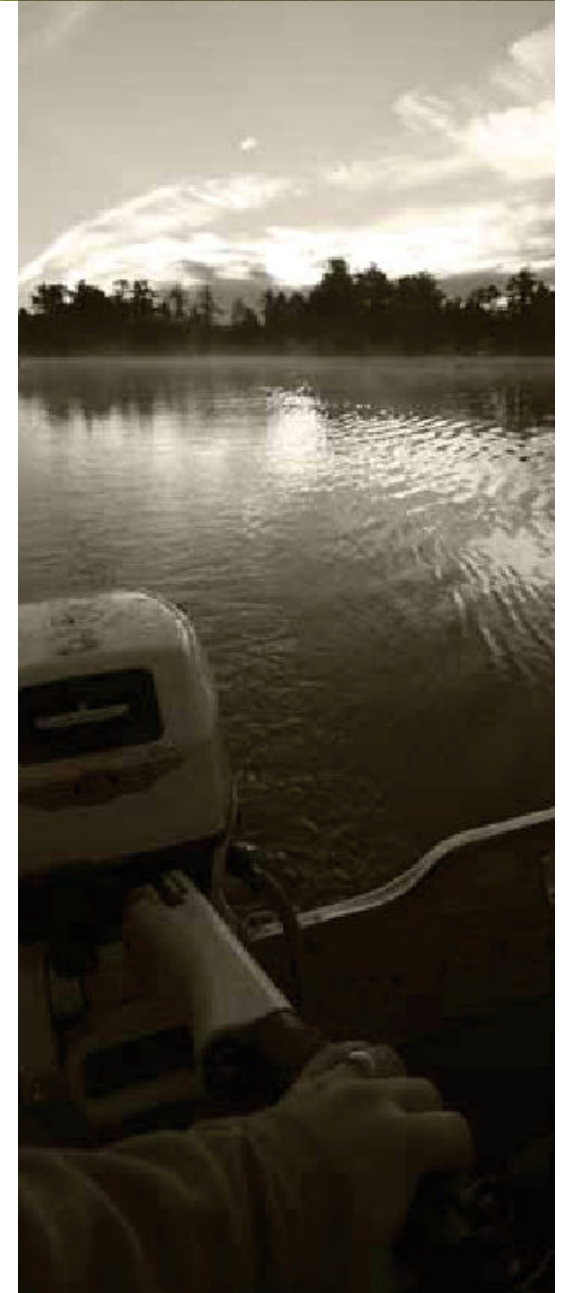




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**This Is Living.**



# Tourism Pillar Update

- 2012 Overall Tourism Results
  - Visitor Centre Inquiries
  - Marketing/ Communications
  - Product Development
- Quick Look at 2013

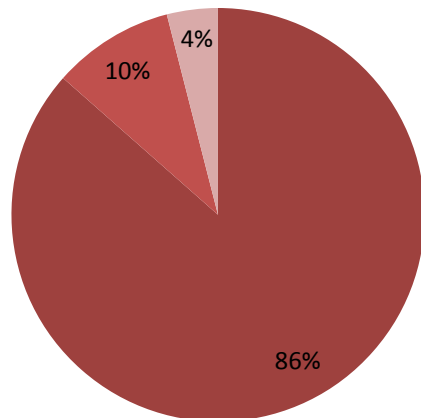


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# Visitor Centre Inquiry Totals

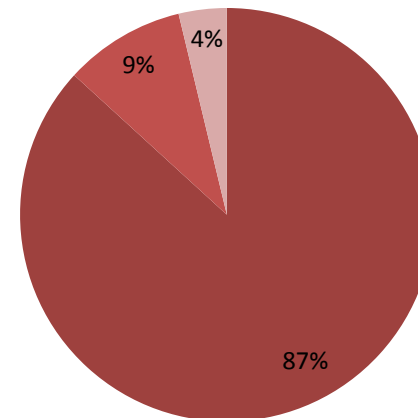
2011 Inquiries

■ Walkins ■ Phone ■ Email



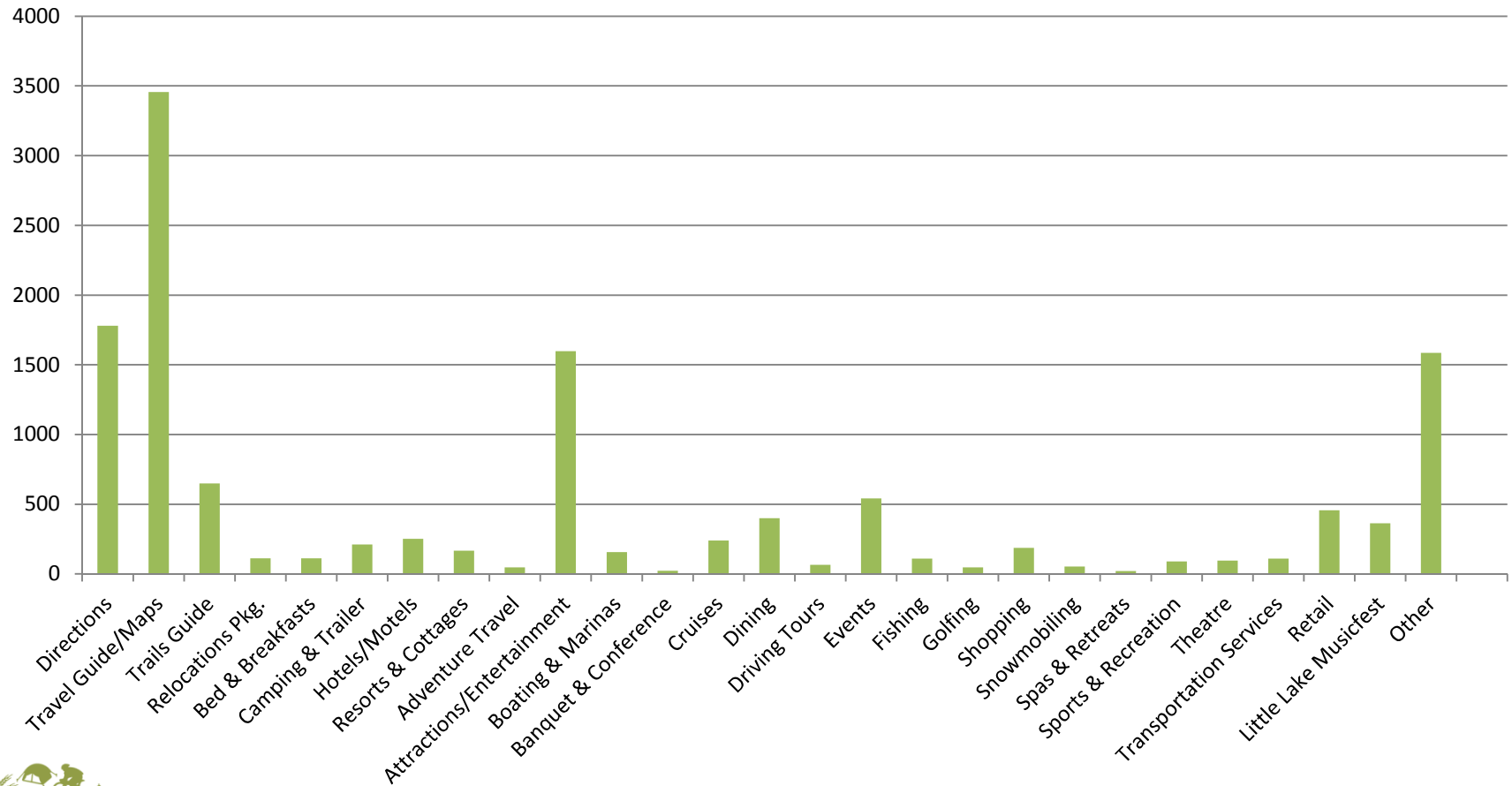
2012 Inquiries

■ Walkins ■ Phone ■ Emails



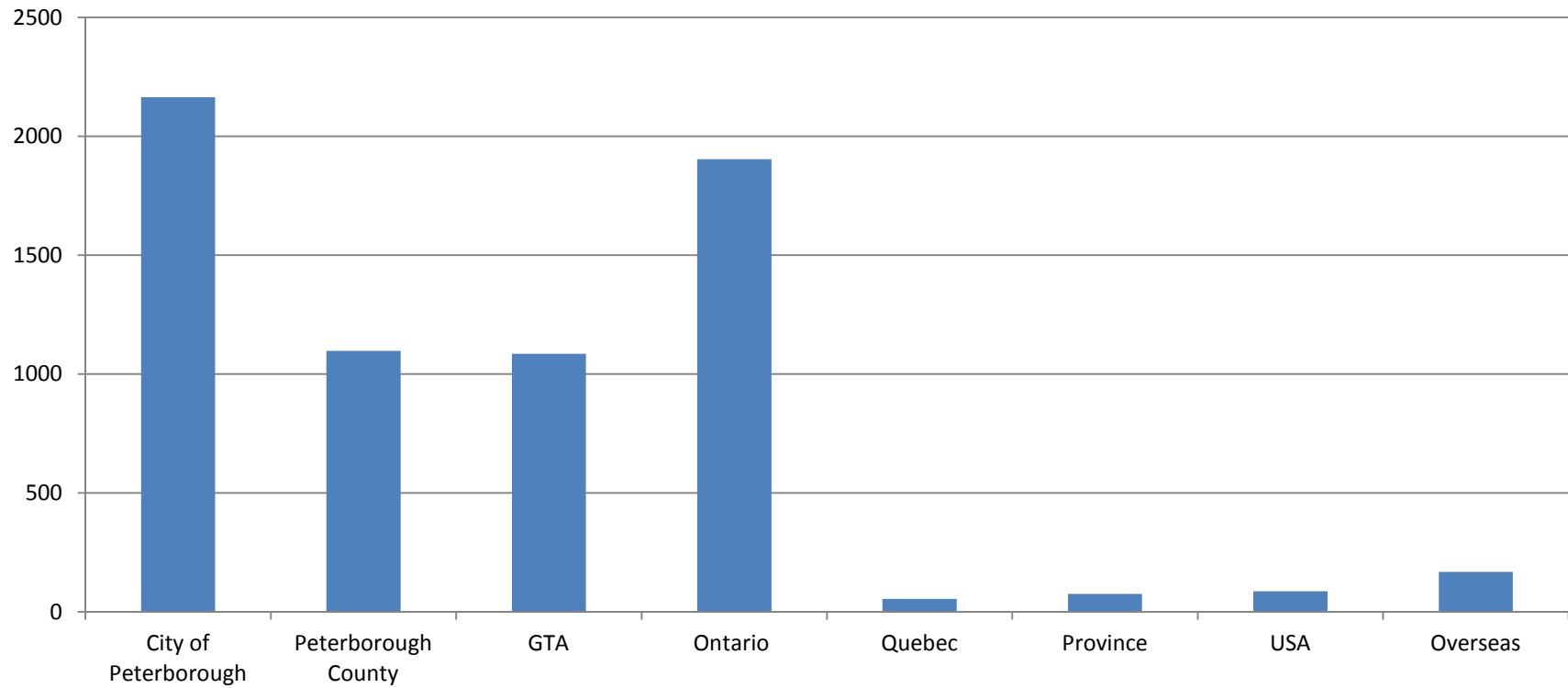
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# Information Requested



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# Origin of Inquiries



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# Fast Fact Results:

[thekawarthas.ca](http://thekawarthas.ca)

110,750 Visitors to site in 2012

Compared to 65,020 in 2011

**45,750** visitor increase

Top Markets remain:

Toronto , Peterborough, Oshawa, Ottawa, Montreal,  
Lindsay, Hamilton, London, Whitby and Brampton

Highest traffic – July with 17,174 visits

- 65-70% of traffic coming from Search engines i.e. Google dominated.
- Google Ad word buys – 18% total traffic. 1.4 Million impressions (exposure) generated.



# Fast Facts continued

## Social Media:

Facebook: 5469 Fans up 313% from 2011

Twitter: 1709 Followers 173% from 2011

Summer campaign – drove over 2000 new fans on facebook

Paid Facebook Advertising led to 5million+ impressions

Other Advertising:

Limited Print – very targeted with a campaign and select readership

Radio:

Toronto – Zoomer Radio, Classical 103.1, 96.3 and AM740  
104.5 CHUM FM

Ottawa/ Kingston: Magic 100.3, KROCK & KIX

Radio Campaigns and select print paid from DMF in partnership with PDA



# Fast Facts continued

## GROUP BUSINESS:

### Motor Coach Tour Marketing:

- 17.85% increase of page views from 2011
- Largest inquiries occurring in Fall
- 2013 not anticipating this increase, as funding support has decreased

### Meetings, Conference and Incentive Travel (MC&IT):

- Page views up 105 over 2011
- Project brought to RTO level to support, work in partnership
- Attended Incentive Works show and received 120 leads, 20-25 follow up on them as qualified leads.
- 3000 Room nights booked for 2013



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# Fast Facts continued

## **Travel Media 2012:** PrTD – EODF – to today (4 years built)

- Attendance at GO Media and TMAC garnering 41 Leads – currently working them
- Earned media – goal (see Moon Book earned in 2012) (2 yr relations)
- Breakfast Television Win:
  - 3 years of media relations building to get the call
  - Cost to host \$10,000 and led to \$100,000 + in promotional value
- Dundas Square – OTMPC event – Live Coverage on CityTV – Reptile Zoo feature (previous yr brought Local Artist, Canoe Museum and gave Tree Saplings)

## **Product Development:**

TCT – development and completion, RTO 8 partnership (ongoing – trail experience development



Cycling Program - Welcome Cyclist, RTO 8 partner (ongoing)

Berry Delicious Program – 21 partners, 22 events, 6 markets, 4 farmers

# Tourism 2013

## Thus Far First Quarter wins:

- Short-listed to host TMAC 2015 (Competing against Kingston) – FAM tour complete
- Interest from Broadcaster – Canada AM – working relations currently
- Kiwanis Convention - 3 year support, arrival in August, 350 people
- Chiefs of Police Conference – 2 yr relations in pilot with RTO 8 partnership – coming 2013
- 4 Travel Media FAM tours already on the books Spring/ Summer/ fall – 2 tours completed. TBEX Tour in June on the books.
- 2 Artisan Exhibits confirmed at Visitor Centre: SPARK (up till July) and Kawartha Autumn Studio Tour -- alternative to Artisan Retail program which can no longer run due to administration on project
- Hockey Day – leveraged and supported City promotion and execution



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# Tourism 2013

## High Level 2013

- Enhancing Website (follow up from 2012 research) Heightened – content curation for Social media promotion and activity
- Travel Media Relations ( approx 8 FAM tours on books to bid). Attendance Media at TMAC conference
- RTO partnership: Cycle tourism, trip-Click touring, TCT/ trail development, Online reservations
- 2-3 Product Development projects (see next slide)

**ALL to deliver and can qualify with ROI**



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# Tourism 2013

## High Level 2013 Opportunities/ Challenges/ Programming:

- Meeting/ Conference Digital Update – Attendance at Incentive Works Trade Show
- **Cultural** Programming – Literary Tourist (seeking funding support) – Arts Council report on Value
  - “The Makers” Program
- **Nature:** Trail tour development – canoe, TCT, ATV, Motorcycling, Driving, Fall, snowmobiling
- **Food:** Recipe Program via Pintrest and other social media outlets, connect with 10<sup>th</sup> Anniversary of Kawartha Choice

- **ROI – all targeted within plan and scorecards**





# Thank you!

**Fiona Dawson, Tourism Director**  
**Peterborough & the Kawarthas Tourism**

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