

City of Barrie Economic Development Committee

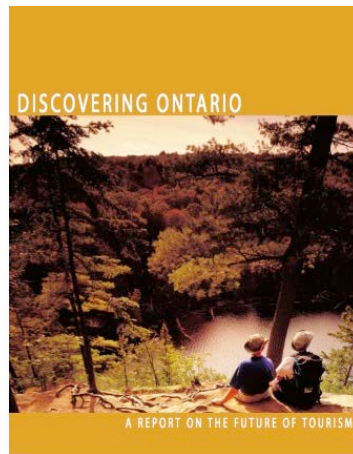
Presentation by Regional Tourism Organization 7 :: May 2, 2012



- Region 7 Branding
- Interdependency

Background

- The “Sorbara Report” (2009) recommended a regional approach based on industry led organizations who would “bring together stakeholders... to oversee the development of new products, and to identify and define unique experiences offered by the region...”



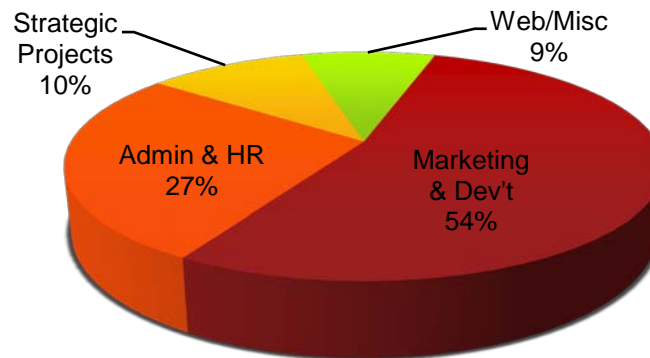
www.mtc.gov.on.ca/en/regions

RTO mandate

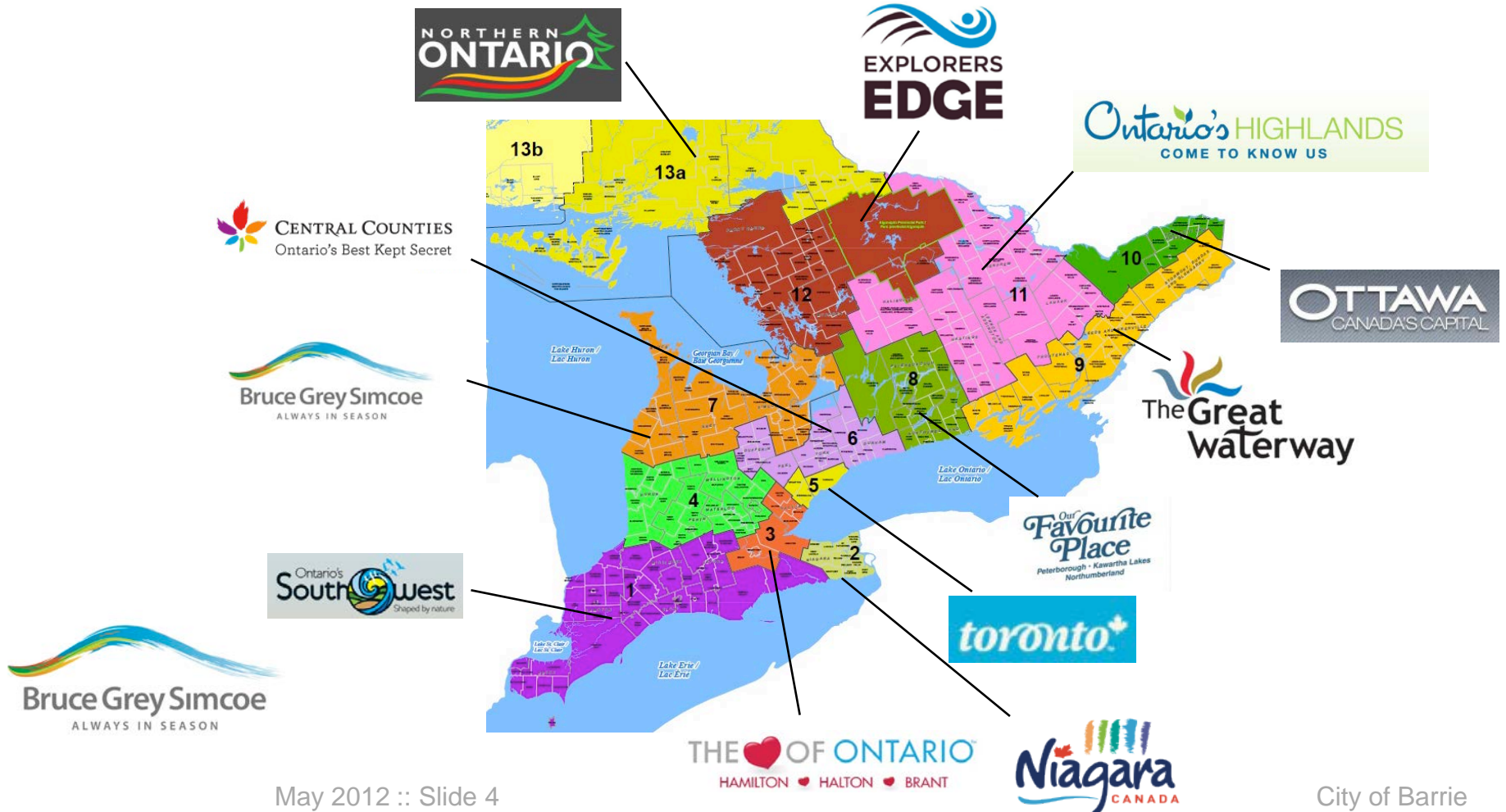
- 13 regions created 2010
- RTOs are funded by the province and accountable to the Ministry of Tourism, Culture and Sport for leading strategic initiatives to build tourism in four key areas:
 - Marketing
 - Tourism product development
 - Workforce development
 - Investment attraction

About RT07

- Incorporated December 2010
 - Industry-led board
- Vision for BruceGreySimcoe:
 - “To be Ontario’s four season destination of choice”
- 2012/13 funding: \$2.143 million



Why brand?



The essence

What is Unique to Region 7?

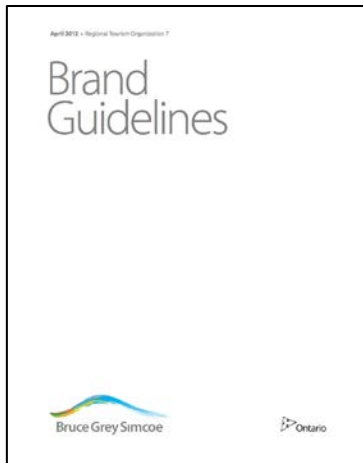
- The entire region is **rich in character**
- People feel they **'decompress'** upon entering the region
- **Deep sense of community** and family within the region
- **Respect for nature** and environment
- **Quiet pride** - doing what is right - family connections, connections to the earth, the land
- **Serenity** lives in the region
- **Big Water** delivers beauty, activity, and calming effects
- **Big Sky** plays the role of the canvas upon which the region's beauty is painted



Positioning Goal:

“Develop a positioning that celebrates but goes far beyond the water or hills that have so far defined the individual places in the three counties, to incorporate the emotional benefits of coming to Region 7, including a sense of fun and adventure, as well as the welcoming, friendly atmosphere”

BruceGreySimcoe



www.rto7.ca

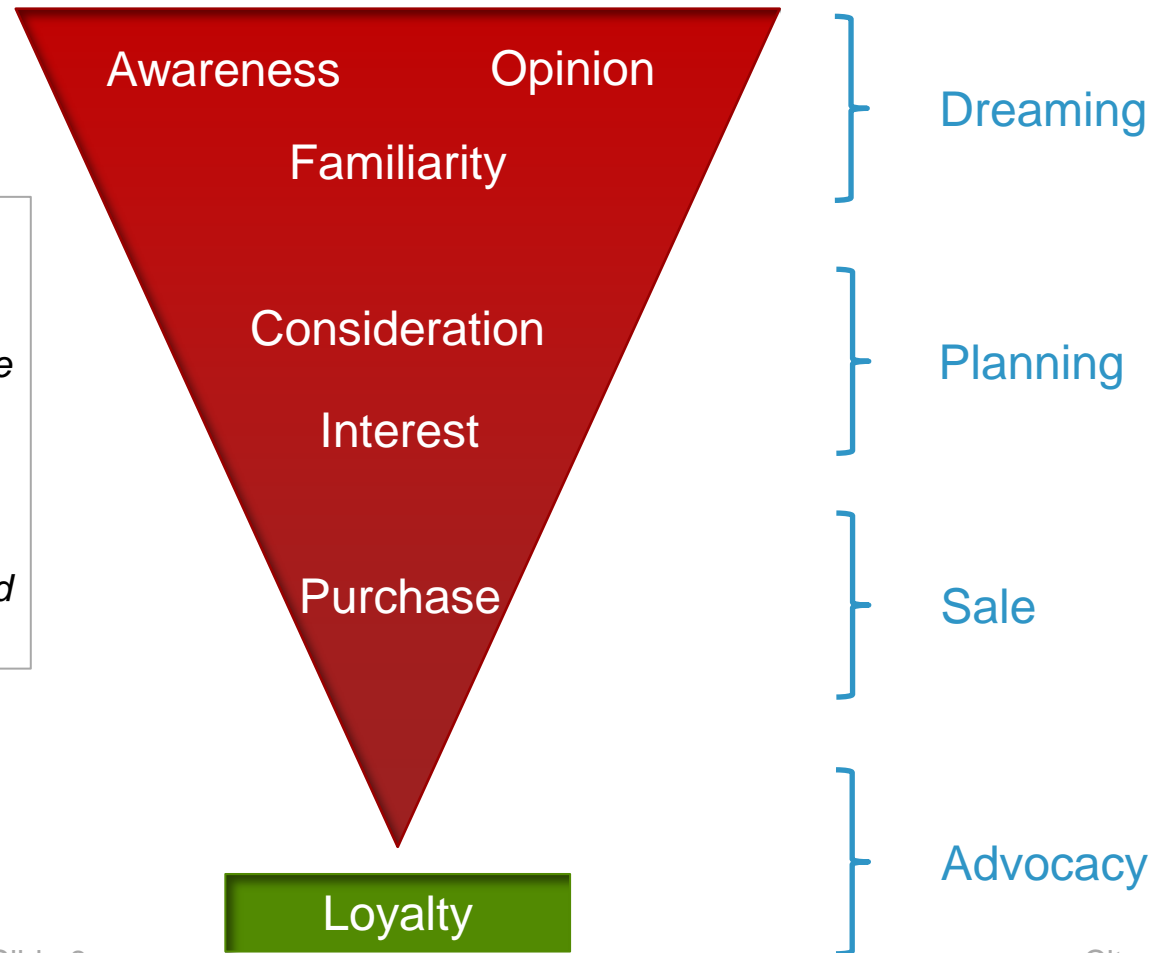
“BruceGreySimcoe is a region characterized by big sky, big land and big water. In one elegant brush stroke, the logo captures both the surge of a sun-dappled wave, and the dramatic sweep of topography over the escarpment. The play of colours within the wave reflects the changing seasons, trailing off in a spray of icy blue.

The name, BruceGreySimcoe, anchors the logo in lines that are simple, clean and friendly. Together, the graphic and typography create a fresh, vibrant image with timeless appeal.”

- *BruceGreySimcoe Brand Guidelines*



The travel purchase funnel



The Internet is the #1 source of information for travel planning

– Google

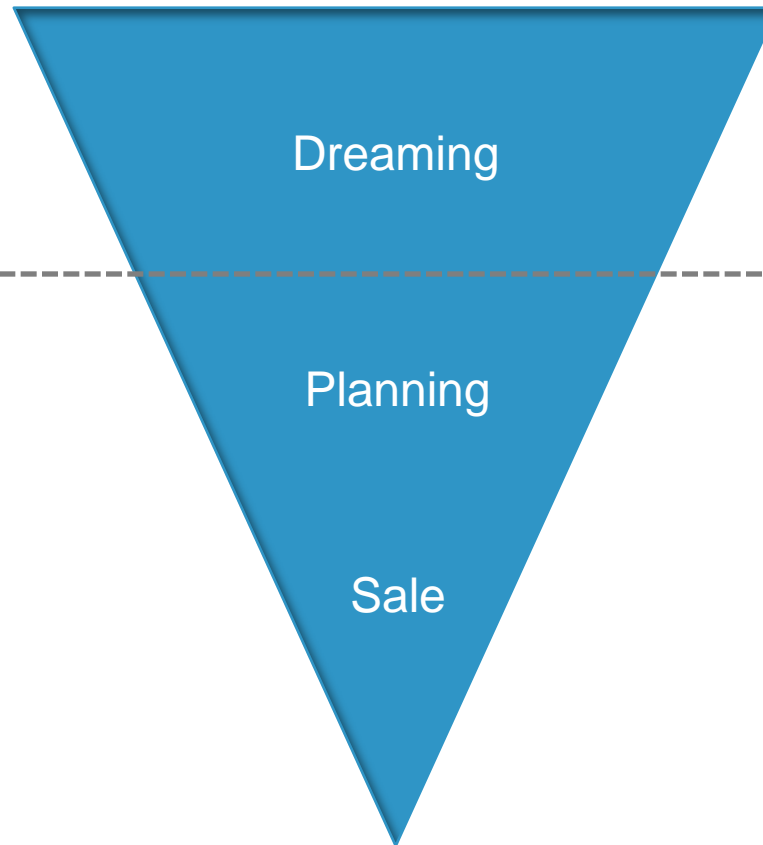
86% of Canadians have Internet access (95% under age 55)

– Ipsos Reid

Interdependency

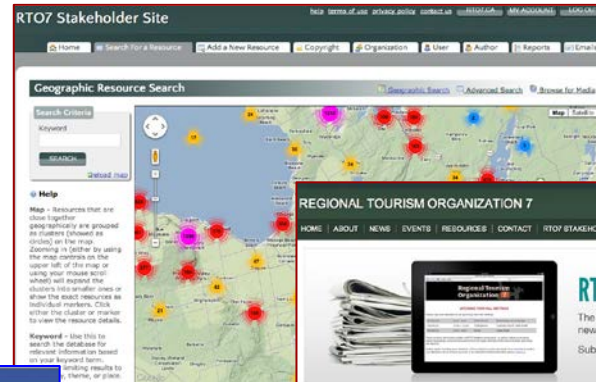
The regional brand lives here. Targeted marketing interests and motivates consumer at beginning of the decision cycle

This space belongs to DMOs, tourism organizations and operators. It's their job to inform, persuade and ultimately close the sale – and ensure a visitor experience that will result in return visits



Beyond marketing, RTO7's role is to provide support to stakeholders, in the form of strategic and collaborative leadership, that will enhance and sustainably grow tourism across the region

Thank you



Industry: www.rto7.ca

