

RED RIVER NORTH TOURISM

HIGHLIGHTS OF THE PROPOSED 2021 PROGRAM:

- RRNT is a lead sponsor of the **55+ Games** now scheduled to take place in 2021. Our participation will include welcoming athletes to Selkirk, participating in waterfront celebrations, offering tours, providing information points and assistance to visitors and assisting in the coordination of events and activities along Manitoba Avenue in the downtown. Additional promotion and participation is planned at venues and various scheduled events. Web site and social media promotion will also be provided.
- Several **Podcasts** are planned as part of both the regional programs and *Destination Selkirk*. These include historical information, artist interviews, gardening tips and other topics. Heather Bailey has taken a course on the software required and some equipment has been purchased.
- **Driftscape** is a new tourism app currently available in Ontario. The app is downloaded for free and provides users with notification of interesting places near them. Map locations, photos and descriptions are provided. It appears to be a helpful and easy to use tool for visitors and both ITA and RRNT are actively considering participation.
- While there is now an emphasis on **digital material**, reprinting of some information **brochures** is needed for the 2021 summer season to ensure all visitor needs can be met. Some new pieces will be created in both formats, including a new regional overview brochure, and some existing pieces will be converted to digital formats.
- Maintaining **web Links** to related sites for availability of information and materials is a continuing task. Coordination will continue in earnest throughout the coming year. This work is done in concert with updates to the RRNT web site and the RRNT YouTube channel as well as maintaining a regular social media presence.
- An outdoor **movie night fundraiser** in support of the *Manitoba Marine Museum* will see one of the ships used as a screen for a fun family event.
- **Walking tours** will be reintroduced in two formats: guided tours led by an interpreter, and self-guided tours with digital information. Tours will highlight historical figures, growth of the city, significant moments in area history, the role of the railway, river transportation, and even the impact of national politics. Tours will be available for purchase through the RRNT web site in 2021.
- The **Garden and Art Tour** will return and new program elements are under consideration. Improvements to information sharing and ticket purchase procedures will be implemented.
- The new year will see a greater emphasis on communications with members and program partners both through direct contact and information on the web site.
- At the close of 2019, Red River North Tourism hosted the first of what was intended to be a series of **networking events**. Held at the Riverside Grill, it was an opportunity for members and potential members to meet, mingle, and explore possibilities of working in collaboration with RRNT and other businesses. These events will continue in 2021, either in person or virtually, in accordance with whatever restrictions apply.