

Regional Tourism Organization 7

- RTO7 is one of 11 Regional Tourism Organizations in Ontario
 - Region 7 covers Bruce, Grey & Simcoe Counties
 - Non-profit overseen by a board of directors but fully funded through the Ministry of Tourism, Culture and Sport
 - 4 Pillars – Marketing & Promotion, Investment Attraction, Experience Development & Workforce Development
- We encourage stakeholders to make data driven decisions.
- Bruce, Grey & Simcoe Counties partner with us to purchase data platforms.

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What kind of data do we use?

- Member of Destination Canada's Research program
 - Environics Analytics – Understanding who is coming through Postal Codes and Geofence technology
 - LASR spend data – Accommodation, Retail, Transportation and Activities
 - Number of visitors – through Ministry of Tourism, Culture & Sport Information
 - Visitor and resident sentiment
- Use analytics available to us and stakeholders
 - Google Analytics
 - Meta insights
 - Reviews from Customers
- Looking at capturing KPIs to better understand sustainable tourism
 - Still trying to determine what these are

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Why we use data

- Help to tell the story of tourism in the region and why it's so important
- Show the economic impact of tourism
- Sustainably manage visitation and avoid issues that come with overcrowding
- Inform marketing plans and advertising campaigns
- Support workforce development initiatives
- Support our stakeholders to make better decisions including reliable data to support the implementation of the Municipal Accommodation Tax and Short-Term Accommodation licensing.

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Biggest Challenges:

- Cost of data
- Access to reliable information that's available in a timely manor
- How best capture, store and share information