

RT07 Year End Wrap Up 2017/18

June 21, 2018

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 2017/18 Agenda

Item	Time	Presenter
Welcome	1:00 pm to 1:05 pm	Chair/President
The Sharing Economy - Michael Agema	1:05 pm to 2:05 pm	Michael Agema
Stakeholder Panel Discussion	2:05 pm to 3:05 pm	Kim Clarke
Break	3:05 pm to 3:20 pm	
Wrap Up	3:20 pm to 3:50 pm	Bill Sullivan
Introduction of Board of Directors for 2018/19	3:50 pm to 4:00 pm	Chair/President
Adjournment		

Collaboration

- What Collaboration is to RT07
 - Sharing of ideas
 - Sharing of resources
 - Sharing of successes and failures

Our Collaborative Process

- Develop concepts and programs after discussions with stakeholders
 - Verification of the concepts
 - With other stakeholders, partners outside the region, desk research, experts in the field, staff
 - Creation of programs
 - Matching of RTO7 mandate and scope of work
 - Matching of RTO7 resources
 - Reviewing with Stakeholders mandates and resources
 - Actioning programs
 - Evaluating programs and making changes

What type of information are we looking for

- Stakeholder
 - Needs assessment
 - What will the program help to solve
 - What time commitment is needed
 - Time to develop
 - How long before a difference is realized
 - Resources available
 - Human, product/experience and financial
 - Willingness of all parties to partner and share

What type of information are we looking for

- RT07
 - How does the program support mandate of RT07
 - Resources available
 - Human, product/experience and financial
 - Will the program fit within the Regional Tourism Guidelines
 - How does the program advance the tourism industry within the region and the province

What our collaborative programs are not

- A source of annual funding
- A budget line on your annual budget

Our Collaboration Opportunities

RT07 Collaboration 2017/18

Partnership Program

- 37 partnerships

Festival Implementation Program (FIP)

- 17 partnerships

Experience Implementation Program (EIP)

- Experience Development Workshops
 - 100 participants
- Advertising Support
 - 9 partnerships

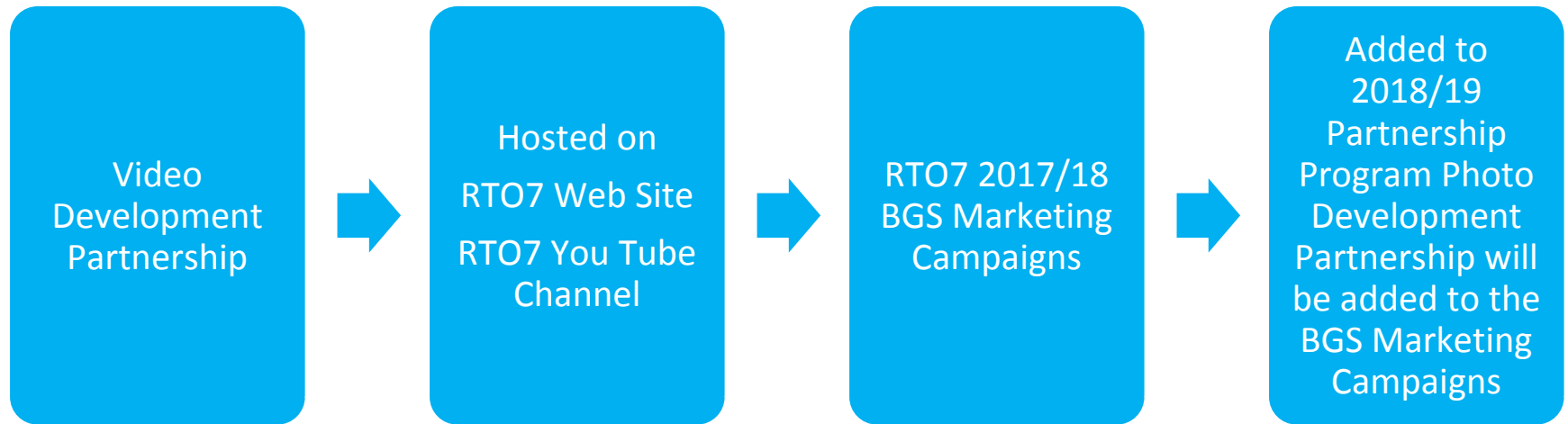
Collaboration Program

- 20 partners

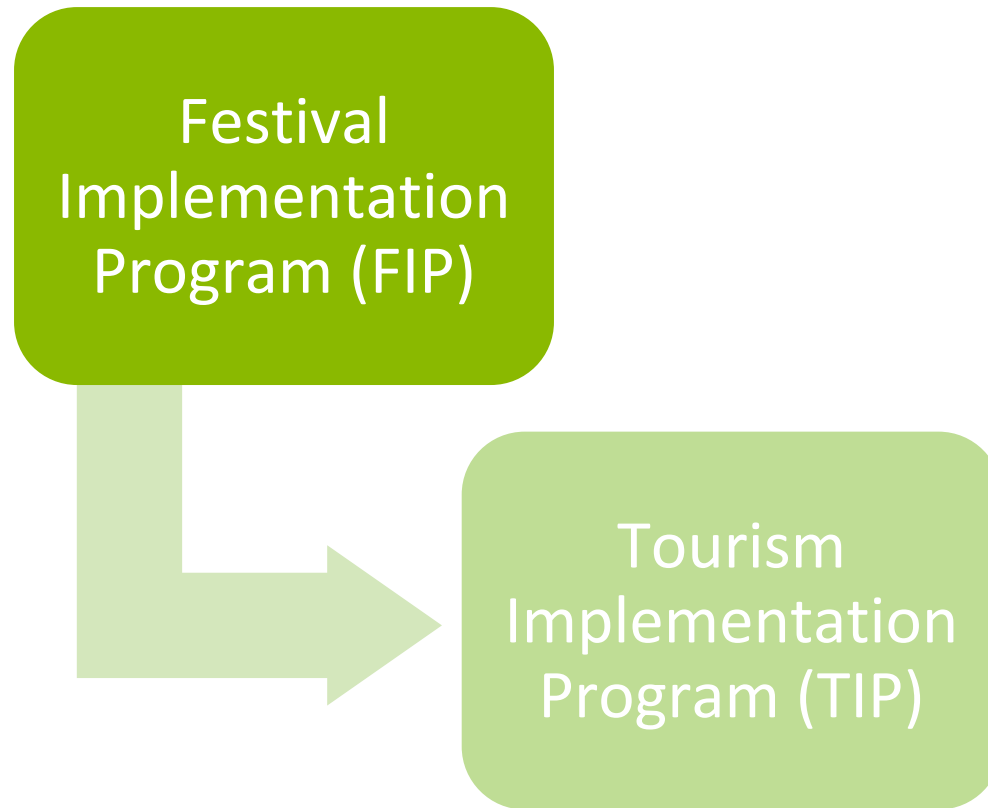
Media Relations Program

- 6 partners

Example of Ongoing RTO7 Support – Partnership Program



Example of Ongoing RTO7 Support/Expansion – Experience Development



Examples of Collaboration

- Partnership Program 2017/18
 - Signage 4 partnerships
 - Digital Advertising 5 partnerships
 - Translation 1 partnership
 - Video Development 11 partnerships
 - Photo Development 4 partnerships
 - Video Advertising 6 partnerships
 - Product/Experience Development 6 partnerships

Examples of Collaboration

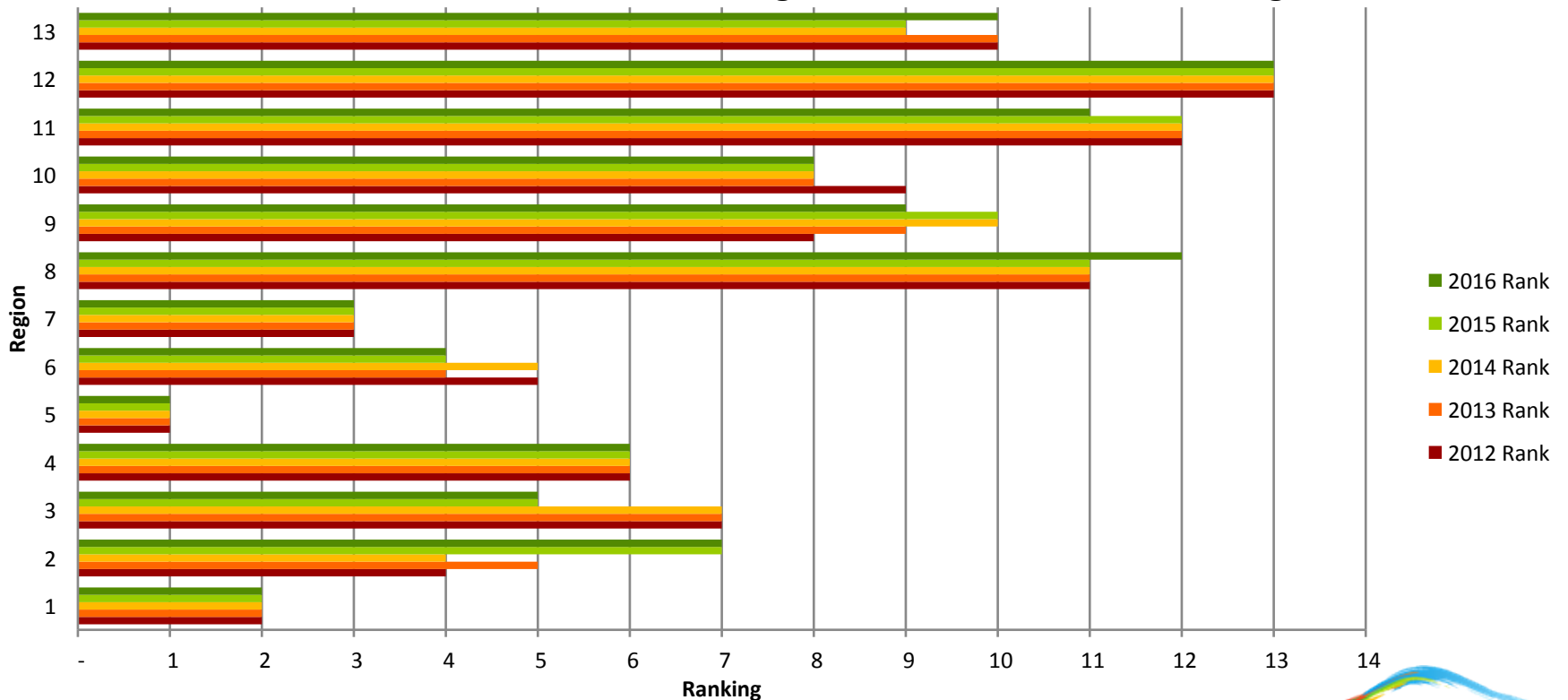
- Festival Implementation Program 17 partnerships
- Experience Implementation Program
 - Experience Development Workshops 100 participants
 - Advertising Support 9 partnerships
- Collaboration Program 20 partners
- Media Relations Program 6 partners

Year End Wrap Up Report

- The purpose of this Year End Wrap Up is to highlight key initiatives and accomplishments by Regional Tourism Organization 7 (RTO7) in FY 2017/18 (April 1, 2017 to March 31, 2018), RTO7's seventh fiscal – and sixth 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

Person Visits by RTO Region – MTCS Regional Profiles

Total Person Visits the lower the ranking number the better the ranking

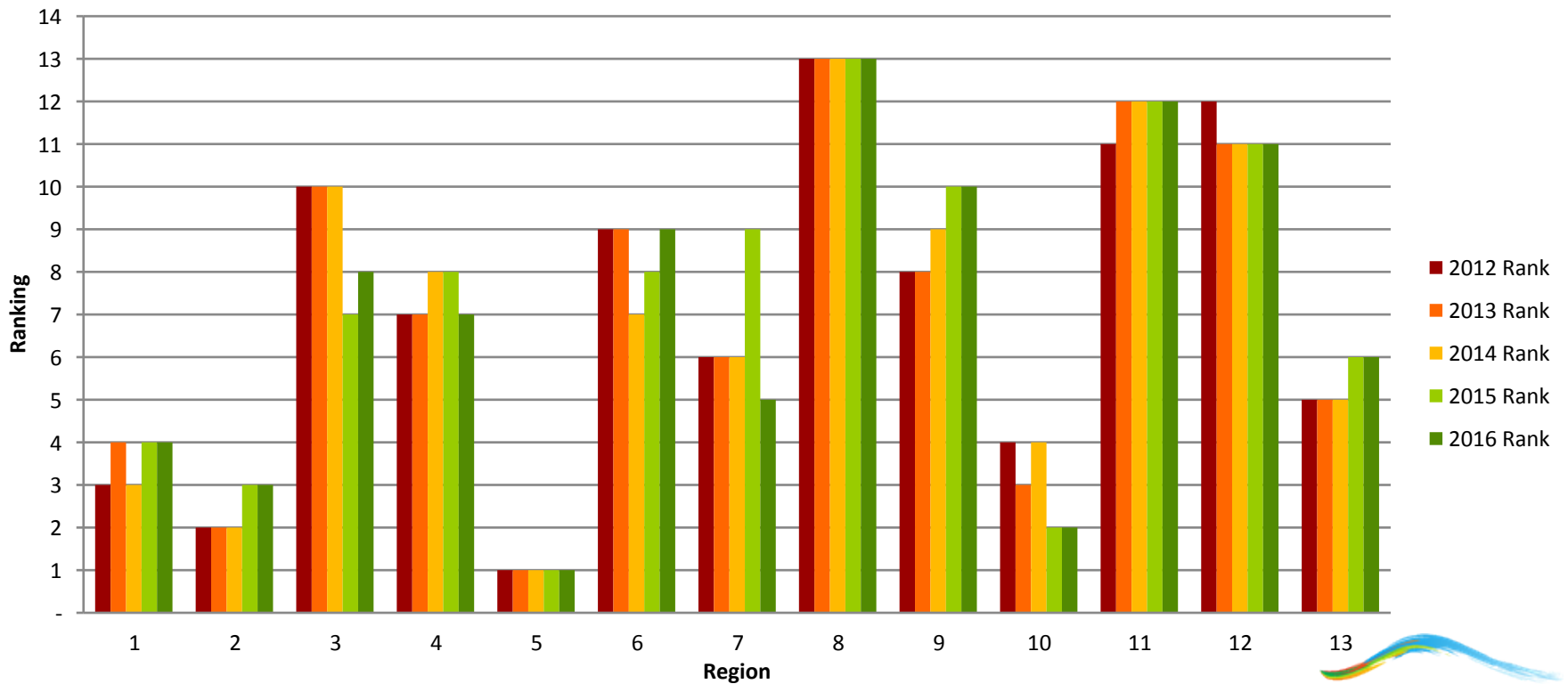


Note: The quality of the data describing the characteristics of US visitors to Ontario is particularly low and as such the ministry will not be releasing this information at the sub-provincial level. 2015 & 2016 data.

Region 7 has maintained its ranking as the 3rd most visited region in Ontario from 2012-2016.

Visitor Spend by RTO Region – MTCS Regional Profiles

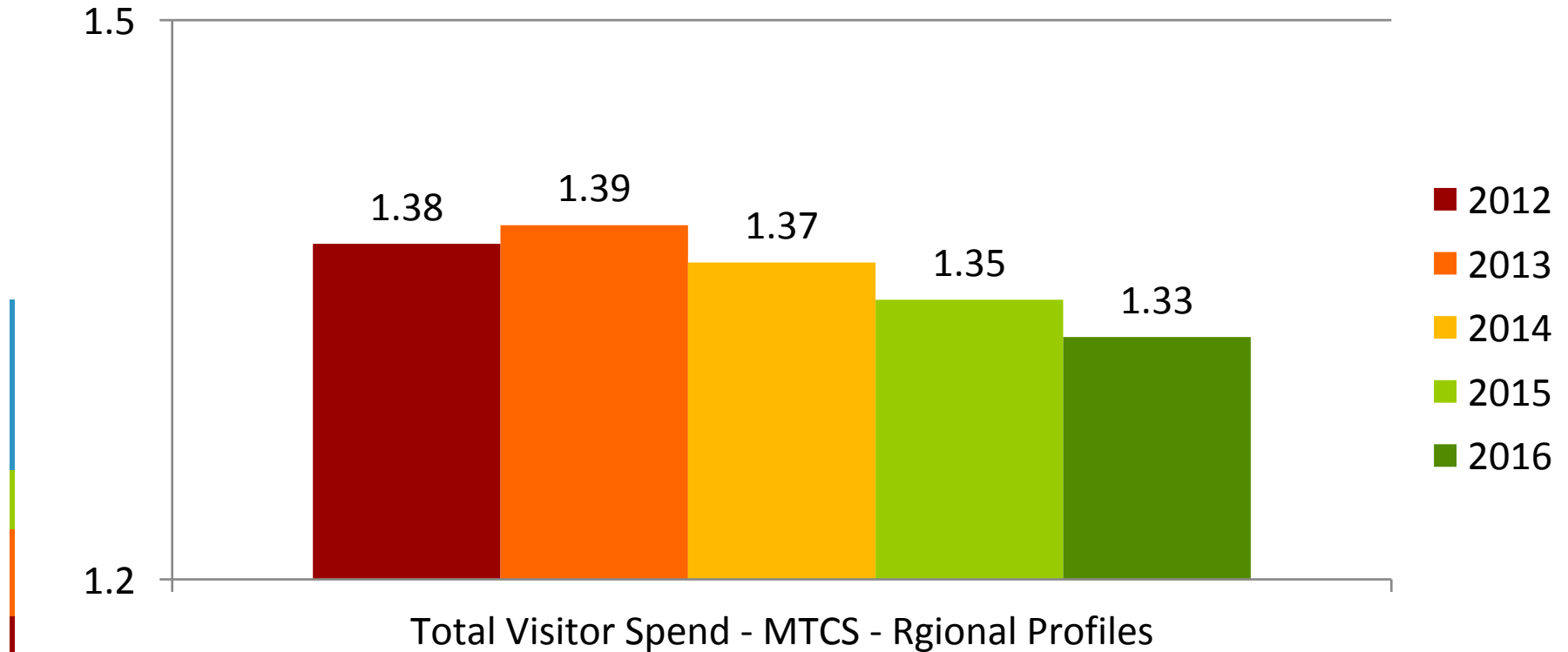
Total Visitor Spend the lower the ranking number the better the ranking



Note: The quality of the data describing the characteristics of US visitors to Ontario is particularly low and as such the ministry will not be releasing this information at the sub-provincial level. 2015 & 2016 data.

Region 7's visitor spending average ranking is 6th when compared to the other regions within Ontario.

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

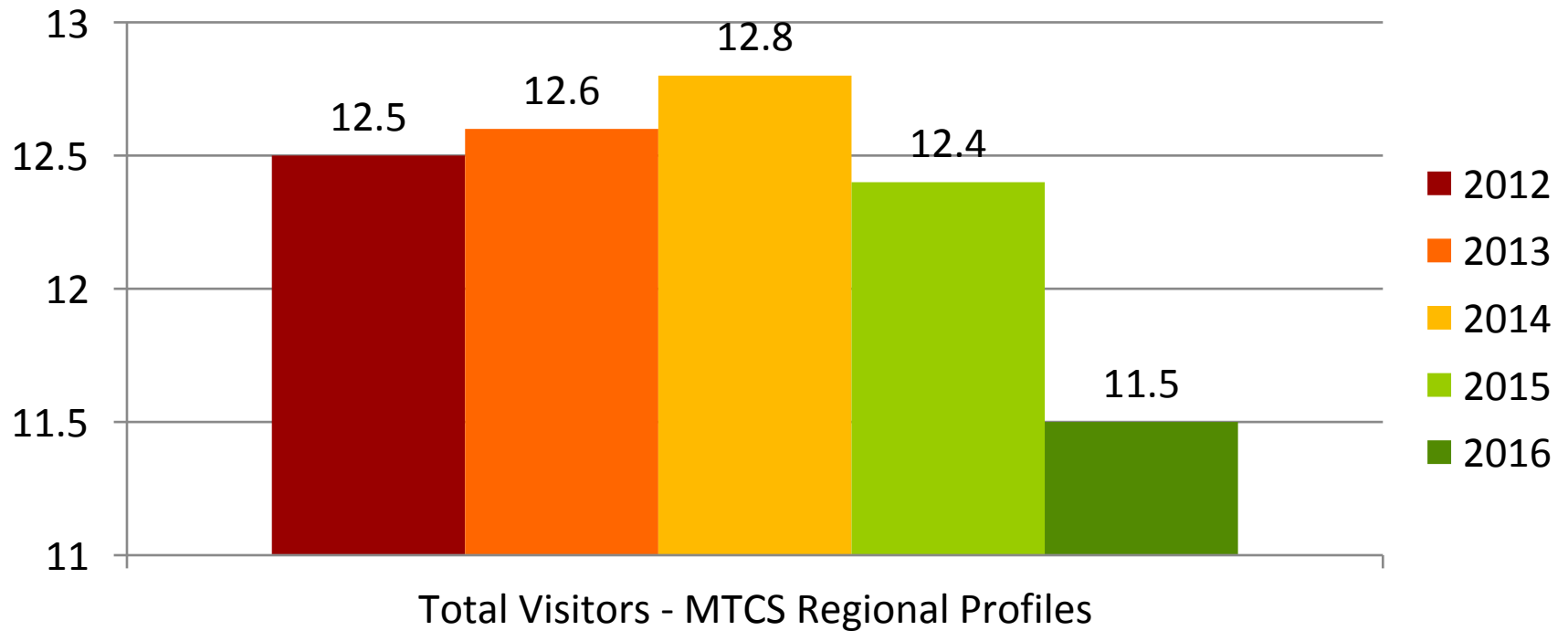


Note: The quality of the data describing the characteristics of US visitors to Ontario is particularly low and as such the ministry will not be releasing this information at the sub-provincial level. 2015 & 2016 data.

Total Visitor Spend with Region 7 indicates a decline – US spending not included in 2015 and 2016.



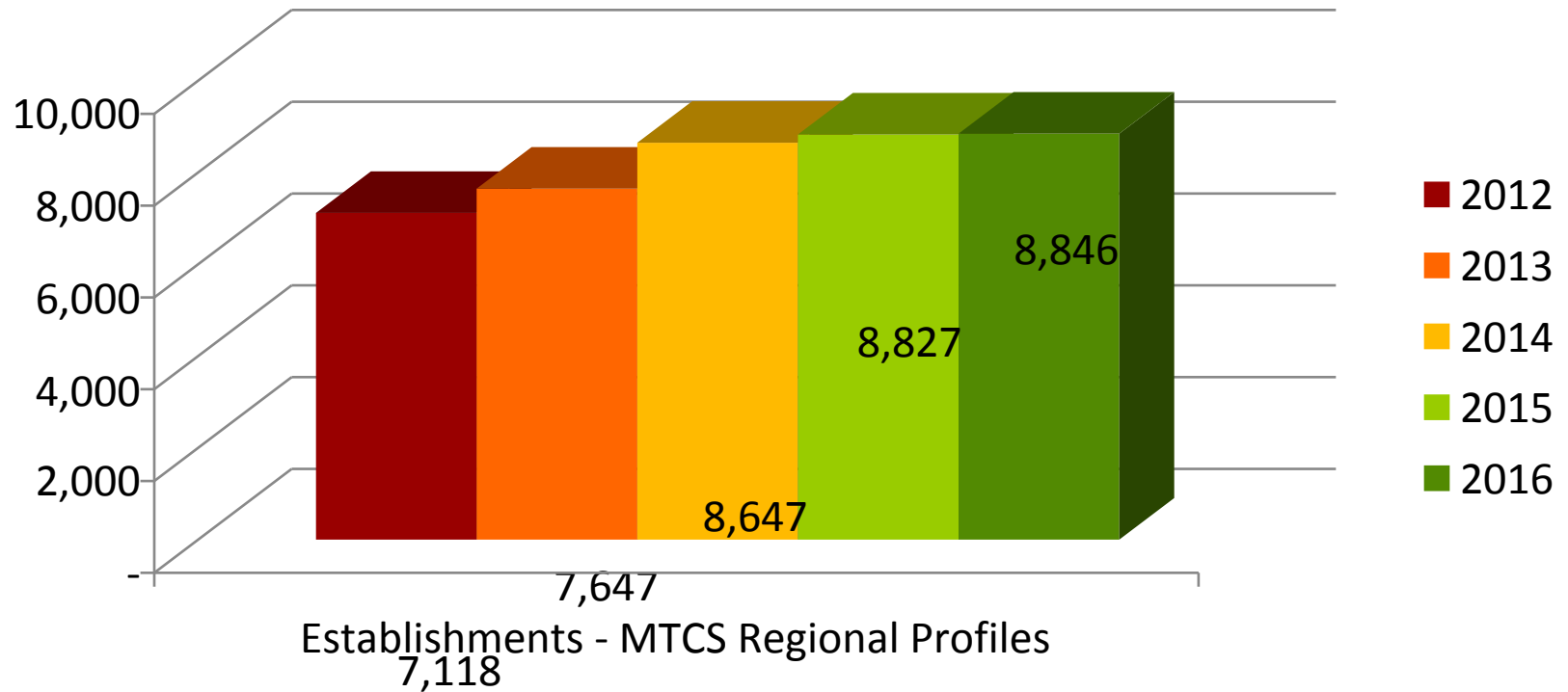
Total Visitors to BruceGreySimcoe – Region 7 (In millions of visitors)



Note: The quality of the data describing the characteristics of US visitors to Ontario is particularly low and as such the ministry will not be releasing this information at the sub-provincial level. 2015 & 2016 data.



Tourism Related Establishments in BruceGreySimcoe – Region 7

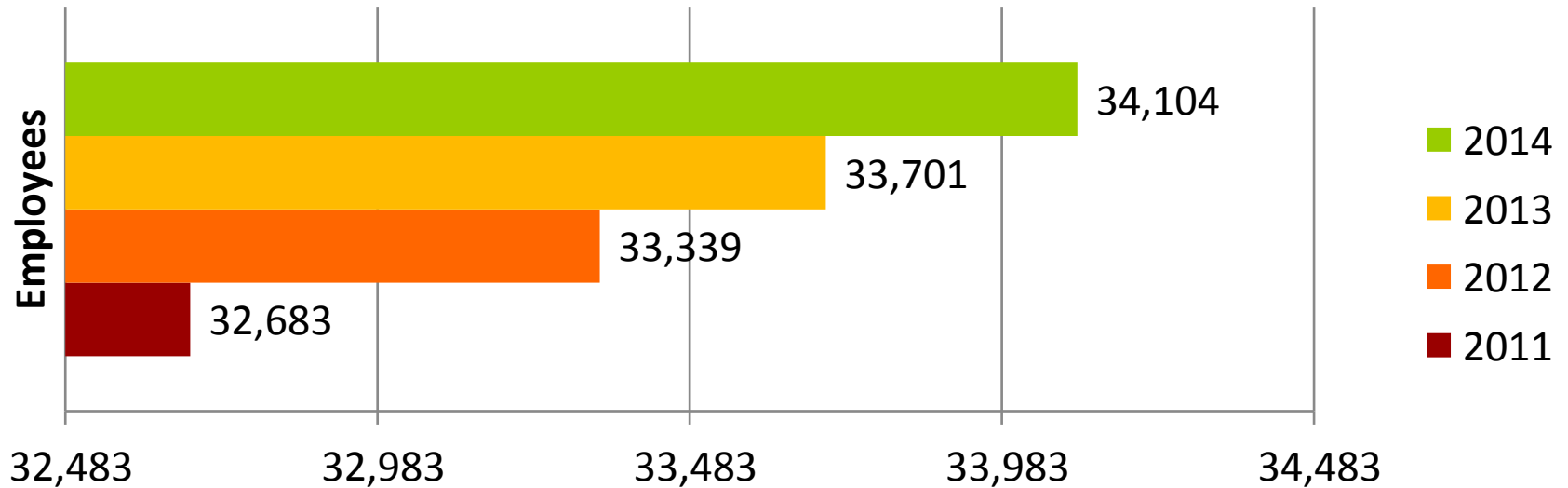


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Employment in Tourism-Related Industries 2011-2014 in BruceGreySimcoe – Region 7

Tourism Data Aggregation Project 2015



In partnership with the 3 counties and RTO7 the above data was collected - number of people employed within the tourism industry in Region 7 increased each year within the study framework.



Governance

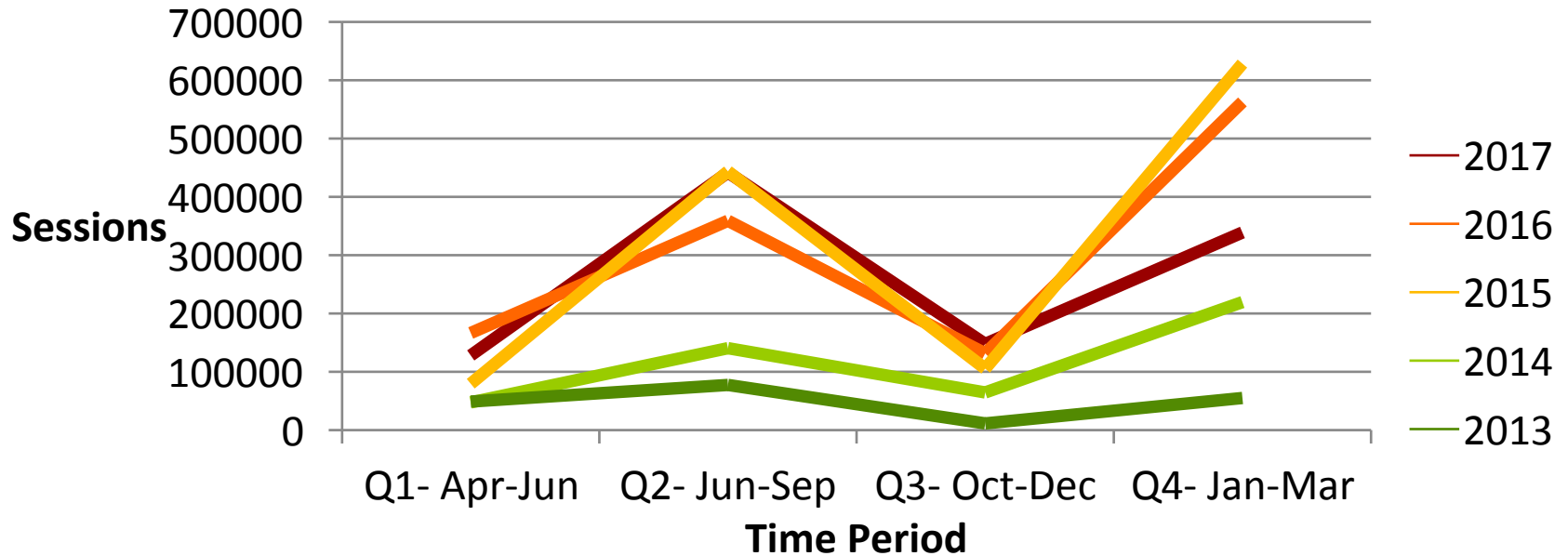
- Governance and Board Affairs
 - Conducted 5 board meetings (one by conference call)
 - Conducted Stakeholder Info Session - April
 - Conducted Annual Meeting followed by Stakeholder Year End Wrap Up – June
 - Participated in planning meetings with many tourism and government organizations
 - Refined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

Marketing 2017/18

- 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.
- Expanded RTO7 campaign structure meant to highlight partners videos using Facebook and directing to the partners web site
- Visiting Friends and Relatives (VFR) campaign introduced and refined
- 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 to 2017/18

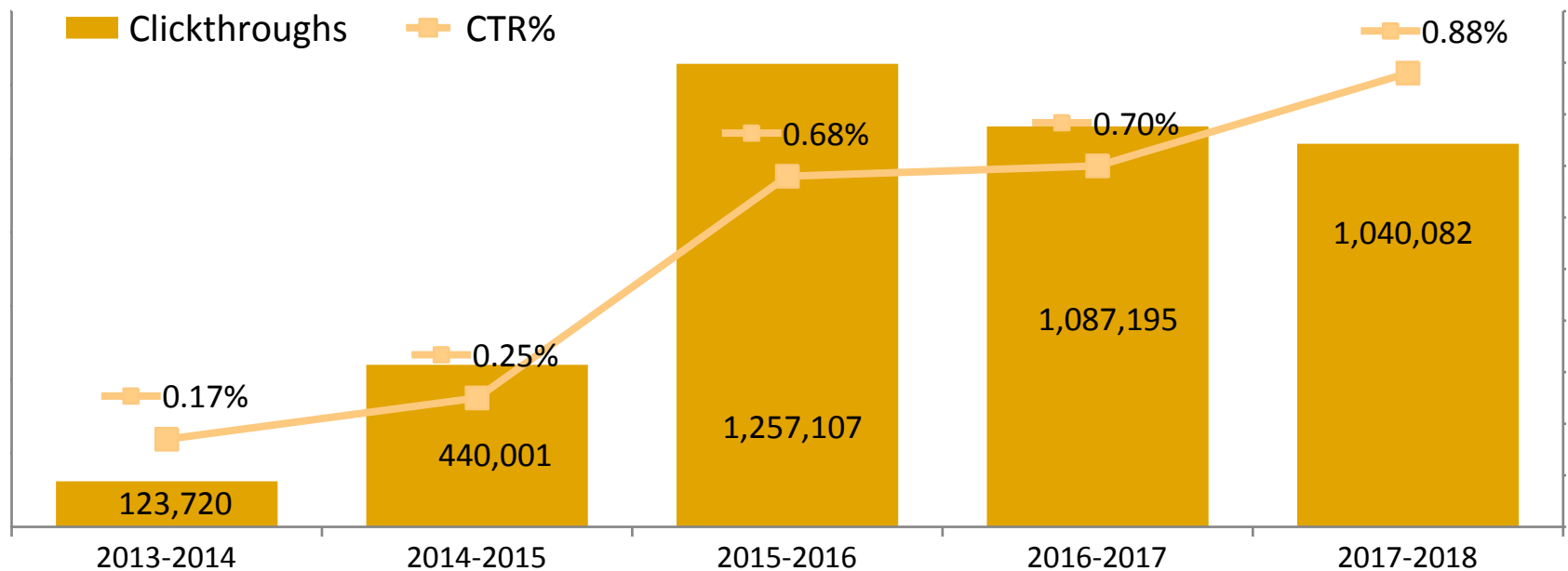
Web Site Sessions 2017/2016/2015/2014/2013



Reduced budget used to direct traffic to BGS site resulted in fewer sessions. Marketing Budget was at an all time high in 2015.



Marketing – Year to Year Performance - Clickthroughs vs. CTR



Changing campaign tactics to direct traffic to partners site instead of BGS site reduced clickthroughs to BGS site. Although, improved targeting increased CTRs to the BGS site.

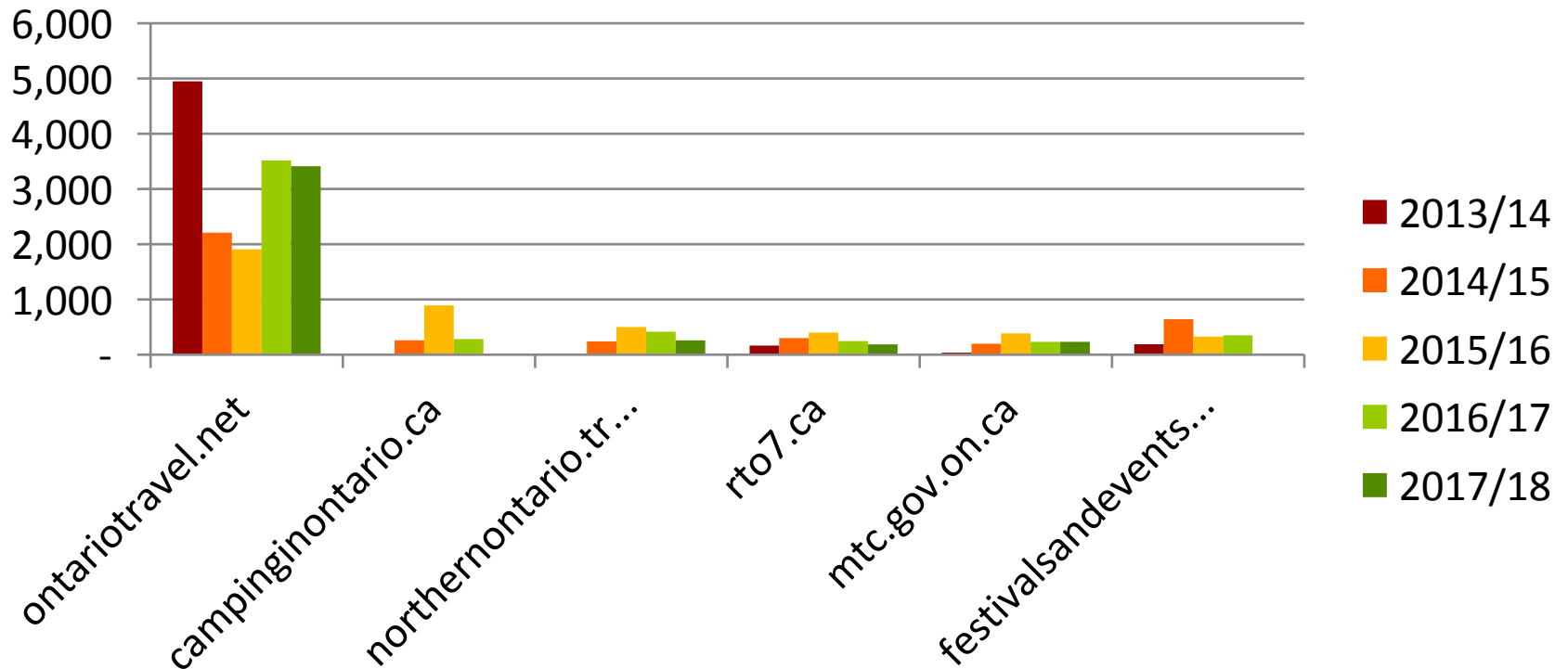


Marketing – Overall Results

- 2017/18 – BruceGreySimcoe – Always in Season Marketing Campaigns
 - Referrals to stakeholders increased despite reduced budgets and overall traffic to site. This increase can be attributed to improved targeting of messages to the right market at the right time using interest targeting.
 - Shifting of budget from Digital advertising to Collaboration Program, Social advertising and directing traffic directly to partners websites resulted in lower statistics for BruceGreySimcoe site.
- Online media campaign results (Google Analytics and Partner Programs):
 - Website visits decreased 13% to +1.1 million
 - Pageviews decreased 11.4% to 2.6 million
 - Referrals to stakeholders increased 110% to +196K (includes BGS campaign & Partner Programs)
 - Mobile Use decreased 2.0% to +657K visits
 - You Tube Views increased 20% to +25K
 - Facebook Followers increased 34% to +28K



Top Referring Channels



Baseline set in 2014 with the above referring channels.
Ontariotravel.net continues to outperform others.

Advertising Campaigns – Top performing Source Medium

Sessions						
Source Medium	2015/16	YOY Chg %	2016/17	YOY Chg %	2017/18	YOY Chg %
Google	1,015,764	251%	639,996	-36%	598,330	-15%
Facebook	143,065	390%	345,254	141%	343,832	-.4%
Direct	39,742	-31%	179,702	470%	133,038	-26%
Twitter	22,888	222%	5,768	-74%	51	-99%
Yahoo	10,380	-65%	2,344	-77%	1,951	-17%
Ontariotravel.net	1,908	-13%	4,628	142%	4,340	-6%
Bing	1,863	-43%	6,899	270%	6,714	-3%

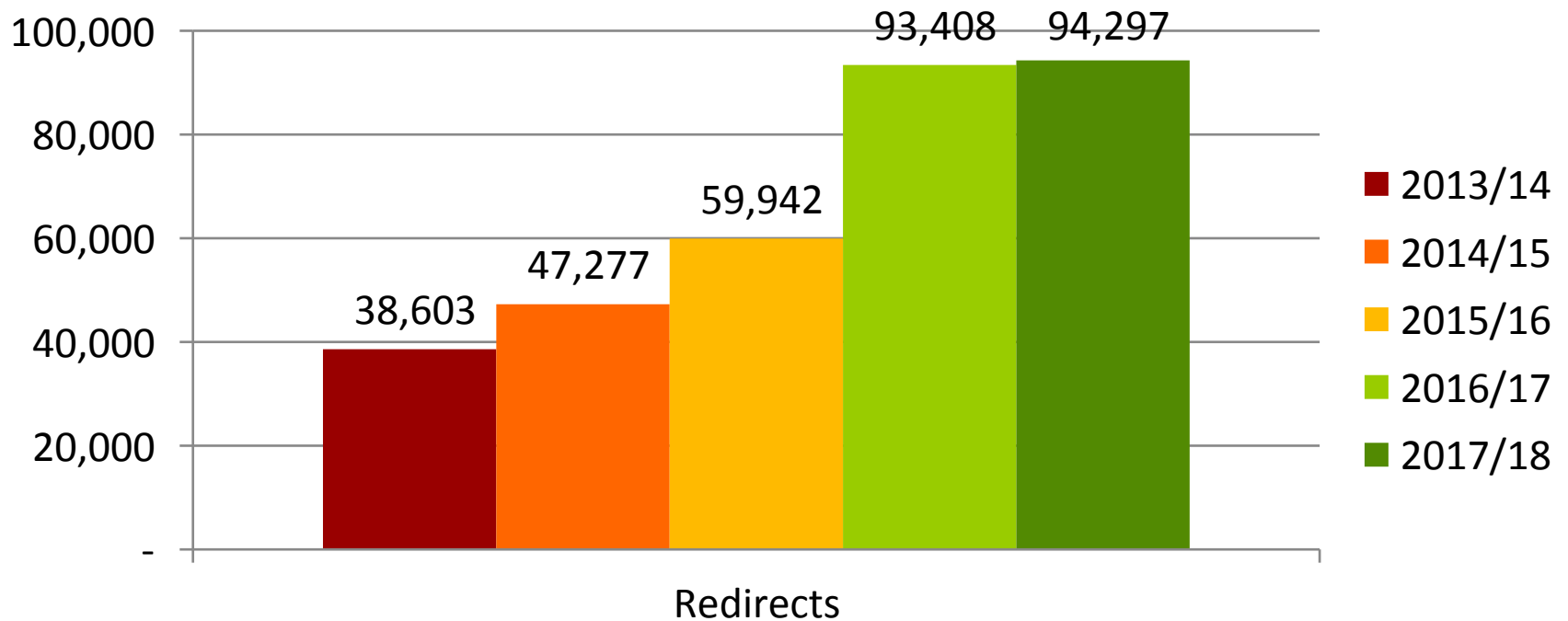
Bruce Grey Simcoe

Please keep in mind that media purchases change each year

Advertising Campaigns - Top Landing Pages

Landing Pages - Sessions					
	2013/14	2014/15	2015/16	2016/17	2017/18
Winter/ski-resorts	4,978	16,637	166,116	123,030	54,027
Camping	1,499	25	152,270	30,478	56,472
Winter - home page	1	21,828	147,968	65,381	38,503
winter/outdoor/fun	-	454	140,173	102,127	63,356
Trails-and paddling	133	7,630	112,620	54,591	39,867
Winter soft adventure	-	-	101,146	97,512	52,157
Cycling	176	31,233	70,942	48,581	67,039
Festivals	16,498	61,544	60,160	177,822	156,916
Golf	3,036	16,185	55,600	4,972	6,407
bgs-mobile	13,288	32,508	37,766	154,840	119,718
Total of All Sessions of 5,356 pages	192,908	472,041	²⁷ 1,257,107	1,220,450	1,056,698

Redirects from BruceGreySimcoe.com to outside sites

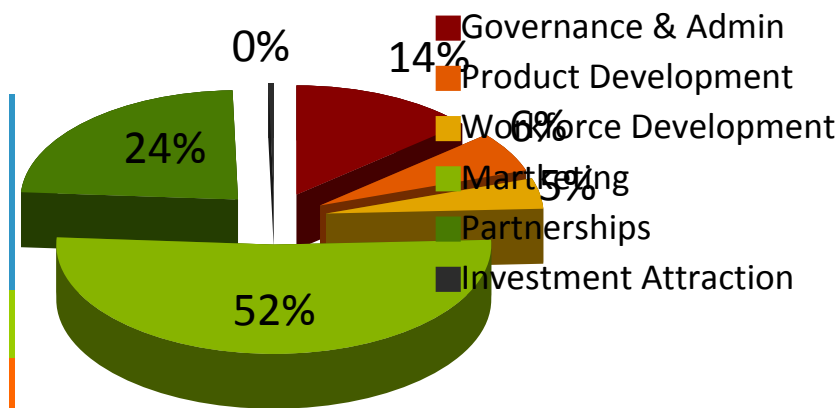


Even though overall marketing budget is reduced improved targeting and improved site navigation leads to an increase of redirects to stakeholder sites.

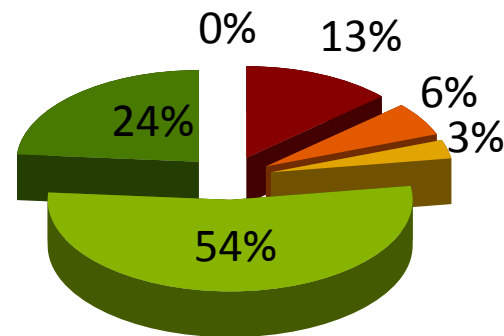


Budget/Actual Expenditures

Budget as a % of Exp.



Actual as a % of Exp.



- Governance & Admin
- Product Development
- Workforce Development
- Marketing
- Partnerships
- Investment Attraction

Savings on budget lines allocated to Marketing

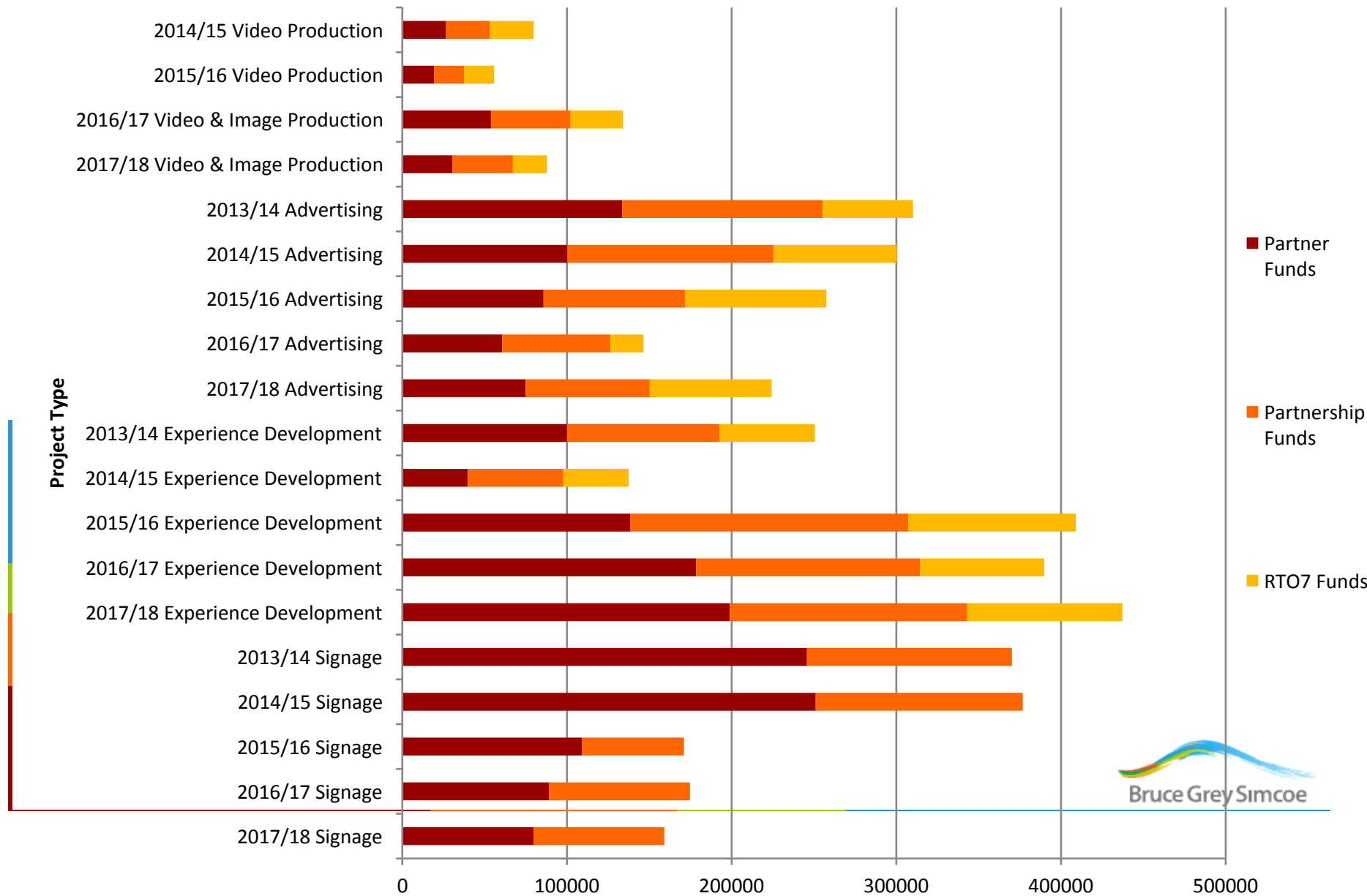
Program and Administration Manager Report

Partnership Program 2017/18

- 37 projects
- \$383,840 in partner contributions
- a total of about \$909,000 in joint projects
- About 40% of partners were new



Partnership Investment – the past 5 years



Tourism Wayfinding Signage - Testimonials

- The signs have been very well received by the general public and we are hopeful the signage will continue with buy-in from the County in future to ensure consistent use of the signage across the region. The specifications and model of the signs are excellent and they have provided exceptional enhancement to wayfinding in the Thornbury area. RTO7 was a pleasure to work with and understanding of the municipal signage process which provides an additional level of comfort and reduces pressure throughout the process. Town of the Blue Mountains*

- During discussions with tourism, retail and food establishments many of the businesses said that tourists visiting their establishment did notice the consistent, branded wayfinding signage and noted that it was a benefit in locating the main settlement areas of Innisfil. An unexpected benefit of the project was that tourism operators previously not involved in municipal tourism activities engaged with the Town to learn more. Town of Innisfil*

- The Wayfinding signage partnership allows the Municipality to install additional cycling signage without budgetary impacts which accelerates our wayfinding signage program and improves our visitor experience. The application for funding is quick and easy. The signage program requires very little administration and management because the signage specifications are already in place. Northern Bruce Peninsula*

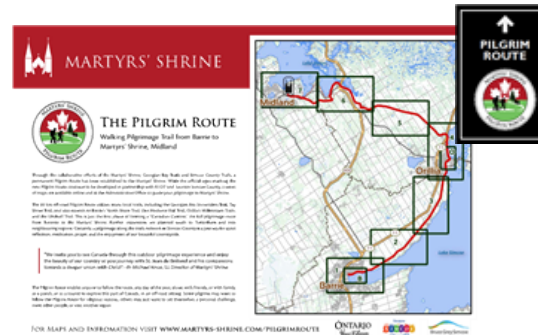
- Paddling Signage - The project was a great success overall. Our partnership with local paddling organizations, participating municipalities and the NVCA is much stronger. We have a marketable product for outdoor adventure tourism and a great template for installing more tourism signage in the future, as well as cost breakdowns. Working with the Innsidale Secondary School construction class on in-kind signage fabrication was a real pleasure. As well, the Georgian College Tourism program provided several creative solutions for launching and promoting the paddling signs/experience.*

- Loop Trail Signage - The RTO7 signage standard was adopted in to the County's Trail Strategy. As a result, municipalities will adopt the same system for their local trails to create a consistent, safe and memorable experience. RTO7 was a fantastic partner and very supportive throughout the entire process. Tourism Simcoe County*



Tourism Wayfinding Signage (4 projects)

- City of Orillia
- Bruce County
- Municipality of Grey Highlands
- Martyrs' Shrine Pilgrim Route

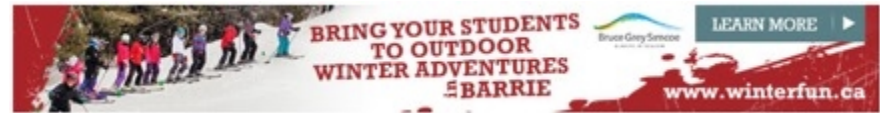


Digital Advertising - Testimonials

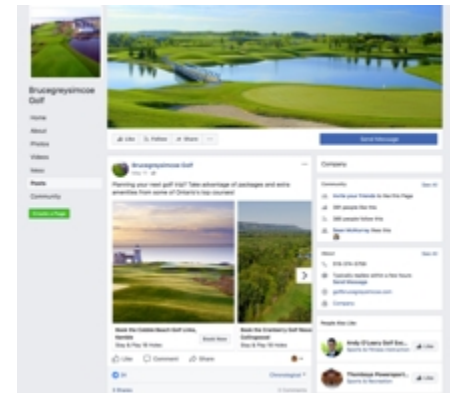
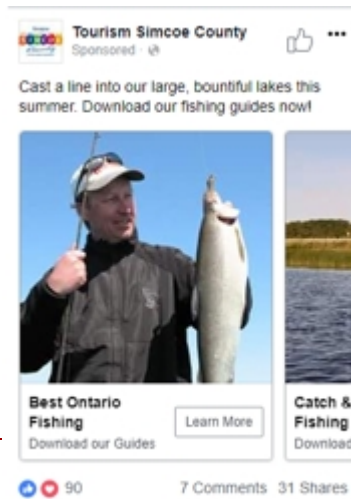
- *Digital advertising results exceeded what we expected. Our Unique Visitors increased by 87% compared to the same time frame as last year. This also provides us with great tracking details and stats that we can use in our future marketing campaigns when doing digital advertising.*
Our staff have learned a lot about digital marketing during this campaign – both confidence and skills to use in our ad word campaigns and social media... for example, what types of opportunities are available for digital advertising, how they work and what was the most effective for us, working with an agency with knowledge of the tourism industry has been a wonderful opportunity in this ever changing digital world.
The digital campaign overview is very important for us to have to review with our Board of Directors, marketing committee and the partners involved in this campaign. We hope to share this learning with our members, many of whom are less familiar with analytics and tracking performance of advertising campaigns.
A key benefit was the exposure this campaign achieved - in the future we need to look at spending more dollars on digital advertising and less on print. This is a much easier type of advertising to track, as long as we can get our partners on board to track bookings/ visits on their end. Ontario's Lake Country
- *The Town staff working on the project has learned a lot about how to develop and position a digital advertising campaign, including the success of various platforms for marketing and monitoring progress against deliverable. Town staff have also learned how to utilize Google Analytics and Facebook Analytics to understand audience insights and better position marketing, advertising and product development to better meet visitor expectations and needs. Wasaga Beach*

Digital Advertising (5 projects)

- Golf BruceGreySimcoe
- Owen Sound Canada 150
- Tourism Barrie (Winter Fun and School)
- Ontario's Lake Country
- Wasaga Beach



Summer 2017 At Wasaga Beach
 The Longest Fresh Water Beach
www.wasagabeachtourism.com
 Treat your kids to endless beach fun just 90 min from Toronto. Learn more here.



Digital Advertising – Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions (million)
Golf BGS	GTA/SWO	20,859	.88%	2.36m
Ontario's Lake Country	GTA/SWO	130,074	1.54%	8.45m
Owen Sound Canada 150	Sudbury/North Bay/Peterborough/Guelph/London	36,373	.62%	5.85m
Tourism Barrie	GTA/Guelph/Simcoe Co/Sudbury	50,343	.95%	5.31m
Wasaga Beach	GTA/Quebec	61,530	3.05%	2.01m
Total		299,179	1.4%	23.9 million

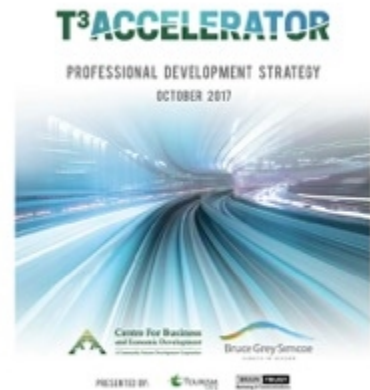
Experience Development - Testimonials

- *Management of the project worked very well with BGS providing overall management of the project and communication. The steering committee was effective in directing the project and it was completed on a very tight timeframe; the deliverables were well received. We really appreciate the opportunity to work with RTO7 through this process as it sets us up for continued partnership in our efforts. Through their involvement, they can see where we are going at the Grey County level, and we also have continued relationship and communication with RTO7 on their efforts, resulting in better leveraging all around. The final plan is an excellent action plan for Grey County, providing priorities and focus for our work. It is also beneficial for our stakeholder partners to see the overall plan and direction for Grey County Tourism. Grey County*
- *The consultant team was well-assembled and very organized. The consultants were experienced and offered unique perspectives that sparked good conversations among the steering committee and encouraged participation from all partners involved. The meetings were well structured and kept the team on track and progressing...Finally, the very nature of the strategy project (it being cross-municipal), leads by example and encourages broader thinking and further reaching collaborative approaches, which I believe was/is exciting to stakeholders and community participants. Town of Collingwood*
- *The strategic action plan will form the basis for the development of a 2017 implementation plan, to be developed internally. The plan will also inform the strategic direction of the newly formed tourism division within the Economic Development Department for many years to come. The City is much more in tune with the strengths of working with RTO7 on the local and regional tourism fronts. There is a wealth of experience and industry knowledge which has been tapped into, and further collaboration between the City and RTO7 is anticipated. The leveraging of provincial funds to reduce the cost of the project to local taxpayers was also a benefit. City of Orillia*
- *The plan clearly outlines goals, deliverables measurements and responsibilities with a recommendation for an annual committee evaluation. The results of this project will be used by the Tourism Advisory Committee as a work plan. Additionally, a collaborative relationship will continue between Bruce Grey Simcoe and the Municipality to support industry and labour force equipping as well as marketing. A key benefit was the expertise and coordination that Bruce Grey Simcoe was able to offer in the development of a local Tourism Destination Management Plan. Municipality of Grey Highlands*



Product/Experience Development (6 projects)

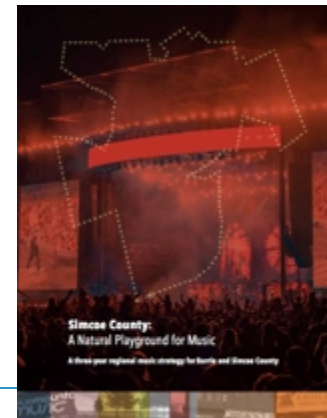
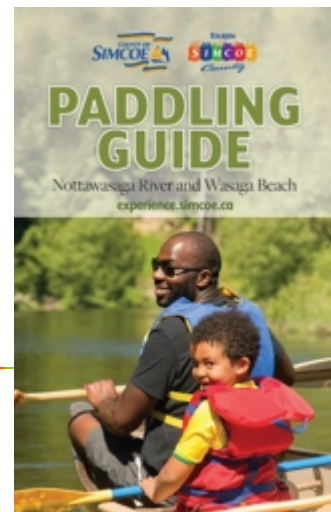
- T3 Workforce Development
- Northern Bruce Peninsula Sustainable Tourism Action Plan
- Simcoe County Music Strategy
- Simcoe County Cycling
- Simcoe County Fishing
- Simcoe County Paddling



Tourism Simcoe County
Stakeholder Research Report
Part 1: Charters and Outfitters



Produced for Sherrill Matheson, Shelley Black, and Jennifer Whitty of Tourism Simcoe County, Heart of Georgian Bay, and Ontario's Lake Country
Report by Nicole Warner, Advertising Coordinator and Production Specialist at Angler's Eden
Interviews and Transcripts by Nicole Warner and Jane Gaudin



Video Development - Testimonials

- *Visuals are the best tool to interest people in buying a product or service. Both the experience and final product were great. Brian was able to really capture the beauty of the area and the results will encourage us to complete more videos and visuals in the future. Great to see an organization like RTO7 bring opportunities like these to tourism businesses in the community. We completed the videos mid season, so next year we will develop a plan to utilize them pre-season to build bookings and excitement - we are very proud to display these videos. Cobble Beach*
- *We are encouraged that the provincial government sees the benefit of such partnerships. We could not have developed these three videos without this Partnership, and hope that such opportunities exist in the future. 365 Sports*
- *We had not done any video marketing or created a YouTube channel prior to working with RT07. This partnership encouraged us to “get on it”! with creating videos – as they have more far impact in getting people to understand our brand than a photo. The videos have had great feedback from clients, on our social channels, have been helpful to other organizations we’re working with (BMVA, BMR, Conference Team etc.). IWA Spa*
- *The project objectives were met very well using new and existing footage to develop videos that showcased the best of the best. Having a videographer that knew the area and had existing footage was very helpful because sometimes the shoot is dependent on perfect weather conditions. The videographer was able to ‘fill in the gaps’ with existing footage where needed. Digital is the future and the area is lacking in great/unique video footage. Town of South Bruce Peninsula*
- *It is a benefit for the Collingwood Trails to have a top-quality video produced in a similar manner to the many other tourism videos of the area. It established a benchmark that our video had to live up to and exceed if possible. Within a few days there were over 5000 views of the video. It is more or less timeless and can be used for many years to come.*
Town of Collingwood

Video Development (11+ projects)

- Fishing Island Tours (Bruce Peninsula Boat Tours)
- Collingwood Trails
- Butterscotch Festival
- Blue Mountain Village Association
- Hardwood (Camp & Mountain Biking)
- Cobble Beach Concours d'Elegance
- Kempenfest
- Ontario's Lake Country
- Scandinave Spa
- Heart of Georgian Bay
- Horseshoe Resort



Video Advertising - Testimonials

- *We were pleased with the work/guidance that RTO7 and the ABER group provided. This program helped us better understand online marketing and the metrics to determine how well your campaign has performed. I thought this partnership was a great step in the right direction. Too often I see organizations who have created a beautiful video, but they do not boost it and rely solely on social media to share it. Municipality of Meaford*
- *I think this is a great initiative by RTO7 to use some of the assets they have cultivated over the years through partnership projects. Scandinave Spa*
- *Knowing that video has a much greater appeal as a medium, a focused effort and budget will become part of the promotions plan. Requests will be made for promotional videos from performers, artisans and volunteers to be posted throughout the year on all social media platforms used by the GBFS/Summerfolk. Having been through both the video creation and video advertising programs available through RT07, the GBFS has been able to achieve a professional video, in a cost efficient manner, and obtain some excellent data that can be used as a base today and for comparisons in the future. The ABER Group employees were very patient and extremely helpful, as there were times when the dialogue was beyond those running their first campaign. We hope to work with the ABER Group again in the future. Georgian Bay Folk Society*
- *The partnership between RTO7 and Tourism Barrie for the video digital advertising campaign was once again successful. This campaign offered further proof to Tourism Barrie that video is king and our pursuit of new footage across a variety of activities, events and seasons will be very important to future promotion of the City of Barrie. The results of this campaign will be used to compare future video and standard Facebook advertising campaigns across a variety of different programs and activities. Tourism Barrie*

Video Advertising (6 projects)

- Summerfolk (festival)
- Tourism Barrie (Barrie by Bike & GO Train)
- Eagle Adventures (summer adventures)
- Scandinave Spa (summer getaways)
- Cobble Beach (Concours d'Elegance)
- Meaford (fishing and cycling)

Campaign Totals	
459,358 impressions	
5,404 clicks on ads	
.63 CPC (cost per click)	
11,806 10 sec. video views	
.29 CPV (cost per view)	
493 engagements (share, comment, reaction)	

Imagery Development – Testimonials

- *This project has highlighted the importance and value of professional photography for new media and storytelling. Specific partnership programs such as this one keep us focused and results oriented...The value is tremendous – we're using the photography for our new website, in ads, in social media and we're thrilled many of the shops and restaurants are also using the photos to promote the Village and their businesses.* BMVA
- *Something I didn't think about before getting started (but became so clear once I saw the photos) is there is a HUGE need for photos that are landscape AND portrait versions of subjects. Andrea is a consummate professional. She was able to take my list of shots and provide me with a mind-blowing amount of gorgeous, usable photography.* Butterscotch Festival
- *Wonderful program! We now have a bank of excellent pictures to use on our website, our listings and in specific promotions. I learned a lot about how to set up a good photoshoot! The contracted photographer Andrea Hamlin was extremely professional and a pleasure to work with.* Bruce Peninsula Boat Tours
- *We were very impressed with the quality of the photographer's shots and her ability to get models looking comfortable. As well, she was able to capture candid, public shots when the opportunity presented itself, which resulted in some of our best photos in Harrison Park. We have used the images for our new web site, 2017 calendar and summer vacation guide. We plan to use others for our winter vacation guide, social media, advertising and perhaps postcards. We also shared select photos with the groups that partnered with us for the shoots. This project, and RTO7's assistance, was invaluable to us as we needed a great variety of professional quality photographs for marketing. We learned a lot and hope to continue to build our image portfolio in future. Thank you for this opportunity!* City of Owen Sound
- *"She did such a great job. She even volunteered to come back to take shots I had requested, when the light and the snow looked prettier!"* Town of the Blue Mountains

Imagery Development (4+ projects)

- Fishing Island Tours
- Buttertart Festival
- Ontario's Lake Country & Heart of Georgian Bay
- Heart of Georgian Bay



Changes from 2017/18

- Opened March 1/18
- Addition of Image Advertising
 - Social media (FB carousel) advertising using imagery developed through Partnership Program (or your own)
- Refinement of signage standards to reflect AODA requirements and to allow for custom sign posts in some circumstances (see [RTO7 Wayfinding Signage Standards & Specifications Manual](#))
- Eligibility of Great Lakes Waterfront Trust sign post purchase to signage program
- Addition of simplified Chinese to language translation
- A cap of 3 Partnership projects/partner to a total partner contribution of \$75,000

2018/19 Partnership Program cont'd

- Categories
 - Signage
 - Digital Advertising
 - Image Development (video and image)
 - Video & Image Advertising
 - Web Portal Development
 - French and Simplified Chinese Translation
 - Experience Development, including research and work
- Good uptake on program
 - About 30 projects approved to date; funds remaining
- Get applications (even for winter projects) in soon
- www.rto7.ca > Programs > Partnership Program



Workforce

- Unconference (Nov 14/17 at Blue Mountain Resort)
 - Tourism operators + high school/college students = The Great Idea Exchange
 - Pilot intended to help students learn of diversity of tourism jobs/careers and operators learn what skilled students are seeking and how best to engage them by hosting a joint 'Unconference'
- Customer Service Training
 - Continued to deliver free online Service Excellence Training program (through OTEC) to over 1300 students and tourism business representatives
- T3 Professional Development Strategy
 - RTO7 & the Collingwood Centre for Business and Economic Development collaborated on a strategy for tourism owner/operators and senior managers
 - Three solutions emerged – in spring of 2018, began to formulate a plan for a coaching program to help develop/grow participating tourism businesses (increasing productivity and profitability, improving marketing, sales and customer service, developing new products, services or experiences, improving leadership/management, etc.); piloting summer 2018; anticipated launch fall 2018

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 2017/18 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 6 Experience Development Workshops
 - Worked with RTO6, Bay of Quinte Tourism and Destination Ontario 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

- 9 completed *Experience Development* projects
 - Cruise ship Passenger Development, Town of Midland
 - Downtown Farm to Table Dinner, Orillia Downtown Management Board
 - The Beer Bus Branding, The Beer Bus
 - Eco Adventures, Bruce Peninsula Biosphere Association
 - Winter Wine Wonderland, The Beer Bus
 - Boating Tours, Bruce Peninsula Boat Tours
 - The Great Swamp, Saugeen Valley Conservation Authority
 - MacLean's Hops Harvest Festival, MacLeans' Ales
 - Art at the Falls, Guest House at Eugenia Falls

Experience Implementation Success Story

Eco Adventures, Bruce Peninsula Biosphere Association

"The Experience Implementation Program was a very important funding source for social media and other marketing resources. Perhaps the most valuable part of the program was the coaching and marketing support provided by the staff," – Elizabeth Thorne, Chair Bruce Peninsula Biosphere Association



Experience Implementation Success Story



Experience Implementation Program 2018/19

- 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
 - Radio, Print, Out of Home

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

Deadline to apply: January 31, 2018

Festival Implementation Program 2017/18

- Designed to help well established and regional/emerging festivals to achieve one of three things
 - Increase sustainability of offering
 - Increase quality of offering
 - Enhanced marketing activities of current target markets and/or development of new audiences
- Festival must demonstrate an increased investment of \$1,000- \$2,500 to achieve at least one of the items listed above

Festival Implementation Program 2017/18 Partners

- South Georgian Bay Film Festival
- Collingwood Live and Original
- Tugfest
- Sketches Revealed
- Collingwood Elvis Festival
- Music on a Sunday Afternoon
- Fish Fry & Night Sky
- The Northern Cyclocross Series
- Sidelaunch Days
- Paddlefit Wasaga
- Collingwood Christmas Market
- Images Studio Tour
- Centurion Cycling Festival
- Apple Harvest Festival
- Creemore Springs Oktoberfest at Blue
- Frozen In Time Sculpture Festival
- Winter Well

*“Program was great, staff were friendly and executed well” – Brody Welte,
PaddleFit Games*



Festival Implementation Program 2018/19

- 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 January 31, 2019

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



Festival Implementation Program – Digital Advertising – Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Sketches Revealed – Southampton Arts Centre	BGS/SWO	2,598	1.00%	258,959
Fish Fry & Night Sky – Hardwood Ski and Bik	GTA/BGS	3,180	1.91%	166,400
Tugfest – Town of Midland	GTA/BGS	2,403	2.17%	161,667
Images Studio Tour	GTA	2,108	1.23%	236,397
Creemore Springs Oktoberfest at Blue – Creemore Springs	SWO/GTA	4,083	1.74%	360,644
Northern Cyclocross Series	GTA/Quebec/N.O nt	5,812	0.59%	1,124,032
Sidelaunch days – Town of Collingwood	GTA/BGS	1,925	1.62%	178,678

Festival Implementation Program – Digital Advertising – Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Music on A Sunday Afternoon	BGS/SWO	3,254	3.53%	105,045
Apple Harvest Festival – Thornbury BIA	BGS/GTA	3,601	3.05%	136,792
Collingwood Christmas Market – Tremont Studios	BGS/SWO	4,318	4.04%	163,885
Frozen In Time Festival – Town of Collingwood	GTA/SWO/BGS	8,366	4.37%	328,701
PaddleFit Games – Paddle Fit Pro	SWO/GTA	1,200	0.84%	223,145

Festival Implementation Program – Digital Advertising -Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Centurion Cycling Festival - BMVA	GTA/Quebec	1,088	0.47%	317,901
Winter Well – Ontario’s Lake Country	GTA	4,824	2.05%	234,858
Collingwood Elvis Festival	GTA	3,272	2.39%	185,416
Collingwood Live & Original	BGS/GTA	509	0.47%	109,246
South Georgian Bay Film Festival – Wasaga Beach Arts Society	BGS/GTA	863	0.92%	93,610
Total		53,404	1.91%	4,385,376

Experience Development Workshops

4 Experience Development 101 Workshops

- Full day introduction to Experience Development and why it can be beneficial for your business and your community
- Barrie, Georgian College, Midland, Hanover
- 90 participants

Experience Development 102 (ED 102)

- Full day to build experiences with partners
- Orillia, Barrie
- 10 participants

BruceGreySimcoe Conference 2017

The Unconference

<http://rto7.ca/Public/Events/BGS-Conference-2017>



Golf In Ontario 2017/18

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, Bay of Quinte & OTMPC to promote golf and 19th hole activities to the international market (mainly US)
- Added double digit courses to the program
- Booked over 175 groups, \$78,210 in direct booking value
- Free opportunity for stakeholders



Golf In Ontario 2017/18

YOUR NEXT GOLF DESTINATION AWAITS.

CUSTOMIZED GOLF PACKAGES GolfInOntario.ca

GolfInOntario.ca

Hidden Gems
— & MUST PLAY DESIGNS —

Above: The Golf Club at Lana Bay

Home to a plethora of "Must Play" and "Hidden Gem" designs, there are many clusters of incredible golf to be played. The "Collingwood Combo" of Lana Bay, Bateaux Creek and fully private Oslerbrook Golf Club provide one of the best value/quality in the province. On the other side of Simcoe include Clublinks National Pines, Nottawasaga and Woodington Lake. GolfInOntario can satisfy any size or appetite with unlimited golfing options.

When to go MAY TO OCTOBER ARE YOUR BEST BETS FOR GOOD GOLFING WEATHER - AFTER ALL, THIS IS CANADA *eh!*

Sleep in a gazebo under the stars or stay at a lakeside resort with a cottage community feel. With so many accommodations choices, you'll find the perfect place to stay at night while you play during the day. Benefit your golf game with a relaxing journey to Living Shore spa at Cranberry Golf Resort. The hydrotherapy treatment promotes circulation, soothes sore muscles and promotes overall well being.

Living Shore Spa at Cranberry Golf Resort



In Ontario WE CAN SATISFY ANY SIZE OR APPETITE WITH UNLIMITED GOLFING OPTIONS...

A must experience in the village is the traditional greek restaurant, Tholos. The menu, created from family recipes offers an elaborate array of mouth watering options with generous portions. Tabernary Brewing Co offers a variety of unique options at the brewhouse - from coffee stouts to fruit wheat beers - where you can hang out on the patio and admire the lake views. Barrstomer Brewery is another great option for all-natural craft beer in Barrie.

Enjoy local brewery Eat at Tholos, traditional greek food

The striking colours of the Grotto near Tabernary are worth the drive to Bruce Peninsula National Park. While there, check out the sea cave or for the more adventurous, climb down the 40 foot open cliff face for a memorable photo opportunity.

#FUNFACT - DID YOU KNOW SIMCOE COUNTY IS HOME TO THE LARGEST FRESH WATER BEACH IN THE WORLD?

Wasaga is a popular summer tourist destination, located along the southern end of Georgian Bay. It's known for canoe routes on the winding Nottawasaga River.

Wasaga Beach The Grotto of Bruce Peninsula National Park

VISIT WWW.GOLFINONTARIO.CA OR CALL 1-866-496-5086 TO BOOK YOUR CUSTOM GOLF PACKAGE TODAY!

Bruce Grey Simcoe

Golf In Ontario 2018/19

Partnership between RTO6, RTO7, Bay of Quinte Tourism, OTMPC (TIPP Program) looking at expansion to Windsor, Niagara Parks and Clublink

- Retained Brad Kosak as Coordinator
- Booking more consumer shows for direct selling
- Social Media, email and content marketing will be focus of marketing tactics

Gift of the Getaway 2017/18

www.giftofthegateway.com

Partnership between RTO6, RTO7, RTO8, RTO11 & 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 18 attractions to offer 20 coupons as incentives for people to come to BGS
- Program generated 7,978 coupon downloads and \$83,500 in gift certificate sales
- Region 7 led all key metrics – Industry Packages and Gift Certificate Redemptions converted, Key Pages visited on the Gift of the Getaway site



Gift of the Getaway 2017/18

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

Collaboration Program 2017/18

- Regional Tourism Organization 7 (RTO7) and the BruceGreySimcoe (BGS) brand are committed to the success in the development and promotion of new and enhance product/experience offerings. We value the collaborative process to advance both of our goals to deliver an experience that surpasses the expectations of visitors to the area.
- RTO7 provides matching funds with a minimum investment of \$25,000 to a maximum of \$35,000.00 on programming that involves multiple partners. RTO7 will provide \$1 of funding for every \$2 of partner funding.
- It is recommended and encouraged that RTO7 funding be used to leverage investment from other parties.



Collaboration Program - Partners

- Lead organization
 - Huronia Historical Parks
 - Scandinave Spa
 - Golf in Ontario – RTO6
 - Gift of the Getaway – Resorts of Ontario
 - Ontario Cycling Initiative – RTO7
 - Counties Cycle Show attendance – Grey and Simcoe Counties
 - Blue Mountain Village Association International Travel Initiative

Media Relations Program

- The purpose of the program is to provide financial assistance in support of partner efforts to attract and host accredited travel media representatives to visit and experience BruceGreySimcoe, with the aim of increasing the depth and breadth of media exposure of the region.
- This program has been discontinued for 2018/19

Media Relations Program - Partners

- Bruce County
- OTMPC
- Cobble Beach
- Ontario's Lake Country

Communication Coordinator Report

Two Streams of Communication

	BruceGreySimcoe (Consumer)	RTO7 (Industry)
Website	BruceGreySimcoe.com	RTO7.ca
Social Media	Facebook, Instagram, Twitter, YouTube, Pinterest	Facebook, Instagram*, Twitter
Blog	<u>BruceGreySimcoe</u>	<u>RTO7 Connection</u>
Event Calendar	Festivals and Events	Industry Events
Newsletter	N/A	<u>RTO7 Connection</u>
Outreach	Blog and social media posts on events and attractions	Staff Attends: Fam Tours, Conferences, Workshops, ED 101, Seminars, etc.

*New in 2017/18



Two Streams of Communication – cont'd

	BruceGreySimcoe	RT07
Outreach & Collaboration	<ul style="list-style-type: none">• Blog and social media posts on events and attractions• Respond to social media comments/inquiries	<ul style="list-style-type: none">• Staff Attends: Fam Tours, Conferences, Workshops, ED 101, Seminars, Brochure Swaps, etc.. <p>Staff Support:</p> <ul style="list-style-type: none">• Assist stakeholders with social media• Promotions of events via social media/blog & vlog posts• Assist stakeholders with operator listings, adding events & promotions

Consumer Stream – BruceGreySimcoe.com

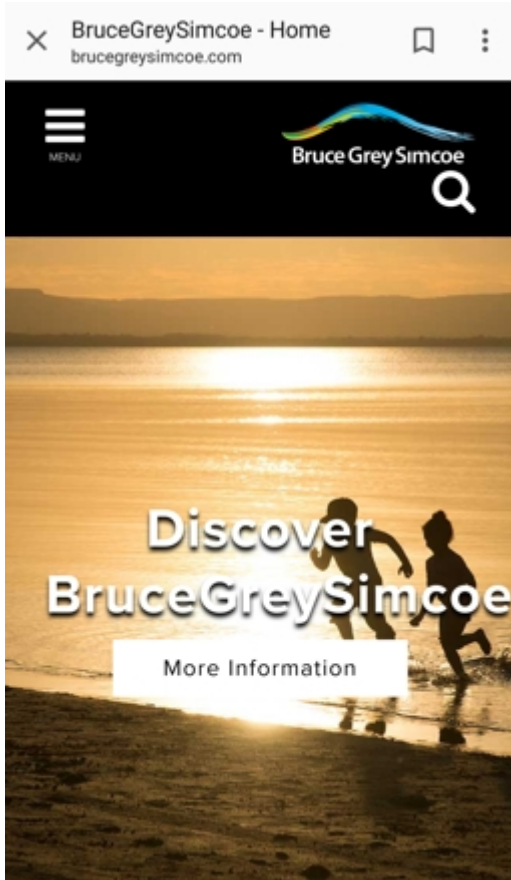


Current Home Page (desktop view)

- New for summer 2018
- Responsive website (adjusts to all screen sizes)
- Over 2.5 million page views in 2017/18



Consumer Stream – BruceGreySimcoe Mobile



Current Home Page (phone view)

- 70% of site visitors used their phones in 2017/18
- Updated site is mobile-friendly



Consumer Stream – BruceGreySimcoe.com - Translations

- 2017/18 Campaigns
 - French (summer 2017)
 - Beaches/Cycling/Camping
 - French (winter 2017/18)
 - Winter/Festivals & Events/Fishing/Trails
 - Simplified Chinese (winter 2017/18)
 - Winter/Fishing
 - French (summer 2018)
 - Beaches/Camping/Cycling/Golf*/Trails & Paddling*
 - Great Places*
 - Wasaga Beach
 - Midland/Penetanguishene



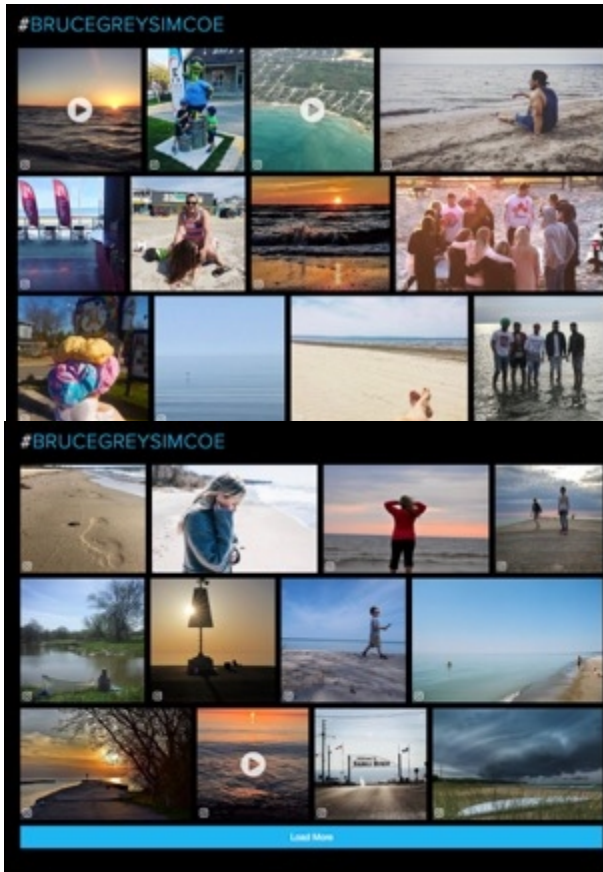
*New in 2018

Consumer Stream – BruceGreySimcoe.com – 2018 Changes

- No more microsites
 - Content is now included within the main website
- Featured events, featured operators, places to eat and places to stay
- Addition of Great Places
 - Focus on the iconic communities that consumers recognize (based on their search terms)
 - Communities are:
 - Barrie
 - The Blue Mountains/Collingwood
 - Lake Huron/Sauble Beach
 - Midland/Penetanguishene
 - Orillia
 - Owen Sound
 - Tobermory
 - Wasaga Beach

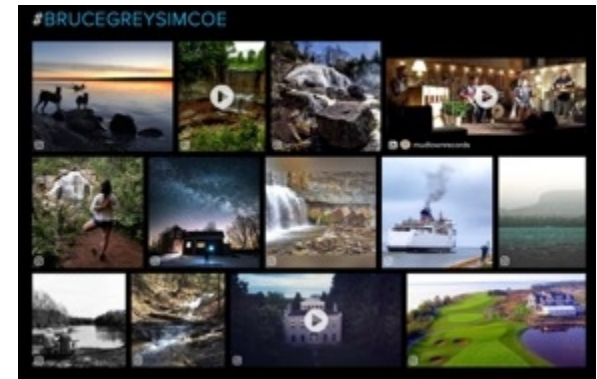


Consumer Stream – BruceGreySimcoe - Crowdriff



Crowdriff
(new in January 2018)

- Main Goal: Increase # of Instagram followers
- Enables us to aggregate photos
- Create galleries on Great Places pages – updated weekly
- Source User Generated Content (UGC) & acquire rights to photos
- Create shareable links to galleries



*Images on this page from
Great Places on BGS.com:*

*Top left: Wasaga Beach
Bottom left: Lake Huron
Shoreline/Sauble Beach
Top right: Owen Sound*



Consumer Stream – BruceGreySimcoe.com – Operator Listings

- Why have a listing?
 - It's free
 - Our social media and digital campaigns run all year long and continually push traffic to the website
 - It creates another way for consumers to find you when using Google
 - It's one of the eligibility requirements for our Partnership Programs
- Who should have a listing?
 - Tourism operators/businesses in BruceGreySimcoe
 - DMOs
 - Sector organizations – Chambers of Commerce, municipalities, etc.
 - Events (a permanent listing with description, no dates)



Consumer Stream – BruceGreySimcoe.com – Operator Listings

- Operator Listings include:
 - Name, description, location, contact information, image, listing on map, Logo
 - Link to YouTube video
 - Links to Social Media Channels
 - Promotions (must be registered operator)
 - Your Tourism Events Listings (must be registered operator)
 - Includes “Nearby Activities”
 - Your choice of categories (up to 3) and tags (up to 10)

And, did we mention? They are **FREE**
Add/update your listing by clicking [here](#).



Consumer Stream – BruceGreySimcoe.com Portal Sites

- Portal Site Operator Listings
 - Portal Sites Listings can appear on BruceGreySimcoe.com – enter info only once

Portal Sites include:

- Heart of Georgian Bay
- Wasaga Beach
- Blue Mountain Village Association
- Georgian Bay Coastal Route



Consumer Stream – BruceGreySimcoe.com – Operator Listings

- Featured Operator – Scenic Caves Nature Adventures



- Featured operators are iconic, recognized by consumers
- Listing has:
 - Large operator photo
 - Description
 - Address & contact info
 - Email and website
 - Social Media Links
 - Logo/Image/Video
 - Events
- Click [here](#) to see listing

Consumer Stream – BruceGreySimcoe.com – Operator Listings

- Operator Listing – Southampton Olive Oil Company

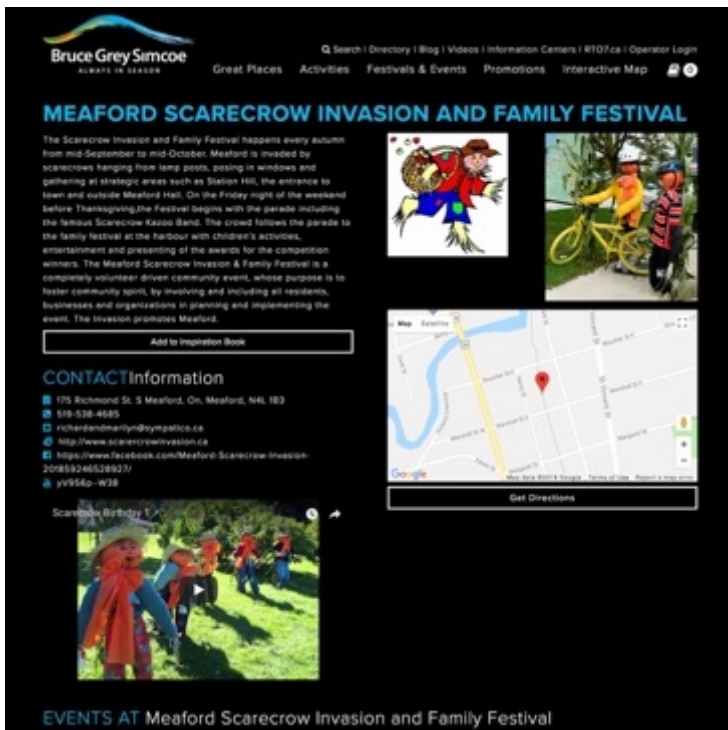


Listing Has:

- Description
- Photos (operator used 2 photos rather than logo)
- Contact Info
- Email and website
- Social media links
- Link to YouTube video

Consumer Stream – BruceGreySimcoe.com – Operator Listings

- Permanent Event Listing – Meaford Scarecrow Invasion

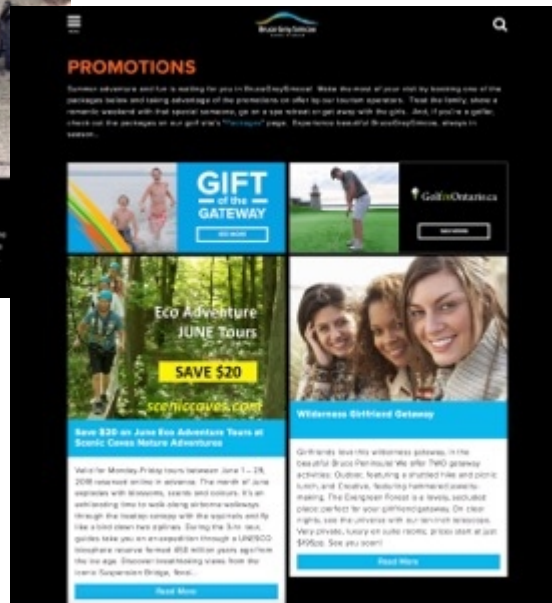


The screenshot displays the Bruce Grey Simcoe website interface. At the top, the logo "Bruce Grey Simcoe ALWAYS IN SEASON" is visible, along with navigation links for "Great Places", "Activities", "Festivals & Events", "Promotions", and "Interactive Map". The main heading is "MEAFORD SCARECROW INVASION AND FAMILY FESTIVAL". Below this, a detailed text description explains the event's history and purpose. To the right of the text are two small images: one of a scarecrow and another of people on bicycles. Below the text is a "CONTACT Information" section with contact details for the event. At the bottom of the listing is a photo of scarecrows in a field and a "Get Directions" button.

In addition to all other features this event listing has:

- A Permanent Home year round on the site
- Its annual events underneath the listing
- No dates, so requires minimal updating

Consumer Stream – BruceGreySimcoe.com - Promotions



Promotions:

- Added through your operator profile
- Appear on your operator listing page
- Promotions added here are automatically posted to the Gift of the Getaway program
- Free and no limit to number of promotions



Consumer Stream – BruceGreySimcoe.com – Festivals & Events



Festivals & Events

- Free to add your tourism event listing
- No log in or registration required
- No limit to events added
- Featured & Local Colour
- All events appear in Calendar listing
- To view on site, click [here](#)

Added Bonus:

- Appears on your operator listing page (must be registered operator)
- Pushed out through our digital campaigns



Consumer Stream – BruceGreySimcoe.com – Festivals & Events



Festivals & Events Callouts

- Featured Events
- Local Colour
- Calendar
- Ontario Live Music
- Past Events
- Submit Your Event
- Videos
- Packages & Promotions

To submit your event, click [here](#)

Consumer Stream – BruceGreySimcoe – Social Media

- Accounts – All BruceGreySimcoe for consistency
 - Facebook
 - Instagram
 - Twitter
 - YouTube
 - Pinterest
- Campaigns & Posting
 - VFR (Visiting Friends & Relatives) Campaign
 - Vlogs

Consumer Stream – BruceGreySimcoe – Social Media

- Consumer Social Media - BruceGreySimcoe

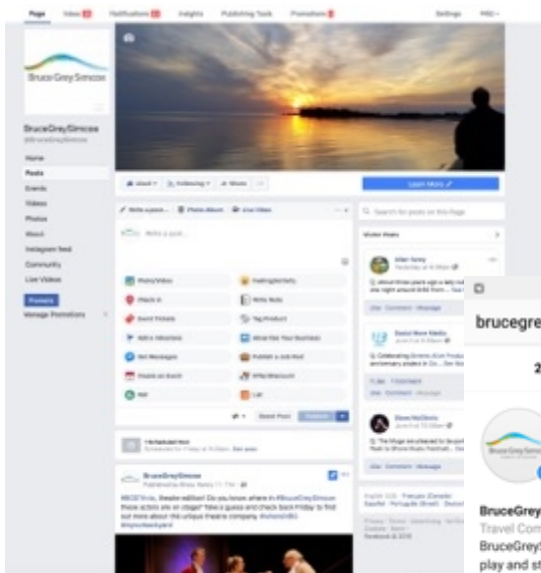
BruceGreySimcoe Consumer Social Media			
Media	Followers/Likes		
	Current Year	Previous Year	% Change
Twitter	6,803	6,388	7%
Facebook	27,705	21,979	26%
Instagram	6,028	3,912	54%
YouTube*	153	N/A	N/A
Pinterest	222	194	14%

- Facebook/Instagram supported by paid campaigns
- Others are all organic

*New in 2017/18

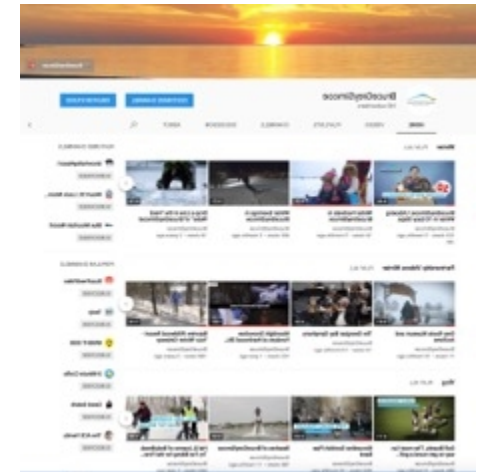


Consumer Stream – BruceGreySimcoe – Social Media

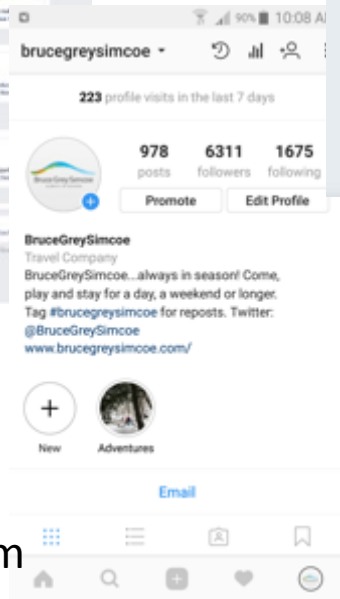


Facebook

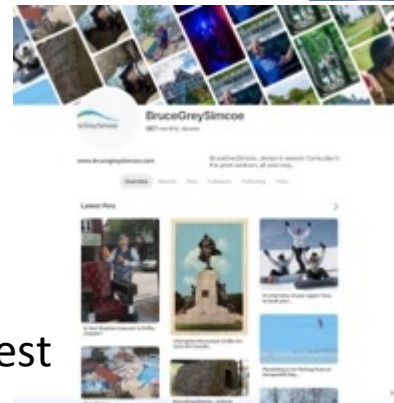
Twitter



YouTube



Instagram



Pinterest



Consumer Stream – BruceGreySimcoe Facebook Events

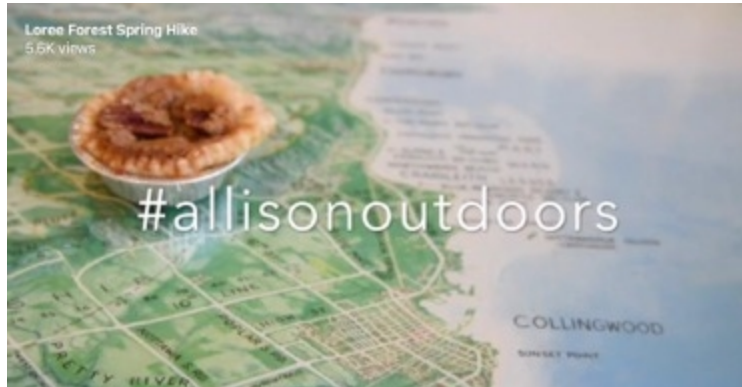


BruceGreySimcoe Events

- Shared from operators' and partners' Facebook pages on our page
- Promotes regional events and our tourism partners
- Easy to do
- Makes BruceGreySimcoe look like a “happening” place
- Maximum impact with minimum staff output
- To view this live, click [here](#)



Consumer Stream – BruceGreySimcoe Social Media



Vlogs

- Videos strongest performing posts
- Authentic, personal is best style
- All videos link to website

#allisonoutdoors

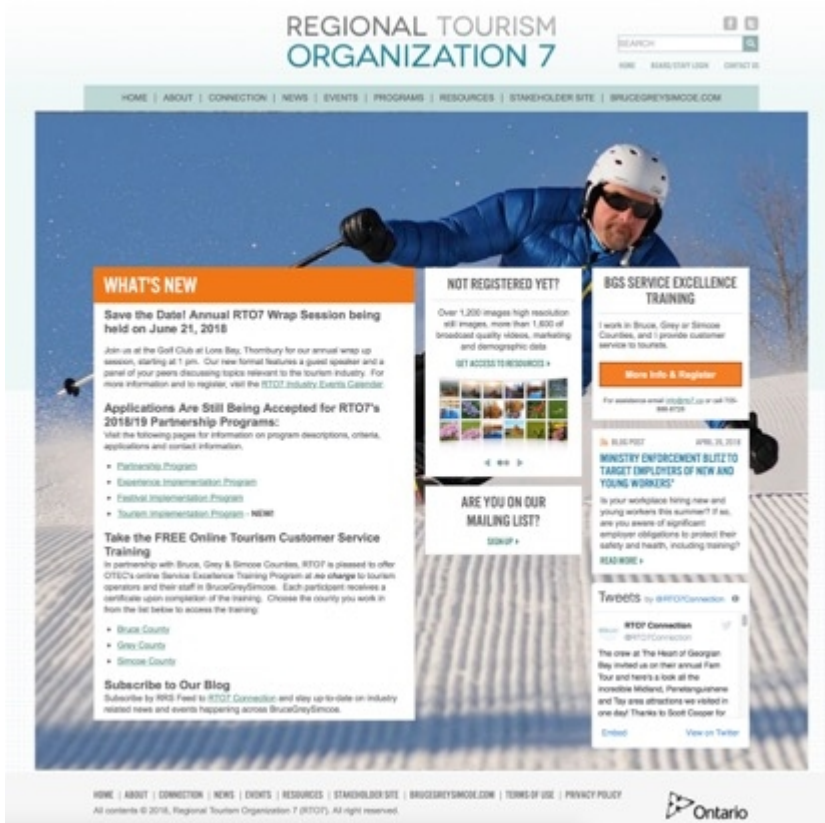
- Done inhouse with staff, Allison Davies
- On location
- Personal touch
- Tend to be “less polished”, more organic
- Partner events

Brian Hunt

- Professionally done
- Partner events/experiences



Industry Stream – RT07.ca



Industry Website:

- Geared to those in tourism industry in BruceGreySimcoe
- Info that lives here:
 - Partnership Programs
 - Experience Implementation Programs
 - Industry Events
 - Newsletters - past & present
 - Board Members
 - RFPs & RFQs
 - RTO7 Connection (Blog)
 - Link to Stakeholder Site
 - Click [here](#) for more info Bruce Grey Simcoe

Industry Stream – RTO7 Industry Events Calendars

The image shows two screenshots from the RTO7 website. The top screenshot is the 'INDUSTRY EVENTS' page, featuring a calendar for June 2018. The calendar shows several events, with the 17th of June highlighted in orange. The bottom screenshot is a Facebook page for RTO7, displaying a list of upcoming events such as 'Cyclo Tourism Solution for Greater Exeter' and 'RTO7 Annual Wrap-Up Session'.

Sun	Mon	Tue	Wed	Thu	Fri
27	28	29	30	1	2
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29
30	1	2	3	4	5

Industry Events:

- Events calendar on RTO7.ca
 - Email info@rto7.ca to have your event added
- RTO7 Facebook Events Page
 - Mention us in your event listing so we can share & help promote

Industry Stream – RTO7 Stakeholder Site

REGIONAL TOURISM ORGANIZATION 7

home terms of use license agreement privacy policy contact us

RTO7 Stakeholder Site

This site is provided for the exclusive use of RTO7 tourism organizations and businesses, who may register to access information and images provided at no cost by RTO7.

If you're not a Region 7 tourism stakeholder, or if you're looking for information about Regional Tourism Organization 7

VISIT RTO7.CA
To see the latest news and information

REPORTS
View our research database

Registration

Register to gain access to:

- Over 12,000 high quality images
- More than 1,100 minutes of broadcast quality video
- RTO7 sponsored research & reports
- Marketing and demographic data
- Story ideas, press releases and social media content

To register you must be a tourism related business or organization within Ontario Tourism Region 7. Access to the system will only be provided after your application has been reviewed and approved by RTO7.

REGISTER NOW

BROWSE THE SITE AS A GUEST

Guests are welcome to browse the site and preview the different categories of information and media available but are not able to download any items.

Already a Registered User?

LOGIN

Available Research & Reports

- Strategic Destination Development Plan
- Winter Tourism Economic Impact/Research
- Waterways Product Development Study
- Green/Sustainable Tourism Development
- Winter Media/Public Relations Campaign
- And More...

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Ontario
Funding provided by the Government of Ontario

What You'll Find:

- Image/Video Bank
 - Free to download & use in your promotions
- Tourism Reports
 - Relevant to our region
- RTO7 Business Plan & Info Session Presentations
- Board Meeting Information

Note: registration is required for this site. To register, click [here](#).



Industry Stream – RTO7 Social Media

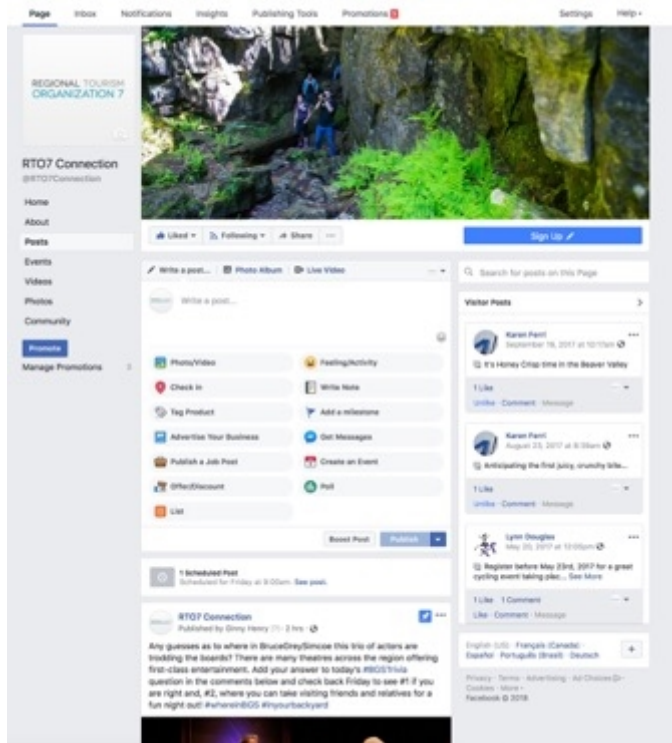
- Accounts – all RTO7 Connection for consistency
 - Facebook
 - Twitter
 - Instagram (new in 2017/18)
 - YouTube (under development for 2018/19)
- Posts to Watch For
 - Tuesday Tutorials with Brian Hunt
 - Started in May 2018 on RTO7 Facebook

Industry Stream – RTO7 Social Media

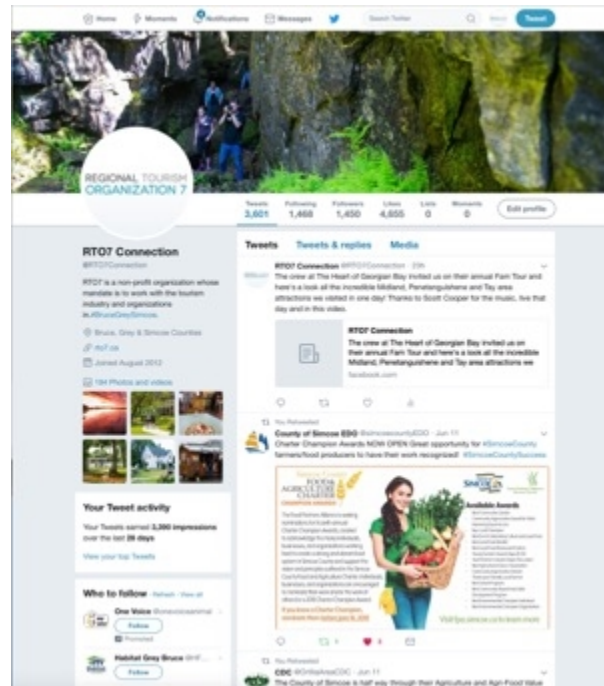
RTO7 Industry Communication			
Media	Followers/Likes/Views		
	Current Year	Previous Year	% Change
Twitter	1,409	1,272	11%
Facebook	4171	351	19%
Instagram*	294	N/A	N/A
RTO7 Connection	469	444	7%

*New in 2017/18

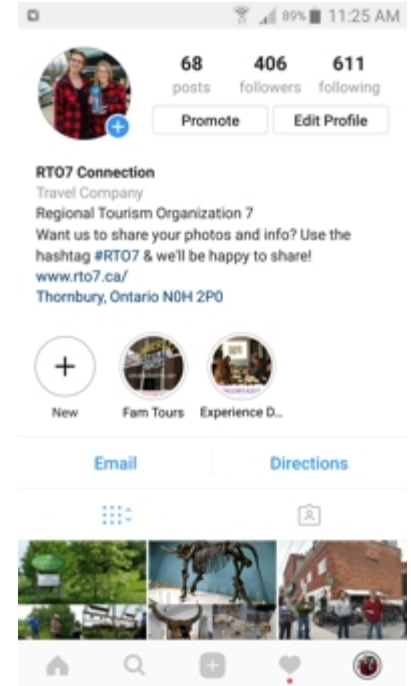
Industry Stream - RTO7 Social Media



Facebook



Twitter



Instagram



Industry Stream – RT07 Blog – RT07 Connection

RT07 CONNECTION
REGIONAL TOURISM ORGANIZATION 7

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

MINISTRY ENFORCEMENT BLITZ TO TARGET EMPLOYERS OF NEW AND YOUNG WORKERS*

Posted by Ginny Henry | April 26, 2014 | 2014: employment standards, enforcement, May 2014, Ministry of Labour, New Ontario, seasonal, summer, workers, 2014

Is your workplace hiring new and young workers this summer? If so, are you aware of significant employer obligations to protect their safety and health, including training?

READ MORE +

LAUNCH OF #CYCLEON ACTION PLAN 2.0

Posted by Ginny Henry | April 24, 2014 | #CycleON, action plan, Culture and Sport, Cycle Simcoe, cycling, Ministry of Tourism, Ministry of Transportation, Ontario Cycling Strategy

Ontario is continuing to make it easier to cycle in the province with the release of #CycleON Action Plan 2.0. The Action Plan sets out the second wave of initiatives to help achieve the vision of #CycleON: Ontario's Cycling Strategy.

READ MORE +

DESTINATION ONTARIO CONTENT TOOLKIT WEBINAR

Posted by Ginny Henry | April 12, 2014 | Destination Ontario, stakeholders, South's tourism operators, webinar, Where Am I?

Destination Ontario is hosting a Content Toolkit Webinar for tourism stakeholders to leverage the "Where Am I?" brand platform.

READ MORE +

MAXIMIZE YOUR VISIBILITY ON ONTARIOTRAVEL.NET

READ MORE +

BGS Tourism Service Excellence Training

ABOUT THIS BLOG

Welcome to RT07 Connection, RT07's communication platform for tourism professionals and operators in BruceGreySimcoe.

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

Please "follow" this page through channels convenient to you. In addition to a RSS feed, items that we post to RT07 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

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TAGS

#Canada's #CycleON #GreyBruceTourism2014 \$1.51 million \$40 \$45 million \$500 \$90 (ONATS) 500 10 commandments 100 100 Year Anniversary 100,000 guest visits 1000 Island Region 1012 2008 200th anniversary 2013 2013 awards of excellence 2013 Ontario Farm Family Award 2014 2014 awards 2014 key trends 2014 mandate letter 2014 Spring Conference 2014 Travel Information Services Conference 2014-15 2015

RSS FEED

RT07 Connection Blog

- Posts of interest to tourism industry in BruceGreySimcoe
- Destination Ontario updates and promotional opportunities
- Information from partners and tourism organizations
 - Have info you'd like to share here? Email info@rto7.ca
- Subscribe to the blog by clicking [here](#) (RSS Feed)
- Subscribe to our newsletter, too, by clicking [here](#)



Consumer & Industry Streams – VFR Campaign



Visiting Friends & Relatives Campaign

- Runs on both consumer and industry Facebook/Instagram pages as trivia game with images that locals will know
- BruceGreySimcoe geared to consumers
- RTO7 geared to operators who work & live here
- Goal to increase engagement, create awareness, encourage sharing of posts, stories & photos
- Encourage imitators across the region

Notes:

- BruceGreySimcoe campaign started May 2017
- RTO7 campaign started December 2017



Consumer & Industry Streams – VFR Campaign

- About the Campaign
 - Posts ran three times a week – Monday, Wednesday, Friday – with the question, “where in BruceGreySimcoe”
 - Answers posted the same day as the new questions appeared
 - Featured tourism partners were tagged in answer with link to website
 - Our partners were tagged in original question to share and comment
 - Video posts were most successful, garnering the most engagement
 - Started to notice regular followers, who enjoyed playing our trivia game
 - Hashtags - #noprizestoprize, #inyourbackyard, #BGSTrivia, #BGSTriviaTime, #whereinBGS



Consumer & Industry Streams – VFR Campaign

	BruceGreySimcoe	RTO7	% change
Total Engagement May 2017	4,018		1013%
Total Engagement March 2018	44,739		
Total Engagement December 2017		504	8170%
Total Engagement March 2018		41,683	

Engagement = Comments, Shares, Reactions, Clicks, Video View

Note: dramatic increase in engagement when videos were posted as opposed to static images. No videos posted in May 2017 or December 2017



Communication Coordinator Report

- Need help or have questions? Contact us!
 - 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>

Thank you

- RTO7.ca
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