

# RTO 8: Your Tourism Partners

City and County of  
Peterborough Joint Services  
Committee Presentation  
Thursday, September 20<sup>th</sup>, 2012

Regional Tourism Organization 8



## Tourism: Its Impact



In Q1 2012, tourism spending in Canada reached \$15.8B, up 6.9% (up for ninth consecutive year over year)

Ontario's tourism industry (\$23.6 billion) contributes more to Ontario's economy than Mining, Pharmaceuticals, Biotech, and Advanced Medical Technologies sectors combined

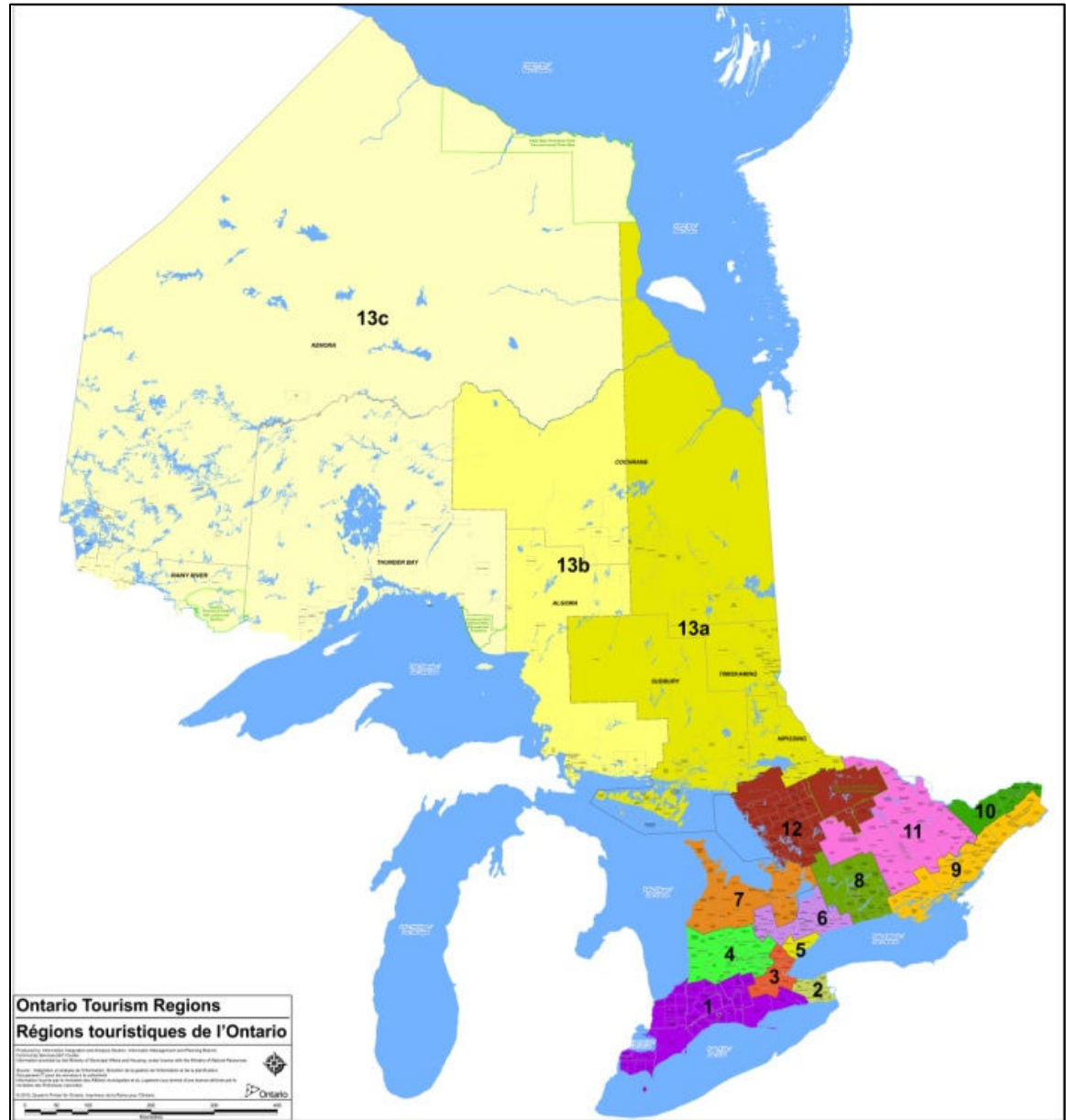
In 2009, there were 147,000 tourism related businesses in Ontario, representing 17% of the total number of businesses in the province

For every \$1 million spent by visitors, Ontario creates 14 jobs

# 13 Regional Tourism Organizations

In 2010, MTCS announced plans to create 13 tourism regions in Ontario

Each to be managed by its own Regional Tourism Organization (RTO)

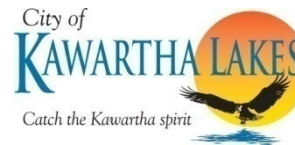
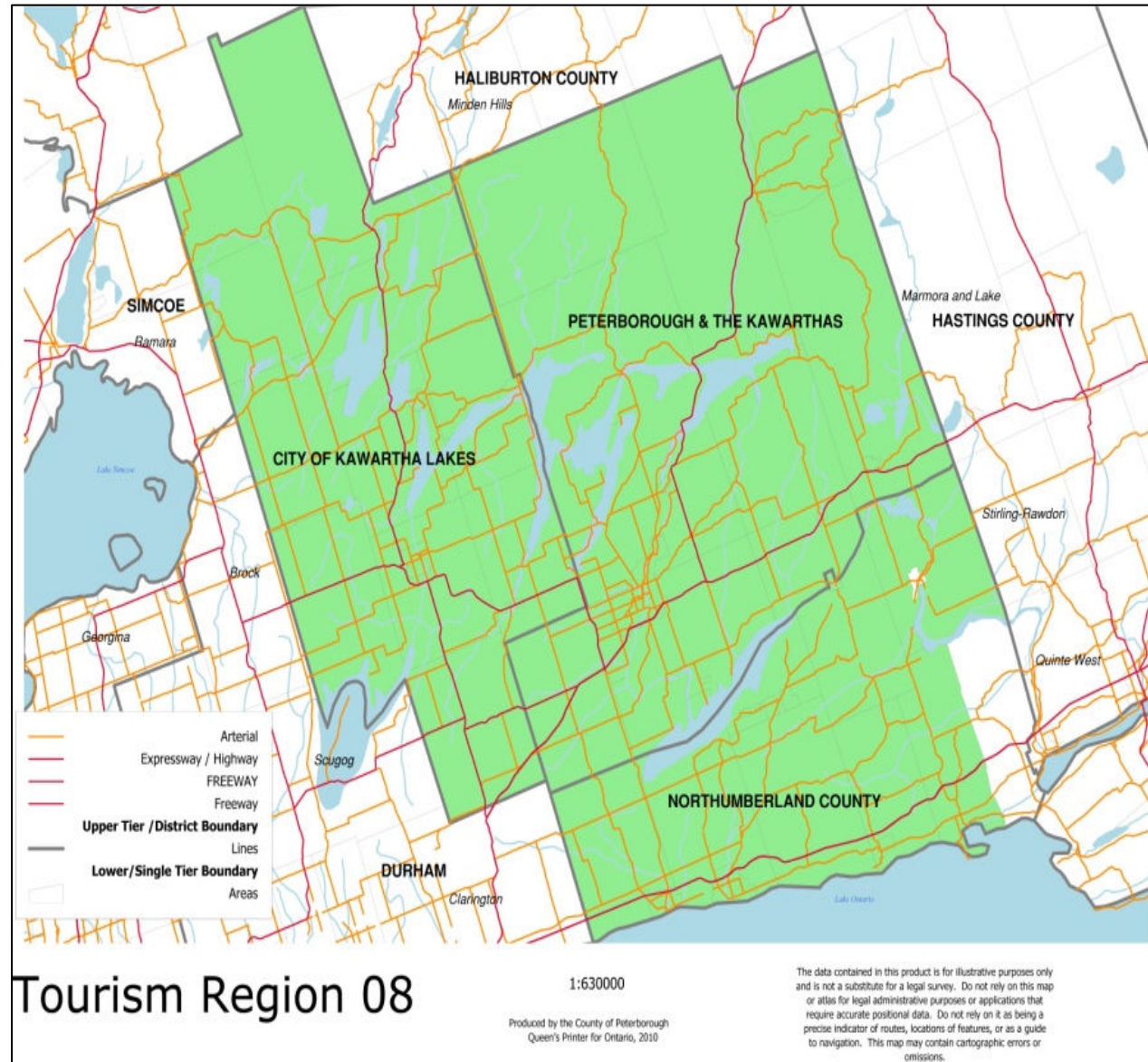




# Regional Tourism Organization

## 8

- City of Kawartha Lakes
- Northumberland County
- City of Peterborough
- County of Peterborough





# What do we do?

## **RTO 8 ABOVE-THE-LINE ACTIVITIES**

**Product Development**

**Marketing**

---

## **SUPPORTIVE NON-RTO ACTIVITIES**

**DMOs, Sector Associations, Economic Development Agencies, Chambers of Commerce, DBIAs**

- **Market-driven, research-based**
- **Address seasonality**
- **Focus on incremental overnight visitation**

# RTOs as Municipal Partners



A GPS Journey Through  
Peterborough, Kawartha Lakes &  
Northumberland

- Trip-Click created by GIS Manager of Peterborough County
- RTO8 saw potential to expand to all of Region 8
- Participating partners:
  - County and City of Peterborough
  - Region 8 DMOs
  - Kawartha Lakes
  - Northumberland
  - Kawartha Heritage Conservancy



# Everything at your Fingertips!

Combines GPS precision with quality storytelling

- Photos, text and audio stories
- Listings include:
  - Accommodations, restaurants, shopping, attractions, trails, & the stories that shaped us!



Trip-Click: Search the Map x Trip-Click: My Custom Tour ... x 1009 Armour Road, Peterb... x

www.trip-click.com

**TRIP-CLICK** A GPS Journey through Peterborough & the Kawarthas

About Sources Contact Help

Suggested Tours All Points of Interest Search the Map

stewa

Search the map to find specific points of interest.

**Search results:**

- Thomas and Frances Stewart
- Hope Mill
- Wild Rice

Zoom to Downtown Peterborough

Zoom to View Entire Region

Zoom to Fit All Visible Markers

1009 Armour Road, Peterborough

Nation of Ireland, the ... look up farming on ... the ... River in 1823. ... As a justice of the peace and member of the legislative council, Thomas Stewart ... played a significant role in the early development of Peterborough, Frances ... published ... Our Past ... Home, provides a valuable record of life in a pioneer

Add to my Custom Tour Print

Map Satellite

Google

Funded through the support of:




Peterborough & the Kawarthas Tourism

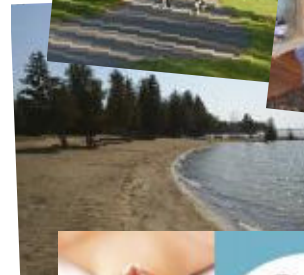
Ontario Eastern Ontario Development Fund

All-in-one access to multi-media content on your computer, GPS, or mobile device.



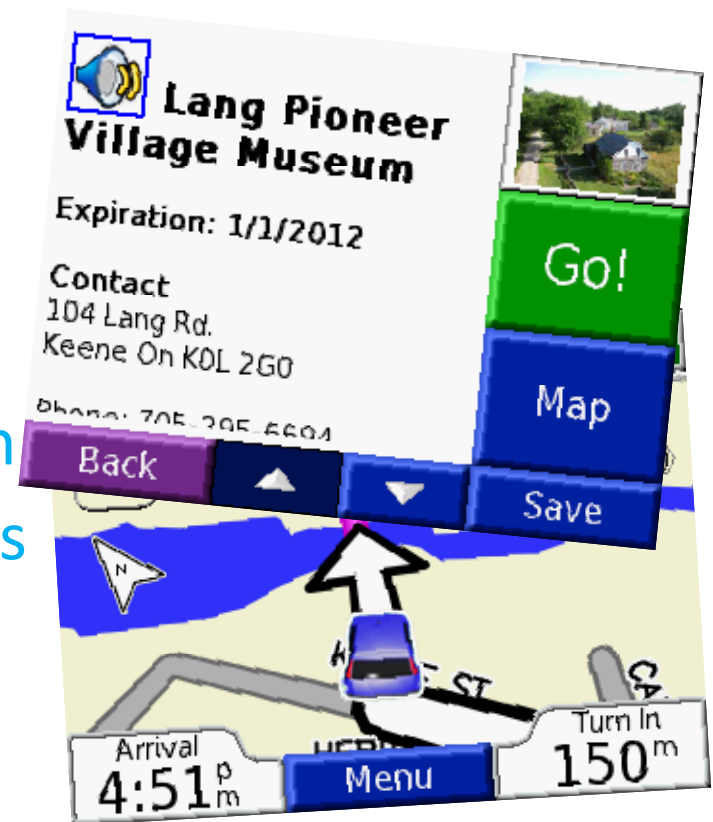
# What's to See?

-  Accommodations
-  Attractions
-  Boating & Marinas
-  Outdoor Recreation
-  Restaurants & Nightlife
-  Shopping
-  Spas, Salons & Retreats



# Your Personal Tour Guide

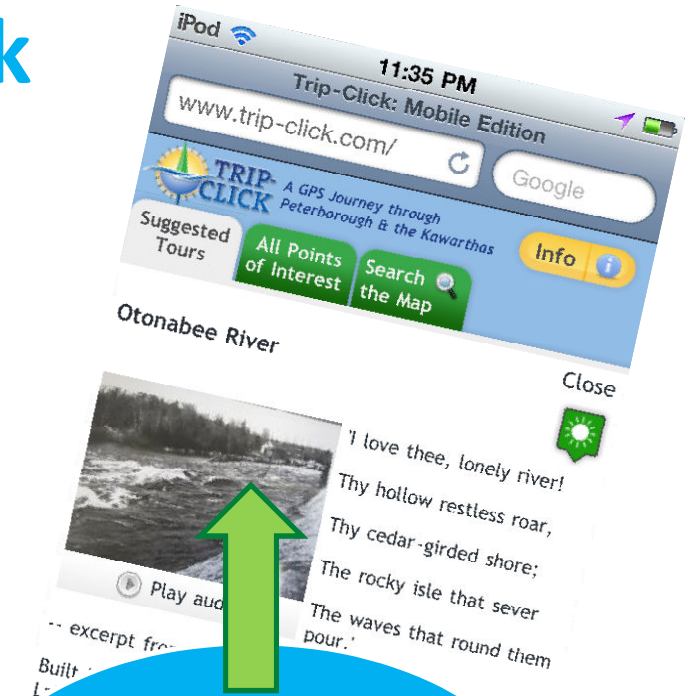
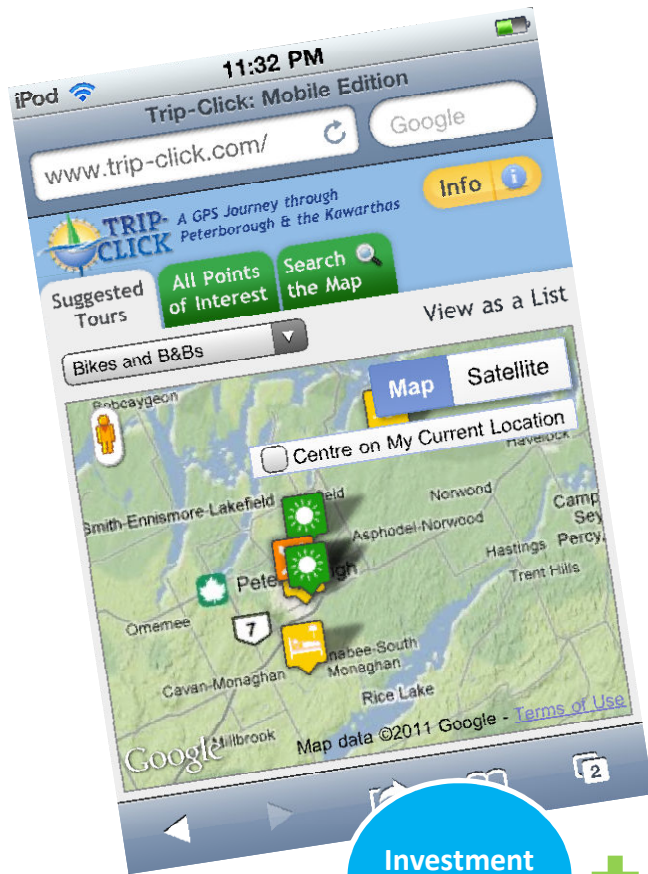
- Select from Suggested Tours
- Create a personalized Custom Tour
  - ⊕ – Add a Suggested Tour
  - ⊕ – Add individual Points of Interest
- Use GPS turn-by-turn navigation
- GPS tours begin automatically as you approach your destination
- Smart phone capability added



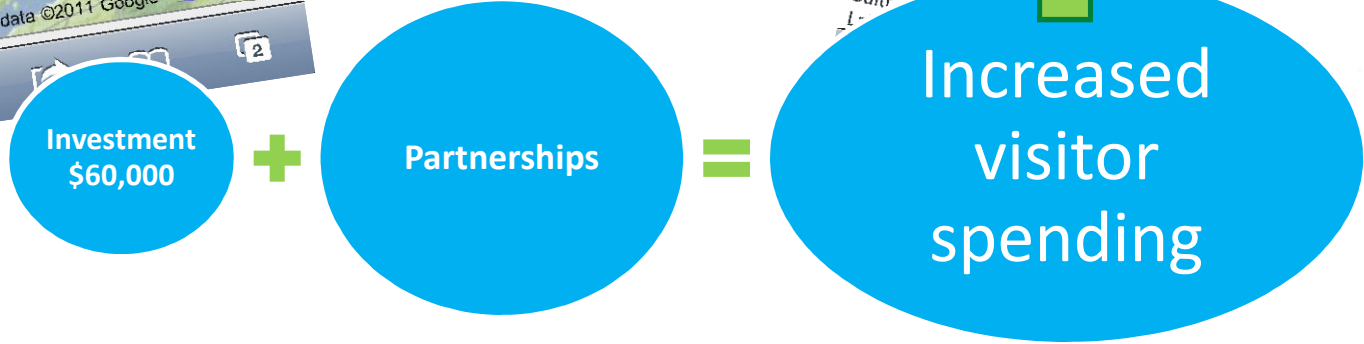


# Value of Partnerships

## Trip-Click



[www.trip-click.com](http://www.trip-click.com)



# RTOs as Municipal Partners

## Trans Canada Trail

- Trail link to connect from GTA to Ottawa
- Completes nationally recognized trail in Region 8
- Links 15 communities and connects them to major attractions plus other significant trail & cycling routes
- Significant economic impact (KTCT has 132-198,000 users annually spending \$35 each visit)



*Your Trail. Your Journey.  
Votre Sentier. Votre Aventure.*

- Cultural Heritage Site
- Natural Heritage Site
- Approved Trail
- Proposed Trail
- To Be Developed
- 2 km Buffer
- 4 km Buffer
- Waterbody

Regional Tourism Organization ©  
555 Courthouse Road  
Cobourg, ON K9A 5J6  
[www.ourfvctrail.ca](http://www.ourfvctrail.ca)  
[www.rto8.com](http://www.rto8.com)

Map designed and produced by Forehand, May 2012. This publication may not be reproduced in any form without written permission from Regional Tourism Organization ©. Data provided by the Trans Canada Trail and Land Information Ontario through the Government of Ontario License Agreement with the Ministry of Natural Resources. Base information derived from the Natural Resources Information System (NRIS), North American Datum 1983, UTM, Zone 17N.  
© Queen's Printer for Ontario

# Trans Canada Trail



## Funding Partners

Trans Canada Trail (Parks Canada)

Private Donations

Peterborough to Hastings Trans Canada Trail Association

Peterborough Community Futures Development Corp.

(EODP)

## Project Partners (other investors)

Infrastructure Ontario

Township of Otonabee South-Monaghan

Township of Asphodel Norwood

County of Peterborough

City of Peterborough

City of Kawartha Lakes

County of Northumberland

Otonabee Region Conservation Authority

## Association Representation

Resorts

Conservancy

Chamber of Commerce

Snowmobile Club

Cycling Clubs

Rotary Club

Trail Associations

Adjacent Landowners

Local Residents



# Value of Partnerships

## Trans Canada Trail





## RTO8 Promotes the Region

- Targeted at GTA
- Weekend getaways
- Weekly ads in Metro publication
- Bi-weekly in Toronto Star



# Leapin' Lizards & Buckin' Broncos

## getaway weekend

Round up the kids and head to Northumberland and the Kawarthas for a perfect kick-off to a summer of family fun.

Lasso a chance to really "git along with your little dogies" at the **Warkworth Western Rodeo**. From there, the giant animatronic **Dinosaurs Live!** exhibit at **Indian River Reptile Zoo** promises excitement 65 million years in the making.

Our Favourite Place

Check out more family fun ideas at [ourfavouriteplace.ca](http://ourfavouriteplace.ca)

PETERBOROUGH

KAWARTHA LAKES

NORTHUMBERLAND

Our Favourite Place  
Peterborough • Kawartha Lakes  
Northumberland



Ontario

# TAKE A MUSICAL INTERLUDE TO PETERBOROUGH

There will be much dancin' in the streets of Peterborough this Saturday as the Sadies, The Dears and many other performers take the stage. It's all part of the Hootenanny on Hunter Street Festival. The free party kicks off at noon.

If indie rock music isn't your scene, there's also the Little Surf Band performing at the Little Lake Music Festival the same night. This summer beach band is one of many big acts appearing free at Del Cray Park this month (including former teen pop sensations Hanson on Aug. 25).

The beat doesn't end there, though, as just east along Highway 7 is the Havelock Country Jamboree Showdown competition. This event is a tease for the big event happening the following weekend, when the likes of Roseanne Cash, Lynyrd Skynyrd, Montgomery Gentry, Rita Coolidge, and Creedance Clearwater roll into town.

Now it's time to put some Neil Young on your weekend set list with a trip to the Youngtown Rock and Roll Museum in the music hall of famer's hometown of Omeme. Inside the museum you will find photos,

instruments and other cool music artifacts from the 1950s and '60s.

Back in Peterborough, add to your vinyl library with a visit to Bluestreak Records, before checking out some up and coming rockers at The Red Dog bar.

There are lots of heart of gold musical memories in the land of 1,000 perfect getaways – Peterborough, Kawartha Lakes and Northumberland.

After only one visit, we're sure that "Our Favourite Place" will become your favourite place.



## Summer's Smash Hit

### THE PETERBOROUGH Ex Getaway

That's Ex for excellent fun for the whole family, including:

- ◆ Giant Midway & Daily Reptile Shows
- ◆ Livestock Show & Tractor Pull
- ◆ Demolition Derby & Cross
- ◆ Live Country Music

Check out more family fun ideas at [ourfavouriteplace.ca](http://ourfavouriteplace.ca)

**August 9 - 12**

**PETERBOROUGH    KAWARTHA LAKES    NORTHUMBERLAND**

*Our Favourite Place*



# DISCOVER BOATLOADS OF HISTORY AT THE CANADIAN CANOE MUSEUM

Long before Adam Van Koeverden and Mark Oldershaw paddled into Canadian Olympic history, Aboriginal Peoples, trappers, traders and voyageurs charted our history in canoes and kayaks.

And nowhere is this history more alive than at the Canadian Canoe Museum in Peterborough. A short drive northeast from the GTA along Highway 35/115, the Canadian Canoe Museum is a national heritage treasure housing the world's largest collection of canoes, kayaks and paddled watercraft.

Located in the heart of the historically

important Trent-Severn Waterway region, the museum is a testament to the creativity, ingenuity and tenacity of the explorers who navigated Canada's waterways.

From the white birch bark canoes of Aboriginal builders to skin kayaks, wooden boats and racing vessels, learn how the canoe has defined the Canadian character and spirit. View more than 100 canoes and kayaks creatively exhibited alongside interactive galleries and workshops.

And if you are experiencing Olympic withdrawal, be sure to check out the paddle

Earl (Doc) Whittall loaned and ultimately gifted to American canoeist and competitor Frank Havens during the 1952 Helsinki Games. Havens used it to win a gold medal and set a new world record in the 10,000-metre C1 race.

Whether you prefer travelling through history or gliding across beautiful lakes, come to the region that has it all – Peterborough, Kawartha Lakes and Northumberland.

After only one visit, we're sure that "Our Favourite Place" will become your favourite place.



## stoked big air

for

### Molson Canadian WAKEBOARD Festival • Peterborough

- "Must experience" Kawartha summer event
- 4 on 4 Beach Volleyball Tournament
- Live music all weekend featuring *I Mother Earth* and many others
- Ultimate Frisbee Master's Tournament
- Mixed Martial Arts Demos

Check out more family fun ideas at [ourfavouriteplace.ca](http://ourfavouriteplace.ca)

**August 24 - 26**      PETERBOROUGH      KAWARTHA LAKES      NORTHUMBERLAND





## RTO 8 Promotes the Region

A promotional banner for the War of 1812 Commemoration Event. The banner features a background image of three soldiers in red uniforms with black hats and bayoneted rifles. The text is overlaid on a parchment-like scroll. The main title is 'WAR of 1812 Commemoration Event'. Below it, the text reads 'Aim for excitement with a fresh perspective on the conflict at Lang Pioneer Village'. A list of activities includes: 'Battle of Lang Mill' re-enactment, Significant contribution made by the First Nations, Important role played by women, Peterborough area's connection, and Live music from the era. The website 'ourfavouriteplace.ca' is mentioned. The event dates are 'August 18 & 19' and the locations are 'PETERBOROUGH', 'KAWARTHA LAKES', and 'NORTHUMBERLAND'. The 'Our Favourite Place' logo is also present.

**WAR of 1812 Commemoration Event**

**Aim for excitement** with a fresh perspective  
on the conflict at **Lang Pioneer Village**

- ◆ "Battle of Lang Mill" re-enactment
- ◆ Significant contribution made by the First Nations
- ◆ Important role played by women
- ◆ Peterborough area's connection
- ◆ Live music from the era

Check out more family fun ideas at  
[ourfavouriteplace.ca](http://ourfavouriteplace.ca)

**August 18 & 19**      **PETERBOROUGH**      **KAWARTHA LAKES**      **NORTHUMBERLAND**

*Our Favourite Place*



# Your head won't be all that turns on this colourful weekend drive.



This Fall Colours interactive driving tour of Peterborough, Kawartha Lakes and Northumberland starts and finishes from the Scarborough Town Centre.



*Our*  
**Favourite  
Place**

**Check out the many eye catching, lip smacking, heart pounding, history loving and smile inducing stops at every turn on this twisty Fall Colours tour of Ontario's best getaway region – Peterborough, Kawartha Lakes and Northumberland.**

From spotting stands of big red apples and sighting migrations of Great Blue Herons to diving into buttermilk tarts and delving into Canadian history, it's all waiting for you in the land of 1000 perfect getaways. After only one visit, we're sure that "Our Favourite Place" will turn into your favourite place.





Watch for  
Globe & Mail ad  
15<sup>th</sup> September



*Our Favourite Place*

**Canadian Canoe Museum, Peterborough**

This family-friendly museum explores the canoe's enduring significance to the peoples of Canada through an engaging display of more than 100 canoes and kayaks.



**Youngtown Rock & Roll Museum**  
*Ormeau*

Get your back stage pass to this celebration of classic rock in Neil Young's hometown. Exhibits include rare and vintage memorabilia, stage-worn clothing and instruments.



**Butter Tart Tour**

*Kawarthas & Northumberland*

Plain or with raisins? Runny or firm? Pecans or walnuts? Explore Ontario's getaway country as you follow our guided trail to the region's sweetest stops.



**Kawartha Country Wines**

*Buckhorn*

Sample one of Canada's largest selections of award-winning fruit and grape wines. From rhubarb to chocolate raspberry, there's a lot to love here.



**Presqu'île Provincial Park**

*Brighton*

The park features Ontario's second oldest lighthouse, and a long boardwalk over wetlands that attract a significant number of migrating birds and butterflies.

*Our Favourite Place*  
Peterborough • Kawartha Lakes  
Northumberland

