



BAY OF QUINTE

REGIONAL MARKETING BOARD

WHERE ARE WE?



- Located in Eastern Ontario on the North Shore of Lake Ontario and Prince Edward County
- Within 2-3hrs of Toronto & Ottawa
- Within 3.5hrs to Montreal and Quebec
- Within 4hrs of Northeastern United States





OUR TEAM

Bay of Quinte Regional Marketing Board is the official DMMO of the region and is responsible for marketing tourism and resident attraction on behalf of its partners and stakeholders

Jack - Marketing Support

Anna - Content & Communications

Jen - Brand & Design

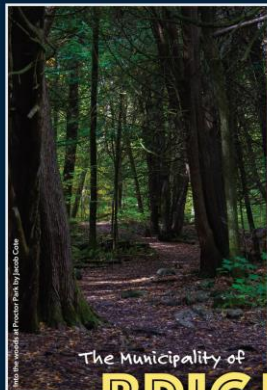
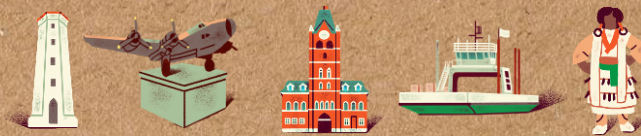
Dug - Executive Director

Trevor - Destination Development



OUR PARTNERS

4 Municipalities
1 First Nations



The Municipality of

BRIGHTON



BELLEVILLE



The Town of
GREATER NAPANEE



TYENDINAGA



Mohawk Territory



The City of

QUINTE WEST



BEFORE THE BIG ReTHINK



- In 2016 we were faced with an **IDENTITY CRISIS**
- We knew our destination was special but were looking at it through the **WRONG LENS**
- We were concerned with comparing ourselves to other destinations within an **OUTDATED TOURISM PARADIGM**
- As a rural destination, we worried that we lacked **TRADITIONAL TOURISM ASSETS**
- We wanted our region to grow tourism in a positive way but **DIDN'T KNOW WHERE TO START**
- Our partners were **NOT ALL ON THE SAME PAGE**

THE EXPERIENTIAL EPIPHANY



- **EDGE OF THE WEDGE** – Experiential Tourism Training in Rocky Harbour, NL
- Saw first hand how a small rural community **CREATED A SUSTAINABLE, THRIVING TOURISM ECONOMY BASED ON AUTHENTIC STORYTELLING AND EXPERIENCES**
- Engaging **NON-TRADITIONAL HOSTS AND IDENTIFYING UNIQUE STAGES** to create experiences that told **OUR STORIES** might be the key to us building our own regenerative tourism model



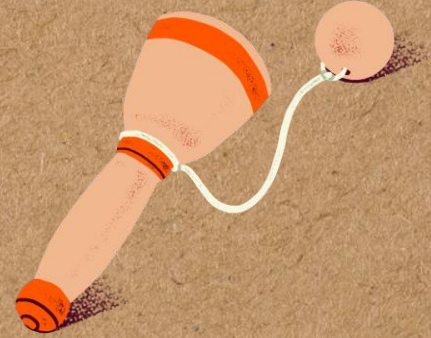
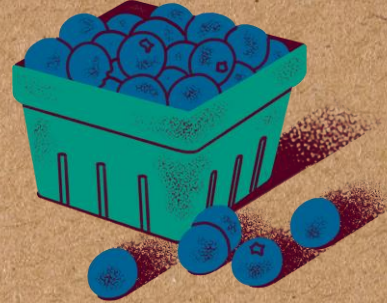
**THE
EXPLORERS'
EDGE
CONNECTION**

THE NEW LENS



- We **INVESTED IN EXPERIENCE DEVELOPMENT**
- We intentionally worked to **END UNSUSTAINABLE PARTNERSHIPS** with coach and travel trade
- We committed to **EXIT THE DISCOUNT ECONOMY**
- **STORIES AND PEOPLE** became our **NEW ASSETS**
- We embraced a new mindset of **RELATIONSHIPS OVER TRANSACTIONS**
- We shifted our support to the idea of **COLLABORATION OVER COMPETITION**
- Bay of Quinte Experiences were to become the driver and catalyst for **TOURISM AS A FORCE FOR GOOD** and the beginning of our regenerative tourism journey

HOW WE FOUND OUR STORY



THE FIRST SEED IS PLANTED



- We **LOOKED WITHIN** to find our own community champions, **BUILT TRUST AND CONFIDENCE** that their stories were worth telling
- We realized we **TOOK FOR GRANTED WHAT WAS IN OUR OWN BACKYARD**
- A total across the board **INVESTMENT IN STORIES** as a monumental organizational shift
- We realized that it's **NOT ALWAYS OUR STORY TO TELL**
- We needed to develop **NEW TOOLS TO SUPPORT NON-TRADITIONAL HOSTS** such as brand design, marketing plan creation, costing/pricing projections and new funding strategies

THE BAY OF QUINTE EXPERIENCE CRAFTING PROGRAM



NURTURING OUR INVESTMENT



- We launched our Experience Crafting Program in 2022 along with a 3 DAY **LIVED-LEARNING WORKSHOP** in 2023
- 5 Experience Partners are chosen each year to receive **\$5k EXPERIENCE DEVELOPMENT FUNDING** + \$10k in video and photography support
- Focus on **ZERO WASTE**, showcased **LOCAL PARTNERSHIPS** (catering/transportation) and **LOW CARBON FOOTPRINT** event hosting
- Municipal coaches and Experience Partners **LEARNED TOGETHER** to build capacity
- Focus on prioritizing **DEI, INDIGENOUS** and **NEW CANADIAN** business owners
- Full BoQ support from **IDEATION TO MARKET LAUNCH**

BAY OF QUINTE

EXPERIENCE PARTNERS and COACHES



Meet FRANCIS



BEE OUR GUEST

Just Bee Cuz Honey Farm (Belleville)



- BEE OUR GUEST is a 2.5 hour api-tourism experience
- Francis (a non-traditional host) is now a regenerative tourism leader
- Guests learn about honey bee biology, pollination, wildflower identification and taste various types of honey
- Guests make a reusable beeswax food wrapper to take home
- A portion of the ticket price goes back to Quinte Conservation youth programs
- Francis' passion about beekeeping, sustainability and reducing single use plastics is at the heart of her experience

Meet CHLOE



RECONNECTING ONE SEED AT A TIME

Kenhte:ke Seed Sanctuary (Tyendinaga)



- RECONNECTING is a 3hr experience where guests are invited to learn about the Rotinonhsyon:ni practice of growing crop for seed
- Guests learn a regenerative approach to farming, are invited to learn Mohawk teachings and the importance of food sovereignty for indigenous communities
- Guests are invited to see reconciliation through a new lens and given heirloom seeds to take home
- The experience is an important step for the Mohawk community to own their story and begin to undo the commoditization of their culture
- Relationship building in action as the next step in reconciliation

IT'S AN EXPERIENCE

The way people travel is changing in terms of the relationship between the visitor and the destination. Experiential tourism seeks to connect visitors to the local stories that are the heart of a region. Experiences are immersive by nature; they teach and inform, give opportunities for participation and interaction, and ultimately leave participants with something unique to take away.



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## FIELD TO VASE

Wynn Farms,  
Greater Napanee

Nestled on the shores of the easternmost reach of the Bay of Quinte, Wynn Farms is now offering Field to Vase, a brand-new experience that immerses you in 360 degrees of blooms.

Farmer and co-owner Sarah Wynn accompanies you as you walk through the fields, learning about her passion for flowers and farming with a picnic basket in tow. She teaches you about growing flowers, their important role in biodiversity and how to properly harvest them. Next, you'll play with different colours and textures to arrange your own unique mason-jar bouquet, then escape into the vast sunflower fields. Once you've worked up an appetite, you can lay out your picnic blanket and enjoy a snack of local charcuterie that the Wynns have prepared for you.

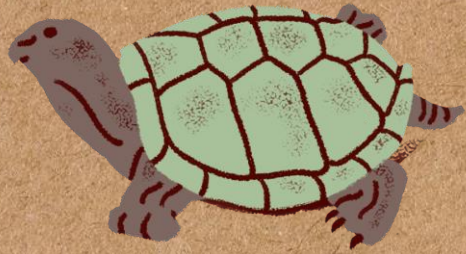
Originally trained as a registered nurse, Sarah never imagined she'd be a farmer—but her husband Jim's family had an apple orchard. After years of successfully running it with him, she had a dream of growing flowers and expanding the business. Sarah spent two years researching and planting what are now Wynn Farms' flower fields on a piece of land they purchased just down the road from the orchard along the Loyalist Parkway.

Field to Vase is available in the summer and fall months when the flowers are in bloom, right up to Thanksgiving. The particular flowers you'll encounter will depend on the timing of your visit and might include zinnias, cosmos, snapdragons, rudbeckia, and many more!

[BOOK NOW](#)



# BUILDING TOWARD REGENERATIVE TOURISM THROUGH EXPERIENCES



- Since launching our program in 2022, we now have **9 NEW EXPERIENCES** in market! Every experience has **MANDATORY REGENERATIVE ELEMENTS** baked in
- Experiences have helped our **LOCAL CIRCULAR ECONOMY** to strengthen and exponentially grow
- Experiences are the catalyst for positive **BEHAVIOUR MODIFICATION** for new and returning guests
- Experiences allow us to **OWN OUR STORY** and have control over how we **GROW TOURISM SUSTAINABLY**
- We are **BUILDING A NEW INCLUSIVE AND POSITIVE RELATIONSHIP** between locals and tourism

# TENDING YOUR GARDEN AND LESSONS LEARNED



- **HAVE PATIENCE** and **CELEBRATE THE SMALL WINS.**  
Developing successful sustainable experiences takes time
- **FIND YOUR STORYTELLERS** and **ADAPT TO THEM**
- **RE-EXAMINE FUNDING BARRIERS** such as old paradigm bylaws that exclude capital expenses
- **ADOPTING A TRICKLE UP MENTALITY** has allowed our tourism partners to **GUIDE US** in making better strategic decisions
- **DON'T UNDERESTIMATE YOUR COMMUNITY** and they will surprise you if they are inspired and challenged to do better
- Know that within the new regenerative tourism framework -  
**RURAL REGIONS ARE LEADING THE WAY IN CANADA!**



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