

# Getting our Act Together



## Stories of Partnerships and Collaboration

BGS 2016 Regional Conference

# Premise

More often than not, businesses, organizations and governments working together achieve far more than separate entities who attempt to go it alone.



# Stories to Tell

## *Product Development*

- Experience development
- Ignite Haliburton
- Travel Trade Partnership

## *Marketing*

- Adventure Haliburton
- Travel Trade Partnership
- Cascade/collaborative marketing



# Stories to Tell cont'd ....

## *Community Development*

- Haliburton Highlands Tourism Stakeholder Group
- RTO Collaboration
- Supporting Performing Arts in Rural Communities
- Haliburton County Community Cooperative
- U-Links - Centre for Community Based Research
- Experience Leader Development

# Partnerships and Collaborations in Product Development



# yours Outdoors

authentic. awesome. adventure.



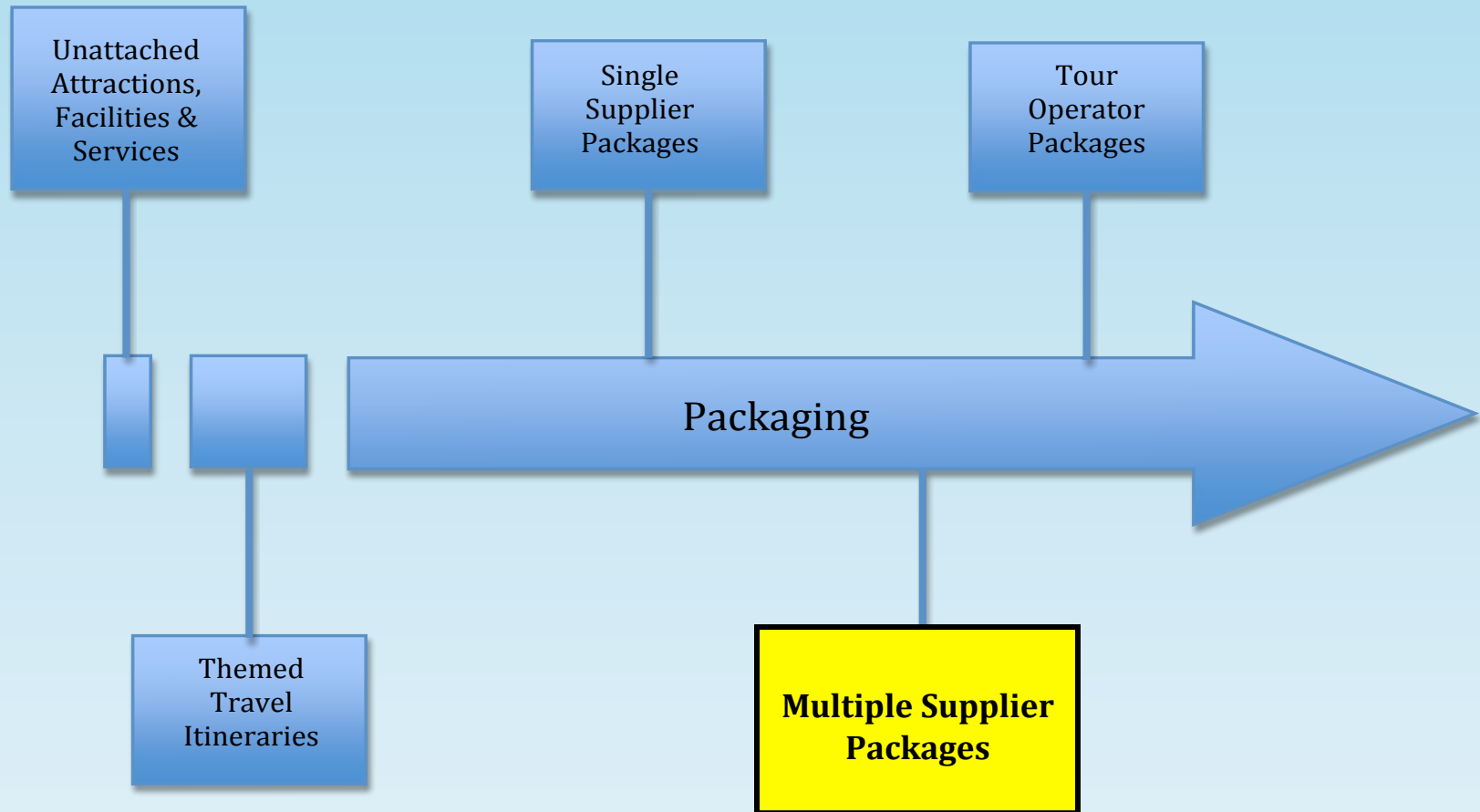
[www.yoursoutdoors.ca](http://www.yoursoutdoors.ca)

# Community Partners



- Traditional tourism partners
  - Food, accommodation, attractions
- Non – traditional tourism partners
  - Artists, musicians, naturalists, researchers, teachers, outdoor educators, biologists, foresters, geologists, chefs, wellness professionals

# Experience Packaging Continuum



# Why Multi-partner Experiences?

- Visitors buy them!
- Enhance your product offerings and set you apart from competition
- You can be innovative, creative and respond to why people travel
- Take advantage of current/different marketing opportunities
- More exposure through partners

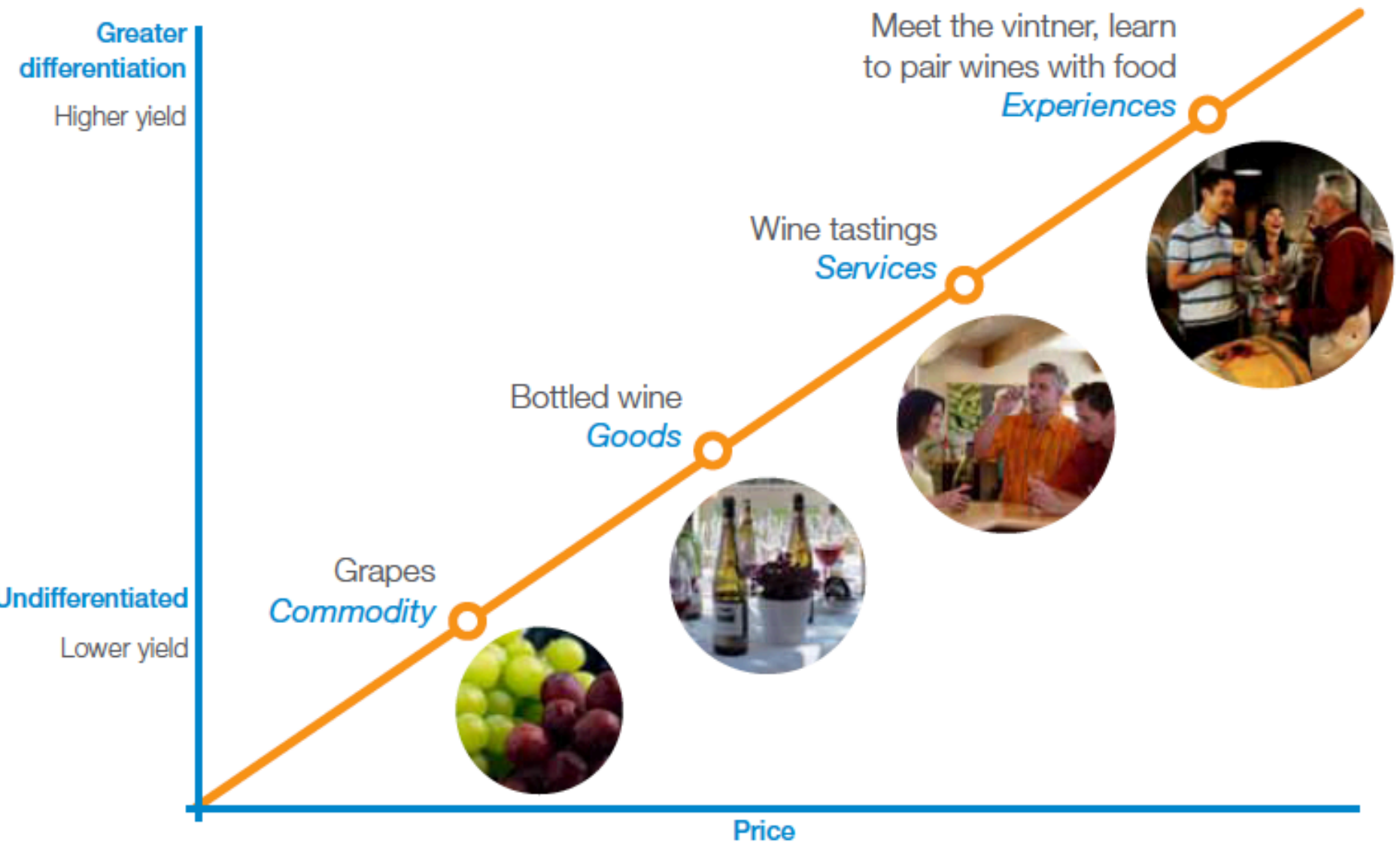


# Why Multi-partner Experiences cont'd ..

- Appeals to multiple enthusiasms
- Range of experiences extends length of stay
- New revenue in response to market demand
- Value-based pricing/attract higher-yield customers
- Help “steer” demand, e.g. off season
- Predictable cash flow
- “Stronger together” working with community partners



# The Progression of Economic Value



# Haliburton Rocks !



**ONTARIO  
SIGNATURE  
EXPERIENCE**





























# Haliburton Rocks! Partners

- Sunny Rock B&B
- Greenmantle Farms
- Municipality of Highland East
- Hotspur Studio
- Rhubarb Restaurant
- Local prospector
- Musicians
- Yours Outdoors



# Partners in Experience Development

- Best experiences
- A good mix
- Geographical proximity
- Common interests
- Shared values
- Similar business practices
- Creativity and enthusiasm
- Commitment
- Shared experiences \*\*\*



# IGNITE HALIBURTON



OH! Tourism Summit 2015

# Package Development Workshops





**NORTHERN  
EDGE  
ALGONQUIN**

**RETREAT &  
AWARENESS  
CENTRE**



# How to define our community culture and engage visitors in new experiences



What do visitors most want to experience and  
how do we provide customized experience  
opportunities



# New methods to make personal connections with each visitor



How to create experiences that are inherently personal, engage their senses and makes connections on an emotional, physical, spiritual or intellectual level



How to identify the ideal guest and what that  
can mean to the success of our businesses or  
destination



To understand the importance of knowing your neighbours – what your regional assets truly are



Learn the importance of local foods and how to partner with those providers to enhance the experience



How to create vacation experiences by linking activities, meals, culture, special events, etc.



# Learn how to use trails and natural assets to your benefit



# How to go into the home of your guest by connecting travelers to artisans or locally-made products



# How to use experiential tourism to differentiate your tourism product in a competitive market



Why attention to detail and quality are critical ingredients to the success



How to “up sell” a visitor and offer a true experience as opposed to simply a bed



# How to use storytelling or nature to create memorable experiences



How to help guests to see the less “apparent,”  
challenge their imagination and intellect, and  
launch their imaginations



How to learn about the best experience opportunities within your region and ignite the minds of your visitor



How guests can gain a new perspective through the eyes of the artisan, farmer, chef, forester etc.



Learn how to involve tourists in your local traditions



How to set expectations to meet the experience and  
how to make experiences better and more  
memorable



# Ignite Haliburton was....



## After the Retreat ...



# ignite haliburton

creating experiences to ignite,  
revitalize & nourish your soul

Experience Haliburton Highlands, like nowhere else.

There's a saying that goes "sometimes you find yourself in the middle of nowhere, and sometimes in the middle of nowhere, you find yourself". We feel like this was written for Haliburton Highlands, a place where the forests are lush and full of life, the lakes and rivers refreshing and clean, the towns picturesque and vibrant and the people who live there kind, helpful and down-to-earth. It's a place like nowhere else, the perfect place to find your "nowhere moment".

Now imagine hands-on experiences tailored to your interests, created by a group of inventive Haliburton region operators who take delight in satisfying your desire to disconnect from your busy life and enjoy a truly memorable nowhere moment.

This is the idea behind "ignite Haliburton", a collection of experiences designed specifically for you. Let the people who live here, know and love the land, and are passionate about sharing their stories, interests, and adventures with you, be your guide to your nowhere adventures.

For example, start your nowhere moment with a scenic, paddle nourished by a scenic lunch and yoga. Or let the ignite Haliburton team feed your creative side by combining yoga with hands-on fashion design, pottery, glass-blowing or photography. Then finish the day soaking in the history of the region through antique shopping, and the chance to swap stories with local artists in their home studios.

If you yearn for a simpler life in perfect harmony with the land, then learning to homestead by contributing to the operation of a small diverse farm in the woodlands could be the nowhere moment for you. Get your hands dirty and experience animal husbandry, unconventional agriculture, cooking with natural and wild ingredients, perfecting permaculture techniques, and appreciating the ecological understanding of both farm and wild land.

Possibly your nowhere moment will happen when you fulfil your dreams of being a mermaid or wandering through fairy gardens. Regardless, if the great outdoors is the best inspiration for your nowhere moment, the options are endless. Feel the freedom of gliding the water on a paddle board. Be at one with the fish by enjoying some time with our world-renowned "fish whisperers". Let your hair down as you horseback ride among the never-ending lakes, streams, and towering peaks of the Highlands. Feed your curiosity for great tales of the earth and sky as you walk the forest learning about wild edible vegetation. Express your bewilderment of the natural world around you as you paint outdoors, under an endless sky surrounded by a panoramic view of lush hills and winged creatures. Then round off your day through a true and authentic connection with locals and neighbourhoods, enjoying live musical performances, great food, and welcoming accommodation provided by partners who share the ignite Haliburton vision.

We've even thought of your beloved pet, your dog can have its own nowhere moment running free on protected land under the watchful and loving care of trained Haliburton animal lovers.

Your nowhere moment is waiting for you! Look for Ignite Haliburton ads and check our listings in the 2015 Summer Guide. Or let us build your own customized experience by contacting  
Bette Martin of Yours Outdoors at 705-754-3436 or info@yoursoutdoors.ca

MyHaliburtonHighlands

#MyHaliburtonHighlands

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in the Haliburton Highlands

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**have fun  
be active  
do it in Dysart et al**

**#NowhereMoment**  
#MyHaliburtonHighlands



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engaging public programs  
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IGNITE HALIBURTON... experiences to ignite, revitalize and nourish your soul.

CRYSTAL  
IMAGE STUDIO

MyHaliburtonHighlands

#MyHaliburtonHighlands. It's like nowhere else.

CRYSTAL  
IMAGE STUDIO

## "En Plein Air"

Thursday, June 18th

JOIN US FOR THE DAY

Open the door to your  
creative energy with yoga.

Nourish your body with  
wholesome food.

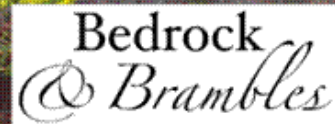
Give voice to your spirit.  
Paint in the open air.



## GANESH'S GARDEN Friday, June 26th

### LEARN HOW TO MAKE YOUR GARDEN

- ♦ Less work
- ♦ More fun
- ♦ More productive





# Ontario's Highlands Tourism Organization Travel Trade Partnership



5-day Tours

# Wonders of the Earth



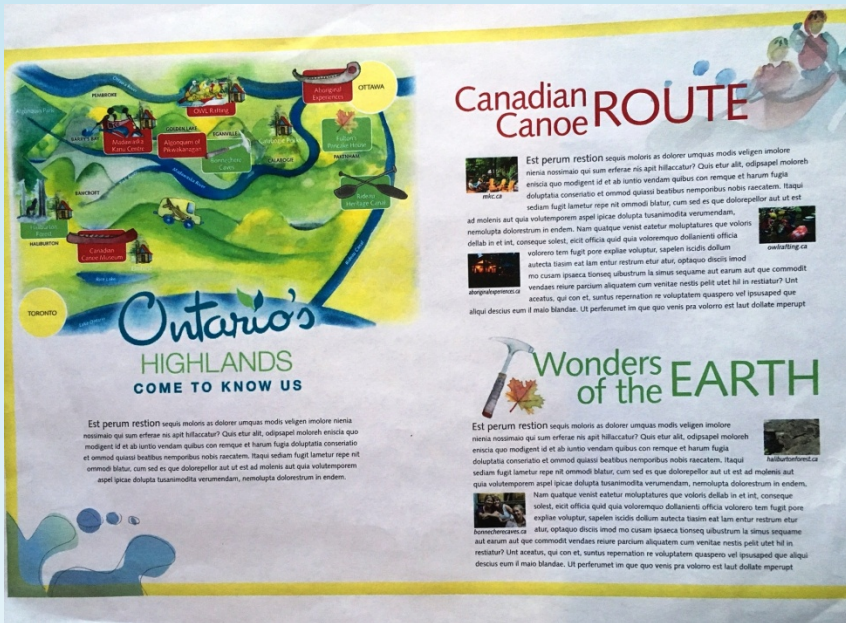
# Partnerships and Collaborations in Marketing



# OHTO Travel Trade Partnership cont'd

- Rendezvous Canada
- Print ads and features
- Printed materials
- Web site
- Familiarization tours
- Networking





# Adventure HALIBURTON

[WWW.ADVENTUREHALIBURTON.COM](http://WWW.ADVENTUREHALIBURTON.COM)

# Who We Are



- 15 adventure businesses
- Offer a wide range of adventures for all ages, interests and abilities
- Promote and foster healthy lifestyles, the well being of our local economy, and protection of our natural environment
- Develop and deliver memorable experiences and promote the Haliburton Highlands a premiere outdoor adventure destination in Ontario

# Members



Algonquin Highlands Trails

Algonquin Outfitters

Back Country Tours

Buttermilk Falls Ice Fishing

Bark Lake Leadership Ctre

Deep Roots Adventure

Haliburton Forest

#MyHaliburtonHighlands

Greenmantle Farm

Pinestone Resort Trails

Sir Sam's Ski & Ride

Ski-Mazing Watersports

South Algonquin Trails

Spirit of the Waterfalls

SUP North Paddle Board

Yours Outdoors

# Marketing



- Web Site
- Social media
- Rack Cards
- Trade shows
- Print ads
- Video (play)
- Adventure Ambassador





# Features and Future



- 7 years of collaboration
- Annual fee to be a member
- Support from CFDC and County Tourism
- No formal governance to date
- Next step - a cooperative?

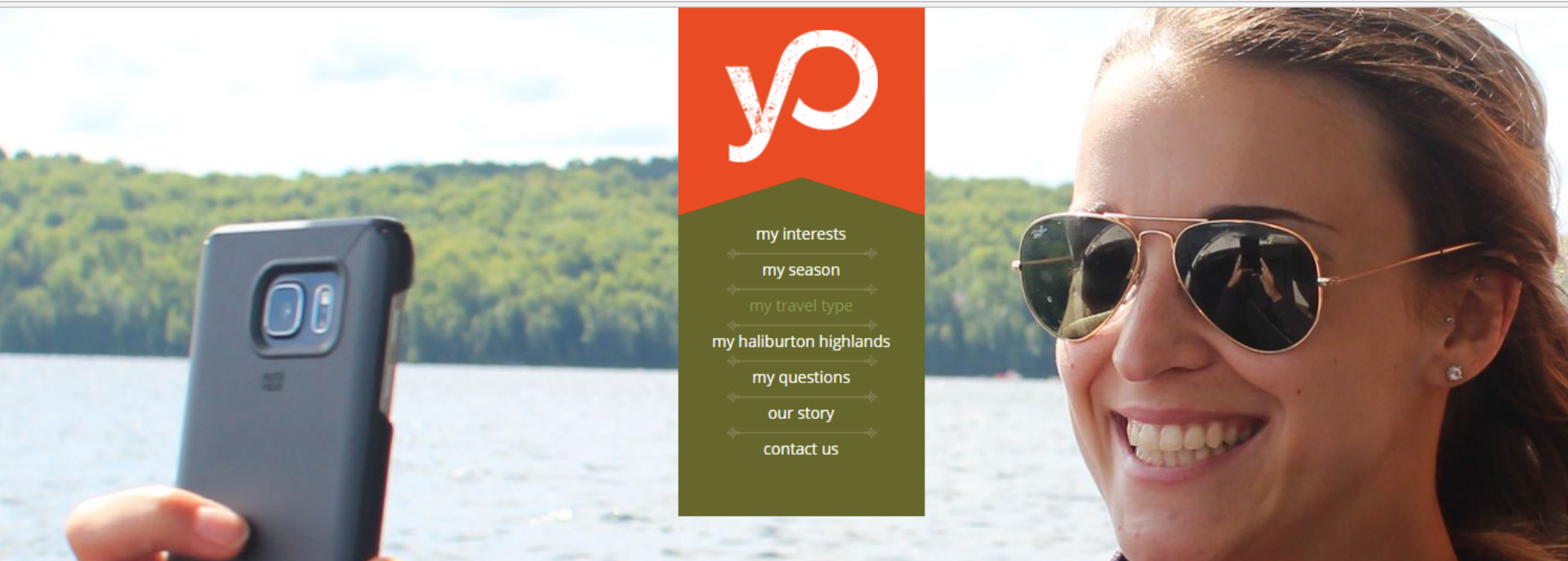


# Cascade Marketing



# The Power of Cascading





- my interests
- my season
- my travel type
- my haliburton highlands
- my questions
- our story
- contact us

**Yours Outdoors**

*Haliburton Highlands, Ontario, Canada*



Travel Types

*Come wander.*

## Creative Cruiser

*The Wandering Mind (nourishing the soul)*

You are eager to experience things that allow you to feed your innate curiosity to learn, grow and discover something - like new knowledge, skills, or a chance to pursue a



# Partnerships and Collaborations in Community Development



# Haliburton Highlands Tourism Stakeholder Group

We get together to:

- Network
- Receive and share information
- Identify, prioritize issues and take steps to resolve issues
- Provide input into the County and regional tourism issues and initiatives

# Sample Agenda Items

- 2017 Marketing Plan for County of Haliburton
- 2017 World Sleddog Championships
- A Community of Music
- Building an event calendar for 2017 -2018
- Commercial Air Service to Muskoka
- Speed Networking
- Stakeholder Showcase -Wintergreen
- Familiarization Tours

# Haliburton County Community Cooperative

[www.haliburtoncooperative.on.ca](http://www.haliburtoncooperative.on.ca)

- Communities in Action Committee
- DH3 (Dance Happens Here, Haliburton)
- Festival of the August Moon
- Friends of the Rail Trail
- Haliburton County Folk Society
- Haliburton Highlands Paddlers
- Haliburton Highlands Trekkers
- Haliburton Highlands Writers' and Editors' Network
- Harvest Haliburton
- Haliburton Community Playback Theatre
- Highlands Little Theatre
- Rural Transportation Options
- Sticks and Stones
- Those Other Movies
- Toronto to Algonquin Greenway
- U-Links - Centre for Community Based Research
- Visible Voices Open Arts Studio

# Other Partnerships and Collaborations

- RTO collaboration
- U-Links - Centre for Community Based Research [www.ulinks.ca](http://www.ulinks.ca)
- Supporting Performing Arts in Rural Communities (SPARC)  
[www.sparcperformingarts.com](http://www.sparcperformingarts.com)
- Municipal Cultural plans
- Experience Leader Development

# Contact Information

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705-754-3436

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[barrie@yoursoutdoors.ca](mailto:barrie@yoursoutdoors.ca)

[www.yoursoutdoors.ca](http://www.yoursoutdoors.ca)

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