



2019 Marketing Goals

As detailed in our Destination Development Action Plan (2016), this annual marketing strategy will direct our marketing and promotion efforts, as well as set the overall direction for 2019 in regards to tourism development, partnerships with stakeholders and best meeting the needs of our visitors.

1. Increase sustainable visitor expenditures through:
 - linking outdoor activities with food / drink, amenities & downtowns
 - encouraging value-added experiences
 - converting more overnight stays
2. Drive year round visitation to all regions of Grey County, through seasonal campaigns.
3. Communicate Grey County's differentiated brand of authentic, rural experiences, through innovative marketing.
4. Be authentic, awe-inspiring and engaging.



Tourism Market

TRENDS FOR 2019

- Destinations are embracing user-generated content through social media, blogs, photos and video.
- Media-inspired tourism. More than 40% of travellers under the age of 33 consider "Instagrammability" the most important factor in choosing their holiday destination. Culinary tourism will see an increase, largely thanks to Instagram.
- Wellness tourism is expected to grow rapidly over the next few years. Travelers are looking for experiences that rejuvenate and leave them feeling good.
- Mobile platforms and responsive websites are still important. * 55% of web traffic to visitgrey.ca came from mobile & tablet users in 2018. Google Business listings are key.
- It's not just internet access or wifi that travelers expect, Millennials in particular want information at their finger tips, instantly. They don't want to call anyone on the phone, or travel with a laptop, they want access to everything they need, through their smart phones.
- Getting the authentic version of a place. Travelers are eager to find hidden gems and cultural experiences that only the locals know about, and they look for "insider" info.
- Marketers have to speak to their niche markets directly, using key messages crafted specifically for that audience. Gone are the days of mass marketing.
- Front line staff interactions with visitors are essential in a hi-tech world. Visitors to Grey County expect friendly, welcoming locals, kindness and superior customer service.



SWOT OVERVIEW



Natural assets: unique nature and environmental features

Four seasons: Distinct seasons with different tourism experiences offered year round

Blue Mountain: Iconic and well-known demand generator

Culture and history: a defined history with compelling stories

Organizational stability



Soft infrastructure: limited signage, parking, washrooms, mapping, and cell phone coverage.

Few accommodation options available outside of Blue Mountain and Owen Sound

Limited restaurant and retail options, with reduced hours of operation

Regional Transportation and transit very limited



Growing agri-tourism

Better collaboration with local DMOs, neighbouring counties and RT07

Visiting Friends and Relatives (VFR) as focused target market

Better packaging and itinerary development

The US Market, and changing multi-cultural markets

Food, beverage and unique local food stories.

Trails (hiking & cycling)

Growth of alternative accommodations



Weather / climate change

Limited development/ adoption of Grey County brand

Workforce Issues

Monitor new and growing competitive national tourism organizations

Capacity issues in select areas