

Tourism Operator Relations Committee

PARTNERSHIP PROGRAM UPDATE

WEDNESDAY MAY 17, 2017



2016-2017 Reconciliation

Workforce and International

UK Trade Show with Algonquin Outfitters - \$1,500

UK Sales Mission International with Deerhurst Resort - \$9,000

Tourism Excellence North - \$41,000

- Fast track to Success
- Best Practice Mission
- Stakeholder Registration (Fuel and Fun)



Content Marketing

Kee to Bala – \$1,000

Santa-Fest Bracebridge Chamber - \$900

Deerhurst Resort - \$5,000

Georgian Bay Airways – \$5,000

Clublink Resort - \$10,000

Resorts of North Muskoka - \$5,000

Huntsville Lake of Bays – \$15,000

Almaguin Highlands – \$3,500

Pine Grove - \$5,000

Georgian Bay Biosphere Reserve - \$5,000

Loring Restoule Business Association - \$5,000

Content

- 27 pieces of content produced
- Winter & Spring
- \$60,400.00

Learnings

- Consistent MOU
- Managing expectations
- Partner vs. Agency

Event & Festival Marketing

Bracebridge Fire and Ice - \$6,000

Whats Cooking Bracebridge - \$5,000

Muskoka Arts and Crafts - \$7,000

Muskoka Beer Festival - \$10,000

Great Canadian Paddling – \$1,000

Girlfriends Getaway Weekend - \$5,000

Winter Weekend Parry Sound - \$500

Xmus Fest - \$500

Muskoka Maple Festival - \$5,000

Muskoka Yoga Festival - \$3,000

Tactics

- 18 pieces of content produced
- Facebook Boosted Posts
- Radio & Print
- \$40,000

Learnings

- Consistent MOU
- Managing expectations
- Partner vs. Agency
- Packages, Tracking & Post Event Survey

Additional Projects

Georgian Bay Biosphere

- Way finding signage – 7k
- Amazing Places

Local Service Board

- Way finding signage – 2k
- Loring Restoule

Craft Beer Positioning

- OCTA – 2k
- Report and Direction

Total MTCS Partnership Spend \$166,000



2016-2017 Observations

RTO12's objectives with Partnership Fund need to be more clearly defined so we don't end up just doing another org's marketing

Need to ensure there are partnerships from all 5 sub-regions when possible

Need to stage content marketing throughout year so it is most effective in winter and spring shoulder seasons

Expectation that once an event has partnered with us twice, new events should be given consideration instead to "prime the pump"

Need to earmark % of funds for small business partnerships, and for bigger spend with corporate sponsors and government agencies where possible

Need to manage editorial to avoid duplication in the marketplace

What stays the same year over year

- Partnerships must benefit multiple stakeholders,
- Build visitation especially in shoulder seasons
- Change perceptions of the region as summer-only destination for the rich
- Build new audiences

Content: How It Works

Scenario moving forward:

1. meeting with EE staff to determine mutual objectives and strategy (if any are possible)
2. Consult with Director of Communications & Marketing Strategist
3. Content Development (content must live on EE website)
4. 2 pieces of content per project MAX
5. Targeting through EE FB page
6. Fixed timeline for promo
7. Report after results

Partnership Program Update

Stakeholder feedback

- 2 Outreach Sessions & AMA session
- Updated the process with intake form

Areas of concentration

- Events & Content (other category)
- Workforce (TEN) program

Regional Partnership Program 2017-2018

To be considered for the RTO12 Partnership Program, this form must be submitted no later than 4pm on Friday June 16, 2017.

To speak to someone further about this initial intake of proposals or the program itself, please contact Cathy Tait, Tourism Partnerships Manager: cathy@explorersedge.ca

Stakeholder (Business/Organization) Name *

Contact Name *

Contact Email *

Contact Phone Number *

Which category best suits your proposal?

- Content Marketing
- Festival or Event
- Other

Submit

Recommendations / Approach

Advance signing of the MOUs:

- 45 day development period
- Allow the team to complete work on our end
- Ensure alignment & effective use of resources

Based on Interest of the Content Program:

- Develop a multi-level program to ensure all businesses have opportunity to participate

Moving Forward: Timeline

Partnership Manager

Cathy Tait

- Communication
- MOU's
- Kuration Contracts
- Program Management
- Intake form and follow-up (June 15, 2017)



Tyler Francis @RTO12Tyler · 6d
Great day in #parrysound yesterday with
@RTO12Cathy - always nice to see the exciting
things happening @GrandTappattoo



Outcomes

DRAFT RECOMMENDED PARTNERSHIPS

Partnership – International

DISTRICT OF MUSKOKA

Commercial Air Service Development

- Origin Demand
- Airline Presentation (market demand)
- Risk-Sharing Structures
- \$40,000 (20k each)

TOWNSHIP PARRY SOUND

International Cruise Program

- GLCC Membership \$5,000
- Fall FAM Tour \$5,000
- Shuttle Service \$10,000
- \$20,000 (10k each)

Partnership – Event & Product

SESSION MUSKOKA – BEER FESTIVAL

Launch Cottage Country Beer Trail

- Booth, glassware, logo and URL on promotional material
- Content Development
- \$16,000 (8k each)

GEORGIAN BAY BIOSPHERE RESERVE

Product Development

- Pilot Project (product manager) i.e. itineraries
 - 17 properties – 2 first nations
- Self Guided Mobile Tour
- \$40,000 (20k each)
- RTO take the lead

Partnership – International

CONTENT & EVENTS - IMMEDIATE

Muskoka Yoga Festival

Island Queen

Steamship and Discovery Centre

Sawdust City Music Festival

Parry Sound BIA

Lakes of Bays Brewery

FALL PROJECTS

Muskoka Paddling

- Bay view Wildwood
- Parry Sound Festival (BIA)– Lady Shopping night
- Sunflower Festival (Almaguin)

Draft Recommended Spend of 166k

Tourism Excellence North 41k

District of Muskoka 20k

Town of Parry Sound 10k

Session Muskoka 8k

Amazing Places Georgian Bay Biosphere Reserve 20k

Content – Commit to 10k

YTD Recommended Commitment 109k



Questions



RTO12Kate

@RTO12Kate **FOLLOWS YOU**

Promoting the great Canadian wilderness north of Toronto. Insights and info for stakeholders. Strategy and process rule our world. Email for quicker response 😊

📍 Ontario explorersedge.ca



James Murphy

@rto12news

Get industry updates from Ontario's regional tourism organization for Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound.

rto12.ca



Cathy Tait

@RTO12Cathy **FOLLOWS YOU**

Manager of Tourism Partnerships for RTO12/ Explorers' Edge

📍 [Bracebridge, Ontario](#)

256 FOLLOWING 27 FOLLOWERS



Tyler Francis

@RTO12Tyler **FOLLOWS YOU**

Explorers' Edge Tourism Operator Relations - meeting with tourism stakeholders in [#AlgonquinPark](#) [#Almaguin](#) [#LoringRestoule](#) [#Muskoka](#) [#ParrySound](#)

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