Bay of Quinte COUNTRY.CA

Not Just for Summer

Ryan Williams - President

Happy New Year Quinte! It is with great pleasure that I update you on what I believe to be a very exciting time for the Region of Bay of Quinte and the Bay of Quinte Tourist Council.

There is no doubt that this was a strategic year, as we aligned not only ourselves more formally together, but also within a great new Eastern Ontario Regional Tourism Organization: The Great Waterway. We did get many initiatives accomplished as well, and I am very proud to lead this great exciting group into the New Year.

Bay of Quinte is yearly becoming more of a natural Destination, and we are seeing incredible numbers in Tourism to our region. We work as a Quinte Region for tourism because of our capacity for tourism. As a region, we have over 1800 rooms in overnight accommodations, and in peak season, more than 1000 campground and seasonal rentals. This allows us at any time to house over 8000 people overnight, and almost double that in peak season.

Our figures from Hastings County in 2009 stated that we had 1.6 million visitors which produced $344 million in revenue with over 3500 people employed. Prince Edward County in 2009 had 490,000 visitors which produced $80 million in revenue and employ 2955 people. Lennox and Addington County in 2009 had over 344,000 visitors, producing over $27 million in revenue and employed 2500.

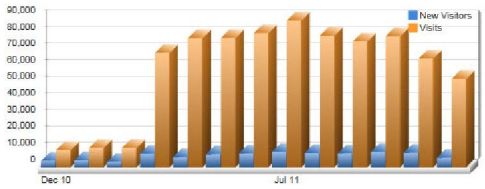
Bay of Quinte Tourism is a regional partnership that strategically puts the Bay of Quinte Region in a great competitive advantage both in Eastern Ontario and in Canada. Our partnerships include Belleville, Tyendinaga, Napanee, Brighton, and Prince Edward County as a region producing over $454 million in economic tourism activity with over 8900 people employed and well over 2.4 million people visiting the region yearly. This is 40% of all visitors to Eastern Ontario's new RTO 9: The Great Waterway, and over 57% of the economic activity spend.

In 2011, being part of the Great Waterway allowed us, for the first time, to be included in large-scale marketing. Both having 'Bay of Quinte' on the Great Waterway www.thegreatwaterway.com, and our partners in their own capacity allowed us to benefit from a $700,000 campaign that put us in the Toronto Star, The Globe and Mail, and on CTV directing visitation to our main website www.bayofquintecountry.ca. I continue to represent Bay of Quinte on the Quinte Seat at the Great Waterway Board table alongside Kingston, Prince Edward County, Gananoque, Brockville, and Cornwall.

Speaking of our website, it itself is a true success story of Bay of Quinte Tourism at present. We are averaging well over 75,000 visitors monthly, over 10,000 unique per month.

Monthly Visitors [bayofquintecountry.com]

Date Range: 12/23/2010 to 12/22/2011

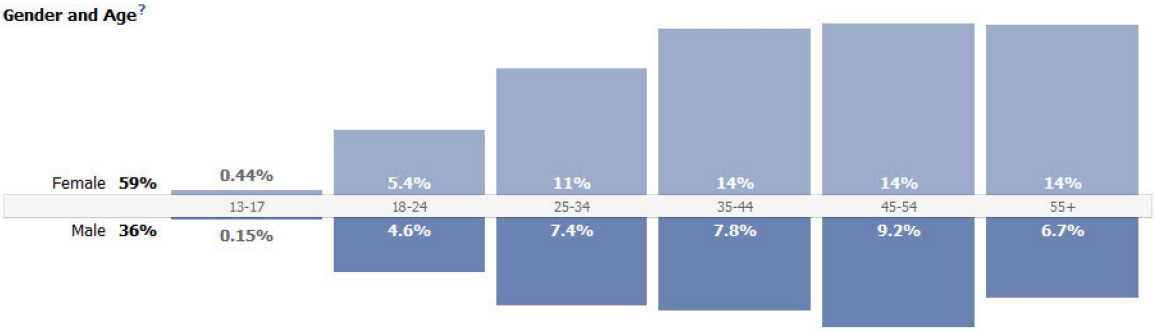


Month	Visits	Unique Visitors	New Visitors	Return Visitors
December, 2010	10,455	4,032	4,032	0
January, 2011	11,738	5,081	4,254	827
February, 2011	11,814	4,417	3,392	1,025
March, 2011	69,154	9,788	8,258	1,530
April, 2011	78,089	8,996	6,235	2,761
May, 2011	78,173	11,437	7,998	3,439
June, 2011	81,084	11,880	8,388	3,492
July, 2011	88,709	13,184	9,349	3,835
August, 2011	79,531	12,913	8,800	4,113
September, 2011	76,063	12,265	8,500	3,765
October, 2011	79,233	13,675	9,418	4,257
November, 2011	65,803	12,770	8,949	3,821
December, 2011	53,551	9,538	5,864	3,674

Our social media is also successful, with over 2700 fans to our Facebook Fanpage, and over 1900 on Twitter and growing.

People Who Like Your Page (Demographics and Location) See Likes

Gender and Age?



Countries?

2,496 Canada
99 United States of America
12 United Kingdom
8 Mexico
3 Thailand
3 India
3 Brazil
3 France
3 Argentina
2 Paraguay
2 Serbia
2 Japan
2 Switzerland
2 Italy
2 Indonesia
2 Israel
1 Bangladesh
1 United Arab Emirates
1 Australia

Less

Cities?

437 Belleville
311 Kingston
259 Toronto
116 Trenton
91 Ottawa
58 Caledon
56 Oshawa
50 Cobourg
39 Picton
36 Peterborough
35 Montreal
31 London
28 Kitchener
28 Edmonton
25 Waterloo
23 Ancaster
23 Hamilton
21 Etobicoke
20 Brockville

Less

Languages?

2,237 English (US)
355 English (UK)
31 French (France)
26 French (Canada)
6 Spanish
2 Portuguese (Brazil)
2 Turkish

More

Facebook is becoming increasingly important in world marketing, as over 48% of North Americans have Facebook accounts. We have the top Facebook Fan Page for any tourism organization in Eastern Ontario. Make sure to help us out by becoming a Fan and suggesting your friends to 'Like' Bay of Quinte Country.

I can say, without a doubt, that this has been a year where many tourism operators and those on our tourism boards have worked very hard to make 2012 and beyond a very real economic success.

First, we have had successful partnerships created on the Board Level: We brought on Quinte Economic Development Commission, and the municipalities of Belleville and Quinte West.

We hired our full-time Tourism Development Director: Gary Kelly, who has proven to be a very valuable asset. Gary has worked very hard this year in both taking a big part of the work load of Bay of Quinte Tourism, as well as helping to work as Bay of Quinte's ambassador at multiple events during the year. A big thank-you also goes to Vickie Bedard who worked as our Tourism Summer Student, completing over 600 surveys this summer at events such as Rib Fest, Shannonville's Superbike Weekend, Velo Quebec, and the Tweed Tribute to Elvis Festival.

Our goal at all times is to get people to think of Bay of Quinte as a tourism destination, and get them back to the area, especially if they are among the 400,000 that pass through the area for corporate travel, sports tourism, or visiting friends and family yearly. This is why we endorsed a great Regional Bay of Quinte tear-a-way map this summer. These maps were on every hotel front desk, at our visitor centres, at area wineries, museums, and golf courses. The 'Not Just for Summer Map' is meant to get people back in September, October, and November. We went through 45,000 of these maps in 2 months.

We are forming a very valuable partnership with the regional hoteliers and attractions called QAAP: the Quinte Accommodation and Attractions Partnership. They have agreed to start a 1% charge on each of their hotel rooms starting January 1, 2012 which will ultimately go to Bay of Quinte Marketing. Gary Smith, GM of the new Travelodge in Belleville is the inaugural President, and a member of the QAAP will also sit on the Bay of Quinte Tourist Council. This organization will generate over $135,000 for 2011 alone, with the capacity to generate over $250,000 a year as more partnerships are formed.

We have worked hard on an upcoming 2012 and beyond business plan and strategic direction. I would personally like to thank all the members on the Bay of Quinte Tourist Council board that have made this possible this year, including Suzanne Andrews who worked hard as our Treasurer, and Jennifer Rushlow as Secretary.

I see some very big initiatives upcoming in 2012. We will firstly be forming our new Sports and Events Council which will work on bringing large economic tourism initiatives to the region.

Sports Tourism is a $3.4 billion industry in Canada. We feel that increased Sports Tourism effort will be worth over $30 million in future years to the region. Bay of Quinte Sports Tourism will work best because of the region's capacity and propensity to work together.

In Ontario, Sports has had such a profound impact on tourism that Ontario's own Tourism Ministry just changed to the Ministry of Tourism, Culture, and Sport. An example of Sports Tourism working can be found in Ottawa. When Ottawa first hosted the Bell Capital Cup in 2000, 94 teams took part. Now, the annual minor-hockey tournament draws about 500 teams, and the 2005 championship generated an estimated $11.1 million in economic activity, led to 162 jobs, and attracted more than 16,000 visitors.

Having the Quinte Sports and Wellness Centre in Bay of Quinte's arsenal including Quinte West's Duncan Memorial Centre, Mary Ann Sills Park, Napanee's Strathcona Paper Centre, and the new ESSROC centre in Wellington, will allow us regionally to host more events across the region, together, generating untold economic activity. Our location, a 3 hour drive from 12 million people gives us the most competitive advantage.

We will be solidifying new partnerships in 2012, including a bigger voice on the board from Lennox and Addington and Greater Napanee, as well as that from South Hastings County to make sure that we are operating as a complete region of partnerships.

We will continue to go after great short-term tourism with large economic benefits including Velo Quebec, the Ontario Disc Games, and Big Music Fest. We will be increasing our regional presence as the #1 tourism draw for Golf, Fishing, Culture including our Theatres including the Empire Theatre, our Restaurants, our great arts products, and our Museums including the National Air Force Museum of Canada.

We will also be looking at expanding our outdoor recreation and our waterway tourism presence, including our Trent Severn Waterway, marinas, outdoor trails, and our outdoor recreation including tourism operators Batawa Ski Hill.

Lastly, as we are working towards Bay of Quinte Tourism, we are mindful of the Quinte Region as a whole. We will continue to work very closely with our Quinte Agencies in the Quinte Business Development centre including The Quinte Economic Development Commission and our partnership www.bayoquinte.ca, with Trenval, and with our Tourism Operators and all 1200 of our joint Chamber of Commerce businesses.

Bay of Quinte has the propensity to be the fastest growing region in Ontario, and our work in Tourism highlights the benefits of the whole region to work, live, and play.

We still look for more partnership, tourism operators, and volunteers to continue the work we do. If you are interested, please e-mail info@bayofquintecountry.com or call Gary Kelly at 613-968-4427.

Happy 2012 and we look forward to working with you this year!

Ryan Williams
President
Bay of Quinte Tourist Council