

BruceGreySimcoe Annual Conference 2016



Good Morning – VISION and MISSION

- **Our vision is to establish BruceGreySimcoe as Ontario's four-season destination of choice.**
- **Our mission is to work collaboratively with tourism partners and stakeholders to build, sustain and grow visitation, investment and visitor spending.**



Partners

- Tourism Wayfinding Signage
 - Bruce County
 - Ontario's Lake Country
 - Grey County
 - Town of the Blue Mountains
 - County of Simcoe / Cycle Simcoe
 - Municipality of Brockton



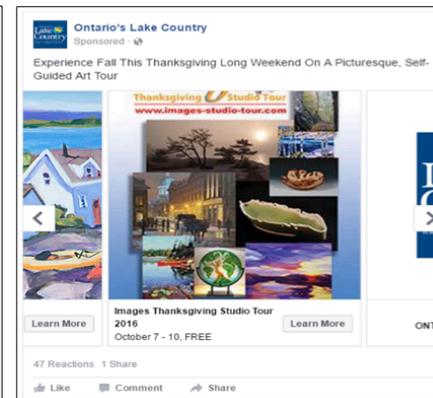
Bruce Grey Simcoe

BRUCE GREY SIMCOE



Partners cont'd

- Digital Advertising
 - The Westin Trillium House, Blue Mountain
 - iwa Spa
 - Blue Mountain Village Association
 - Tourism Barrie
 - Ontario's Lake Country



Partners cont'd

- Digital Advertising cont'd
 - Hardwood Ski and Bike
 - Silver Goose Cyclocross
 - Barrie Cycling Club
 - Sled Dog Sports Association of Southwestern Ontario
 - Friday Night Indie Series – BMVA



Partners cont'd

- Digital Advertising cont'd
 - Pumpkinfest – Saugeen Shores Chamber of Commerce
 - Peak to Shore - BMVA
 - Pumpkinferno - HHP
 - First Light - HHP
 - Thanksgiving Harvest - HHP



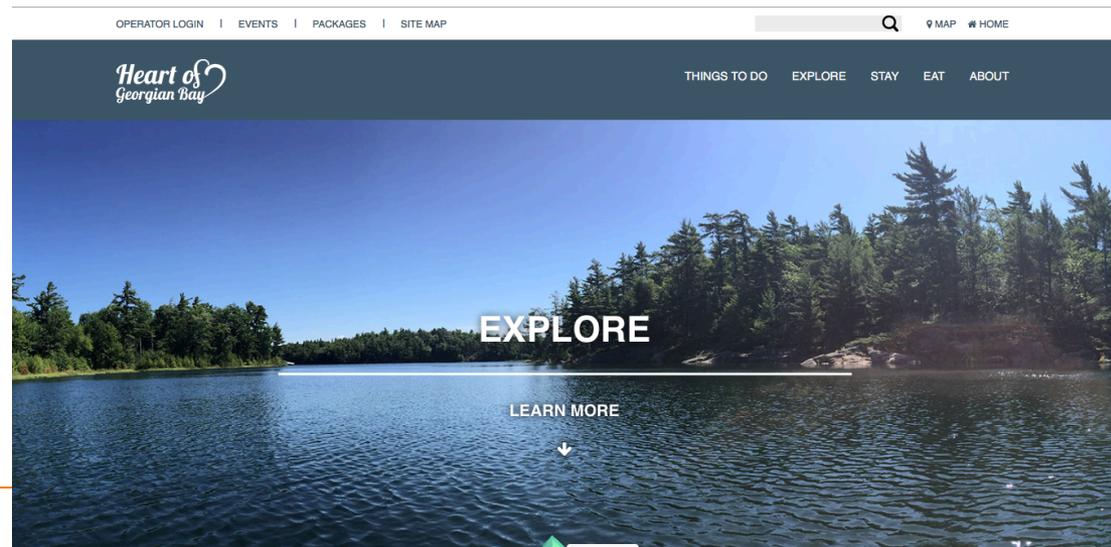
Partners cont'd

- Digital Advertising cont'd
 - Bruce County
 - Marsh by Moonlight – Wye Marsh
 - The Keys to Collingwood – Collingwood BIA
 - Collingwood Art Crawl – Collingwood BIA



Partners cont'd

- DMO Web Portal Development
 - Blue Mountain Village Association
 - North Simcoe Tourism
 - Georgian Bay Coastal Route
 - Saints and Sinners
 - Wasaga Beach



Partners cont'd

- Language Translation
 - Georgian Triangle Tourist Association

Partners cont'd

- Video Development
 - Hoity Toity Cellars
 - Scandinave Spa Blue Mountain
 - County of Simcoe
 - 365 Sports Group Inc.
 - iwa Spa
 - City of Owen Sound
 - Huronia Historical Parks



Partners cont'd

- Video Development cont'd
 - Concours d'Elegance – Cobble Beach Golf Resorts
 - Downtown Orillia Management Board
 - Municipality of Meaford
 - Scenic Caves Nature Adventures
 - Red Prince Apple
 - Georgian Triangle Tourist Association



Partners cont'd

- Static Image Development
 - Georgian Triangle Tourist Association
 - City of Owen Sound
 - Scenic Caves Nature Adventures
 - Ontario's Lake Country



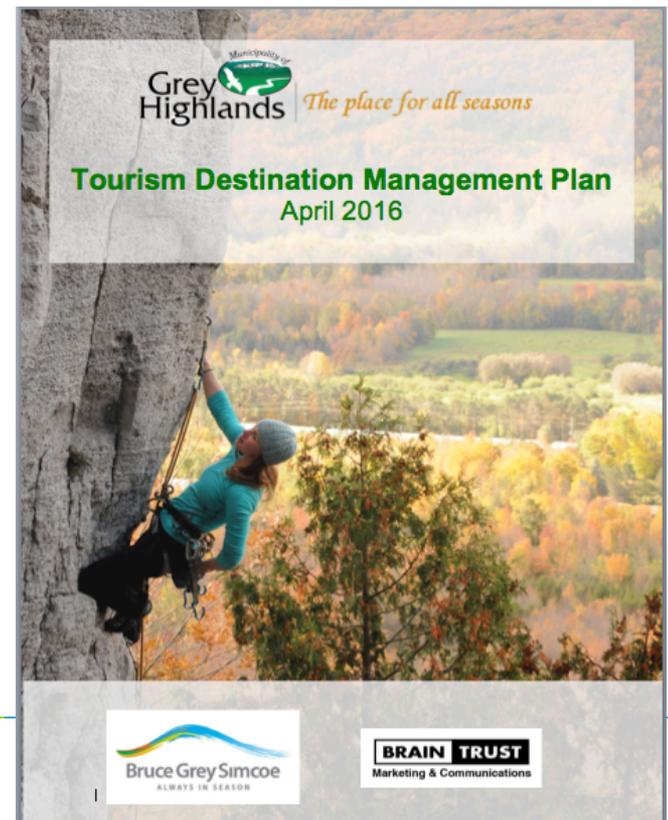
Partners cont'd

- Tourism Action/Strategies and Experience Development Plans
 - The Town of Wasaga Beach
 - City of Orillia
 - North Simcoe Tourism
 - Ontario's Lake Country
 - County of Simcoe



Partners cont'd

- Tourism Action/Strategies and Experience Development Plans cont'd
 - Grey County
 - Municipality of Grey Highlands
 - Boating Ontario
 - Town of Innisfil
 - Georgian Bay Coastal Route



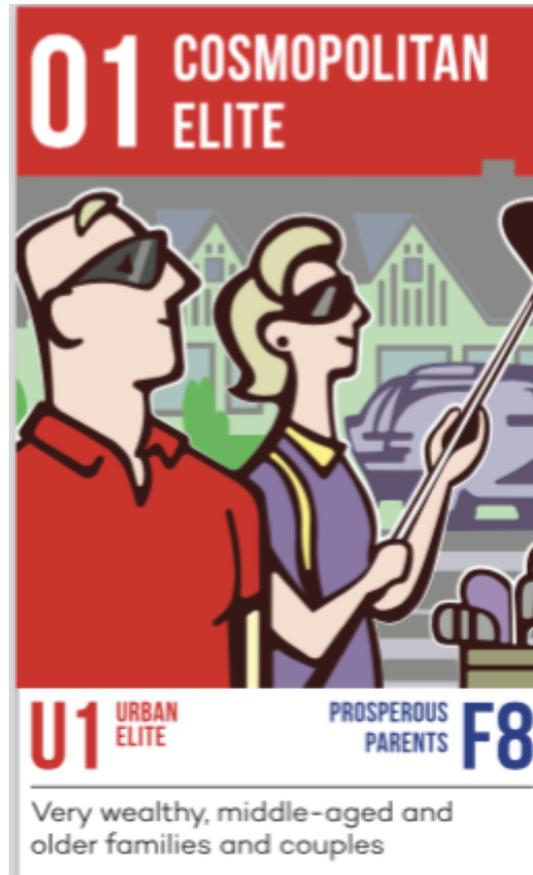
Partners cont'd



- Tourism Action/Strategies & Experience Development
 - SS Trolley – Saugeen Shores Chamber of Commerce
 - Hydro Bike rentals – Family Tide Rentals
 - Storytelling by Song – Brookside Music Association
 - Tour & Taste Expansion – Georgian Hills Vineyards

Partners cont'd

- Research
 - Burl's Creek Event Grounds
 - Bruce County
 - Grey County
 - County of Simcoe
 - City of Orillia



Partners cont'd

- Research
 - Township of Severn
 - Township of Oro-Medonte
 - Ramara Township
 - Chippewas of Rama First Nation
 - Orillia CDC



ORILLIA AREA TOURISM ASSET MAPPING (TAM) PROJECT
JUNE 2016

Sierra Planning and Management
advice • strategy • implementation

the Tourism Company

Partners cont'd

- Workforce Development
 - CFDC Collingwood
 - Orillia CDC
 - Grey Highlands
 - Grey County
 - Town of Innisfil

March 30

Time: 12:00 pm - 3:30 pm

Cost: \$25+HST

Location: Casino Rama
5899 Rama Road
Anishnaabe Ballroom

Beyond Social Media: BEST PRACTICES FOR TRAVEL BRANDS

CALLING ALL TOURISM BUSINESSES! With content overload affecting many marketing approaches, savvy brands now rely more on advertising to increase reach, engagement & overall campaign results. This 90 minute session will cover: the state of social media in travel, key social platforms for travel brands, social advertising best practices, and MUCH more!

Partners cont'd

- Workforce Development
 - Bluewater District School Board
 - Bruce Grey Catholic District School Board
 - Simcoe County District School Board
 - Simcoe Muskoka Catholic District School Board
 - Georgian College
 - Boating Ontario

@maxvaliquette

**THE PROOF &
THE PROMISE**

HOW TO BUILD YOUR TOURISM BRAND THROUGH GREAT CUSTOMER
SERVICE (AND BUILD YOUR CAREER, TOO)

Partners cont'd

- Pan Regional Projects
 - RTO 6
 - RTO 9
 - RTO 8
 - Resorts of Ontario
 - OTMPC
 - Owen Sound Transportation Company



When you give a Go Resorting Gift Certificate, you're giving experiences and memories that will last a lifetime.

Don't you deserve a gift too? Treat yourself to a weekend away, and discover Ontario's wilderness.

- Redeemable at over 100 resorts and inns across Ontario
- Go Resorting Gift Certificates never expire
- Available in denominations of \$50, \$100, \$250 & \$500

IN CASE YOU LOST COUNT

- That's 89 partnerships in one year with many in the works and many more to come!

Not to Mention

- Social Media Mentions
 - Over 100 different activities and/or partners were mentioned and/or shared, and again many more to come!

Customer Service Training – Partnership with Bruce, Grey, Simcoe counties and RT07

Metric	Bruce	Grey	Simcoe	Total
Total Number of Registrations	223	313	1090	1,626
Total Number of Course Completions	151	205	865	1,221
% of Registrants Who Have Completed the Course	68%	65%	79%	75%

- Top Three Leading Industries
 - Education
 - Restaurants/Food Services
 - Health and Wellness

BGS Service Excellence Training
 RT07.ca
 Promo Code R7125



Thank you

