



Tourism Simcoe County

Bruce Grey Simcoe

November 2012

simcoe.ca

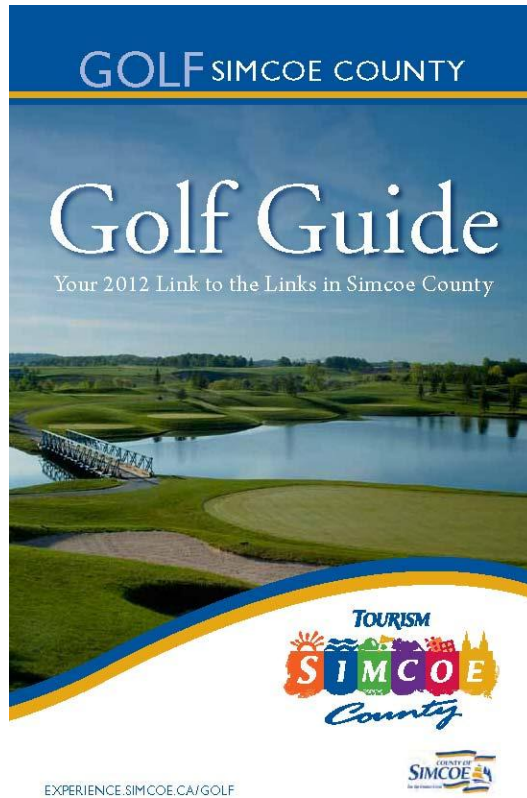
Mission Statement



To promote Simcoe County as a first class tourist destination by further developing the tourism industry and community partnerships.



GOLF



EXPERIENCE.SIMCOE.CA/GOLF

GOLF

in GREY-BRUCE

Paradise by the shores of Georgian Bay & Lake Huron



9th and 18th holes at Cobden Beach Golf Links

www.greybrucegolf.com



Grey-Bruce Golf 2011



- **3,094 Free Golf Coupons** distributed and names collected
(2,094 Toronto Golf Show, 800 London Golf Show)
- **567 Coupons redeemed**
- **18.3% Overall redemption rate**
(15.1% the previous year)
- **50% Highest individual redemption rate**
- **\$52,022.10 Revenue associated with Free Golf coupons:**
(Green fees from playing partners, pro shop purchases and food and beverage)

- **Visitors to area: 1,162**
based on free golf recipients bringing an average of one other golfer
- **Around the Sound Stay and Play Packages: 55 packages**
generated \$22,495
- **Overnight stays: \$22,750**
- **Food and Beverage: \$42,000**



R.O.I. cont'd



Totals

- Free Golf redemptions: \$52,022.10
 - Around the Sound: \$22,495
 - Overnight Stays & F&B: \$64,750

Grand Total: \$139,267.10 (up 39% from 2010)

Cost of 2011 campaign: \$23,019.92

\$ 6,000 from the Regional Tourism Marketing Partnership
\$17,019.92 from participating golf courses



2012 Toronto Golf Show



- Tourism Simcoe County (TSC) and Grey-Bruce Golf arranged adjoining booths
- TSC saw success of Grey-Bruce strategy
- RTO7 is supporting Golf in the region (micro-site)
- TSC and Grey-Bruce Golf would like take golf product to the next level
- BGS has the potential to be a leading golf destination
- Bigger presence at Toronto Golf Show under BGS brand is the logical next step



2012 Toronto Golf Show



Agri-Culinary, Cycling



- TSC is working with Grey and Bruce developing “like” product such as agri-culinary and cycling
- RTO7 currently supporting agri-culinary (micro-site)
- TSC is piloting an agri-culinary tour, partnering with Simcoe County Farm Fresh and Eco-Huronie
- TSC is seeking input and best practices from the very successful Apple Pie Trail
- TSC is learning “best practices” from Grey and Bruce with cycling product
- The trend of active transportation and support of local food and agri-tourism is an emerging one and once Bruce, Grey and Simcoe have product aligned, we would look toward RTO7 for support in order to take it to the next level

THANK YOU

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