



Regional Tourism Organization 9 (RTO 9) Launches Tourism Rebuilding Strategy

KINGSTON, ON, JULY 27, 2020 – RTO 9, the leading strategic partner to sustainably develop and manage tourism in South Eastern Ontario has formally launched its Immediate Action Plan and Interim Strategy designed to support local destinations and SMEs rebuild tourism this summer and fall.

Developed with the advice of tourism management firm **Twenty31 Consulting** using a scenario-based framework, the Action Plan and Interim Strategy includes a number of specific initiatives including training, communications, itinerary development and, marketing.

As part of the launch of the Action Plan and Interim Strategy, RTO 9 has retained via a competitive selection process, **Alphabet®** as their Marketing Agency of Record. Under the direction of RTO 9, **Alphabet®** will lead the creative development and regional marketing efforts to drive high-value tourism to and within **South Eastern Ontario**.

Beattie Tartan will support the **Alphabet®** team with earned media marketing programs including media relations and outreach, influencer marketing, and content creation.

“The Ontario tourism industry is profoundly impacted by the COVID-19 pandemic and faces a real risk to near-term survival, affecting thousands of businesses and livelihoods,” said Bonnie Ruddock, Executive Director, RTO 9.

“Our Action Plan and Interim Strategy is one tool we have to directly support our communities and promote the safe return of tourism. As the situation continues to unfold, we are committed to working with our destination partners, tourism

operators, and communities in **South Eastern Ontario** to safely rebuild our tourism economy.”

Over the coming weeks, **Alphabet**® will prepare a regional marketing plan based on the latest market research insights to promote safe tourism to and within **South Eastern Ontario**. The plan will highlight the region’s unique tourism products and experiences to high-potential travel consumers.

“With domestic tourism on the rise, we are thrilled to be working with the RTO 9 team and their destination partners to (re) position **South Eastern Ontario** as a top tourism destination to consumers in Ontario and other provinces,” said Cathy Kirkpatrick, Partner, Alphabet®.

About RTO 9

RTO 9 is a regional tourism organization established in 2010 that is funded by the Ontario Ministry of Heritage, Sport, Tourism, and Culture Industries. RTO 9 actively promotes tourism for the South Eastern Ontario region and works to support and grow the tourism industry through marketing, product development, investment attraction, and workforce development initiatives.

About Alphabet®

Alphabet® is a team of creative professionals, conceptual thinkers, and results-driven strategists who thrive on solving complex problems. They work with national associations, tourism organizations, and B2U clients to identify opportunities and transform organizations. Alphabet® is based in Ottawa, Ontario.

About Twenty31 Consulting

Twenty31 works with leaders of travel and tourism destination management organizations, operators, hoteliers, airlines, and investors to define their unique competitive advantages and develop, implement, and assess strategy. Twenty31 is based in Vancouver, BC, and Toronto, Ontario.

About Beattie Tartan

An extension of top UK communications agency – Beattie Group – Beattie Tartan is one of Canada’s most sought-after full-service integrated PR, communications and marketing agencies with a specialty in travel and tourism. Beattie Tartan blends cohesive communications services with robust creative strategies to invigorate and galvanize business success for clients.

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