

# Northumberland County Premier-Ranked Tourist Destination Project



**DESTINATION DEVELOPMENT**

**ACTION PLAN**

**Council Presentation**

**BRAIN TRUST**

MARKETING & COMMUNICATIONS

May 19, 2010

# Process

- Premier Ranked Tourist Destination project completed in August 2009
- Council approved PRTD recommendations in Sept. 2009
- Northumberland Tourism to facilitate a process for implementation
- Industry-led Destination Development Task Team formed in October 2009
  - 29 tourism industry leaders

# Destination Development Action Plan

- Clear expectations and direction
- Deliverables and timeline
- Focus on mid to long-term tourism destination development

# Objectives

- Impact Northumberland's economy / grow its workforce
  - Increase number of visitors and visitor expenditures

Growth Metrics	2008	5 % Growth
	Actual	By 2012
Visitation	968,000	1,016,400 +48,400
Expenditures \$	\$100,668,676	\$105,702,110 +\$5,033,434
Total Direct Taxes \$	\$ 23,950,857	\$ 25,148,398 +\$1,197,541
Labour Income \$	\$ 37,279,720	\$39,143,705 +\$1,863,985
Employment ( <i>Jobs</i> )	906	951 +45
Economic Impact \$ ( <i>Direct GDP</i> )	\$ 43,326,048	\$45,492,351 +\$2,166,303

*Figures – Statistics Canada 2008 TSRC / ITS  
2008-2012 Projections calculated using the Ontario Ministry of Tourism's TREIM Model*

# Clarify who does what, establish a “better together” approach

- More efficient and effective destination management – Underway
  - Maximizes human and financial resources
- Better communications
  - Partner web site - timely, relevant industry specific data
- Tourism Destination Development Committee to manage ongoing destination development

# Grow financial/human resources to better develop, market, serve

- Establish a 2011 – 2013 Tourism Destination Development Action Plan Budget – Dec. 2010
- Leverage new Regional Tourism Organization for destination development funding
  - Peterborough and the Kawarthas, City of Kawartha Lakes, Northumberland County

# Increase the awareness of the importance of tourism

- Communications strategy to publicize importance of tourism to Northumberland County – Underway
  - Connect the dots - tourism related activities drive economic well being of all living and working here
  - Capitalize on National Tourism Awareness Week
  - Council proclaims June 7-13th “Tourism Week in Northumberland County”

# Introduce technology - promotes / books tourism experiences

- Initiate mobile web pilot project so tourism businesses can offer tourism experiences / packages through hand-held smart phones  
– June 2010
- Initiate pilot project to implement an on-line accommodation reservation system  
– Nov. 2010

# Introduce an annual visitor survey and customer service training

- Standardized county-wide tracking survey to drive customer service training
  - Summer 2010
    - Utilize Chambers, BIA's to deliver
- Annual county-wide customer service training
  - April 2011
    - Northumberland's "*Culture of Hospitality Excellence*"
    - Introduce annual Tourism Service Excellence Awards

# Increase tourism economic impact of tourism

- Create business building strategies to attract more visitors and grow tourism receipts
  - Nov. 2010 and beyond
- Arts, Culture, Heritage Working Group, develop pkgs. with overnight component
- Better leverage the Visiting Friends & Relatives market to invite / host visitors

# Establish Sports Tourism Working Group

- Explore growth opportunity
  - June 2010 and beyond
  - Already generating tourism business
  - Evaluate venue / facility capacities
  - Determine if Sports Tourism is a growth opportunity, if so...
  - Tourism Sports Council to develop a sports tourism strategy to pursue this market

# Establish a Meeting & Conference Working Group

- Explore growth opportunity
  - Oct. 2010 and beyond
- Already generating tourism business
- Evaluate venue / facility capacities
- Determine if the Meetings & Conference market is a tourism growth opportunity, if so...
- Establish a M&C Strategy
- Explore CVB model to pursue this business

# Establish a Rice Lake Tourism Renewal Strategy

- Partner with GPA EDC and industry
  - Underway
  - Leverage angling reputation to appeal to new market interests
  - Leverage land-based outdoor assets and build new experiences
  - Development of the arts, culture, heritage assets
  - Accommodations are connector to experiences
  - Rice Lake Tourism Renewal Working Group to lead long-term development strategies
  - Perfect project for the new RTO to support

# Address underdeveloped and underperforming tourism assets

- Create a long-term tourism asset development plan focusing on assets that have likelihood to increase tourism visitation and revenues
  - Arts, culture, heritage at the top of the list
  - Cycle tourism – Cycling Master Plan
  - Agri-culinary tourism “Proudly Northumberland
  - Many others

# Next Steps

- Council Presentation May 19
- Council update on Action Plan May 19
- Establish Dest. Dev. Committee June
- Implementation June