



Peterborough  
&  
THE KAWARTHAS  
TOURISM

## Tourism Partnership Overview

### PARTNERSHIP

Get Peterborough & the Kawarthas Tourism (PKT) working for you!

Investing in a tourism partnership offers you resources that will help you grow your business, increase your profile and improve your bottom line.

As the official Destination Marketing Organization (DMO) for the City and County of Peterborough we provide a full range of free information on events, accommodations, attractions, art & culture, dining, shopping, museums, corporate travel, group travel and much more to visitors and community members alike.

PKT will represent, at no charge, any tourism business or service located within the City and County of Peterborough\* (Defined by mailing address).

The more we know about you and your business, the better we can represent you.

Arrange for a tour of your business or a presentation to get our team acquainted with who you are and what you offer. We want to know exactly which visitors and clients will be a fit for your experiences/business.

\*Kawarthas Northumberland (RTO8) tourism businesses may register with PKT for a \$100.00 annual partnership fee.

### Peterborough & the Kawarthas Tourism Office

#### Visitor Centre

1400 Crawford Drive,  
Peterborough, Ontario, Canada  
Toll Free: 1-800-461-6424  
Local: 705-742-2201  
info@thekawarthas.ca  
www.thekawarthas.ca

Twitter: @PKTourism  
Facebook.com/TheKawarthas  
Pinterest.com/PKTourism  
Instagram.com/thekawarthas

Peterborough & the Kawarthas Tourism is a division of Peterborough Economic Development and is the Destination Marketing Organization (DMO) for the Peterborough Region.

If you want to go  
fast, go alone.

If you want to go far,  
go with others.

- African Proverb



## Visitor Centre

Investing in a tourism partnership means visibility. You will get coveted space in our brochure racks, ensuring that you are seen and noticed. Open year-round, our expert visitor centre staff provide referrals, information services and assistance with itinerary planning to visitors and locals in person, as well as via telephone, email and web.

## Partnership Bulletin

Receive e-bulletins featuring tourism updates, marketing tips, trends, opportunities, research and news. New partners to PKT are also introduced through this bulletin. Make sure to opt-in so you don't miss out on important communications.

## Familiarization Tours

Take advantage of opportunities to showcase your property during familiarization tours involving travel media, tour operators, PKT staff and others.

## Education & Networking

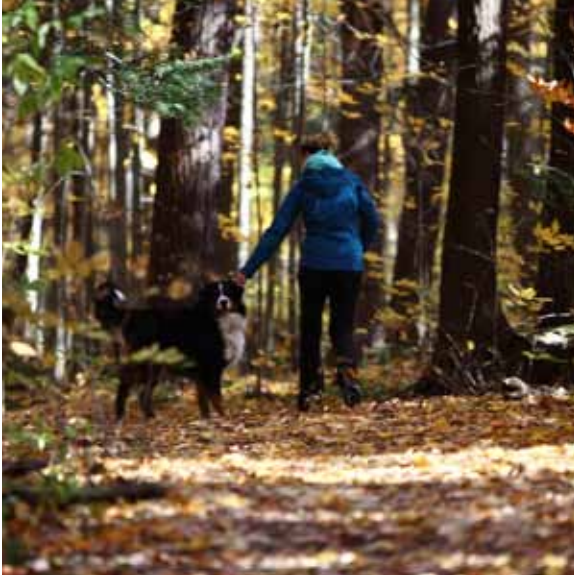
Take part in workshops, informational and networking sessions (presented by PKT, the Business Advisory Centre and Peterborough Economic Development) to learn what is new and how to stay one step ahead of trends. Mix and mingle with fellow members and enhance your network and connections.

## Partner Website

Access to all things tourism! For example: Partner lists, tips for working with travel media, tourism information and opportunities, access to a library of images - use them in your outreach or incorporate them in your own marketing materials.

## Complimentary Publications

We provide our partners with allotments of complimentary copies of our Experience Directory and Visitor Maps. These are convenient resources as you promote Peterborough & the Kawarthas collectively to your visitors. Pick-up can be arranged from the Visitor Centre.



## Website Business Profiles

All inquiries, marketing programs and promotions drive our visitors to our website ([thekawarthas.ca](http://thekawarthas.ca)). In addition to content opportunities, your partnership earns you a complimentary Business Profile. These profiles provide valuable information about your business including a photo, description, location, contact information and links to your website. [thekawarthas.ca](http://thekawarthas.ca) has 200,000+ website visits annually.

## Online Events Calendar

Ensure your event gets exposure and visibility through PKT's calendar. All you need to do is submit the information and leave the rest to us. Our events calendar is viewed over 52,000 times a year!

## Experience Directory Listing

With a complimentary listing in our Experience Directory you can reach thousands of visitors and conference planners - an audience you don't want to miss.

## Weekly What's Happening

**"This Week in Peterborough & the Kawarthas"**  
Share with your guests our weekly electronic listing of what's happening, including special events, exhibits, festivals etc.

## Leverage the PKT Brand

Show off your partnership and display our logo on your website, print and promotional materials. Don't forget to link to us on your website as well. Leverage the investments we're making to draw visitors to the region.

## Other Marketing Initiatives

Other initiatives, such as The Art of Meeting Guide, Visitor Maps, Story Ideas for Media, Cooperative Advertising Opportunities, Visitor Newsletter inclusions, etc, come up from time to time, and often provide opportunity for partners to buy-in or participate for added, targeted exposure.



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&  
THE KAWARTHAS

TOURISM

## The Tourism Team

Vacant - TBD

Director of Tourism

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Corporate & Tourism Services Lead

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Tourism Development Lead

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## Tourism Partner Testimonials

*"Being a PKT partner has been beneficial to our business because they're working to be champions of this region on every level. PKT supports you when you have a question or need help, promotes your business and connects you with consumers near and far and works tirelessly to promote the area and show the world how awesome Peterborough and the Kawarthas really are."*

### **-Erin McLean, McLean Berry Farm**

*"PKT is highly effective in bringing tourists to our region which allows us to focus on what we do best – sharing Peterborough's stories with our visitors and developing our product for our customers."*

*Partnership gives us many great opportunities to establish mutually-beneficial relationships with other service providers. PKT's innovation ensures that partners are on the leading edge of trends in tourism. Partnership saves us time and effort – full stop."*

### **-Jon Oldham, Peterborough Museum & Archives**

*"Being a new B&B, it's difficult to know where to place your marketing dollars. How do you ensure your best ROI in today's online world? We at Stillwater on the Lake decided that the best place to start was by partnering with the local Tourism authority – Peterborough & the Kawarthas Tourism. We believe that when potential guests determine an area to visit, they begin the process by researching that area from a tourism perspective which naturally leads them to Peterborough & the Kawarthas Tourism. From there, they proceed to the website of the preferred accommodation followed by a review site in order to make an informed decision about how they choose to spend their hard-earned dollars."*

### **-Sunny Montgomery, Stillwater on the Lake Bed & Breakfast**

*"The partner benefits and increased exposure received through our partnership with Peterborough Kawartha Tourism have been an essential component in the growth of Publican House Brewery."*

### **-Kim Cranfield, Publican House Brewery**

For more partner testimonials visit  
[thekawarthas.ca/testimonials](http://thekawarthas.ca/testimonials)