то:	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

chemistry PKT Destination Branding Project

recommendations

BRAND EXPERIENCE MODEL

authentic living

What we offer

What they want

Fresh Natural Inspiring Experience

Culture Nature Food

How we deliver

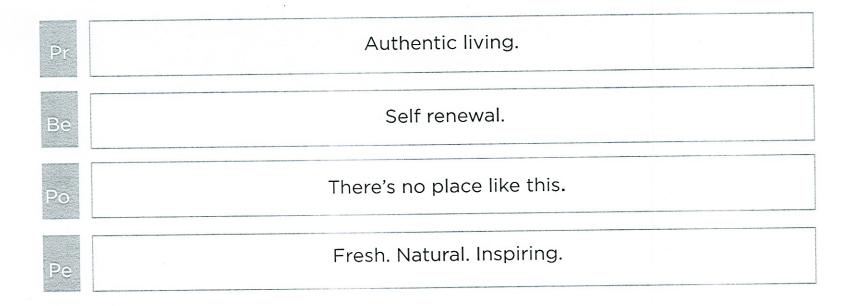
What our stakeholders get self renewal

4

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recommendations

BRAND FORMULA









PMS PMS 74 COOL GREY 9







PMS PMS 7495 COOL CREY 9