



Kawartha Lakes • Northumberland County  
Peterborough & the Kawartha

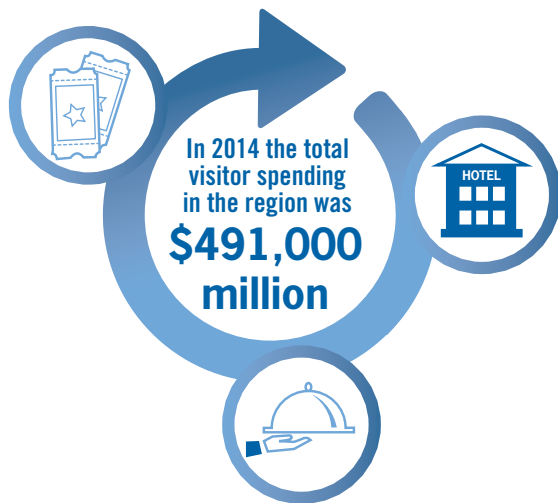


ONTARIO  
*Yours to discover*

2017

TOURISM PARTNER INFORMATION





## What Does RT08 Do?



Stakeholder Communications



Partnership Allocation Program

- Product Development
- Marketing Campaigns
- Translation Services
- Wayfinding Signage
- Photography & Videography
- Membership Support



Consumer Marketing Initiatives



Workforce Development & Training



Trip Planner

## Tourism Related Employment IMPACTS

# 4900 JOBS

### PARTNERS

#### Stay Connected with RT08

Website: [rto8.com](http://rto8.com)

Facebook: [@RegionalTourismOrganization8](https://www.facebook.com/RegionalTourismOrganization8)

Twitter: [@rto\\_8](https://twitter.com/rto_8)

In 2014 the total number of visitors to the area was:



# 5.6 million

ON AVERAGE  
OVERNIGHT VISITORS  
SPEND **\$127**  
**PER TRIP**  
AND STAY 2.3 NIGHTS

## PURPOSE OF VISIT

# 45%

VISIT FOR PLEASURE TRAVEL

# 51%

VISIT FRIENDS & RELATIVES

### VISITORS

#### Stay Connected with Kawarthas Northumberland

Website: [kawarthasnorthumberland.ca](http://kawarthasnorthumberland.ca)

Facebook: [@KawarthasNorthumberland](https://www.facebook.com/KawarthasNorthumberland)

Twitter: [@perfectwknds](https://twitter.com/perfectwknds)

Instagram: [@perfectwknds](https://www.instagram.com/perfectwknds)

Butter Tart Tour Facebook: [@ButterTartTour](https://www.facebook.com/ButterTartTour)

Butter Tart Tour Twitter: [@ButterTartTour](https://twitter.com/ButterTartTour)

[#ExperienceKN](#) [#FishKN](#) [#FoodKN](#)

[#ArtsKN](#) [#BoatKN](#) [#ButterTartTour](#)



## Greetings from the Executive Director and Board Chair

2016 -17 was a record-breaking year! We set records in the number of events and training sessions hosted by RTO8, the dollars leveraged with our Partnership Allocation Program, and the surge of social media engagement online. We built the capacity and awareness of the Kawartha's Northumberland region as a prime tourist destination.

We're proud of our partnerships with Resorts of Ontario, Attractions Ontario, Ontario Tourism Marketing Partnership Corporation (OTMPC), Ontario by Bike and the Culinary Tourism Alliance, all of whom assisted us in promoting the tourism partners within our region.

Our commitment to support workforce development and training saw the completion of our second annual Hospitality & Tourism Career Expo with Fleming College. Over 150 grade 11/12 students from across the region met with 28 industry partners who showcased career opportunities within the travel and hospitality industry.

Through our partnership with OTEC (Ontario Tourism Education Corporation), we have implemented both our Regional Tourism Ambassador program and our Service Excellence Dynamics program. These programs offer business owners and staff the tools and skills to enhance the visitor experience to our region, encouraging visitors to stay longer, explore farther and spend more.

Our focus on product development continues to see growth with more than ten new experiences near completion. Through programs like The Edge of the Wedge, IGNITE, and accelerated market readiness

consultations, we are supporting our tourism partners in the creation of unique and authentic experiences for visitors to our region. We can proudly say that Kawartha's Northumberland has the highest number of Edge of the Wedge graduates (25) outside of the Maritimes in all of Canada. We can expect many more new and enhanced visitor experiences to promote our region in the future.

Our dedicated board of directors continues to ensure that policies, procedures and strong governance are in place. As we enter year 4 of our 5 year strategic plan, we will once again hold an annual review to ensure we align with the new Strategic Framework for Tourism in Ontario, which was released late last year.

It is only through the commitment of our volunteer board, advisory groups, dedicated staff and amazing tourism partners that we can continue to support a competitive and sustainable tourism industry, attract visitors, generate economic activity, and create jobs with the region that encompasses Kawartha Lakes, the City and County of Peterborough, and Northumberland County.

### **Don Parks**

Board Chair  
Regional Tourism Organization 8  
– Kawartha's Northumberland

### **Brenda Wood**

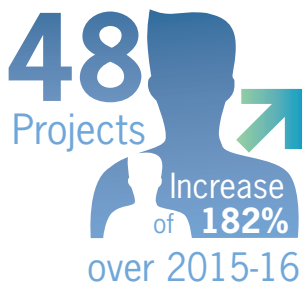
Executive Director  
Regional Tourism Organization 8  
– Kawartha's Northumberland  
[brendawood@rto8.com](mailto:brendawood@rto8.com)



## Message from the Operations Coordinator

### Success In Numbers

It was a great year for our Partnership Allocation Program. It was relaunched with simplified application forms, a streamlined approval process, and project initiative categories to help partners better understand the program and eligible projects. We successfully worked with 34 partners from across the region to deliver on 48 different projects to leverage \$270,000 toward partner initiatives.



We're working to create a better understanding of the program and how it is a true partnership with the RTO. Our goal is to create and participate in mutually-beneficial projects, and strive to develop truly engaging partnership opportunities for those involved in the program. Our Partnership Allocation Program Satisfaction Survey for 2016-17 showed that 100% of respondents would refer the program to others, were very satisfied with the program, and found that the program met their needs and their expectations. Partners used the words Well-Managed, Useful, Straight-forward, and High-Quality to best describe the program.

### Partner Projects

We partnered on a wide-range of projects last year. For External Marketing, we did everything from a large-scale print campaigns with the Globe & Mail, a nation-wide digital campaign with Destination Canada targeting millennials, helped partners upgrade their websites to be mobile-responsive, and partnered to have Kawarthas Northumberland representation at consumer tradeshows. We created a Sweet Treat Tour, partnered on the development of the Bobcaygeon Bike Share Program, and sent 11 tourism partners to GMIST's "Edge of the Wedge" experiential development training program. We worked with two partners to obtain French translation services. We partnered on a Bobcaygeon Wayfinding Signage project created to get people off the waterway and in to explore the town. We have 10 new Attractions Ontario members and 5 Feast ON restaurants/events. And we increased our image library by 22 videos, over 2800 photos, and hours of raw footage to be used to market the region.

CONTACT

Marie Lummiss  
Operations Coordinator  
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## Testimonials

“Our partnership with RTO8 was key for the creation of our bike sharing station for tourists and new wayfinding signage project. Now visitors, including Lock 32 boaters, can readily see everything Bobcaygeon has to offer on our new signage and maps, and they have a fast and fun way to see all our town’s attractions.”

*Carly Poole, Impact 32*

“The Rice Lake Tourist Association truly appreciates working with Brenda and Marie of RTO8. Their leadership has proven to be both inspirational and profitable, enabling us to undertake bigger and better marketing projects on behalf of our 32 tourism business members. The Partnership Allocation Program is a huge success, in which we plan to participate for years to come.”

*John Andersen, President RLTA*



## 2017-18 Program

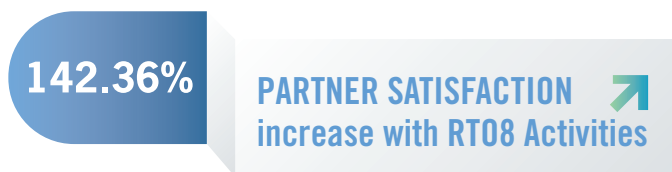
We look forward to seeing great success in the 2017-18 year, with continued support for all project initiative categories from last year, and the addition of a Workforce Development & Training category. Information on supported initiatives, program requirements, and eligibility can be found in the 2017-18 Partnership Allocation Program Guidelines document that is available for download at <http://rto8.com/partnership/allocation/>.



## Message from the Partner Communications Coordinator

### Training Sessions and Workshops

2016 was a record-breaking year offering 14 unique training sessions and workshops. We are proud to say that we have provided tourism partners with training in experiential development, working with travel writers, video creation, various social media platforms, help with Ontario Travel listings, Kawarthas Northumberland Regional Ambassador training, Trent Severn Waterway Trail Town Development, and more. We are happy to report a satisfaction rate of 96% from those who have attended our training sessions.



### Ontario Travel.Net

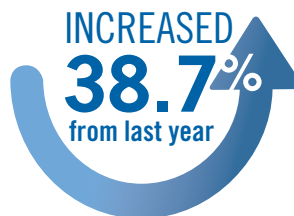
Ontario Travel plays an important role in Global marketing reach and tourism product translation in ideal markets for Kawarthas Northumberland. Having partner listings on OntarioTravel.Net aligns us with Ontario's tourism marketing and allows our partners the opportunity to have their businesses, packages and events shared with the province, into the world. This past year we have added 52 partner listings, 30 updated listings, 19 Packages and 65 Events.



### Online Service Excellence Training

Kawarthas Northumberland has been pleased to offer business owners and staff an opportunity to increase their customer service skills through our short online Service Excellence course. We're happy to say that 225 Service Excellence Certifications were awarded through this program last year. Moving into 2017 we look forward to offering this program again.

Partner Collaboration with RT08 Activities



CONTACT

Sarah Kerr  
Partner Communications  
Coordinator  
sarahp@rto8.com



## Kawarthas Northumberland Regional Tourism Ambassadors

Launched in October 2016, the Regional Ambassador Training Program is a simple half-day of equipping our regional tourism partners and front-line staff with the tools they can use to stay up to date on what our region has to offer. During the training, Ambassadors meet other people who share similar interests; encouraging visitors to stay longer, explore farther and spend more during their visit. Following the training, Regional Ambassadors are invited to stay up to date with fresh tourism product through the Regional Ambassador Facebook Group and attend various experience opportunities to explore the region so that they can share their experiences and make excellent recommendations to visitors. Kawarthas Northumberland Regional Ambassadors receive training on the Trip Planner which is a perfect resource for front-line tourism staff to use to help guests plan their trips.



### CONTACT

Stay Connected with RTO8 Partner and Industry Opportunities:

- Sign up for our newsletter at [rto8.com](http://rto8.com)
- Facebook: Regional Tourism Organization 8
- Twitter: @rto\_8



## Message from the Marketing and Communications Coordinator

### Hello!

I'm excited to join the small and powerful RTO8 team as your new Marketing and Communications Coordinator, especially at such a great time for tourism opportunities in this region. The story in marketing for the past year has two main themes. The first theme is quality content production and the second theme is driving unprecedented engagement. Here are some key highlights from the last year.

### Butter Tart Tour & Taste-Off

- Top post for the Butter Tart Tour Facebook page: request for judges (84,269 impressions).
- Approx. 4000 event attendees (YOY increase of 2,700). Record sell-out for partners.
- Busiest event at Peterborough Farmer's Market in years.
- Earned Media: CBC Radio The Sunday Edition and Northumberland News.

### Four Ad buys with OTMPC and Resorts Ontario

- 35,028 consumer interactions on the KN website and/or social media account pages.
- Finalist for an Ontario Tourism Award of Excellence & for Tourism Marketing Partnership Award.

### Social Media & Content Development

- Developed over 2673 pieces of photography, videography, and drone footage.
- Videography project: 15 towns and villages along the Trent Severn Waterway.
- 17 "Meet our Bakers" videos for the Butter Tart Tour.
- 3 photography shoots for butter tarts.
- Miles Arbour's "bikepack" blog of the Central Ontario Loop Trail.
- Updated Trip Planner with visits totalling 39,331. (Target was 10,000.)
- Winter Contest: over 34,367 visits to KN website and 2,883 click throughs to partners.

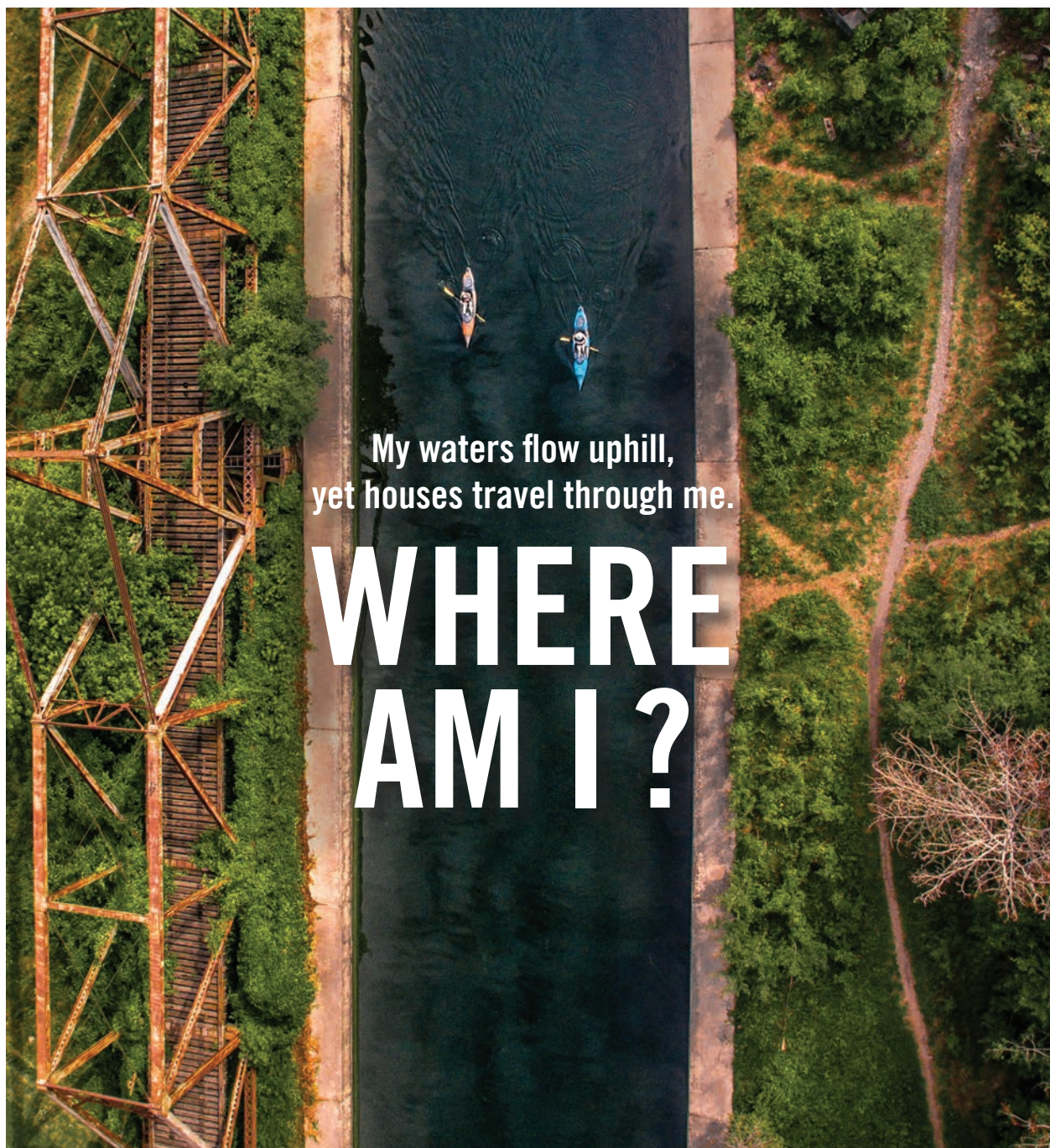
### Looking Ahead: 2017-18

Traditional advertising will focus on partnerships like the OTMPC "Where am I?" campaign and on strategies for increasing awareness in target markets. Our online strategies will leverage our great content and continue to build an engaged online community, ensuring our region is in the forefront of our audience's mind during the planning stages of visitor travel. We will roll-out our "Meet the Bakers" series and our videos of Trent-Severn towns/villages. We will continue to develop strong content that best showcases the unique experiences of our region, and we will work with our loyal followers to feature their content. In 2017 we will launch a new Kawarthas Northumberland website.

CONTACT

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Marketing and Communications  
Coordinator  
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My waters flow uphill,  
yet houses travel through me.

**WHERE  
AM I ?**

ONTARIO  
*Yours to discover*

Visit [kawarthasnorthumberland.ca](http://kawarthasnorthumberland.ca)  
for experiences to see and do along the Trent-Severn Waterway,  
one of Canada's National Historic Sites.

  
**Kawartha**  
NORTHUMBERLAND

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# Introducing Our New Trip Planner!

## Plan Your Trip!

Build your own tour by selecting attractions from featured experiences, browsing categories, or by searching our database of local sights, festivals and events.

The Trip Planner has been used as a central resource for the Kawarthas Northumberland Regional Ambassador Program. As Ambassadors are educated through the program about the region and our visitors, each is trained on how to use the Trip Planner to create custom itineraries for visitors and guests.

The Trip Planner was created to work without the need for access to wi-fi or data (perfect for silent canoe trips, or driving tours), so after the site is loaded, it can remain accessible to visitors easily.

This tool is perfect for front-line tourism staff to use to help guests plan their trips, send an itinerary in advance, or follow up on directions to destinations in the region.

If you would like to see or edit your listing on the Trip Planner, email Sarah Kerr at [sarahp@rto8.com](mailto:sarahp@rto8.com).







More flavours at [ButterTartTour.ca](http://ButterTartTour.ca)

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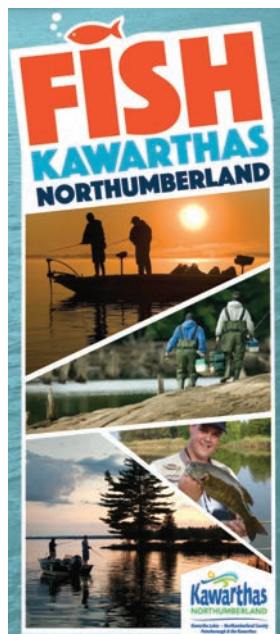
# BE HERE.

[kawarthasnorthumberland.ca](http://kawarthasnorthumberland.ca)  
#ExperienceKN

Twitter Facebook Instagram icons

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FOR CYCLING, HIKING,  
STUDIO TOURS AND  
MUCH MORE.

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