



# GREY COUNTY TOURISM DESTINATION DEVELOPMENT ACTION PLAN

## 2018 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

- 1 - Accomplish in first and second quarters, Year 1 (Urgent)
- 2 - Accomplish in 3rd and 4th quarters, Year 1 (Immediate)
- 3 - Accomplish in Year 2 (Timely)
- 4 - Accomplish in Year 3 (Extended)

	Priority Level	YEAR 3: 2018-2019			
		Q1: Jan - Mar	Q2: Apr - Jun	Q3: Jul - Sep	Q4: Oct - Dec
<b>PILLAR 1: COMMUNITY ENGAGEMENT</b>					
1. Clean Up and Maintain the Grey County Tourism Stakehold 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				
<b>PILLAR 2: DESTINATION MANAGEMENT</b>					
1. Create a Robust Marketing and Communications Plan	1				
2. Embrace the Brand	2				
3. Create a Visitng 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				
<b>PILLAR 3: MARKETING RESEARCH AND TRACKING</b>					
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				
<b>PILLAR 4. RESOURCE ALLOCATION</b>					
1. Reorganize Tourism Staff Functions	1				
2. 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	2017	TARGET	Q1 2018
Number of Listing Updates in the Database	849	-	844
Self-updates / Annual Update Calls / web search	26 / 849	Summer	11 /
Bounce Rates in Newsletter Tool	1%	0%	0%

## Stakeholder Engagement & Communications Plan

KPIs	2017	TARGET	Q1 2018
Industry Newsletter Open / Click through rates	30% / 3.1%	30 / 3%	21% / 5%
Newsletter subscription numbers	673	725	705
Industry Website pageviews / Average Session Duration (mins)	2,249 / 1:53	2,500 / 2:30	599 / 2:09

## Tourism Talks

KPIs	2017	TARGET	Q1 2018
Number Tourism Talks events held	10	6	2
Number of Tourism Talks attendees	469	250	60



- January 23, 2018
- Owen Sound
- The Power of a Listing with Destination Ontario
- 25

- March 22, 2018
- Walter's Falls
- Meeting the Travel Needs of the Asian Market with TIAC
- 35

**FEEDBACK FORMS:**  
**January** – No survey as it was a tutorial  
**March** – Excellent, best session yet

# PILLAR 2 - DESTINATION MANAGEMENT

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

## Marketing & Destination Development Plan

### KPIs

Develop Annual Plan to Guide Marketing & Communications

### TARGET - Q1 2018

April 11

Sharing with stakeholders

TAC – April 11  
DMO Working Group – April 12  
All Industry Stakeholders – April 23

## Embrace The Brand

### KPIs

Brand Style Guides Distributed  
Version 1.0 (Content Creators) / Summary (partners)

2017

30 / 109

TARGET

5 / 15

Q1 2018

0 / 0

### Brand Compliant Marketing

Owned (website, vehicle, publications, tent, banners)

4

7

5

Earned (Advertising, Print / Online)

27 / 20

100%

15 / 6

## Social Media Monitoring



Does not give a full count, but many Pages are consistently using the hashtag, including our own: **Grey County Tourism**, **County of Grey**, **Made in Grey** and many of our partners including **BruceGreySimcoe** (27,678 followers), **GreyBruceExplorer** (3,880 followers), other business pages and media outlets.

### #ColourItYourWay

posts:



**1,156 photos** using that hashtag, approx. **90%** are in Grey County

## Marketing and Communications

Grow local/regional engagement and allow for up to 5% decrease in website visitors. We are targeting a much smaller geography with VFR and niche markets, as opposed to mass GTA marketing in years previous.




KPIs	2017	TARGET	Q1 2018
<b>Social Media Metrics</b>			
Facebook Likes	17,792	18,990 (▲5%)	17,896
Instagram Followers	2,637	2,900 (▲5%)	2,702
Twitter Followers	3,897	3,897	3,394
<b>Visitgrey.ca Metrics</b>			
Sessions	259,978	260,000	43,104
Users	194,834	195,000	34,813
Average Session Duration (mins)	1:53	2:00	1:46
Bounce Rate	56.8%	54%	58.3%
<b>Newsletters</b>			
Weekly Events Newsletter – subscription	996	1050	1,035
Open / Click through rates	33% / 1.5%	35% / 3%	32.3% / 2.2%
Consumer Newsletter – subscriptions	3,411	3,580	3,134
Winter Newsletter – Open / Click Through	32% / 3.1%	30% / 3.1%	30.6% / 2.4%

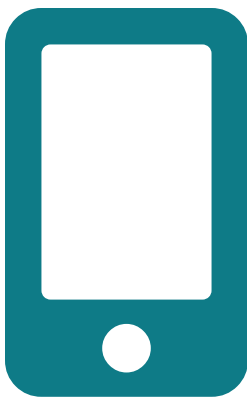
## Media Relations

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 2018

Social influencers (averages)			
4 media hosted	✓	✓	-
Ave # Followers	2,000	17,000	-
# Posts/Stories	3	41	-
Views/likes (per post)	400	485	-
Comments (per post)	40	25	-
<b>Grey County Social media/web traffic</b>			
# Posts/Stories	2	6	-
Views/likes (per post)	-	100	-
Comments (per post)	-	-	-
Pageviews	-	-	5,217



### Tourism Mobile Application

Tourism staff met with IT and GIS staff to scope out the project, identify issues and potential mapping solutions. Next steps include: tourism students doing an inventory of tourism businesses who have claimed their google places, assessing best practice responsive websites for regional (county) DMOs, and what kind of mapping is used for different applications (eg. trails, cycling, touring by car, etc.

## 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	2017	Q1 2018
2017 Year End Report Card to TAC/County Council	✓	✓
Quarterly Scorecard brought to TAC	3	✓

### Quantitative and Qualitative Metrics and Economic Impact of Tourism

KPIs	2017	Q1 2018
Dashboard on the state of tourism produced based on industry surveys		
Annual Event & Attraction Tracking	✓	✓

### Create Profiles of Target Market Audience Groups

EnviroNics Data from Blue Mountain cluster partners updated for 2017 and profile reports are being run. Training session held in April .

## PILLAR 4 - RESOURCE ALLOCATION

To create the most effective tourism team at Grey County.

### Industry/Professional Development Sessions Attended (Presented)

- *Rural Tourism Symposium – Orangeville, January – (DMO Panel - Bryan Plumstead)*
- *TIAO Tourism Issues Forum – Mississauga – Bryan Plumstead*
- *Destination Ontario - International Market Readiness Webinar – March – Amanda Pausner*
- *Destination Ontario – Content Toolbook webinar – March – Heather Aljoe*
- *Canada-China Year of Tourism launch – Toronto, March – Bryan Plumstead*