



RT09 AGM

June 9, 2023



Welcome

Board Chair – Sean Billing

Agenda

Welcome/Land Acknowledgement – Sean Billing, Board Chair

Approval of Agenda – Sean Billing

Bylaw updates – Sean Billing

Review of 2022/2023 initiatives – RTO 9 staff

2022/2023 Financial report – Kevin Lajoie, Treasurer

2023/2024 – Board of Directors – Sean Billing



Bylaw Updates

- **Impetus for Changes and the Process followed**
- **Renewed focus on Strategy and Governance**
- **Recruiting: Re-defining Geography & Skills plus broadening pool of potential candidates**
- **Definition of Membership**
- **Possibility of including non-Directors in future projects and Committee work**
- **Creation of two standing committees with defined terms of reference**
- **Questions from the attendees?**



2022/2023 Initiatives

Bonnie Ruddock – Executive Director

**Steve Weir – Marketing and Communications
Manager**

Lindsay Medeiros – Digital Marketing Manager

Product Development

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

- Development of New Product
- Development of Signature multi-destination itineraries



Product Development

(con't)

- ❑ Regional Film Initiative
- ❑ Building Capacity for Indigenous Tourism
- ❑ Rainbow Registration Accreditation



Investment Attraction

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

- Roll out 2021/2022 Investment attraction plan
- Collection of accommodation data – CBRE
- Research - annual market study
- Multi day cruise opportunities



Workforce Development

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

- Workforce Development Plan
- OTEC regional 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.

- Implementation of Partnership Framework
 - Drive for Excellence
 - FAM Tours & Media Relations
 - Paid Media
- Marketing Campaigns
 1. Cruise
 2. Arts and Culture
 3. Wellness



Marketing

Implementation of Partnership Framework

- Bi-weekly Destination Communication Piece
- Virtual Team Meeting with Destinations
- In-person Destination Communication Meetings
- SEO and RTO 9 Newsletters



PARTNERSHIP FRAMEWORK RECOMMENDATIONS REPORT

REGIONAL TOURISM ORGANIZATION 9

MAY 26, 2022

Marketing

Drive for Excellence



Marketing

FAM Tours and Media Relations

- Media Familiarization Tours
- Additional Media FAM Tours thru DFE
- Media Kit updated

Media Kit

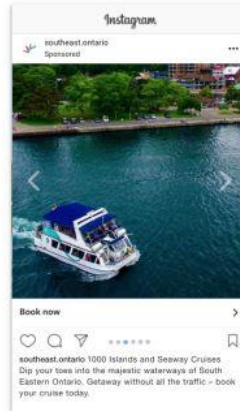
2023



Marketing

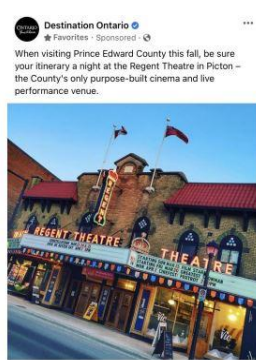
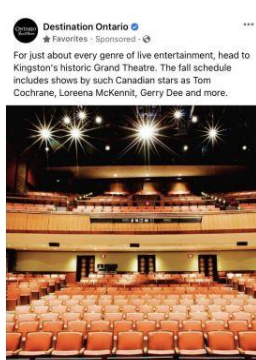
Cruise Campaign

- ❑ In Market May 2 - June 5, 2022
- ❑ Overall channel impression results for Facebook, Twitter, and Instagram were 6,858,553
- ❑ Total of over 105,000 leads to partners



Marketing Arts and Culture

- ❑ In Market Sept 2, to October 5th, 2022
- ❑ Overall channel impression results for Facebook, Twitter, and Instagram were 7,540,071
- ❑ Total of over 114,181 leads to partners



Marketing Wellness

- ❑ In Market January 19 – February 19, 2023
- ❑ Overall channel impression results for Facebook, Twitter, and Instagram were 6,660,483
- ❑ Total of over 63,843 leads to partners

Destination Ontario
Sponsored · 🌐

Kick your feet up this winter and head to South Eastern Ontario for some well-deserved pampering and relaxation.



southeasternontario.ca
Plan Your Winter Wellness Getaway in South Eastern Ontario

Destination Ontario
Sponsored · 🌐

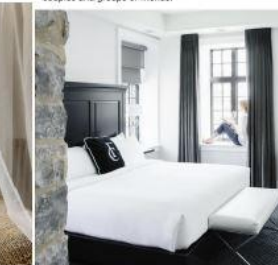
Treat yourself to a winter wellness retreat in South Eastern Ontario and let Landsby take care of all the details for you.



landsby.ca
Book Your Winter Wellness Getaway in South Eastern Ontario

Destination Ontario
Sponsored · 🌐

Revitalise the mind, body and soul on an exclusive, luxurious winter spa getaway to beautiful Kingston. The 'Spa, Savour & Chill' package by Landsby is great for a couples and groups of friends.



landsby.ca
Book Your Winter Wellness Getaway in South Eastern Ontario

Destination Ontario
Sponsored · 🌐

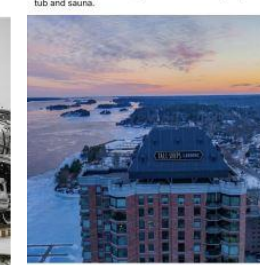
Leave the car at home and start relaxing immediately as you journey to Kingston by train for a couples tranquility retreat. This pampering package by Landsby includes return rail from Toronto or Ottawa, two nights at the Delta by Marriott Kingston Waterfront and a Couples Tranquility Package at Cher-Mare Spa.



landsby.ca
Book Your Winter Wellness Getaway in South Eastern Ontario

Destination Ontario
Sponsored · 🌐

Shake off the winter blues on a wellness-focused getaway package by Landsby. Relax in style at the Tall Ships Landing Resort in Brockville, with stunning views of the St. Lawrence River, an indoor saltwater pool, hot tub and sauna.



landsby.ca
Book Your Winter Wellness Getaway in South Eastern Ontario

Destination Ontario
Sponsored · 🌐

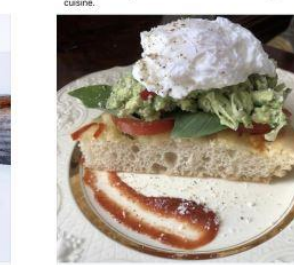
Experience winter serenity in Prince Edward County. This wellness getaway package by Landsby includes two nights at the charming, adults-only Wilfrid Boutique Farmhouse. Enjoy the Scandinavian sauna and plunge pool, chef-prepared brunch and much more.



landsby.ca
Book Your Winter Wellness Getaway in South Eastern Ontario

Destination Ontario
Sponsored · 🌐

Feed your mind, body and soul this winter at Pangea House in Gananoque. Book the 'Spa & Dine in the Thousand Islands' package with Landsby for two unforgettable days of relaxation and mouthwatering cuisine.



landsby.ca
Book Your Winter Wellness Getaway in South Eastern Ontario

Marketing

South Eastern Ontario (Visitor)

Year At A Glance: Social + Owned Digital

- ❑ **7,231,426 Reach**
- ❑ **435,055 Engagement**
- ❑ **62,455 Followers**
- ❑ **519,057 Website Visits**
- ❑ **641,929 Page Views**
- ❑ **171,671 Operator Referrals**



Marketing

RTO 9 (Industry)

Year At A Glance: Social + Owned Digital

- ❑ 1,403,276 Reach
- ❑ 38,905 Engagement
- ❑ 3,100 Followers
- ❑ 30,100 Website Visits
- ❑ 48,835 Page Views



[Home](#) / [How To Best Leverage Your DMO & RTO9 To Benefit Your Tourism Business](#)

How To Best Leverage Your DMO & RTO9 To Benefit Your Tourism Business

If you're a tourism business within RTO9, your first point of contact is with your Destination Marketing Organization (DMO). Destination Marketing Organizations and Destination Marketing Programs market their respective regions as tourism destinations to bring visitors to their destination. RTO 9 markets the South Eastern Ontario region as a tourism destination to bring visitors to.

It's really important that you work directly with your DMO and RTO. We both need to know about your product and experiences to help you market it. If we don't know about it, then, you might be missing out on opportunities!

[Find out who your DMO is in South Eastern Ontario.](#)

Partnership Funds

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

31 projects received funding through the 2022/2023 Partnership Fund Program in three different project categories:

- ❑ New or Enhanced Product Development
- ❑ Digitizing Your Business
- ❑ New or Updated Physical Signage



Springfield Farm - Field & Feast

Saturday, September 10, 2022

Three Chefs | Three Visions | Three Nations | Nine Courses



Aquatarium Tall Ships Festival

June 24-26, 2022



Region 9 Regional Tourism Organization

Schedule of Yearly Operating Revenues and Expenses

Year Ended March 31, 2023

Presented by Kevin Lajoie, Treasurer

**Region 9 Regional Tourism Organization Schedule of Yearly Operating Revenues and Expenses
Year Ended March 31, 2023**

Revenues

MTCS Operations funding	\$1,390,297
Partnership Contributions	254,853
	<u>\$1,645,150</u>

Expenses

Governance and administration

Audit and bookkeeping	\$21,510	
Insurance	4,738	
Consulting fees	11,593	
Payroll admin	721	
Professional development		4,940
Salaries and benefits	53,738	
Board meetings	3,728	
Annual general meeting		500
Office overhead	21,011	
CRM	5,824	
Website hosting	6,794	
Travel	3,814	
IT maintenance	6,850	
Meetings	932	
Memberships/conferences		29,325

Product development

Experiential Tourism Workshops	9,525	
Salaries and benefits	38,475	
Indigenous Tourism	21,786	
Regional Film Initiative	56,406	
Committee meetings	2,087	

Marketing

Marketing program	\$570,867
Platforms	20,946
Salaries and benefits	114,670
Website maintenance	9,920

Workforce development

Industry workshops	18,740
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Investment attraction

Ontario East - Tourism investment sector team	1,783
Market Research	59,277
CBRE	7,920
DO research	42,520

Partnerships

Salaries and benefits	38,475
Development of new or existing product	453,225
	<u>\$1,642,640</u>

Note 1 - Basis of Accounting

As defined in the operating agreement between the corporation and the MTCS signed April 1, 2022, the schedule is prepared in accordance with Canadian accounting standards for not-for-profit organizations.

Note 2 – A repayable amount of \$2,510 is due to MTCS

RT09 Board of Directors 2022/2023

Sean Billing - Chair

Brett Christopher - Secretary

Heather Ford

Megan Knott

Rob Plumley

Krista LeClair

Elizabeth Pilon

Trevor Norris - Vice Chair

Kevin Lajoie - Treasurer

Ann Weir

Cale Fair

Cheri Kemp-Long

Loren Christie

Mia Robertson – MTCS Advisor to Board



RT09 Board of Directors 2023/2024

Karina Belanger – East

Liam Karry – Central

Eleanor Cook – West

Michelle Caron – At Large

Karen Best – At Large



