



Regional Tourism  
ORGANIZATION

# Drive for Excellence

## Destination Marketing Support Program

2021 - 2022

“Build a flexible and progressive tourism development support program designed to maximize economic impact and long term value for destinations in the region”

# Overview

## CREATES A CONTINUUM OF PARTNER SUPPORT

- Maps out how destinations and operators want to develop over time; business, market and trade ready
- Allow destinations and operators to self-identify their current readiness and understand what's ahead
- Collaborate with destinations to provide direct access to professional services and knowledgeable marketing support
- Provides a strategic and measurable industry development legacy

# Overview

## **BUILDS A MUTUALLY- BENEFICIAL MOU BETWEEN DESTINATIONS AND RTO**

- Destinations and/or operators must submit reports, research finding and prepare/deliver a final report for RTO9
- RTO9 gains access to all program information and intelligence to help inform future regional marketing efforts and create shareable knowledge

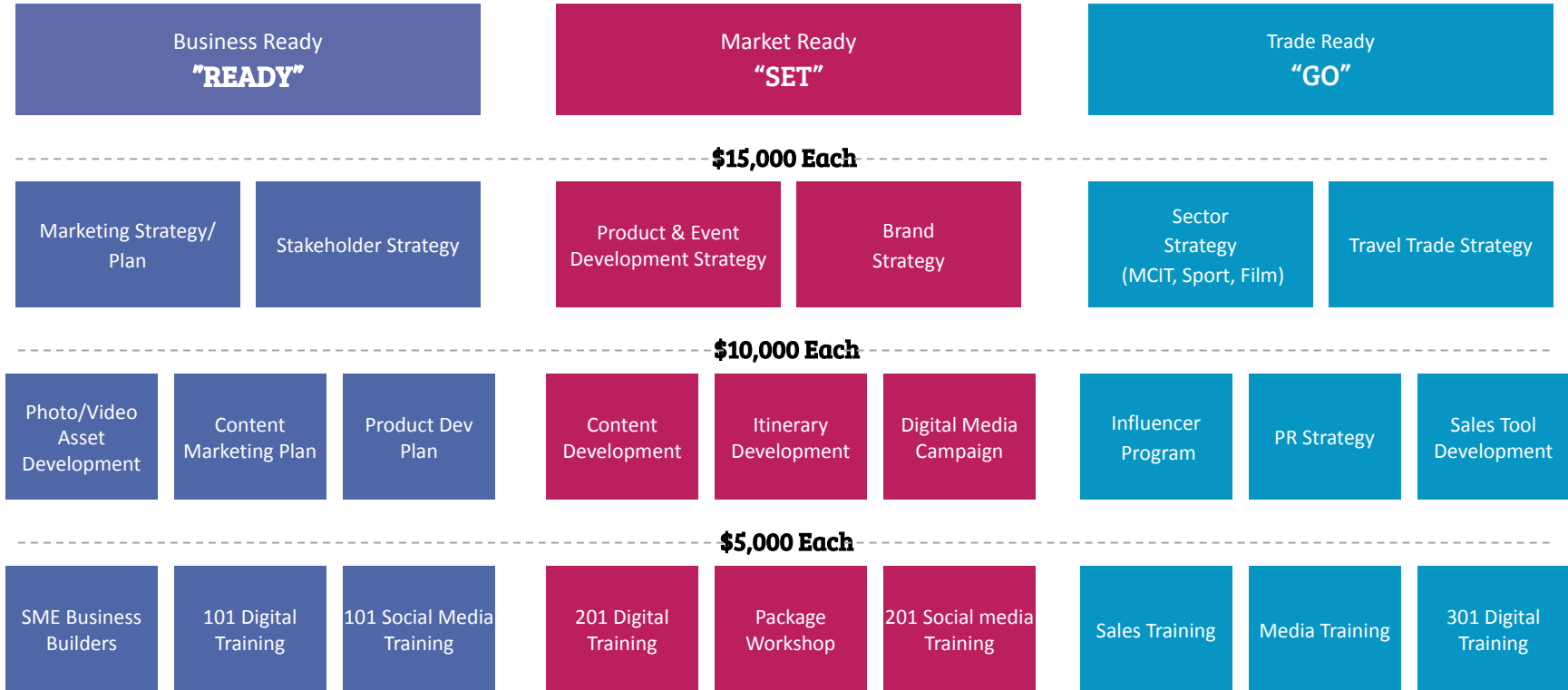
# Overview

## SIMPLIFIES ADMINISTRATION

- Destinations/ Operators select professional services from options provided
- RTO procures the services and contracts directly with AOR Vendors (Alphabet, Twenty31, Beattie Tartan, Search Warrant)

Destinations self-identify where they need most assistance; destination and product development, marketing, research, local SME support. Each destination is provided \$25,000 in program delivery.

### RTO9 Drive for Excellence Program Options



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**Ready**

**Marketing Strategy;** analysis of position in market, opportunities for growth, unique product offering, future growth potential

**Stakeholder Strategy;** review of stakeholders, prioritize audiences and messages

**Photo/Video Asset Development;** identify areas of need for marketing asset development; stills, motion video, blog articles, design of existing content

**Content Marketing Plan;** review of existing content plan, development of annual content calendar, recommendations for channels, distribution and variety of messages

**Event Development Plan;** review of existing assets and identify/prioritize opportunities (short/medium/long term) and create an action plan

**SME Business Builders;** provide local operators with Tourism HR Canada's Business Builders online course (up to 50 operators) \* available Fall 2021 tbd

**101 Digital Training;** Choice of workshop: Analytics 101, Google My Business, Google Ads 101, You Tube 101, Google Search 101, SEO 101 (can be operator or DMO focus)

**101 Social Media Training;** Best practices for organic and paid channel management

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**Set**

**Event Development Strategy;** analysis of existing products and events (including 2021 Covid consideration), opportunities for growth, recommendations for short/medium and long term development

**Brand Strategy;** review of existing brand positioning, consumer awareness, creative articulation of competitive position

**Content Development;** delivery of content for use in marketing activities; photography, motion video, articles/stories, infographics

**Itinerary Development;** working with local operators to build area itineraries based on experiences and/or niche activities – preparation for trade

**Digital Media Campaign;** development of digital media campaign – media planning, execution and final report included (creative not included)

**Package Workshop;** provide local operators with customized packaging workshop based on Elevating Canadian Experiences focus; shoulder season and culinary

**201 Digital Training;** Choice of workshop: Analytics 201, Google My Business, Google Ads 201, You Tube 201, Google Search 201, SEO 201 (can be operator or DMO focus)

**201 Social Media Training;** Best practices for organic and paid channel management



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Go

**Sector Strategy;** choice of strategic focus; sport, film, MC&IT – expert-led strategy development identifying recommendations for market/audience focus, sales opportunities, short/medium/long term development opportunities

**Travel Trade Strategy;** development of bespoke travel trade strategy to reflect market opportunity for your destination (U.S. domestic, international), how to jump start group travel post-pandemic

**Influencer Program;** identify a number of key influencers to engage in influencer marketing program; domestic, international, interest based

**PR Strategy;** expert-led strategy identifying recommendations for key areas of focus, proposed tactics and on-going pr management plan

**Sales Tool Development;** identify need for specific tool development; for use at trade shows, sales missions, media outreach opportunities (video/web/editorial)

**Sales Training;** provide local operators with sales training workshops – build operator knowledge and performance

**Media Training;** provide destination stakeholders with media training (could be one-on-one or group style training session)

**301 Digital Media Training;** Choice of workshop: Analytics 301, Google My Business, Google Ads 301, Google Search 201, SEO 301 (can be operator or DMO focus)

## NEXT STEPS

- RTO works with each destination to select what projects they will partner on
- RTO and Destination finalize an MOU; scope, deliverables and reporting requirements
- RTO provides timelines and launches project



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**Steve Weir**

Marketing & Communications Manager

613.341.6638

[sweir@region9tourism.ca](mailto:sweir@region9tourism.ca)