

Engagement Package

Ontario's Southwest Regional
Tourism Organization



Welcome

Ontario's Southwest (OSW) is a Regional Tourism Organization, funded by the provincial Ministry of Tourism, Culture and Sport and governed by an independent Board of Directors. OSW works collaboratively with tourism stakeholders to increase revenue, profit, & employment, and champion tourism as a vital economic driver.

Our goal with this package is share with you some of the many resources and opportunities that exist for tourism businesses and organizations in Ontario's Southwest. Click on the **blue text** to access additional information. If you have any questions or there's anything that we can help you with, please feel free to reach out - our contact information can be found at the end of this package.

Table of Contents

Key Resources	<u>03</u>
Tourism Development	<u>04</u>
Research	<u>05</u>
Marketing	<u>06</u>
Additional Support	<u>07</u>
Get in Touch with Us	<u>08</u>

Key Resources

1

Learn about the role of Ontario's Southwest (OSW) and read the strategy that guides the organization by [visiting our industry website](#).

2

[Subscribe to the industry newsletter](#) to learn about OSW programs, training and industry news.

3

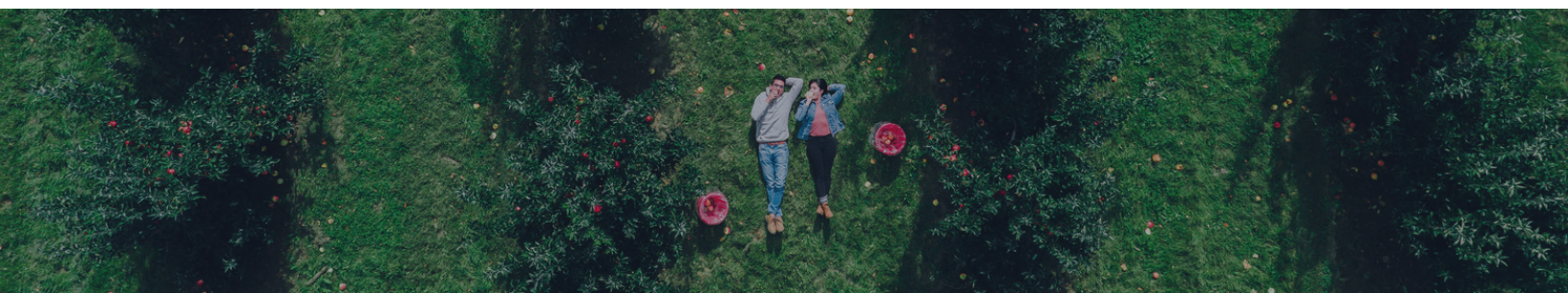
Follow [@team.osw](#) on Instagram and our [LinkedIn](#) account to stay up to date on opportunities offered by OSW.

4

Check out the [Snippet](#), a one page snapshot of the latest tourism data, released every month.

5

Learn about our [upcoming training and events](#) including the annual [Southern Ontario Tourism Conference](#) hosted every March.



Tourism Development

Training & Resources

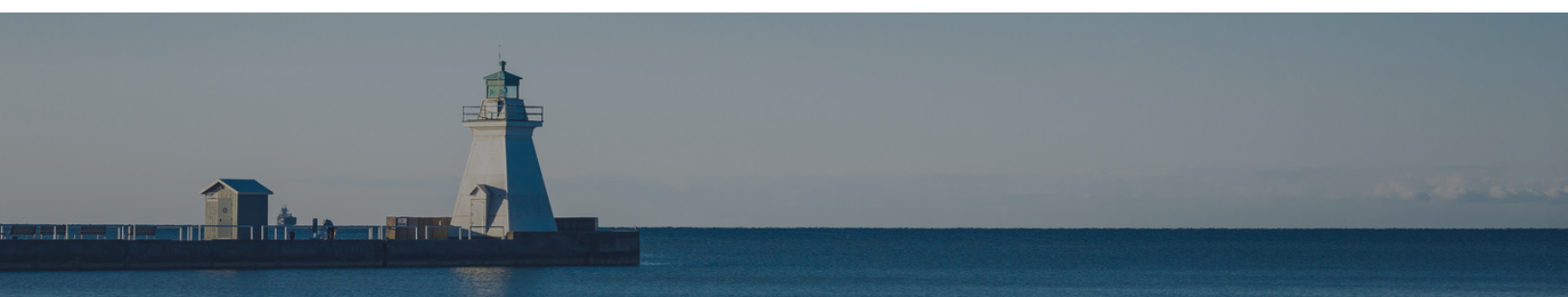
- Learn from watching [past webinars and workshops](#) and accessing [development resources](#).
- Participate in upcoming training opportunities available [here](#).
- Attend the [Southern Ontario Tourism Conference](#) hosted every March in partnership with the Hamilton Halton Brant Tourism Association.
- Identify available [funding programs](#).

Sustainability

- Discover how OSW engages in [sustainable initiatives](#) including the implementation of a [Sustainability Strategy Report](#).
- [Access education resources](#) to learn about integrating sustainability into your own operations.

Experience Development

- Gain knowledge about the benefits of developing experiences [here](#).
- Participate in the [Unlocked & Inspired](#) training program offered every other year.
- Purchase our [training guidebooks](#).
- Discover the certified experience development [coaches](#).
- Existing experiences can apply for the [Ontario's Southwest Signature Experience Program](#).



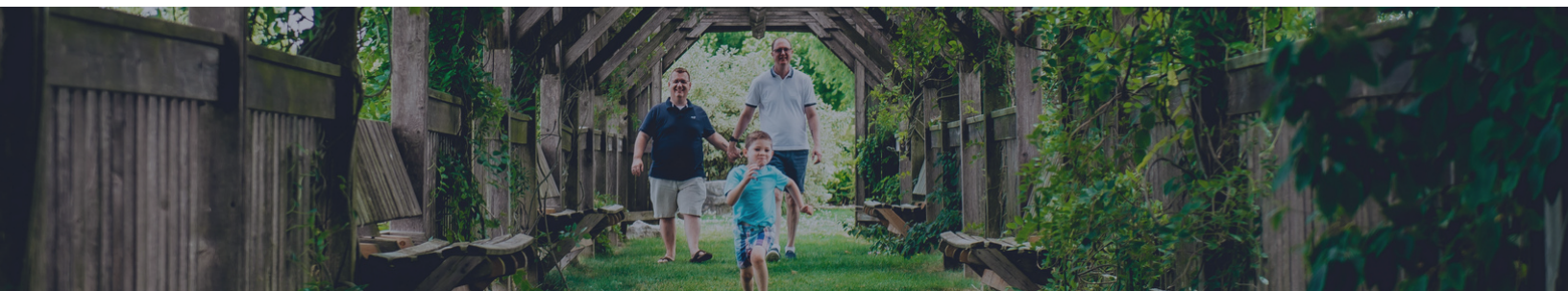
Research

Data & Insights

- Access detailed [tourism reports and publications](#) from a variety of sources.
- Read [The Snippet](#) - a one-page clickable snapshot of the latest tourism data available in our region.
- Discover the three [High Value Market Segments](#) we use to identify and prioritize opportunities in the market.
- Watch this video - [10 Most Commonly Asked Research Questions Answered](#).

Customized Offerings

- Learn more [here](#) about the [Rainbow Registered](#) program, including available financial assistance and support offered to help you throughout the accreditation process.
- Ask about accessing research reports containing visitation, spending or accommodation data that are available for you to use, but must be shared privately to follow licensing restrictions [here](#).
- Get more information [here](#) about custom data reports that can include comprehensive insights on demographic data for your operational area, demographic information for your target market, data on the origins of visitors for your area, determine the potential market size (in USA and Canada) for a new product or service, and current visitor segmentation (will require you to track postal code data).



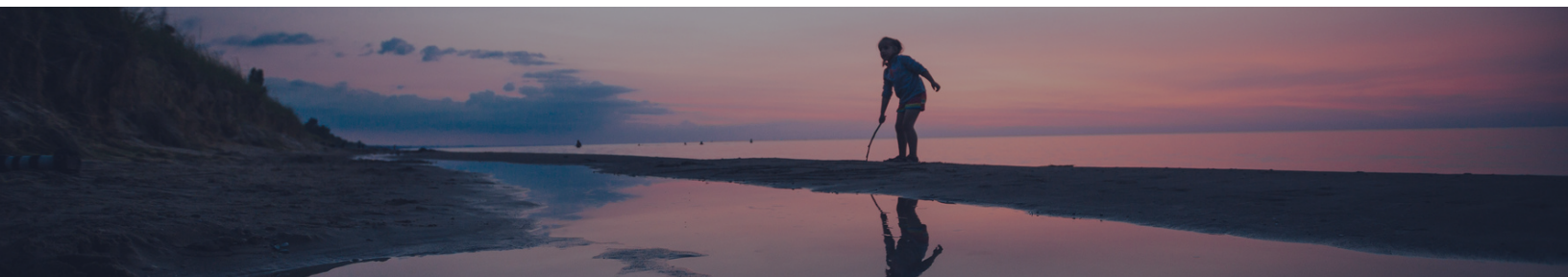
Marketing

Opportunities to Support Your Marketing

- Create a business listing on our [consumer website](#) that directs visitors to your website. Request a listing [here](#).
- [Submit an event](#) to be included on the [Events Calendar](#) on our consumer website.
- [Share Packages and Offers](#) to be published on our consumer website and multi-channel digital campaigns by emailing [Megan Carman](#).
- Tag us on our consumer facing Instagram ([@OntSouthwest](#)) or use #OntSouthwest so we can amplify your content.
- Exclusive [Paid Opportunities](#) are available including photography, co-branded Instagram reels, graphic design, co-branded full e-blasts, and sponsored content in our consumer newsletter (**subject to change and availability*).

Resources

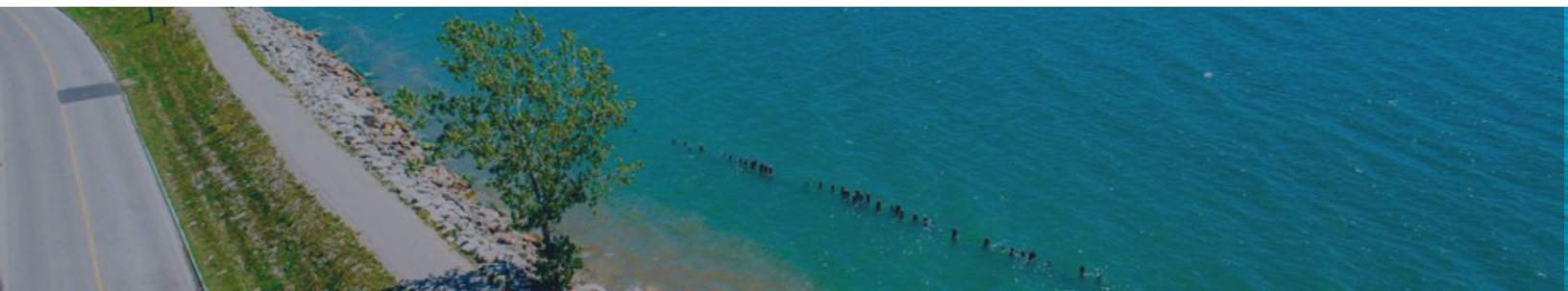
- Access thousands of high-resolution images and videos for free on the [Ontario's Southwest Media Library](#) to use on your website and social media.
- Learn about opportunities offered by Destination Ontario and Destination Canada, along with other marketing resources [here](#).



Additional Support

It is encouraged that you take advantage of the resources that your Destination Marketing/Management Organization (DMO) provides and to connect with them directly to discuss your specific needs.

Find your DMO



Get in Touch with Us



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