Thousand Islands Regional Tourism Development Corporation

Destination & Organizational Rebrand



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who we are

About Alphabet®

Your team of place brand & marketing experts

Alphabet® is a Canadian agency with deep expertise in place branding and tourism marketing. For 25+ years, we've helped cities and regions build strong, authentic destination brands.

- Based in Ottawa with staff across departments of strategy, creative, content, and digital solutions
- Specialists in tourism, place branding, destination marketing
- Balance of creativity + measurable outcomes

Your Project Team



Tony Lyons
President & CSO



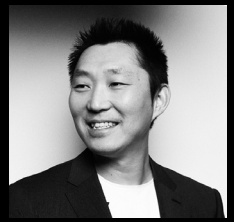
Cathy Kirkpatrick
Senior Advisor,
Tourism & Place Branding



Marley Kirkpatrick
Account Director, Tourism and Place Branding



Steve Bowker
Creative Director



Yang Li
Senior Art Director



Meagan Kelly
Content Director


What is a brand?

A brand is a promise, it’s your reputation. It’s the emotional reaction people have when they think about you.

The components of a brand are Identity + Experience or, put more simply – what you ‘say’ and what you ‘do’.



What is a place brand?

Place branding is the essence of destination – uncovered, not invented. It should be authentic and true.

This articulaction serves as the foundation for everything, shaping how the brand should look and feel.

The Project


Translating an unmatched story of natural beauty, rich heritage, and international appeal into a future-facing identity.

Project Landscape

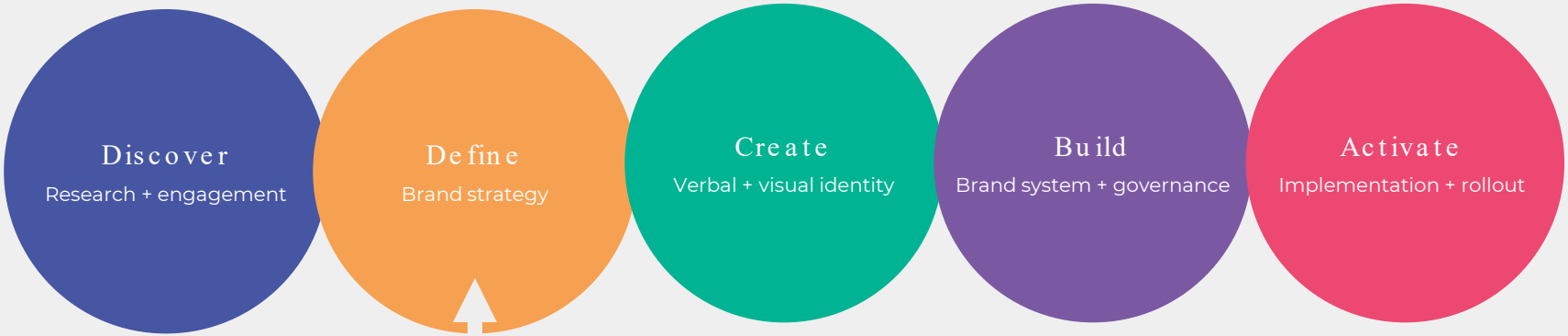
- **Strategy that Unifies**
  - We will translate complex community dynamics into a clear, implementable brand architecture.

- **Creative that Elevates**
  - An expression that reflects emotional truth. We will synthesize diverse perspectives into an identity that residents, partners, and industry stakeholders are proud of.

- **Multi-Audience Alignment**
  - Build a segmented messaging framework that ensures the 1000 Islands story can be tailored to leisure travellers, travel trade, event planners, and local residents.

- **Brand System that Scales**
  - A scalable system for use by partner DMOS, agencies, and communities. Empowers operators and destinations to participate in a collective, cohesive brand.

How we'll get there



Current Phase

Brand Advisory Committee

Graham Chavoustie, Summerland Yacht Sales
Jeff Brown, Holiday Inn Express 1000 Islands Gananoque
Jody Pettit, Hilton Garden Inn Watertown
Lyndsay Bigley, Brockville Tourism
Mark Prasuhn, PBS; TITC BoD
Matt Elliot, Save the River
Megan Knott, Tourism Kingston
Mia Ramseier, Thousand Island Arts Centre
Noelle Piche, Rockport Boat Lines
Rosalyn Gambhir, St. Lawrence Parks Commission



Stakeholder Consultation

Stakeholder Engagement

- 2 in-person workshops
- 17 stakeholder interviews
- Resident surveys
- Research



Brand Development Direction

One Place
Intrinsically linked as one community - we are family (literally)

Welcoming
Unassuming and friendly, come as you are

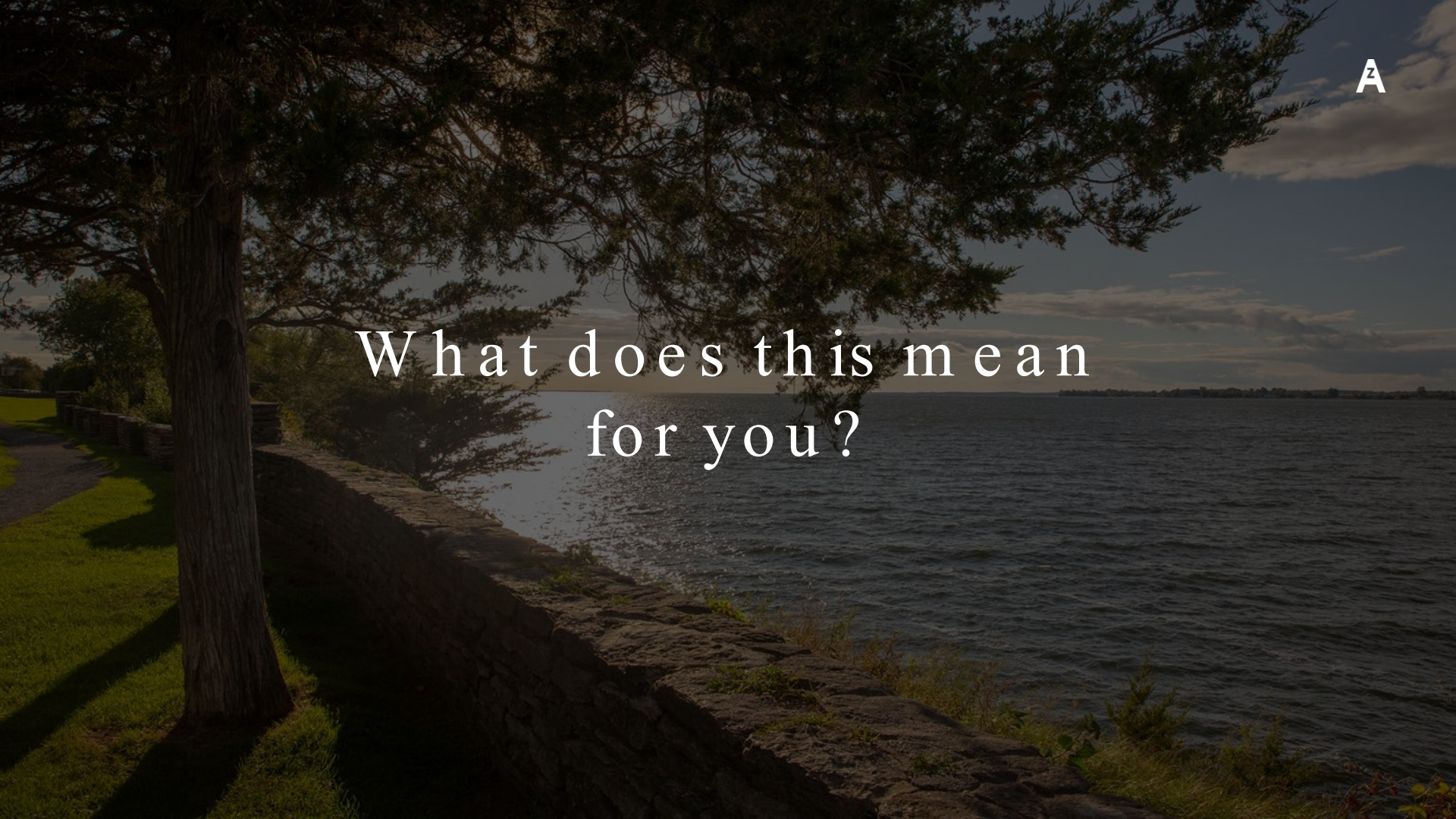
Rewind & Recharge
Source markets are urban visitors; we are grounded and unhurried

Nature's Impact
Awe, clarity and connection; fresh water, open skies

Beyond the Boat Cruise
Stay longer, spend more, modern experiences; culinary, theatre, shopping

All Seasons
Year-round destination - not just summer

Grounded in a Positive Outlook & Optimism for the Future


What does this mean
for you?

This isn’t a logo change or name change for your organizations. It’s a consistent voice and story for the destination.

Thank you!