

B.1.b



WINNER
culinary 2011
experience
AWARD
ONTARIO TOURISM

More than great local Food & Drink

Along the western plain of Georgian Bay, adjacent to the Niagara Escarpment that forms the historic Bruce Peninsula, Mother Nature and human nature have teamed up to create perfect conditions for apple pie.

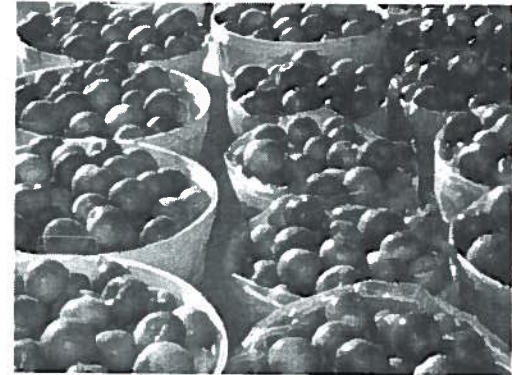
The Apple Pie Trail meanders from Collingwood to Blue Mountain Village, Thornbury, Meaford, Owen Sound and the beautiful Beaver Valley with stops showcasing local apple products from the region's finest orchards, markets, galleries, museums, boutiques and restaurants.

Developed only 2 years ago, the Trail has received provincial and international recognition and continues to build as a key tourism driver for the region.



applepietrail.ca

Objectives



Create a unique and *authentic* tourism experience to:

- Attract tourism throughout the year
- Celebrate our region as Apple Country and attract media to relay the story
- Support agriculture and leverage existing ag-tourism assets
- Connect and support local businesses and stakeholders
- Align with experiential, adventure, touring and culinary travel trends
- Attract and move visitors throughout the area to discover diverse experiences
- Increase the value proposition of the region as a viable, world-class destination for agri/culinary/adventure-tourism
- Extend visitor's length of stay and develop a need for return visits
- Create Partnerships to increase awareness and visitation from the local market as well as provincial and international visitors
 - Ontario Tourism Culinary Alliance – leverage best practices and their network of promotional events and media
 - Ontario Tourism Marketing Partnership Corporation – leverage marketing/sales channels and FAM trips
 - Municipalities – engage in economic development activities
 - Agriculture – continue to build on 'Buy Local'
 - Local Trail Businesses – create a network of businesses to enhance the trail experience and encourage cross promotion
 - BIA's, Chambers, DMO's – partners in growth

Recent Media

- Autumn 2011 - **Taste & Travel Magazine** "On the Apple Pie Trail" by Anita Stewart (print version only) [Read More](#)
 - October 30, 2011 – Ontario Culinary Tourism Alliance and Ontario Tourism (OTMPC) visited Japan "Tokyo gets a Taste of Ontario!" by Rebecca Lehup [Read More](#)
 - October 7, 2011 – **Collingwood Enterprise Bulletin** "Follow the Apple Trail this Weekend" by Kristen Smith (online and in print) [Read More](#)
 - October 5, 2011 - PRESS RELEASE, "**Apple Pie Trail wins Ontario Culinary Tourism Experience Award**" [Read More](#)
 - October 1, 2011 - **National Post** Article, "At the Core of Fall" by Rebecca Tucker [Read More](#)
 - September 29, 2011 - **Toronto Star**, "Fort Lauderdale fun, BC, golf and apple pie" by Kathryn Follitt (online and in print) [Read More](#)
 - September 24, 2011 - "Introducing the Red Prince", **Sun Times** by Don Crosby (online article) [Read More](#)
 - September 24, 2011 - **National Post** Article, "Follow that Pie!" by Angela Hickman (online & print) [Read More](#)
 - September 18, 2011 – "On the Trail" **German article on 360 Kanada** (a high gloss magazine & Internet travel site) [Read More](#)
 - September 12, 2011 - **Trip Atlas**, "Roadtripping Ontario's Apple Pie Trail" by Waheeda Harris (online story) [Read More](#)
 - September 9, 2011 - **Examiner.com**, "Best of Ontario's Apple Pie Trail" by Michele Peterson (online article) [Read More](#)
 - September 2, 2011 - **Sympatico.ca**, "Blue Mountain Bargains" by Adam Bisby, MSN Travel (online coverage) [Read More](#)
 - September 2011 - **Escape.com.au** "Go2Canada" by Angela Saurine (local paper in Adelaide, South Australia) [Read More](#)
 - September issue - **Up! Magazine**, "Ontario's Fall Foliage" by Tom Gierasimczuk (circulated on 75 aircrafts to over 66 destinations in more than 10 countries) [Read More](#)
 - August 31, 2011 - **The Weather Network**, "Apple Season Approaching in Ontario" by Alexandra Pope (online story) [Read More](#)
 - Spring 2011 - **Escape.com.au** "Running hot and cold" by Angela Saurine (Australia print and online) [Read More](#)
 - "Crunch" written by food activist and cookbook author Anita Stewart for the **Ontario Culinary Adventure Guide**
"Apples from Georgian Bay may be the best in the province..." [Read More](#)
 - "Hit the Trail" written by Emily Worts for **On the Bay** magazine
"The Trail celebrates our heritage, our farmers, local food and the local food experience..." [Read More](#)
-

Marketing



Website

- Jan 1/2011 – Oct 28/2011 8,082 unique visitors from 58 countries - an increase of 24% over 2010
- Unique visitors by location:
 - Toronto 32% ,
 - Collingwood 7%
 - Barrie 6%,
 - 31% combined from Kitchener, Mississauga, London, Owen Sound, Guelph, Ottawa, Brampton, Hamilton, Markham, Richmond Hill, Burlington, Oakville, Waterloo, Montreal
 - 18% U.S. – California, New York, Michigan
- How they found us:
 - 23% google search
 - 16% bluemountain.ca (calendar, feature articles)
 - 14% direct
 - 7% bluemountainvillage.ca
 - 7% appleharvestfestival.ca
 - Others in order of quantity: visitgrey, mycollingwood, ontariotravel, brucegreysimcoe, 400eleven, visitsouthgeorgianbay, facebook, news.ontario.ca, life.nationalpost.com, thornbury, ontarioculinary, twitter, foodlinkgreybruce, thornburybakery, cafechartreuse...

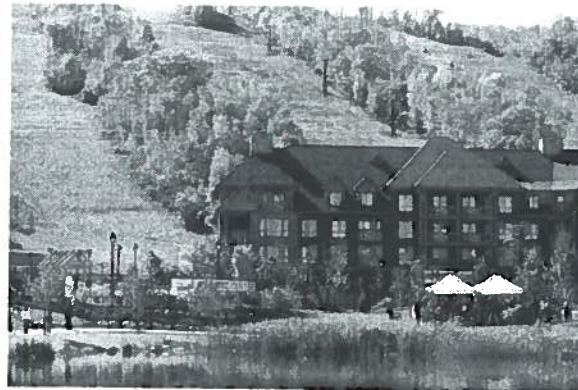
Marketing con't

- Media shows and Tasting Events in Toronto
- 25,000 Brochures distributed throughout the region and key Ontario Travel Centres
- Presentations to Ontario Travel Centres, OTMPC, resort hotels
- Public Relations campaign in Toronto
- OTMPC FAMs – France, Germany, U.K., China, Korea
- Advertising – LCBO Food & Drink magazine, Ontario Culinary Adventure Guide (LCBO, Globe & Mail, key GTA locations), Dining & The Arts, banner ads on mycollingwood.ca, Grey Bruce ACA map, Expedia, Mountain Life magazine, Travelzoo, Grey Bruce Escapes
- OCTA featured APT at a presentation to media and travel professionals in Japan, October 2011
- APT is used as a case study by a Ryerson Professor in the Culinary school
- Twitter
- Special events – apple harvest festival, adventures, Owen Sound Farmers Market, tastings
- Partner websites



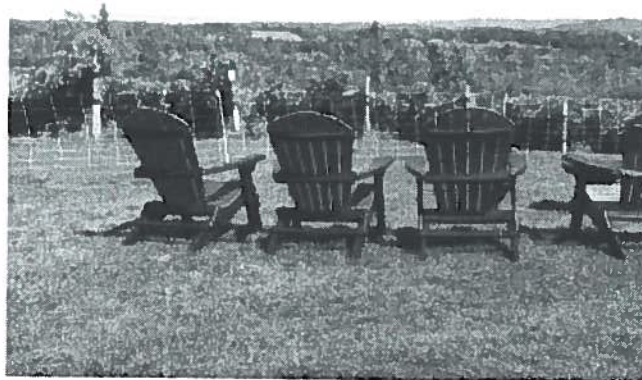
Challenges

- Local promotion and grass roots initiatives
- Delivering on expectations



Focus for 2012

- Continue Product Development to meet consumer demands and expectations
- Apply for Canadian Tourism Commission (CTC) Signature Collection
- With the exception of a few trail location changes, maintain and enhance the line up of Trail Experiences
- Build 'Special Event' inventory
- Encourage more participation from trail members
- Social media, video, website



Blue Mountains APPLE PIE TRAIL

2012 Request

- \$5,000 contribution to 2012 product development



Thank you

On behalf of all the Apple Pie Trail partners, thank you for your support, we look forward to building this program together.

Patti Kendall
Blue Mountain Village Association

