

# BAY OF QUINTE



## FOR IMMEDIATE RELEASE

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## PROGRAM SPARKS INNOVATIVE TOURISM IDEAS FOR THE BAY OF QUINTE REGION

**Five finalists selected to pitch ideas for a chance to receive \$3,000 and a tourism mentorship.**

**Belleville, ON** – The Bay of Quinte Regional Marketing Board, Ontario Tourism Innovation Lab and their regional partners put a call out for new tourism ideas this past February, and 20 applications were submitted from across the Bay of Quinte region.

Five finalists were selected by a review jury made up of program partners and a tourism innovator from outside the region. Each finalist will be invited to pitch their new tourism idea for a chance to win one of three \$3,000 cash prizes and tourism mentorship from industry leaders across Ontario.

2020 Bay of Quinte "Spark" Program Finalists:

- The Kafana (Culinary Destination)
- Glanmore Historic Site (Upstairs/Downstairs Experience)
- Wild Card Brewing Company (Craft Beer Fantasy Camp)
- Signal Brewing Company (Romance on the River)
- Lower Trent Conservation (Love Our Attractions Tour)

The Bay of Quinte "Spark" Mentorships & Grants Program is a partnership between the Ontario Tourism Innovation Lab, Bay of Quinte Regional Marketing Board, Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, Regional Tourism Organization 9 - South Eastern Ontario (RTO9), Trenval Business Development Centre and YourTV Quinte.

The "Spark" Program seeks to find, foster and support new tourism ideas that will enhance current tourism offerings, create new, high-quality tourism experiences, address gaps in tourism products and services, motivate travel, longer stays and repeat visits, and increase year-round visitation and tourism spending. Bay of Quinte is one of six regions in the province to offer the program to date. In addition to a source of funds and mentorship, finalists will gain access to a network of tourism innovators, entrepreneurs and leaders.

Bay of Quinte RMB's Business Development Manager Trevor Norris said, "Over the past three years we've been building a strong, sustainable experience development strategy through one-on-one mentorship, workshops and focused retreats, such as IGNITE. We've been working closely with local tourism champions who want to create meaningful experiences for visitors, and are thrilled at the calibre of ideas that emerged from the

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"Spark" program. We're excited to hear the finalists' pitches and to work with all of the program applicants as they move their incredible ideas into market."

"We congratulate our Bay of Quinte "Spark" Program finalists, and look forward to supporting them to help develop their new tourism ideas further," said Justin Lafontaine, Program Lead for the Ontario Tourism Innovation Lab. "When we are ready to welcome visitors from near and far again, there will be new and innovative tourism products and experiences ready and on offer."

A culminating event, where each of the finalists will have an opportunity to pitch their concept to a panel of regional tourism leaders, will be scheduled when the COVID-19 pandemic has subsided.

For more information, visit [www.tourisminnovation.ca/bayofquinte](http://www.tourisminnovation.ca/bayofquinte)

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## About Bay of Quinte Regional Marketing Board

The Bay of Quinte Regional Marketing Board is a public-private partnership that markets the region for tourism and resident attraction on behalf of its six regional partners: Belleville, Brighton, Mohawks of the Bay of Quinte, Quinte Home Builders' Association, Quinte Restaurant Association and Quinte West.

## About Ontario Tourism Innovation Lab

The Ontario Tourism Innovation Lab is a non-profit initiative created to find, foster and support new tourism ideas, experiences and partnerships.

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