



# SOUTH GEORGIAN BAY TOURISM

ANNUAL GENERAL MEETING  
OCTOBER 30TH 2018

MEAFORD HALL

The background of the slide features a photograph of a calm lake under a soft, hazy sky. The water's surface is textured with gentle ripples, and the horizon line is visible in the distance. A dark blue horizontal band is superimposed over the middle of the image, serving as a backdrop for the title text.

# Board of Directors

**Mylisa Henderson - Scandinave Spa Blue Mountains**

**Susan Nicholson - Collingwood BIA**

**Cheryl McMenemy - Collingwood Olive Oil Co.**

**Shane Bage - Living Stone Resort**

**Tim Hendry - Municipal Rep , Town of Blue Mountains**

**Amanda Murray - Municipal Rep , Clearview Township**

**Stephen Murray - Municipal Rep, Municipality of Meaford**

**Martin Rydlo - Municipal Rep, Town of Collingwood**

## **PARTNERS**

**Kathryn Stephenson - Tourism Simcoe County**

**Bryan Plumstead - Grey County Tourism**

## MEET OUR TEAM



**BRITTNEY WRIGHT**  
SENIOR TOURISM SPECIALIST



**MELISSA TWIST**  
REGIONAL TOURISM  
MANAGER



**CRAIG LITTLE**  
TOURISM SPECIALIST

CATHY JAQUES

# Financial Statements

2017

HOW IS THE LANDSCAPE OF  
BUSINESS TOURISM  
CHANGING?

HOW CAN TOURISM IN  
SOUTH GEORGIAN BAY FIT  
INTO IT?

WHAT SUPPORT DO BUSINESSES  
NEED HERE?

# Become a DEO (Destination Education Organization)

Noun: An in-destination management organization whose purpose is to increase length of stay, yield and overall satisfaction of visitors to the region. Specifically, by providing relevant education to communities, businesses and consumers.

# Municipal Education

Municipal education gets fulfilled by providing consistent high-quality visitor information services in the region. Providing education and advocacy initiatives for infrastructure enhancements for key tourism touch points, while demonstrating the economic benefits of tourism dollars in the region.



# Business Education

Business education gets fulfilled by becoming the region's concierge service that assists visitors once they're coming & in market. This includes helping businesses with PR, organization of specific theme or activity-based itineraries, and curating content that will promote individual (and collective) businesses. It's a shift to more of a business to business organization, leveraging the assets and products being sold on the ground by member operators.



# Consumer Education

Consumer education gets fulfilled by presenting a consistent face of visitor services in-region. This means providing consumers with specific in-market themed or activity based itineraries of what to do, best of guides and content curation to encourage extended length of stay and increased spending at member business.



# ORGANIZATIONAL ROLE & FUNCTION

South Georgian Bay Tourism is an In-Destination Education Organization (IDEO) whose ROLE is to enhance the visitor experience through seamless connection between visitors and unique products and experiences.

# SOUTH GEORGIAN BAY WILL PERFORM THIS EDUCATIONAL FUNCTION THROUGH:

- Member Education
- Route Education
- In-destination Information Distribution
- Storytelling
- Partnership Development

## Content Headline Examples

*"Top 10 Local Supper Secrets*

THAT WILL SURPRISE YOU. "

*"Blue's Best Bar Tenders*

WHO ALWAYS REMEMBER YOUR NAME. "

*"Mmmmmmm*

MICRO-BREWERIES. "

*"Apple - Y Ever After*

FIVE APPLE ORCHARDS TO GET MARRIED IN. "

*"SUP?*

FIVE BEST SUNSET PADDLES ON GEORGIAN BAY. "

*"Shredding Singletrack*

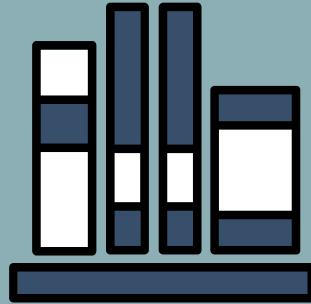
WHAT YOU NEED TO KNOW ABOUT 3 STAGE. "

*"Lifty Lingo*

TOP 5 BEST WAYS TO AVOID LIFT LINES THIS WINTER. "

*"I Scream, You Scream,  
We All Scream For Caffeine*

WHERE TO GET YOUR COFFEE FIX. "



Brand Promise



**GENTLY NUDGE AND  
GUIDE VISITORS WITHIN  
THE REGION TO SEIZE  
THEIR DAY BY  
DISCOVERING UNIQUE  
PLACES, ACTIVITIES,  
EXPERIENCES AND PEOPLE**

# 2018 Numbers

15%

increase in website  
traffic vs 2017 with  
120,000 unique visits

20%

increase in social  
media followers from  
2017

12%

total engagement  
-likes  
-comments  
-shares



# 2018 HIGHLIGHTS



REBRANDING



NEW WEBSITE



CREATED IN DESTINATION  
CONTENT



# DISTRIBUTION



## VISITOR GUIDE

41% Quebec  
32% In Ontario  
27 % Office Use



## SOUTH GEORGIAN BAY MAP

45,000 maps  
distributed around the  
region



## VISITOR SERVICES

On-Site Visitor  
Information 364 Days  
a Year  
On Site Event  
Information

A person with long hair, seen from behind, stands in a forest. They are wearing a dark jacket. The forest floor is covered in dry leaves and twigs. Tall, thin trees are in the background. The lighting is soft, suggesting a misty or overcast day. Large, semi-transparent blue numbers '56' are in the top left corner, and '99' is in the bottom right corner.

## COLLINGWOOD ADVENTURE VOYAGES

Visit South Georgian Bay and its dedicated staff have been pivotal in our success since our businesses conception. For over 8 years it has been a pleasure working and building with what I consider the most valuable resource that any business in the tourism/service sector could ask for. I look forward to the continued support from the South Georgian Bay tourism office and offer assistance in any way possible to the continued growth and vision that is tourism within South Georgian Bay

Kevin Johnson  
Owner/Head Co-ordinator

# ENGAGEMENT



5k followers



7k followers



10k Calls

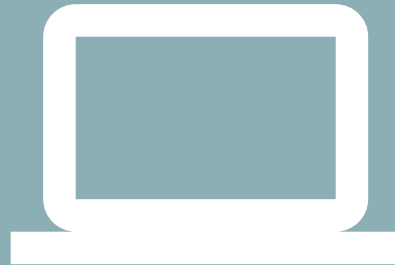


2k followers

# STRATEGIC FOCUS FOR 2019



Member  
Education



Digital Content



Visitor  
Storytelling

## LONGER TERM STRATEGIC PLAN

- **Education**
- **Advocacy**
- **Collaboration**





# THANK YOU!

WE LOOK FORWARD TO WORKING WITH YOU IN 2019