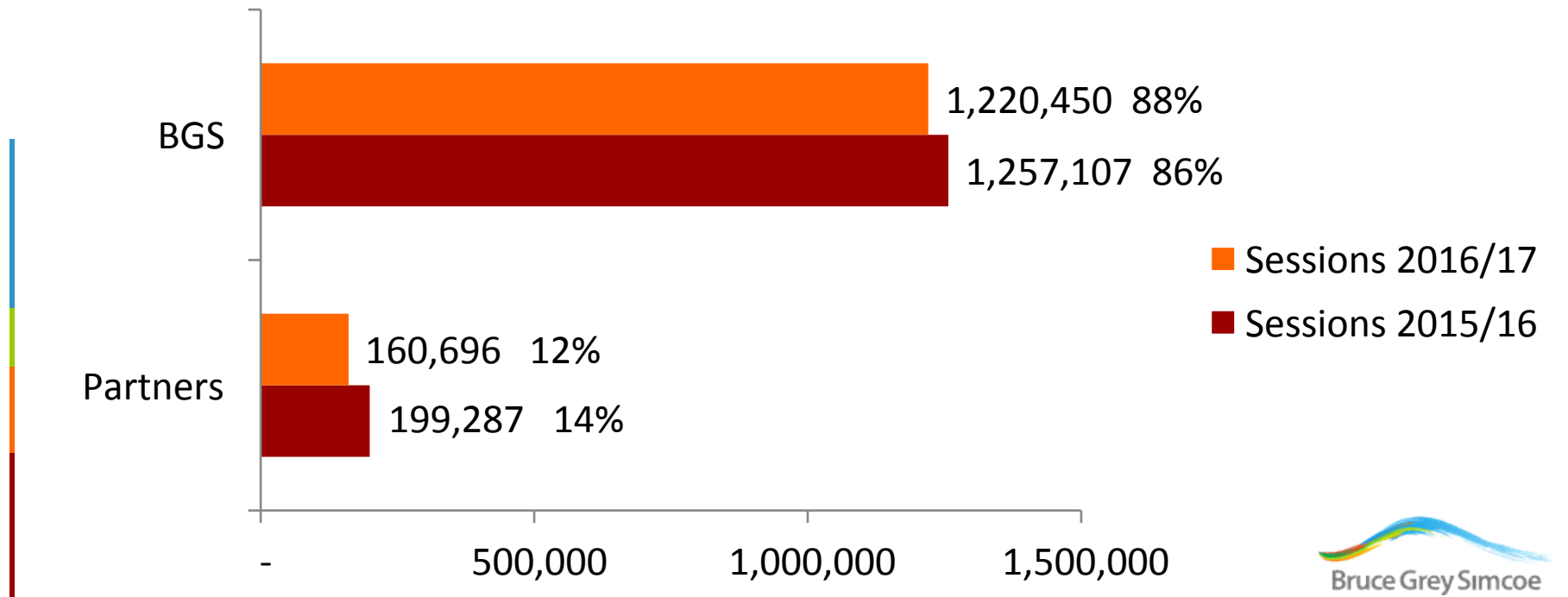
	2013/14	2014/15	2015/16	2016/17
Winter/ski-resorts	4,978	16,637	166,116	123,030
Camping	1,499	25	152,270	30,478
Winter - home page	1	21,828	147,968	65,381
winter/outdoor/fun	-	454	140,173	102,127
Trails-and paddling	133	7,630	112,620	54,591
Winter soft adventure	-	-	101,146	97,512
Cycling	176	31,233	70,942	48,581
Festivals	16,498	61,544	60,160	177,822
Golf	3,036	16,185	55,600	4,972
bgs-mobile	13,288	32,508	37,766	154,840
Total of All Sessions of 6,078 pages	192,908	472,041	1,257,107	1,220,450

Redirects from BruceGreySimcoe.com to outside sites



Marketing – Clicks - BGS/Partner Results

Sessions – BGS / Partners



Budget/Actual Expenditures

Chart Title

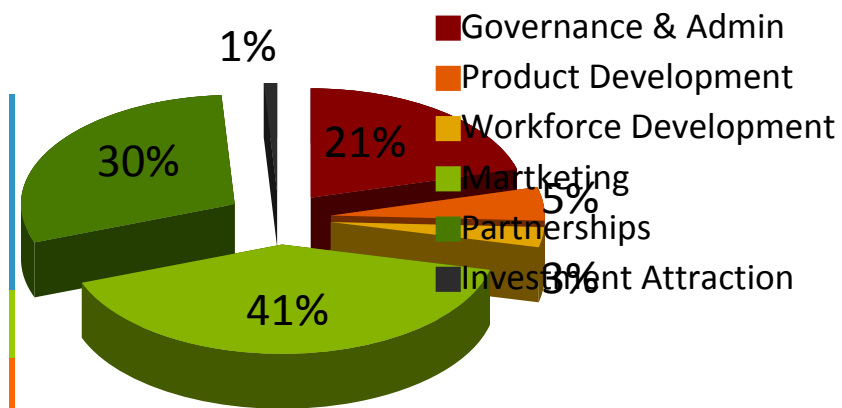
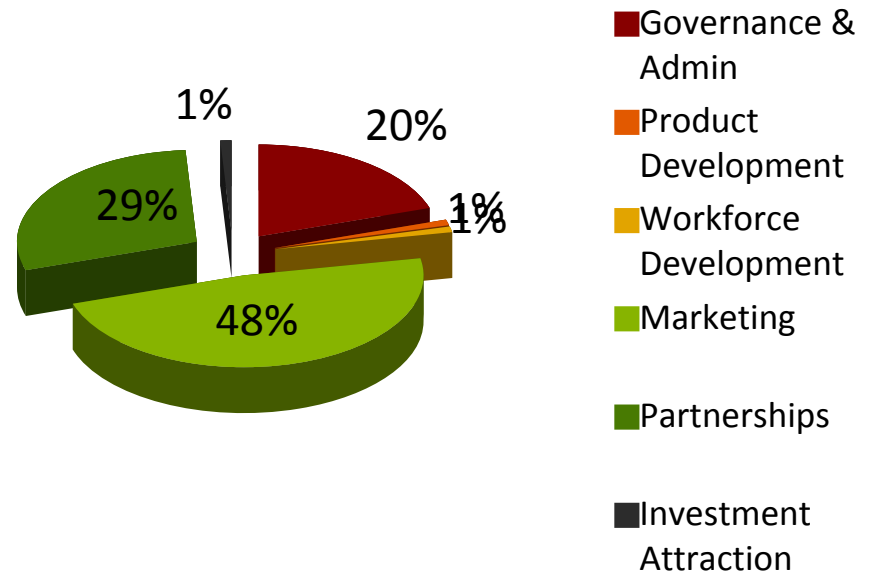


Chart Title



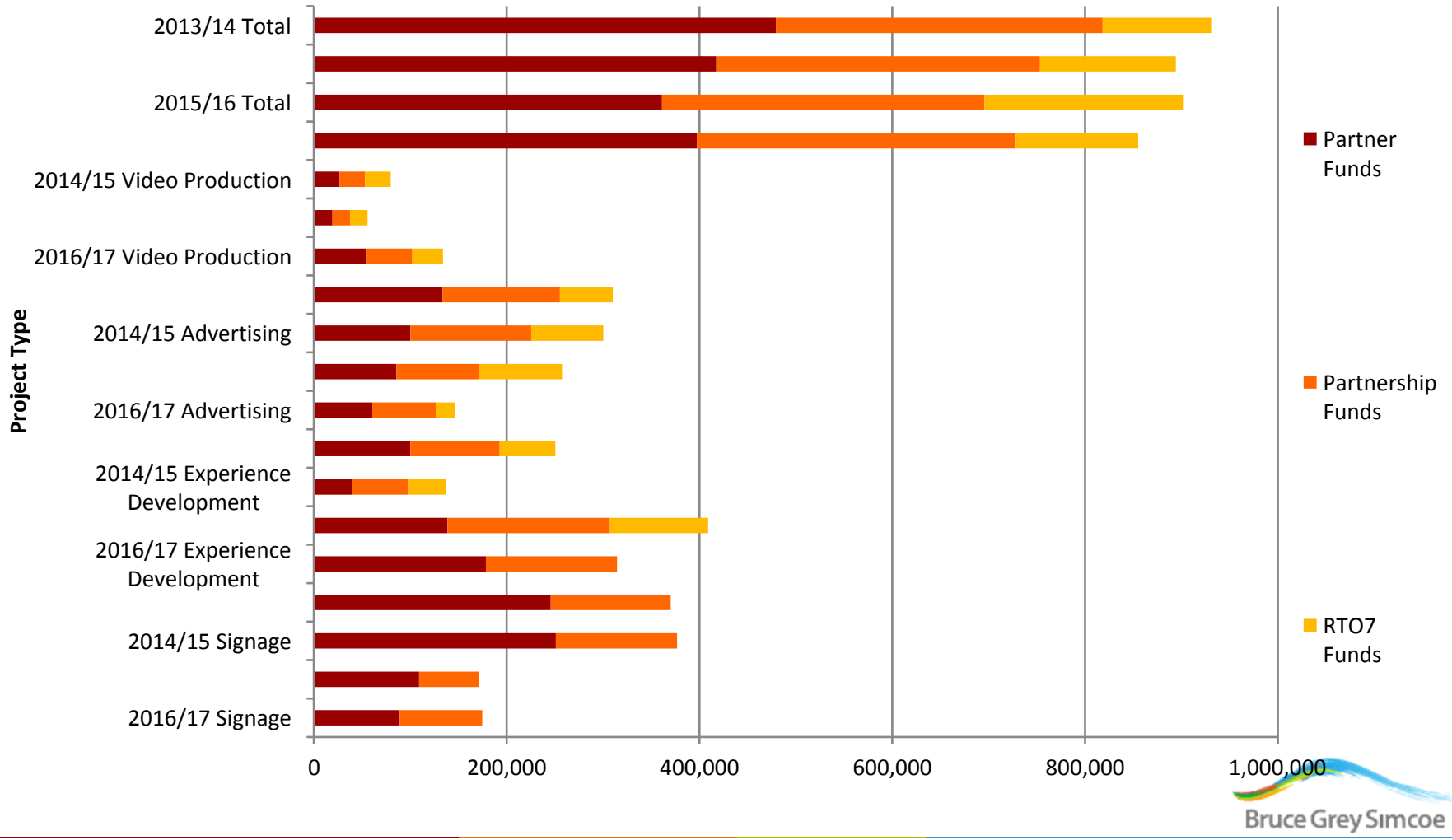
Program and Administration Manager Report

Partnership Program 2016/17

- 41 projects
- \$397,289 in partner contributions
- a total of about \$855,000 in joint projects
- More new partners

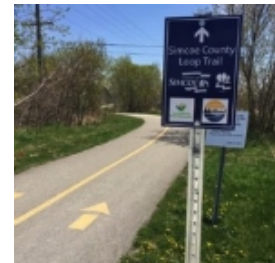


2016/17 Partnership Investment



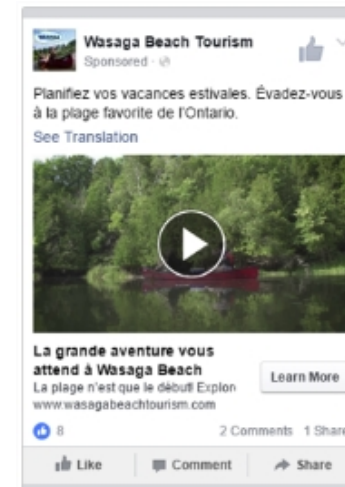
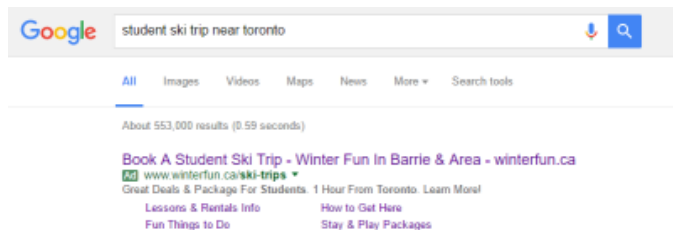
Tourism Wayfinding Signage (5)

- Bruce County (2)
- Ontario's Lake Country paddling
- Town of Collingwood Downtown and Harbourfront signage plan
- Grey County (trailhead signage)



Digital Advertising (4)

- Wasaga Beach (Beyond the Beach – PQ & ON)
- Ontario's Lake Country (F&E/Fall & Winter pkgs)
- Westin Trillium, Blue Mountain (Fall into U.S.)
- Tourism Barrie (Winter Fun and School)



Digital Advertising – Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Wasaga Beach	GTA/Quebec	12,154	2.25%	541 thousand
Ontario's Lake Country	GTA/SWONT	76,242	.68%	11.2 million
Westin Trillium	Border States	23,830	.99%	2.4 million
Tourism Barrie	GTA/SWONT/Simco e/Sudbury	40,865	.45%	9.1 million
Total	GTA/SWONT/Simco e/Border States/Sudbury/Qu ebec	133,318	.66%	2.0 million

Product/Experience Development (7)

- Experience Development (7)
 - City of Orillia Tourism Strategic Action Plan
 - County of Simcoe Cycling Experience Development
 - Burl's Creek Event Grounds Production Impact Research (phase 2)
 - North Simcoe Tourism (& Ontario's Lake Country) Agri-Culinary Action Plan
 - T3 Professional Development Strategy in collaboration with Collingwood Centre for Business & Economic Development
 - BruceGreySimcoe 'Stretching Your Limits' Conference (Dec 2016)
 - Continuation of BGS Online Service Excellence Training



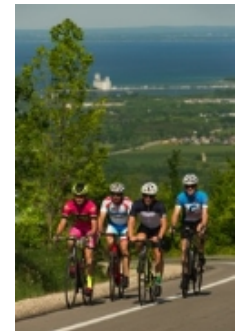
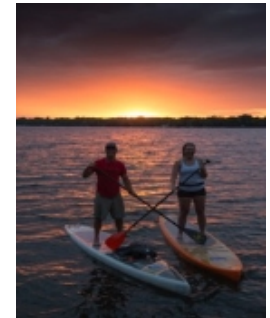
Video Development (17)

- Scenic Caves - Nordic Adventure
- Hardwood Ski & Bike – snowshoe fondue
- Scandinave Spa – wellness therapy
- Ontario's Lake Country – paddling, fall and four season
- Township of Clearview – Small Halls, Copper Kettle Festival, Creemore Children's Festival, market, trails, etc.
- 365 Sports Inc. – Urban Slide & Foam Run
- Municipality of Meaford – dogs and fishing
- Hoity Toity Cellars – farm stories
- Tourism Simcoe County – art studio tours
- Iwa Spa – Ganban/volcanic rock therapy
- Blue Heron – tours/cruises
- Georgian Bay Folk Society – Summerfolk/Grey Roots Museum/Georgian Bay Symphony/Theatre/TOM
- Eagle Adventures – snowshoeing/caving
- Downtown Orillia Management Board – Vibrant waterfront downtown
- Cobble Beach – Concours d'Elegance
- Red Prince Apples – a Blue Mountains story
- Town of Collingwood – Trails



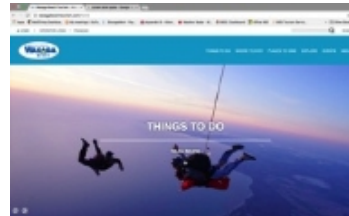
Imagery Development (5)

- Georgian Triangle Tourist Association
- Blue Mountain Village Association
- The City of Owen Sound
- Scenic Caves
- Ontario's Lake Country



Other Marketing Projects (6)

- Web portal development
 - Town of Wasaga Beach
 - Blue Mountain Village Association
- Translation projects
 - GTTA See & Do Guide supplement
 - Wasaga Beach campaign/website
 - City of Owen Sound 150 Festival
- BruceGreySimcoe Environics Analytics Prizm renewal



2017/18 Partnership Program

- Opened in February
- Addition of Video Advertising
- Addition of enhanced features to web portals
- **(Possible) Addition** of other translation languages (e.g. languages to be confirmed)
- The temporary removal of the restriction to the number of times a partner can participate in the Digital Advertising partnership
- The temporary removal of the number of partnerships partners may enter into within any category and overall (with the exception of video advertising which has a maximum of four projects/partner)

2017/18 Partnership Program cont'd

- Categories
 - Signage
 - Digital Advertising
 - Image Development (video and image)
 - Video Advertising
 - Web Portal Development
 - French Translation
 - Experience Development, including research and workforce
- Good uptake on program
 - About 25 projects approved to date
- Still funds available so get applications in soon (even for winter projects)!
- www.rto7.ca > Programs > Partnership Program



Workforce

- Tap into Tourism Events
 - Grey-Bruce Oct
 - Simcoe Nov
- Customer Service Training
 - Additional 950 registered for free 1 hour online training (total 2,039 to end March)
- Educator/Operator Workforce session
 - How teachers, guidance, employers can better work together to prepare high school students for jobs/the real world
- T3 Professional Development Strategy **T³ACCELERATOR**
 - Working with Community Futures in BGS, with funding from FedDev
 - 3 phase strategy for professional development of small-mid sized tourism owner/operators



Tourism Experience Development Specialist Report

Tourism Experience Development Specialist Report

Help to *coach*, and *educate* stakeholders within BruceGreySimcoe while potentially *funding* experiences, festivals and products to get them to market



Experience and Product Development

- RTO7 conducted the following in 2016/17 to support the direction of the strategy
 - Supported Festivals and Events with digital and social media advertising through the Festival Implementation Program
 - Supported Experience Partners with coaching, development and marketing support through the Experience Implementation Program
 - Conducted 4 Experience Development Workshops
 - Worked with RTO6, RTO9 and OTMPC on the development of Golf in Ontario
 - Worked with Resorts of Ontario, RTO6, RTO8 and RTO 11 on the Gift of the Getaway Program

Tourism Experience Development Specialist Report

- 34 inquires for the Experience Implementation Program for 2016/17
 - 9 completed *Experience Development* projects
 - Hydrobike Rentals, Family Tide Rentals
 - SS Trolley, Saugeen Shores Chamber of Commerce
 - Chillin', Grillin' Thrillin in Grey, Cedars of Lake Eugenia
 - The Marsh By Moonlight, Wye Marsh
 - On the Tip of Your Nose, Georgian Hills Vineyards
 - Storytelling Through Song, Brookside Music
 - Bruce Peninsula Eco Adventures, Bruce Peninsula Biosphere Reserve
 - Moonlight Snowshoe Fondue, Hardwood Ski & Bike
- <https://www.youtube.com/watch?v=Xn-BmlCdP28>

Experience Implementation Success Story



Marsh By Moonlight – Wye Marsh

Marsh By Moonlight



Experience Implementation Program 2017/18

- Coaching and tools for stakeholders
- 1:1 Funding with a min buy in of \$500 to a max of \$2,500
 - 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, 2017



Festival Implementation Program

2016/17 Festival Implementation Program Pilot

- Designed to help well established and regional/emerging festivals to achieve one of three things
 - Increase sustainability
 - Increase quality
 - Target a new audience
- Festival must demonstrate an investment of at least \$1,000 in themselves to achieve at least one of the items listed above

Festival Implementation Program 2016/17 Partners

- MacGregor Point Dryland Sled Dog Derby – Sled Dog Association of Southwestern Ontario
- Friday Night Indie Series – Blue Mountain Village Association
- Peak to Shore Music Festival – Blue Mountain Village Association
- Pumpkinfest – Saugeen Shores Chamber of Commerce
- The Keys to Collingwood – Collingwood Downtown BIA
- Northern Cyclocross Series – Silver Goose Race, Hardwood Ski & Bike, Barrie Cycling Club
- Collingwood Art Crawl – Collingwood Downtown BIA
- Thanksgiving Harvest Festival – Huronia Historical Parks
- Pumpkinferno – Huronia Historical Parks
- First Light – Huronia Historical Parks
- Frozen In Time Festival – Town of Collingwood
- Whiskylicious – Town of Collingwood

Festival Implementation Program 2017/18

- Designed to help well established and regional/emerging festivals to achieve one of three things
 - Increase sustainability
 - Increase quality
 - Target a new audience
- Festival must demonstrate an investment of at least \$1000 in themselves to achieve
- RTO7 will match \$1000 - \$2,500 in digital marketing
 - Require six weeks lead time
 - Deadline to apply is December 31, 2017

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



Festival Implementation Program – Digital Advertising – Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
HHP – Thanksgiving Harvest Festival	BGS	929	0.46%	203,506
HHP – Pumpkinferno	GTA/BGS	1,279	0.86%	148,714
HHP – First Light	GTA/BGS	3,901	2.00%	195,004
Collingwood Downtown – Frozen In Time Festival	BGS/SWO	4,420	1.56%	283,827
Collingwood Downtown – Art Crawl	BGS	1,163	1.15%	100,921
Town of Collingwood – Whiskylicious	GTA	1,962	1.58%	124,026

Festival Implementation Program – Digital Advertising – Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Collingwood Downtown – Keys to Collingwood	BGS	1,530	1.23%	123,937
SASSO – MacGregor Point Dryland Sled Dog Derby	SWO/GTA	1,508	0.63%	241,279
BMVA – Friday Night Indie Series	BGS/SWO/GTA	1,093	0.30%	367,600
Collingwood Downtown – Art Crawl	BGS	1,163	1.15%	100,921
BMVA – Peak to Shore	SWO	988	0.49%	199,713

Festival Implementation Program – Digital Advertising -Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Silver Goose – Northern Cyclocross series	BGS/GTA	5,295	1.19%	445,846
Saugeen Shores Chamber – Pumpkinfest	SWO	2,137	1.22%	175,228
Total		27,378	1.06%	2,710,522

Experience Development 101

3 Experience Development 101 Workshops

- October 12, 18, January 31 (in partnership with OLC and City of Orillia)

Experience Development 101 (ED 101)

- Full day introduction to Experience Development and why it can be beneficial for your business and your community
- 66 people attended ED 101 sessions

Experience Development 102

February 10, 2017 at Creemore Springs Brewery

- 8 participants in ED 102
 - 8 new experiences will be executed in 2017
- Full day to develop your experience
 - Activity flow, Pricing, Marketing



BruceGreySimcoe Conference 2016

- December 7, 2016 at the Georgian Bay Hotel in Collingwood
- Jeff MacInnis Keynote featured WIN thinking and challenged everyone to decide how they were going to WIN 2017
- Breakout panels featured
 - Workforce Development – Gemma Mendez-Smith, Michael Agema, Sandra Lee
 - How To Work With Media – Liz Flemming
 - Importance of Packaging and Partnering – Barrie Martin
- The Apple Pie Trail provided delicious treats



It's Full of Opportunity

Outdoors, affordable, surprizing history

I'm an explorer!

I love Living here

The best place to live and work

It's a great place to Play

There is so much to see, do & Experience

Waterways!, kayak, canoe

Natural Beauty!!

There is always something going on Small towns

Of all the multitude of experiences!

I'm a destination for VFR's!

Award winning festivals

I Play Here!

Canoe, Kayak, SUP, Hike, Ski

Amazing tourism Staff & Champions

The Beach!

We have FOUR seasons!

Lived here my whole life and still discover new things!

It is home to entrepreneurial business risk takers who are all super stars!

I love BruceGreySimcoe

Because

SUP

I think I'm a better person here

So many experiences to See & Do!

Local experiences with world class feel

Calm rural living & Summer excitement

so much to explore HIKING FOR DAYS!

Beautiful trails

There's something for everyone all year round!

You are only a stranger once

It's Home

World Class Natural Attractions



It's a place people dream of visiting and its my HOME

Wide open Wilderness

It's a region open to new people & New ideas

Because..who else has a winery called "Hoity Toity Cellars"?

BruceGreySimcoe Conference 2017

SAVE THE DATE!! 2017 BruceGreySimcoe Conference is November 14 at
Blue Mountain Resort

Operators will be joined by Gr 11/12 and Georgian College Students
from across the region



Golf In Ontario 2016/17

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 & OTMPC to promote golf and 19th hole activities to the international market (mainly US)
- Hosted FAM trip with golf writers and golf operators
- Social media and programmatic marketing
- Attended International Association of Golf Tour Operators (IATGO)
- Free opportunity for stakeholders



Golf In Ontario 2017/18

GolfinOntario added 5 new photos.
April 5 at 3:44pm · 🌐

Check out this week's feature course: **Cranberry Golf Resort**
Enjoy Cranberry along with countless amenities including Side Launch Brewing Company and Living Water Resort & Spa!!
www.golfinontario.ca



👍 Like 💬 Comment ➦ Share

👍 6

Write a comment... 🗨️ 📷 📁

GolfinOntario @GolfinOntario · Apr 5
Check out this week's feature course, [@CranGolfResort!](#)
[#GolfinOntario](#) [#CranberryGolfResort](#) [#Golf](#) [#Ontario](#) - Yours To Discover.



Cranberry GolfResort

👈 ↻ 📍 2



Golf In Ontario 2017/18

Partnership between RTO6, RTO7, Bay of Quinte Tourism, OTMPC (TIPP Program)

www.golfinontario.ca - being updated

- Retained Brad Kosak as Coordinator
- 14 courses in BGS have joined the program + accommodation and attractions partners
- 102 rounds sold in Jan – Mar 2017
- Will be represented at ITAGO end of June

Gift of the Getaway 2016/17

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 while highlighting attractions in the regions

- Partnered with 36 attractions to offer 42 coupons as incentives for people to come to BGS
- Program generated 6,697 coupon downloads and \$99,550 in gift certificate sales



Gift of the Getaway 2016/17

Resorts of Ontario

[Home](#) [Online Brochure](#) [Resorts of Ontario](#) [Contact Us](#) [Q](#)

Go
Resorting

EXPLORE

Ontario regions have so much to offer!

[Buy A Gift Certificate](#)

[Download Coupons](#)

[Resorts, Inns & B&B's](#)

[Explore the Regions](#)



Give a Go Resorting gift certificate, and give the gift of Life

Gift of the Getaway 2017/18

www.giftofthegateway.com

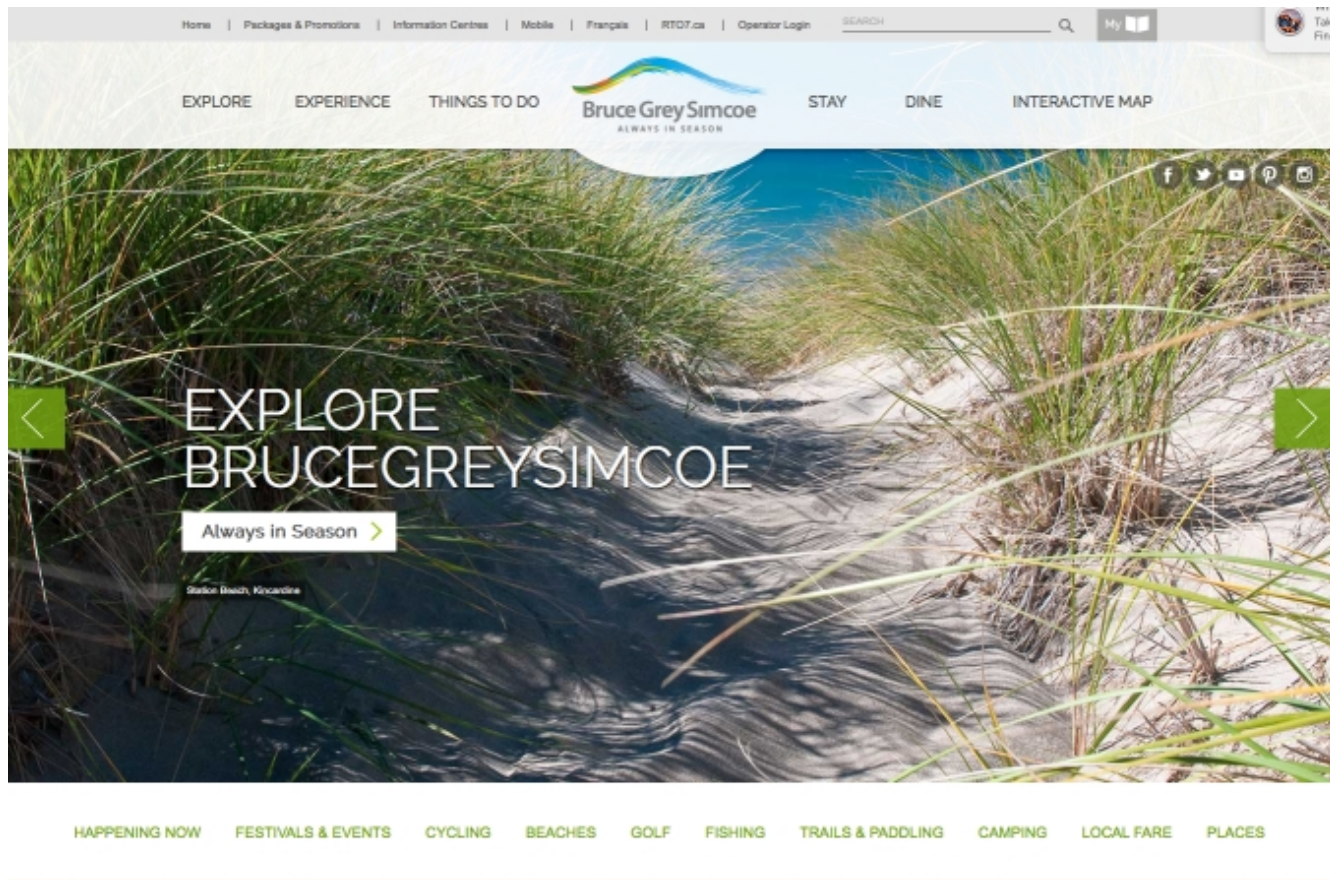
- Continuing to strengthen the program
- More collaborative digital marketing push
- Partnered with 18 attractions with 20 different offers in BGS to date
 - Partners can change their offer at any time
 - Follow up will be done with the attractions partners to determine the success of the campaign
- Will feature 10 different packages with Resort/B&B partners
 - Packages also available on BruceGreySimcoe.com

Communication Coordinator Report

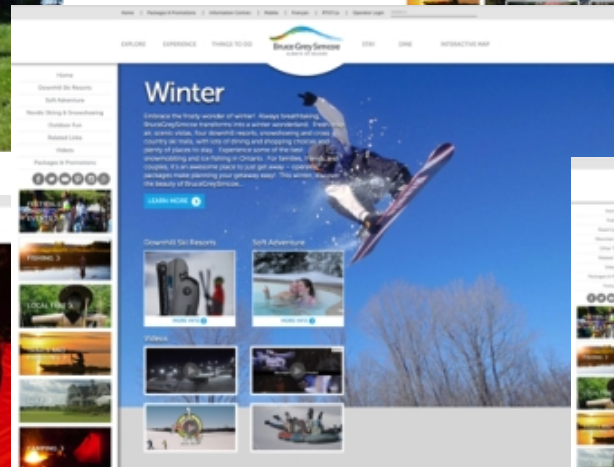
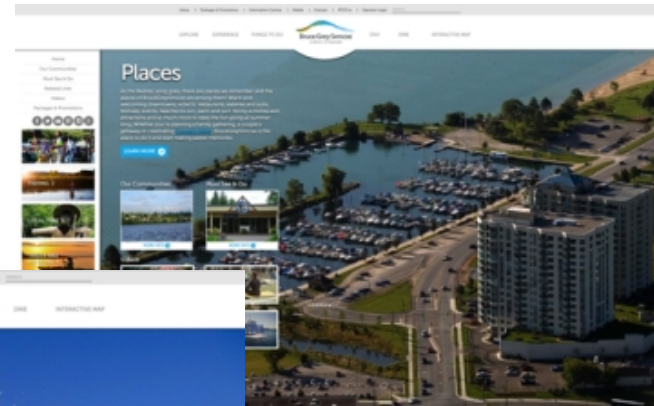
Communication Coordinator Report

- 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

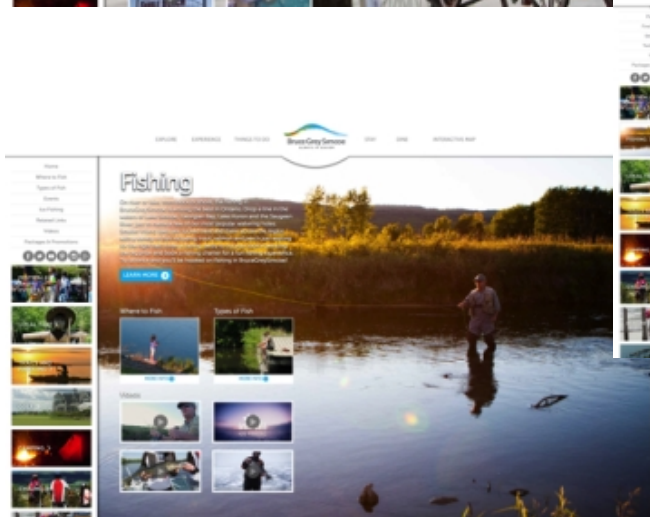
Communication Coordinator Report – BruceGreySimcoe.com



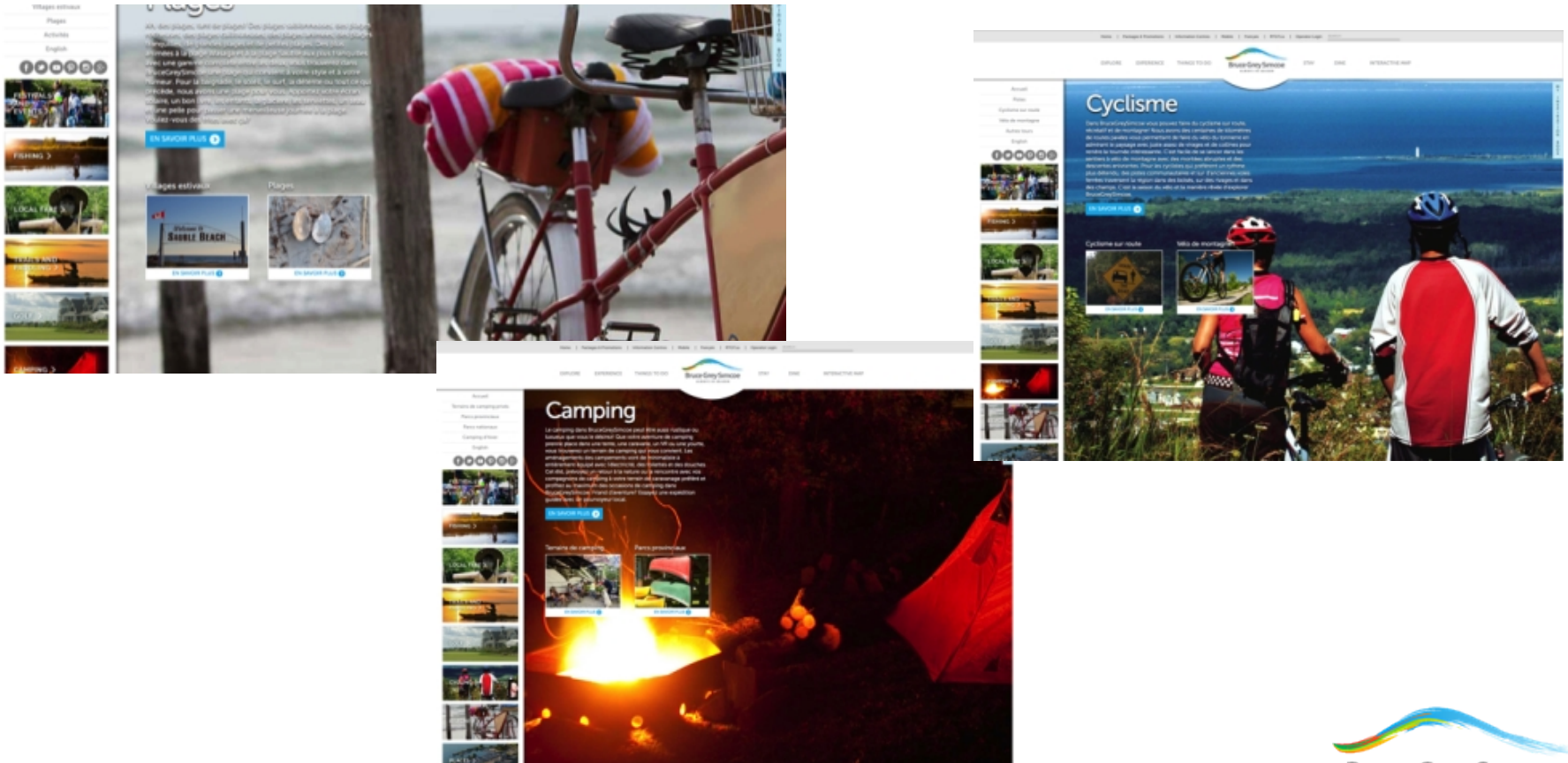
Communication Coordinator Report - Microsites



Communication Coordinator Report



Communication Coordinator Report – New in 2016



Communication Coordinator Report – Operator Listings

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

Communication Coordinator Report – Operator Listings

- Listings on BruceGreySimcoe.com
 - Things to Do
 - Attractions
 - Culture
 - Sports & Recreation
 - Shopping
 - Relaxation & Wellness
 - Tours & Information Services
 - Stay
 - Bed & Breakfast/Inn
 - Camping

Communication Coordinator Report – Operator Listings

- Listings on BruceGreySimcoe.com (cont'd)
- Stay (cont'd)
 - Cottage/Chalet
 - Hotel/Motel
 - Resort
- Dine
 - Local Fare
 - Fine Dining
 - Good Eats


Communication Coordinator Report – Operator Listings

Home | Packages & Promotions | Information Centre | Mobile | Prints | RTD7.ca | Operator Login SEARCH

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 great getaway 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 2006, guests of Scandnave 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. Scandnave 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, saunas or steam room. This opens the pores and begins the detoxifying process. Then, a plunge into cold water rinses 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: 877-888-8484
Town: Blue Mountains
Postal Code: L9Y 0K9
Email address: info@scandinaveblue.com
Website: <http://www.scandinaveblue.com>

Our Social Media Links





Give the Gift of Relaxation

Places nearby

Tees Please Golf Target Range Golf Target Range Learn more	Bluewood Stables Horse trails, riding lessons, pony rides - open seven days a week. Learn more
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Communication Coordinator Report – Operator Listings

The screenshot shows the Bruce Grey Simcoe website's 'Places to visit' section. At the top, there is a navigation bar with links for Home, Packages & Promotions, Information Centres, Mobile, Français, RTOT.ca, and Operator Login. The main navigation includes EXPLORE, EXPERIENCE, THINGS TO DO, STAY, DINE, and INTERACTIVE MAP. The 'Places to visit' section features a header with the text 'Places to visit' and a paragraph encouraging visitors to explore the region. Below this, there is a featured article for 'Paddle Lake Country' with a large image of a person paddling a canoe. The article includes a description of the region, contact information, and social media links. A 'Places nearby' section is also visible at the bottom of the page.

Home | Packages & Promotions | Information Centres | Mobile | Français | RTOT.ca | Operator Login

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

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.

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: 705-325-9321
Town: Orillia
Postal Code: L3V 7A3
Email address: info@ontariolakecountry.com
Website: <http://www.PaddleLakeCountry.com>


Our Social Media Links

[f](#) [t](#) [in](#) [v](#)

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

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

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

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.



Meaford Scarecrow Invasion and Family Festival

The Scarecrow Invasion and Family Festival happens every autumn from mid-September to mid-October. Meaford is invaded by scarecrows hanging from lamp posts, posing in windows and gathering at strategic areas such as Station Hill, the entrance to town and outside Meaford Hall. On the Friday night of the weekend before Thanksgiving, the Festival begins with the parade including the famous Scarecrow Kazoo Band. The crowd follows the parade to the family festival at the harbour with children's activities, entertainment and presenting of the awards for the competition winners. The Meaford Scarecrow Invasion & Family Festival is a completely volunteer driven community event, whose purpose is to foster community spirit, by involving and including all residents, businesses and organizations in planning and implementing the event. The Invasion promotes Meaford.

[View Our Packages & Promotions](#)

[View Our Events](#)


[Add to Inspiration Book](#)

[View map](#)


Address: 175 Richmond St. S Meaford, On
Phone: 519-538-4665
Town: Meaford
Postal Code: N4L 1B3
Email address: richardandmarlyn@sympatico.ca
Website: <http://www.scarecrowinvasion.ca>

Our Social Media Links


[f](#) [v](#)



Scarecrow Birthday 1




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: 705-635-2790 ext 1734
Town: Elmie
Postal Code: L4M 4Y8
Email address: offroad@segwayofontario.com
Website: <http://www.segwayhorseshoe.com>

Our Social Media Links



Places nearby

Communication Coordinator Report – Operator Listings

The screenshot displays the Bruce Grey Simcoe website's 'Places to Visit' section. The header includes navigation links: Home, Packages & Promotions, Information Centre, Mobile, Français, RTD/24, Operator Login, and a search bar. The main navigation bar contains: EXPLORE, EXPERIENCE, THINGS TO DO, Bruce Grey Simcoe logo, STAY, DINE, and INTERACTIVE MAP. The 'Places to Visit' section features an orange banner with the text: 'Add a stop 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 great getaway offers. Make BruceGreySimcoe your destination for daytrips, overnight stays and vacations. Start making new memories and summer traditions with a visit this year.'

The featured listing is for **Casino Rama Resort**. It includes the resort's logo, a photograph of the resort building, and a 'Welcome to Casino Rama Resort' sign. The text for the listing reads: 'Since July 31, 1996, Casino Rama has been operating 24 hours a day, seven days a week. Casino Rama is Ontario's only First Nations commercial casino, and is operated by Penn National Gaming, Inc. We offer a complete entertainment experience with over 2,500 slot machines, more than 110 table games, 8 unique restaurants and a world-class, 5,000-seat Entertainment Centre. Our 300-room all-suite, full-service hotel features a spa and health club facilities.'


Below the text are several interactive links: 'View Our Packages & Promotions', 'View Our Events', 'Add to Inspiration Book', and 'View map'. Contact information is provided: 'Address: 8890 Rama Road, Phone: 705-329-3329, Toll Free Phone: 1-800-432-7529, Town: Rama, Postal Code: L7V 6H6, Website: Eggs2Green.ca/casinarama'. A 'Book Now' button is also present. Social media links for Facebook, Twitter, and YouTube are shown under the heading 'Our Social Media Links'.

The 'Places nearby' section lists three other locations: 'Fern Resort' (with a 'Learn more' link), 'Michelle's Elegance & Day Spa' (with a 'Learn more' link), and 'Betty and Tony's Waterfront B&B'.




Communication Coordinator Report – Operator Listings

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

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 great getaway 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

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 Believe!'

[View Our Packages & Promotions](#) 


[View Our Events](#) 


[Add to Inspiration Book](#) 

[View map](#) 

Address: 2-173 High Street
Phone: 519-483-6457
Town: Southampton
Postal Code: N0H 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](#) 

Thorncrest Outfitters

Thorncrest Outfitters can supply you with all your outdoor adventure needs. We offer kayak and canoe padding...

[Learn more](#) 



Communication Coordinator Report – Packages & Promotions

Home | Packages & Promotions | Information Centres | Mobile | Français | RT07.ca | Operator Login SEARCH My

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

Packages & Promotions

Summer adventure and fun is waiting for you in BruceGreySimcoe! Make the most of your visit by booking one of the packages below and taking advantage of the promotions on offer by our tourism operators. Treat the family, share a romantic weekend with that special someone, go on a spa retreat or get away with the girls. And, if you're a golfer, check out the packages on our golf site's "Stay & Play" page. Experience beautiful BruceGreySimcoe, always in season....

Gift of the Getaway
SEE MORE

Golf in Ontario
LEARN MORE

Special Tuesdays Are Free, Midweek Package (3 nights)
Bayview Wildwood Resort

Offered: May 7 to June 30 and Sept.4-Oct.27, 2017 Have free time during the week? Book a quick getaway at the Bayview Wildwood Resort. Tuesdays are free when you reserve the midweek package. You'll have plenty to do while you're with us. We offer wonderful indoor and outdoor activities available, in addition to great amenities, comfortable accommodations and some of the most beautiful scenery in Canada. Reserve your room today!!!

More info

Women's Wisdom Retreat - Offered Year Round
Healing Rock Retreat

An all-inclusive retreat with private rooms, nutritious vegetarian meals, yoga, meditation, private coaching sessions, group learning, periods of silence, free rest time, outdoor activities and much more. A beautiful, natural, waterfront setting. Led by a devoted, masterful teacher/mentor Ms. Daryl Wood. Daryl is also an author, Retreat Leader and Certified Life Coach.

More info

Scandinave Spa Experience
Craigleith Manor Bed & Breakfast

This package is perfect for a couple, a girls (or boys) only escape. We have the accommodation you need and have packaged a calming bed and breakfast stay with a regenerating trip to the Scandinave Spa Blue Mountain. The spa is only a 5 minute drive from Craigleith Manor B&B or if you would like to walk - only 20 minutes down the Georgian Trail to the blissful experience that is the Scandinave located in a tranquil forest setting. Your Package Day Pass gives you access to the Finnish sauna, Norwegian Steam Bath, Thermal and Nordic Waterfalls, as well as hot Baths and cold plunges.

More info

Summer Weekend Getaways
Bayview Wildwood Resort

Bayview Wildwood Resort is the perfect family destination for Summer Vacation Fun! Summer packages can include five or seven night stays, nightly stays and Labour Day weekend. Our packages are ideally suited to meet your families needs, our "One child under 12 stays FREE all summer" deal, as well as special weeks where TWO Children (12 and under) stay for FREE. Summer Weekend Package Dates Available July 7 - Aug 25 including 5 meals 2 Children Free Rates starting from \$418

More info

Summer Getaway Packages-5 nights
Bayview Wildwood Resort

Discount Season - Sunday-Friday (5 nights) 2 Children Free Dates Available July 2 - 14 Aug 13 - 25 Includes 14 meals 2 children free

Summer Warm Up Specials - June 23rd - July 9th - Kids 3 & under stay free!
Fern Resort

Mid Summer Specials - Family Vacations at Fern Resort
Fern Resort

August Family Specials at Fern Resort - 1 child stays free under 13 years
Fern Resort



Communications Coordinator Report – Festivals & Events

- Received over 320,000 visits last year (more than double the year before)
- FREE to add listing
- Two categories:
 - Featured Events
 - Local Colour
- Bonus:
 - Event appears on your operator listing page (must be registered operator)

Communication Coordinator Report – Festivals & Events

The screenshot shows the Bruce Grey Simcoe website with a navigation bar at the top containing links for Home, Packages & Promotions, Information Centre, Mobile, Français, RTD/CA, and Operator Login. The main navigation includes EXPLORE, EXPERIENCE, THINGS TO DO, STAY, DINE, and INTERACTIVE MAP. A sidebar on the left lists categories like Home, Featured Events, Local Colour, Calendar, Past Events, Submit Your Event, Videos, and Packages & Promotions, along with social media icons and a vertical list of activity thumbnails including Fishing, Local Fare, Trails and Hiking, Golf, Camping, and Cycling.

Maanwanji'iding: Festival Canadiana

Date: 30 Jun, 2017 - 09 Jul, 2017. **Community:** Owen Sound
Category: Arts & Heritage, Family, Holiday, Music, Outdoor

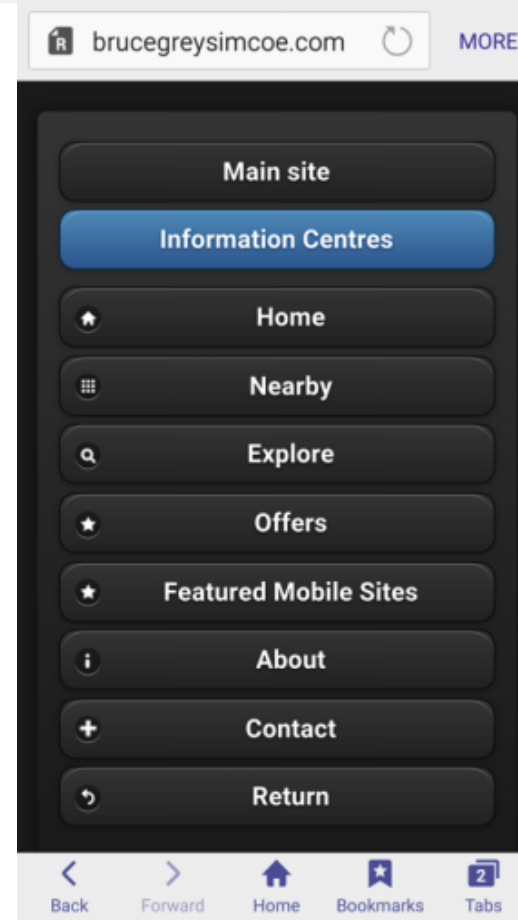
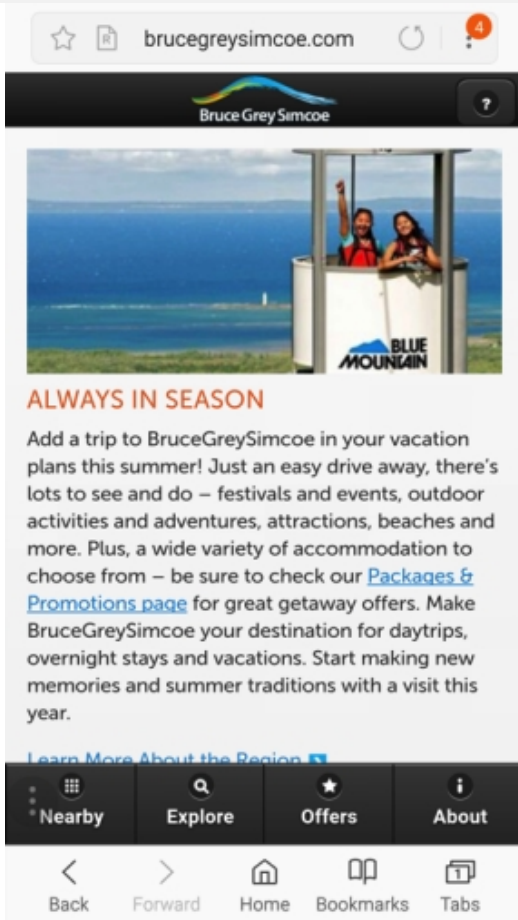
Opening and Closing Times:
Friday June 30 - Opening Ceremonies Kelso Beach 5 pm - 10 pm
Saturday July 1 - Performers, workshops, attractions 12 pm - 11 pm
Sunday July 2 - Performers, workshops, attractions 12 pm - 10 pm
July 3 - 9 - Community Events, check web page for details
Friday July 7 - Waterfront Rock off, Inner Harbour. Grand entrance of World's Largest Duck 5 pm - 11 pm
Saturday July 8 - Shows, Performers, attractions 11 am - 11 pm
Sunday July 9 - More performances and activities 11 am - 9 pm

Admission Fees: No (Free)
Activities, concerts, shows, workshops fireworks and more June 30 - July 2 at Kelso Beach.
Themed events throughout the community all week.
July 7 - July 9 includes ONTARIO 150 Tour, The world's largest rubber duck, Lumberjacks, interactive dance, and other additional features at our inner harbour.

Venue Name: Kelso Beach Park and Inner Harbour
Phone: 519-276-4480
Email: info@bgsimcoe.ca
Website: <http://www.bgsimcoe.ca>

The event is highlighted as a **FEATURED EVENT** with a banner that includes the dates "JUNE 30-JULY 9, 2017" and the phone number "519-276-4480". A photograph at the bottom shows a group of people performing acrobatics at night.

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
Twitter	6,388	5,599	14%
Facebook	21,979	14,500	52%
Pinterest	194	151	29%
Instagram	3912	1792	118%



Communication Coordinator Report – Social Media

- Stakeholder Relations – RT07 Connection

RT07 Industry Communication			
Media	Followers/Likes/Views		
	Current Year	Previous Year	% Change
Twitter	1272	990	29%
Facebook	351	250	40%
RT07 Connection	3364	3809	-12%

Communication Coordinator Report – Social Media

BruceGreySimcoe
@BruceGreySimcoe
People can search for @BruceGreySimcoe to find your Page easily. You can change your username in the Page Info section.

13.7K Likes · 2,866 Photos/Videos · 6,457 Followers · 10.2K Likes

BruceGreySimcoe @BruceGreySimcoe · 5h
The folks of National Geographic Adventure understand Canadian Canoe Culture. We are so lucky to have so many... [fb.me/ZDGR7G](#)

BruceGreySimcoe @BruceGreySimcoe · 7h
Put away to the circus this Canada Day weekend at Owen Sound's free circus workshop! Lots of family fun... [fb.me/10enOPH0A](#)

BruceGreySimcoe @BruceGreySimcoe · 8h
Do you know where this spectacular view is in #BruceGreySimcoe? Take a guess in the Comments below & be sure to... [fb.me/2kDkqP76](#)

Heart of Gibby @HeartOfGibby · May 23
Featuring @BruceGreySimcoe
@TayTownship @TayTownship @VictoriaON @penetanghills
@BruceGreySimcoe @BruceGreySimcoe @TSC

Scott Rock @scottrockphoto · May 25
Dramatic sunset over Lake Huron seen from Port Elgin, Ontario last week.
@BruceGreySimcoe

BruceGreySimcoe · 102 subscribers · 29,000 views · Video Manager

What to watch next

- Midnight Snowshoe Fondue
- Hut & Joanne of Bodybreak Try Fat Biking for the First Time
- BruceGreySimcoe - Tutorial Video
- Only Dirty - Where One Loves to Tour in BruceGreySimcoe

Uploads

- Midnight Snowshoe Fondue
- Hut & Joanne of Bodybreak Try Fat Biking for the First Time
- BruceGreySimcoe - Tutorial Video
- Only Dirty - Where One Loves to Tour in BruceGreySimcoe



Communication Coordinator Report – Social Media



Communication Coordinator Report – Outreach & Collaborations

- Attended & made presentations at:
 - Fam Tours
 - Brochure swaps
 - Seminars & workshops
 - Conferences
 - AGMs
- Inquiry Re-Direction
- Social Media & Website Development Support

Communication Coordinator Report

- Reminders & Suggestions Social Media
 - All about sharing so...
 - Tag photos, use mentions, create hashtags, share others' posts
 - Share events (easy to do)
 - 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
 - Allison Davies – adavies@rto7.ca
- 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
- BruceGreySimcoe.com
- Contact Information
 - Bill Sullivan bsullivan@rto7.ca
 - Alex Hogan ahogan@rto7.ca
 - Kim Clarke kclarke@rto7.ca
 - Ginny Henry ghenry@rto7.ca
 - Allison Davies adavies@rto7.ca

