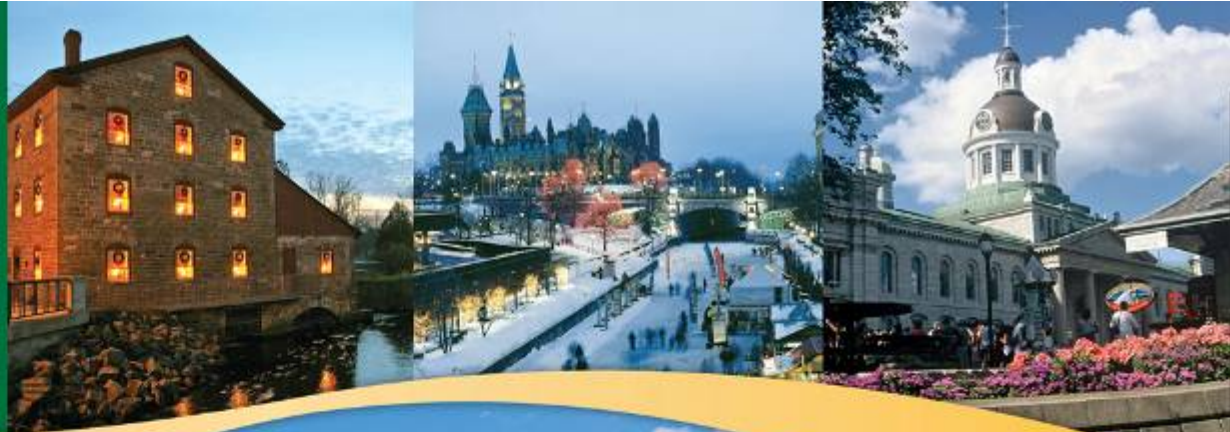


A World Heritage Destination



Circuit patrimonial *Rideau* Heritage Route



*“Explore our heritage,
experience our culture.”*



Developing Signature Experiences



Circuit patrimonial

Rideau Heritage Route



Explore 202 km of...

- Historic sites
- Quaint villages
- Authentic attractions
- Spectacular recreation areas
- Unique accommodations



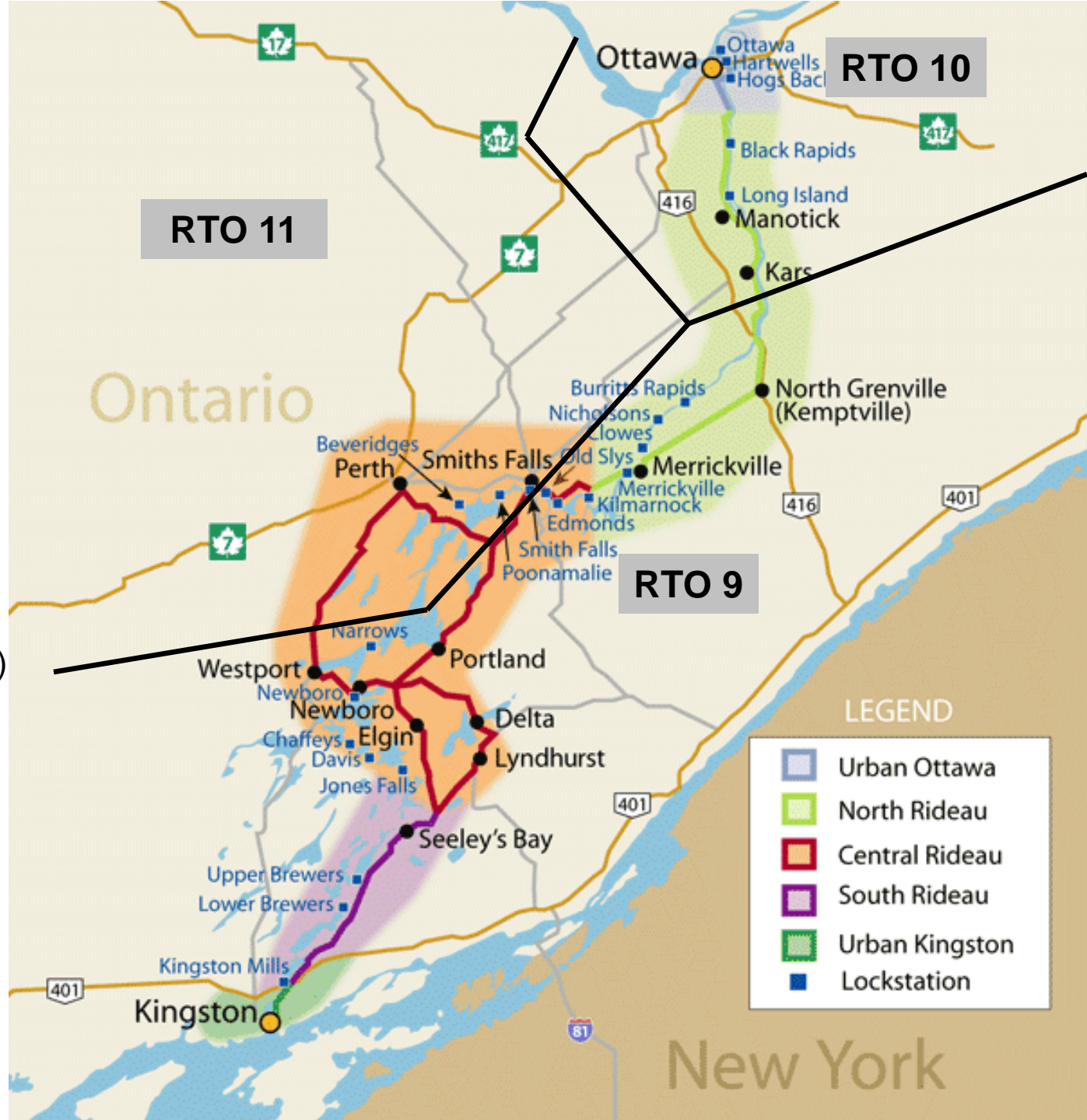
Circuit patrimonial

Rideau Heritage Route



New RTO Regions

- The Great Waterway (9)
- Ottawa Region (10)
- Ontario's Highlands (11)





Evolution of the RHRTA

- | | | |
|-----------|--|-----------|
| • Phase 1 | Cultural Study | 2004 |
| • Phase 2 | Corporation formed & ED hired | 2006 |
| • Phase 3 | Develop partnerships & marketing | 2007-2008 |
| • Phase 4 | Destination Development | 2008-2010 |
| • Phase 5 | Strategic Alliances & Development | 2011-2013 |





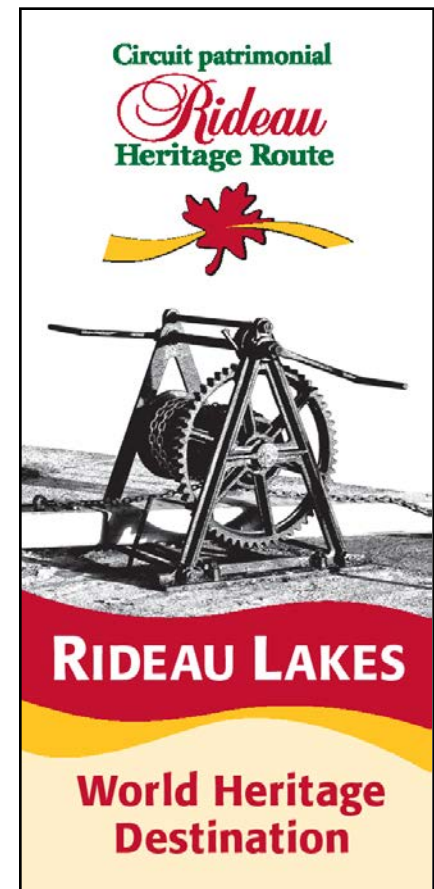
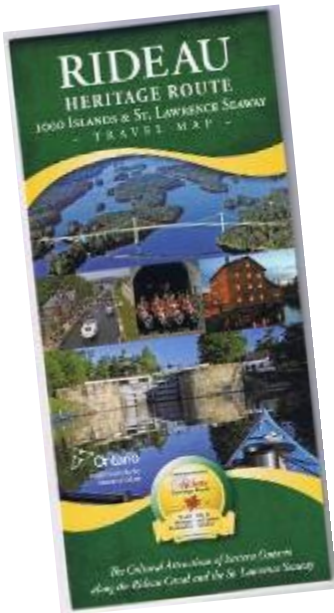
MARKETING

- TRADE SHOWS & MARKETPLACES
- PUBLICATIONS
- WEBSITES

www.rideauheritageroute.ca

www.circuitpatrimonialrideau.ca

- CO-OP ADVERTISING
- FAM TOURS
- SIGNAGE
- KIOSKS



RIDEAU HERITAGE ROUTE KIOSK





Experience Development

Next steps...

- Stakeholder meetings
- Touring itineraries (themed based paddling, cycling, artisan tours)
- Market Intelligence workshops
- Coordinated Visitor Services
- Customer Service Training

