



Bay of Quinte Regional Marketing Board
Board of Directors Meeting

Operations Update

- a. Canadian Public Relations Society Award
 - i. In partnership with creative agency engagers and our QAAA partner The Drake Devonshire, we won a Bronze ACE Award for Best Use of Special Events from the Canadian Public Relations Society.
 - ii. See the Awards recipient list here: <http://www.newswire.ca/news-releases/cprs-toronto-celebrates-an-evening-of-excellence-in-communications-at-the-2017-ace-awards-gala-621105883.html>
 - iii. InQuinte has already picked up the story here: <http://inquinte.ca/story/local-company-wins-national-public-relations-award>
- b. Provincial Ultimate Frisbee tournament
 - i. As a result of attending the Canadian Sport Tourism Alliance Sports Events Congress, Trevor Norris has secured a provincial Ultimate Frisbee tournament set for mid-July in Belleville at Mary Ann Sills Park. This will bring over 300 athletes and drive over \$100,000 in economic activity for the region.
 - ii. Belleville News has picked up the story here: <https://www.insidebelleville.com/news-story/7285474-provincial-ultimate-frisbee-tournament-coming-to-belleville-in-july/>
- c. Epoch Times Chinese-Canadian trade show
 - i. On May 6th, BoQ RMB attended the Epoch Times Ontario Travel & Investment Expo, a Chinese-Canadian travel and investment trade show in Markham. This is a first-step in the new fiscal year toward our immigration strategy, in an attempt to market to the growing Chinese population in Canada.
- d. Regional Guide
 - i. Regional Guides are in final review this week and will be printed by end of month
- e. Touchscreen kiosks
 - i. Touchscreen kiosks will be installed by end of month in our 7 accommodations partners
- f. Booking engine
 - i. The booking engine is currently being added to with attractions and we will be promoting it + packages according to Ontario Tourism travel personalities by end of month
- g. TripAdvisor takeover
 - i. In partnership with The Great Waterway, we have purchased TripAdvisor's Destination Marketing Program for Belleville, Quinte West and Bay of Quinte TripAdvisor pages. This will allow us to control photography and editorial on these pages.
- h. Summer content program
 - i. We will be contacting partners shortly about our summer content program, which will be specific to helping our partners build their collection of editorial, video and photography

assets for tourism and living. These projects will be coordinated by our two summer students who are working for 12 weeks, beginning in June.