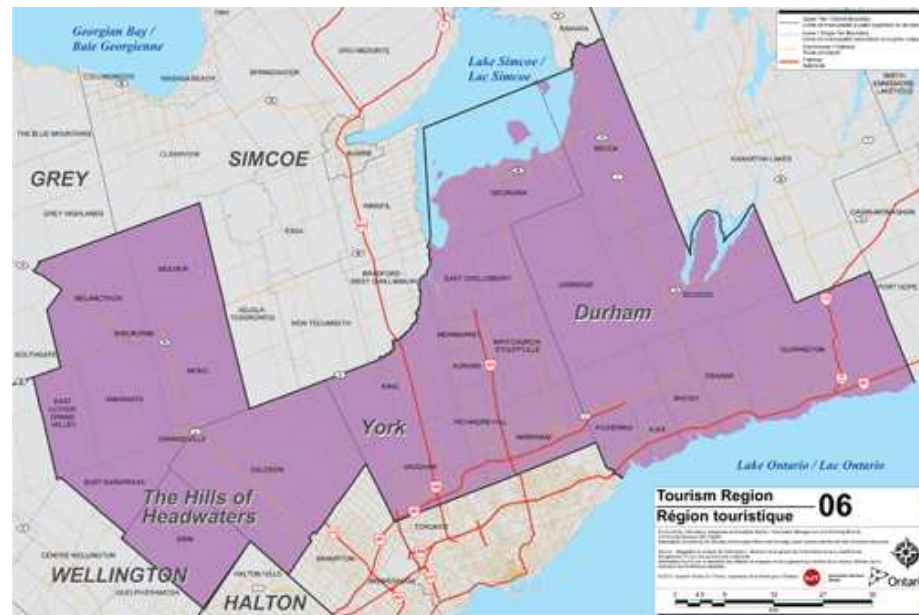


# Orangeville Tourism Workshop

## Zone 6 Regional Tourism Organization Overview



as of May 31, 2011

# Zone 6 Regional Tourism Organization Overview

---

We are...

- a new regional tourism body, undertaking the building of a stronger, more competitive and sustainable local tourism industry
- directed by the Province to oversee regional tourism growth

## **Our Mandate**

to support and grow Region 6 tourism

### *The Approach:*

Economic growth through increased tourism is to be achieved by the provision of strategic, research-based leadership and active, effective partnerships with government and key stakeholders

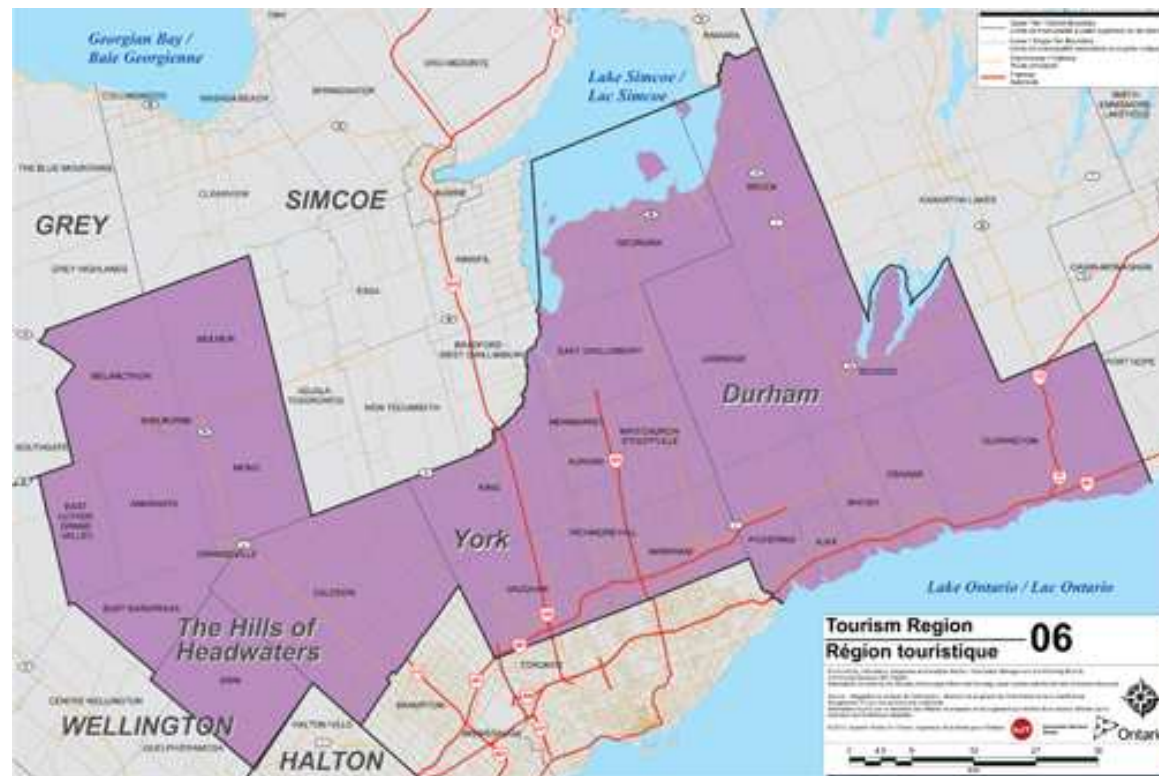
### *Our Belief:*

Strategic planning, industry partnership, and research-based decision making are the keys to successful tourism growth and development

# Zone 6 Regional Tourism Organization Overview

Where is Zone 6?

RTO Zone 6 encompasses the geographic region served by Durham Region, York Region and the Hills of Headwaters Tourism Association.



# Zone 6 Regional Tourism Organization Overview

---

## **Our Vision**

*To be widely recognized as a vibrant, exciting and diverse tourism destination, providing visitors with exceptional experiences*

## **Our Mission**

*To increase regional tourism activity by promoting and developing those unique and competitive tourism products which attract high yield visitors from outside the Region*

# Where we have come from....

## Inception Timeline

---

### February 2009

- 'Sorbara' report *Discovering Ontario: A Report on the Future of Tourism* released by the Ministry of Tourism & Culture

#### **Key Recommendation:**

The creation of 11 regions / DMMOs (destination marketing management organizations) to “bring together stakeholders ... to oversee the development of new tourism products, and to identify and define unique experiences offered by the region.”

### January 2010

- Ministry of Tourism & Culture announces plan to create 13 provincial tourism regions
  - Each to be managed by its own regional tourism organization (RTO)
  - Each to be incorporated as independent not-for-profit tourism organizations
  - Each to be industry led and collaboratively managed

### July 2010

- Transition Committee formed to create the Zone 6 Regional Tourism Organization
- Consumer Test Marketing campaign development

# Inception Timeline

---

## **November 2010**

- RTO 6 incorporated as a not-for-profit tourism organization
  - Permanent Board installed
  - Governance Plan
  - Legal corporate standing
  - Organizational funding from the Ministry

## **January 2011**

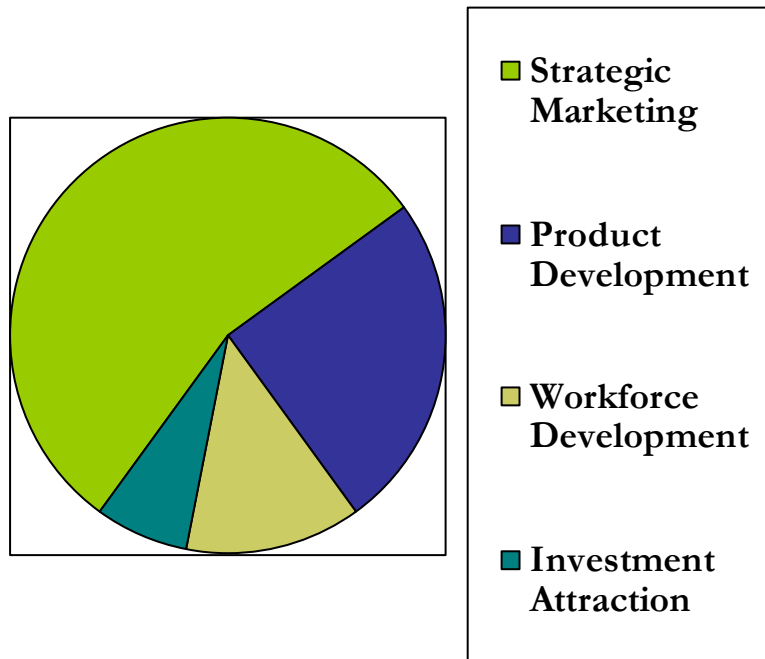
- Post Incorporation Strategic Planning initiated
  - Strategic Plan
  - Brand Strategy
  - Marketing Strategy
  - Consumer & Industry Outreach Plans

## **May 2011**

- Staff hired – Executive Director, Sharon Kennedy
  - Business & Operational Planning
  - Marketing Initiatives
  - Industry Relations & Communications

# The Four Pillars

---



- Strategic Priorities for the RTO
  - Strategic Marketing
  - Product Development
  - Workforce Development
  - Investment Attraction
- Created by the Ministry to guide the RTO mandate
- includes research, program development, program delivery & evaluation

# Milestone Projects

---

- Long Term Strategic Framework for the new organization recently approved
- Research & Development – completion June 2011
  - Branding Strategy
  - Marketing Strategy
  - Product Development Strategies:
    - Sport Tourism & Event Hosting
    - Meetings & Conference Business
  - Industry Benchmarking Survey
- Strategic Marketing
  - Consumer Web Site & Social Media
  - Consumer Test Marketing – seasonal awareness campaigns; golf product test marketing
  - Photography & Image Bank
  - OTMPC program alignment: digital marketing, web content, joint marketing initiatives

# Next Steps:

## Marketing & Product Development

---

- In partnership with new agency of record
  - Develop Fall Consumer Campaign & industry partnership opportunities
  - Increase destination awareness
  - Enhance online presence & digital marketing
  - Review RTO 6 Branding
  
- Review/Implementation of:
  - Market research
  - Consumer test marketing results
  - Product development strategies & opportunities
  
- Create Product Development Advisory Committee with industry partners
  
- Launch B2B web portal and business directory in partnership with tourism stakeholders to enhance marketing efforts & industry collaboration opportunities

# Zone 6 Regional Tourism Organization Overview

---

## □ Ongoing Activity

- Business & Strategic Marketing Planning for 2011/12
- Industry Outreach & Presentations
- Industry Partnership Development
- Product assessment & development
- Communications Strategy Development

B2B web site – *Launching Summer 2011*

# For more information:

---

- For information regarding the role & objectives of the Regional Tourism Organizations and of the Ontario Ministry of Tourism and Culture (MTC) provincial RTO initiative, visit:

[www.mtc.gov.on.ca/en/regions/regions.shtml](http://www.mtc.gov.on.ca/en/regions/regions.shtml)

- For background regarding the establishment of RTO 6, visit:

[www.rto6transition.ca](http://www.rto6transition.ca)

- For a regional map of Region 6, visit:

[www.mtc.gov.on.ca/en/regions/regions6.shtml](http://www.mtc.gov.on.ca/en/regions/regions6.shtml)

**RTO 6** welcomes the opportunity to learn more about your business and we welcome your enquiries and collaboration

**RTO 6 Office:**

Markham Convergence Centre, 7271 Warden Ave., Markham L3R 5X5

**289-846-3653**

**info@rto6.biz**