

## Regional Tourism Organization 7 Fact Sheet

- RTO7 is one of 13 RTOs – independent, not-for-profit corporations – to which the Ontario government provides some \$40 million in annual funding to lead tourism planning, marketing and development in their respective regions. For more information about the Ministry of Tourism, Culture and Sport's regional tourism strategy: <http://www.mtc.gov.on.ca/en/regions/regions.shtml>
- Incorporated December 2010 (Ontario not-for-profit corporation); directed by a volunteer, industry-led board of directors drawn from private and non-private tourism businesses and organizations across the region

<b>Vision:</b>	To establish BruceGreySimcoe as Ontario's four season destination of choice
<b>Mission:</b>	To work collaboratively with tourism partners and stakeholders to enrich BruceGreySimcoe's diverse tourism experiences and to build, sustain and grow visitation, investment and visitor spending
<b>Core Values:</b>	Collaborative   Transparent   Trustworthy   Innovative   Friendly and Welcoming

- Annual funding: through Ministry-approved transfer payment agreements. Fiscal year: April 1 to March 31
- Manages a \$1 million Partnership Funding Program in support of joint initiatives and projects with BruceGreySimcoe operators and tourism organizations
- Markets and promotes the region under the consumer brand BruceGreySimcoe. Information about BruceGreySimcoe brand guidelines is available on the RTO7 industry web site
- Makes its repository of studies and research, as well as a bank of thousands of camera-ready still and video images, available to BruceGreySimcoe stakeholders at no cost through our Stakeholder Site

### Selected quick facts about BruceGreySimcoe tourism:

- In 2010 Bruce, Grey and Simcoe Counties attracted an estimated 9.5 million visitors
- Visitors spent an estimated \$1.2 billion in the region, on everything from food & beverage to accommodation to transportation, accounting for almost 7% of \$17.1 billion total Ontario tourism spending
- Tourism across the region accounts for some 27,000 jobs that deliver billions more in economic outputs
- BruceGreySimcoe has in excess of 25,000 accommodation rooms, including hotels, motels, camping and RV sites, commercial resorts, cabins and B&Bs
- There are over 400 attractions across the region, and over 600 festival and event days each year

#### For more information, contact:

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#### Consumer sites:

[www.BruceGreySimcoe.com](http://www.BruceGreySimcoe.com)  
[facebook.com/BruceGreySimcoe](https://facebook.com/BruceGreySimcoe)  
[twitter.com/BruceGreySimcoe](https://twitter.com/BruceGreySimcoe)

#### Tourism industry sites:

[www.rto7.ca](http://www.rto7.ca)  
[facebook.com/RTO7Connection](https://facebook.com/RTO7Connection)  
[twitter.com/RTO7Connection](https://twitter.com/RTO7Connection)