



THE NEW AGE OF TOURISM DEVELOPING YOUR DESTINATION

T U E S D A Y M A R C H 9 , 2 0 1 0

Tourism presents a huge opportunity for new economic growth in our region. But it's a brand new age of tourism. Learn what tourism trends will impact your community and how understanding these trends is paramount to the growth of your businesses. This keynote and workshop is designed for tourism providers, industry businesses, municipal decision-makers and staff, Chambers and BIAs.

Roger Brooks is the founding member of the award-winning Destination Development team, and one of the most recognized experts in the industry. Author of the book "Your Town: The 25 Immutable Rules of Successful Tourism" Roger's dynamic approach and tell-it-like-it-is style have earned him the nickname "the Dr. Phil of Tourism". Roger is one of the world's most popular public speakers on the subject of tourism, consumer trends, branding and marketing.



MAYOR MIKE M^AC^EA^CH^ERN
Mayor Town Of
New Tecumseth



ROGER BROOKS
Destination
Development
International

AGENDA

SESSION 1: 7:30AM - 9:30AM

MAYOR'S BREAKFAST HOSTED BY MAYOR MIKE M^AC^EA^CH^ERN

KEYNOTE SPEAKER: ROGER BROOKS,

"IT'S A BRAND NEW WORLD."

Everything has changed when it comes to community, economic and tourism development. As every community works to diversify their economies, they enter a new realm - the age of specialization - what sets them apart from everyone else. In this session we'll talk a little about why things have changed, what works and what doesn't. We'll introduce the new age of "Place Branding" - the art of setting yourself apart from everyone else.

SESSION 2: 10:00AM – 2:00PM

DESTINATION DEVELOPMENT WORKSHOP

KEYNOTE SPEAKER: ROGER BROOKS,

TOPIC: "The 20 Ingredients of an Outstanding Destination". What you can do today to make a difference tomorrow while providing long range direction. Roger will lead workshop participants through:

- Wayfinding and retail signage.
- Partnerships.
- Retail: Curb appeal and critical mass.
- Third Places: the need and trend to gathering places.
- A "brand" or theme for each community.
- Community gateways - First impressions are lasting impressions .
- Operating hours: 70% of all consumer spending takes place after 6:00 pm. Are you open?
- Promoting the "anchor tenants" - the primary businesses that make you worth a special trip.
- The role of public markets.
- Bringing downtowns to life.
- Public restrooms (relieved visitors spend more.)
- Giving downtown or a district, a name. This creates a "destination" as opposed to just a "place."

SESSION 1 \$20 BREAKFAST AND KEYNOTE

SESSION 2 \$75 WORKSHOP AND LUNCH

FULL DAY \$95 INCLUDES BREAKFAST, LUNCH AND REFRESHMENTS

LOCATION: NOTTAWASAGA INN
6015 Highway 89
Alliston, ON L9R 1A4
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Conference Room 15-16

FOR TICKETS PLEASE CONTACT:
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RSVP BY MARCH 5, 2010

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