

Presentation to Council: Tourism and Marketing Strategic Plan

The Municipality of West Grey

and

Wilfrid Laurier University Lazaridis School of Business and Economics

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Haosen Cai

Brian Garel

Katherine Halsall

Alireza Jalali

Charmaine Karunaratne

Charles Nassar

Project Overview

- Economic development through tourism
 - Tourism is one of the main pillars that a strong economy is built upon
 - This report will serve as a first step, and a momentum builder for further development in West Grey
 - Tourism helps to create a community identity, that will help attract industry and residents in the future

Vision

- Become a Tourism HUB.
- Improve people's quality of life by building a vibrant and sustainable local economy.

Mission

- Grow the tourism strategy in West Grey.
- Contribute to the economic development of the municipality through Tourism leading to business development and revenue generation.



Organizational Structure: Strategic Management Office

Group 1: Core Processes of SMO | Meet Weekly Minimum

- CAO
- Community Services Administrator
- Corporate & Community Initiatives Officer
- Communications Coordinator

Group 2: Desirable Processes of SMO | Meet Monthly Minimum

- Director, Infrastructure Development/CBO
- Director, Finance/ Deputy Treasurer
- Manager, Planning

Group 3: Integrative Processes of SMO | Meet as Needed

- Director, Legislative Services/Clerk
- Manager, Public Works

Group 4: Other

- Directors/second in command to fill roles as needed



Factors Influencing Tourism

Personas and Traveler Types

- Enthusiastic Indulgers
- Learners
- Escapists
- Familiarity Seekers

Tourism Best Practices

- Communication
- Information Interface
- Partnership and Landmark
- Marketing Channels & Contents

Marketing Strategies

- Social Media
- Email
- Blogs
- PPC
- Geo Targeting
- Mobile Targeting
- Search Engine Optimization (SEO)
- Content Marketing

Goals

Grow Tourism to contribute to the economy in West Grey

Objectives

- Be Four Season Visitor Hub
- Be Destination of Art, Culture & Heritage
- Be Host for Special Events
- Develop and Invest in Technology to Support Above

Initiatives

- Short-Term
- Medium-Term
- Long-Term

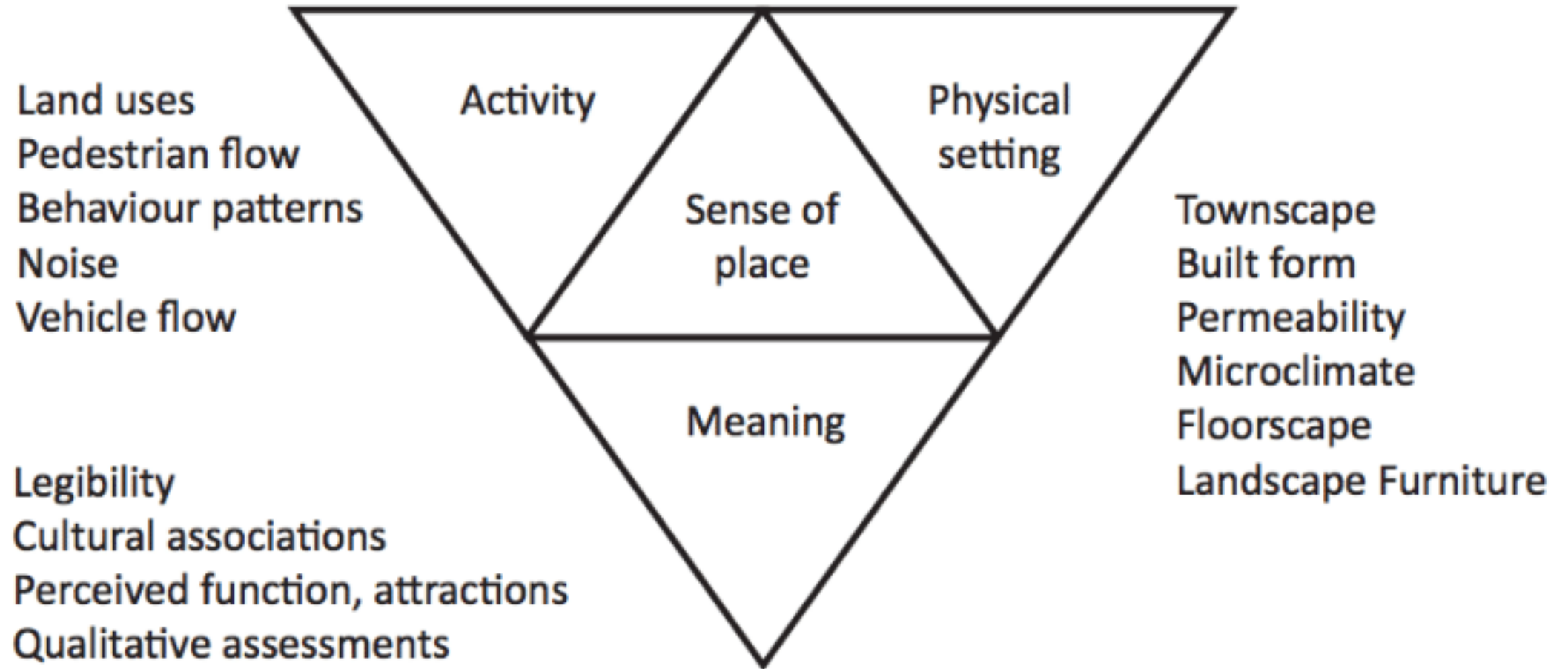
Evaluations (KPIs)

- Brand Metrics
- Economic Impact
- Events
- Traffic Patterns

Road to tourism maturity



PLACE BRANDING



Initiative Example

- **Objective:** Enhance Four-Season visitor experiences
 - **Initiative (short-term):** Continue collecting fresh marketing content (e.g., photos, videos, testimonials) to be used in future promotion
 - **Task:** Research and hire landscape photographer/videographer on contract (est. \$5,000 – \$10,000) and take seasonal photos/videos of hot spots
 - **Outcome:** West Grey will have a portfolio of fresh marketing content for all seasons within one year

Thank you