



BAY OF QUINTE

2024-25

BUSINESS PLAN

EXECUTIVE DIRECTOR'S MESSAGE

In a year that has been hard on many businesses and organizations, with unpredictable inflation and the opening of the world once again to global travel, we have been fortunate to have experienced many positives.

We started the fiscal year off on a very strong note in the spring when we secured 5-year MOUs with the majority of our community partners, including Belleville, Brighton, Mohawks of the Bay of Quinte, and Quinte West. This is the first time in the history of the organization that we've had multi-year partnerships and funding in place and it will allow us to grow and plan in ways that weren't possible in the past.

Successful Rural Economic Development funding through OMAFRA to the tune of \$149k (of a max \$150k) was also a big win. Not only has it supported our full-year destination marketing plan, it's also allowed us to scale up with the addition of a 5th role. **Jack McAvoy** has been a terrific addition to the BoQ Team, beginning in November and jumping right into the position. It was clear the progression of the organization's workload required additional support and Jack has been up to the task.

In June, we officially took over management of WorkinQuinte.ca and corresponding social channels at the request of Belleville and Quinte West. **Jen Achilles** got right on it, working her design magic with an excellent rebrand that strengthened Work in Quinte's look + feel and helped it to stick out more prominently in a sector that is rife with activity and noise from some heavy players. She has also made some important changes to the website functionality which has led to big grow with resumes + employer sign-ups and provide a stronger trusted and local jobs marketing website. We will use Work in Quinte as a primary resident attraction tool from the point of view of employment attraction.

One of our focuses in 2023-24 was *Content, Content, Content* and **Anna Fraiberg** delivered. Not only did she achieve a 10% increase to our digital following (now above 68k), she also increased total blog content by over 30%, publishing 59 blogs on our new website and coordinated 12 travel media trips which resulted in over 50 pieces of coverage for the region.

All of this great content has been supported by the redesign of the new BayofQuinte.ca, which we launched in November. Activity on the site is up over 100% in all major categories and a testament to the amount of work the Team put into the vision + execution of the site build and SNAP360's work to make it happen.

Trevor Norris delivered our first-ever experiential tourism workshop in collaboration with Canadian experiential leader, Celes Davar. This 3-day intensive development workshop was attended by over 20, including partner staff and experience providers. Three new experiences are now in market as a result and there is a framework in place for 4 additional experiences to launch this fiscal.

All the while, CBRE overnight accommodations numbers have stayed stable during a year that was tough on travel for many destinations. We maintained the 61% occupancy rate established in 2022, which was up 8% from 2021 and up over 3% from pre-pandemic numbers.

As we inch closer to our new 2024-25 fiscal year, we feel a sense of momentum from increased engagement across multiple products and from the Team complement we have in place to hit all of our project goals, which you'll see outlined in this Business Plan. One thing that remains a constant is that none of this is possible without the regional partnership we've created together and we are appreciative every week to get the support from so many great people within the partner organization staff and this Board.

Here's to another great year working together.

Dug

2023-24 HIGHLIGHTS

- Successful 5-year MOUs with majority of community partners: Belleville, Brighton, MBQ, and Quinte West
- 2023 CBRE National Hotel Data shows BoQ region holding at 61% occupancy (similar to 2022 which was up >8%)
- Growth is now >3% higher than pre-COVID 2019 year-end numbers, showing increases pre-and-post-pandemic
- Over 23 Million impressions across marketing and advertising platforms with more than 1.06 Million engagements
- Over 149k received in successful funding application from OMAFRA through Rural Economic Development Fund
- Jack McAvoy hired as 5th Team member with that funding, in the position of Marketing Support Specialist
- Adoption of WorkinQuinte.ca on behalf of the partnership + subsequent rebrand
- Over \$3.4 million estimated in economic spending from BoQ marketing campaigns (similar to 2022 which was up 60%)
- More than 32k physical entries into conversion zones after clicks/views of BoQ digital ads
- Over 7,200 website referrals to partners and stakeholders from BoQ ads (up 29%)
- Over \$178k provided in community marketing supports, grants and sponsorships
- Over \$50k in marketing support provided to Belleville and Quinte West downtowns to build marketing reach and tactics
- 350 room nights from travel trade packaging, resulting in over \$100k in economic activity
- *Best of the Bay* campaign celebrated local business with over 3,000 entries voting on more than 60 categories (up 1k votes)
- Almost 1,700 rounds of golf sold via Golf in Ontario program (similar to 2022 which was 50% growth)
- New bayofquinte.ca website launched in Nov 2023
- Activity on new site included 784k Events (+139%), 265k pageviews (+142%), 114k users (+104%)
- 10% digital media growth on our audience of over 68k (previously 3% growth) / 740k social reach
- 16M impressions on 3rd party ads (+23%)
- 254k impressions / 23.1k clicks on paid media content
- 12 travel media trips (+200%), creating over 52 content pieces on social/blog
- 12 Out of Home advertising assets
- Successful Canada Summer Jobs application
- 59 blogs published (+31%), 41 Tourism and 18 Living
- 32 locations + 9 events photographed/videoed for use by partners and stakeholders (+44%)
- 3-day experiential tourism workshop deployed for over 20 participants
- 3 new, bookable experiences brought to market

ORGANIZATION DETAILS



BOARD OF DIRECTORS

Ron Anderson, Municipality of Brighton

Tylor Allsopp, City of Belleville

Egerton Boyce, City of Quinte West

Ogwari Brant, Mohawks of the Bay of Quinte

Angela Hicks, Greater Napanee

Tony Engelsdorfer, Quinte Home Builders Association

Blair Gamble, At-Large

JP Lemieux, At-Large

Laura Knecht, At-Large

REGIONAL PARTNERSHIP



Mohawks of the
Bay of Quinte



Municipality of Brighton



Greater Napanee



City of Quinte West



City of Belleville



Quinte Home Builders
Association

THE BOQ TEAM



JACK MCAVOY

**Marketing Support
Specialist**

Supports all roles as required across multiple projects, with focuses on content, video, Work in Quinte, and weekly tasks

TREVOR NORRIS

**Business Development
Manager**

Manages travel trade, sport tourism and meeting planning, experiential tourism, as well as product support and sales for BoQ TV, kiosk, map and guide

ANNA FRAIBERG

Digital Marketing Manager

Manages day-to-day communications, including social media, blogs, third party ads, travel media, newsletters and press releases

JEN ACHILLES

Manager of Media + Design

Manages all BoQ design and brand elements online and offline, including websites, guide, map, experience handbook, ads and other visuals

DUG STEVENSON

Executive Director

Leads the overall marketing strategy, business plan implementation, operations and budget, and Board of Directors communications

2024-25 PRIORITIES



BUSINESS & MARKETING PRIORITIES



Destination Management
MAT Implementation
Product
Marketing Support Programs
Content + Video
Strengthen New Programs

BUSINESS & MARKETING PRIORITIES

DESTINATION MANAGEMENT

We have become a regional leader across many sectors within the destination management sphere, including supporting our community partners and stakeholders specifically through experience development, branding, marketing strategy, sponsorships, grants, and content. For 2024-25, we will continue these and add film, WorkinQuinte-related activities, and data.

MAT IMPLEMENTATION

With Brighton receiving their first MAT remittance in January 2024, we are doing what we can to support their continued implementation and will also look to support BIA marketing initiatives via a percentage of MAT funds as we've done with Belleville and Quinte West. We hope that through our partnership with Napanee, we are in a position to encourage their municipality to implement at MAT, especially at the hotel/motel level to start as they have multiple name brands. We also continue to encourage Belleville and Quinte West to implement their MAT across STAs.

PRODUCT

We will continue to offer our experiential tourism development workshop and subsequent development + grant program to help drive increased experiences in the region and subsequently greater attraction to visitors. As well, City of Belleville have requested our financial and staff support to deliver on a product development strategy for the City.

MARKETING SUPPORT PROGRAMS

Our Marketing Support Programs, which are primarily supported by MAT dollars, include Marketing Grants, BIA Marketing Program, Partner Marketing Supports, and Experiential Tourism Development. These are aspects of our yearly activities that have been working successfully, make a direct and significant impact on stakeholders and on partner communities, that build marketing potential and capacity, and that we will continue to deliver through 2024-25, with the addition of new programs where needs exist, such as our Eclipse Microgrant.

CONTENT + VIDEO

With the success of our content push last year, increasing the overall amount of content produced through BoQ channels via blogs, social posts, and travel media, we will continue our efforts to produce strong content on a frequent basis. As well, new to our strategy will be the production of increased video through our social channels + website and other mediums where possible (eg Bsens jumbotron, etc).

STRENGTHEN NEW PROGRAMS

We will work to strengthen the WorkinQuinte.ca program based on the needs of the community by updating the website, continuing to develop the new branding and increasing the amount of advertising. As well, we will support brand awareness and help to drive site activity by continuing trade show activations in the BoQ region and beyond. With the new Bay of Quinte Film Board creation in 2023, there is work to be done on branding, webpage development, shooting locations listings and asset development + marketing.

MARKETING & TACTICS



MARKETING & MANAGEMENT TACTICS

Programmatic Advertising
Discovery Guide
bayofquinte.ca
WorkinQuinte.ca
immigration.bayofquinte.ca
Industry Newsletter
Consumer Newsletter
Facebook
Instagram
Twitter
YouTube
Pinterest
LinkedIn
TikTok
TripAdvisor
BoQ Merch
BoQ Marketing Grants
Out of Home Advertising

BoQ Blogs
Paid Media
Earned Media
Google AdWords
Digital Discovery Map
Radio
Packages
401 Signage
Workshops
Experience Facilitation
Sports & Events Tourism
Golf in Ontario
Travel Trade, Corporate + Events
Photography + Video
Sponsorships
BIA Marketing Program
Accommodations Grants
BoQ Film Board

DIGITAL



MARKETING CAMPAIGNS



DESCRIPTION:

A multi-tactic approach to marketing the region's assets or a project to target markets and target demographics.

PURPOSE:

A campaign approach helps to grow awareness as a result of marketing across multiple touchpoints. This in turn fosters growth in engagement to the message and, when applicable, in economic activity.

2023-24 RESULTS:

- *Take A Drive* was our primary Omni Channel campaign through the year, generating over 3.03 million impressions and more than 32k physical entries to conversion zones, resulting in estimated spending of more than \$3.43 million dollars from Bay of Quinte advertising
- Over 7,200 referrals to partner and stakeholder websites from Bay of Quinte ads/site
- Google Ads netted 1.4k clicks + 11.2k impressions / Google Search netted 45.k clicks + 2.68M impressions
- Participation in Golf in Ontario, a multi-destination partnership marketing multi-day group packages, resulted in an estimated economic impact of over \$650k for our \$15k investment
- *Best of the Bay* campaign received over 3,000 entries across 60 categories to award to local small businesses and stakeholders
- GET FREE GAS campaign launched in December 2023 for eligible bookings between Jan-March 2024

2024-25 PLANS:

- Continue to deploy an Omni Channel campaign to target across programmatic, enhanced social, Google Ads and Google Search
- Continue focused accommodations incentive campaign to drive visitation during slower winter months
- Redeploy Best of the Bay
- Continue Golf in Ontario investment
- Deploy a targeted employment attraction campaign via WorkinQuinte.ca
- Contribute financially and in-kind to campaigns by other orgs via BoQ Marketing Grants and BIA marketing supports

MEASURABLE OUTCOMES:

Full programmatic and Google spectrum of metrics + estimated economic activity

BAYOFQUINTE.CA

DESCRIPTION:

bayofquinte.ca/.com is the regional landing site, and serves to highlight our partnership, major marketing pillars, campaigns and regional stakeholders. It acts as a gateway into the entire Bay of Quinte online portfolio.

PURPOSE:

To have a parent landing site to use as a call to action in our marketing and advertising communication. This parent site helps raise awareness of the Bay of Quinte brand and acts as a conduit for the user to gain access and information on the region, its partnerships, regional stakeholders, experiences, stories and marketing assets.

2023-24 RESULTS:

- Complete website redesign in collaboration with SNAP360, launched in November 2023
- Investment was very worthwhile as site activity has increased dramatically from a cleaner, more brand-representative design + we are now pushing it harder across all digital spaces as a result. Metrics include:
 - 114k users (104% increase)
 - 265k pageviews (142% increase)
 - 7784k events (139% increase)
- 59 blogs published; 41 tourism-focused and 18 living-focused

2024-25 PLANS:

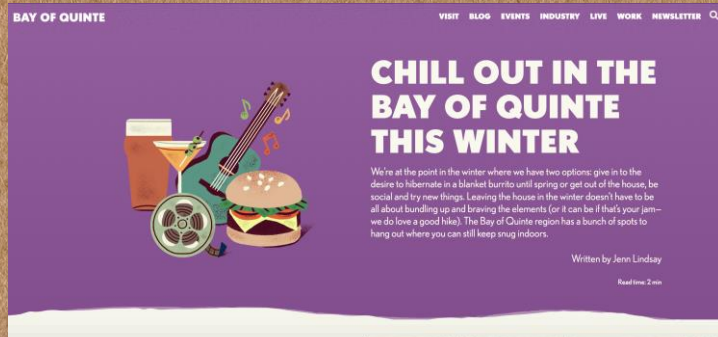
- Continue to update pages with seasonal content
- Continue monthly blog production with tourism and living content

MEASURABLE OUTCOMES:

Full Google Analytics spectrum & programmatic analytic spectrum, AdWords, SEO, number of content postings



BLOG CONTENT

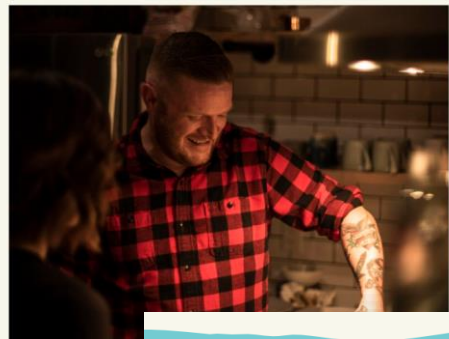


Description

Regular long-form content about tourism and living, telling stories about the region, day trip/itinerary ideas and entrepreneur features that get shared through our channels. We make every attempt to source local writers to tell more authentic stories and grow BoQ champions and we meet quarterly with the partners to determine what stories we should be telling.

Purpose

Blogs are an excellent way to tell stories about regional businesses, stakeholders, events and to support our two marketing mandates of tourism and resident attraction. They also present excellent content for our social media channels.

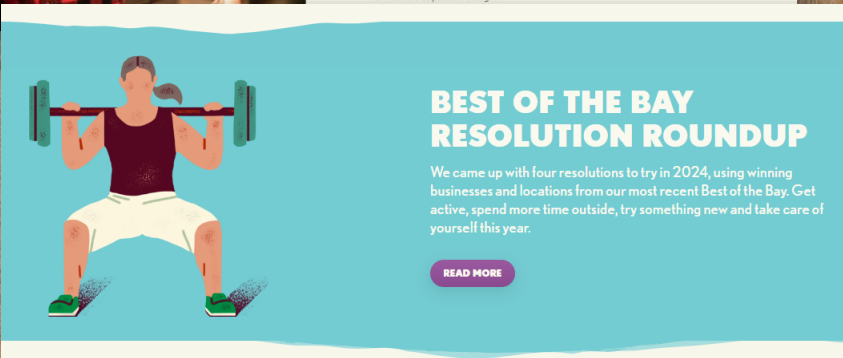


For those who may not be familiar, what have you been up to?
Over the last couple of years, we've really been amping up the large-scale catering. I love the brand ambassador/social media work that I do with food companies like Boulart Breed and Coni. I've also been focussing on hospitality consultation where I help businesses with a particular issue or help their business off the ground. During the pandemic, I started a spicy maple syrup condiment company called Matt's Hot Maple and will be bringing it back to shelves in 2024.

Did you ever have a "Eureka!" moment where you just knew working in the culinary industry was your calling?
I did actually... I've really loved it for a very long time but it was when I was working at Le Select Bistro in Toronto under chef Albert Pinzo that it clicked and I thought to myself "I'm gonna do this forever and work as hard as possible doing it."

2023-24 Results

- 59 blogs published; 41 tourism-focused and 18 living-focused
- The writer roster consists of 15 writers
- Combined Tourism and Living blogs into one unified blog on the new BoQ website



2024-25 Plans

- Continue to maintain a regular schedule of 6 blog posts per month; 4
 - that are tourism-focused and 2 that are living-focused
- Continue to grow diversity within the writer roster
- Using blog content to drive video production for use on social platforms

Measurable Outcomes

Number of blogs posted, number of content producers, page views, time spent on page, bounce rate, traffic by channel

IMMIGRATION PORTAL

DESCRIPTION:

The immigration portal contains content for New Canadians who might be considering a life in BoQ. It represents a partnership for our region that consists of Belleville, Hastings County, Prince Edward County and Quinte West. We are mandated by the Ministry to retain this partnership, regardless of the BoQ RMB partners.

PURPOSE:

Provide a landing page with resources and content directed toward New Canadians who might be considering a life in our region or have recently moved.

2023-24 RESULTS:

- We did not spend significant time developing content for this site, knowing that the plan is to complete a site redesign in 2024-25
- Began work with the Quinte Local Immigration Partnership to map out the website update. Completed wireframe + page designs + high-level content direction

2024-25 PLANS:

- Complete site redesign and corresponding website update for launch in 2024
- Redesign will include a brand refresh
- Include Ministry-mandated partners in build + review of site
- Work in collaboration with QLIP and partners to create monthly content for this site + include major stakeholders like Loyalist College

MEASURABLE OUTCOMES:

Full Google Analytics spectrum & programmatic analytic spectrum, AdWords, SEO, number of content postings, number of immigrants giving anecdotal feedback



[BAYOFQUINTE.CA/IMMIGRATION](https://bayofquinte.ca/immigration)

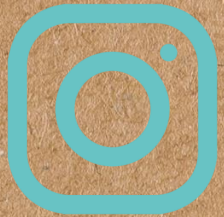
DIGITAL MEDIA



31,750+



670+



14,000+



300+



9,580+



TikTok

690+



Tourism Newsletter
9,500+

Industry Newsletter
2,050+

Digital Network of 68,515+
→10% overall digital growth
→740k social reach

DIGITAL MEDIA

Description:

The Bay of Quinte Facebook page is updated multiple times per week with regional content, related to events, places, spaces and faces of those in the BoQ. We focus on storytelling with strong visuals or videos on Facebook to drive engagement, as opposed to generic posts simply for the sake of posting. We do organic and paid posts to drive engagement and traffic to our website.

Purpose:

To take advantage of the more than 3 billion people using Facebook, including over 80% of adult Canadians. (Alternative ending: There are 26.59 million Facebook users in Canada, which represents **73.4%** of the population.)

2023-24 Results:

- Increase of over 1,500 new followers
- Feb 1, 2023-Feb 1, 2024: Reach 544k (+17% compared to year before), content interactions 20.5k (+66.2%), link clicks 31.2k (+106.6%)
 - Engagement rate of interactions from reach: 3.76%
 - Increased posting frequency, more engaging + organic content (vs. sharing from other pages)
- Began implementation of more Facebook Reels using video content that's being cross-posted to other platforms to increase engagement
- Use of Facebook as a platform for our programmatic advertising to drive increased activity

2024-25 Plans:

- Benchmark set of 3-4 higher quality posts per week
- Increase paid posts and paid ads to drive engagement, aiming to spend \$50/week
- Continue non-post advertising on a project-specific basis
- Engage more by liking and commenting on posts from other accounts to drive engagement and awareness of BoQ; hoping to encourage more user-generated content by increasing our presence

MEASURABLE OUTCOMES:

Number of content postings, number of videos, reach, engagement, link clicks, audience growth



Facebook

**31,750+
followers**

DIGITAL MEDIA

Description:

The Bay of Quinte Instagram page is updated multiple times per week with regional content, related to events, places, spaces and faces of those in the BoQ. It is a major driver of our online activity. We focus on storytelling with strong visuals or video to drive engagement, as opposed to generic posts simply for the sake of posting.

Purpose:

Instagram continues to be one of the most popular social media marketing tools online and is BoQ's fastest-growing platform. We use it to tell a more visual narrative and also as an interaction tool with locals, primarily in Ontario and the BoQ region and to drive more activity to our websites.

2023-24 Results:

- Increase of 2,100 followers making it our fastest-growing platform
- Feb 1, 2023-Feb 1, 2024: Reach 97.4k (+48.8% compared to year before), content interactions 12k (+100%), link clicks 142 (+100%)
 - Engagement rate of interactions from reach: 12.3%
 - NOTE: More boosting with
- Began implementation of a new Instagram Reel strategy with longer, more thought-out entertaining videos with a new one posted almost every week

2024-25 Plans:

- Benchmark set of 2-3 higher quality posts per week (one of which being a Reel), along with stories posted almost daily
- Continue to grow video strategy with more engaging and entertaining reels, which have proven to be prioritized in the Instagram algorithm
- Experiment with more boosting of Reels to see how that increases engagement
- Engage more by liking and commenting on posts from other accounts to drive engagement and awareness of BoQ; hoping to encourage more user-generated content by increasing our presence

Measurable Outcomes:

Number of content postings, number of videos, reach, engagement, number of followers, number of stories, earned media interactions, paid ads, clicks



Instagram

**14,000+
followers**

DIGITAL MEDIA



TikTok

**690+
followers**

DESCRIPTION:

TikTok is one of the most popular social media platforms, focusing on video content, with over 1 billion users worldwide. We launched a TikTok profile in 2022 and have been working on building our content. This platform does not drive web traffic but will be used to increase awareness of the region.

PURPOSE:

Used to share short video content related to reflecting the faces, places and spaces of BoQ. This is another great outlet for videos used in Instagram Reels to diversify the audience.

2023-24 RESULTS:

- 15+ videos posted, with over 22,800 views
- Switched to using trending audio to grow following organically rather than using ads, followers grew by 590% with this strategy and video views noticeably increased; year one we ended with around 100 followers and now have close to 700 followers.
- Cross-posting video content to our other social platforms to reach wider demographics

2024-25 Plans

- Continue to cross-post with other social platforms, videos posted to TikTok as Reels are posted to Instagram
- Investigate travel media/influencers who have bigger TikTok followings we can work with
- Continue to focus on organic reach and engagement rather than paid ads

MEASURABLE OUTCOMES: number of videos posted, views, audience growth

DIGITAL MEDIA

DESCRIPTION:

The Bay of Quinte X feed is updated multiple times per week with regional content, related to events, places, spaces and faces of those in the BoQ. It is meant to be more for updating purposes and less about storytelling. It is an excellent platform for tagging and promoting our stakeholders.

PURPOSE:

To drive news, events and content updates + engage and promote stakeholders.

2023-24 RESULTS:

- No significant increase in follower count
- Continued driver for events
- Continued to notice less engagement on this platform as it has changed significantly since

2024-25 PLANS:

- Continued driver of events calendar with weekly event roundup postings, sharing our blog content and partner/industry news
- Benchmark of 3-4 tweets per week with retweets of relevant content
- Aim to increase platform engagement and BoQ awareness by liking, replying to and retweeting others' tweets
- Continue to support our campaigns (i.e. Discovery Guide, gas card promo)
- Evaluate whether X is a good use of our time through the year, with the aim of making a decision by next fiscal year whether to remain on the platform or not

MEASURABLE OUTCOMES:

Number of content postings, engagements, impressions, number of followers, link clicks



X

**9,580+
followers**

DIGITAL MEDIA

DESCRIPTION:

The Bay of Quinte LinkedIn profile is used to share updates with a more business approach. It is less about marketing and more about industry-related content and sharing Work in Quinte content.

PURPOSE:

To communicate with the business sector about BoQ initiatives and successes, and raise awareness of BoQ RMB within the business landscape.

2023-24 RESULTS:

- Growth of over 230 followers, which is our best yet
- Over 28,600 post impressions and 8.5% engagement rate
- Continued regular messaging with more business-related postings - workshops, funding opportunities, events

2024-25 PLANS:

- Continue consistent posts with industry-related content (updates, accolades, etc.), posting 2-3 times per week
- Use to raise awareness of Work in Quinte
- Connect with professionals within our sectors in order to grow our following; follow more and engage with their posts
- Investigate paid ads to grow following and engagement

MEASURABLE OUTCOMES:

Number of content postings, number of videos, engagements, reactions, views, time viewed, number of followers, clicks, ads



LinkedIn

670+ followers

DIGITAL MEDIA

DESCRIPTION:

Pinterest is a visual search engine that enables users to discover Bay of Quinte assets through collections of images and videos. Pins are arranged in boards that are set up thematically and in line with our pillars like “Food & Drink” and major assets like Fishing or Day Trips.

PURPOSE:

To help increase awareness of BoQ through pinned images, show the breadth of our asset groupings through boards, and drive users to our other assets like the BoQ blog or merch store

2023-24 RESULTS:

- Pinterest was not a main priority compared to growing other platforms, monthly page views with an average of 410 — relevant and engaging content will keep showing up for users as it relates to their search terms and interests
- Continue to use Pinterest as a medium to raise brand awareness due to its visual nature

2023-24 PLANS:

- Continue to use as a platform to extend the life of our blogs; implement more regular posting to share new blogs
- Increase frequency of usage and content updates
- Investigate apps that will pull recent blogs to Pinterest

MEASURABLE OUTCOMES:

Number of pins, number of boards, number of followers, number of monthly viewers, engagement, impressions, saves, outbound clicks

NOTE: As Pinterest is a search engine and not a social media platform, measuring followers is not necessarily an equivalent indicator of growth compared to other social accounts



Pinterest

300+ followers

TOURISM NEWSLETTER



Tourism Newsletter
9,500+ subscribers

DESCRIPTION:

Using MailChimp, we communicate with our newsletter subscriber list bi-weekly

PURPOSE:

To communicate directly with those who have indicated an interest in BoQ-related information, sending them a snapshot of the region's tourism and living assets on a regular basis. They are excellent for sharing events, blogs and time-sensitive marketing

2022-23 RESULTS:

- Audience increased to 9,524 from 8,488; continue to see steady signups through bayofquinte.ca and implementation of more giveaways through Kickoff Labs contributed to the increase
- Open rate of 37% and click rate of 4.9% compared to last year's 31% open rate and 6% click rate, all above industry standard
- 24 newsletters were sent to date this fiscal with over 78,600 opens - over 26k more opens than the year before (52k)

2023-24 PLANS:

- Continue to evolve new branding as required
- Continue bi-weekly sends
- Continue emphasis on newsletter sign-ups by promoting it across our other outlets and using Kickoff Labs contests

MEASURABLE OUTCOMES:

Newsletter types, Number of newsletters sent, number of subscribers, number of sign-ups, open rate, click-through rate, amount of content, total clicks, total opens

INDUSTRY NEWSLETTER

DESCRIPTION:

Using MailChimp, we communicate with our industry newsletter subscriber list bi-weekly year round. This was developed in 2020 after a request by the partners to create a platform to communicate more directly with stakeholders, partners and operators about industry updates and opportunities.

PURPOSE:

To communicate directly with industry organizations and individuals who have indicated an interest in tourism industry updates and opportunities. It is currently used to share grants, webinars and workshop, training opportunities and other industry updates.

2022-23 RESULTS:

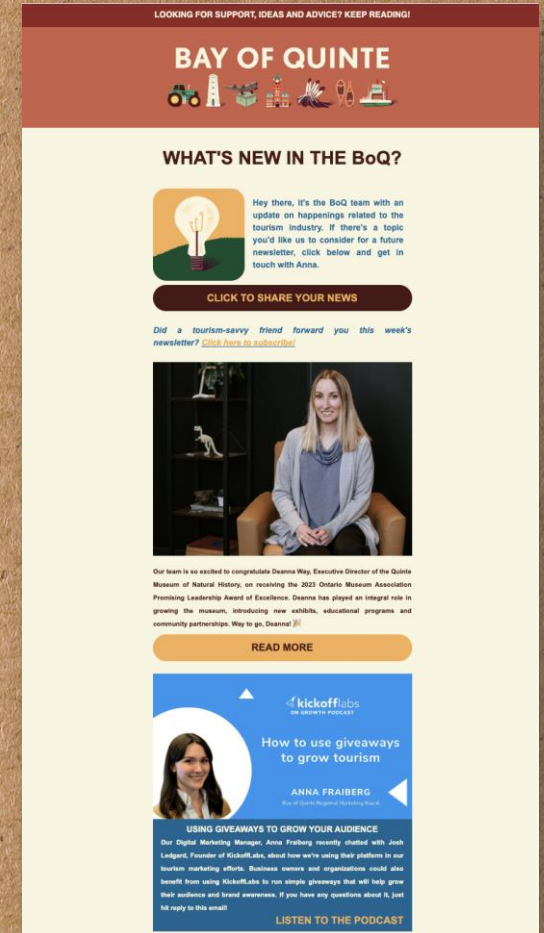
- 2,061 subscribers, large increase from 1,600
- Open rate of 39% and click rate of 2.5% compared to last year's 29% open rate and 5% click rate (still above industry average), likely due to higher volume of content

2023-24 PLANS:

- Continue to evolve new branding as required
- Continue with bi-weekly industry updates
- Continue emphasis on newsletter sign-ups by promoting it across our other outlets using our websites

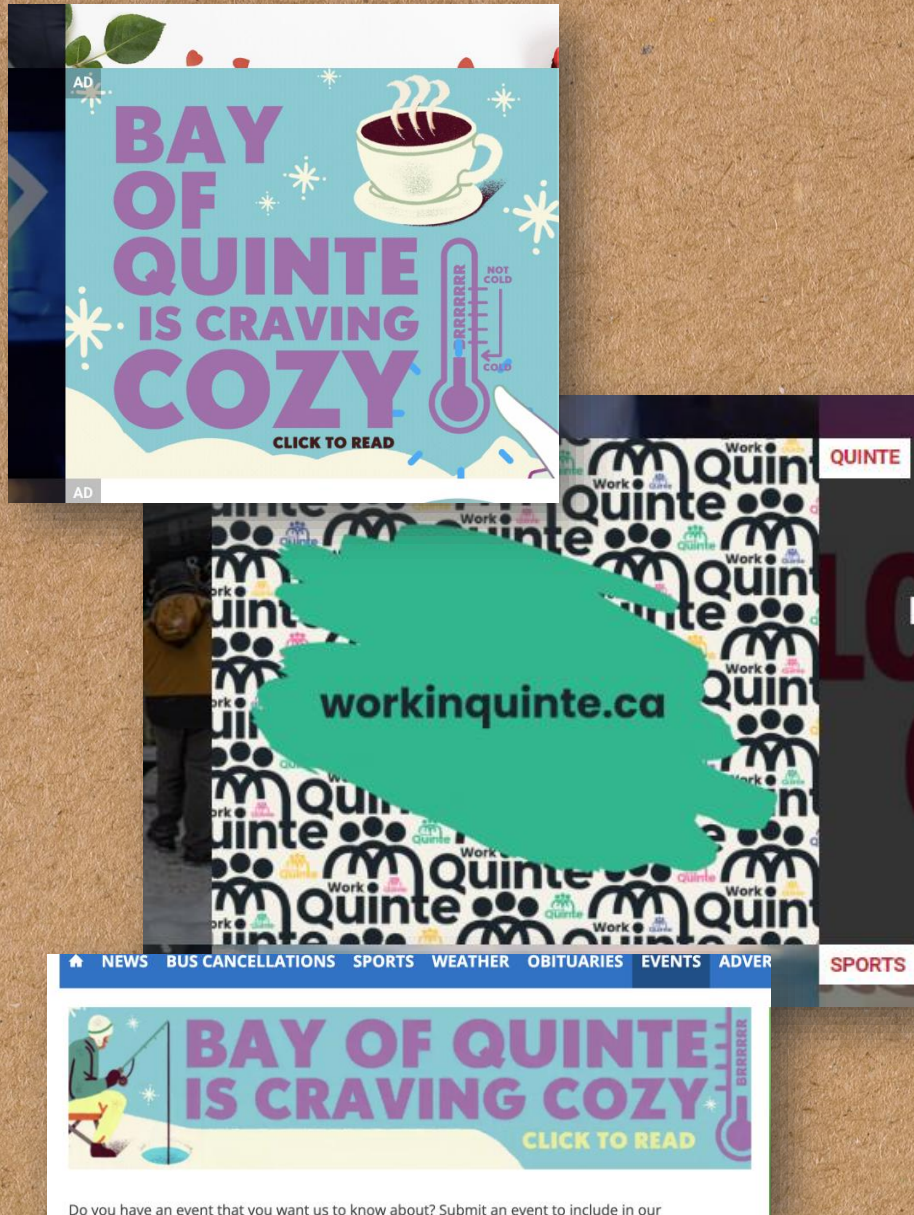
MEASURABLE OUTCOMES:

Number of newsletters sent, number of subscribers, open rate, click-through rate, amount of content, total clicks, total opens



Industry Newsletter
2,050+ subscribers

THIRD-PARTY ADVERTISING



DESCRIPTION:

Third-party ads are ads that run regularly on other organizations' websites and typically drive to a blog post or piece of content on the Bay of Quinte site.

PURPOSE:

To get in front of as many eyes as we can, especially on trusted sites, with content that increases Bay of Quinte brand awareness but also drives back to our website, encouraging additional exploration. These are an excellent way to grow our new users/audience since the audience of the third-party sites will be different from our own. We are currently using third-party recurring ads to target locally.

2023-24 RESULTS:

- Monthly ads featured in InQuinte.ca and on Quinte News
- Over 16,075,500 impressions and 7,830 clicks across both platforms
- Ads typically rotate monthly to reflect seasonal content
- Experimented with different content types
- Continued use of GIF ads to be more eye-catching than static images

2024-25 PLANS:

- Continue monthly advertising on these platforms
- Continue to use ads as a driver for content on our website
- Continue regular use of GIFs to create more eye-catching ads, increasing engagement on these platforms
- Continue to experiment with different types of content to try and increase clicks and pageviews

MEASURABLE OUTCOMES:

Impressions, clicks, website visits, third-party social media metrics, bayofquinte.ca referrals

PAID MEDIA

Description

Paid media consists of stories that we write or help to craft, but that run on third-party media and news websites.

Purpose

Paid story placements ensure we get the desired coverage for specific events, activities and organizations (vs. a media release which may not be featured in its entirety). They also help drive more traffic to our website through another organization's lens and raise awareness + help grow our following through another organization.

2023-24 Results

- Published 3 stories through Post Media that primarily target a digital audience with the added bonus of one print property per piece (this year print pieces were featured in National Post).
 - Digital ad targeting had over 219k impressions and over 10.9k link clicks
- 5 articles were published with Kingstonist, collectively read by over 12,100 on their website
- Published 4 seasonal spreads with regional content in the Brighton Beacon, a local magazine that prints 5,700 per issue with a digital version available

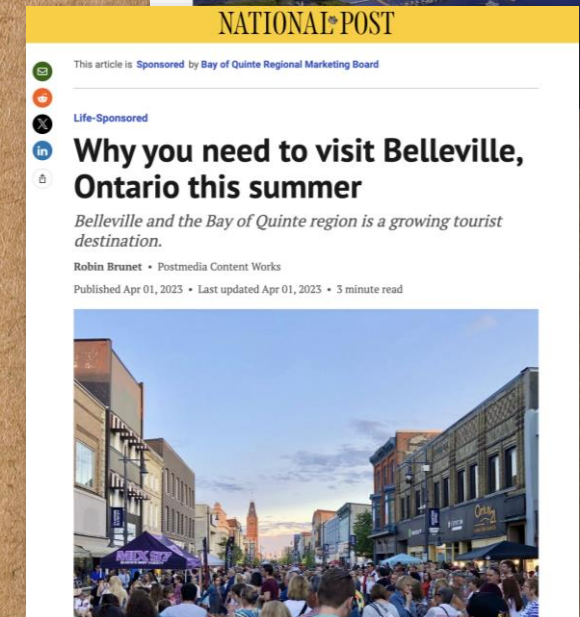
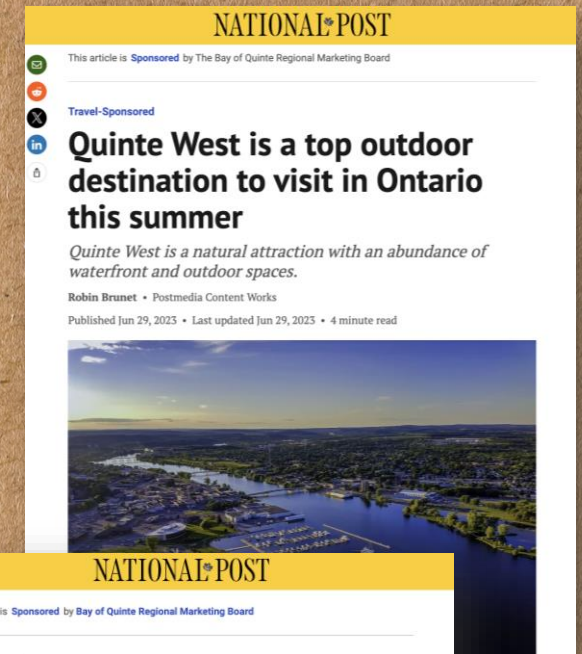
2024-25 Plans

- Reevaluate continuation of stories with Post Media
- Continue Kingstonist - Despite Meta blocking news on their sites, Kingstonist is reaching a wide audience with a newsletter of over 5k subscribers, 45k readers with desktop notifications on, plus making use of Reddit and TikTok for social platforms
- Continue to publish regular spreads in the Brighton Beacon (quarterly issues)
- Investigate short-drive paid media buys and resident attraction media buys, research new media outlets to test content with

Measurable Outcomes

Number of articles published, reach, impressions, clicks, readers, print distribution

NOTE: Because these are published through third parties we don't have control over the reach and impressions



TRAVEL MEDIA

Description:

Travel media consists of influencers and content creators who are digital or social media leaders within the travel/tourism/lifestyle sectors who can be hired to create coverage on a certain story, business, or area.

Purpose:

We can't be the only ones telling Bay of Quinte stories. For increased trust and interest from consumers, we need authentic content producers who have larger and dedicated social media followings to produce content about us as well. It is also a primary way to grow our following in new markets through outlets we wouldn't otherwise be accessing. Plus, it allows us some control over the narrative, so that we can steer toward elements we want to promote over others.

2023-24 Results:

- More focus on working with paid travel media/influencers than pitching for earned media
- Planned tailored media trips for 12 travel media/influencers from around Ontario who created blogs and social media posts about the Bay of Quinte region
- Worked with: Culinary Tourism Alliance, Rosalyn Gambhir, Lindsay Davies, Ashley Rae, Luis Cabrera, Angeli Geronimo, Lauren Yakiwchuk, Daniel Reyes Cocka, Katherine Palumbo, Stephanie MacDowell, Stephanie Mayo, Alice Phan
- 52 strong pieces of content, not including the dozens of additional Instagram stories showing their travels live in real-time
- Toward the end of this fiscal, we started receiving earned media pieces from travel media we had previously hired, showing a strong reputation of the region and relationships we have built
- Joined the Travel Media Association of Canada as Industry Members
- This year we really strengthened a number of relationships with media personalities who have been here and want to come back, and we've caught the attention of others who we've not yet worked with who are reaching out

2024-25 Plans:

- Continue to focus more on mid-level influencers (vs. major media) to grow regional awareness
- Researching travel media personalities within daytrip distance
- Anna and Jen attending the Travel Media Association of Canada Conference to network with travel media professionals
- Look into campaign tracking programs to implement for better analytics on influencer campaign

Measurable Outcomes:

Number of media hits, insights from content created, number of FAMs, number of organization memberships, number of media boxes sent, number of contacts



TRAVEL SUPPORTS



DISCOVERY GUIDE



DESCRIPTION:

The Bay of Quinte Discovery Guide tells both tourism and resident attraction stories from across the partnership and provides advertising opportunities for regional stakeholders

PURPOSE:

Provide an all-encompassing keepsake print product that represents the offering of the region to tourists, residents and potential residents

2022-23 RESULTS:

- 20,000 soft covers printed (no hardcover based on cost)
- 88-pages
- Distribution to target markets: East GTA, Ottawa, Kingston, + strong local/PEC distribution
- Driver of digital content and earned media
- \$40,700 in ad sales

2023-24 PLANS:

- Increase to 30,000 softcover print run
- 84 pages
- Printing in April with immediate distribution planned
- Continue to use as a driver of digital content and earned media
- Targeting \$37k in ad sales

MEASURABLE OUTCOMES:

Number of guides printed/distributed, number of distribution points, total sales, content created, awards, total stories, total ads, feedback

PRINT & DIGITAL DISCOVERY MAP

DESCRIPTION:

Our Digital Discovery Map (DDM) at bayofquinte.ca/explore features over 700 tourism-related businesses and provides users with an interactive opportunity to explore tourism businesses and attractions, read TripAdvisor user reviews, access Google My Business info, browse events and create itineraries.

Our printed Bay of Quinte map is an excellent quick resource for inbound travellers and used frequently by hotel front desk staff + visitor centres to show people our abundance of amenities and how to get to them.

PURPOSE:

Provide tools that meet the interests of visitors through print and digital means, supporting regional exploration.

2023-24 RESULTS:

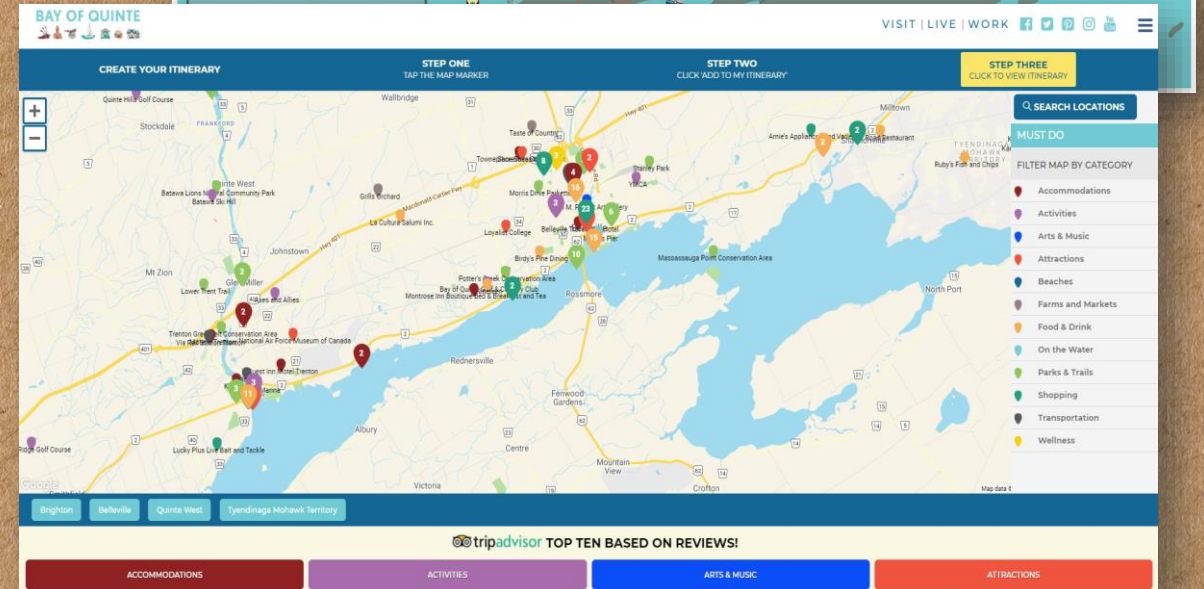
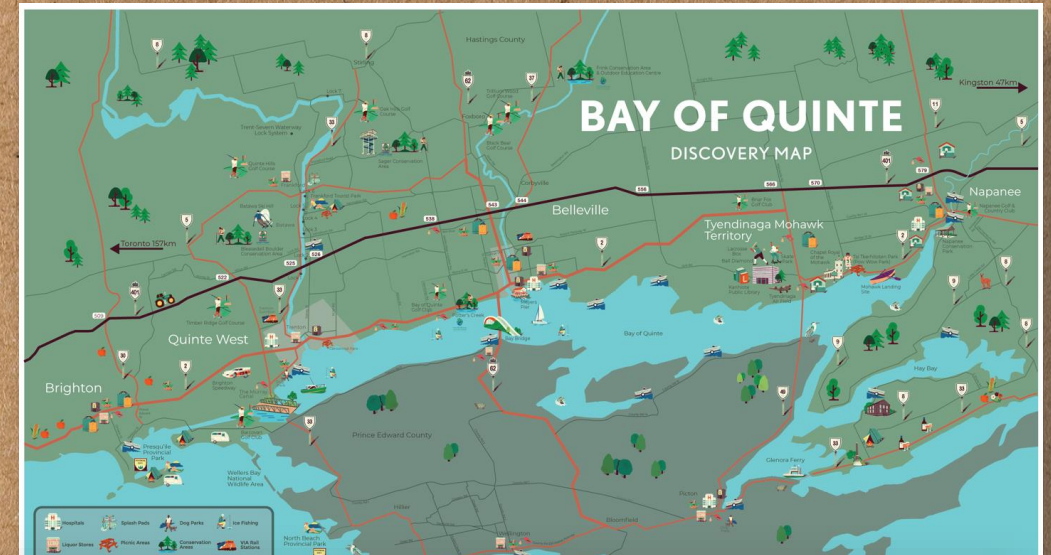
- Continued distribution of print map to high traffic locations across the region
- Partner review/audit of Digital Discovery Map to identify new locations required, closed locations to delete, and those in need of Google My Business/TripAdvisor accounts

2024-25 PLANS:

- Print additional tearaway maps as required
- Continued auditing of DDM
- Addition of giant map as Out of Home-style signage at Homestead Marketplace

MEASURABLE OUTCOMES:

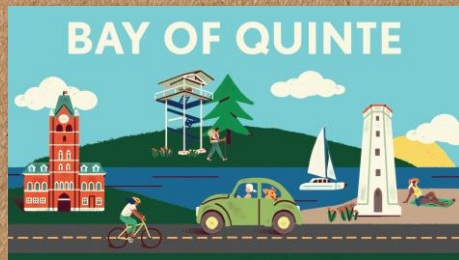
Full Google Analytics spectrum, analytics per location, number of businesses listed, number of businesses educated, workshops



HIGHWAY 401 SIGNAGE



EASTBOUND SIGNAGE



WESTBOUND SIGNAGE



DESCRIPTION:

We currently have English & French signage both eastbound and westbound along Highway 401

PURPOSE:

To welcome visitors to the BoQ region and identify our region on the highway

2023-24 RESULTS:

- 4 signs, 2 east and 2 west
- Inquired as to pricing to move eastern boundary signage east of Napanee

2024-25 PLANS:

- Potential to move eastern boundary signage
- Investigate 3rd signage incorporating Mohawk language

MEASURABLE OUTCOMES:

Number of signs, estimated amount of traffic

RADIO

DESCRIPTION:

Weekly call-ins to give event and regional updates to the DJs on our local stations during peak travel season + more traditional 30-second spots in city-markets to increase interest and awareness of the Bay of Quinte region during shoulder season.

PURPOSE:

Local: To communicate with our local audience about the breadth of events and attractions in the region + raise awareness about our amazing home + grow regional ambassadors – we use local radio during the May-Sept season when visitation is high so that residents are just as aware of tourism opportunities as travellers.

Outside: In the shoulder seasons, we often run campaigns in out of region markets like Kingston, Ottawa and the GTA to try and drive overnight travel during the slower months, typically attached to a specific campaign.

2023-24 RESULTS:

- Weekly 3-minute call-in updates on local stations from May to September
- 6-week campaign for *Best of the Bay*, featuring 30sec spots

2024-25 PLANS:

- Continue weekly call-in program in May-Sept
- Continue Best of the Bay campaign
- Consider outside market campaigns to support shoulder season

MEASURABLE OUTCOMES:

Number of spots, number of stations, number of call-ins, number of campaigns



OUT OF HOME ADVERTISING



DESCRIPTION:

Out of home advertising includes billboards, signage, digital screens and other visual brand marks and ads out in the community

PURPOSE:

To increase awareness of the Bay of Quinte brand visuals, our campaigns, our website and other products and properties at home and in other target geographic markets

2023-24 RESULTS:

- 4 billboards in Prince Edward County with Stellar Outdoor Advertising became 3 total in late 2023 when Stellar converted one of the billboards into digital and it became shared with other advertisers. We now have 2 southbound and 1 northbound on Hwy 62 in PEC
- 2 bus shelter ads at the high-traffic corner of College/Sydney in the City of Belleville rotate ads each quarter
- A large Bay of Quinte storefront banner in the Quinte Mall, 9ft x 18ft
- A branded wrap of Gate 1 at the CAA Arena, home of the Belleville Senators

2023-24 PLANS:

- Continue with all existing assets
- New partnership with Homestead Marketplace in Quinte West just off 401 with regional map and other branded elements
- Investigate new assets for Work in Quinte
- Investigate potential partnerships for Out of Home brand visuals at Golf in Ontario partner courses
- Keep options open for high-traffic signage in short drive markets or other high traffic areas (e.g. Quinte Mall)

MEASURABLE OUTCOMES:

Number of signs, number locations, artwork updates, estimated amount of traffic

PROGRAMS



WORK IN QUINTE.ca

DESCRIPTION:

A local jobs website for Quinte region employers and jobseekers. Features a selection of quality local jobs and robust resume database + employer roster. The website is supported by social media and other advertising, both local and in outside markets.

PURPOSE:

WorkinQuinte.ca exists to provide a trusted and vetted local jobs option for local job seekers and employers vs the larger, congested and less trusted global jobs websites. It's also a resident attraction tool in that it features higher paying jobs that attempt to attract new people to the Quinte region for the purposes of filling skilled positions.

2023-24 RESULTS:

- We officially adopted the platform in May 2023 and a successful rebranding was one of our first exercises
- Total audience on social media grew from 533 when we took over the platforms to a culminating following audience of 836 and a reach of 55,194 across LinkedIn, Instagram and Facebook
- Google Analytics were not activated until we took over the site, so we have no comparable data. With a starting date of June 5, 2023 we saw 9.1k users, 29k pageviews, and 78k events – all of which we plan on improving in new fiscal
- Resumes on the database increased over 100% to more than 1,400 all-time; almost 200 employers registered; over 430 jobs posted
- Began On-Air Job Fair advertising with Quinte Broadcasting – weekly radio + digital posts on their platforms for jobs
- Created InQuinte monthly digital ad buy
- Created a newsletter to send a weekly highlight of three job postings toward the end of each week to our audience of job seekers (contacts from the resume database) - An audience of over 250 to date
- Three job fairs attended in fiscal 2023-24: Quinte Career Fair, Brighton and Napanee
- Partnerships created with Employment Service Providers, META, Career Edge and Loyalist Employment Services

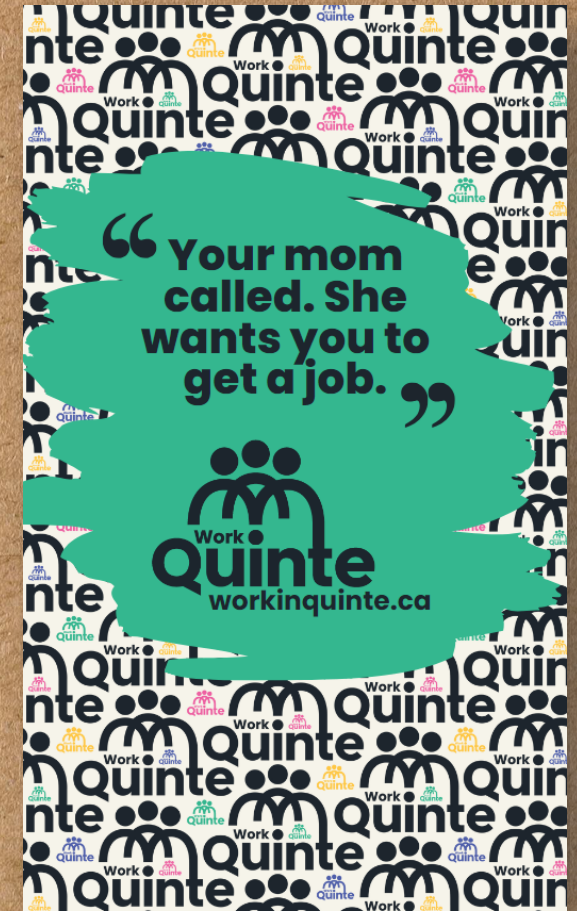
2024-25 PLANS:

- WorkinQuinte.ca is built on a back-end platform called Drupal that is clunky and that we have never worked with. Additionally, it's hosted/managed by a company in BC that is slow and expensive. Therefore, we are planning a web redesign in 2024-25. We will administer an RFP early in the fiscal year and aim for completion in 2024.
- Increase advertising for the platform to drive more activity to the site
- Rebrand Quinte Career Fair + attend additional job fairs across the region/outside of the region on behalf of the partnership
- Further develop partnerships with Employment Service Providers to increase engagement on the site + support their needs

MEASURABLE OUTCOMES:

Number of active users on WorkinQuinte.ca, success stories from employers and website traffic

Number of content postings, engagements, impressions, number of followers, and link clicks on all social media channels.



BAY OF QUINTE FILM BOARD

DESCRIPTION:

The Bay of Quinte Film Board is comprised of representatives from partner communities and the surrounding communities of Prince Edward County and Hastings County, as well as film professionals and exists to help create film best practices and support filmmaking activities in the Quinte region to drive economic activity and jobs.

PURPOSE:

Filming in communities has multiple benefits, including showcasing the community, supporting local employment, and creating economic spending from cast and crew relying on local services for multiple days. There are currently no policies, procedures or systems in place within our local communities to attract film projects to come to the region or support them while here.

2023-24 RESULTS:

- Bay of Quinte Film Board was formalized. Dug Stevenson was elected as Chair, with Laurie Caouette from Loyalist College elected as Vice Chair
- The Bay of Quinte Regional Marketing Board was identified as the lead organization
- Monthly meetings were held beginning in fall 2023 with a Terms of Reference a policy framework created

2024-25 PLANS:

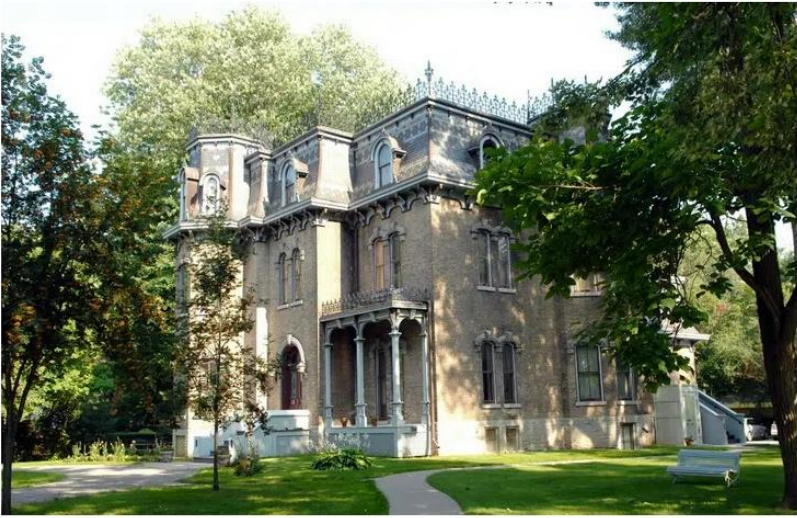
- Outline \$25k from the BoQ budget, combined with \$5k funding from Prince Edward County + \$5k funding from Hastings County for a total budget of \$35k
- Develop a plan in collaboration with Film Board members which includes the creation of a locations database, photography of locations, creation of a film professionals database, a high-level film attraction strategy, and corresponding marketing activities
- Create Film Board brand + website landing page to house materials from above

Filming at historic Glanmore House

Belleville, ON, Canada / Quinte News

John Spitters

May 31, 2023 | 3:27 AM



MARKETING GRANTS + SPONSORSHIPS

DESCRIPTION:

The Bay of Quinte marketing grants provide 100% funding to organizations within the partnership for the purposes of marketing or experience development. Organizations must apply according to set projects defined by the needs of the community.

Sponsorships are financial supports for events that help drive visitation and product creation

PURPOSE:

With BoQ RMB receiving strong funding via MAT and the partnership, it is in our best interest to support small businesses and organizations related to our marketing mandate. If many organizations can deploy successful marketing or a successful event, the entire region will benefit.

2023-24 RESULTS:

- Over \$60k awarded to 15 projects recipients for marketing, event execution, product development, web, photography, video and socials
- \$10k awarded to 2 experience partners to develop their experience: Just Bee Cuz Honey and Fina Vista Farms

2024-25 PLANS:

- Deploy Eclipse Microgrant
- Deploy a round of BoQ Marketing Grants
- Continue selective sponsorship on application basis



BIA FUNDING & SUPPORT



DESCRIPTION:

BIA funding and support provides dollars and staff time for the purposes of marketing development and capacity building for the downtowns of MAT communities. We provide up to 10% of a community partner's MAT to their BIA (currently Belleville, Brighton, Quinte West) for new or enhanced activities related to marketing, events, and activations.

PURPOSE:

Our downtowns in the BoQ region are some of our strongest products. However, marketing dollars and experience are often limited within BIAs. If we can support our downtowns to develop and implement foundations marketing elements + deploy successful marketing projects and campaigns with our MAT dollars, the entire region will benefit.

2023-24 RESULTS:

- Over \$39k provided to the Belleville Downtown District for artwork and omni channel marketing, content, and event + installation activations.
- Over \$10k provided to the Downtown Trenton BIA for marketing management and strategy, photography, video, social media marketing campaigns, print, signage, and web development

2024-25 PLANS:

- Continue program in order to expand marketing education, assets and portfolios of the BIAs. Reduce Belleville Downtown District to 5% of MAT (vs 10%)
- Target implementation in Brighton, corresponding with the implementation (and collection) of their MAT

PHOTOGRAPHY & VIDEO

Description

Collect assets of landscapes and locations as opposed to staged photography, from both the air and from land. Uploaded to a shared drive for use by partners and stakeholders.

Purpose

Seasonal photography and video assets that support content for BoQ RMB and for partners are collected throughout the year and stored on a shared drive for use by any interested stakeholders.

2023-24 Results

- Photography was a primary focus over video
- Photography assets collected for 32 locations and 9 events across the region
- Summer student in 2023 supported the collection of photo and video assets
- Purchased office camera to support ease of photography
- Cataloguing of seasonal aerial footage

2024-25 Plans

- Revisit drone photography/video to fill in gaps on certain seasons for specific communities
- Discuss with partners to see what kind of video needs they have now that Reels/TikToks have risen in popularity

Measurable Outcomes:

- Number of locations shot, number of assets



STUDENT PHOTOGRAPHY CONTEST

DESCRIPTION:

In December 2022 - January 2023, we held our inaugural Student Photography Contest. Bay of Quinte youth between the ages of 7 and 14 were invited to submit photos taken of people, places or things during the last year within our partner communities.

PURPOSE:

To encourage artistic development, experimentation and expression among youth and to see how they perceive the world around us, which is often a much different perspective than adults. Also to provide additional photography for use by BoQ RMB and the partners

2023-24 RESULTS:

- To increase engagement, we decided to offer this contest during the summer months
- Based on capacity, we decided to defer our next offering of this contest until summer 2024, with a June kickoff targeted to engage schools

2024-25 PLANS:

- Offer the contest again
- Consider expanding to include a 15-18 years age category
- Engage additional partners via schools and other community organizations to increase entries in all partner communities

MEASURABLE OUTCOMES:

Number of participants, number of photos submitted, number media articles



BEST OF THE BAY

DESCRIPTION:

Best of the Bay is a contest where residents can vote for their favourite local businesses in the tourism industry across more than 60 categories under the headings of Food + Drink, Shop or Service, Regionscape, and Art + Culture.

PURPOSE:

Created to drive awareness and recognition of the hard-working businesses that were suffering during COVID-19 lockdowns, Best of the Bay continues to celebrate our Bay of Quinte businesses in a post-pandemic world, while also giving residents a chance to “champion” their favourites

2023-24 RESULTS:

- Launched program during summer timeframe in order to help drive increased engagement when local residents are more active
- Over 3,000 entries (up approx. 1,000 from 2022)
- Over 60 winners, all receiving a decal for their window/location
- Strong earned media from organizations posting about their win/their decals on their social channels
- Multiple prizes offered to help drive engagement: \$500 in gift cards for grand prize, \$250 for second and 5 \$50 for third place awarded to participating voters
- Excellent engagement across all social platforms during this campaign, with strong clicks through to the corresponding website page

2024-25 PLANS:

Continue the program for a 4th year, launching again during the summer

MEASURABLE OUTCOMES:

Number of web hits, number of social engagements, number of entries, number of winners



GOLF IN ONTARIO

DESCRIPTION:

Golf in Ontario is a provincial partnership with multiple destinations contributing to an overall budget which is focused on booking large group golf travel in Ontario.

PURPOSE:

Golf is a primary product in the BoQ region because of our number of courses in close proximity + overall quality of courses. As well, golfers are strong spenders – typically staying multiple nights and visiting restaurants as their primary outlet for food.

2023-24 RESULTS:

- Addition of Briar Fox Golf Club to the package bookings as an additional option
- Over 1,670 rounds booked, accounting for more than \$181k in golf spending
- Over 530 room nights, accounting for more than \$114k in accommodations spending
- \$150k in bookings made during winter for the 2024 season
- Over \$650k in economic activity for our \$15k investment
- Bay of Quinte is the top Golf in Ontario destination, outselling all other regions

2024-25 PLANS:

- Continued investment in the program + to diversify marketing materials
- Development of new packages around Bay of Quinte Golf Club's new 27 hole layout
- Packages for World Long Drive Championship event, Endless Summer

MEASURABLE OUTCOMES:

Number of rounds, room nights, estimated economic activity, participating stakeholders



SPORT & EVENT TOURISM

DESCRIPTION:

With a competitive affordability advantage, great proximity within Ontario and excellent four-season infrastructure, the BoQ is well suited to build and grow on its current suite of sporting events. As such, BoQ RMB is well positioned through the partnership to play a supporting and funding role for organizations bringing in tournaments or partner communities taking on bids for larger events.

PURPOSE:

Sports and events tourism is one of the number one ways we can grow our shoulder season visitation and showcase the BoQ to new prospective travellers or residents.

2022-23 RESULTS:

- Continuing our support role in sports tourism as well as identifying and vetting new sporting event opportunities for all our communities.
- Provided funding, logistics and marketing support to the upcoming 2024 Soccer Canada U15 Toyota National Championships in Quinte West (October 9-14, 2024)
- Successful scouting mission with Quinte West delegates and LOC to Waterloo Region, ON (October 2023) to see first-hand logistics of the 2023 Soccer Canada U15 Toyota National Champions
- Completed Greater Napanee sports infrastructure FAM with municipal staff and full audit of sports infrastructure

2024-25 PLANS:

- Final preparation under way for Soccer Canada U15 Toyota Championships in Quinte West (LOC formation and logistics)
- We will return to the Sports Events Congress, attending the March 2024 event in Winnipeg, AB having already booked over 15 meetings with national sporting organizations and rights holders.
- Follow up from SEC 2024 meetings and vet current bid opportunities for 2025 and beyond for best fit amongst community partners.
- Pilot a Bay of Quinte Sports Tourism Advisory Committee made up of sporting leads from each community, municipal staff managing sporting infrastructure, accommodators and other sport tourism support businesses to better align wants/needs with capacity.

MEASURABLE OUTCOMES:

Number of meetings, leads, FAMs, tournaments booked, bids made, economic activity



TRAVEL TRADE / CORPORATE MEETINGS



DESCRIPTION:

Travel Trade consists of attending trade shows and presentation opportunities, making contacts with travel operators and supporting them to create package bookings for individuals and groups within the region. Corporate travel involves attracting businesses to bring meetings, conferences and staff retreats to the region.

PURPOSE:

The travel trade and corporate markets are strong opportunities for growing our shoulder season visitation, add to the capacity of in-season travel by connecting the right assets and the long-term reputation of the region as a destination of choice for provincial, domestic and international travellers.

2023-24 RESULTS:

- Participated in 3 day travel trade mission organized by Destination Ontario to 9 agencies in Quebec
- Worked with Velo Quebec on cycling itinerary ideas and Gendron with FIT golf/wine itineraries for incoming US clients for 2025-26.
- Continued support and growth on multi-day itineraries with Toundra and Groupe Voyages past year - approx. over 350 room nights and \$100k in economic activity generated
- Launched the enhanced "Industry" section on the new BoQ website that is specifically directed at the travel trade and corporate travel market and aims to capture FAM interest.

2024-25 PLANS:

- Attending Bienvenue Quebec travel trade show (October 2024) - 82 appts with domestic + int'l operators
- Attending two VENUE Executive Meeting Planner Series as a vendor DMO as well as participate in their networking forum (Ottawa in May, 2024 and Toronto in September, 2024)
- Will attend Tete-a-Tete corporate travel trade show in Ottawa (February 2025)
- Focus on building new relationships with more sustainably focused small group travel agencies like Landsby (Canada's first sustainability certified travel agencies) in hopes to align visitors' values with our own and move the region to a more regenerative tourism model.
- Work with PEC winery partners on travel experiences/opportunities that drive overnight stays in BoQ
- Pilot a BoQ Travel Trade Advisory Committee to see how we can unite stakeholder (accommodators, experience providers, etc.) interests and goals so we are better informed as to what we focus on

MEASURABLE OUTCOMES:

Presentations, contacts, leads, FAMs, sales missions, trade shows, group economic activity, bookings

TRAVEL TRADE WINERY PARTNERS

DESCRIPTION:

To support the attraction of travel and corporate groups, the BoQ RMB Board of Directors approved a specific partnership with 7 trade-ready PEC Winery Partners.

PURPOSE:

This partnership aims to offer visitors winery experiences in PEC that help drive accommodation, culinary and activity spending on the North Shore.

2023-24 RESULTS:

- Helped execute the first Belleville Senators Corporate Partner event at Black Bear Golf Course with all winery partners pouring wine samples, resulting in licensee contracts for partners on the North Shore.
- Supported and marketed winery partner group events such as Wassail and Elevage and individual events such as sponsorship for Closson Chase's Natalie MacLean's book launch.
- Discovery Guide feature
- Planned and executed a successful FAM to all partner wineries with 2 travel promoting trips to the region where guests stay/dine on the North Shore and visit PEC. FAM metrics included 7 social posts, 1 blog, multiple Instagram stories, and a photography collection for future marketing usage

2024-25 PLANS:

- Continue event opportunities with Belleville Sens
- Seek additional travel media opportunities that support staying in BoQ and visiting PEC wineries
- Ongoing marketing support of winery partner events + Discovery Guide feature
- Support in helping to develop travel trade and corporate travel experiences at winery partner locations and enhance BoQ's visibility and itinerary options along with increasing overnight stays.

MEASURABLE OUTCOMES:

Number of meetings, number of presentations, contacts, leads, FAMs, events/meetings/retreats booked, trade shows, economic activity



EXPERIENCE FACILITATION



DESCRIPTION:

Tourism experiences are participative and educational in nature and more immersive compared to activities, which is why they are an emerging trend in the tourism world. Experience facilitation refers to providing opportunities for stakeholders to participate in activities that are designed to foster new or enhanced tourism experiences. BoQ RMB acts in a facilitation role for experience building/opportunities across the region, providing education, support and funding.

PURPOSE:

There is an opportunity for the Bay of Quinte partnership to separate itself from other destinations by investing in unearthing experiential ideas and helping businesses to craft them into a suite of memorable and immersive products. With the trend of travellers seeking more participative and story-driven experiences, we stand to drive economic activity by developing a suite of experiences that help make our region unique and tell its story.

2023-24 RESULTS:

- Collaborated with Canadian experiential tourism consultant Celes Davar, of Earth Rhythms to launch year 2 of the BoQ Experience Crafting Program in January 2023
- Received 22 applications (December 2022) for new experience ideas from across our 5 partner communities
- 5 new experience partners chosen to receive \$5k funding + development support & 10 other applicants invited to join the BoQ Experience Crafting Workshop along with partner staff (total 22 applicants)
- 3-day Experience Crafting Workshop (April 2023) co-developed with Celes Davar and lead by Trevor Norris
- Supported and marketed 4 new bookable BoQ Experiences in market (Glanmore NHS's "Toymaker Time Machine, Wynn Farm's "Field To Vase", Just BeeCuz Honey Farm's "Bee Our Guest" and Wander Local's "Whiskey & Wingtips" in downtown Belleville)
- Launched a dedicated BoQ Experiences page on the new BoQ website with booking links.
- Trevor attended IMPACT 2024 (Victoria BC) as a speaker on a panel DMO Focus: Driving Action in our Communities and highlight BoQ's successes developing regenerative experience in our communities

2024-25 PLANS:

- Continue to lead the BoQ Experience Design Program along with a 2-day in-person development workshop
- Continue an experience development funding support program for 5 new experiences
- Pilot new micro workshops to introduce regenerative and sustainable concepts and set goals to other sectors · Attend IMPACT 2025 (Victoria BC - January 2025) to network with cutting edge regenerative and experiential tourism leaders and bring that knowledge/best practices back to the BoQ.
- Trevor Norris was chosen for Awaken! Crafting Legendary Experiences Coaching Masterclass Course in Wolfville, NS (July 2024) to continue his professional development as a lead experiential coach for BoQ.

MEASURABLE OUTCOMES:

Training sessions, Experiences, Packages, businesses participating, mentors, workshops, photos/videos, web/digital #s

