



GREY COUNTY TOURISM DESTINATION DEVELOPMENT ACTION PLAN

2019 Q1 Scorecard

GREY COUNTY STRATEGIC PLAN

Goal 1 - Grow the Grey County Economy

Enhance Grey County's economy by becoming investment ready and promoting Grey County's exceptional economic assets and opportunities

Strategic Initiatives - Implement the Grey County Tourism Destination Development Action Plan

- 1.11 Stakeholder Engagement
- 1.12 Destination Management
- 1.15 Market Research & Tracking

GREY COUNTY TOURISM PRIORITY CALENDAR

Priority Levels:

1 = Year 1 (Urgent)

2 = Accomplish in Year 1 (Immediate)

3 = Accomplish in Year 2 (Timely)

4 = Accomplish in Year 3 (Extended)

		YEAR 3 - 4: 2019				
		Priority Level	Q1: Jan - Mar	Q2: Apr - Jun	Q3: Jul - Sep	Q4: Oct - Dec
PILLAR 1: COMMUNITY ENGAGEMENT						
1. Grey County Tourism Stakeholder Database - Market Ready Criteria	1					
2. Update Stakeholder Communications Plan - Ongoing Communication	2					
3. Let's Talk Tourism - Ongoing Sessions	2					
4. Industry Website - Update Site Navigation/Content	2					
PILLAR 2: DESTINATION MANAGEMENT						
1. Update Marketing and Communications Plan for 2019	1					
2. Embrace the Brand	2					
3. Expand Marketing and Communications Campaign for 2019	2					
4. Update visitgrey.ca Website - Mapping & Mobile-friendly	3					
5. Facilitate Creation of Packages & Itineraries	4					
6. Create a Simple Experiential Outbound Tour Operator Strategy	4					
PILLAR 3: MARKETING 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. Invest in Professional Development	3					

PILLAR 1 - STAKEHOLDER ENGAGEMENT

Facilitate collaboration between stakeholders, provide education and support to tourism businesses and ensure stakeholders are well informed of County activities.

Grey County Tourism Stakeholder Database

KPIs	2018	2019 TARGET	Q1 2019
Number of Listings in the Database	880	-	880
Self-updates / Updates by Grey County Staff	16 / 48	-	3 / 7

Stakeholder Engagement & Communications

KPIs	2018	2019 TARGET	Q1 2019
Industry Newsletter - Subscriptions	702	740	733
Industry Newsletter - Open / Click through Rates	31% / 2%	30% / 3%	36.2% / 4.1%
Industry Newsletter - Bounce Rates	1%	1%	0.08%

visitgrey.ca / Industry

KPIs	2018	2019 TARGET	YTD 2019
Pageviews	2,212	2,300	552
Session Duration (mins)	2:17	2:15	2:04
Bounce Rate	48.76%	45%	47.60%

Tourism Talks

KPIs	2018	2019 TARGET	Q1 2019
Number of Events	6	6	2
Attendees	264	300	145



PILLAR 1 - STAKEHOLDER ENGAGEMENT

Overview of the 2 Tourism Talk Events

- 📅 Wednesday January 31, 2019
 - 📍 Owen Sound
 - ❓ Let's Talk Tourism with Erin Bury
 - 👤 58 attendees
-

- 📅 March 21, 2019
- 📍 Blue Mountain Village
- ❓ Tourism Mini Conference
- 👤 87 attendees

*"Met so many great people,
great content, great ideas!"*



"Great learning session."

PILLAR 2 - DESTINATION MANAGEMENT

Management and marketing of Grey County to increase tourism benefits and differentiate the County from its competition.

Update Marketing and Communications Plan for 2019

TARGET - Q1 2018

Complete

Expand Marketing and Communications Campaign for 2019

Working with marketing team & consultants to create and execute plans for 2019 marketing and messaging

In Progress

Consumer Trade Shows

Q1 ATTENDANCE / DISTRIBUTION

Canadian International Autoshow, Feb 15-24

357,745 / 5,000

Outdoor Adventure & Travel Show, Feb 22-24

26,100 / 3,870

Toronto International Bicycle Show, Mar 1-3

16,500 / 1,160



Facilitate Creation of Packages & Itineraries

TARGET 2019

Development of Themed Experiences with itineraries/packages.

Cycling & Trails Master Plan – hosted Public Open House (46 participants), on-line survey deployed (249 responses to date)

PILLAR 2 - DESTINATION MANAGEMENT

Marketing and Communications

Grow local/regional engagement and allow for up to 5% increase in website visitors. This year we plan to expand our marketing and communications beyond the VFR and local/regional geography, by going into more niche and visitor markets.

Social Media Metrics

KPIs	2018	2019 TARGET	Q1 2019
Facebook Likes	18,469	19,000	18,474
Instagram Followers	3,010	3,300	3,155
Twitter Followers	4,280	4,500	4,319

Visitgrey.ca Metrics

KPIs	2018	2019 TARGET	Q1 2019
Sessions	286,546	300,000	46,323
Users	219,804	225,000	38,868
Average Session Duration (mins)	1:40	2:00	1:28
Bounce Rate	60.34%	50%	61.73%

Newsletters

KPIs	2018	2019 TARGET	Q1 2019
Weekly Events Newsletter – Subscriptions	1,122	1,300	1,143
Open / Click Through Rates	33% / 1.5%	35% / 3%	32.2% / 2.8%
Consumer Newsletter – Subscriptions	3,692	4,000	3,631
Spring Newsletter – Open / Click Through	37.2% / 4.0%	35% / 4.5%	31.7% / 2.3%




PILLAR 2 - DESTINATION MANAGEMENT

Media Relations

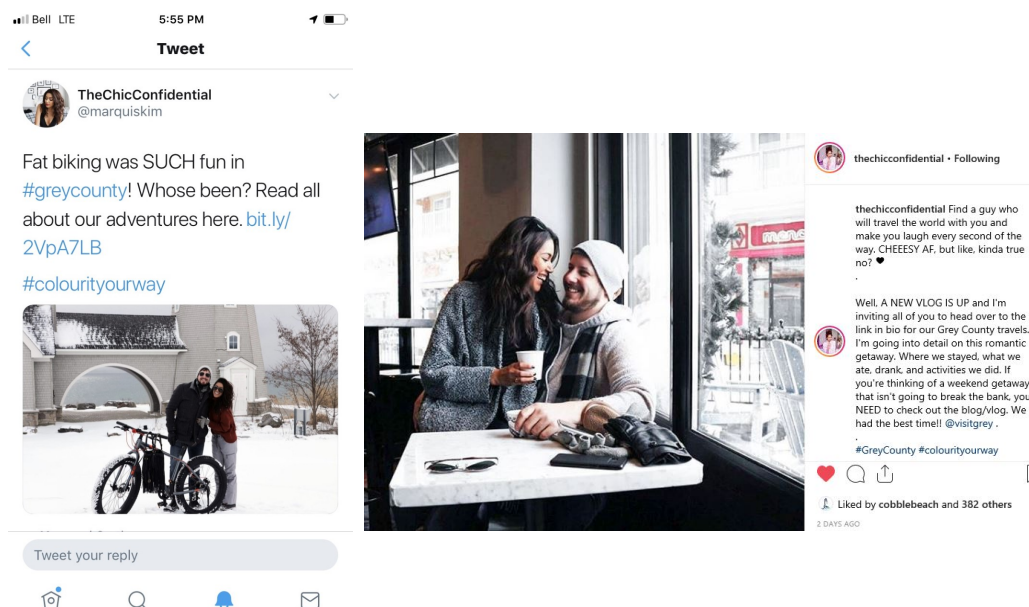
Target – To host media influencers with at least 5,000 followers and who will consistently provide at least 600 likes in order to increase engagement (likes/comments/shares).

KPIs

Q1 2019

Social Influencers			
1 media hosted (Kimberley Marquis - Chic Confidential)	-	✓	✓
# Followers	523	19.1K	1,381
# Posts	1	1	1
Views / likes (per post)	27	423	7
Comments (per post)	20	28	6
# Instastories	-	91	-
Views (per instastory)	-	535	-

GREY COUNTY VLOG:
thechicconfidential.com/2019/04/romantic-getaway-to-grey-county-ontario



thechicconfidential • Following

thechicconfidential Find a guy who will travel the world with you and make you laugh every second of the way. CHEESY AF, but like, kinda true no?

Well, A NEW VLOG IS UP and I'm inviting all of you to head over to the link in bio for our Grey County travels. I'm going into detail on this romantic getaway. Where we stayed, what we ate, drank, and activities we did. If you're thinking of a weekend getaway that isn't going to break the bank, you NEED to check out the blog/vlog. We had the best time!! @visitgrey

#GreyCounty #colourityourway

Liked by cobblebeach and 382 others

2 DAYS AGO



PILLAR 3 – MARKET RESEARCH & TRACKING

Track key quantitative and qualitative metrics and economic impact of tourism and measure success of the DDAP

DDAP Tracking

KPIs	2018	Q1 2019
2018 Year End Report Card to TAC/County Council	✓	✓
Quarterly Scorecard brought to TAC	4	✓

Quantitative and Qualitative Metrics and Economic Impact of Tourism

KPIs	2018	Q1 2019
Dashboard on the state of tourism produced based on Industry Surveys	-	-
Annual Event & Attraction Tracking (2018)	✓	-
Updated Market Research & Tracking Metrics Summary	✓	✓

PILLAR 4 – RESOURCE ALLOCATION

To create the most effective tourism team at Grey County.

Industry/Professional Development Sessions Attended (Presented)

- *TIAO Pre Budget Consultation - January, (Bryan Plumstead)*
- *Let's Talk Tourism w/ Erin Bury - February, (Alison Theodore, Heather Aljoe, Bryan Plumstead)*
- *Practical Guide to Google Analytics – February, Alison Theodore*
- *TIAO Issues Forum - February, Alison Theodore*
- *International Women's Day Breakfast - March, Alison Theodore, Heather Aljoe*
- *TIAO Queen's Park Day - March, (Bryan Plumstead)*
- *Tourism Mini Conference - March, Alison Theodore, Heather Aljoe, Bryan Plumstead*