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TOURISM IMPLEMENTATION PROGRAM

REGIONAL TOURISM ORGANIZATION 7
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TOURISM IMPLEMENTATION PROGRAM

General Program Overview

The Tourism Implementation Program (TIP) is designed to **assist** Private Businesses, Destination Marketing Organizations, Municipalities, Not-for-Profit Organizations, other Tourism Organizations, Chambers of Commerce or Business Improvement Associations in BruceGreySimcoe with digital marketing to promote a new product or experience they've invested in. For example, purchase of a new canoe for guests or renovate an art studio to accommodate more artist's work. Partners must demonstrate how their investment will help to achieve at least one of the following:

- a. Increase sustainability
- b. Reduce seasonality
- c. Increase visitor spending and/or length of stay
- d. Expand to or develop a new target market

Partners must demonstrate how they will accomplish at least one of the items listed above by financially investing in their operation to achieve their goal(s). The Partner **must be able to match RTO7's contribution** through this investment (i.e. capital improvements or investments, marketing to support a new geographic target, etc.). Regional Tourism Organization 7 (RTO7) will support the partner by providing a minimum \$1,000 including HST to a maximum of \$2,500 including HST towards digital marketing.

DEFINITIONS

Advertising: The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.

Sustainability: The ability to continue to support one's business or operation through financial, human resource needs, or environmental stewardship, long-term.

Seasonality: The fluctuations in how busy an operation is based on the seasons of the year, days of the week or another time period. The objective of the activity is to be to reduce the seasonal fluctuation.

DIGITAL MARKETING SUPPORT

Eligible partners will receive the following:

- \$1,000 - \$2,500 inc. HST of digital advertising directed to the partner's home page through Facebook sponsored posts or Google Adwords.

Facebook Sponsored Posts

- Partner must have a Facebook **page**
- Maximum three (3) ad campaigns can be created
- Minimum five (5) photos including logo must be provided OR one (1) video
- Partner must add the RTO7's agency of record, the Aber Group, as advertisers on their Facebook page
- Partner is responsible for managing comments from the posts

OR

Google Adwords

- Maximum three (3) ad groups can be created with up to 100 keywords total
- A one-page report that details
 1. Impressions
 2. Reach
 3. Click Through Rate (CTR)
 4. Total Clicks
 5. Cost Per Click (CPC)
 6. Reactions/Comments/Shares
 7. Total Spend
- This spend includes HST. RTO7 will cover the agency fees for them to set up the campaign.

Please note: Keyword list and targeting will not change for the duration of the campaign.

NOTE: Facebook and Google Adwords may both be used IF the RTO7 funding contribution is \$2,500.

Partners will receive support to develop the keyword list, geographical targeting, and interests for each of the ad campaigns.

Partners will receive one (1) interim report approximately halfway through the campaign highlighting performance to date.

Stakeholders may increase the total campaign budget by adding cash for digital marketing.

If Stakeholders have postal code data from previous 2-3 years, (min 500), RTO7 can provide a consumer segmentation report.

STAKEHOLDER REQUIREMENTS

Stakeholders interested in the Tourism Implementation Program will be required to demonstrate how they will:

- Improve quality and sustainability
 - Does it attract support from other partners including the local DMO, Municipality or other businesses?
 - Does the business have a green policy or initiative to try and reduce waste?
- Reduce seasonality
 - Does this expand the operating season?
 - Does this attract people to come at a different time of day?
- Increase length of stay/increase return visits
 - Has the investment created more activity for people to do while they're here?
 - Does it encourage visitors to return more often?
- Increase attendance and/or geographic reach
 - Will it attract cottagers and visiting friend and relatives?

ELIGIBILITY CRITERIA

WHO CAN APPLY

- Private tourism businesses
- Not-for-profit organizations who run tourism focused activities such as “Friends” groups
- Destination Marketing Organizations who offer tourism activities
- Tourism Organizations/Associations who coordinate tourism activities within BruceGreySimcoe
- Municipalities/Conservation Authorities who organize tourism activities
- Business Improvement Associations/Chambers of Commerce who organize tourism activities

All projects must take place within BruceGreySimcoe before **March 31, 2019**.

STAKEHOLDER REQUIREMENTS

- Businesses or organizations must be established and be able to demonstrate the capacity (financial and otherwise) to execute the activity.
- Organizations must be legally registered to operate in Ontario.
- All necessary permits must be in place (federal, provincial, municipal, etc.).
- Partner must carry liability insurance and name RTO7 as an additional insured party.
- Have a website/social media page, phone number and email address that are regularly monitored and contain current information.
- If using Facebook as the marketing mechanism, the partner must have a Facebook **page**.
- If using Facebook, the partner must commit to monitoring the posts daily for the duration of the campaign.
- Google Analytics are activated on the partner's website.
- Partner's home page must have the [BruceGreySimcoe Always in Season](#) and Ontario logos placed on it for one year and links back to brucegreysimcoe.com and Ontariotravel.net. RTO7 will provide these logos.
- Social media posts must tag @BruceGreySimcoe (Facebook, Instagram, Twitter) and use #brucegreysimcoe. RTO7 will also provide a list of standard #hashtags that are used in partner's area.
- Identify BruceGreySimcoe and Ontario as partners on all printed collateral and media releases.
- Maintain a current and up-to-date operator listing on BruceGreySimcoe.com (for assistance, please contact info@brucegreysimcoe.com).
- Partner is listed on www.Ontariotravel.net (free listing).
- Complete the free BruceGreySimcoe Service Excellence online training program prior to submitting an application. Program information can be found [here](#).
- Must be signed up for the RTO7 E-Newsletter <http://rto7.ca/Public/Special-Pages/Mailing-List-Signup>.
- All partners are required to complete a final report and supply copies of invoices demonstrating their \$1,000 - \$2,500 investment **within 30 days of the completion of the project**. Failure to do this may result in ineligibility to participate in RTO7 programs in the future.

TARGET MARKETS

The target market should fit within the existing targets of RTO7.

Geographic Targets

- Greater Toronto Area
- Southwestern Ontario
- BruceGreySimcoe (Visiting Friends and Relatives)
- Quebec
- USA Border States

RT07 Consumer Segmentation Targets*

- Up & Coming Explorers
- Connected Explorers
- Nature Lovers
- Sports Lovers
- Pampered Relaxers
- Knowledge Seekers

Targeted activities within BruceGreySimcoe have been identified through various studies and reports. Projects that are focused on these activities will be given priority.

Targeted Activities

- Water-based tourism
- Nature and outdoor recreation
- Culinary and agri-tourism
- Culture
- Cycling
- Resorting

*Please note: you must be registered on www.rto7data.ca and login to view the segment reports.

DATA COLLECTION

RTO7 reserves the right to collect information from the partner to help determine visitation, audience, and spending. The data collected from partners may then be aggregated with other data in the longer term to provide a clearer picture of the state of tourism within the region. The information will also help to determine how successful the program is. **Partners must be prepared to commit to and follow through on collection of data related to RTO7's and their own needs.** Failure to do this may result in ineligibility to participate in RTO7 programs in the future.

INELIGIBLE CONTRIBUTIONS

The following contributions are **not** eligible contributions for partners' financial outlay:

- Grants and flow-through to partners or other organizations
- Charitable funding
- Political parties or lobby groups
- Recipients of funding from Ontario Government programs such as Celebrate Ontario, Tourism Event Marketing Program or Destination Ontario
- In-kind donations

Applications will be accepted on an ongoing basis until January 31, 2019 or until the program is fully subscribed.

Applicants should be aware that RTO7, through funding arrangements with the Province, is bound by the *Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, c.f 31, as amended from time to time, and that any information provided to RTO7 in connection with their application, project or agreement may be subject to disclosure in accordance with the requirements of the Act.

Partners agree to permit RTO7, if required, to verify/audit information submitted (at the discretion of the Province) to ensure that it is complete and accurate, and that funds were used for the purpose(s) intended.