



Municipal Deputation

— VISIT SOUTH — GEORGIAN BAY

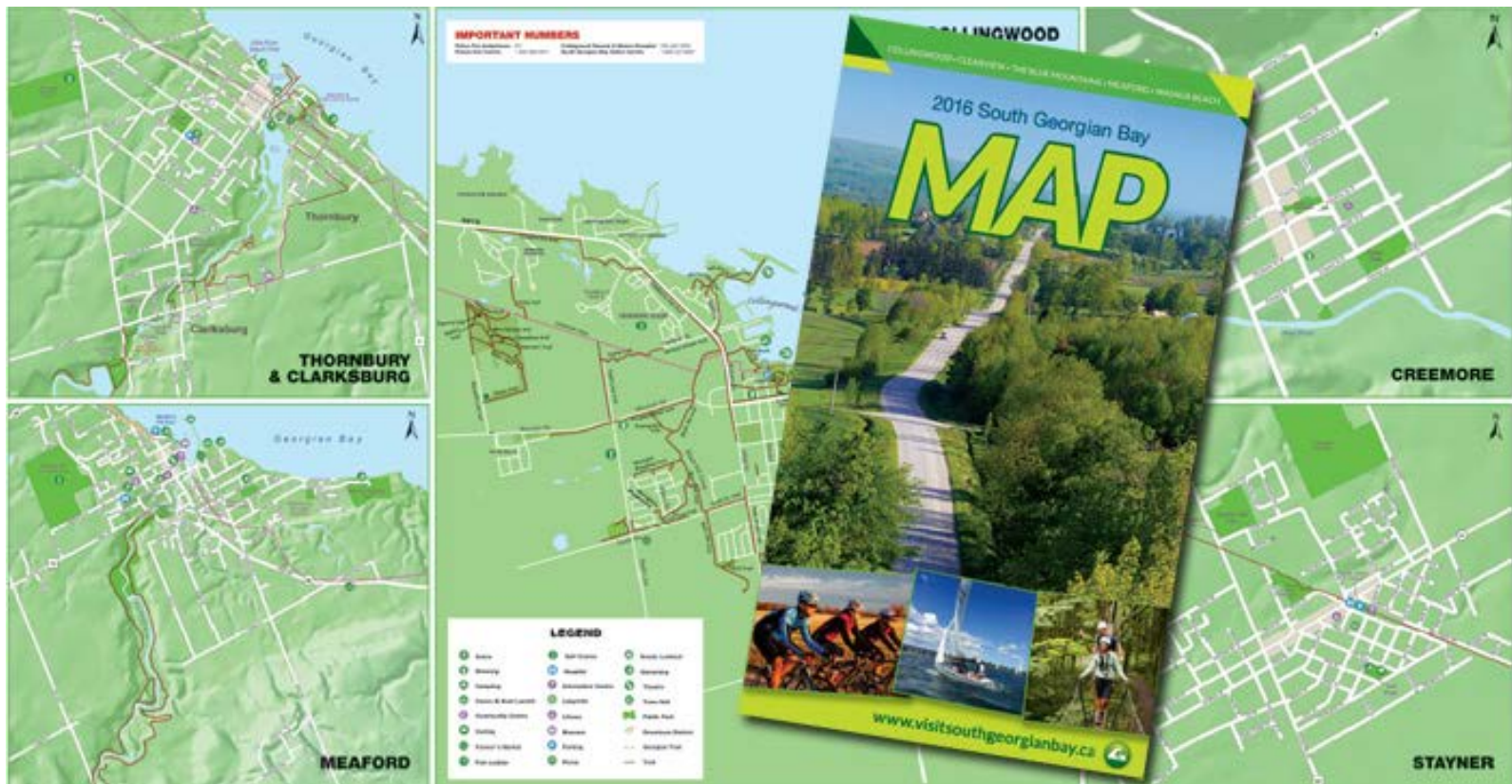


Georgian Triangle Tourist Association

An Overview of Tourism Activities
in 2016 & 2017 Future Plans

WHAT GTTA DOES

Welcomes visitors to the South Georgian Bay region before and during their visit. The GTTA also links the region together as a borderless, collaborative tourism experience.



HOW IS GTTA MANAGED

2016 Board of Directors

Linda Service – Scenic Caves Nature Adventures

Mylisa Henderson – Scandinave Spa Blue Mountain

Tammy Parrish – Royal Harbour Resort

Susan Nicholson – Collingwood BIA

Cheryl McMenemy– Collingwood Olive Oil Co.

Martin Rydlo – Municipal Rep, Town of Collingwood

Elizabeth Cornish – Municipal Rep, The Town of Blue Mountains

To Be Announced – Municipal Rep, Clearview Township

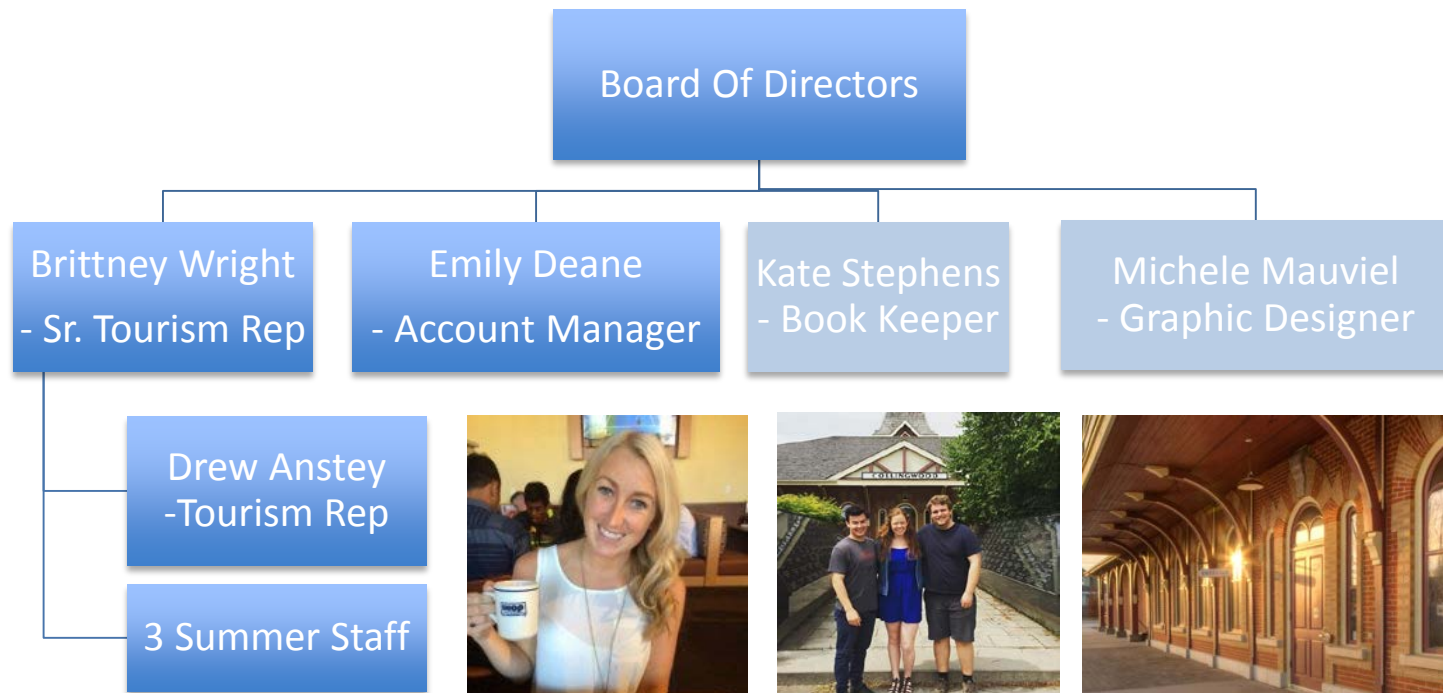
Stephen Murray – Municipal Rep, Municipality of Meaford

Affiliates:

Kathryn Stephenson – Tourism Simcoe County

Bryan Plumstead – Grey County Tourism

A GREAT OPERATIONAL CREW



2016 BY THE NUMBERS

Visitor Services

Doors open **364 days** a year

20,000+ visitors greeted **face-to-face** with personalized assistance including events

- **HIGHLIGHTS:**

- 50% of visitors are 25-54 yrs old. 26% stay one day.
- 29% visit from the GTA (ON Residents represent 64% of total).

Other Services

75,000 annual **unique** website visits

300,000 **website** page views

5000+ **social media** channel followers

100,000 **visitor guides** distributed

40,000 **regional maps** distributed (2 versions)

40+ visitor information racks serviced around the region (members only)

- **HIGHLIGHTS:**

- Up 24% vs 2015. 65% online visitors are female. 30% online from GTA.
- Most popular content are Events, Hiking & Trails, See & Do Listings, Shoreline Adventures & Where to Stay.
- 35,000 of See & Do Guide dropped in Kitchener/Waterloo July 2016
- 20,000 copies of Summer Map fully distributed by September based on high demand.



2016 HIGHLIGHTS

- Hired dedicated Account Manager
 - Emily Deane
- More See & Do guides printed
 - Huge demand for critical regional guide
 - Direct mail campaign in Kitchener/Waterloo
- Double digit website traffic growth
 - Top ranking regional tourism resource
- Secured additional Simcoe County funding
 - For 2017 expanded services
- Elevated awareness of region
 - PR resulted in promotion to over \$3.5 million readers in Southern Ontario
 - Presentation to OTMPC front line staff in Toronto
- Positive member engagement
 - Great member testimonials
 - Great discussions with regional BIA's and Blue Mountain Village Assoc.
 - Great municipal engagement including addition of Clearview
 - Great Accommodator engagement
 - Great feedback on improved member newsletter format





MUNICIPAL HIGHLIGHTS



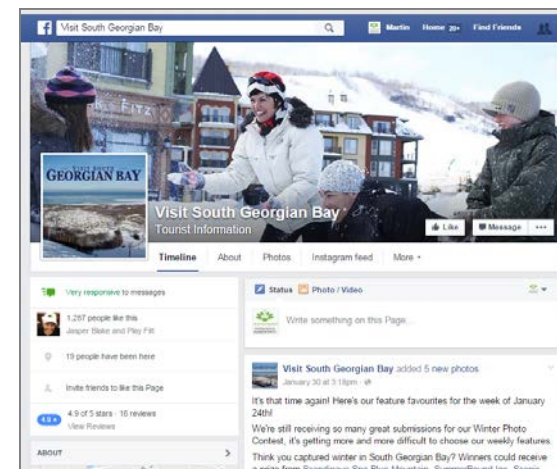
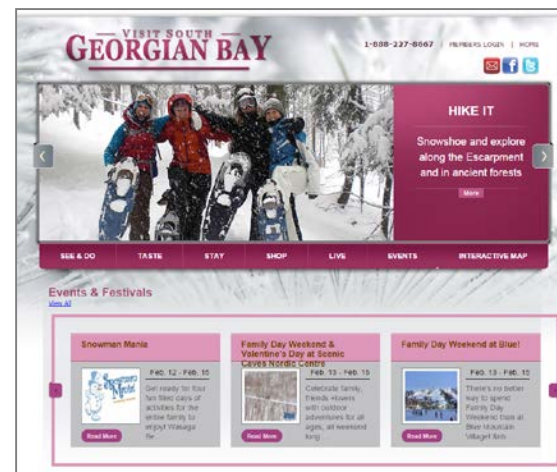
Georgian Hills Vineyard Testimonial

Georgian Hills Vineyards' member experience with the Georgian Triangle Tourist Association has been a very positive one. We work collaboratively with the GTTA to promote and showcase our business to tourists, other local business owners, and tourist industry people throughout the region. Emily brought Media Opportunities to our doorstep, such as the Ontario Travel Open House and the OMPTC presentation. Not only were these opportunities seized by the GTTA, but they communicated the results back through their Member Newsletter – a great source of relevant industry information. At a grassroots level, we are thrilled with the work Brittney and Drew do with the number of GTTA-made GHV tasting vouchers presented at our Retail Store. They have also facilitated community connections for us with larger hotels in the area, and co-promotion opportunities with our partners. We consider our GTTA membership an integral part of our overall Marketing Plan and look forward to continuing our partnership.

*Andrea O'Reilly, Marketing Manager
Georgian Hills Vineyards
Town of the Blue Mountains*

2017 STRATEGIC FOCUS

- Expanded Membership Management
 - Dedicated staff focused on account management
- See & Do Guide Growth
 - Re-design, cycling insert, 12-page French insert and direct mail drop in Quebec, expanded festivals & shows
- More Maps
 - Increase distribution of Spring/Summer Map
- Digital Development
 - French content on website, winter photo shoot, more social media focus
- Information Communications
 - Share more visitor stat details, launch of accommodation report
- Additional Municipal Services
 - Visitor support for special events, customized landing pages, BIA engagement & involvement
- Seek Additional Sources of Funding
 - Participation in regional events & trade shows
 - Brochure rack renewal program



10 REASONS YOU GET GOOD RETURN ON YOUR INVESTMENT

1. Volunteer & Industry **DRIVEN BOARD OF DIRECTORS**
2. **VISITOR INFORMATION** Regional Tracking System
3. Year-round **BROCHURE DISTRIBUTION** System
4. The only **CONCIERGE & REFERRAL SERVICE** for Visitors
5. Informative Annual **SEE AND DO** Visitor Guide
6. Growing **ONLINE PRESENCE** through Social Media & VisitSouthGeorgianBay.ca
7. The most comprehensive **REGIONAL SEASONAL MAPS** highlighting key trails & other seasonal offerings
8. **REGIONAL PUBLIC RELATIONS** & Communications Support
9. **RESEARCH** for on-going Regional Strategic Destination Plan
10. Collaborative and **FISCALLY ACCOUNTABLE**

VISIT SOUTH
GEORGIAN BAY



**Grow your tourist business
in 2017...**

We look forward to working with you to communicate your experiences and grow visitation in South Georgian Bay.

Thank you!