

ONTARIO TOURISM REGION 7 LAUNCHES BRAND

“BruceGreySimcoe: Always in Season”



OWEN SOUND | COLLINGWOOD | BARRIE | February 29, 2012: Regional Tourism Organization 7 (RTO7) has announced the introduction of a brand identity under which it will promote and market Bruce, Grey, and Simcoe counties as a four-season tourist destination.

“We’re pleased to unveil BruceGreySimcoe as a consumer-friendly name, as well as a distinctive identity and marketing approach, that will support our vision of making the region Ontario’s four-season destination of choice,” said Paul Crysler, chair of RTO7’s board of directors.

RTO7 is a not-for-profit organization created in 2010 and funded by the Ministry of Tourism, Culture and Sport as a result of the province’s regional tourism management and funding strategy. The organization’s mandate is to build and support competitive and sustainable tourism in the region.

According to the organization, tourism is big business. Each year the three counties that comprise Region 7 attract over 9 million visitors, who spend an estimated \$1.1 billion on everything from food to accommodation to transportation. Tourism accounts for some 27,000 full-time jobs that derive billions more in economic outputs.

The organization initiated work on a consumer-friendly name and identity in August 2011 when, after an extensive procurement process, the branding assignment was awarded to Brandworks International, an advertising agency based in Toronto.

Over the past six months comprehensive audits of existing and newly commissioned research, site visits, stakeholder and resident interviews, and competitive reviews were conducted by the agency. This information was essential in determining not only what the region itself offers as a destination, but also what attracts and interests potential visitors to the region.

“The goal of the process was to determine a name and identity for the region that demonstrates its uniqueness and tells consumers where we are, both geographically and spiritually,” said Bill Sullivan, the organization’s Director of Marketing. “We wanted to convey the essence of our authentic communities, natural environments and breadth of product, and the fact that visitors can expect different experiences each and every time they visit.”

The name BruceGreySimcoe clearly answers the need to provide visitors with a sense of place, and also defines the area as one distinct region. The chosen name and logo convey the geography of the region, reflecting iconic elements of the Lake Huron shoreline and the escarpment. It also incorporates multi-seasonality through graphic and colour usage.

The tagline of “always in season” communicates the unique breadth of product offered across the region throughout the year, something few other Ontario regions can claim.

BruceGreySimcoe boasts tremendous offerings for a wide range of guests including skiing and other year-round outdoor activities for which it is famous, scenic vistas including Georgian Bay, beaches and waterways, and unique towns that invite exploration. The region also offers a host of attractions and experiences including dining, arts and culture, recreational activities and adventure, and festivals and events. The perfect backdrop to the ideal vacation getaway is within little more than an hour’s drive for millions of Ontarians.

RTO7 will soon be launching a marketing campaign and contest within the region to formally introduce the name to residents and guests. A new consumer website is also in the works, says RTO7 Executive Director Jeffrey Schmidt. Schmidt added that the organization will also be releasing guidelines to tourism organizations and operators that will make it easy for our stakeholders to use and promote the brand to help support their individual marketing efforts.

—30—

Media contact / further inquiries are directed to:

Alexandra Hogan, Administrative Coordinator
ahogan@rto7.ca | (705) 888-8728