



Peterborough
&
THE KAWARTHAS

TOURISM

Partnership Benefits

For more information please contact
partners@thekawarthas.ca

- Tourism Partner Database:**

One of the most important things you can do to position yourself for success as a tourism partner is to ensure that Peterborough & the Kawarthas Tourism (PKT) has up-to-date and accurate information about your business and your services by filling out our partner registration form. We use our database to provide information to visitors and to make important marketing and product development decisions. Partners are encouraged to update their information on an annual basis.
- Visitor Centre:**

Investing in a tourism partnership means visibility. You will have coveted space in our brochure racks, ensuring that you have the opportunity to be noticed by visitors. 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.
- Website Business Profiles:**

Our website sees more than 350,000 visits annually. All inquiries, marketing programs and promotions drive our visitors to our website (thekawarthas.ca). With your partnership you will receive a complimentary website profile providing valuable information about your business, including pictures, a description, contact information, map location and a link to your website. You will have ongoing access to provide updates to your profile as needed.
- Partner Website:**

Access to all things tourism! 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.
- Online Events Calendar:**

Ensure your events gets exposure and visibility through our events calendar. All you need to do is submit the information and leave the rest to us. Our events calendar is one of the most popular resources on our website and is viewed over 65,000 times a year!
- Complimentary Publications:**

We provide our partners with allotments of complimentary copies of our publications (such as Visitor Maps and Guidebooks). These are convenient resources as you promote Peterborough & the Kawarthas collectively to your visitors.
- Partnership Bulletin:**

Receive e-bulletins featuring tourism updates, marketing tips, trends, opportunities, research and news.

- ☑ **Familiarization Tours:**
Take advantage of opportunities to showcase your business 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 & the Kawarthas 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.
- ☑ **Weekly What's Happening:**
"This Week in Peterborough & the Kawarthas" – Sign up and share with your guests our weekly electronic listing of what's happening, including special events, exhibits, festivals etc.
- ☑ **Leverage the Peterborough & the Kawarthas Tourism 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, not only does this help visitors find the information they need about the region, but it is also great for Search Engine Optimization for your website! Leverage the investments we're making to draw visitors to the region.
- ☑ **Other Marketing Initiatives:**
Stay tuned as other initiatives come up from time to time and often provide opportunity for partners to participate or buy-in for added, targeted exposure.

If you want to go fast, go alone. If you want to go far, go with others.

- African Proverb