

Tourism Roles & Responsibilities in Oro-Medonte

Oro-Medonte Township – Destination Management

- Tourism Investment & Attraction Liaison
- Infrastructure & transportation
- Community Revitalization
- Signage
- Product Development (+ TSC)
- Website
 - business resource
- Social Media –
 - corporate messaging
- Sustainable and responsible visitation
- Local content development – photo/video
- Community ambassadors
- Support of marketing the region and local messaging



Oro-Medonte Chamber of Commerce & Tourism – Business Networking & Local Events

- Member promotion & awareness
- Event hosts & promotions
 - Farmers Market
 - Mystical Lights
 - Business networking opportunities
 - Business Awards
- Local Map & future guide
- Website
 - member business listings
 - Chamber event promotions
- Social Media
 - member promotions
 - brand awareness



All

- Partnership Development & Regional Collaboration
- Strategic Plans
- Communications
- Business Engagement



Orillia & Lake Country Tourism – Destination Marketing

- Regional Website
- Packaging and Itinerary Developments
- Regional Visitor Guide
- Publicity & Media Relations/Influencers
- Website
 - content development + regional marketing
- OM Tourism landing page
- Social Media
 - promotions of tourism assets & content
- Broad based brand, 4 season awareness marketing
- Niche Leisure Marketing (seasonal, recreation, culinary etc.)

Other

- Training and Development – CDC, SC EDO, OTEC, TIAO
- Visitor Information Centre – Provincial
- Sport Tourism – businesses
- BR&E – Township/County/CDC
- Meeting and incentive travel - businesses

Gaps

- Research – depends on type of research
- Motorcoach travel

