



RT09 AGM

September 9, 2022



Welcome

Richard Allen – Board Chair

RT09 Board of Directors 2021/2022

Richard Allen – At Large

Sean Billing – At Large

Brett Christopher – Gananoque

Heather Ford – Kingston

Megan Knott – Kingston

Kevin Lajoie – Cornwall

Krista LeClair – Kingston

Trevor Norris – Bay of Quinte

Elizabeth Pilon – At Large

Rob Plumley – Land O'Lakes

Pamela Robertson – Brockville

Edward Shubert – Prince Edward County

Ann Weir – Leeds & Grenville



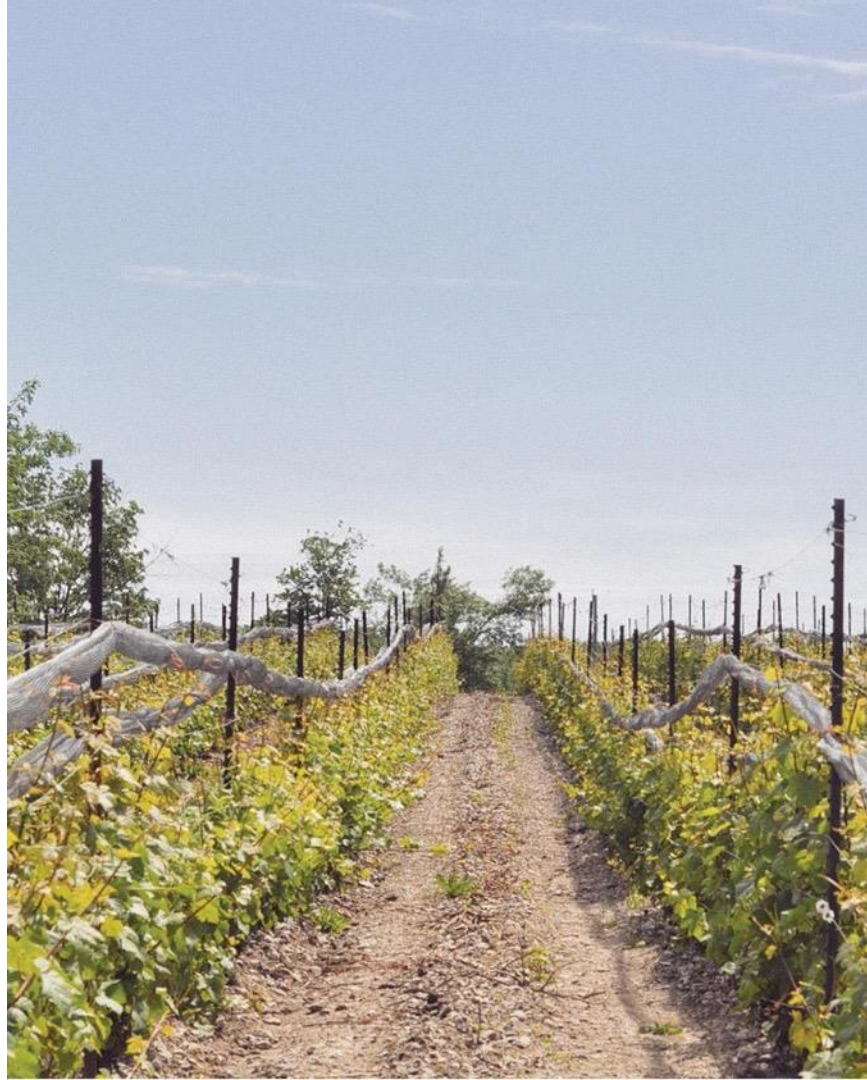
AGENDA

Welcome/Land Acknowledgement – Richard Allen, Board Chair

Approval of Agenda – Richard Allen

Review of 2021/2022 initiatives – RTO 9 staff

2021/2022 Financial report – Kevin Lajoie, Treasurer



Welcome

Bonnie Ruddock – Executive Director

Product Development

Objective: To enhance visitor experiences through well-designed tourism products that meet current and future customer demand.

- Contract the services of CBRE
- Market Research
- Regional Film Initiatives
- Indigenous Tourism



Product Development (con't)

- Canadian and Federal Training Programs
- Work with DMO/DMP to implement programs
- Pan-regional itineraries
- Travel Trade



Investment Attraction

Objective: To increase investment in the tourism industry to enhance visitor experiences.

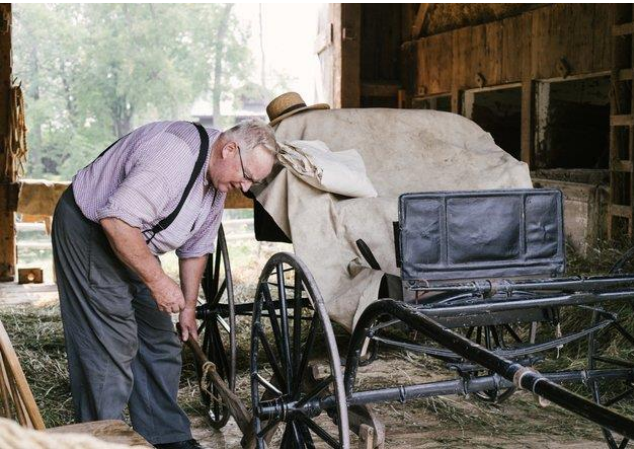
- Engaging Industry
- Ontario East Economic Development Corporation



Workforce Development

Objective: Facilitate and support the attraction, development, and retention of a tourism workforce to enhance the visitor experience.

- National Programs – RTO9.ca
- Workforce Development Plan
- Training programs
- OTEC working groups



Marketing

Objective: To maintain and increase awareness of South Eastern Ontario and RTO 9 as a travel destination and increase conversion in target markets.

- Drive for Excellence
- FAM Tours & Media Relations
- Rail & Roam
- Great Taste of Ontario
- Cruise Campaign



Marketing

Drive for Excellence



Marketing

FAM Tours and Media Relations

- 9 Media Familiarization Tours
- Additional Media FAM Tours thru DFE
- Media Kit developed



Marketing

Rail & Roam



LANDSBY



rail +
roam

rail x
roam



- 1.2M impressions
- 24,875 clicks at a CTR of 2.03%, which is well above the industry benchmark of 0.9%.

Marketing

Great Taste of Ontario

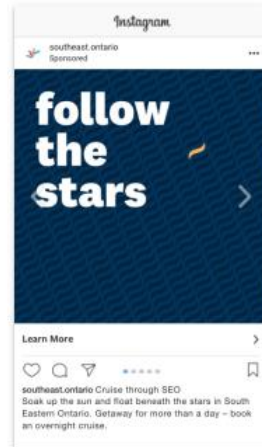
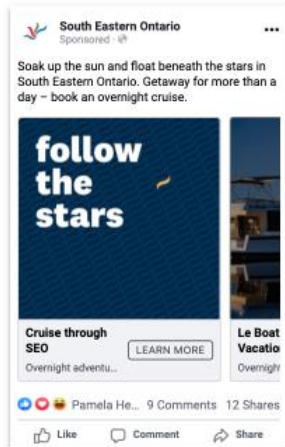


Summary Passport Downloads for RTO 9

- Bay of Quinte 131
- Cornwall & SDG Counties Adventure Pass 41
- Cornwall & SDG Counties Foodie Pass 37
- Eastern Ontario Brewery Tour 41
- Frontenac County 27
- Lennox & Addington County 24
- Prince Edward County 395
- South Eastern Ontario 79
- Visit Kingston 85

Marketing

Cruise Campaign

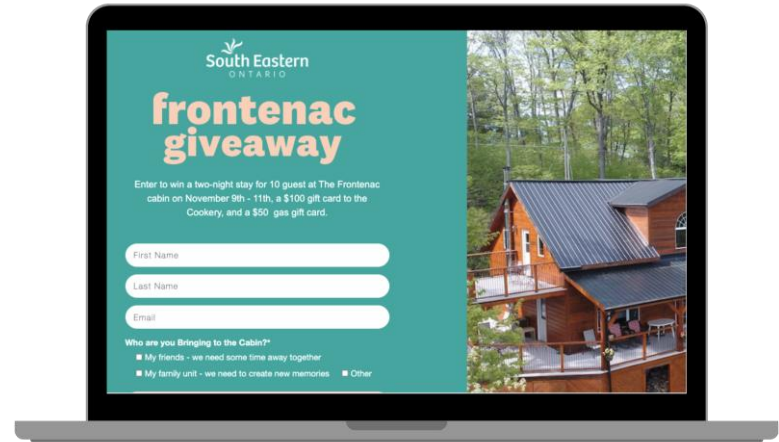


- 6M impressions during the campaign period
- 41,652 clicks at a CTR of 0.66%.

Marketing

South Eastern Ontario (Visitor/Consumer)

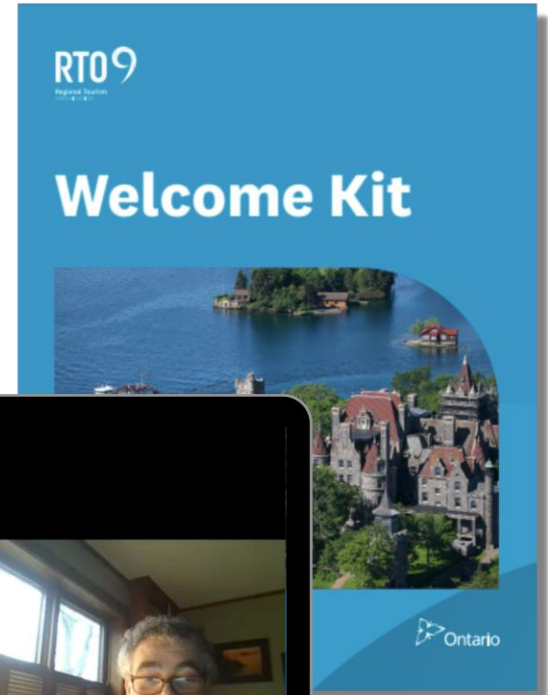
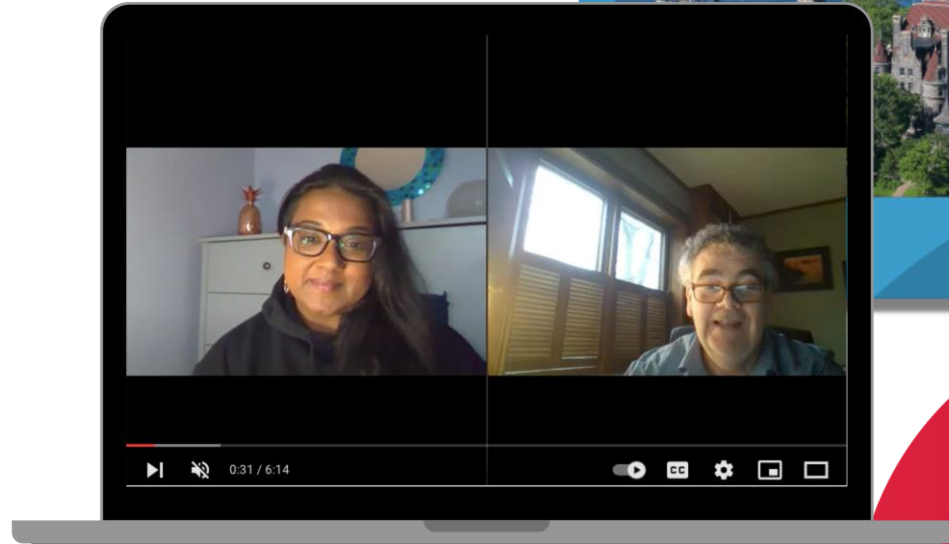
- ❑ +6,140 Newsletter Subscribers
- ❑ +8% Organic Traffic to Website
- ❑ +7,654 New Social Media Followers
- ❑ 4% Partner Conversion
- ❑ +21% Total Operator Referrals
- ❑ -2% Total Website Visitors
- ❑ +42 New Blogs



Marketing

RTO 9 (Industry)

- ❑ +278% Total Reach
- ❑ +58% Total Engagement
- ❑ +70 Newsletter Subscribers
- ❑ +136% Social Traffic
- ❑ +746 New Followers



Partnerships



- Engagement with operators
- PD training sessions
- Social Media
- Smartphone Photography for Business,
- Managing Your Mental Health Holding
- Retaining Top Talent
- Creating Partnerships with Indigenous Tourism Operators
- Experiential Tourism Development



Partnership Funds

Objective: Become a catalyst in building strategic alignment and promoting collaboration with the industry.

- Develop New/Existing Product
- Digital Marketing Tools
- Multi partner Itineraries



Region 9 Regional Tourism Organization

Schedule of Yearly Operating Revenues and Expenses

Year Ended March 31, 2022

Presented by Kevin Lajoie, Treasurer

REGION 9 REGIONAL TOURISM ORGANIZATION
SCHEDULE OF YEARLY OPERATING REVENUES AND EXPENSES
YEAR ENDED MARCH 31, 2022

Revenues

Ministry of Heritage, Sport, Tourism and Culture Industries

\$ 1,390,297

Operations funding

235,000

Workforce development project

223,147

Partnerships contributions

1,848,444

Expenditures

Governance and administration

Audit and bookkeeping

17,005

Insurance

4,780

Consulting fees

107,485

Payroll admin

923

Professional development

7,099

Salaries and benefits

162,784

Board meetings

1,334

Annual general meeting

440

Office overhead

18,093

CRM

4,524

Website hosting

4,181

Travel

3,833

Meetings

1,918

Memberships/conferences

15,361

349,760

Product development

PKF - Accommodation tracking report

6,211

Marketing

Strategic marketing

600,915

Platforms

15,000

Salaries and benefits

104,545

Regional opportunities

20,000

Website maintenance

5,737

746,197

Workforce development

Industry workshops

16,780

Labour market initiatives

235,000

251,780

Investment attraction

Ontario East - Tourism investment sector team

1,480

Municipal engagements - speaking/information sessions

919

2,399

Partnerships

Salaries and benefits

50,996

New or enhancement of existing events

73,960

Development of new or existing product

369,710

494,666

1,851,013

Excess (deficiency) of revenues over expenditures for the year \$ (2,569)

Minister Lumsden

A message from the Minister of Tourism, Culture and Sport



A Taste of Syria





15 Minute Break



Ontario, Kingston and the Case for Inclusivity

A Panel Discussion

Loren Christie, VP Business Development
and Strategy
Canada's LGBT+ Chamber of Commerce.

Allyson Tonelli, Director of Sales
Tourism Kingston

Tj Jones, Owner, Trainer, Facilitator
Full Picture Management



**For more information
Loren Christie at
Loren@cglcc.ca**

Destination Ontario



A woman with long brown hair, wearing a white sleeveless top, stands in front of a large museum exhibit. She is gesturing with her hands as if presenting. The exhibit features a large, abstract, colorful background with orange, yellow, and blue tones. In the foreground, the back of a person's head is visible, looking towards the exhibit. The overall scene is dimly lit, focusing attention on the woman and the exhibit.

Indigenous Experiences in South Eastern Ontario

LUNCH



TIAO



Panel Discussion: Experiential Tourism



