



2023 Tourism Summit
Tourism Reimagined
September 8, 2023



Agenda

8:30AM

MAKER'S MARKET START

Maker's Market opens for the day - be sure to bring some cash! Peruse the amazing local products and chat with the owners behind the brand.

9:00AM

OPENING REMARKS

"Welcome" and "good morning" from our RTO 9 Board of Directors Chair, Cheri Kemp-Long.

9:05AM

KEYNOTE SPEAKER - Paul Pepe

Joining us from the lovely community of Thunder Bay, Paul will open the day with an inspirational presentation on the development of the lucrative cruising industry in Northern Ontario.

9:35AM

PRESENTATION - Louis Béland

Listen in as Louis from the Eastern Ontario Agri-Food Network shares the exciting things happening in the landscape of agri-food tourism and how producers are working together to attract consumers.

10:00AM

PANEL DISCUSSION - Women Entrepreneurs / Agritourism

This lively panel discussion will feature three incredible women led businesses from across the region. Eleanor McGrath from Springfield Farm, Sarah Wynn from Wynn Farms, and Heather Ford of Greene Acres Inn/Kingston Food Tours, will discuss the challenges of owning a small business and the impact of agritourism on their operation.

10:40AM

BREAK

Take a chance to stretch your legs and check out the Maker's Market.

10:55AM

PANEL DISCUSSION - Rural vs. Metropolitan Tourism

This panel discussion will explore the different approaches to tourism, marketing and product development between rural and urban destinations. Featuring David MacLachlan from Destination Northern Ontario, Tracey Snow from the City of Kingston, and Maria Fortunato from RTO 3.

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11:35AM

TRIVIA

Join us for a rousing round of South Eastern Ontario trivia, presented by the "Queen Mum of Kingston", Tyffanie Morgan.

12:00PM

LUNCH

Enjoy a delicious lunch spread and peruse the Maker's Market before diving into the second half of our day!

1:15PM

ADDRESS & FIRESIDE CHAT - Minister Lumsden

The Honourable Minister of Tourism, Culture and Sport, Neil Lumsden, joins us with greetings from the Ministry and a lively fireside chat to discuss the tourism industry in Ontario and the challenges ahead.

1:45PM

PANEL DISCUSSION - Sustainable Tourism

In this session, we will delve into the emerging consumer trend of seeking sustainable and green tourism. Hear from Greg Elmhirst from Elmhirst's Resort, Carol Greenwood from the Tourism Industry Association of Ontario (TIAO) and Geoff Hendry from Sustainable Kingston as they discuss the changes in operations from different levels of the tourism industry.

2:15PM

PRESENTATION - Gabrielle Mueller

Get hungry for unique culinary storytelling with Gabrielle Mueller, Digital Media Specialist at the Culinary Tourism Alliance. Using an RTO9 content trip as a case study, Gabby will delve into the ins and outs of creating delicious food-focused content, effective storytelling and the culinary-focused traveller.

2:45PM

CLOSING REMARKS

Chair of the RTO 9 Board of Directors, Cheri Kemp-Long, ends the day with closing remarks and wrapping up the day's events. Be sure to stop by the Maker's Market one last time before closing for the day!

Thank you for joining us!

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