

Ontario's Lake Country

ORILLIA • ORO-MEDONTE • RAMA • RAMARA • SEVERN

Orillia & Area's Four Season Playground!



YEAR IN REVIEW 2015

Ontario's Lake Country
22 Peter St South., Orillia
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www.OntariosLakeCountry.com



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.

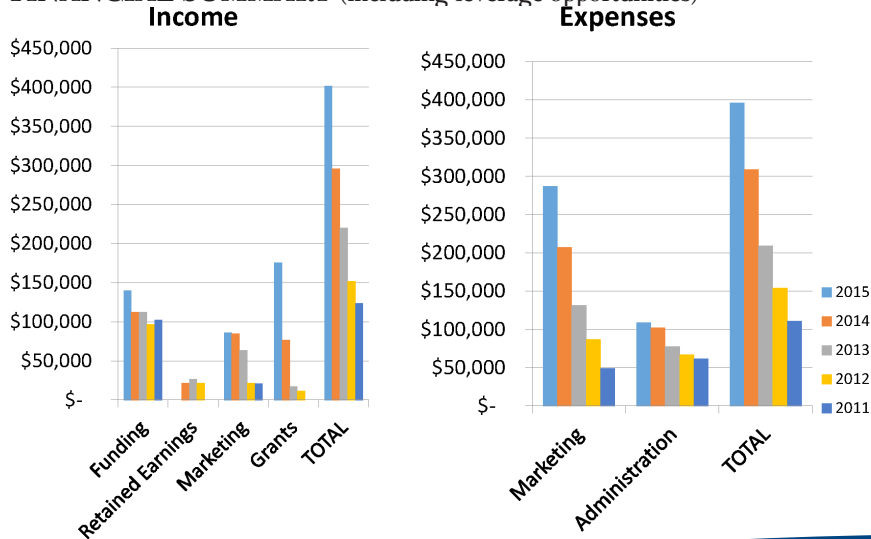
STRATEGIC GOAL

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)



2015 NEW & ENHANCED PROJECTS

DIGITAL ADVERTISING: PARTNERSHIP FUNDING

- Received Partnership Funding from RTO7 matching OLC for a total of \$63,000 (increased from \$45,000 in 2014)
- 10 partnering businesses
- 56,600+ clicks to website
- 11.5M+ impressions

DIGITAL ADVERTISING: GOOGLE ADWORDS GRANT

- Received \$115,000+ (increased from \$35,000 in 2014)
- 4.3M impressions
- 72,600 clicks to website

TAP INTO MAPLE

- 29 participating businesses
- Over 3,000 business transactions/visitors tracked
- 60% of patrons were from outside OLC
- 27,600 website pageviews (up 245% since the year prior)

VIDEO CREATION

- 2 new videos: Winter Experience & Summer of More
- Shared on social media (Facebook, YouTube, Instagram)
- Casino Rama Resort's Entertainment Centre & Rotunda provided a minimum of 320,000 impressions

FLAVOURS OF ONTARIO'S LAKE COUNTRY

- NEW lunch & shop local options
- Increase in participants to 16 businesses
- NEW website created
- Increased website pageviews by 373%

PRODUCT DEVELOPMENT: WATERWAYS

- Partnered with Tourism Simcoe County and received Partnership Funding from RTO7
- Worked in collaboration with municipalities, outfitters/retailers/accommodations
- Identified and assessed 15 paddling routes

* 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
Sarah Huter	Mount St. Louis Moonstone

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 Associate



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