

RT07 Business Plan 2016/17 Presentation

April 21, 2016

Blue Mountain Village Conference Centre

Please note that some of the minimums on the April 21, 2016 presentation handout are incorrect. Please reference the Partnership Program page on RT07.ca for correct minimums. The minimum buy ins are lower on some projects than indicated on the handout.

Regional Tourism Organization 7

- RTO7 is a an independent organization incorporated in Ontario pursuant to the Ontario Ministry of Tourism, Culture and Sport's (MTCS) regional tourism funding and management strategy.
- **Vision**
Our vision is to establish BruceGreySimcoe as Ontario's four-season destination of choice.
- **Mission**
Our mission is to work collaboratively with tourism partners and stakeholders to build, sustain and grow visitation, investment and visitor spending.



Funding

- RTO7 is funded 100% by the Province of Ontario
- For FY 2016/17, RTO7 will receive \$2.39 million, a 4.95% decrease from 2015/16. 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 2015/16 Budgeting Basis**

• Base funding	\$2,054,508
• Available partnership allocation	<u>336,000</u>
• Total available funding	\$2,390,508

Stakeholder Engagement continued

- To build on the success of 2015/16 stakeholder communication program. We will increase our current program by enhancing efforts on the following
 - Promote stakeholders by sharing stakeholder industry events
 - Promote stakeholder knowledge of regional offerings
 - Working through Product and Experience Development opportunities foster partnerships amongst stakeholders
 - Working through partnership programs increase awareness of RTO7 objectives and create a better understanding of stakeholders objectives to enhance RTO7 offerings

Stakeholder Engagement continued – see slide 38 on for more info

- **Engagement Mechanisms**

- We will continue to improve upon and utilize the communication tools (RTO7.ca, Connection blog, eblasts, social media channels, workshops, information sessions, etc.) developed and modified through 2012/2013/2014/2015 to ensure stakeholders and industry remain informed.
- We will rely heavily on electronic medium to deliver our message. If you are not registered with us – you will miss out.
- If you and your neighbours are not registered with us and other supporting organizations please ask them to register with all of us.

Partnership Program – APPLY NOW

- The program launched February 2016.
- It has continuous intake with staggered deadlines for submissions of funding applications. Applications will be received and evaluated until the committed funding has been utilized.
- We envision 6 main projects with up to 50 partners engaged. The Project and Administration Manager will oversee/manage joint initiatives and administer project activities, reporting and funding.

Operations

- RTO7 will continue to operate without requirement for investment in a physical premises.
- Staffing
 - Executive Director
 - Project and Administration Manager
 - Communication Coordinator
 - Tourism Experience Development Specialist.

Web Site – BruceGreySimcoe.com

Web Development

- Web site development will be limited to improvements that are deemed necessary to improve the functionality of the consumer site, the stakeholder site and the industry site.
- RTO7 will continue to partner with tourism organizations to develop a website to leverage the current BruceGreySimcoe.com architecture - PORTAL. Three commenced development in 2015/16 and 3 more are currently being discussed.

Web Site – BruceGreySimcoe.com

- RTO7 will action the work performed on the BruceGreySimcoe.com site in 2014/15 and 15/16 to improve the visitor experience in a number of ways.
 - Provide more detailed Operator Listings with improved functionality
 - Provide improved functionality of Packages and Promotions Page
 - Provide 3 French language micro sites, beaches, cycling and camping. These 3 sites are being supported with digital advertising campaigns in Quebec.
 - Provide more information about the experience being searched – increased linkages to operators sites
 - Refreshed imagery and copy to excite the visitor
 - Continue to redirect to stakeholder sites improvement by supplying qualified leads to the stakeholder

Marketing 2016/17

- **Objective:** Enhance marketing planning and complementary activities across the region
- **Marketing Campaign**
 - A spring/summer/fall and winter elements
 - continue to be based upon experiences and supported by a gateway strategy
 - Support to the Partnership Program and Experience Development projects of previous years through media buys and social media and video.
 - Support to Collaboration and Media program partners

Marketing 2016/17 continued

- Will use the iconic features and activities, natural and man-made to differentiate the region from other tourist destinations.
- The campaign will see RTO7 continue with the Gateway Strategy developed in the Winter 2014/15 and used in 2015/16 campaigns.
- Media buys will again be flighted and the Consumer Insight Research, EQ and Prizm data will be relied upon heavily for determining targeting and media delivery methods.
- Partnership projects will provide intelligence on marketing to specific targets

Marketing 2016/17

Partnerships - Leverage

- RTO7 will leverage its marketing budget to digitally market by matching partner contributions and partnership funding.
- New the Collaboration Marketing Program, RTO7 will provide matching funds that provide opportunities in other medium and non RTO7 campaigns. THIS PROGRAM IS FULLY SUBSCRIBED.

Alignment

- RTO7 will continue to endeavour to limit duplication and competitive marketing practices, 'RTO7 will advertise where others aren't'.
- RTO7 will continue to publish a marketing and editorial calendar and encourage DMOs and other tourism organizations to share plans and critical dates.

Marketing 2016/17

- **Social Media**

- RTO7 will once again rely heavily on social media interaction with the visitor and stakeholders
- Stakeholders are encouraged to interact regularly through the following methods with RTO7 and other stakeholders within the region. RTO7 uses:
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
 - #HASHTAG everything to increase the ease of sharing



Marketing 2016/17

Marketing Mix

- Internet advertising will continue as the primary medium. Partnering opportunities will be used as a secondary source for distribution of the message. BruceGreySimcoe.com and microsites will be the call to action for all advertising.

Marketing Mix

	Spring (Apr-Jun)	Summer (Jun-Aug)	Fall (Sep-Oct)	Winter (Nov-Mar)
Primary channels	Web refresh SEM Digital advertising Social media – promoted posts Video advertising	Social media – promoted posts Digital advertising SEM Video advertising	Image Refresh Social media – promoted posts Digital advertising SEM Video advertising	Web refresh Social media – promoted posts Digital advertising SEM Video advertising
Secondary channels	Partner Programs	Partner Programs	Partner Programs	Partner Programs
Sustaining	Mobile site PR Themed microsites	Mobile site PR Themed microsites	Mobile site PR Themed microsites	Mobile site PR Themed microsites

Marketing Performance Measures

- Continue to measure performance through key metrics including web analytics and traffic analysis.
- Share data and outcomes.
- We encourage our partners to share their outcomes too.

Media Relations Program

- Objective: To expand and support collaborative efforts to encourage accredited travel writers to visit, experience and deliver positive copy about experiences and areas within the BruceGreySimcoe region.
 - Attract accredited travel media
 - Maximum \$1,000 per application
 - Maximum of 3 applications per partner
 - Minimum 1,000 word story
 - Eligible expenses
 - Accommodation, Meals, Attraction/gated entry fees
- Go to RTO7.ca for further information and search - Media Relations Program
- RTO7 involved in the planning



Collaboration Program

- Objective: To expand promotion of the BruceGreySimcoe tourism product offering in the prime geographic target areas of GTA, SWONT, PQ, MI, NY through partnerships.
 - Resorts of Ontario Gift of the Getaway – promotion of attractions and Resorts of Ontario members – Partnering with RTO6, RTO8, and Resorts of Ontario
 - Golf in Ontario – Partnering with RTO6, RTO9, OTMPC – promotion of the golf product in international markets, mainly USA
 - Owen Sound Transportation – Partnering with OST, Spirit Rock, Manitoulin Hotel & Conference Centre, Ojibwe Cultural Foundation, Great Spirit Circle Trail and OTMPC – promotion of visits to the region via the ferry in US markets
 - Advertising – fully subscribed



Collaboration Program continued

- Objective: To expand the distribution of regional guidebooks into households in prime geographic target areas of GTA, SWONT, PQ, MI, NY
 - Distribution – pilot program
 - Provide financial assistance in the distribution of guidebooks in targeted households
 - Provides opportunities for the BruceGreySimcoe region story to be told through advertorial within the guide book

Product and Experience Development – see slide 28 on for more info

- **Operator/sectoral championship is required if experience development is to succeed.**
- **Objective:** To initiate a broad response and enhanced partnership roles in product and experience development
- **Objective:** Development and implementation of existing products and experiences and link them across the region
- **Objective:** Improve stakeholders' competitive advantage and improve profitability.
- **Objective:** Improve partner's profitability and competitiveness by using research to inform their planning.

Implementation Program

- Product & Experience Development
 - **Objective:** To expand the development of experiences and products that will be offered for purchase within BruceGreySimcoe to tourists in the prime geographic target areas of GTA, SWONT, PQ, MI, NY
- Advertising
 - **Objective:** To expand the delivery of advertising collateral of experiences and products that will be offered for purchase within BruceGreySimcoe to tourists in the prime geographic target areas of GTA, SWONT, PQ, MI, NY and supports BruceGreySimcoe advertising activates

Investment Attraction / Investor Relations

- **Objective:** Facilitate investment attraction for the region.
 - RTO7 will increase 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.

Partnership Program – see slide 48 on for more info

- **Tourism and Wayfinding Signage**

- **Objective:** Improve the visitor experience through implementation of RT07 signage & wayfinding specifications

- **Product and Experience Development**

- **Objective:** Enhance development of tourism experiences (products, training and research)

- **Image Production**

- **Objective:** To grow visitation by developing competitive collateral offerings for the partner and the BGS website.

Partnership Program continued

- **Digital Advertising**

- **Objective:** To grow visitation by reaching target markets where the consumers search most for information about a possible destination.

- **DMO Web Portal**

- Using architecture & template developed for BruceGreySimcoe.com a dedicated destination microsite for destinations and share data amongst all partners. Limited to Tourism DMOs whose primary purpose is Tourism Promotion.

- **Translation Services**

- To provide French language translation for services in web and print media



Workforce

- **Objective:** Encourage young people to consider careers in tourism RTO7
 - Tap into Tourism Career Day for high school students
- **Objective:** Improve overall customer service in the region
 - OTEC online Service Excellence Training in partnership with Bruce, Grey and Simcoe Counties
- **Objective:** Provide the opportunities for stakeholders to improve skill sets
 - will continue to act to provide education and training which supports development and delivery of tourism product and experiences.
 - Past Examples
 - Experience Development Training in partnerships with DMOs, training delivery agencies and county tourism offices
 - Google analytics and social media in partnerships with DMOs, training delivery agencies and county tourism offices

Budget 2016/17

Budget Item	Budget 2015/16	Budget 2016/17	% Change 2016/17 to 2015/16	Strat Plan Target 2015-2018
Governance and Operations	18.8%	17.4%	-1.4%	22.0%
Product Development	4.5%	6.4%	1.9%	8.0%
Investment Attraction	1.0%	0.9%	-0.1%	2.0%
Workforce Development	2.0%	2.2%	2.2%	4.0%
Marketing	46.9%	34.6%	-12.3%	36.0%
Partnership Program	11.3%	10.0%	-1.3%	11.0%
Leveraged Investment	15.5%	28.5%	13.0%	17.0%
Total	100.0%	100.0%		

Business Plan

- The full business plan will be available on the Stakeholder Site and requires a login to access it. Register today if you are not registered.
- Go to RTO7.ca
 - Click on Stakeholder tab
 - Click on Login or register if needed
 - In the Advance Search click on [here](#)
 - Click on 2016/17 Business Plan

Product and Experience Development

Experience Implementation Program

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



Experience Implementation Program

Product: A good, activity or service that is delivered to consumers with a moderate degree of differentiation, and is focused on cost-based pricing or is free



Experience Implementation Program

Experience: Experiential travel engages visitors in a series of memorable travel activities, revealed over time, that are inherently personal, engage the senses, and makes connections on an emotional, physical, spiritual, social and intellectual level

- Nancy Arsenault, - Defining Tomorrow's Tourism Product



Experience Implementation Program

Coaching – help to go through the development process from start to finish. Provides tools and templates, help to facilitate testing, marketing plan development and asks the questions to help shift thinking.

Support - resource to bounce ideas off of, help to find partners to collaborate or evaluate an existing product

Experience Implementation Program

Product Development

- Must meet market ready criteria
- Must have completed some kind of feasibility testing for the idea
- Must match at least 1 of BGS's target audiences (GTA, SWO, US boarder states, Quebec)
- Must match at least 1 of the best bet Consumer Segments (Up & Coming Explorers, Connected Explorers, Nature Lovers, Pampered Relaxers, Sports Lovers, Knowledge Seekers)
- Must match at least 1 targeted activity (Art, culture, culinary, camping, cycling, golf, trails, resorting, skiing, waterways, outdoor winter activity)

Experience Implementation Program

Experience Development

- Must meet all the criteria for products
- Goes beyond the traditional tourist path
- Dives deeper into authentic, local culture
- Connects with people and enriches their lives
- Tells the story of the place, person or product

Experience Implementation Program

Funding – Matching funds to help with promotion a *new* product/experience or *enhancement* to an existing product/experience.

- 1:1 funding with a minimum buy in of \$500 to a max of \$5,000
- Examples of eligible marketing expenses
 - Digital Advertising
 - Logoed swag
 - Collateral material development including creative costs



Experience Implementation Program

Program guidelines and application form are available at

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

Deadline to apply: December 31, 2016



Experience Implementation

Contact:

Kim Clarke, Tourism Experience Development Specialist

kclarke@rto7.ca 519-379-2506



Social Media – BruceGreySimcoe / RT07



Social Media – BruceGreySimcoe / RT07

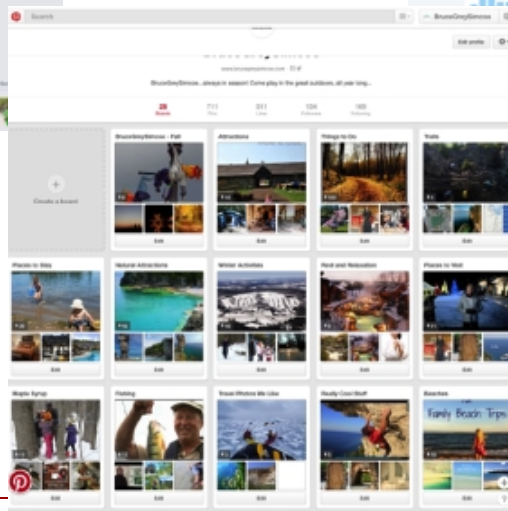
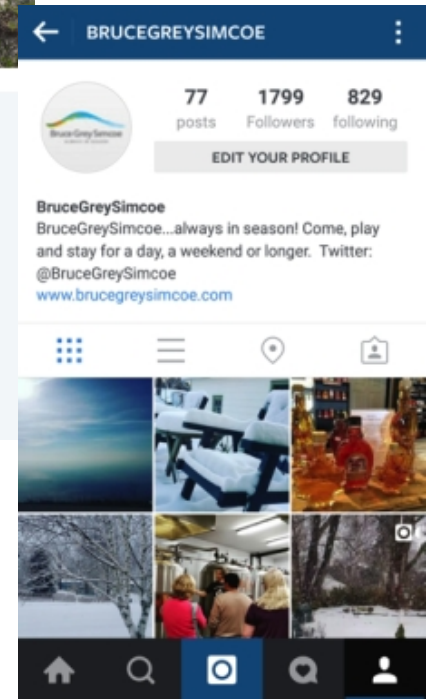
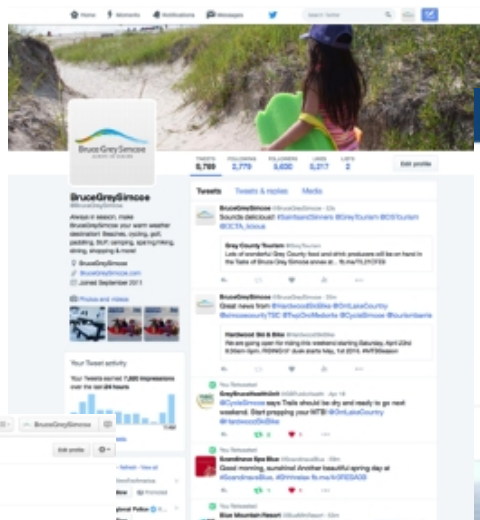
- Goals
 - Promote region
 - Promote operators and regional events
 - Create awareness of region as destination
 - Establish “social” relationships & sharing networks with DMOs, operators, photographers, bloggers, etc.

Social Media – BruceGreySimcoe /RT07

- Two Streams of Social Media
 - BruceGreySimcoe (consumer)
 - Facebook - <https://www.facebook.com/BruceGreySimcoe/>
 - Twitter - <https://twitter.com/BruceGreySimcoe>
 - Instagram - <https://www.instagram.com/brucegreysimcoe/>
 - Pinterest - <https://www.pinterest.com/BruceGreySimcoe/>

Social Media – BruceGreySimcoe / RT07

BruceGreySimcoe



Social Media – BruceGreySimcoe / RT07

- Two Streams of Social Media
 - RT07 (industry)
 - Facebook - <https://www.facebook.com/RT07Connection/>
 - Twitter - <https://twitter.com/RT07Connection>
 - RT07 Connection (blog) - <http://www.rto7.ca/Public/RT07-connection>
 - RT07 Industry Calendar - <http://www.rto7.ca/Public/RT07-connection>

Social Media – BruceGreySimcoe / RT07

- RT07



Social Media – BruceGreySimcoe / RT07

- Hints & Tips
 - Share, share, share
 - Use mentions, tag photos and use hashtags
 - Examples of consistency in hashtags by operators:
 - Scandinave Spa Blue Mountain - #shhhrelax
 - Blue Mountain - #winterwarrior
 - Ontario's Lake Country - #TapintoMaple
 - Blue Heron Co - #harboursidemotel, #tobermory, #littletubharbour, #blueheroncruises

Social Media – BruceGreySimcoe / RT07

- Hints & Tips (cont'd)
 - Enable notifications
 - Retweet/share/like info
 - Subscribe to our newsletter
 - Subscribe to our blog

Social Media – BruceGreySimcoe / RT07

- Festivals & Events Microsite
 - BruceGreySimcoe Digital Campaigns
 - Directed to F&E home page
 - Received over 100,000 visits in the last year



- Website - <http://brucegreysimcoe.com/festivals-events/home>

Social Media – BruceGreySimcoe / RT07

- Thank You!
- Contact Info: Ginny Henry, Communication Coordinator
ghenry@brucegreysimcoe.com



Partnership Program

2015/16 Summary & 2016/17 Program Overview

2015/16 Partnership Funding

- 38 projects
 - 5 signage
 - Bruce County
 - Town of the Blue Mountains
 - Municipality of Brockton (Cargill & Chepstow)
 - County of Simcoe cycling signage
 - Grey County waterfall signage

2015/16 Projects cont'd

- 24 Marketing
 - Digital Advertising (6)
 - Bruce County winter
 - Blue Mountain Resort/Scandinave Spa fall
 - Blue Mountain Resort winter
 - Ontario's Lake Country
 - Penetanguishene - Rendez-Vous Champlain
 - Tourism Barrie Winter Fun & School program

2015/16 Projects cont'd

- Video Development (14)
 - Bruce Wine Bar
 - Ontario Waterway Cruises
 - Town of South Bruce Peninsula experiences
 - Tourism Barrie Summer Action & City of Barrie experiential
 - Cobble Beach (& Concours d'Elegance)
 - Burl's Creek OK Farmer's Market
 - Town of Wasaga Beach
 - Municipality of Meaford cycling
 - Ontario's Lake Country summer
 - Town of Collingwood accessibility

2015/16 Projects cont'd

- Other marketing (4)
 - Web portal development pilots
 - Saints & Sinners
 - North Simcoe Tourism (Heart of Georgian Bay)
 - Simcoe County cultural vignette series
 - BruceGreySimcoe Environics Analytics Prizm purchase/training

2015/16 Projects cont'd

- Experience Development (9)
 - Georgian Bay Destination Development Partnership Business Model & 3 Year Strategy
 - Ontario's Lake Country Assessment, Development & Marketing of Low Impact Waterways Tourism
 - Boating Ontario Workforce Development program
 - Burl's Creek Festival Audience & Production Impact Research
 - Grey County Destination Development Action Plan
 - Municipality of Grey Highlands Destination Development Plan
 - Town of Innisfil Tourism Strategy
 - BruceGreySimcoe 'In The Know' Conference (Dec 2015)
 - Continuation of 2014/15 BGS Online Service Excellence Training

2015/16 Funding Summary

- Leveraged \$334,500 of MTCS funding for a joint investment of almost \$900,000

2016/17 Partnership Program Overview

- Matching \$ (ratios vary by category)
- Must align with RTO7 target market, themes, etc.
- RTO7 must do procurement (for third party) except in case of signage and has to manage/lead projects
- Must be incremental (can't fund same thing two years in a row)
- Must be sustainable (start-up assistance vs longer term reliance)
- Applications evaluated against other submissions
- Continuous intake – applications accepted until funds allocated or category deadlines
- Partners must complete the BGS Service Excellence Online Training Program
- RTO7 and Province assistance must be acknowledged (logos on website, collateral and acknowledgement in communications)

Changes from 2015/16

- Signage leverage increased to \$1:1 and some alternate post materials allowed
- Offering incentive (\$1:1:1 funding) for commencement of big projects prior to August 31 (vs \$1:1 if work begun later)
- Offering 3 levels of video production (last year's \$1400 buy-in, plus a more basic \$750 buy-in and a more sophisticated, story-based \$2k buy-in)
- Limited digital advertising partnerships
- Image production
- Web portal development for DMOs/tourism organizations
- Expansion of target markets to include Quebec, and
- Translation of select collateral

2016/17 Partnership Program Details

- Opened February 25/16
- Guidelines and application forms on the RTO7 website (rto7.ca) under Resources
- Categories
 - Signage
 - Digital Advertising
 - Image Development (video and image)
 - Web Portal Development
 - French Translation
 - Experience Development, including research and workforce

Signage

- Wayfinding and cycling signage (\$1:1)
- Must be to RTO7 Wayfinding Standards & Specifications
- Most often undertaken by Counties, municipalities
- Also interpretive signage/kiosks e.g. paddling, trails
- Minimum \$10k partner contribution
- Deadline for applications September 30/16

Signage – Sample Projects



Digital Advertising

- Done through agency - The Aber Group
- \$1 partner : 1 PF : 1 RTO7
- Minimum partner contribution \$10k
- Market options expanded to include Quebec (as well as GTA, SW ON and US border states)
- Deadline for applications August 31/16

Digital Advertising – Sample Collateral

Ontario's Lake Country
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Canada's Finest Automotive Flea Market offers everything from collectibles & classic cars to those hard to find car parts!



Attend The 45th Annual Auto Flea Market
It's a Car Lover's Dream – Car Sales Corral, Sunday Auto Auction, Show & Shine and Hundreds of vendors.

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Bruce Grey Simcoe

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SCANDINAVE SPA
BLUE MOUNTAIN

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[PACKAGE DEALS](#)

www.winterfun.ca

Bruce Grey Simcoe

Image Development (Video)

- \$1:1:1
- Development of video partners can use in their own advertising (YouTube, website, paid, etc.)
- 3 levels of video buy-in (\$750, \$1400 & \$2000)
- Include a strong call to action
- Done through agency – Hunt Productions
- Check them out at www.brucegreysimcoe.com/experience/video-gallery
- Deadline October 31/16

Image Development (Images)

- \$1:1:1
- Development of imagery partners can use in their own collateral (website, print, etc.)
- Minimum of 1 day shoot (\$435 partner contribution)
- Done through agency – Andrea Hamlin Photography
- Deadline October 31/16

Experience Development

- Intended to develop product/experience(s)
 - e.g. a strategic plan, a feasibility study, experience development plan, etc.
- Includes research and workforce development
- Minimum \$5k partner investment
- \$1:1:1
- Deadline for applications September 30/16 **BUT** consultant work must be underway by end August – note this effectively means that applications not in by end May risk only receiving 1:1 funding

Web Portal Development

- \$1:\$1
- \$3,500 partner contribution (English only)
- \$4,100 partner contribution (English and French)
- Working with Agency of Record 78 Digital Inc.
- DMOs and organizations whose primary purpose is tourism promotion
- Creation of a website/microsite with dedicated URL, using architecture of the www.brucegreysimcoe.com site
- Ability to manage content, access to analytics, revenue generation features
- Operator data shared with RTO7/partners on the BGS.com platform



French Translation

- \$1:\$1
- French language translation for web and print media
- Minimum partner investment of \$750
- Deadline August 31, 2016

2016/17 Partnership Program

- Guidelines and application forms on the RT07 website (rto7.ca) under Resources
- Alex Hogan, Project & Administration Manager
- Applications submitted to partnerships@rto7.ca

Highlights of the BruceGreySimcoe Business Plan 2016/17

- Partnership programs – Experience Development, Partnership program, Media Program and Collaboration Program
- Free Customer Service Training – BGS Service Excellence Training – no charge
- Business profile on BruceGreySimcoe.com – enhanced listings – no charge
- Festivals & Events on BruceGreySimcoe.com – no charge
- Packages and Promotions on BruceGreySimcoe.com – no charge
- Experience Development assistance – no charge, but get ready to work
- Social Media – no charge
- RTO7 updates – no charge



Contact Us

- Partnership Program – applications being accepted now - go to rto7.ca - (questions - Alex Hogan – partnerships@rto7.ca)
- Media Relations & Collaboration Program – applications being accepted now - go to rto7.ca - (questions - Bill Sullivan – bsullivan@rto7.ca)
- Free Customer Service Training – go to rto7.ca - (questions – Alex Hogan – ahogan@rto7.ca) (BGS Service Excellence Training) or available through your county tourism offices
- Register on RTO7.ca to receive updates – go to rto7.ca - (questions - Ginny Henry – ghenry@rto7.ca)
- Update your profile on BruceGreySimcoe.com - go to BruceGreySimcoe.com - (questions - Ginny Henry – ghenry@rto7.ca)



Contact Us continued

- Add/Update Festivals & Events to BruceGreySimcoe.com - go to BruceGreySimcoe.com - (questions - Ginny Henry – ghenry@rto7.ca)
- Add/Update Packages and Promotions go to BruceGreySimcoe.com - go to BruceGreySimcoe .com - (questions - Ginny Henry – ghenry@rto7.ca)
- Experience Development Projects, Implementation Program – (questions – kclarke@rto7.ca)
- Social Media – (questions – Ginny Henry – ghenry@rto7.ca)
 - Facebook – like us and share your posts, tags and share others too
 - Twitter – follow us and share your tweets and retweet others
 - Instagram – follow us and tag partners in your posts
 - Pinterest – follow us and re-pin
 - #Hashtag



Thank you

- For more program information please

Go online at
RT07.ca

