

Welcome Kit



Our Purpose :

RTO 9 works closely with tourism-related business owners across South Eastern Ontario in the development and promotion of visitation to the region. The organization works closely with destination marketing organizations, destination marketing programs, municipalities, counties and independent business owners to explore strategic projects and programs to support and grow tourism.

This welcome kit is intended to introduce the role, support and partnership opportunities that RTO 9 provides to all those engaged in tourism in South Eastern Ontario.



Who We Are

RTO 9 is a regional tourism organization 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 product development and marketing initiatives.

Our organization has invested in two brand concepts. Our consumer regional brand, South Eastern Ontario, gives a sense of place. Our industry brand, RTO 9 (Regional Tourism Organization 9), supports our destination brand and operators within South Eastern Ontario.

Regional Tourism Organizations were introduced in 2011 by the provincial government to provide marketing and tourism development support in a more localized way. There are 13 Regional Tourism Organizations across the province.

RTO 9 spans from Cornwall through to the Bay of Quinte and stretches north to the Rideau Canal. It's destinations include: Cornwall, Stormont Dundas Glengarry (SDG Counties), Leeds & Grenville including the 1000 Islands and Rideau Canal Waterways, Brockville, 1000 Islands Gananoque, Kingston, Frontenac County, Lennox & Addington, Prince Edward County and the Bay of Quinte including the cities of Belleville and Trenton.

Destinations

- 1 Bay of Quinte
- 2 Prince Edward County
- 3 Lennox & Addington
- 4 Frontenac County
- 5 1000 Islands & Rideau Canal Waterways
- 6 Kingston
- 7 1000 Islands Gananoque
- 8 Brockville
- 9 Cornwall
- 10 SDG Counties



Board of Directors & RTO 9 Staff

RTO 9 is managed by a staff team that includes:

The Board of Directors for RTO9 is made up of 13 members from the region's different tourism destinations. With decades of combined experience, The Board of Directors for RTO 9 guide the strategic direction and key decision making for all RTO 9 tourism activities.



Bonnie Ruddock

Executive Director

bruddock@region9tourism.ca



I help operators and stakeholders by ensuring that RTO 9 is providing programming and services that address your needs. RTO 9 is your regional tourism voice and we collaborate with local, provincial and national organizations for the betterment of tourism in South Eastern Ontario. Tourism drives our economy, and helping your business grow is vital to our success.



Lori McIsaac

Director, Experiential
Tourism Development

lmcisaac@region9tourism.ca



I help operators develop unique Experiential Tourism Products across the RTO 9 region. I also work closely with operators who are awarded Partnership Funding to help attract visitors to the region.



Lindsay Medeiros

Digital Marketing Specialist

lmedeiros@region9tourism.ca



I help operators and stakeholders by amplifying their stories and experiences through various types of content on our consumer/visitor channels.



Steve Weir

Marketing and
Communications Manager

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I help operators and stakeholders through collaboration and introduction, through sharing stories with potential media outlets and by being a sounding board for potential marketing initiatives.

The Tourism Funnel

Destination Canada

Markets Canada as a tourism destination to the world to bring visitors to Canada.

1

Destination Ontario

Markets the province of Ontario both domestically and internationally as a tourism destination to bring visitors to Ontario.

2

RTO 9 (South Eastern Ontario)

Markets the South Eastern Ontario region as a tourism destination to bring visitors to its destinations.

3

DMO/DMP

Destination Marketing Organizations and Destination Marketing Programs market their respective regions as tourism destinations to bring visitors to their destination.

4

Local Tourism Office/ Chamber of Commerce

Markets their respective regions.

5

Tourism Operator

Markets towards their target market to get visitors to their place of business.

6

What We Do

Our work focuses on these main areas:

Research & Economic Impact Studies

RTO 9 invests in timely, strategic research studies to assist operators and destinations in marketing and product development planning.

Includes:

- Consumer research
- Performance tracking
- Economic outlooks
- Insight & perspective

Industry Workshops & Education

Providing workshops and education for tourism businesses at no charge. Workshops are provided in person and online, and can be found on our website.

Includes:

- Digital marketing
- Social media marketing
- Ecommerce
- Leadership training and certifications
- Professional development
- Sector presentations



Marketing & Product Development

We work with key stakeholders and partners within the Tourism Industry in the region to collectively market South Eastern Ontario as a top destination of choice for visitors to Ontario from the rest of Canada and the world.

Includes:

- Sector campaigns
- Earned media
- FAM & Influencer outreach
- Content marketing programs
- South Eastern Ontario website & social channels
- Trade outreach promotion
- Image sharing

Partnerships

Each year, RTO 9 works with tourism partners to grow existing tourism products or introduce new ones. These projects serve to enhance the region's diversity of offerings to create a competitive advantage in tourism experiences throughout the South Eastern Ontario region.

Includes:

- Product development
- Itinerary development
- Marketing support
- Destination development projects
- Experiential tourism development coaching



Why Get Involved

We encourage you to get involved with RTO 9 to help grow, nurture or introduce a new tourism business or idea in South Eastern Ontario. Here's a few ways you can get involved:

- Get in touch! Make sure we know who you are and have current images of your business.
- Attend or suggest a workshop.
- Looking for a connection? We can help connect you with the right individual.
- Keep us informed about new ideas and offerings so we can help promote your business.
- Use our research to help form your business and marketing plans.
- Apply for our partnership program, there may be support available for your business.



Useful Links

[Workshops & Events](#)

[Map of RTO 9](#)

[Recent Research Findings](#)

[Partnership Funding](#)

[Photo Library](#)

[Consumer Website](#)

[Brand Assets](#)

[Marketing Opportunities](#)



We look forward to the opportunity of working with you to help grow tourism in South Eastern Ontario.

RTO9.ca

