
TO: Members of the Joint Services Steering Committee

FROM: Tom Sayer, Interim President & CEO, GPAEDC

MEETING DATE: February 10, 2011

SUBJECT: Report GPAEDCJSSC11-001
Tourism Destination Brand Communication

PURPOSE

A report to inform Committee that the GPAEDC will attend the Joint Services Steering Committee meeting to provide an update on the completion of the Destination Brand of Peterborough & the Kawarthas Tourism.

RECOMMENDATION

That Committee approve the recommendation outlined in Report GPAEDCJSSC11-001, dated February 10, 2011, of the Interim President & CEO of the GPAEDC as follows:

That Report GPAEDCJSSC11-001 and a presentation by the GPAEDC be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budget or financial implications as a result of this report.

BACKGROUND

Peterborough & the Kawarthas as recommended through the recently completed Premier-ranked Tourist Destinations project (PrTD), has completed the destination branding process. Funding was achieved to complete this process through the provincial Eastern Ontario Development Fund, consultations of tourism industry, stakeholders, visitors, travel media etc. all provided input and information to build the brand. It has been approved through the industry driven Tourism Advisory Committee and the GPA EDC board.

Submitted by,

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Prepared by,

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Attachment: Appendix A – PKT Destination Branding Project

recommendations

BRAND EXPERIENCE MODEL



recommendations

BRAND FORMULA

Pr

Authentic living.

Be

Self renewal.

Po

There's no place like this.

Pe

Fresh. Natural. Inspiring.



Peterborough
— & —
THE KAWARTHAS



PMS
COOL GREY 9



PMS 7495



Peterborough & THE KAWARTHAS



PMS
COOL GREY 9



PMS 7495