

Ontario's  
**Lake Country**

ORILLIA • ORO-MEDONTE • RAMA • RAMARA • SEVERN

*Orillia & Area's Four Season Playground!*



YEAR IN REVIEW  
2016

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# ORGANIZATIONAL PROFILE

## VISION

Ontario's Lake Country will be a vibrant "must-see" 4 season destination, easily accessed by land and water, with unique experiences and a readily available, integrated network of tourism products and services to create tourism wealth for the communities within it.

## MISSION

Ontario's Lake Country encourages visitors to stay longer, spend more and return often by actively developing unique experiences, networking amongst stakeholders and marketing strategically.

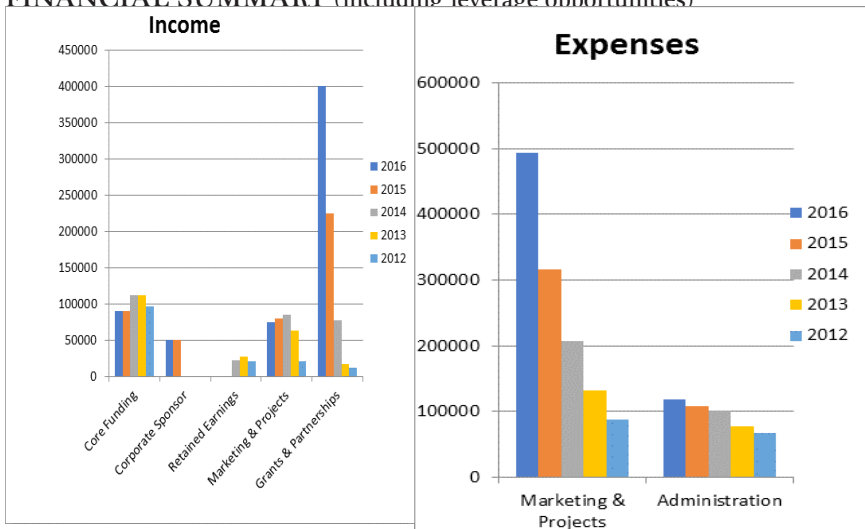
## STRATEGIC GOAL

To promote and support economic development through tourism across Ontario's Lake Country including Orillia, Oro-Medonte, Rama First Nation, Ramara, and Severn, by achieving an increase in total number of tourism receipts annually in the region.

## CORE OBJECTIVES

- Measurement, Advocacy & Engagement
- Strategic Marketing
- Product, Market & Destination Development

## FINANCIAL SUMMARY (including leverage opportunities)



## 2016 NEW & ENHANCED PROJECTS

### DIGITAL ADVERTISING: PARTNERSHIP FUNDING

- Increased traffic to website by 53% over previous year
- Received Partnership Funds from Tourism Simcoe County of \$30k & RTO7 of \$25k total of \$65k
- Over 16 businesses participated in the program
- Google grants provided 75k clicks, \$120k USD used
- Launch of new website – more mobile friendly
- Increase in use of social channels to actively advertise

### PRODUCT DEVELOPMENT

- Paddling Guide – 10k copies distributed throughout the province
- Dedicated paddling website launched
- Video & photo projects to capture local images to use in marketing materials
- Partnered with over a dozen businesses to promote paddling
- Cycle & Stay packages developed, Simcoe County Loop Trail

### MAINTAINED MARKETING PROGRAMS & OPPORTUNITIES

- Continued all marketing programs including Flavours, Tap into Maple, Fall Tours, Visitor Guide
- Tourism business workshop – google analytics – sold out

### NEW MARKETING OPPORTUNITIES

- Breakfast Television with Fern Resort
- Videos on screens in Dundas Square, Toronto PATH ads
- Casino Rama in room magazine

### VIDEO CREATIONS TO USE FOR ADVERTISING ON SOCIAL CHANNELS

- Fall Tours – hike, bike, drive and waterways
- Waterways – soft adventure
- Year – round video promoting the region

\* These are key initiatives, and does not include ongoing programs.

# BOARD OF DIRECTORS

|                           |   |
|---------------------------|---|
| Helen Cooper              | Casino Rama Resort                        |
| Dan Landry                | City of Orillia Municipal Appointee       |
| Donna Hewitt (Treasurer)  | Township of Oro-Medonte Appointee         |
| Rob Furlonger (Chair)     | Chippewas of Rama First Nation Appointee  |
| Kal Johnson               | Township of Ramara Municipal Appointee    |
| Don Westcott              | Township of Severn Municipal Appointee    |
| Michael Ladouceur         | Sport Program Supervisor, City of Orillia |
| Roger Selman (Vice-Chair) | Century 21 Lakeside Cove Realty LTD.      |
| Ninette Gyorody           | Orillia Museum of Art & History           |
| Tammi Taylor              | Burl's Creek                              |
| Patricia Frost            | Forks in the Trail Bed & Breakfast        |
| Maureen Way               | Stone Gate Inn                            |
| Dan Courville             | Kayak-Ity-Yak                             |

## ADVISORS

|                    |  |
|--------------------|--|
| Christine Anderson | Ministry of Tourism, Culture & Sport     |
| Kathryn Stephenson | Tourism Simcoe County                    |
| Wendy Timpano      | Orillia Area Community Development Corp. |

## STAFF

|                         |                               |
|-------------------------|-------------------------------|
| Jennifer Whitley        | Executive Director            |
| Diane Fotopoulos-wright | Marketing & Sales Coordinator |
| Sven Sloeserwij         | Tourism Marketing Assistant   |



Chippewas of RAMA  
First Nation



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