

RT07 Year End Wrap Up 2018/19

Full Version of Webinar - August 8, 2019

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 Report

- The purpose of this Year End Wrap Up is to highlight key initiatives and accomplishments by Regional Tourism Organization 7 (RTO7) in FY 2018/19 (April 1, 2018 to March 31, 2019), RTO7's eighth fiscal – and seventh 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

Executive Summary

- RTO7 continues to be successful in partnering with many repeat partners, which include, DMOs, Federal Government Agencies, County, Municipal governments and Operators, plus new partners at the operator and municipal level.
- Partnerships span the pillars of Marketing, Product/Experience Development, Workforce, Investment Attraction and the Partnership Program.
- RTO7 endeavours to create alignment opportunities on a number of fronts with a variety of goals and objectives, most notably is the objective of each partner to develop a stronger tourism product/experience and to increase receipts. Overwhelmingly, these partnerships have met or exceeded expectations. These collaborative partnerships have continued to engrain RTO7 into the tourism industry by providing progressive tactics.

Executive Summary continued

- The addition of the Tourism Implementation Program (TIP) has proven to be beneficial in enhancing the capital expenditures made by stakeholders in their products by providing opportunities to promote their investments as well as provide a very key educative component.
- The update of the website to a more intuitive and informative site has experienced increased qualified referrals to stakeholders, longer site visits and increased traffic to stakeholder sites through links in 'User Generated Content'. The UGC is attracting more attention from the site visitor with direct visitation to the stakeholder's website.

Executive Summary continued

- Increased educational opportunities through the Centre for Business and Economic Development (CBED) partnership in the implementation of the T3 program have provided RTO7 with the opportunities to interact with new partners providing coaching support for communication, marketing, product/experience development and operational issues. The feedback to date has been very positive on the T3 program.
- The investment attraction partnership with the 5 municipalities of Ontario's Lake Country and the Orillia Community Development Corporations (CDC) continues to evolve and has produced a cohesive and progressive tourism investment implementation strategy.

Executive Summary continued

- Product/Experience development programs designed and implemented based on market demand and product match continue to surpass forecasted participation levels, most are exceeding expectations and the ones that are not performing as well as expected are examined for learning opportunities. The programs will continue to evolve as more data is mined from outcomes and other sources.
- The Partnership Program continues to perform well with many repeat partners but also some new partners as a concerted effort was made to attract new partners. Utilizing the Environics Analytics (EA) products, that RTO7 employed in partnership with the 3 counties, to better target the consumer and focus attention to the experiences that are in demand, has helped RTO7 deliver educational opportunities to its partners

Highlights – just some of them

- Tourism Implementation Program (TIP) – this new program built off of the framework of the Festival Implementation Program (FIP) met expectations and was very well received.
- Marketing campaigns provided more redirects to partners with a lower campaign media spend than past years.
- User Generated Content has performed better than expected with redirecting visitors to the stakeholders
- Wasaga Beach Tourism Destination Management Plan was delivered in July 2018 and has the framework to change the management of this busy underperforming destination.

Challenges

- The Ontario Government freeze on spending meant that the Ontario Cycling Initiative, spearheaded by RTO7 and contributed to by 11 other RTOs did not move forward as Destination Ontario and MTCS were not allowed to contribute. It may be difficult to bring this back.
- Overcrowding in some areas continues to be a growing problem, the areas of Northern Bruce Peninsula, Wasaga Beach and Sauble Beach and other areas during certain periods. This overcrowding is apparent not only in the large numbers of visitors (a large percentage that do not spend), the volume is straining infrastructure, impeding enjoyment of areas by residents and paying tourists. It is also affecting housing costs for tourism staff as more inventory is removed from long term rental and placed into short term rentals. RTO7 is working with stakeholders to address this situation but a provincial solution may be needed.

Challenges continued

- Labour shortages throughout the region are impeding growth and reinvestment in product.
- There have been challenges that have resulted by the changes of municipal and provincial governments, project partner's mandates have changed, resources both human and financial have adjusted during the changes. Some traditional partners did not partner with RTO7, e.g. Huronia Historical Parks, at the same level as 2017/18, other partners needed to slow process down as they went through orientation programs with their new councils.
- The lack of uncertainty of tourism support at a provincial level had many partners on edge and evaluating alternatives to working with RTO7 as a back-up plan.
- This lack of uncertainty and downloading of services from the province has manifested in some municipalities reviewing their support for tourism development. It would appear that these governmental changes are going to have lasting influences on the growth and stability of the tourism industry.

Next Steps

- RTO7 continues to work with municipal stakeholders to address overcrowding issues by developing Destination Plans in partnership.
- RTO7 has assigned Sustainability Solution duties to one staff member to support the implementation of solutions.
- RTO7's 2019-20 business plan addresses the overcrowding issue through restructuring programs to address overcrowding, e.g. Festival Implementation Program was re-structured to provide support for festivals to attract VFR customers during specific times – encouraging spending by visitors already in the region instead of trying to bring more visitors into areas that are already at or near capacity.
- RTO7 will continue to work with the South Georgian Bay Labour Task force on solutions to the labour shortage

Next Steps continued

- Revenue generation opportunities will be examined and will be actioned where appropriate
- RTO7 will expand communication efforts with other RTOs looking for best practices to avoid duplication of efforts
- Collaborative efforts and efficiencies will continue to be a guiding principle in all activities undertaken by RTO7
- Marketing budgets will be reduced as a result of the reduced funding. All efforts will be made to sustain the positive momentum created over the past 9 years in introducing the region to the millions of new possible travellers to quality intimate and large scale travel experiences all year long.

Next Steps continued

- RTO7 will expand communication efforts with other RTOs looking for best practices to avoid duplication of efforts.
- Collaborative efforts and efficiencies will continue to be a guiding principle in all activities undertaken by RTO7.
- Research – when affordable, accurate and meets our mandate and funding is available will be undertaken.
- Support for stakeholders that are accessing additional funding outside of the RTO structure will continue.
- **COLLABORATION IS A GUIDING PRINCIPLE FOR ALL DECISIONS.**

Collaboration

- RT07 had another year of successful collaborative projects.
- These projects took on many forms but all were based on the following
 - 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 2018/19

Partnership Program

- 38 partnerships

Festival Implementation Program (FIP)

- 17 partnerships

Tourism Implementation Program (TIP)

- 7 partnerships

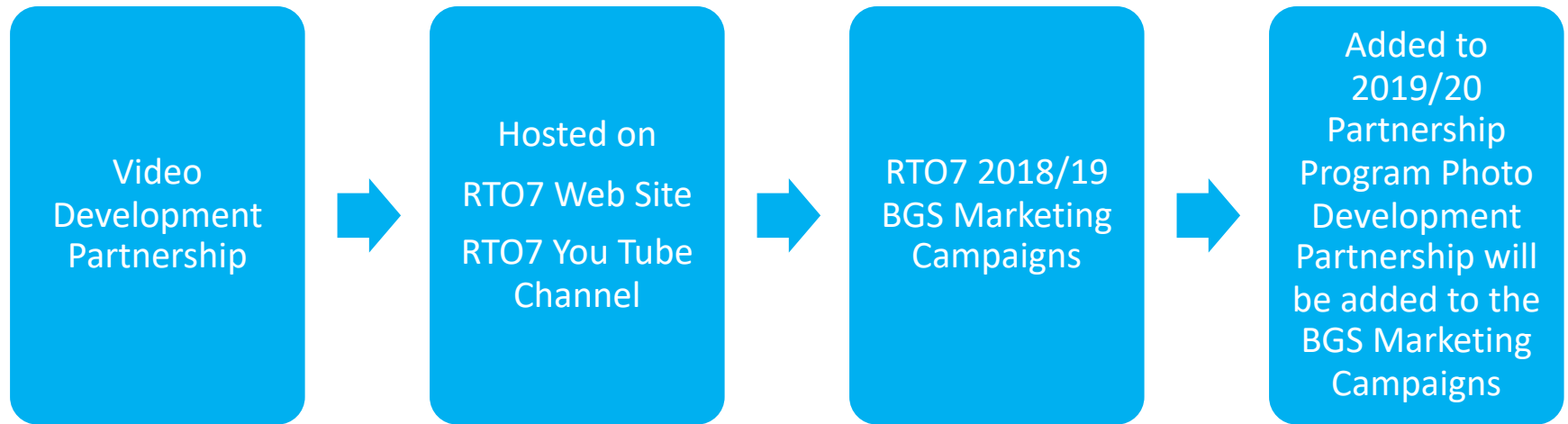
Experience Implementation Program (EIP)

- Experience Development Workshops
 - 131 participants
- Advertising Support
 - 6 partnerships

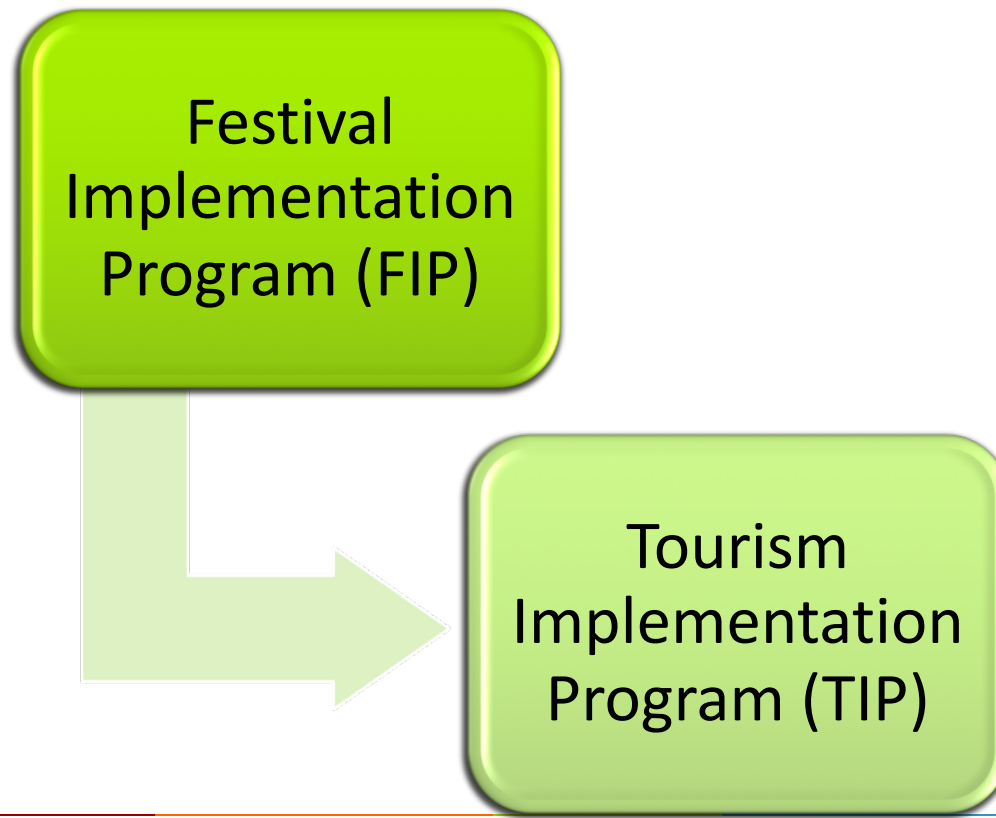
Collaboration Program

- 31 partners

Example of Ongoing RTO7 Support – Partnership Program



Example of Ongoing RTO7 Support/Expansion – Experience Development



Examples of Collaboration

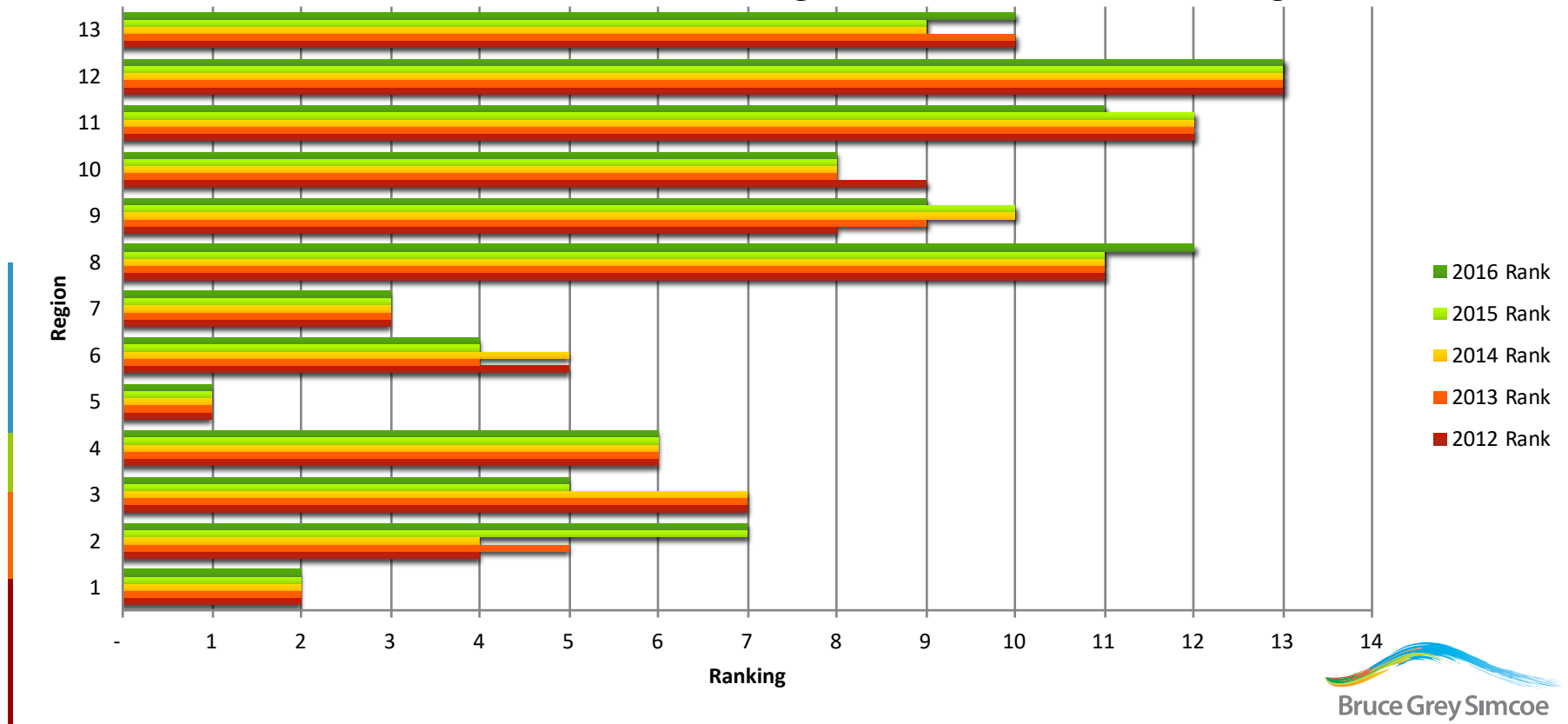
- Partnership Program 2018/19
 - Signage 4 partnerships
 - Digital Advertising 8 partnerships
 - Video Development 11 partnerships
 - Photo Development 5 partnerships
 - Video Advertising 3 partnerships
 - Product/Experience Development 7 partnerships

Examples of Collaboration continued

- Festival Implementation Program 17 partnerships
- Tourism Implementation Program 7 partnerships
- Experience Implementation Program
 - Experience Development Workshops 131 participants
 - Advertising Support 6 partnerships
- Collaboration Program 31 partners

Person Visits by RTO Region – MTCS Regional Profiles

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

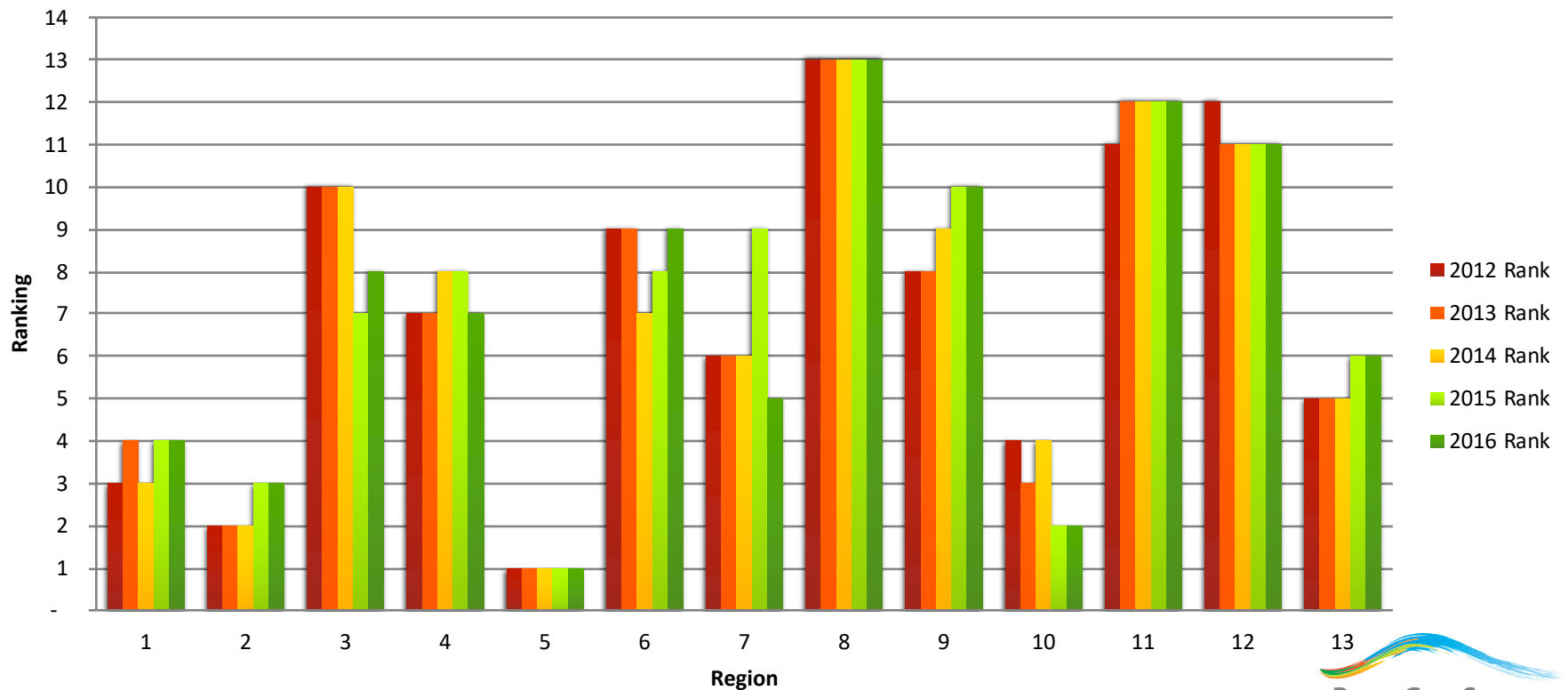


Note: The quality of the data describing the characteristics of US visitors to Ontario is particularly low and as such the ministry will not be releasing this information at the sub-provincial level. 2015 & 2016 data.

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

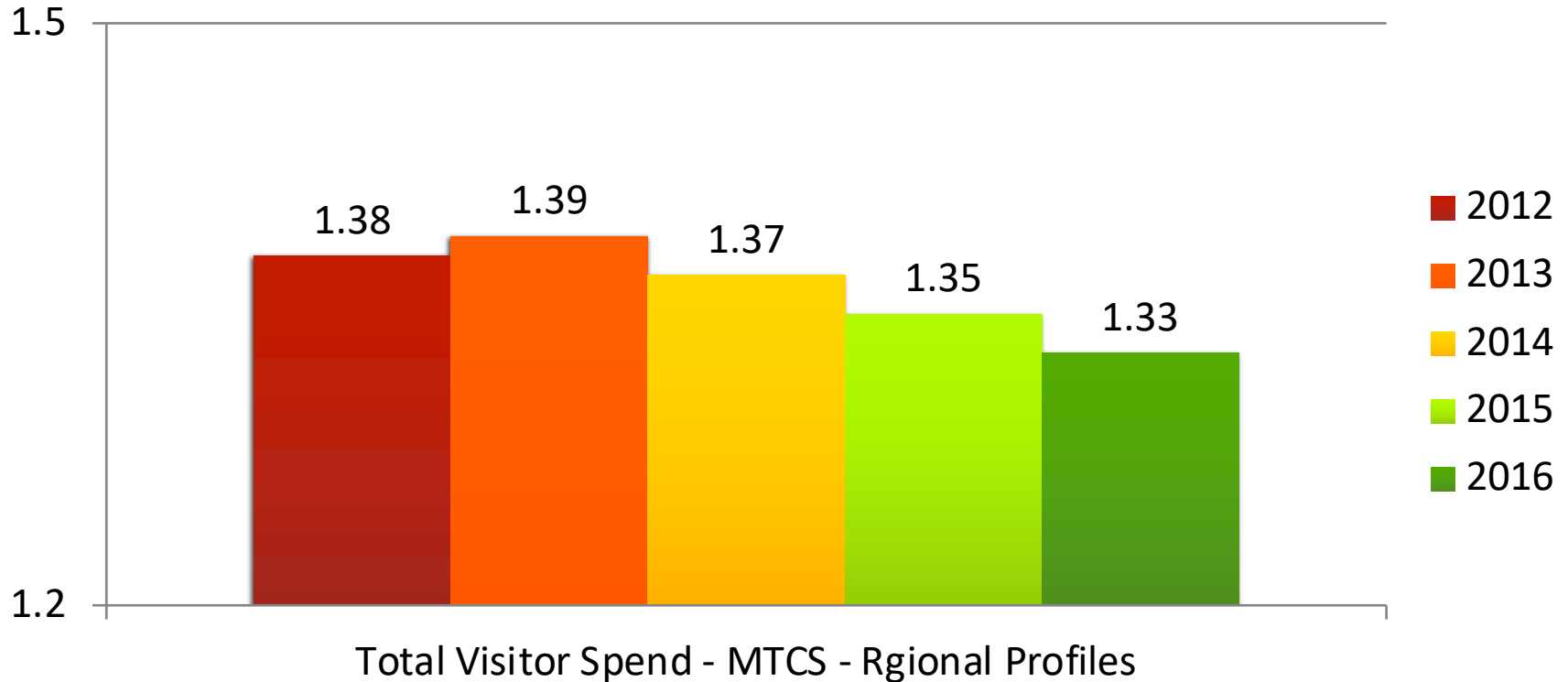
Total Visitor Spend the lower the ranking number the better the ranking



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

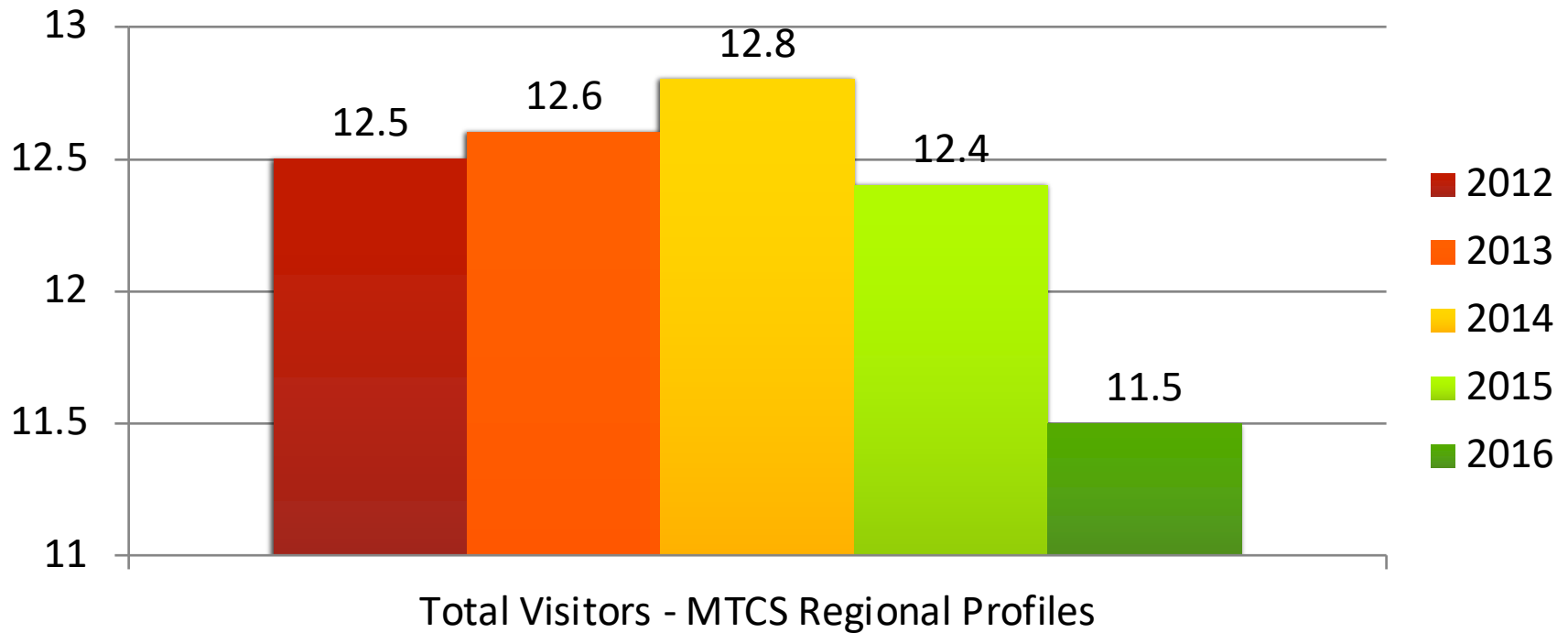
Total Visitor Spend in BruceGreySimcoe – Region 7 (in Billions \$)



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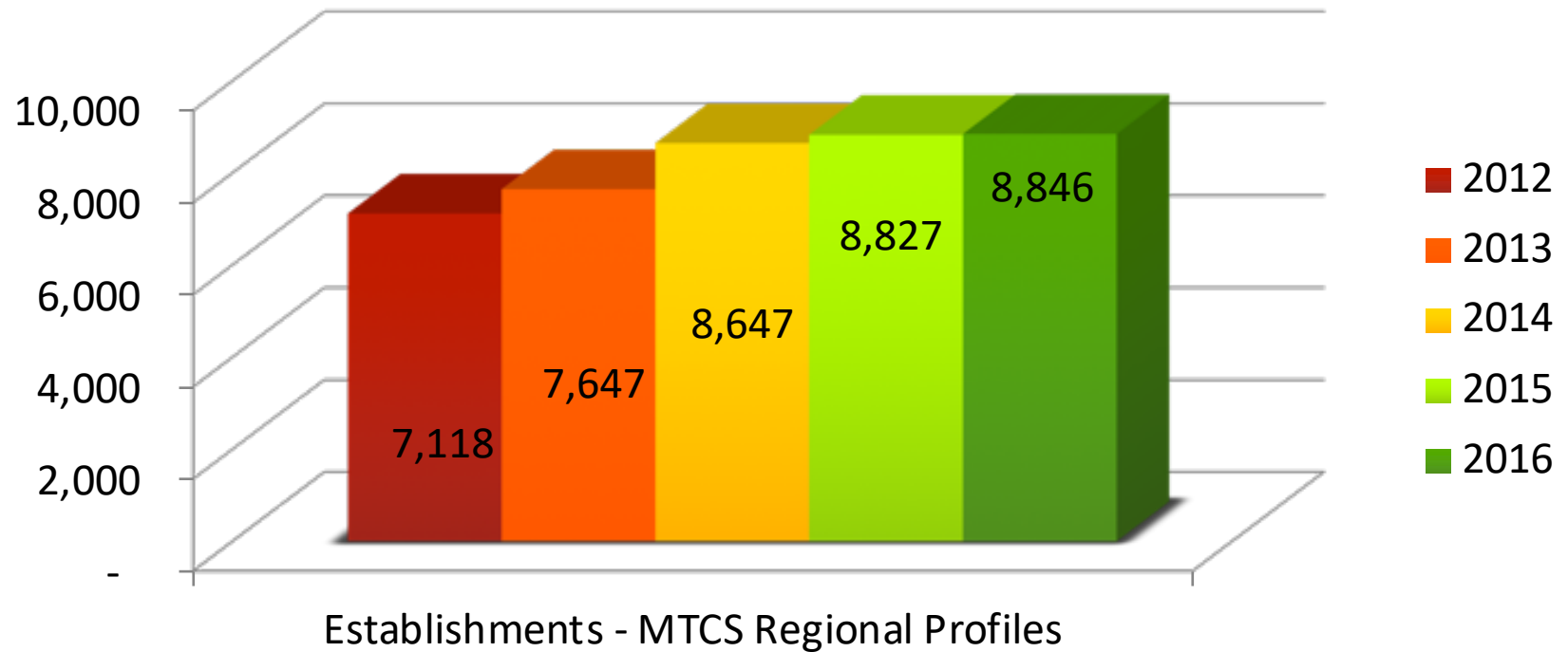
Total Visitor Spend with Region 7 indicates a decline – US spending not included in 2015 and 2016.

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



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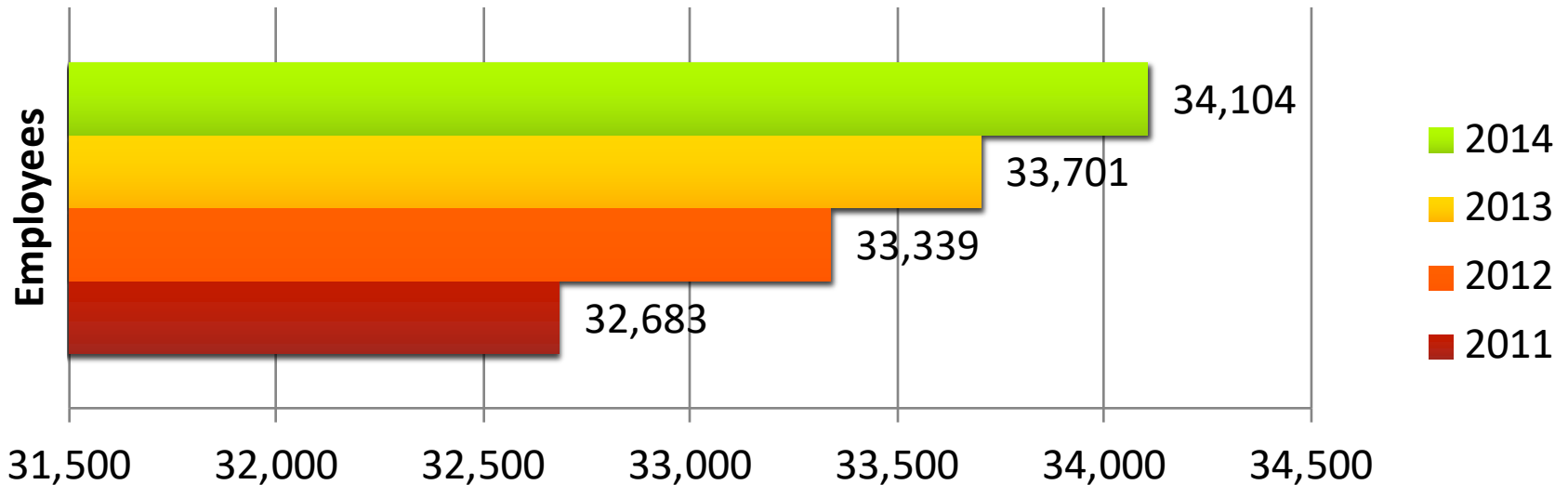
Tourism Related Establishments in BruceGreySimcoe – Region 7



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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, Tourism Implementation Program, Collaboration Program

Marketing 2018/19

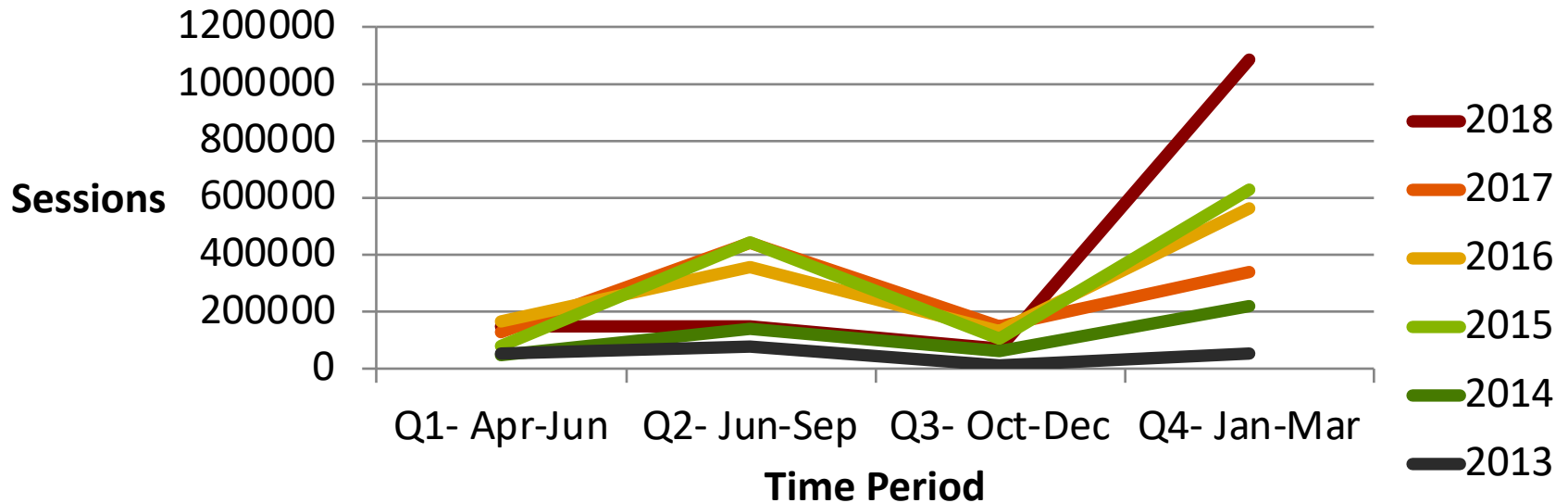
- Interest targeting was relied upon in all campaigns.
- The campaigns continued to provide dedicated support to the experience development projects of the previous year through media buys and social media.
- The campaigns continued to use the iconic features and activities, natural and man-made to differentiate the region from other tourism destinations.
- The expanded RTO7 campaign structure highlighting partners videos using Facebook and Instagram and directing visitors to the partners web site and social media platforms performed very well.
- Media buys were flighted and Consumer Insight Research and Prizm Research was relied upon heavily for determining targeting and media delivery methods

Marketing 2018/19 continued

- The introduction of User Generated Content (UGC) has realized an increase in the number of referrals to stakeholders and time visitors spend on the site with a reduced budget
- While impressions and sessions are normal gauges of success of a campaign it was felt that with the overcrowding that is being experienced in some parts of the region a targeted approach that improves the chances of visitors spending more is critical. RTO7's approach was successful in spending less and delivering more views to stakeholders, we do not know if this approach has made a change in operators' profitability

Marketing – Session Comparative 2013/14 to 2014/15 to 2015/16 to 2016/17 to 2017/18 to 2018/19

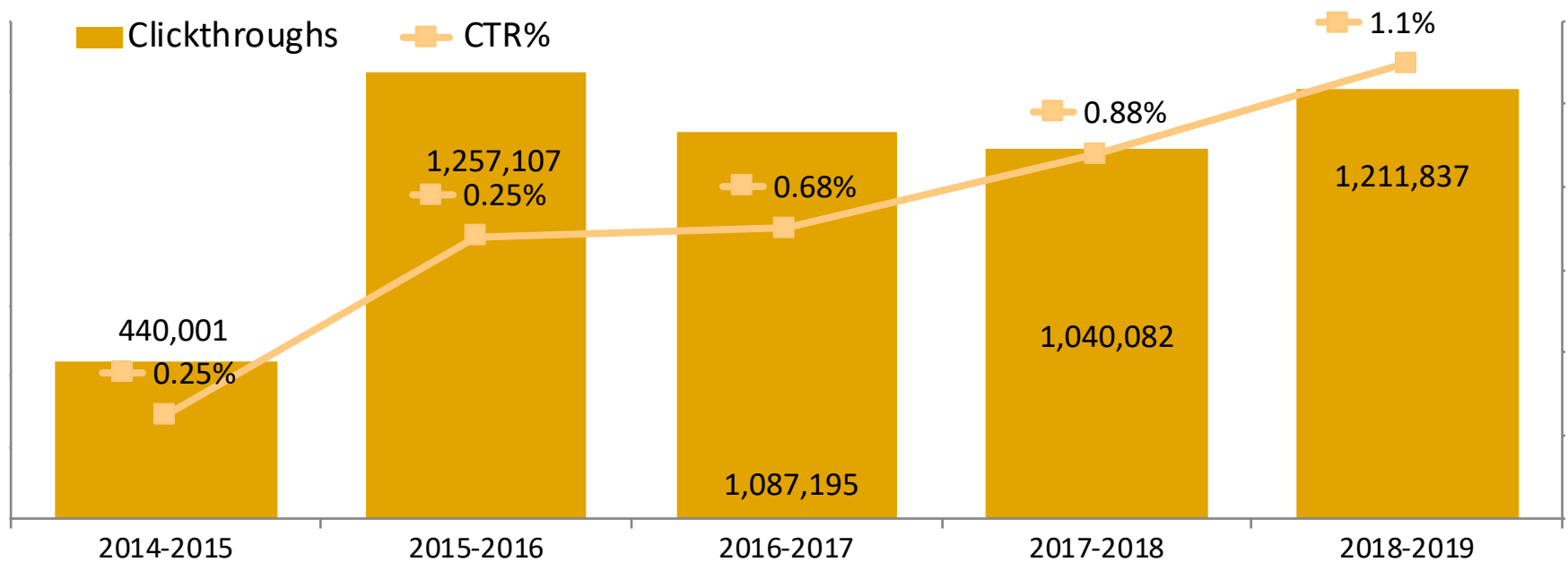
Web Site Sessions 2017/2016/2015/2014/2013



Improved targeting, UGC, more intuitive website design, flighted campaign spends, resulted in increased sessions in 2018/19 with a reduced budget



Marketing – Year to Year Performance - Clickthroughs & CTRs



Changing campaign tactics and updated website architecture led to increased traffic to partners sites from a campaign that increased clicks to BGS site. Improved targeting increased CTRs to the BGS site.

Marketing – Overall Results

- 2018/19 – BruceGreySimcoe – Always in Season Marketing Campaigns
 - Referrals to stakeholders increased despite reduced budgets. This increase can be attributed to improved targeting of messages to the right market at the right time using interest targeting and UGC.
- Online media campaign results (Google Analytics):
 - Website sessions increased 37.8% to +1.5 million
 - Pageviews decreased 13.7% to 2.2 million
 - Referrals to stakeholders increased 188.8% to +279K (includes BGS campaign)
 - Mobile Use increased 5.1% to +625K visits
 - Facebook Users increased 5.5% to 239K
 - Instagram Users increased 276.7% to 12K

Marketing – Overall Results continued

- The direction of the 2018/19 campaign shifted slightly, RTO7 has always strived to provide enhanced targeting of campaigns. In 2018 RTO7, using data obtained through EA projects, previous years results, an improved web site design and the use of UGC has realised an increase in the number of sessions and referrals to stakeholders with a reduced budget. While impressions and sessions are normal gauges of success of a campaign it was felt that with the overcrowding that is being experienced in some parts of the region a targeted approach that improves the chances of visitors spending more is critical. RTO7's approach was successful in spending less and delivering more views to stakeholders, we do not know if this approach has made a change in operators' profitability.

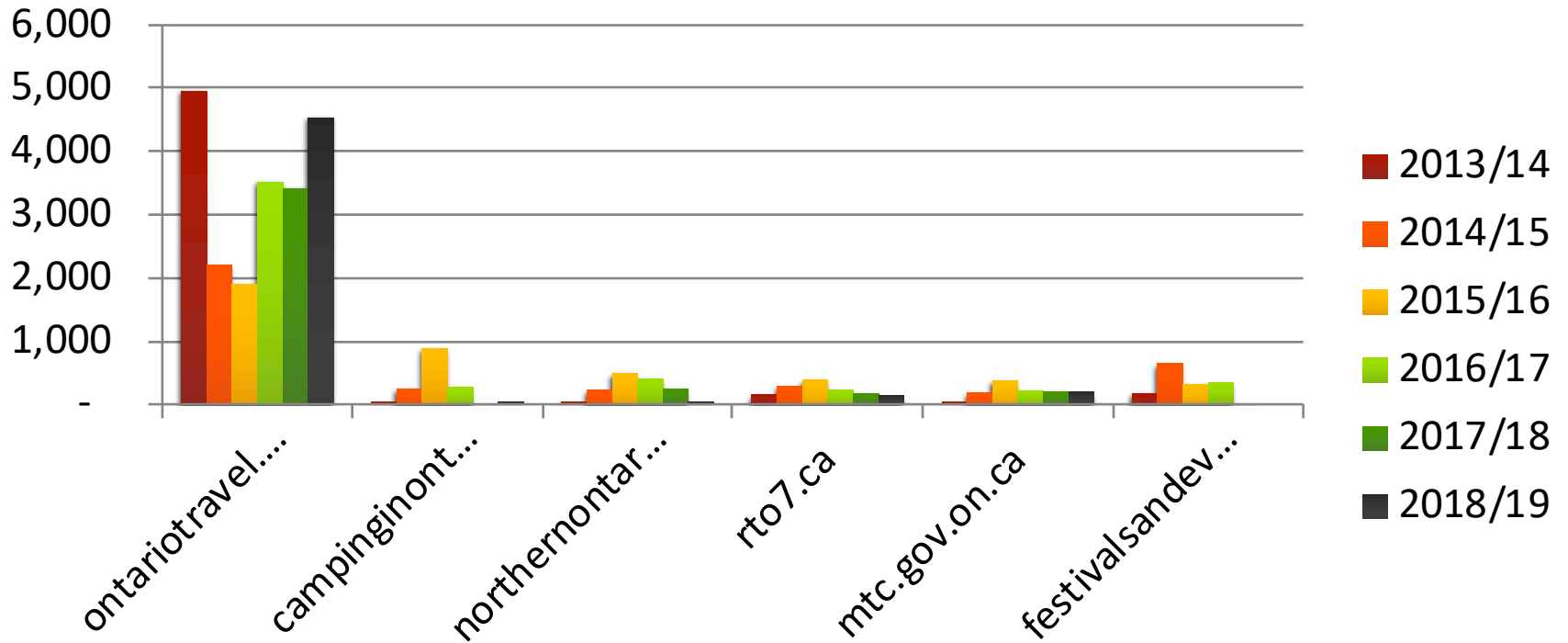
Marketing – Overall Results continued

- The VFR Campaign kicked off in May 2017 and wrapped up at the end of March, 2019. The initial goal of the campaign was to encourage tourism operators, DMO staff, municipalities and other tourism organizations to share their comments and to discover the hidden and unique gems across our region. An interesting side benefit occurred in that the campaign worked to inform local residents of what's here in our region for them to explore and to encourage them to share this information with visiting friends and relatives. It was done in the form of a trivia contest with a new question posted three times a week to start, then as of June 1, 2018, twice a week and, from November 7, 2018 to its conclusion, it ran once a week on Wednesdays. Answers were posted on the same day as the new question appeared. As the campaign progressed over the last year and a half, consumer engagement increased with more answers being posted in the comments, posts being shared and photos of their own experiences and visits to the featured site shared by users.

Marketing – Overall Results continued

- The campaign runs through Facebook, with the added bonus of appearing on Instagram if in the correct format (photo, short video – 360 degree images don't work). Images and video clips are sourced from our photo bank and from staff photos taken on site visits. Over the duration of the campaign, posts increasingly coincided with upcoming events (many of them supported through the Partnership and Festival Implementation Programs). Although engagement decreased 15% from the previous year (May 2017 to March 2018), the campaign did well taking into account that the number of posts was almost half of that in the 2017/18 campaign. Takeaways from the campaign: video generates the most engagement and the majority of people watch a video for 3 to 10 seconds. Videos used do not have to be professionally created and often it's the organic, in-house videos that do better. And, taking into account capacity limitations at some of our attractions, it was becoming increasingly challenging to find new areas to post about

Referring Channels



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

Advertising Campaigns – Source Medium

Sessions

Source Medium	2016/17	YOY Chg %	2017/18	YOY Chg %	2018/19	YOY Chg %
Google	501,572	-37%	594,752	-16%	501,572	-16%
Facebook	343,832	137%	301,016	-12%	301,016	-6%
Direct	179,603	360%	136,298	-26%	47,444	-65%
Twitter	5,925	-74%	56	-99%	13	-77%
Yahoo	2,473	-76%	1,940	-21%	1,446	-24%
Ontariotravel.net	4,536	143%	4,171	4%	5,725	37%
Bing	7,391	188%	6,209	9%	2,176	-65%
Snapchat (new in 2018/19)					148,276	

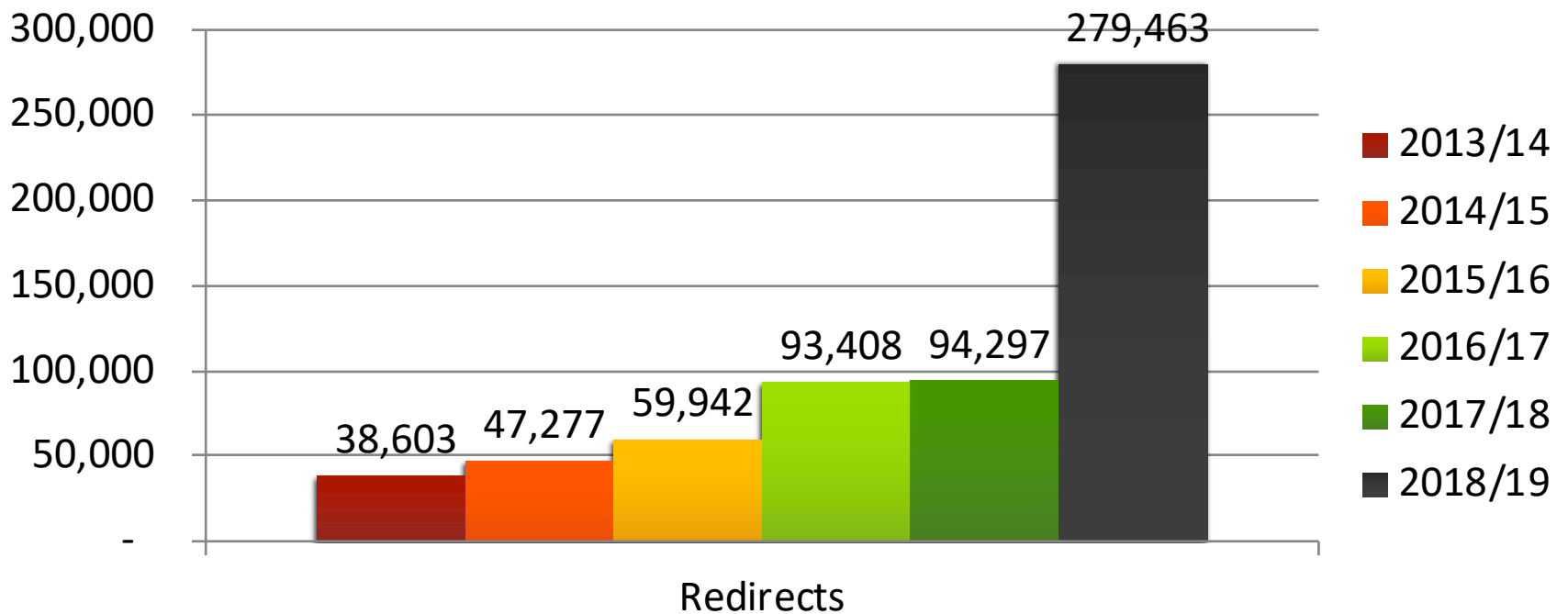
Please keep in mind that media purchases change each year

Advertising Campaigns - Top Landing Pages

Landing Pages - Sessions

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Winter	4,978	16,637	166,116	123,030	215,200	475,980
Camping	1,499	25	152,270	30,478	56,472	20,702
Great Places						490,091
Trails-and paddling	133	7,630	112,620	54,591	39,867	17,260
Cycling	176	31,233	70,942	48,581	67,039	30,422
Festivals	16,498	61,544	60,160	177,822	156,916	131,497
Golf	3,036	16,185	55,600	4,972	6,407	2,979
bgs-mobile	13,288	32,508	37,766	154,840	119,718	2,194
Total of All Sessions of 29,768 pages	192,908	472,041	1,257,107	1,220,450	1,056,698	1,455,995

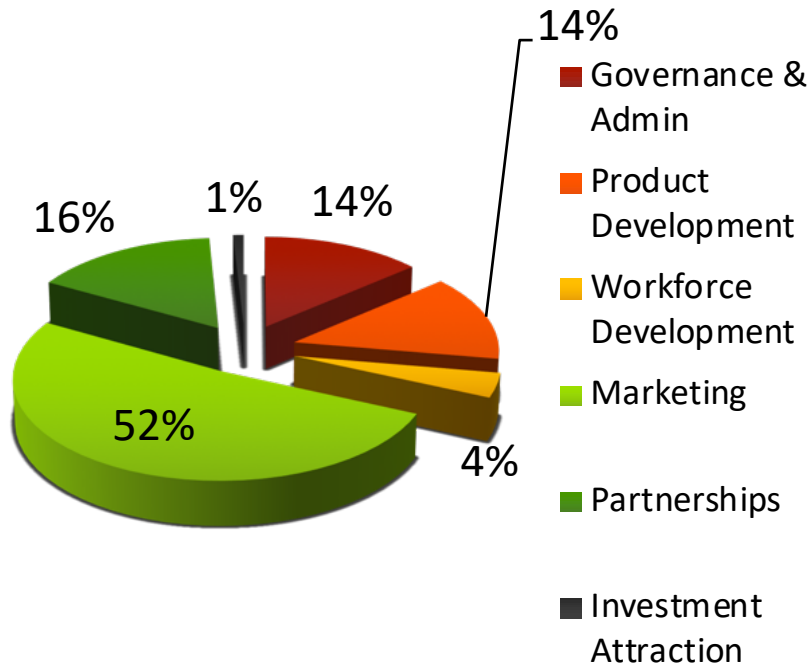
Redirects from BruceGreySimcoe.com to other sites



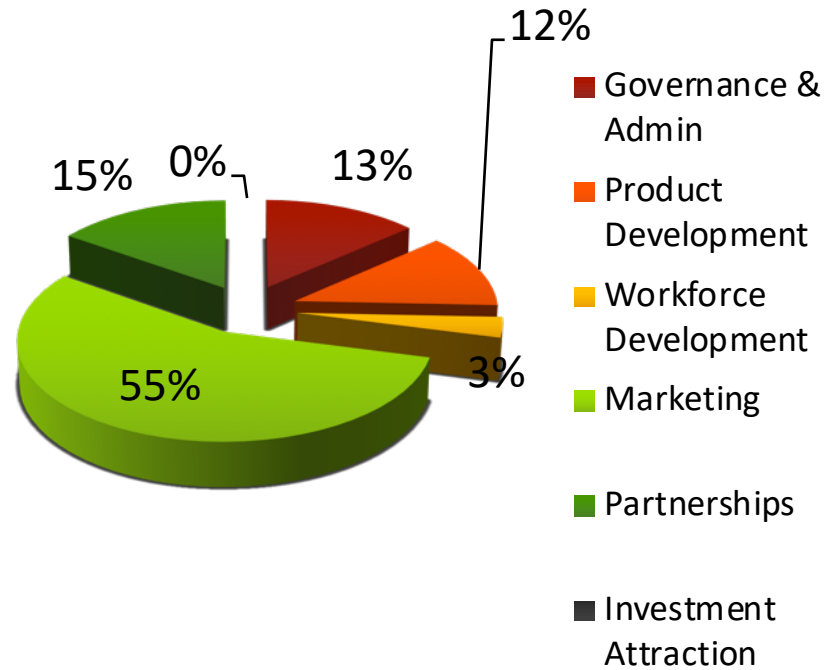
Even though overall marketing budget is reduced improved targeting and improved site navigation leads to an increase of redirects to stakeholder sites.

Budget/Actual Expenditures

Budget as a % of Exp.



Actual as a % of Exp.



Marketing actual is inflated compared to budget and augmented by savings from other budget lines the HST rebate as well as our contribution to partner programs are included in this calculation and not the budget.



Funding

- RTO7 is funded 100% by the Province of Ontario
- For FY 2019/20, RTO7 will receive \$1.9 million 20% less than 2018/19. RTO7 will continue to be eligible for partnership allocation. Partnership allocation is contingent on the generation of matching funds from partner businesses and organizations.

- **FY 2019/20 Budgeting Basis**

- Base funding \$1,591,563
- Available partnership allocation 336,000
- Total available funding \$1,927,563
- 20% LESS THAN 2018/19

Budget 2019/20

Budget Item	Budget 2018/19	Budget 2019/20	% Change 2019/20 to 2018/19	Strat Plan Target 2015-2018
Governance and Operations	15.8%	16.6%	(15.5%)	22.0%
Product Development	14.0%	14.9%	(14.5%)	8.0%
Investment Attraction	0.3%	0.4%	7.1%	2.0%
Workforce Development	7.3%	2.7%	(70.5%)	4.0%
Marketing	45.9%	45.2%	(20.4%)	36.0%
Partnership Program	16.7%	20.2%	(2.6%)	11.0%
Total	100.0%	100.0%		

Budgeting process is adjusted and is not a direct comparison to the process used during the Strat Plan process. Wage calculations are included in budget item line, this is a change from the budgeting processes at the time the Strat Plan Target was established. Wages were captured 100% in Governance & Operations budget item line during the Strat Plan development.

Operations 2019/20

- The virtual workplace model continues to enable us to avoid leasehold and related overhead expenses.
- We are using different communication methods, such as the webinar today, to reduce costs.
- We have not reduced the programs that we offer in our suite of programs, in fact we have added new avenues for the stakeholders to promote and grow their business's – such as the Storytelling category of the Partnership Program.
- We have also expanded other programs and refined the end product and the delivery of the outcome – an example of this is the research assistance using stakeholder postal code data and the suite of Environics Products. Coupled with this particular offering is our new efforts in working with Destination Canada.

Operations 2019/20 continued

- We have reduced the leverage of some programs but maintained it with products such as Video and Photography production and Signage. The Video and Photography production program will allow our partners to maintain and or develop a current collateral base to assist with their promotion and the signage will provide security and comfort to the tourist and visitors that come to the region. These are assets that will benefit the partner for many years to come.
- We have added the OTEC online 'It's Your Shift' sexual harassment & violence in the workplace module to our offerings and encourage you to take advantage of this free to you offering.
- Even though we have experienced a decrease in our funding the level of service offerings has actually increased and still requires the same compliment of staffing to deliver all of these programs in a timely and professional manner.

Marketing 2019/20

- **Objective:** To increase awareness of Ontario (Region 7) as a travel destination and increase conversion in target markets.
- **The BruceGreySimcoe Always in Season Marketing Campaigns**
 - Will continue to have Spring/summer/fall and winter elements
 - They will continue to be based upon experiences and Places
 - They will continue to support to the Partnership Program and Experience Development projects of previous years through media buys and social media
 - Provide support to Collaboration program partners
 - They will continue to use the iconic features and activities, natural and man-made to differentiate the region from other tourist destinations



Marketing 2019/20 continued

- RTO7 will leverage its marketing budget by partnering with stakeholders in the Partnership, FIP, TIP, Collaboration programs
- RTO7 will continue to endeavour to limit duplication and competitive marketing practices,
- RTO7 will continue to test new advertising techniques and partnerships
- Digital advertising will continue as the primary medium. Partnering opportunities will be used as a secondary source for distribution of the message. BruceGreySimcoe.com will be the call to action for most advertising.

Investment Attraction / Investor Relations 2019/20

- **Objective:** To increase investment in the tourism industry to enhance visitor experience.
 - In the Investor Attraction portfolio, RTO7 will continue with its efforts to support the attraction of investment in the tourism sector by consolidating and disseminating tourism research, data and market intelligence.
 - Where appropriate and considerable leverage is attained provide financial assistance in the research and planning stages of tourism development plans, products, workforce development and investment attraction strategies.

What to Expect from RTO7 this year

- Continued work with partners to address overcrowding
 - RTO7 continues to work with municipal stakeholders to address overcrowding issues by developing Destination Plans in partnership.
 - RTO7 has assigned Sustainability Solution duties to one staff member to support the implementation of solutions.
 - RTO7's 2019-20 business plan addresses the overcrowding issue through restructuring programs to address overcrowding, e.g. Festival Implementation Program was re-structured to provide support for festivals to attract VFR customers during specific times – encouraging spending by visitors already in the region instead of trying to bring more visitors into areas that are already at or near capacity.

What to Expect from RTO7 this year

- Revenue Generation
 - Revenue generation opportunities will be examined and will be actioned where appropriate
- Best Practice reviews with other RTOs will continue
 - RTO7 will expand communication efforts with other RTOs looking for best practices to avoid duplication of efforts
- BGS 'Always in Season' Marketing Budgets will be reduced
 - Marketing budgets will be reduced as a result of the reduced funding. All efforts will be made to sustain the positive momentum created over the past 9 years in introducing the region to the millions of new possible travellers to quality intimate and large scale travel experiences all year long.

What to Expect from RTO7 this year continued

- Continued Collaboration
 - Collaborative efforts and efficiencies will continue to be a guiding principle in all activities undertaken by RTO7
- Research
 - When affordable and accurate and meets our mandate and funding is available, will be undertaken
- Support for stakeholders that are accessing additional funding outside of the RTO structure will continue
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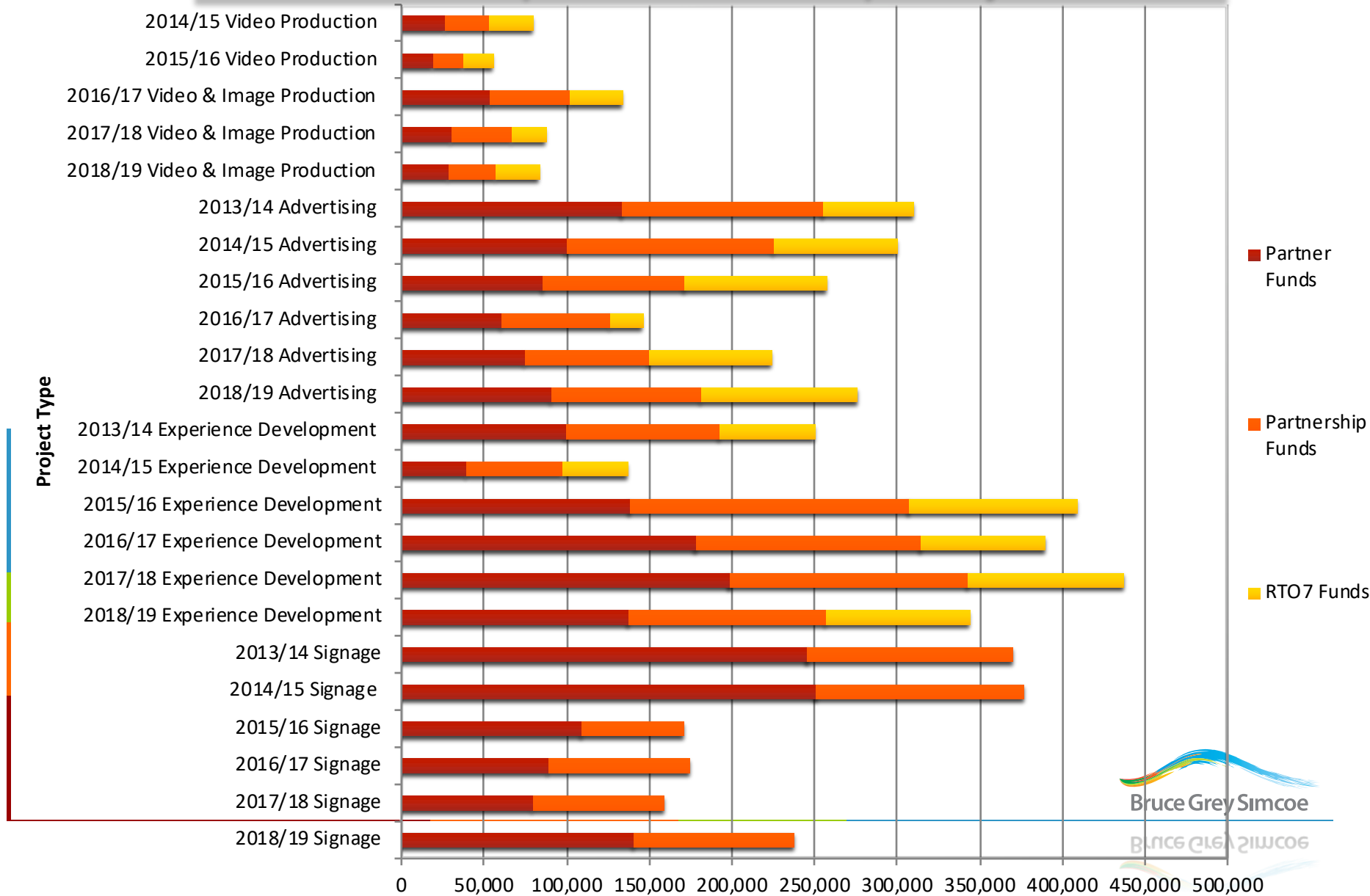
Program and Administration Manager Report

Partnership Program 2018/19

- 39 projects
- \$397,650 in partner contributions
- a total of about \$937,000 in joint projects
- 20% of partners were new

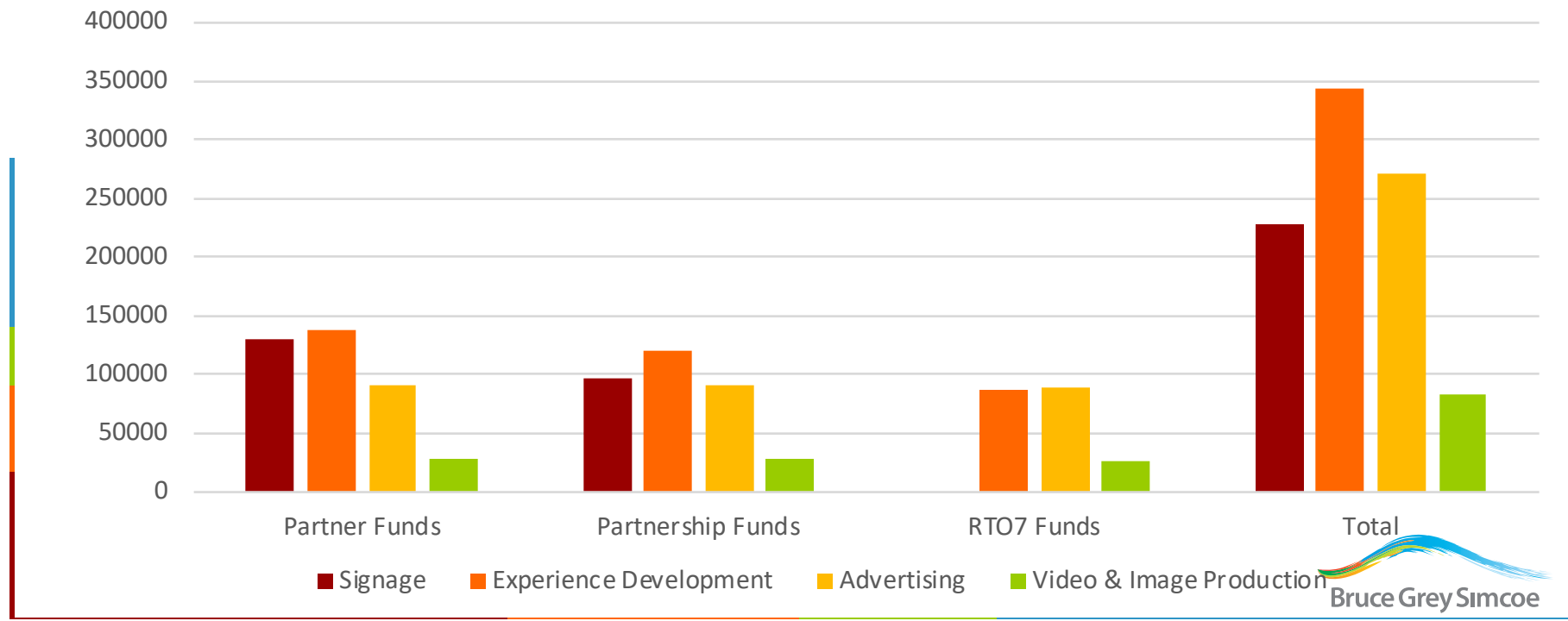


Partnership Investment – the past 6 years



Partnership Program – Investment Breakdown 2018/19

Investment Breakdown



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
- We installed Great Lakes Waterfront Trust signage through our partnership and we have already witnessed an increase in the number of cyclists through each community and an increase in phone calls at the Township office inquiring about cycling in our area.* Township of Huron-Kinloss
- 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 Innsdale 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)

- Grey County Cycling & Trails Master Plan
- Town of Collingwood
- Township of Clearview
- Municipality of Huron-Kinloss Great Lakes Waterfront Trail

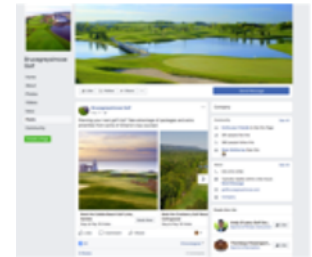


Digital Advertising - Testimonials

- *Being able to get constant feedback from Aber as to what was working and what wasn't was critical in being able to provide the right type of digital assets for the campaign. RTO7 kindly ran a PRIZM report on a list of postal codes of previous Resort guests that we provided which was then used to further tweak our campaign in order to reach our target market. Our success with the Instagram campaign has made me re-examine how we allocate dollars for our existing Facebook ads and Google Search campaigns. I now have something to measure against and as a result have moved around some of my existing marketing budget. It was also great to be able to try other platforms such as YouTube and Google Display ads and see whether or not they work. Fern Resort*
- *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 digital advertising campaign and the print guide were a huge success. Conversion rates with the fishing campaign were high and we distributed all of our fishing guides. The Learn to Fish event was completely sold out. Tourism Simcoe County*
- *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*
The results are clear in the analytics that the campaign clearly brought teachers/educators to our site. This was the first digital campaign we have run directed at schools. The collaboration helped us to afford a campaign directly targeting schools/teachers and the decision makers, it increased school visits and introduced more students to winter sports and brought more revenue from these visits, both directly and subsequent visits. Snow Valley Resort

Digital Advertising (9 projects)

- Golf BruceGreySimcoe
- Simcoe Cycling, Paddling, Fishing & Winter
- Snow Valley School Ski
- Ontario's Lake Country
- Wasaga Beach
- Fern Resort



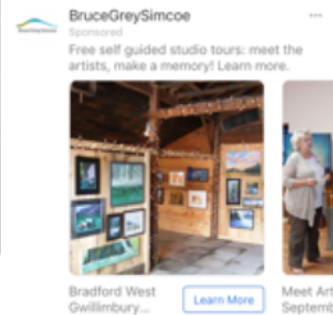
Learn a Winter Sport

Great rates and packages available in Simcoe County, just 1 hour from Toronto. [Learn more.](#)

Wasaga Beach Tourism
Planifiez vos vacances estivales. Évadez-vous à la plage favorite de l'Ontario. See Translation



www.wasagabeach.com
Faites un tour à Wasaga Beach, plus qu'une plage [LEARN MORE](#)



Ski & Snowboard Packages | Enjoy Winter in Simcoe County

experience.simcoe.ca

Ski and Snowboard Just 1 Hr From the GTA. Book Your Winter Visit Today!

Bruce Grey Simcoe

BRUCE GREY SIMCOE

Digital Advertising – Partner Results

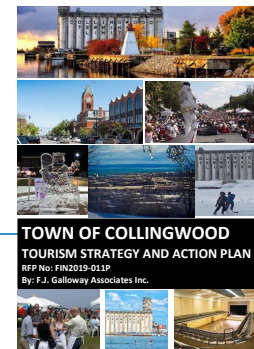
Partner	Target Geo	Clicks	Click Through Rate	Impressions (million)
Golf BGS	GTA/SWO	22,633	1.05%	2.1m
Simcoe County Paddling	GTA/Quebec/BGS	19,000	.63%	3m
Simcoe County Fishing	GTA/SWO	33,379	.96%	3.5m
Ontario's Lake Country	GTA/SWO	92,040	2.46%	3.7m
Snow Valley	GTA/Simcoe County	30,670	1.16%	2.6m
Simcoe County Cycling	GTA/SWO/Eastern ON/Quebec cities	34,000	1.91%	1.8m
Wasaga Beach	GTA/Quebec	41,455	2.48%	1.7m
Simcoe County Winter	GTA/1 hour from Simcoe County	70,000	.54%	13m
Fern Resort	GTA/Some SWO	25,801	.65%	3.9m
Total/avg.		368,978	1.25%	35.3m

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*
- *The Tourism Destination Management Plan is a valuable tool for Economic Development and Tourism to understand the present state of tourism including our inventory of accommodation and attractions. The Plan clearly sets out a workplan with goals and tactics.*
In the tourism branding project, Cundari were very creative and accurately created a brand promise that can be easily rolled out and receive buy-in by the current and future stakeholders. The new tourism brand has the key ingredients to engage and inspire a vision with the broader community. Town of Wasaga Beach

Product/Experience Development (8 projects)

- T3 Accelerator
- Town of Wasaga Beach – Tourism Destination Management Plan & Tourism Branding
- Simcoe County Fishing
- Environics Analytics Prizm license
- Saints & Sinners Christmas Market
- South Georgian Bay Attainable Housing Research (BMVA)
- Collingwood Downtown Tourism Strategy



Video Development - Testimonials

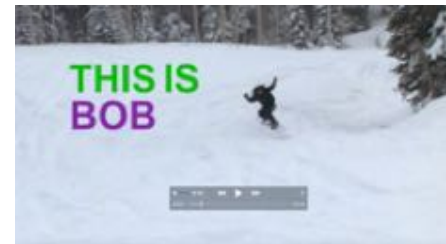
- *Visuals are the best tool to interest people in buying a product or service. Both the experience and final product were great. Brian was able to really capture the beauty of the area and the results will encourage us to complete more videos and visuals in the future. Great to see an organization like 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*
- *Using funny videos to draw attention to our 'learn to ski' campaign was a new approach to advertising for the County of Simcoe. It was a bit of a risk, but we are very pleased with the results. Videos generated some very positive responses, each video receiving a large number of 'likes' and 'laughs'. And the comments were fun, with lots of tagging and sharing. We also strengthened our partnership with local ski operators as a result of this campaign. Tourism Simcoe County*
- *It was a great opportunity for some staff to work with new stakeholders and funding partners. We truly recognize the benefit of video and it will live on our website and be used for social media advertising, as well as be show on the monitor in our reception area. Orillia Museum of Art & History*
- *We had not done any video marketing or created a YouTube channel prior to working with RTO7. 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 video was used as part of our digital marketing summer partnership initiative with RTO7 and then on social media. I've added it to my lead gen marketing campaign that we are running in the winter. Links to the video are added to all marketing emails going out and are part of a successful Early Bird Booking campaign that we are running for Summer 2019. Fern Resort*
- *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*
- *It was a benefit to partner on this project. For us, this was something that was on our wish list for a while. Working with RTO7 it gave us an opportunity to have a professional video that we can use for recruiting new staff and an in-house video used as an introduction/training tool. Without the support from RTO7, it might not have happened this year. We'll use it on our website, for in-house training and at job fairs - it helped us gain more individuals stopping by our booth as it was a conversation piece for people at the job fairs to ask more about careers at the resort. Living Waters Resort*

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Video Development (11 projects)

- Town of Kincardine
- Living Waters Resort
- Fern Resort
- Orillia Museum of Art & History
- Scandinave Spa
- Horseshoe Resort
- Cobble Beach Concours d'Elegance
- Ontario's Lake Country
- South Georgian Bay
- Simcoe County Winter & Maple Syrup



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*
- *This was the first year Republic Live added Google Analytics to the Burl's Creek Event Grounds website. Having a full seasons worth of data, and understanding that the peaks came from specific Facebook ads, will help us create a similar campaign next year. OK Friday Market, Burl's Creek*
- *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*
- *During the period the 2018 campaign was active, we saw a 40% increase in new users on our website as compared to the same time period in 2017. We also had a significant increase in interest from the United States. This was not only seen with the campaign video views but also on our website. We believe this ad campaign helped to create interest for the 2018 Concours d'Elegance and we had a 33% increase in attendance for this year as compared to 2017. Going through the process of creating the headings and text with RTO7 and the ABER Group was very helpful and a good learning experience. Cobble Beach Concours d'Elegance*
- *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/Image Advertising (3 projects)

- Burl's Creek OK Friday Market
- Simcoe County Studio Tours
- Cobble Beach Concours d'Elegance

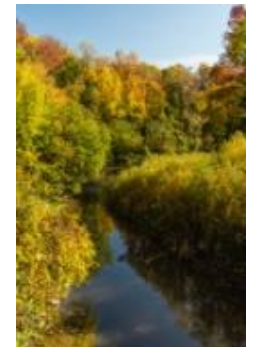
Campaign Totals	
Impressions	1,309,028
Clicks	28,853
Cost per Click	\$0.32
10 sec video views	21,996
Cost per view	\$0.38
Engagements (share, comment, reaction)	3,622

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
- *Working with a great photographer that really understands your project and what you are trying to capture makes all the difference. We are so pleased with Andrea's work, and are hoping to work with her again in the future as we understand the need for current, professional photos if we are going to sell Huron-Kinloss as a tourism destination and to highlight what we have to offer.* Township of Huron-Kinloss
- *Andrea was very professional and has a great eye. Though we have used other professional photographers in the past, their style has been more documentary, and the resulting photos were not necessarily suitable for marketing purposes. As soon as I received photos, I started using them in our marketing materials. From internal programs and schedules, to social media posts and Facebook ads, the material was used right away.* Fern Resort

Imagery Development (5 projects)

- Town of the Blue Mountains
- Township of Huron-Kinloss
- Ontario's Lake Country
- Fern Resort
- Springwater Township



2019/20 Partnership Program - Changes from 2018/19

- Opened March 7/19
- Addition of a Sustainable Storytelling category to assist in the dispersal of tourists to areas that have capacity and growth potential
- The limitation of 3 Partnership projects/partner has been temporarily lifted
- The addition of free analysis of postal codes through the licensed Environics Analytics products to those partners that provide at least 500 patron postal codes 3 or more months in advance of a digital campaign. [Sample](#) BruceGreySimcoe report as illustration.
- Discontinuation of simplified Chinese translation due to lack of engagement results/uptake

2019/20 Partnership Program cont'd

- Categories
 - Signage
 - Digital Advertising
 - Image Development (video and image)
 - Video & Image Advertising
 - Web Portal Development
 - French Translation
 - Storytelling
 - Experience Development, including research and workforce
- Good uptake on program
 - About 32 projects approved to date; funds remaining
- Get applications (even for winter projects) in soon
- www.rto7.ca > Programs > Partnership Program



Workforce 2018/19

- Workforce Related Committees:
 - Georgian College Tourism Advisory Committee (Alex)
 - presented to Georgian College students in a group speed dating format re what RTO7 does, its structure, finding work in the industry, etc.
 - Bluewater District School Board's Specialist High Skills Major (Tourism & Hospitality) Advisory Committee (Kim)
 - worked with the School boards in Grey Bruce to find industry partners for their ICE (Innovation, Creativity, Entrepreneurship) for the SHSM classes Tourism and Hospitality
 - South Georgian Bay Labour Force Task Force & TIAO Workforce Committee or Tourism as a Career Committee (Bill)
- Customer Service Training
 - Continued to deliver free online Service Excellence Training program (through OTEC) to over 906 students and tourism business representatives. 82% of those evaluating the program agree or strongly agree that the course has better prepared them to assist visitors in their workplace.
- T3 Accelerator Program Launched (RTO7 & the Collingwood Centre for Business and Economic Development Collaboration)
 - At year end, 11 businesses were participating (with assistance from a team of 28 – coordinators, coaches and resources) and many had acted on items identified by coaches. Programs leveraging expertise and experience from many sectors within the Region. Relationships, networking and information sharing proved very successful. Owners taking increased interest in their professional development and taking the time to reflect on their business. 2019/20 objective is to have 5 new businesses per County enrolled in program. The Collingwood Centre for Business & Economic Development delivers a business mentorship program that they are transitioning to the T3 model (just-in-time, flexible, coaching, etc.) which is expected to provide additional synergies to both programs (e.g. sharing of coaches).

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Workforce 2019/20

- Continue with OTEC's online Customer Service Training
- Continue support of the T3 Accelerator Program
- Continued participation on Workforce related committees
- New this year, OTEC's online 'It's Your Shift' sexual harassment and violence training

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 2018/19 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
 - Built off the success of the FIP program with the Tourism Implementation Program (TIP)
 - Conducted 3 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 and RTO6 on the Gift of the Getaway Program
 - Conducted 21 sets of data analysis for stakeholders using Environics Analytics products

Tourism Experience Development Specialist Report

- 6 completed *Experience Development* projects
 - Ice Cream Trail, Township of Huron Kinloss
 - OK Friday, Republic Live
 - Corkscrew City Tour, City of Owen Sound
 - Beer Around the Bay, The Beer Bus
 - Meaford Farmer's Market Season Relaunch, Meaford Farmer's Market
 - Snorkeling around the Fishing Islands, Bruce Peninsula Boat Tours

Experience Implementation Success Story

Corkscrew City Tour

This was created as a new experience for the Saints and Sinners Trail. It was a great example of how non traditional partners – municipality, breweries, tour operator and theatre – work together.

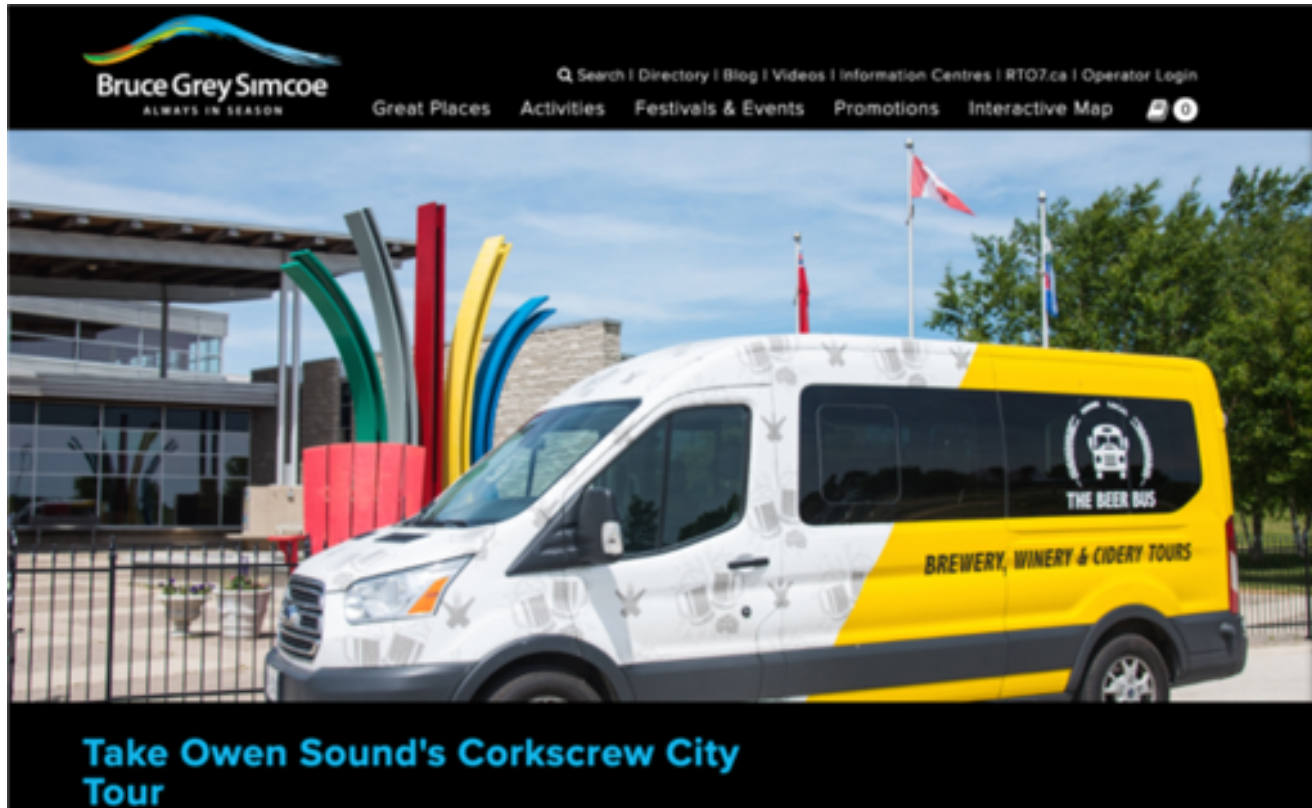
4 tours were sold out and will expand in 2019-20.



Bruce Grey Simcoe

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Experience Implementation Success Story



Experience Implementation Program 2019/20

- 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, 2020

Festival Implementation Program 2018/19

- 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 2018/19 Partners

- Springtime in the Gardens
- Fire, Beards, Axes
- Family Fishing Derby
- Creemore Vintage Festival
- Orillia Farm to Table Dinner
- MacLean's Hops Harvest Festival
- Ciderfest
- Georgian Triangle Music Festival
- Kempenfest
- Creemore Festival of the Arts
- National Indigenous People's Day
- Collingwood Elvis Festival
- Sidelaunch Days
- Meaford Summer Music Series
- Creemore Children's Festival
- Pumpkin Mania
- The Last Waltz

"This program is a great promotional tool and the process couldn't be any easier. The RTO7 team and Aber group worked with us to expedite the process and provide professional and quantifiable results." Chris Scerri, Chris Scerri Presents



Festival Implementation Program 2019/20

- 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 festival to achieve
- RTO7 will match \$1,000 - \$2,500 in digital marketing
 - Require six weeks lead time
 - Deadline to apply is January 31, 2020

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

Tourism Implementation Program 2018/19

The Tourism Implementation Program (TIP) is designed to assist BruceGreySimcoe stakeholders by supporting a digital marketing campaign to promote a new product or experience they have invested in.

- Increase sustainability
 - Reduce seasonality
 - Increased visitor spending and/or length of stay
 - Expand to or develop a new target audience
-
- The Partner must demonstrate an increased investment of \$1,000 - \$2,500 to achieve at least one of the items listed above
 - This program also leveraged some of the Spruce the Bruce grants

Tourism Implementation Program 2018/19 Partners

- Saugeen River Rest Stations (STB), Municipality of Brockton
- Birding the Islands, Bruce Peninsula Boat Tours
- Wiarton Sunday Fun Day, Wiarton Revitalization Committee
- Elephant Juice (STB), Walkerton,
- Saugeen Shores Trails & Cycling Map (STB), Town of Saugeen Shores
- History Comes Alive in Cargill, Saugeen Conservation
- Eco Adventures, Bruce Peninsula Biosphere Association

"Thanks RTO7!!!!!!!!!" - Shannon Wood, Communications Manager, Saugeen Conservation

Tourism Implementation Program 2019/20

Designed to assist BGS stakeholders by supporting a digital marketing campaign to promote a new product or experience they have invested in. For example, purchasing a new canoe for guests or renovating an art studio to accommodate more artist's work. Partners must demonstrate how their investment has helped to achieve one of the four following objectives:

- Increase sustainability
 - Reduce seasonality
 - Increase visitor spending and/or length of stay
 - Target or expand to new audience
- Partner must demonstrate an investment of at least \$1,000 in themselves to achieve
 - RTO7 will match \$1,000 - \$2,500 in digital marketing
 - Deadline to apply is January 31, 2020

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



Festival/Tourism Implementation Program – Digital Advertising – Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Meaford Summer Music Series	BGS	2,874	1.04%	276,836
Special Tribute to the Last Waltz	BGS	1,497	2.44%	61,234
Pumpkin Mania	GTA/BGS	4,300	1.54%	278,108
Orillia Farm to Table	GTA/BSG	2,981	1.88%	158,853
Hopsfest	BGS	3,483	0.79%	442,373
Creemore Children's Festival	GTA/BGS	6,263	2.16%	289,613
Sidelaunch days – Town of Collingwood	GTA/BGS	5,832	3.18%	183,294

Bruce Grey Simcoe

BRUCE GREY SIMCOE

Festival/Tourism Implementation Program – Digital Advertising – Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Kempenfest	BGS/GTA	5,590	1.72%	324,074
Elvis Fest	GTA	5,238	5.26%	167,455
National Indigenous People's Day	BGS/SWO	1,984	0.66%	300,322
Georgian Triangle Music Festival	GTA/BGS	2,900	1.32%	223,559
Fire, Beards, Axes	SWO/GTA	2,156	1.20%	179,655
Ciderfest	BGS/GTA	1,224	1.07%	114,292
Creemore Vintage Festival	BGS/GTA	5,990	1.54%	388,518
Springtime in the Garden	BGS/SWO	3,620	2.68%	134,968

Festival/Tourism Implementation Program – Digital Advertising - Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Family Fishing Derby	GTA/BGS	2,183	1.76%	164,475
Creemore Festival of the Arts	GTA/BGS	4,776	1.72%	277,531
Saugeen Cycling Map	SWO/BGS	15,650	7.02%	222,813
Eco Adventures	BGS/GTA	8,522	0.59%	1,455,823
History comes Alive	BGS/SWO	2,164	0.59%	365,658
Elephant Juice/Forkn' Good Food	BGS/SWO	1,184	0.82%	145,275

Festival/Tourism Implementation Program – Digital Advertising - Partner Results

Partner	Target Geo	Clicks	Click Through Rate	Impressions
Birding and Boating	SWO/BGS	4,367	1.81%	232,929
Saugeen River Rest Stations	SWO/BGS	4,038	1.39%	289,851
Warton Sunday Fun Days	BGS	1,150	0.53%	217,526
Total		103,367	1.93%	7,021,411

Environics Reports

- Republic Live
- Ontario By Bike
- Music in the Fields
- Ice Cream Trail
- Kempenfest
- Hardwood Ski & Bike (x2)
- Centurion
- Craigleith Manor
- Wiarton Airport
- BlueMountainsGranFondo
- Bruce Peninsula Boat Tours
- Bruce Peninsula Biosphere Association
- Fern Resort (x2)
- Lake Huron Gran Fondo
- Mariposa Folk Festival
- Ontario's Lake Country
- Pumpkinfest

Workshops

3 Experience Development 101 Workshops

- Full day introduction to Experience Development and why it can be beneficial for your business and your community
- Georgian College, Wasaga Beach, South Simcoe
 - 72 participants

Other workshops

- Road Scholar Travel Trade
- Environics
- Warton Airport
 - 57 participants

Golf In Ontario 2018/19

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 & Destination Ontario to promote golf and 19th hole activities to the international market (mainly US)
- Added double digit courses to the program
- \$206,716 in direct bookings
- Free opportunity for stakeholders

Golf In Ontario 2019/20

Partnership between RTO6, RTO7, Bay of Quinte Tourism, Clublink, Niagara Parks, Tourism Windsor Essex and Golf Muskoka

- 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 2018/19

www.giftofthegateway.com

Partnership between RTO6, RTO7 & 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.

Program will not continue in 2019/20.

Gift of the Getaway 2018/19

The screenshot shows the website for Resorts of Ontario. At the top, there is a red navigation bar with the text "Resorts of Ontario" in white. Below this is a secondary navigation bar with links for "Home", "Online Brochure", "Resorts of Ontario", "Contact Us", and a search icon. The main content area features a large banner image of a lake with two people on paddleboards. Overlaid on the banner is the text "Go Resorting" in a large, red, stylized font, followed by "EXPLORE" in a red box and the phrase "Ontario regions have so much to offer!" in a white, handwritten-style font. Below the banner is a row of four red buttons with white text: "Buy A Gift Certificate", "Download Coupons", "Resorts, Inns & B&B's", and "Explore the Regions". At the bottom of the banner area, there are four circular icons: a family, hands holding a glass, a gift box with a red bow, and a couple. To the right of these icons is the text "Give a Go Resorting gift certificate, and give the gift of Life Moments".

Collaboration Program 2018/19

- 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
 - Golf in Ontario – RTO6
 - Gift of the Getaway – Resorts of Ontario
 - PanAm Cyclocross Championships – CykelHaus Race Promotions
 - Counties Cycle Show attendance – Grey and Simcoe Counties
 - Blue Mountain Village Association International Travel Initiative
 - BlueMountainGranFondo (June 2019), XTB Consulting
 - The Curious Voyage – Talk is Free Theatre

Communication Coordinator Report

Two Streams of Communication

	BruceGreySimcoe (Consumer)	RTO7 (Industry)
Website	BruceGreySimcoe.com	RTO7.ca
Social Media	Facebook, Instagram, Twitter, YouTube	Facebook, Instagram, Twitter, YouTube*
Blog/Vlog #allisonoutdoors	<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 Respond to social media comments/inquiries	Staff Attends: Fam Tours, Conferences, Workshops, ED 101, Seminars, etc. Presentations at workshops, conferences, etc.

*New in 2018/19

Two Streams of Communication – cont'd

	BruceGreySimcoe	RT07
Collaboration		<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)

- Responsive website (adjusts to all screen sizes)
- Over 2.2 million page views in 2018/19
- 78% of site visitors used their phones in 2018/19 (up by almost 20% over previous year)
- Site is mobile friendly
- Site changed up seasonally
 - Spring/Summer
 - Fall
 - Winter



Consumer Stream – BruceGreySimcoe.com - Translations

- 2018/19 Campaigns
 - French (summer 2018)
 - Beaches
 - Camping
 - Cycling
 - Golf
 - Trails & Paddling
 - Great Places*
 - Wasaga Beach
 - Midland/Penetanguishene
 - French (Fall 2018)
 - Camping
 - Cycling
 - Home Page
 - French (Winter 2018/19)
 - Winter Section of Site
 - Relaxation and Wellness
 - Home Page

*Already have French product/already market in Quebec

Consumer Stream – BruceGreySimcoe.com - Translations

- 2018/19 Campaigns
 - French (Fall 2018)
 - Camping
 - Cycling
 - Home Page
 - French (Winter 2018/19)
 - Winter Section of Site
 - Relaxation and Wellness
 - Home Page

Consumer Stream – BruceGreySimcoe - Crowdriff

- CrowdRiff

- Main Goal: Increase # of Instagram followers – now over 10,000
- Enables us to aggregate photos
- Create galleries on Great Places pages & in blog posts
- Source User Generated Content (UGC) & acquire rights to photos to use in digital advertising & promotions

New in 2018/19:

- Ability to add CTA (Call to Action) – link directly to partner from gallery images
- Ability to add Google location for partner featured in video
- Used in all galleries posted on site



Consumer Stream – BruceGreySimcoe - Crowdriff



- ◀ Original Instagram post here with user name
- ◀ Link to tourism operator's website
- ◀ Link to Google maps for operator

- ◀ Callout to tourism operator's website

External link clicks have increased by over 188% compared to the previous year



Consumer Stream – BruceGreySimcoe.com – Operator Listings



SCENIC CAVES NATURE ADVENTURES

At Scenic Caves, you'll enjoy a guided tour of the caves, which are a natural wonder. The caves are a great place to see the history of the area and the beauty of the natural world. The caves are a great place to see the history of the area and the beauty of the natural world. The caves are a great place to see the history of the area and the beauty of the natural world.



SOUTHAMPTON OLIVE OIL COMPANY

1004 Taylor Road, P.O. Box 100, Southampton, Ontario, Canada N0G 1L0

CONTACT Information

- 1-800-461-8888
- 416-833-8888
- 1004 Taylor Road, P.O. Box 100, Southampton, Ontario, Canada N0G 1L0
- 1004 Taylor Road, P.O. Box 100, Southampton, Ontario, Canada N0G 1L0
- 1004 Taylor Road, P.O. Box 100, Southampton, Ontario, Canada N0G 1L0



MEAFORD SCARECROW INVASION AND FAMILY FESTIVAL

The Meaford Scarecrow Invasion and Family Festival is a fun and exciting event for the whole family. It features a variety of activities, including a scarecrow contest, a family-friendly parade, and a variety of food and drink options. The festival is a great way to spend a day with your family and enjoy the beautiful scenery of Meaford.

CONTACT Information

- 1-800-461-8888
- 416-833-8888
- 1004 Taylor Road, P.O. Box 100, Southampton, Ontario, Canada N0G 1L0
- 1004 Taylor Road, P.O. Box 100, Southampton, Ontario, Canada N0G 1L0
- 1004 Taylor Road, P.O. Box 100, Southampton, Ontario, Canada N0G 1L0



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
 - Another way for consumers to find you when using Google
 - One of the eligibility requirements for our Partnership Programs
 - Traffic driven to BruceGreySimcoe.com through digital marketing campaigns
- 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, with completed profile)
 - Your Tourism Events Listings (must be registered operator, with completed profile)
 - Includes “Nearby Activities”
 - Your choice of categories (up to 3) and tags (up to 10)
 - **Make sure to complete your operator profile so it appears on the site**

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

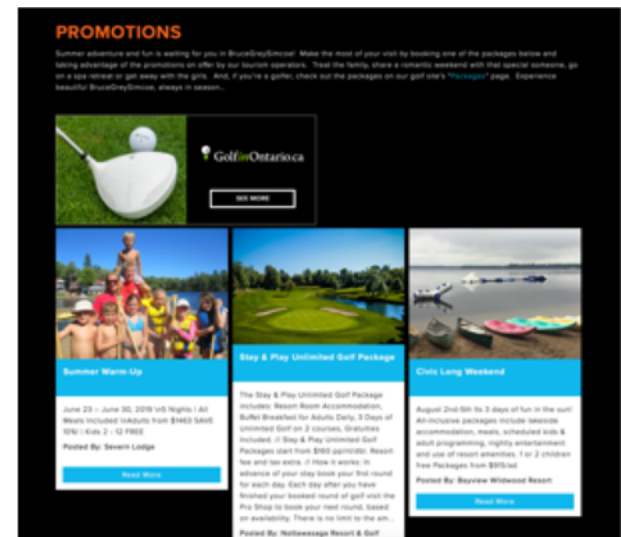
Portal Sites include:

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

Consumer Stream – BruceGreySimcoe.com - Promotions

Promotions:

- Added through your operator profile
- Appear on your operator listing page
- Free and no limit to number of promotions

A screenshot of the Bruce Grey Simcoe website's Promotions page. The page features a header with the word "PROMOTIONS" in orange. Below the header is a paragraph of text. The main content area is divided into three columns, each with a promotional card. The first card is titled "Summer Warm-Up" and features a golf ball on a green. The second card is titled "Stay & Play Unlimited Golf Package" and features a golf course. The third card is titled "Crisp Long Weekend" and features a lake with kayakers. Each card includes a "Read More" button.

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 tourist operators. Treat the family, share a romantic weekend with that special someone, go on a hot retreat or get away with the girls. And, if you're a golfer, check out the packages on our golf site's "Packages" page. Experience beautiful BruceGreySimcoe, every 10 seasons.

Summer Warm-Up

June 23 - June 30, 2018 10 Nights | All Weeks Included (Adults from \$460) \$460 10W | Kids 2 - 12 FREE

Posted By: Seven Ledge

[Read More](#)

Stay & Play Unlimited Golf Package

The Stay & Play Unlimited Golf Package includes: Resort Room Accommodation, Buffet Breakfast for Adults Daily, 3 Days of unlimited Golf on 2 courses, Golfcart Included, 1 Stay & Play Unlimited Golf Packages start from \$500 approx. Resort fee and tax extra. If how it works in advance of your stay book your first round for each day. Each day offer you have booked your booked round of golf and the Pro Shop to book your next round, based on availability. There is no limit to the amt.

Posted By: Nottawasaga Resort & Golf

[Read More](#)

Crisp Long Weekend

August 2nd-5th the 3 days of fun in the sun! All-inclusive packages include: weekend accommodation, meals, scheduled kids & adult programming, nighty entertainment and use of resort amenities. 1 for 2 children Free Packages from \$375/nd

Posted By: Bayview Wineward Resort

[Read More](#)

Consumer Stream – BruceGreySimcoe.com – Festivals & Events



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

- 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, with completed profile)
- Pushed out through our digital campaigns – almost 156,000 visits to the site in 2018/19*
- Staff uses listing for blog ideas, ontariotravel.net content & social media post ideas

Consumer Stream – BruceGreySimcoe – Social Media

- Accounts – All BruceGreySimcoe for consistency
 - Facebook
 - Instagram
 - Twitter
 - YouTube
- Campaigns & Posting
 - VFR (Visiting Friends & Relatives) Campaign – ended March 31, 2019
 - Vlogs
 - Partner Video Facebook/Instagram Campaign



Consumer Stream – BruceGreySimcoe – Social Media

- Consumer Social Media - BruceGreySimcoe

BruceGreySimcoe Consumer Social Media			
Media	Followers/Likes		
	Current Year	Previous Year	% Change
Twitter	7,020	6,803	3%
Facebook	30,765	27,705	11%
Instagram	10,738	6,028	78%
YouTube	200	153	31%

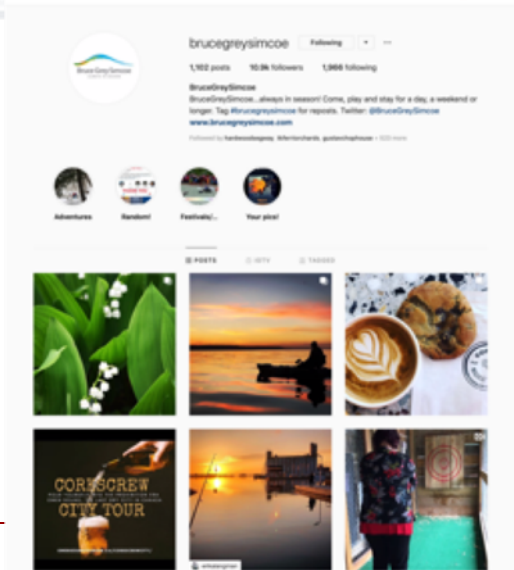
- @BruceGreySimcoe for consistency
- Facebook/Instagram supported by paid campaigns
- Others are all organic
- Campaigns & Posting
 - VFR Campaign – ended March 31, 2019
 - Vlogs
 - Partner Video FB/Instagram Campaign



Consumer Stream – BruceGreySimcoe – Social Media

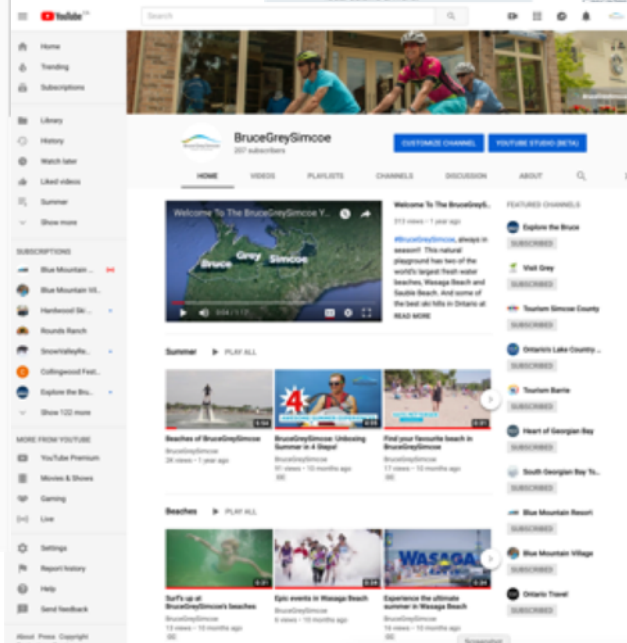


Facebook



Instagram

Twitter



YouTube



Consumer Stream – BruceGreySimcoe Social Media



Blogs & Vlogs

- Continued with #allisonoutdoors in 2018/19
- Videos strongest performing posts
- Authentic, personal is best style
- Promoted through Facebook/Instagram
- All videos link to website
- Combo of blog post & video
- Visit BruceGreySimcoe [Blog Page](#) for more

Industry Stream – RT07.ca



Industry Website:

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

Industry Stream – Sharing Industry Events

REGIONAL TOURISM ORGANIZATION 7

ABOUT | CONNECTION | TUESDAY TUTORIALS | EVENTS | NEWS | PROGRAMS | RESOURCES | STAKEHOLDERS | BRUCEGREYSIMCOE

INDUSTRY EVENTS

Subscribe to our Email RSS feed

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29 Tourism South Superior and Whitby Days	30	31	1
2	3	4 2015 One County Tourism Fair, Suds	5	6 2015 One County Tourism Fair, Suds Parker, Pennington, and Small Businesses Fair Day Management	7	8
9	10 11 Regional Tourism Investment Opportunities Meeting	12	13	14	15	16

RTO7 CONNECTION
REGIONAL TOURISM ORGANIZATION 7

ABOUT | CONNECTION | TUESDAY TUTORIALS | EVENTS | NEWS | PROGRAMS | RESOURCES | STAKEHOLDERS | BRUCEGREYSIMCOE

REGIONAL TOURISM INVESTMENT OPPORTUNITIES MEETING
A Report to the Community
Help us secure Ontario's Lake Country as a significant tourism destination

Tuesday, June 16, 2015
8:30 am - 10:00 am
Breakfast & registration begins 8:00 am
Best Western Plus Margison Inn & Conference Centre
Hermitage Room
FREE

OBJECTIVES

- To communicate the results of the Regional Tourism Opportunities Project
- To build awareness of tourism success stories and specific investment opportunities in the Region
- To learn how RTO7 can participate in attracting tourism development to Ontario's Lake Country

BACKGROUND
The Bruce Area Community Development Corp., in partnership with Ontario's Lake Country...

IGGS Tourism Service Excellence Training

SHARE THIS PAGE
f t w i n p

TAGS
#GreaterChic #Caledon #BruceGreySimcoe #RTO7
2015 Ontario Fair Family Award 2014 2014 awards 2014 May Awards 2014 Inspire Me! 2014 Spring Conference 2014 Tourism Information Services Conference 2014/15 2015

MOST RECENT POSTS

- 2015 REGIONAL OPPORTUNITIES MEETING PRESENTS
June 16, 2015
- CREATING JOBS AND ECONOMIC GROWTH IN BRUCE GREY SIMCOE
July 26, 2014

**ANNOUNCEMENT OF CANNED APPLES NEW CANADIAN SUPERHERO
TODAY**
May 28, 2015

RSS FEED

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
- RTO7 Connection – blog & newsletter

Industry Stream – RTO7 Stakeholder Site



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
 - YouTube (new in 2018/19)
- Tuesday Tutorials
 - Created in partnership with Brian Hunt
 - Ran from May 29, 2018 to April 9, 2019
 - Instructional videos for tourism stakeholders in region
- Creative Hiring Practices Series
 - Blog posts on how BGS operators using creative solutions to hire staff
 - Two so far:
 - Agema Hospitality
 - Living Water Resorts

Industry Stream – RTO7 Social Media

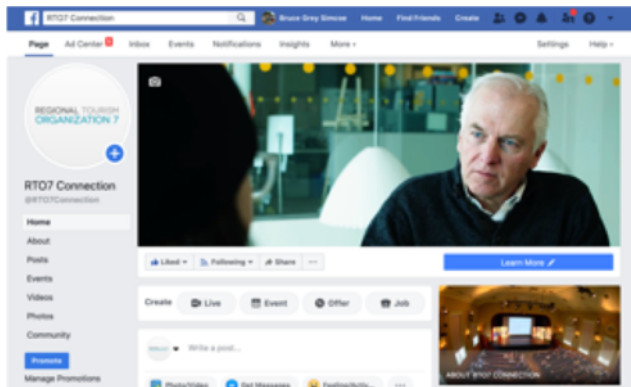
RTO7 Industry Communication			
Media	Followers/Likes/Views		
	Current Year	Previous Year	% Change
Twitter	1,510	1,409	7%
Facebook	513	417	23%
Instagram	718	294	144%
RTO7 Connection	468	419	12%
YouTube*	16	1	1500%

*New in 2018/19

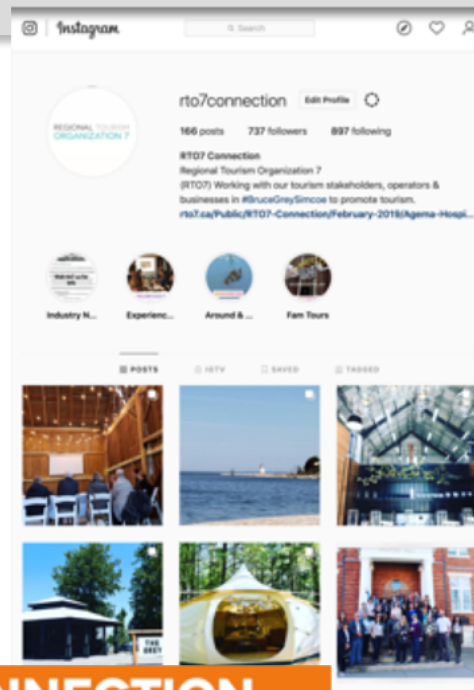
- @RTO7Connection for consistency
- Tuesday Tutorials
 - Created by Brian Hunt May 29/18 - April 9/19
 - Instructional videos for tourism stakeholders
- Creative Hiring Practices Series
 - Blog posts featuring BGS operators & creative staffing solutions
 - Agema Hospitality
 - Living Water Resorts



Industry Stream - RTO7 Social Media



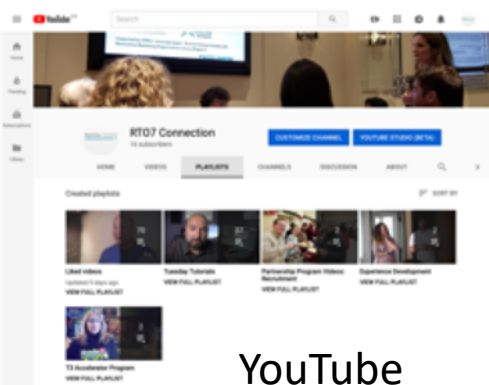
Facebook



Instagram



Twitter



YouTube



Blog

Consumer & Industry Streams – VFR Campaign



Some notes:

- BruceGreySimcoe campaign started May 2017
- RTO7 campaign started December 2017
- Both campaigns wrapped up as of March 31, 2019
- Video posts generate more engagement than images
- Campaign started at 3x per week, then 2 as of June 1, 2018, then 1 as of Nov 7, 2018
- 92 posts in 2018/19 on each stream

Visiting Friends & Relatives Campaign

- Ran on both consumer and industry Facebook/Instagram pages as trivia game
- BruceGreySimcoe geared to local consumers
- RTO7 geared to operators who work & live here
- Achieved our goal to increase engagement, create awareness, encourage sharing of posts, stories & photos



Communication Coordinator Report

- Need help or have questions? Contact us!
 - Ginny Henry – ghenry@rto7.ca
 - 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
 - info@rto7.ca
- BruceGreySimcoe.com
 - info@brucegreysimcoe.com
- Contact Information
 - Bill Sullivan bsullivan@rto7.ca
 - Alex Hogan ahogan@rto7.ca
 - Kim Clarke kclarke@rto7.ca
 - Ginny Henry ghenry@rto7.ca
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