

2018 ANNUAL

SPRING CONFERENCE & TRADE SHOW

SUNDAY APRIL 8 - TUESDAY APRIL 10, 2018

DEERHURST RESORT, HUNTSVILLE

**REIMAGINE...
MAPPING YOUR
SUCCESS**



Resorts of Ontario



2018 SPRING CONFERENCE & TRADE SHOW • DEERHURST RESORT, HUNTSVILLE

W E L C O M E

Fellow Resort Members, FOBBA and Industry Partners,

Please join us again at Deerhurst April 8 – 10, 2018 for another inspired Conference with the educational line up promising to exceed your expectations and sure to inspire you to Reimagine in order to map your success.

Delegates were so galvanized by last year's program with our key note speaker, Roger Brooks, that we have built onto this momentum in order to deliver another incredibly compelling agenda. The program this year includes two major key note presentations, due to rave reviews by delegates on the depth of the educational sessions, providing a solid foundation for this coming conference.

So let's get together this year again at Deerhurst to **Reimagine** – to set yourselves apart – to find your USP – to become the destination of choice – and learning more effective ways of marketing. Fresh informed perspectives and provocative insights, trends, best practices and solutions will help you and your business.

We urge you to block the date and register today! We offer savings for multiple delegates, an enhanced trade show filled with round tables and nuggets of useful and implementable ideas and best of all, unparalleled networking with your industry peers and friends.

We look forward to welcoming you to Deerhurst April 8 to 10, 2018! We would like to acknowledge the conference planning committee who have worked diligently to construct this outstanding program. Invest your time and don't miss this year's educational line up!

See you there!

Heather Ford
Conference Chair

KEY NOTE SPEAKER



Who the heck is **ROGER BROOKS, CSP?**

Over the past 35 years, Roger Brooks and his team have assisted more than 1,500 communities and travel-industry organizations around the world with their branding, product development, and marketing efforts.

In the private sector, Roger has worked with businesses including attractions, destination resorts, lodging facilities, retailers, tour operators, and guide services.

As one of the most recognized and frequently quoted experts in the travel industry, Roger has appeared on every major television network and has been quoted in the Wall Street Journal, New York Times, and in dozens of other media outlets.

A Certified Speaking Professional, Roger's enthusiasm inspires and empowers audiences to achieve their highest aspirations. He is extraordinarily dynamic and also very funny, combining humorous video clips and fascinating real-life stories, while providing steps, rules and ingredients – bottom line solutions – that every audience member can implement today to make a positive difference tomorrow.

Roger began his career in the concert industry providing tour management services for international recording artists including The Eagles, Fleetwood Mac, Chicago, Earth Wind and Fire, and others, culminating in the famous Saturday Night Fever Tour with the Bee Gees.

His adventure working with communities and travel-related organizations began in 1981, and he spent the first ten years assisting in the development and marketing of acclaimed destination resorts including Whistler Resort in British Columbia; Harbour Town on Hilton Head Island, South Carolina; Sunriver Resort in Central Oregon, and several others, before working with local, state, and national governments and non-profit agencies. His passion is to make a difference in people's lives by helping their communities become better places for people to live, work and visit.

A former board member of the U.S. Travel Association, and author of the popular book "Your Town: An Amazing Destination - The 25 Immutable Rules of Successful Tourism," Roger has become one of the world's most popular keynote speakers and authorities in the travel industry.

It's not surprising that Roger's personal motto is Ralph Waldo Emerson's statement: "Nothing great was ever achieved without enthusiasm."

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A G E N D A

SUNDAY APRIL 8, 2018

- 2:00pm **FOBBA Board Meeting** [Waterhouse Ballroom 3](#)
- 4:30-6:00pm **Labour Reform & Bill 148 - Best Practices on Implementation!** [Waterhouse Ballroom 1&2](#)
Presenter: Sarah Smith, Mathew Dinsdale & Clark LLP
- Bill 148 was implemented January 1, 2018 with these changes having a direct impact on your business and your day to day operations with the Scheduling provisions to be implemented in 2019. This Bill requires a comprehensive review by employers on their employment policies and practices to ensure compliance and planning for your business.
- Don't miss this opportunity to be up to date on the far reaching impacts and considerations of this legislation and hear concrete solutions, invaluable tips, and practices to help your implementation. A Q&A opportunity will follow.
- Dinner** (on own)
- 8:30-10:00pm **Informal Round Table** - Strategies and Best Practices on Labour Reform [Hospitality Suite 425/427](#)

MONDAY APRIL 9, 2018

- 9:00-9:15am **Welcome Remarks**
Resorts of Ontario President - Dianne Hounsome
Federation of Ontario Bed & Breakfast Accommodation President - Doug Frost
- 9:15-10:15am **KEY NOTE PRESENTATION - Becoming the Destination of Choice** [Waterhouse Ballroom 5](#)
Key note speaker: Roger Brooks, Roger Brooks International
- Finding your Unique Selling Proposition**
In this session Roger will cover the importance of setting yourself apart from the competition, helping you stand out from the crowd. You'll see what others have done to accomplish this, and the steps to finding your unique selling proposition, or brand.
- Followed with
Creating the draw to your area (what you need to push for locally, that will fill your rooms)
Most resorts are only as successful as the attractions and complementary activities found locally. Once your area becomes the destination of choice, THEN the consumer starts looking for places to stay. In this workshop Roger will provide you with tools and information you need to push your local areas in the right direction in terms of branding, product development & marketing.

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A G E N D A

11:15-11:30	Coffee Break	
11:30am-12:15pm	Effective marketing that will close the sale! Key note speaker: Roger Brooks, Roger Brooks International	Waterhouse Ballroom 5
	This is where Roger will dig into how to effectively market your property AND the overall destination. You'll see lots of examples of effective marketing including: digital advertising and websites, ways to increase your online exposure, sample print ads, brochures, social media campaigns, signage and billboards, and broadcast media (television, radio).	
11:30am	Preferred Suppliers Division Annual General Meeting	Waterhouse Ballroom 1&2
12:15pm	ROO Lunch	Waterhouse Ballroom 5
12:30-1:00pm	Q&A with Roger Brooks A wrap up to a full morning of inspiration and learning winning strategies, this is an opportunity to ask more questions.	Waterhouse Ballroom 5
12:15pm	FOBBA Lunch	Waterhouse Ballroom 3
1:00-2:00pm	CONCURRENT SESSIONS	
	1) ROO AGM	Waterhouse Ballroom 5
	1) FOBBA AGM - followed by	Waterhouse Ballroom 3
	Current State of the Industry and US State Associations Speaker: Rob Fulton - The Association of Independent Hospitality Professionals	
	Our presenter will provide information on AIHP, their mandate and discuss the disruptive factors impacting B&Bs in the US (e.g. OTAs, Airbnb, marketing tools). Rob will touch on the impact of these factors on US State B&B associations & program and structural alternatives for making the association more relevant to its members.	
2:15-3:30pm	Rotating Educational Round Tables (Marketing, E-Commerce – Operations & More)	Waterhouse Ballroom 1&2
	An amazing line up of knowledgeable presenters on operational and marketing insights. Topics include:	
	<ul style="list-style-type: none">• How to measure your marketing effectively• The China market & how E-Commerce can help you grow business• The benefits & value of Content Marketing• Resort Business Expansion & Growth...and much more!	

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A G E N D A

3:30 - 5:30pm

TRADE SHOW & MARKETPLACE

Learn - Liaise - Network

A range of Supplier Booths with Marketplace Concept (On what's new and trending). A One stop marketplace key to services and goods related to your discerning guests. Take the opportunity to meet our knowledgeable suppliers who are at the trade show available to share their expertise, market insights and service your buying needs.

Legacy Hall

5:30-6:00pm

ROO Board of Directors' meeting

Waterhouse Ballroom 1

7:00pm

PRESIDENT'S EVENING & RECEPTION

Dinner/Evening Fun

Celebrate our Canadian spirit with the inspired Lumberjack look, affectionately called 'Buffalo Plaid'. Join in on the fun and don your black on red check, gingham, considered by some to be the oldest Tartan!

Hospitality Suite

Tom Thomson Room

Hospitality Suite 425/427

TUESDAY APRIL 10, 2018

8:00am

Breakfast

Arthur Lismer Room, 2nd Floor

8:30-9:00am

Seeing Your Resort from the Guest's Eyes

Speaker: Eric J. O'Rourke, FORREC

Successful resorts all have one thing in common. They're places where people want to be – for a few days, a few weeks or a lifetime. After 30 years as entertainment designers, we've mastered the art of reading and amplifying the potential of a site. For us, one size doesn't fit all, a story isn't something you add later, and resort design is much more than the matching furniture. We bring a fresh, informed perspective because that's how you create compelling places – for you, your investors and your guests. (Clients: Muskoka Wharf, Deerhurst, Centara Grand Resort)

Tom Thomson Room, 2nd Floor

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A G E N D A

9:00-10:00am

CONCURRENT EDUCATIONAL SESSIONS

1) ROO – Why Feast On?

Tom Thomson Room

Speaker: Rebecca Mackenzie - Culinary Tourism Alliance

Learn how to infuse your “taste of place” offering into your resort operations and leverage consumers interest to be connected to place, people and the food culture they support. In addition to sharing global trends and best practices in food tourism, Rebecca will give an overview of the only foodservice certification program in Canada to verify the support of local food and beverages - Feast On, a certified taste of Ontario.

2) Implications of Industry Change for FOBBA (Group Discussion)

A.J. Casson Room, 2nd Floor

Rob Fulton will provide a brief summary of what was presented at the Day 1 AGM. Rob will lead open discussions implications on industry change focusing on: What do member’s value; Marketing tools, Advocacy or Member PD; and Star ratings versus Trip Advisor. Can “Quality” be used as a market differentiating factor? If so, are there alternatives to ratings? Are FOBBA’s limited resources being used the best way? Exploring structural alternatives to eliminate costs.

Next Steps (10 minutes)

10:00-10:15am

Coffee Break

10:30am-12:00pm

PUTTING THE PIECES TOGETHER

Tom Thomson Room

Key Note Speaker: Roger Brooks, Roger Brooks International

Where the rubber meets the road

Here you will get to witness three or four case histories showcasing where they started, what they did, how long it took, how much it cost, and the results. None of these have big budgets and all will showcase smaller inns and resorts, BUT the lessons learned will be valuable to all – regardless of size or budget.

12:15-12:30pm

Break

12:30 - 1:45pm

LUNCH followed by OPEN FORUM with Roger Brooks - Q&A

This is the chance for attendees to show their materials and have them critiqued by Roger and even members of the audience, with suggestions on how they can make their marketing efforts more effective. We can pull up websites and YouTube videos in a wide open forum.

Closing Remarks

Resorts of Ontario

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Funding provided by the Government of Ontario



THANK YOU
COMMITTEE MEMBERS!

Chair:

Heather Ford

Committee:

Jo-anne Snyder, Eric Miglin,
Leslie Nunes, Sharon Mahussier,
Jason R. Traviss

FOBBA:

Brian Skipper

ACCOMMODATIONS

Deerhurst Resort
1235 Deerhurst Drive, Huntsville, Ontario, Canada P1H 2E8
Reservations: 1-800-461-4393 or email: info@deerhurstresort.com
Reference: Resorts of Ontario
Booking Deadline to receive rate: March 3, 2018

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