



GREY COUNTY TOURISM DESTINATION DEVELOPMENT ACTION PLAN

2019 Q3 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	Q3 2019
Number of Listings in the Database	880	-	871
Self-updates / Updates by Grey County Staff	16 / 48	-	74 / 144

Stakeholder Engagement & Communications

KPIs	2018	2019 TARGET	Q3 2019
Industry Newsletter - Subscriptions	702	740	769
Industry Newsletter - Open / Click through Rates	31% / 2 %	30 / 3 %	22.6% / 3.8%
Industry Newsletter - Bounce Rates	1%	1%	0.40%

visitgrey.ca / Industry

KPIs	2018	2019 TARGET	YTD 2019
Pageviews	2,212	2,300	1,910
Session Duration (mins)	2:17	2:15	2:10
Bounce Rate	48.76%	45%	48.42%

Tourism Talks

KPIs	2018	2019 TARGET	Q3 2019
Number of Events	6	6	1
Attendees	264	300	5



PILLAR 1 - STAKEHOLDER ENGAGEMENT

Overview of the Tourism Talk Event

- 📅 Wednesday August 14, 2019
- 📍 Town of the Blue Mountains
- ❓ Experience Development 102
- 👤 5 attendees

FEEDBACK
FORMS:

*"Thank you for
being such a
great resource"*



PILLAR 2 - DESTINATION MANAGEMENT

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

INITIATIVE

STATUS

2019 Colouring It Your Way Campaign

5 locals have been featured, aiming for 3 more.

Visitgrey.ca Revamp

User testing complete, design is underway (*see below*).

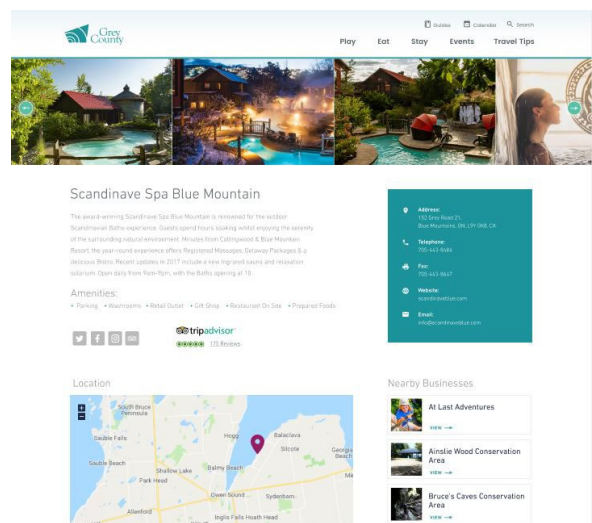
2020 Marketing Campaign

First brainstorm meeting complete, plans underway. First teaser put into print.

2020 Marketing Tactical Plan

Drafted, budgeted, just need to fine tune.

New Visitgrey.ca design mock ups:



Colouring It My Way Series 3.0:

Tacos and Tequila in Grey County



Beth Milne & Chef Emily Leonard
Founders of Casero Kitchens Table

Grey County is home, it is steeped in traditions, it is where our families live, it is a place with our favourite hangouts and it is an area we've always seen as being full of potential for growth.

The Ebbs and Flows of Grey County



Becky Comber
Photo-Based Artist

By pulling imagery from this ever-evolving and seemingly infinite realm of the wilderness, I have become more intimately aware of this little piece of Grey County.

The Four Seasons of Farming in Grey County



Amy & Patrick Kitchen
Owners of Sidenood Farm

Six years into our life in Grey County we can honestly say we are so grateful to have settled in an area where we can live, farm, play and raise our family all in one place. Photo Credit: Clay Dolan, Escapement Magazine

A Forest to Farm to Fork Food Project in Grey



Hannah Harradine & Joel Gray
Culinary Entrepreneurs

We are a duo who is constantly being inspired by our surroundings, as well as the local purveyors within Grey County.

From passions to career in Grey County



Colin Field
Photographer & writer for outdoor adventure travel

I feel pretty fortunate to travel as much as I do for work. But when the expense of the Beaver Valley opens up to me and I can see all the way to Georgian Bay, I'm always thankful to call this place home.

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	YTD 2019
Facebook Likes	18,469	19,000	18,704
Instagram Followers	3,010	3,300	3,846
Twitter Followers	4,280	4,500	4,433

Visitgrey.ca Metrics

KPIs	2018	2019 TARGET	YTD 2019
Sessions	286,546	300,000	231,119
Users	219,804	225,000	178,469
Average Session Duration (mins)	1:40	2:00	1:36
Bounce Rate	60.34%	50%	59.11%

Newsletters

KPIs	2018	2019 TARGET	YTD 2019
Weekly Events Newsletter – Subscriptions	1,122	1,300	1,205
Open / Click Through Rates	33% / 1.5%	35% / 3%	27.2% / 2.9%
Consumer Newsletter – Subscriptions	3,692	4,000	3,620
Fall Newsletter – Open / Click Through	37.2% / 4.0%	35% / 4.5%	28.8% / 7.8%




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

Q3 2019

			
Solmaz Khosrowshahian (The Curious Creature)	✓	✓	✓
# Followers	1K	16K	7,607
# Posts	3	3	4
Ave # views / likes (per post)	6	379	15
Ave # comments (per post)	2	45	2
# InstaStories	-	25	-
Ave # views (per instastory)	-	564	-

Blogpost: <https://www.thecuriouscreature.com/2019/08/30/mom-and-tot-road-trip-to-grey-county-ontario>

Sasha Exeter (So Sasha)	-	✓	-
# Followers	-	36.8K	-
# Posts	-	3	-
Ave # views / likes (per post)	-	1001	-
Ave # comments (per post)	-	276	-
# InstaStories	-	10	-
Ave # views (per instastory)	-	2,009	-

Blogpost: <https://www.sosasha.com/2019/09/mommy-me-grey-county-adventure>

Tammy Mitchell (In Our Dream)	-	✓	-
# Followers	-	2,888	-
# Posts	-	2	-
Ave # views / likes (per post)	-	48	-
Ave # comments (per post)	-	5	-
# InstaStories	-	-	-
Ave # views (per instastory)	-	-	-

Blogpost: <http://inrdream.com/2019/08/cycling-getaway-in-grey-county>

PILLAR 2 - DESTINATION MANAGEMENT

Media Relations

The Curious Creature

Mom And Tot Road Trip To Grey County,
Ontario

I was hesitant, usually hesitant to attempt my first mom and tot road trip. You see, if you overthink things that do, you have about 100 questions running through your head when you even consider such an adventure. How far is it for where it comes to driving? Different? How will my gas add up to a new place? AND the fact that one of my parents is MIA? What if he gets sick? What if I get sick? Is it safe? Will the weather play out well? How far enough things to eat? Where will we eat? Will we eat? The list goes on and on. But if there's one thing I've learned over the years, it's to turn the volume down on that inner voice and just take the plunge. The result is almost always worth it, and my recent road trip to Grey County is the perfect example.



Our little Grey County road trip. Mom, Dad, and me.

Having written my latest Travel [blog](#) to join us with her beautiful little brother, Maria, I felt a bit more confident about the entire thing. Strength in numbers they say... I mean, when it comes to toddler adventures, there's nothing better than having another parent to share tips with. So we packed our bags and wheels and together embarked on our mom and tot road trip... and I'll never forget that only when Maria & I were alone to travel with Luke will we have these every day, but I got to experience a region I've been familiar with through a completely different lens.



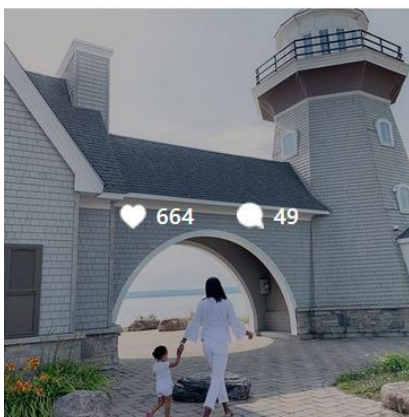
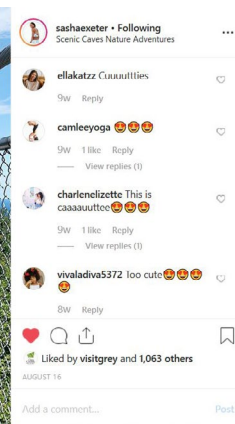
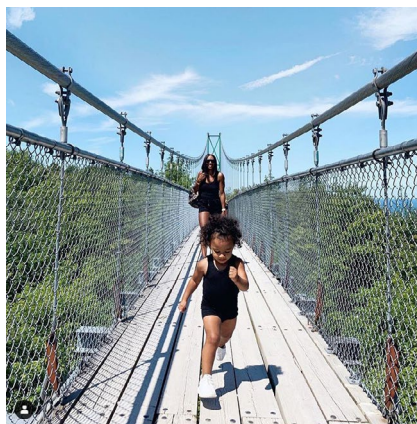
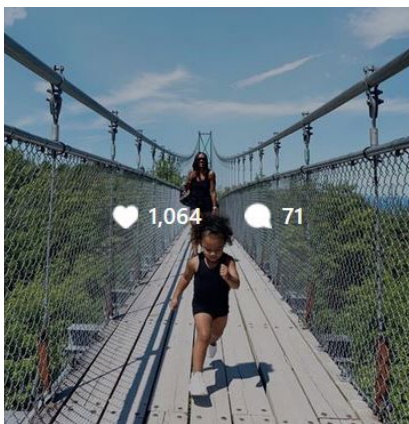
IN OUR DREAM

HOME WHO ARE WE? TRAVEL FASHION GIVEAWAYS YOUR SPILL IT Q & A

CYCLING GETAWAY: ENJOYING THE RIDE TOGETHER IN GREY COUNTY



In this post, I will give you romantic stops, dining suggestions, bike rentals, and accommodations to help you book a cycling getaway in Grey County!



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	Q2 2019	Q3 2019
2018 Year End Report Card to TAC / County Council	✓	✓	-	-
Quarterly Scorecard brought to TAC	-	✓	✓	✓

Quantitative and Qualitative Metrics and Economic Impact of Tourism

KPIs	2018	Q1 2019	Q2 2019	Q3 2019
Dashboard on the state of tourism produced based on Industry Surveys	-	-	-	-
Annual Event & Attraction Tracking (2018)	✓	-	-	-
Updated Market Research & Tracking Metrics Summary	✓	✓	✓	-

Create Profiles of Target Market Audience Groups

KPIs	2018	Q1 2019	Q2 2019	Q3 2019
Postal Codes extracted from 2018 mobile data for Grey County Communities	-	-	-	✓
Profiles/Executive Reports run and shared with all DMOs/communities	-	-	-	✓

PILLAR 4 - RESOURCE ALLOCATION

To create the most effective tourism team at Grey County.

Industry/Professional Development Sessions Attended (Presented)

- *Making the Case for Tourism*
Delegations to Municipal Councils: West Grey, Southgate, Grey Highlands, Chatsworth, July, (Bryan Plumstead)
- *Citizens Forum*
Cycling Safety, Thornbury, July, Bryan Plumstead
- *Experience Development 102 Workshop*
Clarksburg, August, (Alison Theodore)
- *RT07 Wrap-up Webinar*
August, Heather Aljoe, Bryan Plumstead
- *Travel Media Association of Canada*
Toronto, September, (Alison Theodore)
- *T3 Accelerator Team Meeting*
September, (Alison Theodore), Bryan Plumstead