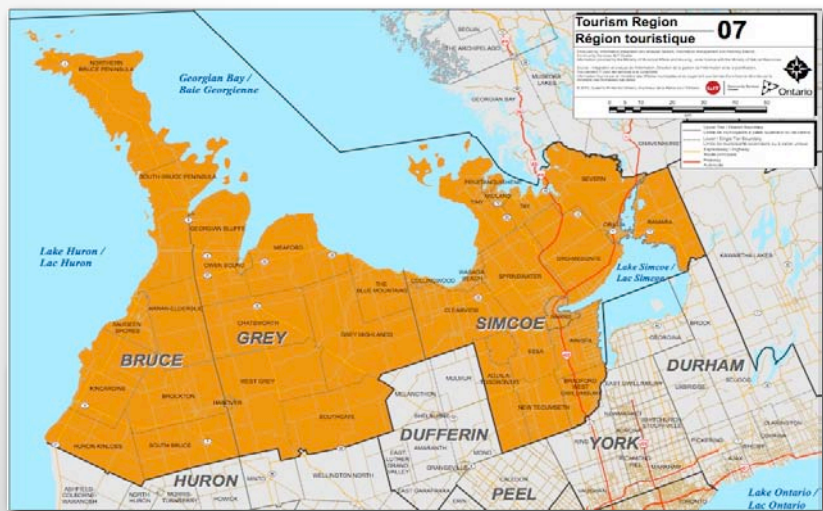


Regional Tourism Organization 7 presentation to

# Town of the Blue Mountains



RTO7 | November 2011  
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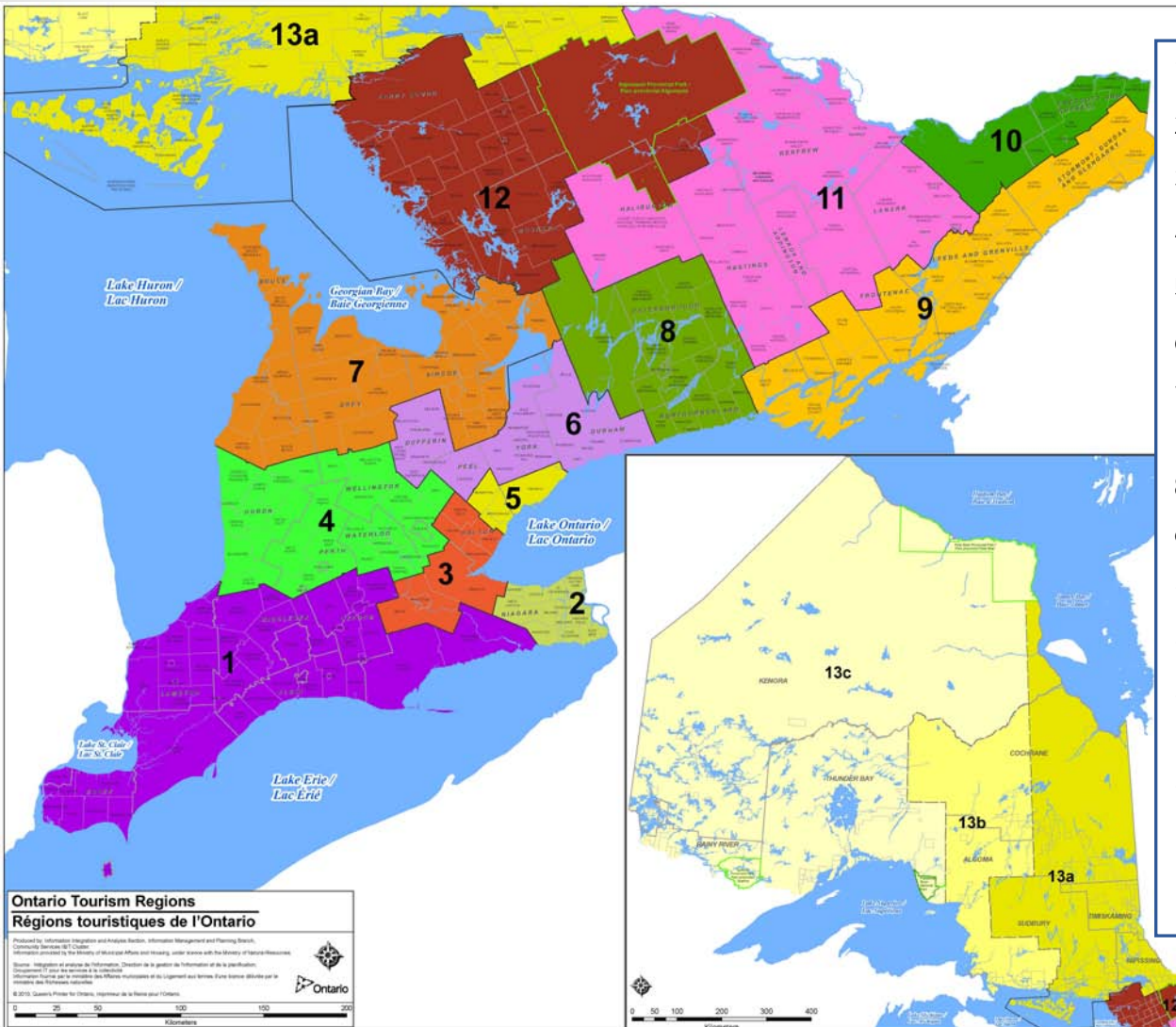
# Regional tourism

- Key recommendation of the 2009 *Ontario Tourism Competitiveness Study*:

A *regional approach* comprised of *industry-led organizations* who would “*bring together* stakeholders... to oversee the development of *new products*, and to *identify and define unique experiences* offered by the region”



# 13 Regions



- 1 Southwest Ontario
- 2 Niagara Falls and Wine Country
- 3 Hamilton, Halton and Brant
- 4 Huron, Perth, Waterloo and Wellington
- 5 Greater Toronto Area
- 6 York, Durham and Hills of Headwaters
- 7 Bruce Peninsula, Southern Georgian Bay and Lake Simcoe
- 8 Kawartha and Northumberland
- 9 South Eastern Ontario
- 10 Ottawa and Countryside
- 11 Haliburton Highlands to Ottawa Valley
- 12 Muskoka, Parry Sound & Algonquin Park
- 13 Northern Ontario
  - 13a – North Eastern
  - 13b – North Central
  - 13c – North Western



# Regional Tourism Organizations

- Strategic focus
  - Growth and innovation
    - Marketing
    - Product development
    - Investment development
    - Workforce development
  - Coordinating
    - Building relationships intra- and extra-regionally
- Requirements
  - Industry-led
  - Independent
  - Not-for-profit
  - Open and transparent
  - Collaborative



# Provincial funding

- Aggregate funding to RTOs
  - \$65M for each of FY 2010/11 and 2011/12
  - \$58.75M for FY 2012/13
  - \$40M/annum effective 2013/14
- \$2,015,000
  - This is RTO7's share of the provincial RTO funding of \$40M
- This funding not intended to replace existing sources (e.g. municipal, county, private)

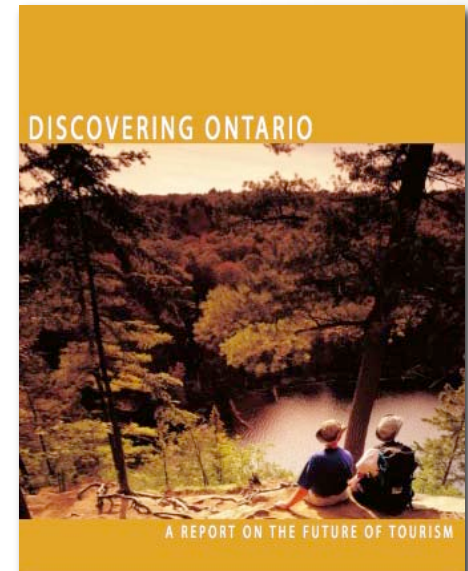


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# RTO7 chronology

2009

- In Feb/09 Tourism Competitiveness Study's *Discovering Ontario* report is released
- Following 10 months of review and consultation, proposals to form the 13 RTOs are invited



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# Year 1: transition



- Region 7 funding of \$2 million announced
- Transition Team incorporates RTO7 and appoints permanent directors
- “Priority” projects approved thru Jun/11
- Board seated Feb/11



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# Board of directors

- D. Barrett (Grey)
- B. Chappell (At large)
- R. Cipolla (At large)
- P. Crysler (Bruce)
- C. Durrant (At large)
- B. Lucas (At large)
- P. Majewsky (Bruce)
- L. Nelson (Simcoe)
- B. Philp (At large)
- B. Plumstead (Grey)
- J. Robbins (Bruce)
- K. Stephenson (Simcoe)
- V. Stimpson (Grey)
- J. Stovold (Simcoe)
- P. Tarlo (At large)



# Priority projects

- \$1.5 million investment
  - Strategic destination development plan
  - Media/public relations campaign
  - Fall & winter image bank
  - Green/sustainable tourism development
  - Winter economic impact research
  - Waterways product development
  - Regional signage & wayfinding
  - Digital database & mapping (stakeholder site)
  - GBCR signage (w/ RTOs 12 & 13a)



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# Year 2: building



- Transition to Year 2; 97.5% Year 1 \$ spent
- Start-up, resources, operations
- 1<sup>st</sup> annual plan approved (\$2M)
- Key initiatives...



# RTO7 today: key initiatives

- Stakeholder resources
  - Supporting partners, organizations and operators
- Branding
  - Development of a consumer-focused brand and identity
- Marketing and development
  - First seasonal campaigns: awareness building
  - Ongoing development of product opportunities
- Partnerships and planning
  - Enlisting organizations to plan for FY 2012/13 and beyond



# Stakeholder resources

- Register [www.rto7.ca](http://www.rto7.ca)
  - 12,000+ high quality images
  - 1,600+ minutes of high quality video
  - Research, data, reports

**Geographic Resource Search** [Geographic Search](#) [Advanced Search](#) [Browse for Media](#)

**Search Criteria**

Keyword  
skiing

SEARCH

[reload map](#)

**Help**

**Map** - Resources that are close together geographically are grouped as clusters (shown as circles) on the map. Zooming in (either by using the map controls on the upper left of the map or using your mouse scroll wheel) will expand the clusters into smaller ones or show the exact resources as individual markers. Click either the cluster or marker to view the resource details.

**Keyword** - Use this to search the database for relevant information based on your keyword term. Useful for limiting results to an activity, theme, or place.

**Photos in this Cluster** [close](#)

	<b>Ski Snowboard</b> Size: 4288 x 2848 Date Taken: 2/15/2011 8:49:01 AM <a href="#">View Photo Details</a>
	<b>Ski Snowboard</b> Size: 4288 x 2848 Date Taken: 2/15/2011 8:49:11 AM <a href="#">View Photo Details</a>
	<b>Ski Snowboard</b> Size: 4288 x 2848 Date Taken: 2/15/2011 9:03:04 AM <a href="#">View Photo Details</a>
	<b>Ski Snowboard</b> Size: 4288 x 2848 Date Taken: 2/15/2011 9:03:07 AM <a href="#">View Photo Details</a>
	<b>Ski Snowboard</b> Size: 4288 x 2848 Date Taken: 2/15/2011 9:06:52 AM <a href="#">View Photo Details</a>



**Details**

Report

**Title** Ontario RTO7 Winter Leisure Travel Study - 2011

**Short Description** Consumer, economic impact and stakeholder research designed to provide RTO7 with market insights to inform brand strategy development aimed at increasing demand for the region in winter among leisure visitors.

**Keywords** winter, leisure

**Status** Approved

**File Attachment Details**

**File Type** Adobe PDF

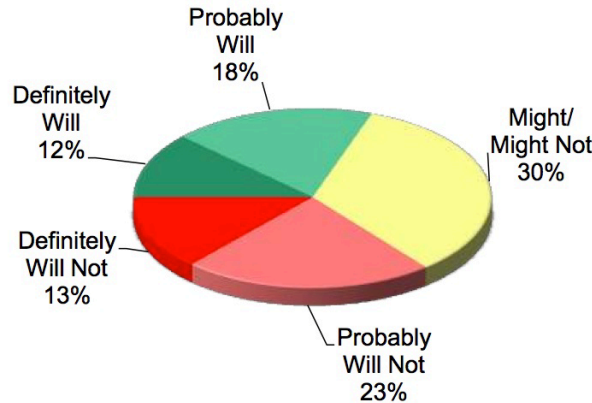
**DOWNLOAD**

# Intent to Visit RTO7 on Day/Overnight Trip in Next 12 Months

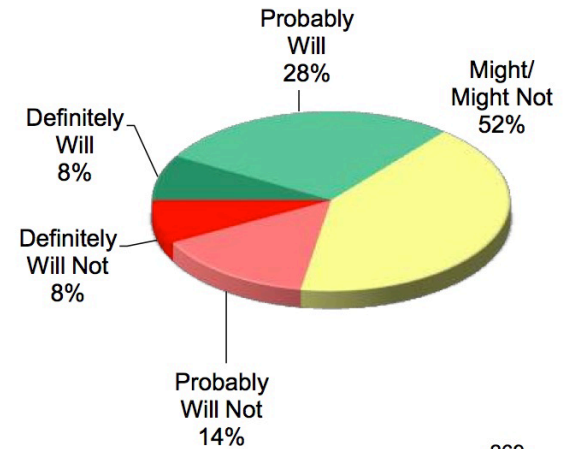


Base: Non-Visitors

## Pre-Description



## Post-Description



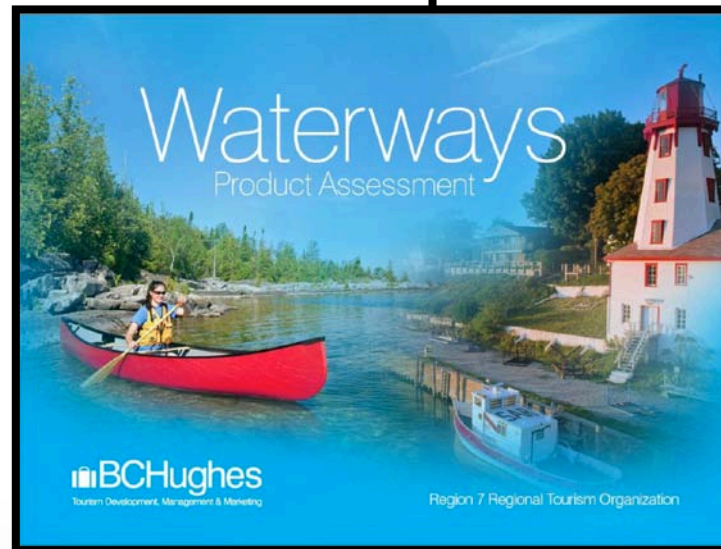
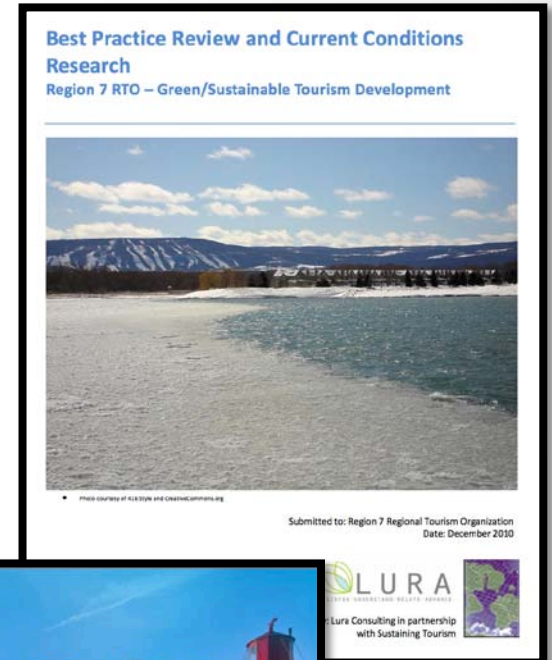
# Branding



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# Marketing & development

- 2011/12 key initiatives
  - Imagery
  - Fall and winter campaigns
  - Ongoing product development
    - Signage & wayfinding
    - Green/sustainable
    - Waterways



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# Initial marketing campaigns

- Awareness building



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# Partnerships

- RTO role is strategic, collaborative and integrative
  - Strong partnerships with existing organizations at all levels are critical to success and competitiveness of region
- Partnership Advisory Council
  - Participants identified by Bruce, Grey & Simcoe
    - Assist in identification of needs opportunities
    - Input & advice on strategic priorities, plans & initiatives
    - Facilitate communication and collaboration



# Partnership Advisory Council

- Bruce County Tourism
- Grey County Tourism
- Tourism Simcoe County
- Barrie Hotel Association
- Blue Mountain Village Association
- Bruce Peninsula Tourist Association
- Georgian College
- Georgian Triangle Tourist Association
- Grey-Bruce B&B Association
- Lake Huron Shoreline Partners
- Municipality of Meaford
- Ontario Campground Association
- Ontario's Lake Country
- ORHMA Simcoe Chapter
- Owen Sound Tourism
- Southern Georgian Bay Chamber of Commerce
- Tourism Barrie



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Alex Hogan	Administrative Coordinator	<a href="mailto:ahogan@rto7.ca">ahogan@rto7.ca</a>
Bill Sullivan	Director of Marketing	<a href="mailto:bsullivan@rto7.ca">bsullivan@rto7.ca</a>
Jeffrey Schmidt	Executive Director	<a href="mailto:jschmidt@rto7.ca">jschmidt@rto7.ca</a>



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