



GREY COUNTY TOURISM UPDATE



ACTION PLAN 2016 FOUR PILLARS

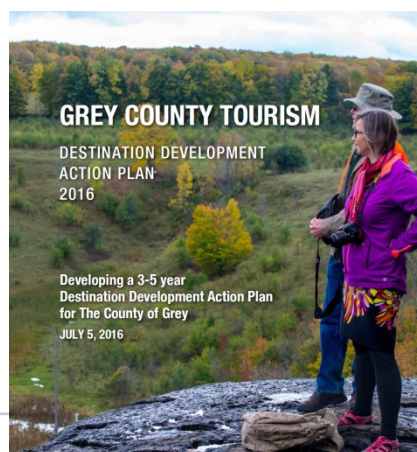
GOAL INCREASE SUSTAINABLE TOURISM REVENUES THROUGH MANAGING & MARKETING GREY COUNTY AS A TOURISM DESTINATION

Community
Engagement

Destination
Management

Research &
Tracking

Resource
Allocation





PILLAR 4: RESOURCE ALLOCATION

- 1.Reorganize tourism staff functions
- 2.Invest in professional development

PILLAR 4: RESOURCE ALLOCATION

Amanda Pausner Tourism Specialist – Partner & Media Relations	Heather Aljoe Tourism Specialist – Marketing	Mary Jane Hills – Administrative Assistant	Bryan Plumstead Manager of Tourism
Pillar 1 – Community Engagement	Pillar 2 – Destination Management	Support Tourism & Economic Development	Pillar 3 – Market Research & Tracking Pillar 4 – Resource Allocation
Industry Contact & Communications Media Relations Industry events Support – Experience Development	Consumer Contact & Communications Website/Social Media Marketing Plan Distribution	Scheduling, Financial Tracking, Mailouts Tourism Vehicle Agreements/Research	Product/Experience Development Cycling Signage

TOURISM

ECONOMIC
DEVELOPMENT

Grey County Council

CAO
Kim Wingrove

TAC
Tourism Advisory
Committee

Manager of
Tourism
Bryan Plumstead

Manager of
Economic
Development
Savanna Myers

EDAC Economic
Development Advisory
Committee

Admin Assistant
Mary Jane Hills

2 Summer
Students

Tourism
Specialist
Heather Aljoe

Tourism Specialist
Amanda Pausner

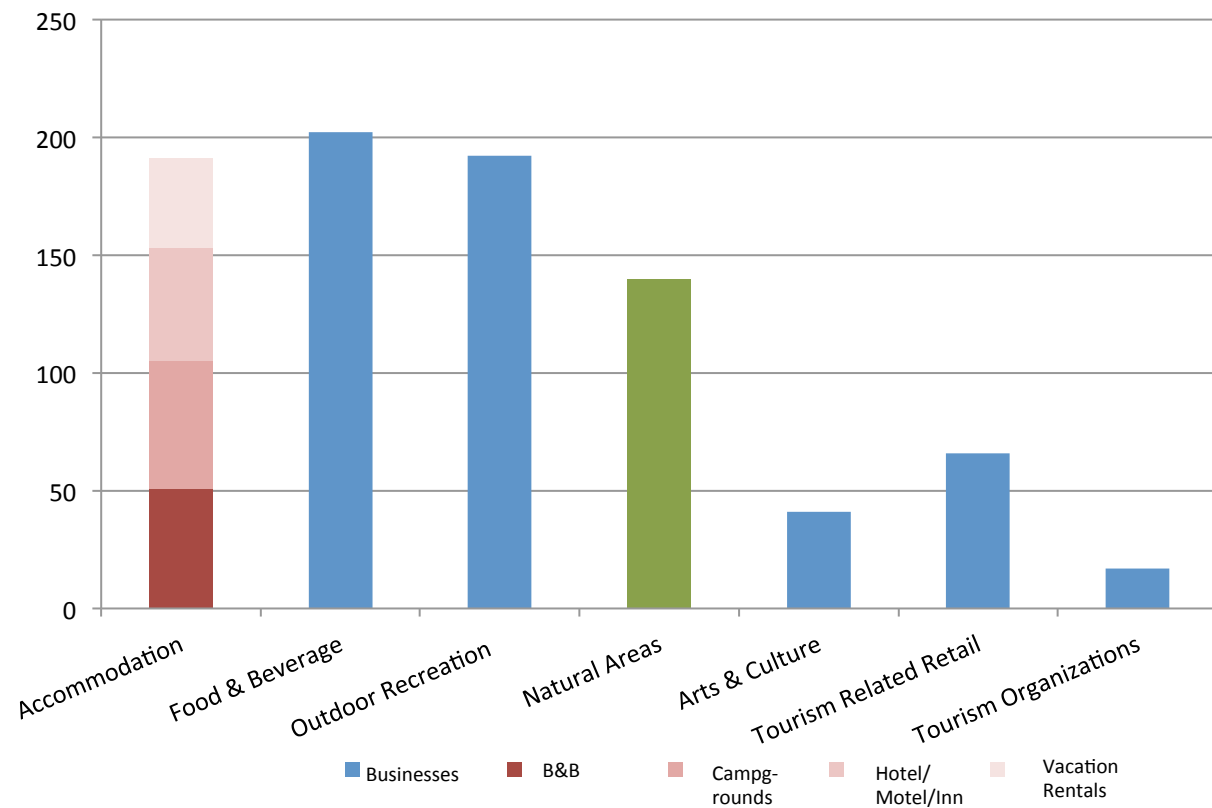
EDO – Local Food
Philly Markowitz

Senior Economic
Development
Officer
Steve Furness



PILLAR 1: COMMUNITY ENGAGEMENT

1. Clean up and maintain the Grey County Tourism stakeholder database
2. Build a simple stakeholder communications plan
3. Relaunch “Tourism Talks”
4. Make the industry website a useful tool and resource



Industry

[Home](#)



Welcome to Grey County Tourism's Industry page in place as a resource for provincial, regional and County updates, training and workshop sessions available to the industry, login location for updating your free listing on [visitgrey.ca](#) and a place to connect with us or learn more about us.

Industry Newsletters



Summer 2016



Industry Menu

[About Us](#)

[Projects / Products](#)

[Market Research / Tracking](#)

[Resources](#)

[News & Events](#)

Operator menu

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Newsletter Signup

Select the newsletter categories you would like to receive information from (Grey County Email Notices)

Email Address *

First Name

Last Name

Postal Code

Resident Status *

[Grey County Resident](#)

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[Home](#)

Industry Events



[2017 Grey County Tourism Winter Familiarization Tour](#)

Pull out the snow pants and wool socks for a fun filled Grey County Winter Fam Tour, which promises great networking, local indulgences (food) and



[Fall Campaign Recap Webinar](#)

Grey County just wrapped up a very successful fall season, thanks in part to Mother Nature for grey't weather and quite possibly our best fall color



[Highlights from Crafting Winter Experiences and Finding the Right Partners](#)



[BruceGreySimcoe Tourism Conference](#)

BruceGreySimcoe 2016 Regional Conference – Stretching Your Limits



[Grey County's Let's Talk Tourism Highlights and Presentations](#)

Grey County Tourism's kick-off Let's Talk Tourism was a big success!



[Bruce Grey Simcoe Service Excellence Training](#)

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PILLAR 2: DESTINATION MANAGEMENT

Marketing

1. Create a robust marketing and communications plan
2. Embrace the brand
3. Create a visiting friends and relatives (VFR) marketing and communications campaign
4. Create a Grey County Tourism mobile application.

Product Development

5. Facilitate the creation of packages & itineraries.
6. Create a simple experiential outbound tour operator strategy

2016 FALL CAMPAIGN - OBJECTIVES

- Market Grey County as Ontario's #1 destination for fall, increase visitation & spend
- Increase visits to visitgrey.ca
- Grow Facebook fans (likes)
- Build brand awareness with #ColourItYourWay



Social Media



The big show is happening right now in Grey County. It's time to view the fall colours we've all been waiting for. #ColourItYourWay

Photo Credit: Colin Field @colingfield



These Fall Colours are Happening Right Now

Peak fall colours have arrived in Grey County. Don't be disappointed, get here before it's too late.

VISITGREY.CA

56,455 people reached

Boost Post

Like Comment Share

Peng Sing Chang, Shirley Baird and 1.7K others

Top Comments

223 shares

39 Comments



The best fall colour, delicious food and charming towns is what you will find on the Beaver Valley Fall Driving Route. Plan a day or a weekend to discover why Grey County is where you want to be this fall.

#ColourItYourWay #FallTouring #GreyCounty #FallColours

<http://bit.ly/BeaverValleyFallDrivingRoute>



Beaver Valley Fall Driving Route

If you're new to exploring Grey County's beautiful backroads, the Beaver Valley Fall Drive is a great introduction to the region's autumn beauty.

VISITGREY.CA

Get More Likes, Comments and Shares
Boost this post for \$27 to reach up to 4,900 people.

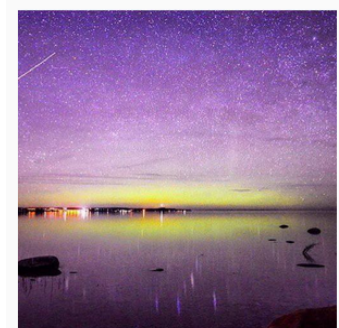
170,254 people reached

Boost Post

3.8K

130 Comments 749 Shares

Instagram

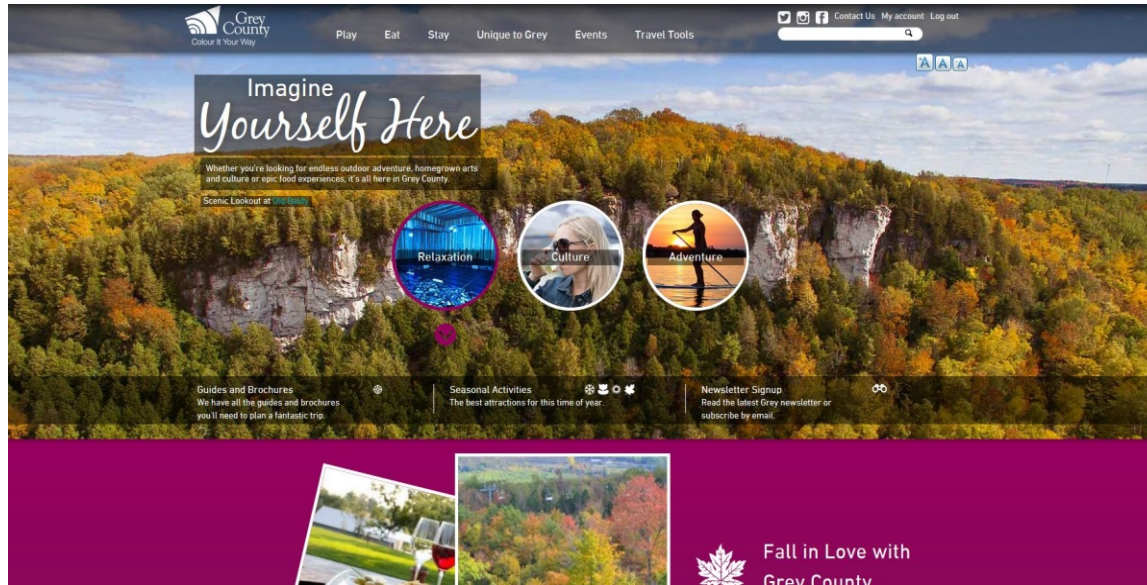


The Power of Video



- Views on Facebook: 205, 426
- Views on YouTube: 3,195

Our Website



U-Pick Apples

Take the family on an apple picking adventure at one of our local apple orchards.

[U-Pick Apple Orchards](#)



Owen Sound Salmon Tour

Follow the salmon as they journey upstream from the Owen Sound Harbour to Inglis Falls.

[Take the Owen Sound Salmon Tour](#)



Fall Festivals and Events

Fall is an amazing and busy time for events in Grey County. Find out what's coming up.

[Search our Events listings](#)



Family Hikes on the Bruce Trail

Itinerary

U-Pick Apples

Owen Sound Salmon Tour



Art Tours

Local craftspeople and artists open their studios & homes for fall art tours throughout the County.

[Art Studio Tour listings](#)

Telling the Story

Fall in love with Grey County



Published:
Monday, September 12, 2016 - 2:54pm

Experience our *real* peak season.

Naturally Technicolour



Published:
Monday, August 29, 2016 - 3:24pm

The Science Behind the Changing Colours of Leaves.

Fall Studio Tours in Grey County



Published:
Sunday, August 28, 2016 - 3:57pm

Grey County is home to many talented artists and fall is the best time to visit, from late August until Thanksgiving weekend.

Get off your Asphalt



Published:
Thursday, September 8, 2016 - 3:30pm

Discover the fall colours on the road-less-paved.

Fall Fairs, the Heart of Rural Life



Published:
Monday, August 29, 2016 - 1:47pm

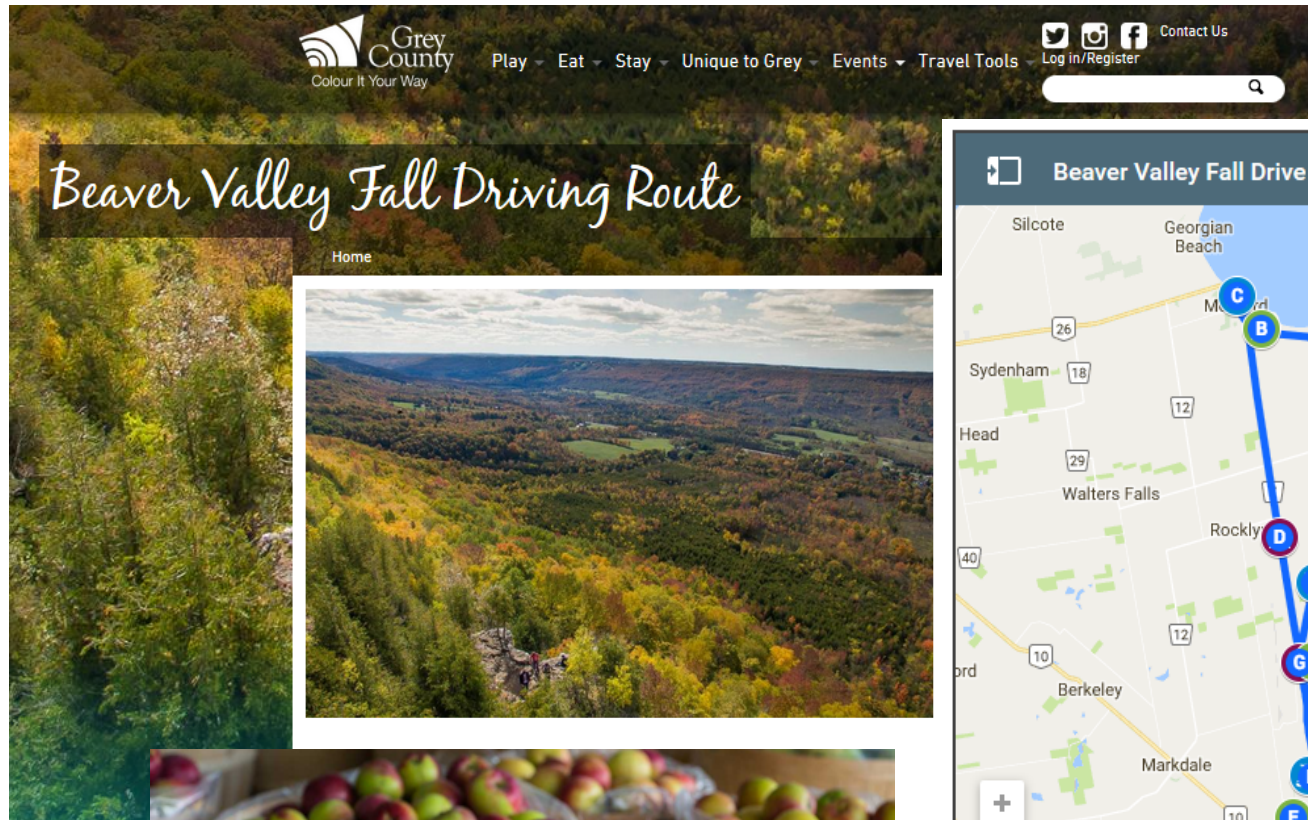
Beaver Valley Fall Driving Route



Published:
Tuesday, September 20, 2016 - 10:57am

If you're new to exploring Grey County's beautiful backroads,

Touring Routes (4)



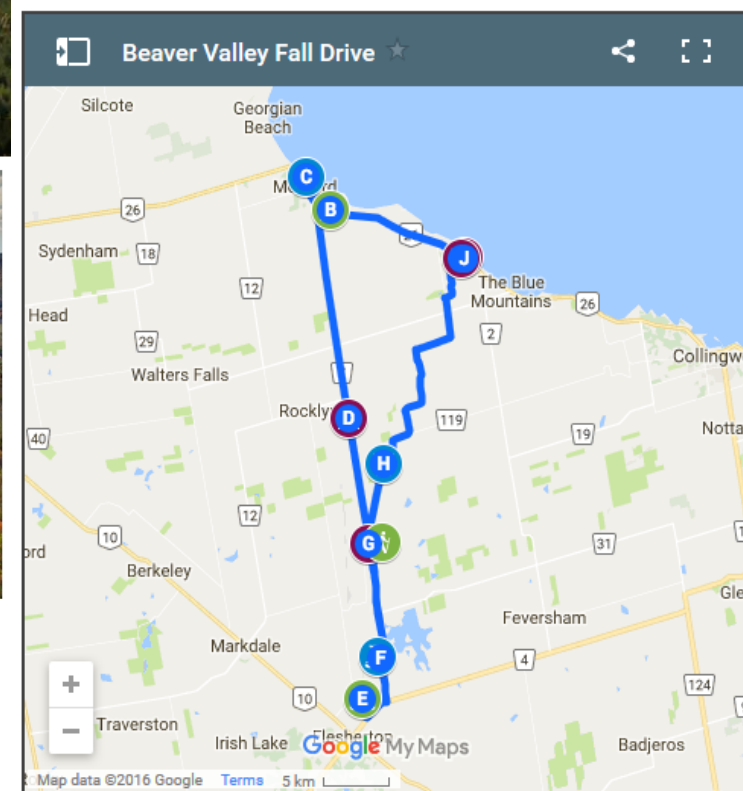
Beaver Valley Fall Driving Route

Home



Grandma Lambe's

Where the apple harvest is in full swing, pick up a famous apple pie and then tour the main street of Meaford during the Scarecrow Invasion.



Stop #4 - Hogg's Falls

44.28511, -80.54281

One of 10 waterfalls on the Grey County Waterfall Tour, Hogg's Falls is just a short but rewarding hike from the parking lot on The Bruce Trail.

Media Coverage

Amanda Pausner hosted 4 media writers between Sept. 19 – Oct. 6, each with their own itinerary and story line ideas. This led to weeks of social media coverage and stories published both on & off line.

TRAVEL CANADA

Top 8 spots to see fall foliage in Canada



BY JIM BYERS, SPECIAL TO POSTMEDIA NETWORK

FIRST POSTED: WEDNESDAY, OCTOBER 05, 2016 11:34 AM EDT



Top 8 spots to see fall foliage in Canada

IMAGE 2 OF 9

3 sec



GREY COUNTY, ONTARIO

Grey County's fall colours are dramatic given the elevation changes along the Niagara Escarpment. Try the easy, five-minute walk to the Old Baldy lookout in Kimberley for magical views of the Beaver Valley. The hills above Pretty Valley are some 500 meters high, providing fantastic views of cascading colours. (PHOTO COURTESY VISITGREY.CA)



Eight Fabulous Fall Experiences in Grey County, Ontario

Lisa Jackson

September 29, 2016



There are so many ways to enjoy autumn in Ontario, but **Grey County** offers some of the best fall getaway experiences in our fair province. For one, this little leafy nook of Ontario is bursting with fall foliage and gobsmacking views of Georgian Bay, offering a ton of outdoor activities year-round.

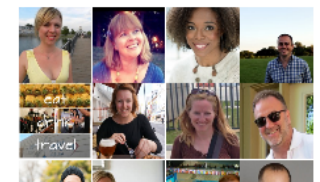
Search this website...

Editor's Message

Welcome to Eat Drink Travel, a digital magazine for the conscious traveller. We write weekly about people and places around the world, and provide practical advice for exploring them.



Contributors



Media Coverage

JIMBYERS *travel*

ABOUT WRITING & CONSULTING CONTACT



BLOG: CAN US CARIBMEX EUR ASIA AUSNZPAC CANADA 150 GOLF STREAM TOP THINGS TO DO IN...

4 OCTOBER 2016

Fabulous, Cutting Edge Cuisine In Grey County, Ontario

GREY COUNTY, ONTARIO – Meat loaf on a homemade bun and a local salad with microgreens. Wild Ontario mushrooms coated with panko crumbs and crushed salt and vinegar chips. And tasty ciders made with crisp Ontario apples.

I recently spent three days hiking and kayaking around **Grey County**, then making up for the exercise with some of Canada's tastiest food offerings. I came away hugely impressed with the depth and quality and variety of the offerings. Up and down the county, from casual diners in Flesherton to fine dining establishments in Meaford and Thornbury, this might be the next Ontario hot spot for cuisine.

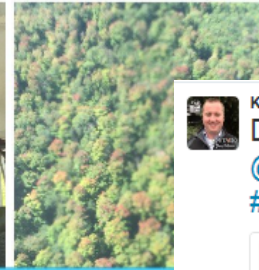


Andrew's Roots is a fantastic (and handsome) restaurant in lovely Meaford, Ontario. PHOTO COURTESY VISITGREY.CA



Kevin Forget @ontariokevin · Sep 19

Getting up in the air with @FlyOwenSound to see the #fallcolours
#colourityourway @GreyTourism



Kevin Forget

@ontariokevin

I'm the Travel Promotions Officer for Ontario Tourism. My job is to tell you about all the cool things to do in Ontario!



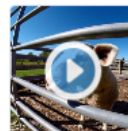
Kevin Forget @ontariokevin · Sep 19

Dinner tonight @Northwindsbeer in @GreyTourism #colourityourway #saintsandinnerstrail



Kevin Forget @ontariokevin · Oct 5

Looking for something to do this Fall? Check out my tour of @GreyTourism here! youtu.be/wK0ZY8cJ1Gg #colourityourway @OntarioTravel

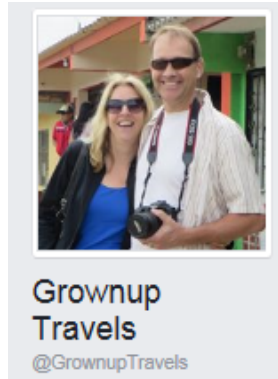


Grey County - #ColourItYourWay

Whether you're looking for endless outdoor adventure, homegrown arts and culture or epic food experiences, it's all here in Grey County. Join Kevin as he exp...

[youtube.com](https://www.youtube.com)

Media Coverage



grownuptravels

Follow

...

Grownup Travels Henk and Jane are a husband and wife team who bring 'grownup' travels to life through the pictures he takes and the stories she tells. All

ours www.grownuptravels.com

194 posts

3,895 followers

457 following

Grownup
Travels

@GrownupTravels



TMAC @TravelMediaCA · Oct 12

Follow the salmon trail and 7 other fab fall experiences in Grey County
bit.ly/2dLZBCc via [@lisaJtoronto](#)

You, Tourism Ontario and ON Culinary Tourism



NATIONAL POST

FINANCIAL POST • NEWS • COMMENT • PERSONAL FINANCE • INVESTING • TECH • SPORTS • ARTS • LIFE • HEALTH • H

LIFE TRAVEL

TRAVEL

TRENDING Kim Kardashian | Kanye West | Brangelina

Top 10 spots to see fall foliage in Canada: From Winnipeg to Quebec's Eastern Townships

NP JIM BYERS, POSTMEDIA NEWS | October 6, 2016 9:14 AM ET
[More from Postmedia News](#)



The Beaver Valley, south of Georgian Bay, is a wonderful spot for a fall drive or hiking trip.

visitgrey/23

Facebook Statistics



Impressions	Clicks		CTR	Ad Spend
Total Fall Campaign Impressions (6 weeks)	Clicks	Clicks to Website	Highest CTR obtained	Ad Spend
3,883,357	118,229	66,484	6.85%	\$15,000
Additional Fall Post impressions (Oct 14-17)	Clicks	Clicks to Website	Highest CTR obtained	Ad Spend
65,968	3,359	1,002	5.09%	\$250



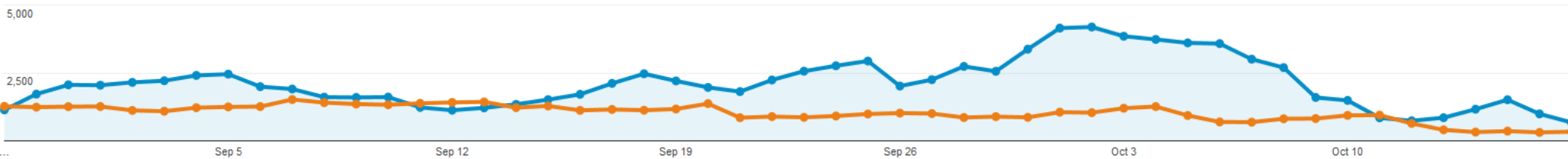
FACEBOOK FAN GROWTH			
Growth during Fall Campaign (6 weeks)	Oct 8	Aug 29 (start of digital campaign)	Increase
	15,872	10,593	▲ 49.83%

Campaign Web Analytics

www.visitgrey.ca

Aug 29, 2016 - Oct 17, 2016: ● Sessions

Aug 29, 2015 - Oct 17, 2015: ● Sessions



- Visitor session were up **106%** over 2015, going from 51,240 to 105,839 in that time frame
- The number of users (includes both new & returning) were also up **98%** over 2015, going from 40,193 to 79,782

YTD Web Analytics

Overall website sessions for the year (Jan 1 – Nov 10) are up **68%** from 2015 to 2016

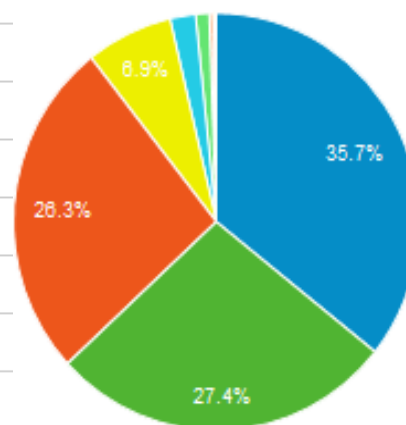


Top Pages

1.	/
2.	/travel-tools/travel-stories/get-your-asphalt
3.	/play/outdoor-sights/waterfalls
4.	/travel-tools/travel-stories/fall-love-grey-county
5.	/travel-tools/travel-stories/family-waterfall-adventures
6.	/travel-tools/travel-stories/naturally-technicolour
7.	/travel-tools/travel-stories/blue-mountain-fall-driving-route
8.	/travel-tools/travel-stories/beaver-valley-fall-driving-route
9.	/travel-tools/travel-stories/grey-county-waterfall-tour
10.	/public-events/day

Operating System

1.	iOS
2.	Windows
3.	Android
4.	Macintosh
5.	(not set)
6.	BlackBerry
7.	Linux
8.	Chrome OS
9.	Windows Phone
10.	Xbox



City

1.	Toronto	(28.47%)
2.	Mississauga	(4.71%)
3.	Hamilton	(4.56%)
4.	Collingwood	(3.60%)
5.	Barrie	(3.58%)
6.	Brampton	(3.53%)
7.	Owen Sound	(3.40%)
8.	Kitchener	(3.13%)
9.	Saugeen Shores	(2.51%)
10.	London	(2.06%)
11.	(not set)	(2.02%)
12.	Guelph	(1.74%)
13.	Waterloo	(1.67%)
14.	Markham	(1.57%)
15.	Montreal	(1.44%)
16.	Vaughan	(1.26%)
17.	Ottawa	(1.25%)
18.	Richmond Hill	(1.24%)
19.	Hanover	(1.23%)
20.	Cambridge	(1.08%)



PILLAR 3: MARKET RESEARCH & TRACKING

1. Track the success of the DDAP
2. Track key quantitative and qualitative metrics and the economic impact of tourism
3. **Create profiles of target market audience groups using both demographics and psychographics**

WHAT DO YOU WANT TO KNOW?

RTO 7

Grey County

DMOs

Destination Marketing Organizations

Municipalities

Public Attractions

Including Parks

Private Tourism

Businesses

DEMAND

✓ Understand Visitor Trends

✓ Reliable, consistent input to
Marketing/Business Plans

✓ Support for Existing/New
Product /Experience Dev.

SUPPLY

✓ Estimate Economic Value
of Tourism

SPECIFICALLY?

SUPPLY

- ➔ Economic impact of tourism
 - ➔ Number of tourism jobs
 - ➔ Number of tourism businesses
 - ➔ Tax Revenue
- ➔ Business trends (e.g. YTY)
- ➔ HST or other indicator

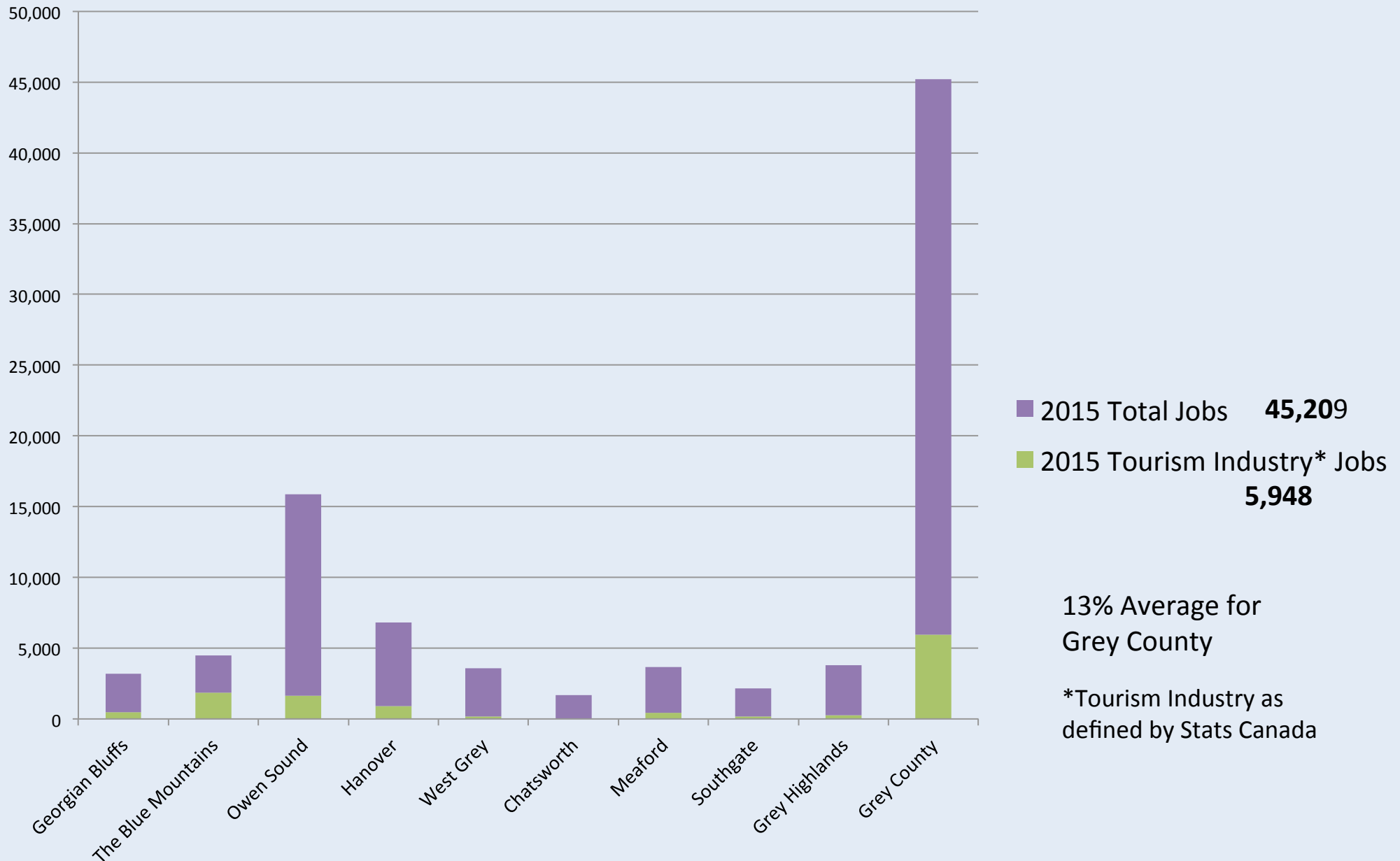
DEMAND

- ➔ Everything in Regional Tourism Profiles for...
 - Visitors to attractions & events
 - Visitors/VFR/residents/second home owners
 - New Canadians
- ➔ Visitor Satisfaction
- ➔ Trip Motivators
- ➔ Visitor Expenditures
- ➔ Forecasts
- ➔ How was the “season”?

Timely &
Reliable

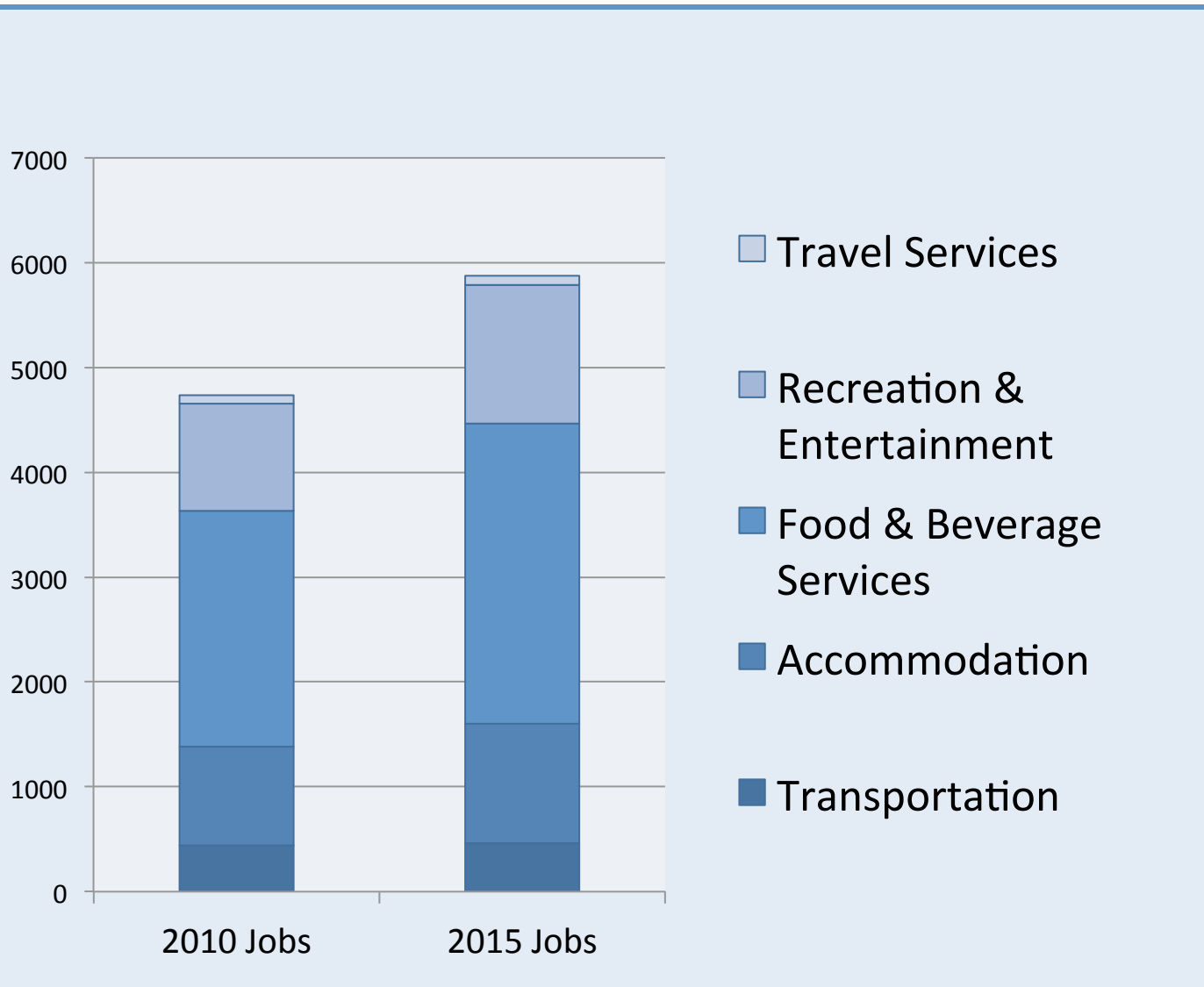
WHAT WE KNOW ABOUT SUPPLY

TOURISM JOBS* compared to **TOTAL JOBS** - 2015
OMAFRA Analyst



WHAT WE KNOW ABOUT SUPPLY

TOURISM* JOBS by Industry Sector – Grey County OMAFRA Analyst



Trends

- Significant Growth in tourism jobs 2010-15
- Youth, women and immigrants are more highly represented in tourism jobs in Ontario

WHAT WE KNOW ABOUT DEMAND

DEMAND

- ➔ Everything in Regional Tourism Profiles for...
 - Visitors to attractions & events
 - Visitors/VFR/residents/second home owners
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- ➔ Visitor Satisfaction
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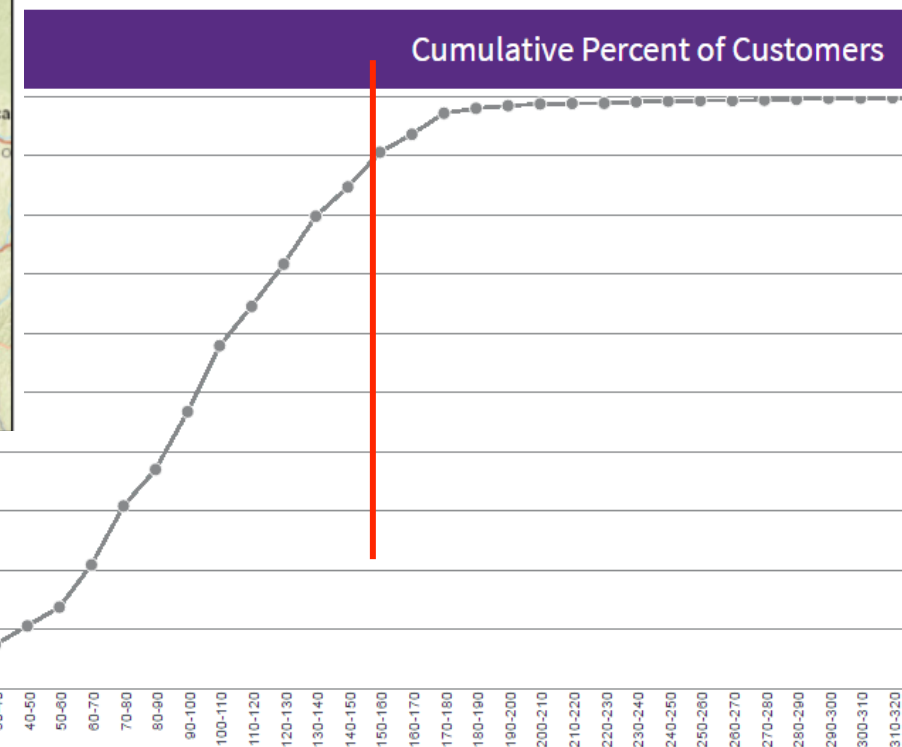
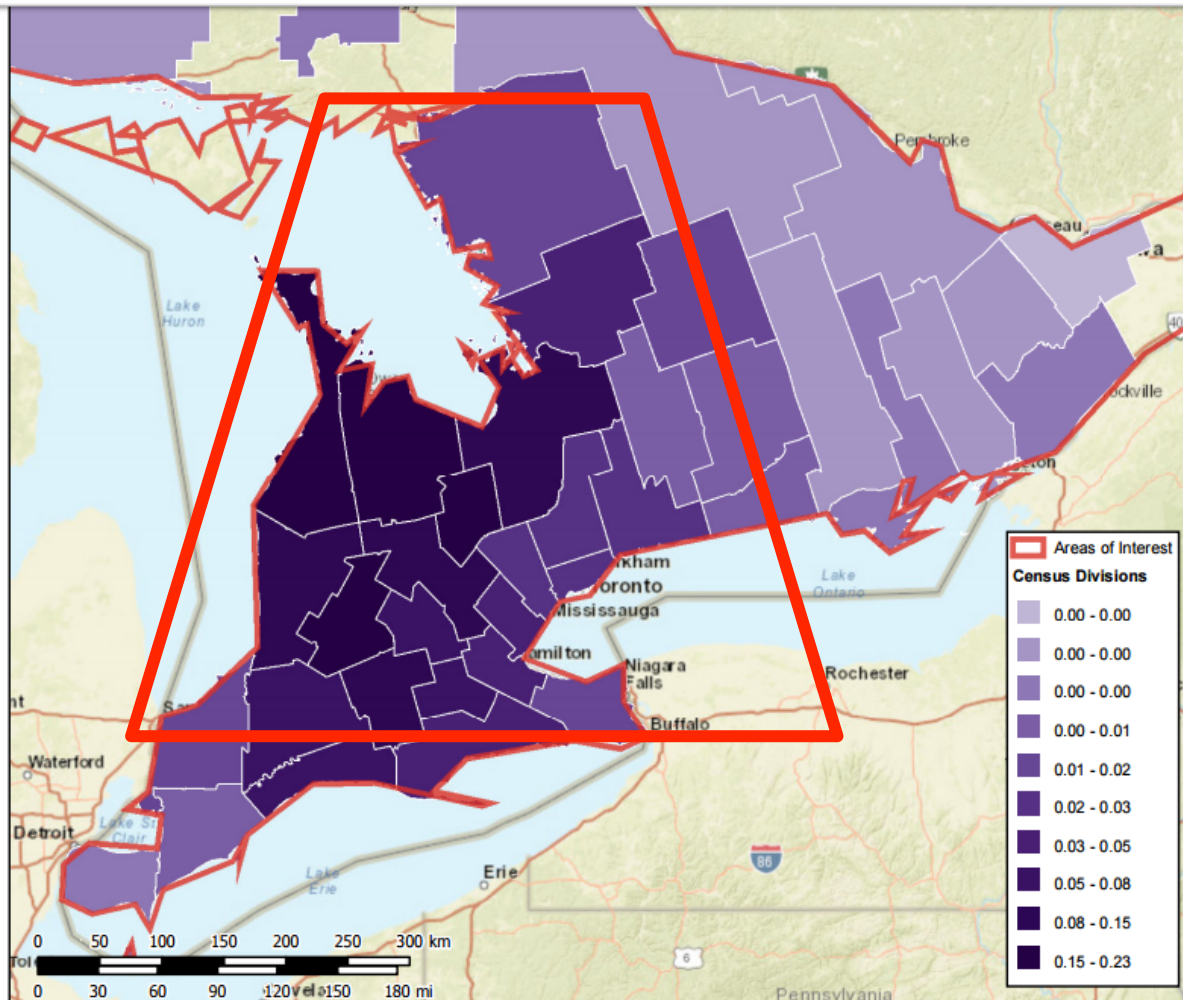
Our Information Sources

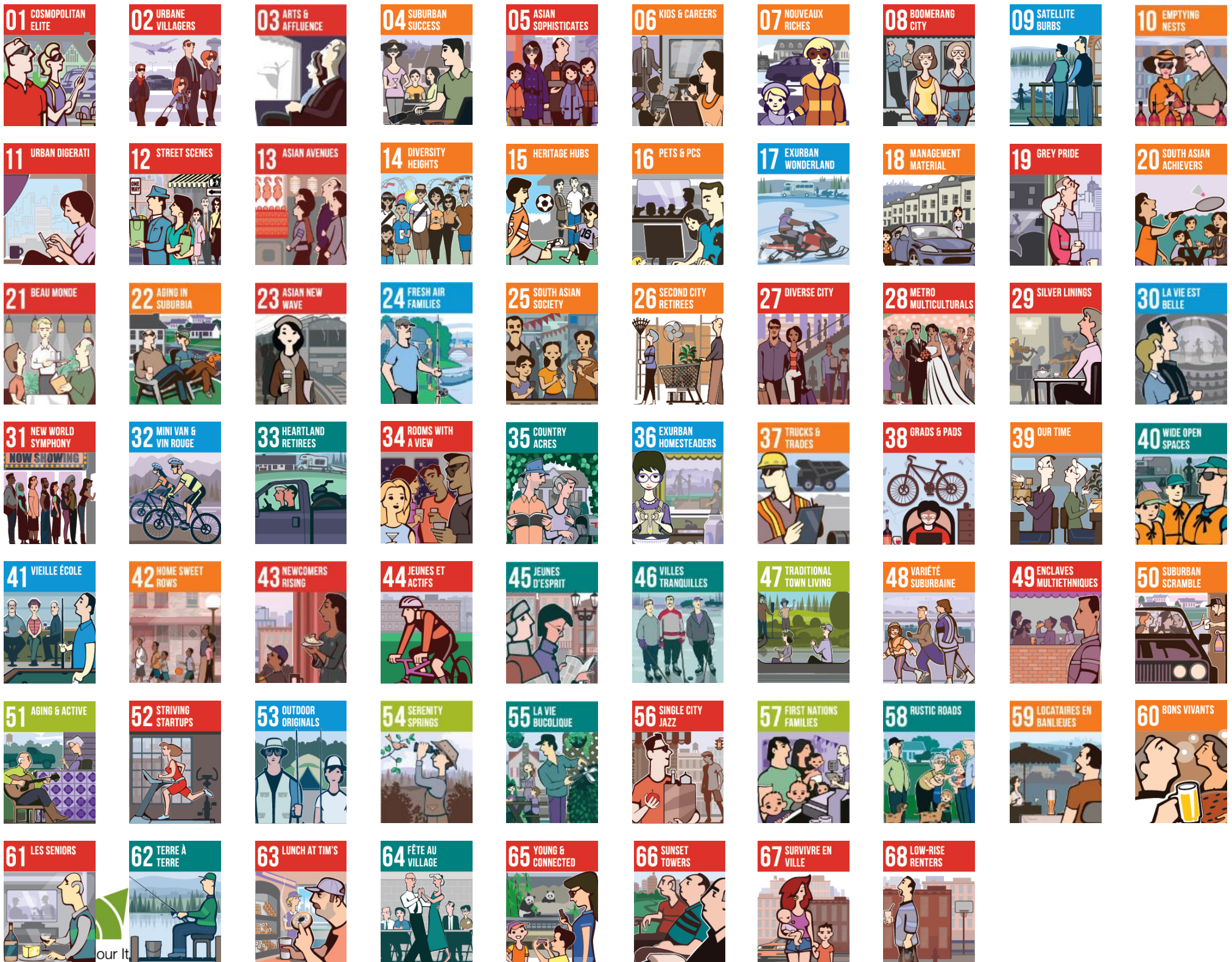
- Grey County Tourism Annual Attractions/Events Survey
- Grey County Tourism Google Analytics
- OMTCS Regional Tourism Profiles (RTP)
- OMTCS Market Segmentation for Bruce Grey Simcoe
- PRIZM Market Segmentation (New Tool)
- Partner surveys/info centre stats

Environics Analysis – 2015 Social Media Campaign

Define trade area - SW & Central ON

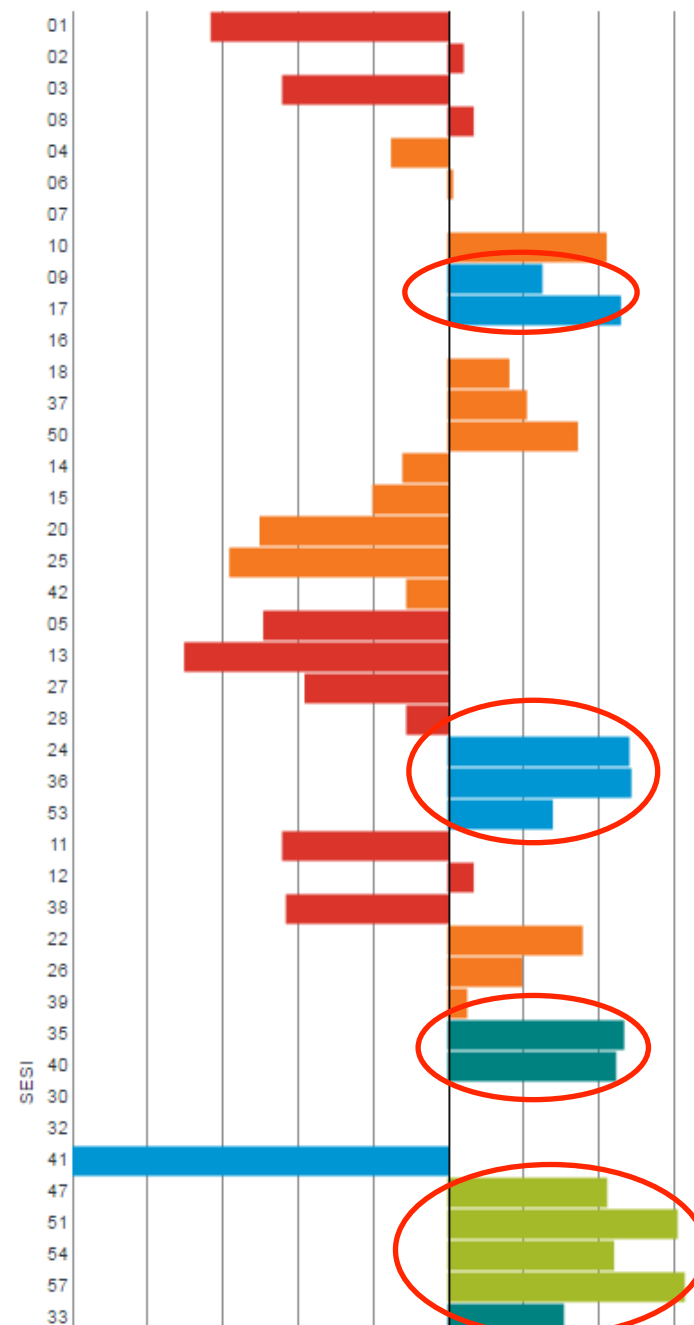
- Gain further insights into 2015 Social Media Campaign - who our customers are, how to reach them, and where to find more of them
- Compare in-market and out-market customers
- Look at potential new markets

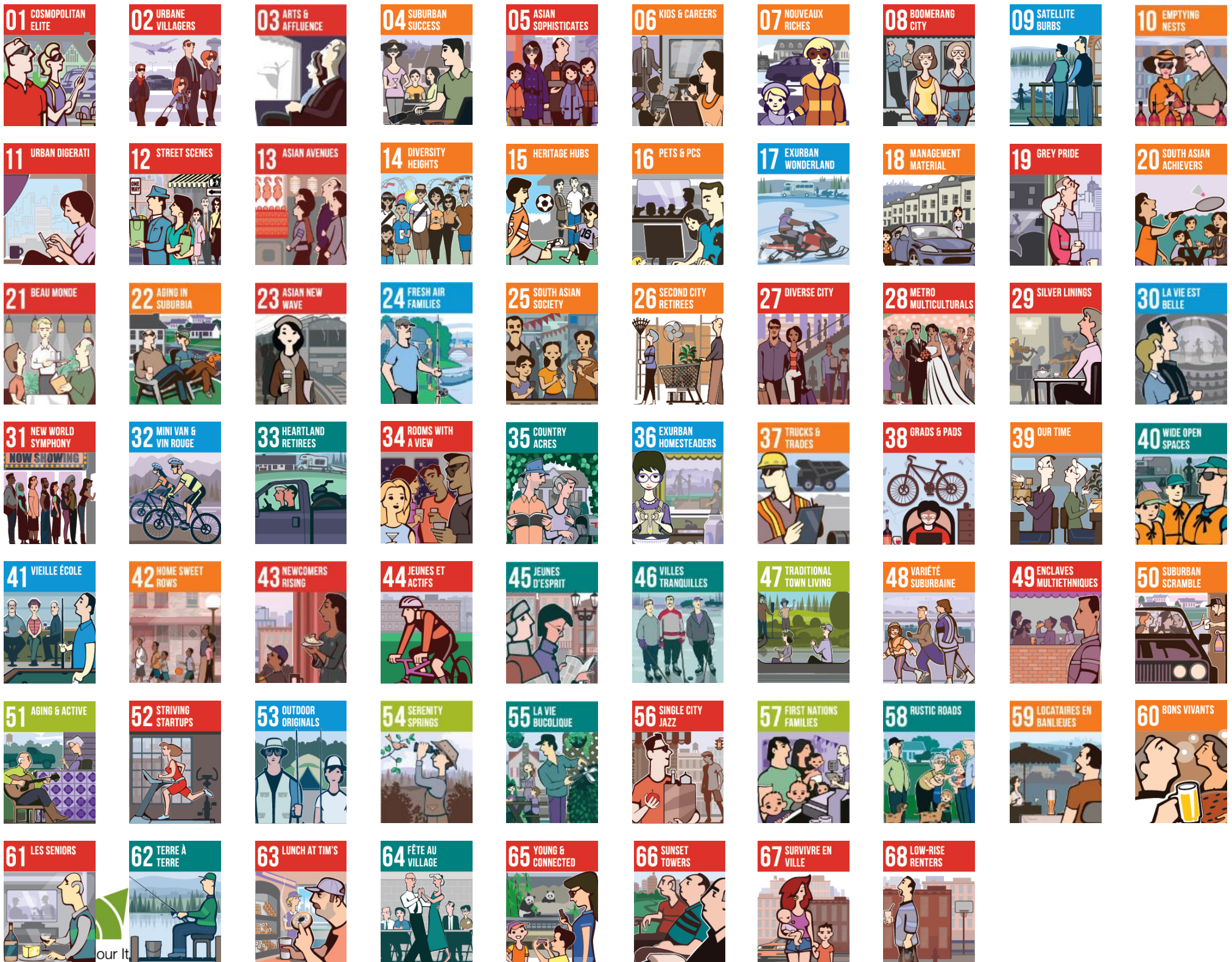




Better understand our customers

SG	SE	Name	Count	%	Base Count	Base %	% Pen	Index
U1	1	Cosmopolitan Elite	20	0.42	126,579	1.12	0.02	37
U1	2	Urbane Villagers	55	1.15	125,457	1.11	0.04	104
U1	3	Arts & Affluence	47	0.98	197,673	1.74	0.02	56
U1	8	Boomerang City	90	1.88	199,788	1.76	0.05	107
S1	4	Suburban Success	41	0.86	114,569	1.01	0.04	85
S1	6	Kids & Careers	236	4.93	554,518	4.89	0.04	101
S1	7	Nouveaux Riches	0	0.00	0	0.00	0.00	100
S1	10	Emptying Nests	58	1.21	80,021	0.71	0.07	172
E1	9	Satellite Burbs	314	6.57	560,579	4.94	0.06	133
E1	17	Exurban Wonderland	70	1.46	90,369	0.80	0.08	184
S2	16	Pets & PCs	186	3.89	441,306	3.89	0.04	100
S2	18	Management Material	54	1.13	107,262	0.95	0.05	119
S2	37	Trucks & Trades	78	1.63	147,293	1.30	0.05	126
S2	50	Suburban Scramble	139	2.91	216,333	1.91	0.06	152
S3	14	Diversity Heights	82	1.72	220,855	1.95	0.04	88
S3	15	Heritage Hubs	183	3.83	542,625	4.79	0.03	80
S3	20	South Asian Achievers	82	1.72	386,218	3.41	0.02	50
S3	25	South Asian Society	35	0.73	198,045	1.75	0.02	42
S3	42	Home Sweet Rows	70	1.46	186,383	1.64	0.04	89
U2	5	Asian Sophisticates	76	1.59	353,188	3.12	0.02	51
U2	13	Asian Avenues	27	0.56	210,516	1.86	0.01	30
U2	27	Diverse City	138	2.89	523,900	4.62	0.03	62
U2	28	Metro Multiculturals	118	2.47	312,798	2.76	0.04	89
E2	24	Fresh Air Families	352	7.36	434,068	3.83	0.08	192
E2	36	Exurban Homesteaders	132	2.76	161,398	1.42	0.08	194
E2	53	Outdoor Originals	7	0.15	11,988	0.11	0.06	138
U3	11	Urban Digerati	69	1.44	292,315	2.58	0.02	56
U3	12	Street Scenes	82	1.72	182,008	1.60	0.05	107
U3	38	Grads & Pads	11	0.23	45,923	0.41	0.02	57
S4	22	Aging in Suburbia	63	1.32	96,436	0.85	0.07	155
S4	26	Second City Retirees	234	4.89	446,042	3.93	0.05	124
S4	39	Our Time	46	0.96	104,319	0.92	0.04	105
R1	35	Country Acres	184	3.85	233,333	2.06	0.08	187
R1	40	Wide Open Spaces	228	4.77	299,647	2.64	0.08	180
E3	30	La Vie est Belle	0	0.00	0	0.00	0.00	100
E3	32	Mini Van & Vin Rouge	0	0.00	0	0.00	0.00	100
E3	41	Vieille École	0	0.00	1	0.00	0.00	0
T1	47	Traditional Town Living	151	3.16	207,259	1.83	0.07	173
T1	51	Aging & Active	70	1.46	65,063	0.57	0.11	255
T1	54	Serenity Springs	118	2.47	156,739	1.38	0.08	178
T1	57	First Nations Families	7	0.15	6,191	0.06	0.11	268
R2	33	Heartland Counties	97	2.03	159,375	1.41	0.06	144

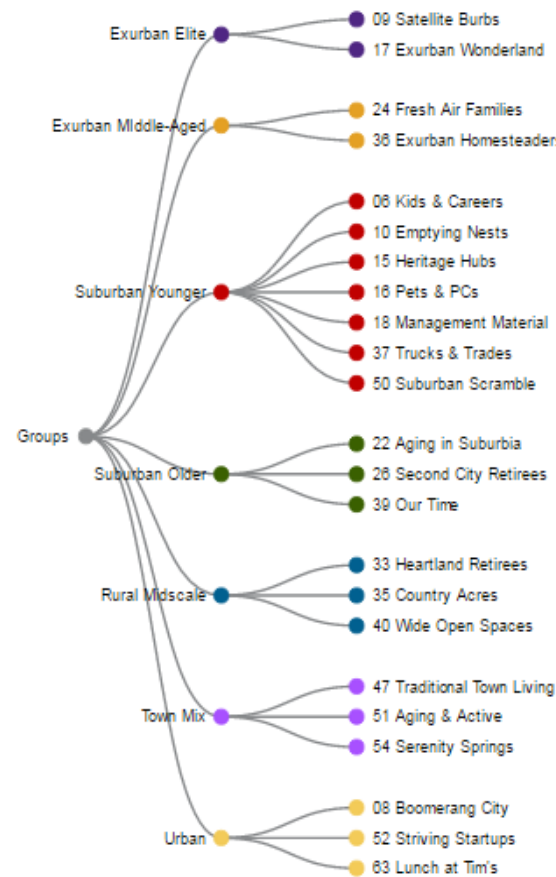




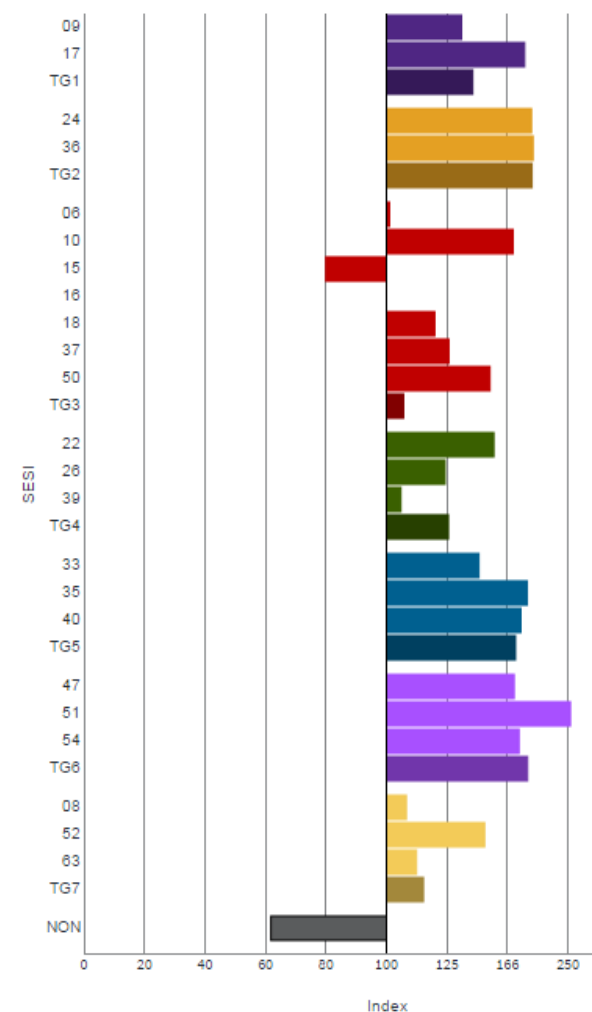


Create target sets

Summer Fall Campaign 2015 High Indexing

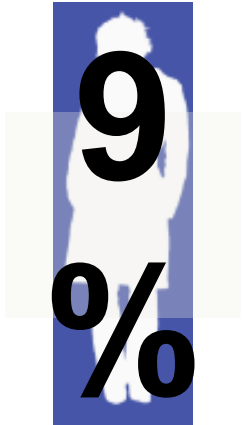


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E1	17	Exurban Wonderland	70	1.46	90,369	0.80	0.08	184
TG1 Exurban Elite			384	8.03	650,948	5.74	0.06	140
E2	24	Fresh Air Families	352	7.36	434,068	3.83	0.08	192
E2	36	Exurban Homesteaders	132	2.76	161,398	1.42	0.08	194
TG2 Exurban Middle-Aged			484	10.12	595,466	5.25	0.08	193
S1	6	Kids & Careers	236	4.93	554,518	4.89	0.04	101
S1	10	Emptying Nests	58	1.21	80,021	0.71	0.07	172
S3	15	Heritage Hubs	183	3.83	542,625	4.79	0.03	80
S2	16	Pets & PCs	186	3.89	441,306	3.89	0.04	100
S2	18	Management Material	54	1.13	107,262	0.95	0.05	119
S2	37	Trucks & Trades	78	1.63	147,293	1.30	0.05	126
S2	50	Suburban Scramble	139	2.91	216,333	1.91	0.06	152
TG3 Suburban Younger			934	19.53	2,089,358	18.43	0.04	106
S4	22	Aging in Suburbia	63	1.32	96,436	0.85	0.07	155
S4	26	Second City Retirees	234	4.89	446,042	3.93	0.05	124
S4	39	Our Time	46	0.96	104,319	0.92	0.04	105
TG4 Suburban Older			343	7.17	646,797	5.71	0.05	126
R2	33	Heartland Retirees	97	2.03	159,375	1.41	0.06	144
R1	35	Country Acres	184	3.85	233,333	2.06	0.08	187
R1	40	Wide Open Spaces	228	4.77	299,647	2.64	0.08	180
TG5 Rural Midscale			509	10.64	692,355	6.11	0.07	174
T1	47	Traditional Town Living	151	3.16	207,259	1.83	0.07	173
T1	51	Aging & Active	70	1.46	65,063	0.57	0.11	255
T1	54	Serenity Springs	118	2.47	156,739	1.38	0.08	178
TG6 Town Mix			339	7.09	429,061	3.78	0.08	187
U1	8	Boomerang City	90	1.88	199,788	1.76	0.05	107
U6	52	Striving Startups	48	1.00	76,639	0.68	0.06	148
U6	63	Lunch at Tim's	220	4.60	468,945	4.14	0.05	111
TG7 Urban			358	7.49	745,372	6.57	0.05	114
NOI Non-Target			1,431	29.93	5,488,748	48.41	0.03	62
Total			4,782	100.00	11,338,105	100.00	0.04	100

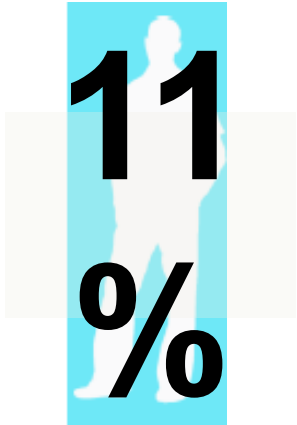


PRIZM Can Link To CIR Segments

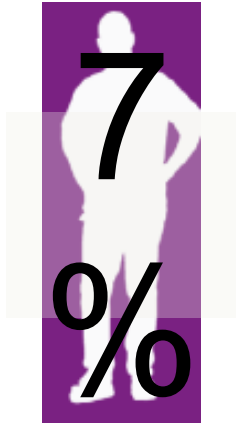
Pampered
Relaxers



Sports
Lovers



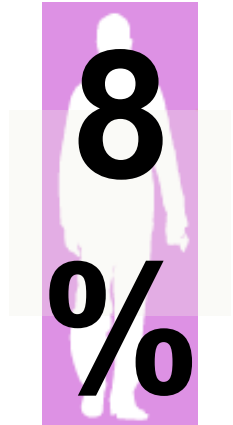
Knowledge
Seekers



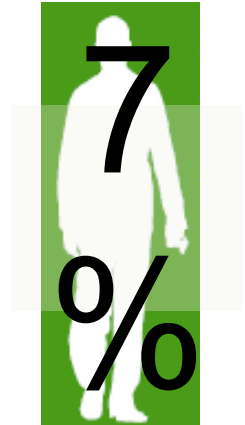
Up and Coming
Explorers



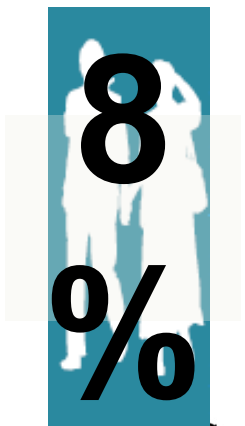
Connected
Explorers



Aces



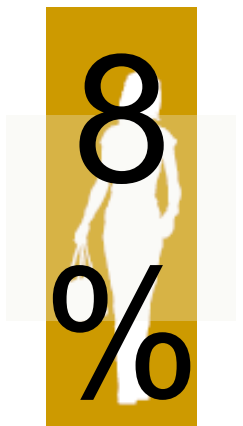
Outgoing
Mature
Couples



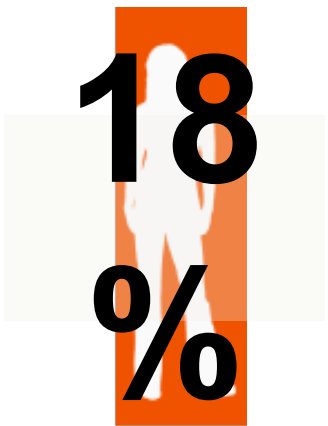
Family
Memory
Builders



Mellow
Vacationers



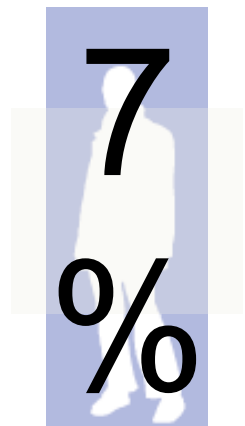
Nature Lovers



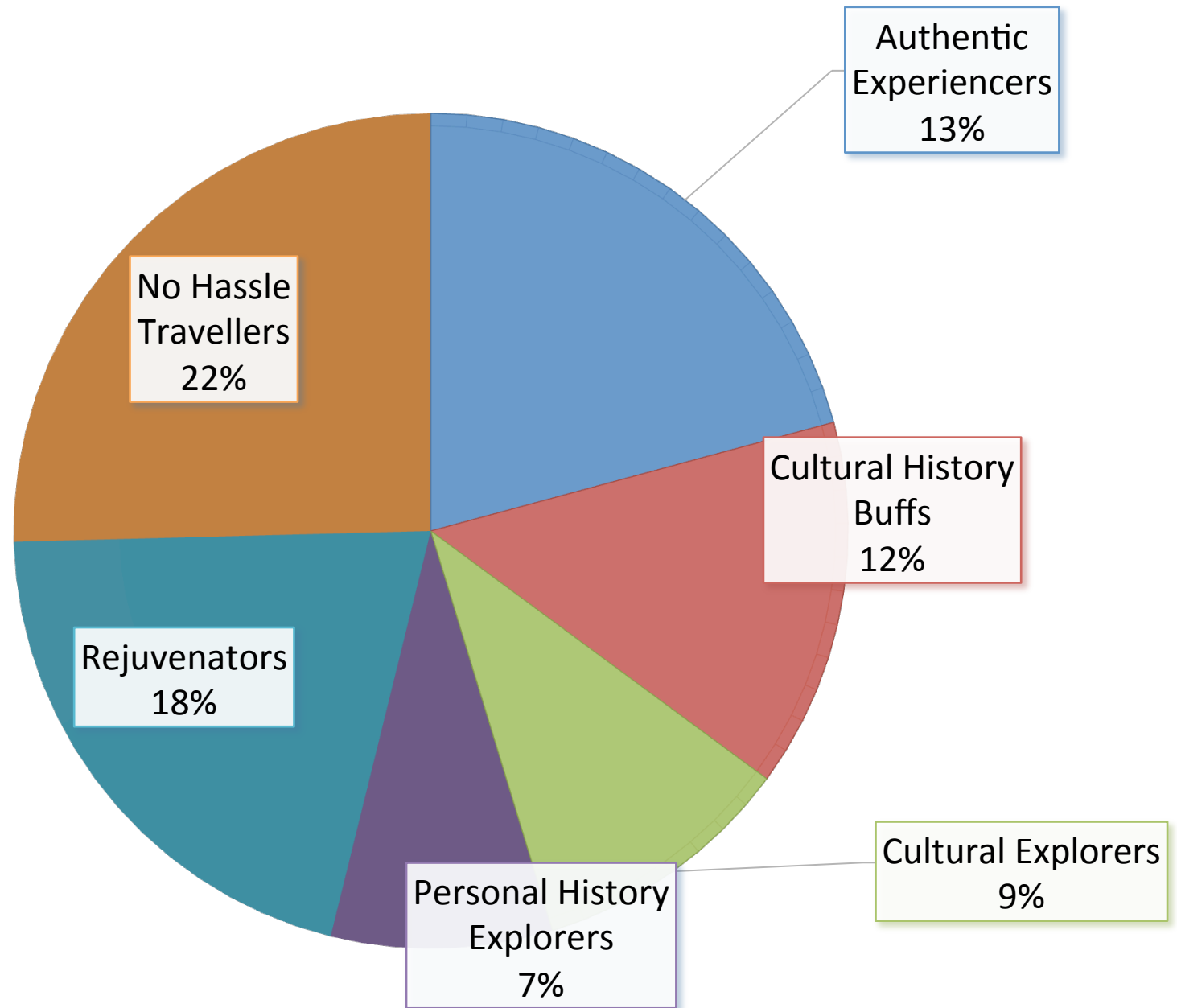
Solitaires



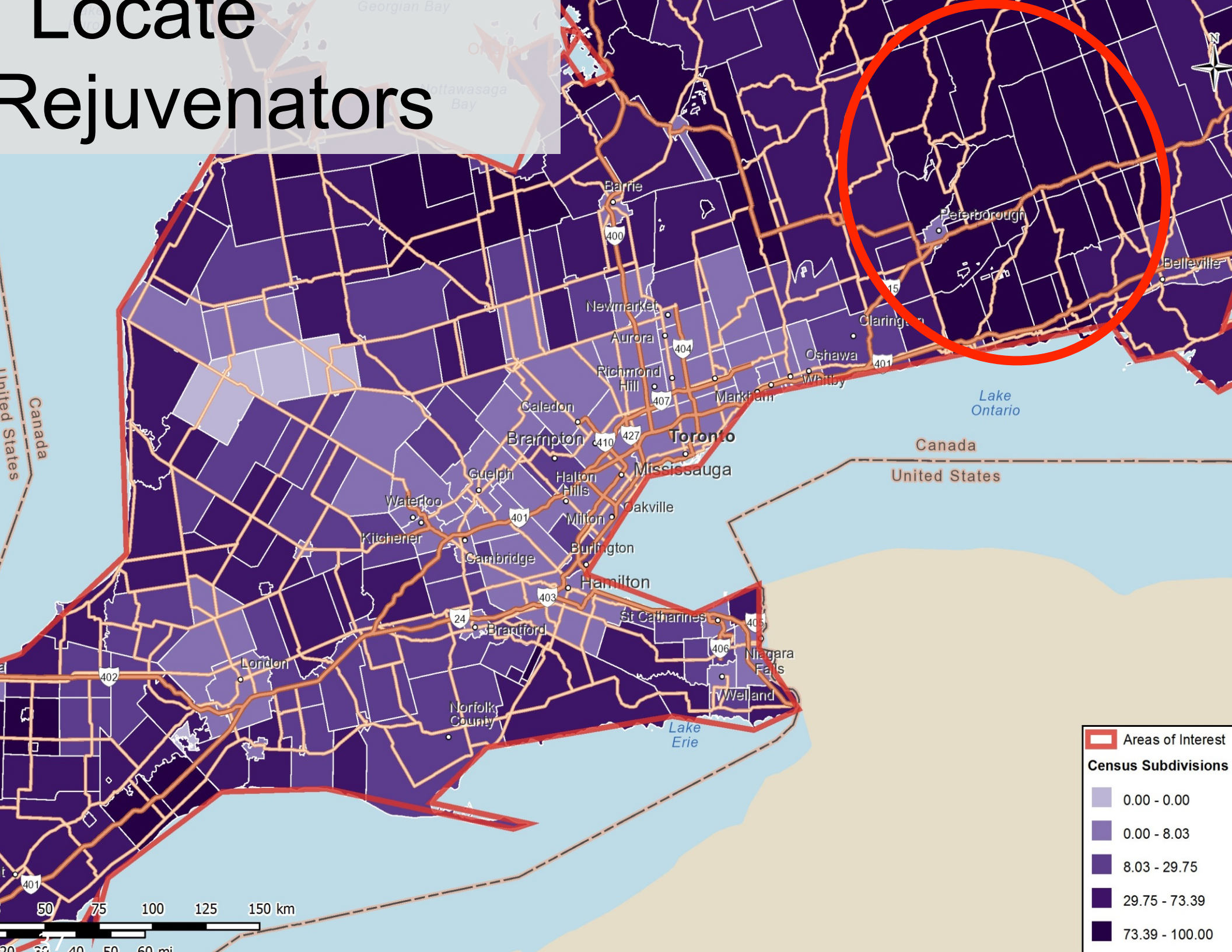
Youth
Socializers



PRIZM Can Link to EQ



Locate Rejuvenators



Locate Rejuvenators

Name	Rejuvenators		
	Count	% Pen	Index
Kawartha Lakes (ON), CY	21,241	67.22	746
Chatham-Kent (ON), MU	14,912	33.51	372
Haldimand County (ON), CY	8,500	49.50	549
Georgina (ON), T	8,365	47.51	526
Burlington (ON), CY	7,901	10.37	115
Toronto (ON), C	7,534	0.65	7
Hamilton (ON), C	7,082	3.21	36
Fort Erie (ON), T	6,539	48.56	539
Norfolk County (ON), CY	6,178	23.70	263
Trent Hills (ON), MU	5,754	100.00	1,107
Smith-Ennismore-Lakefield (ON), TP	5,713	82.39	913
Wasaga Beach (ON), T	5,646	64.68	715
Essex (ON), T	5,474	62.93	697

What's Next?

- Applying insights to new campaigns
- Pilot project -provide template reports to businesses & potentially build better insights at DMO, municipal and county levels
- Use PRIZM to inform a VFR (Visiting Friends & Relatives) campaign

PRIORITY CALENDAR

Grey County Tourism Priority Calendar for DDAP

Priority Levels: 1 = Accomplish in first and second quarters, Year 1 (Urgent) 2 = Accomplish in third and fourth quarters, Year 1 (Immediate) 3 = Accomplish in Year 2 (Timely) 4 = Accomplish in Year 3 (Extended)	Priority Level	Year 1: 2016-2017				Year 2: 2017-2018				Year 3: 2018-2019				
		Q1: April- June	Q2: July- Sept	Q3: Oct- Dec	Q4: Jan- March	Q1: April- June	Q2: July- Sept	Q3: Oct- Dec	Q4: Jan- March	Q1: April- June	Q2: July- Sept	Q3: Oct- Dec	Q4: Jan- March	
Pillar 1: Community Engagement														
1. Clean Up and Maintain the Grey County Tourism Stakeholder Database	1													
2. Build a Simple Stakeholder Communications Plan	2													
3. Relaunch "Tourism Talks"	2													
4. Make the Industry Website a Useful Tool and Resource	2													
Pillar 2: Destination Management														
1. Create a Robust Marketing and Communications Plan	1													
2. Embrace the Brand	1													
3. Create a Visiting Friends and Relatives (VFR) Marketing and Communications Campaign	2													
4. Create a Grey County Tourism Mobile Application	3													
5. Facilitate Creation of Packages and Itineraries	4													
6. Create a Simple Experiential Outbound Tour Operator Strategy	4													
Pillar 3: Market Research and Tracking														
1. Track the Success of the DDAP	1													
2. Track Key Quantitative and Qualitative Metrics and Economic Impact of Tourism	2													
3. Create Profiles of Target Market Audience Groups Using Both Demographics and Psychographics	3													
Pillar 4: Resource Allocation														
1. Reorganize Tourism Staff Functions	1													
2. Invest in Professional Development	3													