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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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

Objectives

Initiatives

Evaluations (KPIs)

Grow Tourism to contribute to the economy in West Grey

- Be Four Season Visitor Hub
- Be Destination of Art, Culture & Heritage
- Be Host for Special Events
- Develop and Invest in Technology to Support Above
- Short-Term
- Medium-Term
- Long-Term
- Brand Metrics
- Economic Impact
- Events
- Traffic Patterns

Road to tourism maturity

| Build/Grow | <u>Kick-off</u> – the tourism and marketing plan with the short-term initiatives | Lay the foundation for quick wins and identify the dedicated resources to conduct tourism activities for the next 3-4 years | Sustain West Grey's natural assets (Geo/Ecotourism) and research new product and service offerings | <u>Setup</u> the KPIs and Targeted Customer Segments | <u>Build a brand personality</u> to tell the tourism story (Place Branding) |
|------------------|--|---|--|---|---|
| Mature/Transform | <u>Execute</u> Medium Term initiatives | Build mature processes in the Tourism area (Website) and create a pool of subject matter experts in Travel and Tourism. | Go to market with the new product and service offerings | Establish interactive control systems that will enable West Grey to gain a strong footprint in the tourism industry (Entrepreneurial Spirit) | <u>Focus on being</u> a " host site " for at least one major event every two years outside of peak season (September to May) |
| Be Connected | <u>Drive</u> Long-Term Initiatives | Build alliances with other large cities by building awareness to emerging tourism trends in the market | <u>Emerge</u> as a leader | | |
| Business Drivers | Publicity for West Grey | Mass Communication & Advertising | Lowering Costs | Revenue Generation | |
| | | | | | |

PLACE BRANDING

Land uses Activity Physical Pedestrian flow setting Behaviour patterns Sense of Townscape place Built form Noise Vehicle flow Permeability Microclimate Meaning Floorscape Landscape Furniture Legibility Cultural associations Perceived function, attractions Qualitative assessments

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