

2007 YORK REGION TOURISM MARKETING PROGRAM**INDUSTRY DEVELOPMENT**

Objective: Increase awareness of marketing programs, enhance communication channels, provide educational programs, consumer research and partnership opportunities that support industry sustainability and growth. Assist the tourism sector to make informed decisions and build a competitive edge.

<i>Communications</i>	<i>York Region Commitment</i>	<i>In- Market Date</i>	<i>Description</i>	<i>Industry Opportunities</i>
<i>Newsletter</i>				
<i>York Region Tourism News</i>	Key regional communication vehicle to the tourism industry	Bi-monthly email blast and posted on web site	Key regional communiqué for the tourism sector	Review the newsletter for partnership and marketing opportunities. Provide business profile to be featured

<i>Regional Conference</i>	<i>Description</i>	<i>In-Market</i>	<i>Distribution</i>	<i>Industry Opportunity</i>
<i>5th Annual York Region Tourism Conference</i>	Annual regional tourism conference	January 2007	Launch of 2007 Tourism Program plus networking, educational opportunity	An opportunity to network, share information and provide direction on regional tourism initiatives Showcase your facility by hosting this event

<i>Developmental Opportunities</i>	<i>York Region Commitment</i>	<i>In-Market Date</i>	<i>Description</i>	<i>Industry Opportunities</i>
<i>York Region Tourism Advisory Group</i>	Regional Council supported	On-going	Established in 2004 to provide leadership and advisement	Participate and provide input to support the growth of the tourism industry
<i>Tourism Partner and Business Consultations</i>	Provide leadership, direction and support to tourism stakeholders, organizations and area municipalities	On-going	Collaboration on initiatives at a community level to build destination profile	Share your ideas and partner with York Region Tourism on product development, tourism programs and activities
<i>Industry Reciprocal Program</i>	Facilitate program	2007	Educational initiative to develop awareness of local tourism experiences and product	Provide reciprocal admission to tourism industry partners to be more aware of supporting experiences and tourism products
<i>Educational Forums</i>	Facilitation of sessions	2007	Educational seminars and networking opportunities. Could include OTMPC Tourism Inc. market readiness, demand generators, customer relations	Participate and share information and direction

<i>Product Development</i>	Work with partners to develop regional product and enhance tourism experiences	2007	urban/rural, recreation, arts, heritage, agricultural, cultural and other tourism based products	Partnership and advertising support
<i>Character Community</i>	Work with the Character Community Foundation of York Region, Area Municipalities, Chambers of Commerce and Business Improvement Associations to build service excellence	2007	Support and reinforce <i>Character Community</i> philosophy within the tourism business sector	Partnership opportunities

<i>Research</i>	<i>Description</i>	<i>In-Market</i>	<i>Distribution</i>	<i>Industry Opportunity</i>
<i>Visiting Friends and Relatives</i>	Undertaking research project	2007	Obtain an understanding of travel motivations, behaviour and customer experiences and multicultural communities to enhance spend and length of stay	Provide support and direction through committee involvement
<i>An Overview of Tourism in York Region</i>	Retain external consultant	2007	Economic impact of tourism into York Region based on Stats Canada data	