

Georgian Bay Destination Development 2011

Leveraging the Power of the Partnership

Georgian Bay Coastal Route
Route côtière de la baie Georgienne

Canada

FedNor 

 Ontario

What makes the Georgian Bay Destination Development Partnership **Unique & Important?**

The Destination:

More than 30,000 islands,
2,000 kilometers of shoreline and
2 UNESCO World Biosphere Reserves
all uniquely contained within the
province of Ontario.



What makes the Georgian Bay Destination Development Partnership **Unique & Important?**

The Partners:

Tourism organizations, municipalities, public organizations and private operators from around the Bay,

with a common vision of

“creating an iconic tourism destination of Georgian Bay”.

Georgian Bay Destination Development Partners:

- Bruce County Tourism
- **Grey County Tourism**
- **Georgian Triangle Tourist Association**
- The Town of Wasaga Beach
- Tourism Simcoe County
- Georgian Bay Country
- City of Greater Sudbury
- Rainbow Country Travel Association
- Manitoulin Tourism Association
- LAMBAC, a Community Futures Development Corporation
- **Scenic Caves Nature Adventures**
- **Blue Mountain Village Association**
- Parks Canada
- Ontario Parks

What makes the Georgian Bay Destination Development Partnership **Unique & Important?**

The Synergy:

Working together creates synergy for marketing the region and in terms of expertise.

Each partner contributes their area of tourism expertise to the initiative making the group well represented in all areas of tourism marketing.

Who is the Target Audience?

Domestic Travellers:

are enticed to travel locally by creating awareness and making Georgian Bay front of mind when determining where to travel.

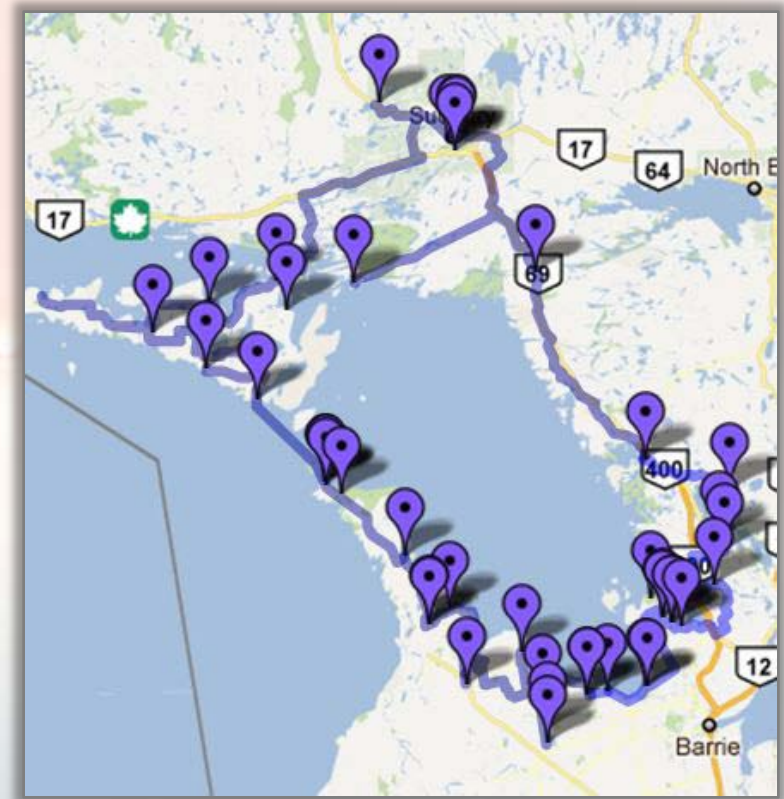
International Visitors:

are enticed to visit due to Georgian Bay's growing status as an iconic tourism region

GBDDP

Product Development Initiatives

- Georgian Bay Coastal Route – driving route around the Bay
- 11 experiential touring routes developed
- Itineraries & Google mapping



GBDDP

Product Development Initiatives

- Georgian Bay Coastal Route route signage – coming soon to a roadway near you



GBDDP

Product Development Initiatives

- Annual consumer surveys - to better understand Georgian Bay visitors
- Consumer website www.visitgeorgianbay.com – well positioned in Google



GBDDP

Product Development Initiatives

- Interpretive panels – 27 installed at Georgian Bay scenic vistas and lighthouses

'La Mer Douce'

When Samuel de Champlain travelled through this region in the 17th century, he called Georgian Bay 'La Mer Douce' – the Biscuit Bay. Given its size, Champlain could be forgiven for calling Georgian Bay a sea. It's almost as big as Lake Ontario. In fact, Georgian Bay is often called the sixth Great Lake.

The western part of Georgian Bay, from Collingwood north to Manitowish Island, borders the Niagara Escarpment. Here, the Escarpment's limestone cliffs tower over the Bay's crystal clear water. Limestone makes up the bottom too, giving the water an almost tropical, turquoise hue.

Eastern Georgian Bay meets the Canadian Shield. Here, the granite granite bedrock, smoothed by the glaciers and topped with whitecap Eastern White Pine, inspired artists Tom Thomson and the Group of Seven.

From this location in The Blue Mountains, you can see the Mary Ward and (and to the right) the Manitowish Island. In the distance are the Penetang Point and Christian Island.

« La Mer douce »

Quand Samuel de Champlain a exploré cette région au 17^{ème} siècle, il baptisa la baie Georgienne la « Mer douce », tant elle lui semblait vaste. Avec une étendue presque équivalente à celle de lés Ontario, elle mérité bien son surnom de sixième Grand Lac.

De la ville de Blue Mountains, on aperçoit le rict Mary Ward et vers la droite (à droite) l'île de Manitowish. Au loin apparaissent la péninsule Penetang et l'île Christian.

La partie ouest de la baie Georgienne, de Collingwood jusqu'à lés Manitowish au nord, longe l'escarpement du Niagara. Les falaises de calcaire de l'escarpement surplombent les eaux cristallines de la baie. Le calcaire on forme aussi le lit, ce qui lui confère sa teinte turquoise et ses airs de mer tropicale.

1 Les îles rocheuses de la Niagara Escarpment meet the waters of Georgian Bay in the Blue Mountains National Park. (Coch Field)

2 The waters of western Georgian Bay meet the ancient sedimentary rocks of the Niagara Escarpment. (Coch Field)

3 Tom Thomson's iconic painting, Spring Break, captures the abandoned crone and industrial rocks of western Georgian Bay.

1 Les falaises calcaires de l'escarpement du Niagara rencontrent les eaux de la baie Georgienne au parc national de la Montagne Bleue. (Coch Field)

2 Du côté est, la baie Georgienne est bordée des roches sédimentaires anciennes de l'escarpement canadien. (Coch Field)

3 La célèbre peinture de Tom Thomson, Spring Break, recapture les roches abandonnées et industrielles de l'ouest de la baie Georgienne.

Georgian Bay Coastal Route www.visitgeorgianbay.com
Route côtière de la baie Georgienne www.bonjourbaiegeorgienne.com

on Georgian Bay Ontario Canada! FedNor



Blue Mountain Look-out

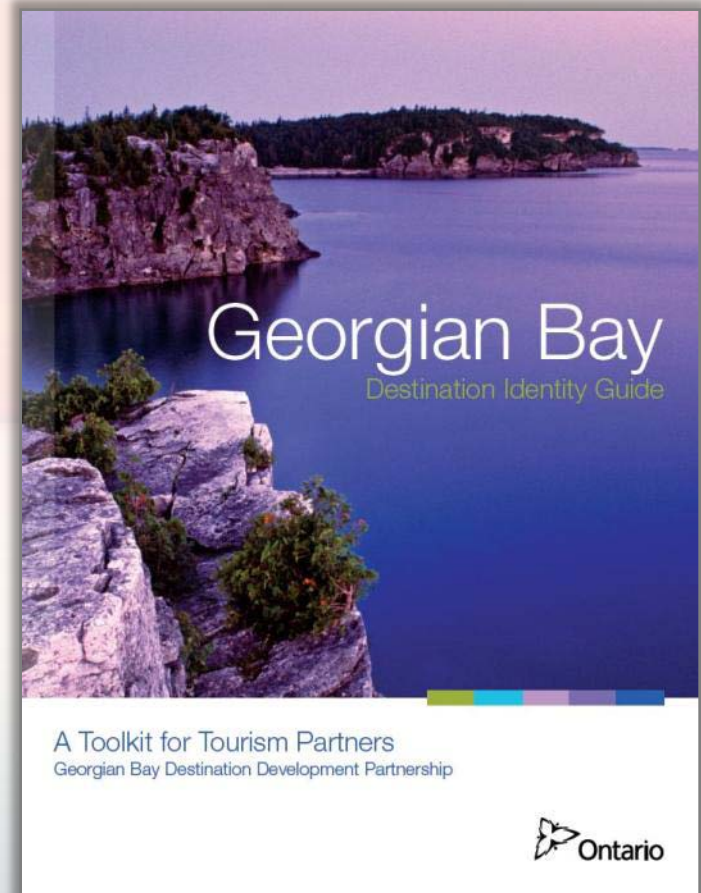


Scenic Caves Suspension Bridge

GBDDP

Marketing Initiatives

- Georgian Bay Marketing Plan - designed to encourage our domestic market to travel locally and to position Georgian Bay as an iconic destination able to attract the international market.
- Destination Identity Guide for the region - ask your local DMO for a copy



GBDDP

Marketing Initiatives

- Quarterly consumer and industry newsletter program
- “On Georgian Bay” logos you can use to identify your connection to Georgian Bay



on
georgian bay



sur la
baie georgienne

The Results

Georgian Bay has been:

- voted Canada's best hidden travel gem by Canadians in the summer 2009 CTC *Locals Know* campaign.
- featured as one of the ten lead photos when the CTC launched the *Locals Know* campaign, indicating that Georgian Bay was top of mind as a destination with the CTC.



The Results

Georgian Bay has been:

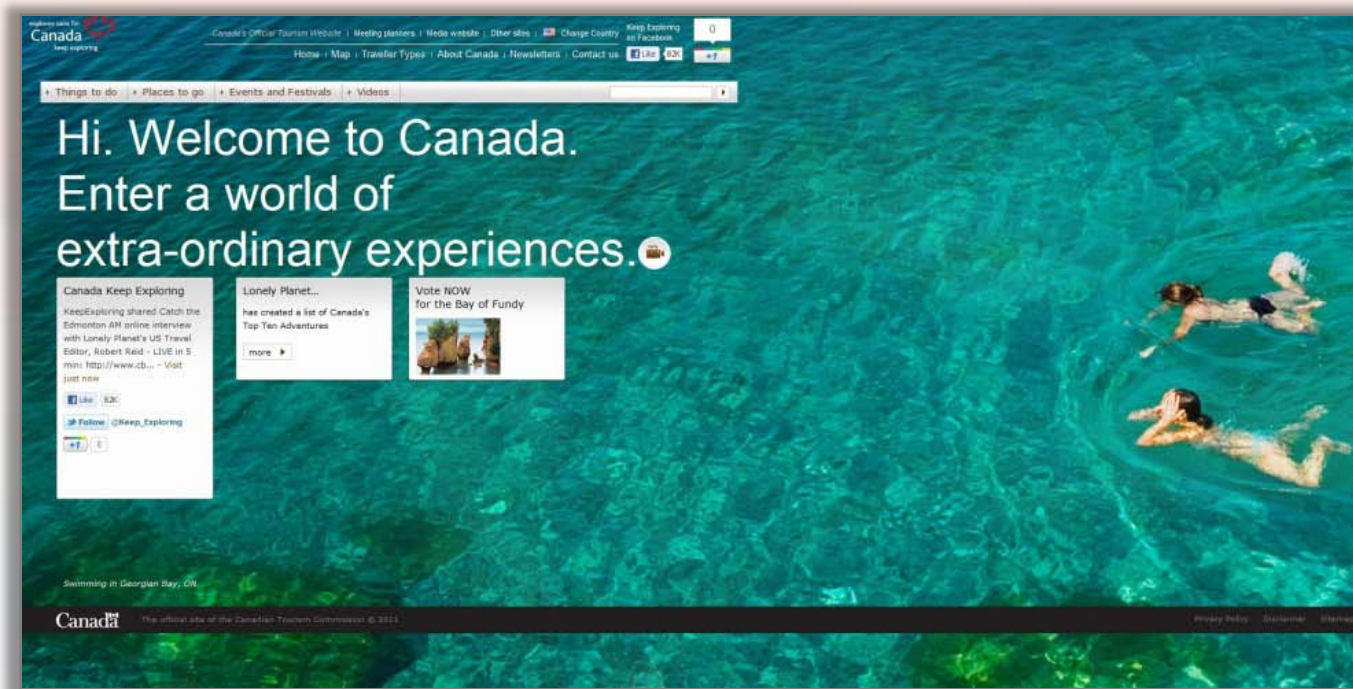
- chosen to host the 2010 Go Media familiarization tour by OTMPC and the CTC.
- showcased as the featured destination for OTMPC's *Great Ontario Outdoor Adventure* campaign 2010.



The Results

Georgian Bay has been:

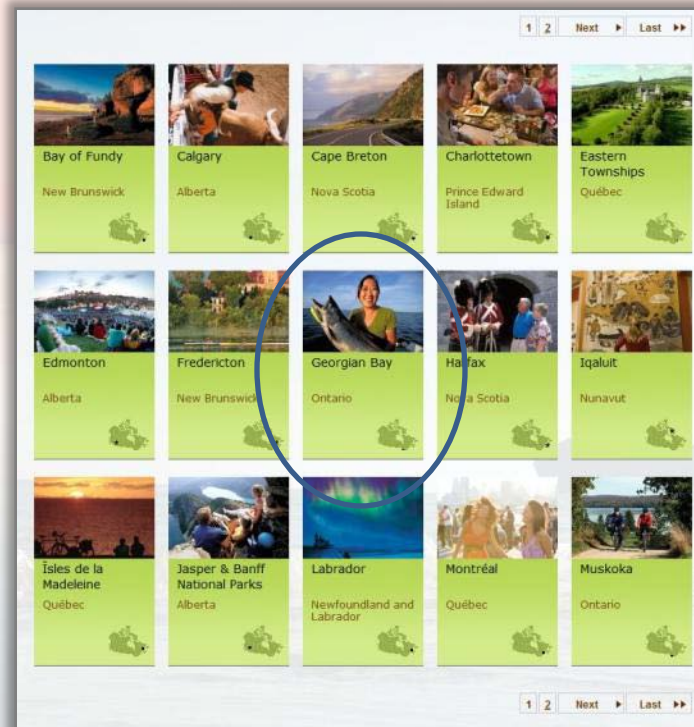
- featured as one of the ten lead photos on CTC *CanadaKeepExploring* website.



The Results

Georgian Bay has been:

- featured under Cities & More on the CTC *CanadaKeepExploring* website – one of only four places to see in Ontario.



The Results

Georgian Bay has been:

- acclaimed with the OTMPC best tourism marketing partnership award 2010.



Georgian Bay Destination Development 2011

The Results

Georgian Bay has been:

- achieving a high satisfaction rate with visitors – 95% of survey respondents indicate that they will recommend Georgian Bay to others, and expect to return.



What's in it for You?

Promoting Georgian Bay as an iconic tourism destination means:

- increased visitation and longer stays contributing to more room nights and reservations for Georgian Bay tourism operators and increased tourism spending for region.
- the ability to promote the region to long haul travellers (beyond the Greater Toronto Area and Southern Ontario markets) as well as international travellers.
- supporting an iconic driving route that is the largest of its kind in the province and closest in proximity to the province's largest markets.

The Power of the Partnership

Partnership provides:

- Further opportunities to leverage regional, provincial and federal funding
- Participation in award-winning marketing efforts that are the most strategic approach to group tour and travel media markets on a provincial, national, international level
- Access to a signature-experience product development program with proven success
- Opportunity to show leadership within the province with the largest inter-regional/inter-RTO initiative of its kind



GREY COUNTY, ONTARIO

Grey County Tourism
Town of The Blue Mountains
November 28, 2011

**Grey County Tourism
Destination Development Action Plan 2010
FRAMEWORK**

Grey County Tourism Goal
Increase sustainable tourism revenues through
managing & marketing Grey County as a tourism destination



*Grow GCT's Role
as a
**Collaborative
Tourism Leader***

*Use **research** to
build market
insight, track
performance
and guide
product
development*

*Support further
development of
Grey County's
**top demand
generators***

***Align Grey
County's
marketing with
communication
strategy &
demand
generators***

**Resources for
Destination
Development**

2012 Priorities

Leadership

Further Alignment with RTO7 & DMOs
Present annual update to Chambers

Market Research

Incorporate & share RTO7 research
Continue to Drive activities with Market insights

Marketing

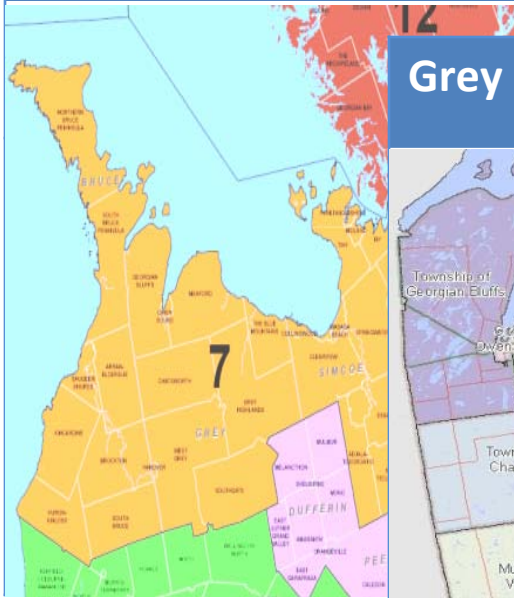
Strengthen seasonal marketing campaigns
Update visitgrey website/database/social media
Assist with County branding

Demand Generators

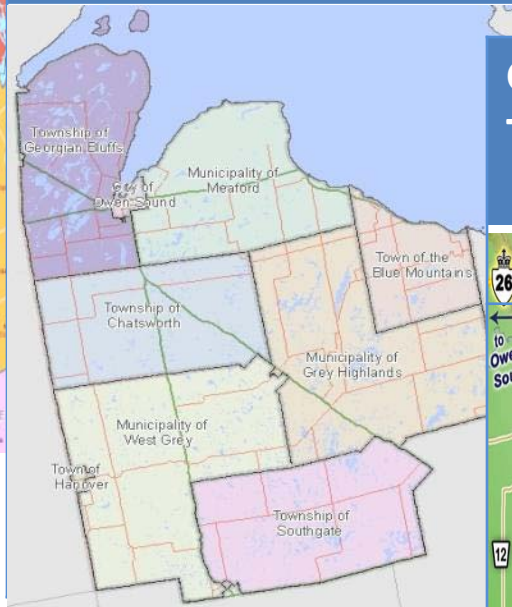
Develop driving tours & experiences in the vicinity of Blue Mountain to help extend visitors stays and Encourage repeat visitation
Make Grey the “go to” place for fall colour/harvest
Support key festivals and events
Continue support of Ride Grey Bruce
Continue development of Grey County as a cycling destination

Summary

RTO 7



Grey County



Georgian Triangle Tourist Association



The Blue Mountains

