



York Region Tourism

2004 Tourism Marketing Plan

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Goals and Vision

- To position York Region as a viable four season tourism destination.
- To motivate new tourists, encourage repeat visitation and increase overnight stays.
- To create an environment for the development of the Region's tourism industry.

Strategies

- Continue to build consumer confidence of York Region as a safe and vibrant tourism destination.
- Foster and nurture partnership opportunities with the tourism industry and stakeholders
- Create an environment for the development and growth of the Region's tourism sector.

Target Audience and Market Segments

Research¹ and industry consultation determined the following as the most effective consumer target audience, market segments and product to focus the Region's and partners efforts:

¹ Research sources used include: 2001 Statistics Canada Travel Survey for York Region, Travel Activities & Motivation Study, Ontario Tourism Marketing Partnership.

Target Audience and Market Segments

Target Audience:

- Local York Region residents
- Greater Toronto Area
- Ontario - Canadian Provinces
- Secondary Markets – U.S.A., International

Market Segments:

- Leisure Travellers – Residents, Visiting Friends and Relatives, Tourists
- Travel Trade Market – Group and Fully Independent Travellers (consumers buying packages)
- Meeting & Convention – Corporate, Association, Incentive. Promote the Region's facilities as an option to Toronto locations, as well as the conversion of business to leisure travel.
- Industry Development – The tourism industry identified the need for the Region to provide strategic direction, educational forums and act as the catalyst for tourism development.

Tourism Product

Leisure travellers are still interested in packages for ease of purchase but are comparison shopping for the best deals. The product must be compelling, innovative and offer a perceived value added feature. Provincial research remains consistent that the arts and culture, hands-on programs and recreational activities are still in demand but it is important to consider the needs of an ageing population and the increasing immigrant communities when future planning. The Region's strategy is to work in partnership with the tourism industry to identify key travel motivators for consumer packages and product offerings.

The following tourism products have been identified as market driven demand experiences for development:

- Arts & Culture – historical, heritage, quaint town, arts, museums, theatre, shopping, studio tours
- Recreation – eco tourism, garden tours, equestrian, fishing, seasonal sports activities, rural agriculture features
- Farm and Agri-tourism – agricultural product development

Marketing Plan

The 2004 Tourism Marketing Plan builds upon previous marketing direction and incorporates feedback obtained from industry focus group sessions held in August 2002. The Plan provides the Region's tourism industry with tactical partnership opportunities at various levels of financial commitment to build their tourism businesses and to enhance their current initiatives. It is important to recognize that these programs may evolve and change as economic conditions dictate.

LEISURE MARKET

Objective: To increase visitation through integrated marketing and media relations initiatives directed at consumers from key target audiences.

OPPORTUNITY	TARGET AUDIENCE	TIME FRAME	PRODUCT STRENGTH	COST TO PARTICIPATE	TARGETED RESULTS
PROMOTIONAL PUBLICATIONS					
<i>York Region Visitors Guide</i>	80,000 circulation	Available in February	The region's primary marketing tool and fulfilment for consumer inquiries and advertising programs	\$250- \$5500	Build awareness, increase visitation and spending in York Region
<i>"Stay N Play" Program and Packages</i>	GTA, York Residents, Ontario	June-September	A collaborative effort that builds upon the 2003 program to promote the regions' tourism businesses	To be determined based on industry partners	Generate overnight stays and tourist revenues
PRODUCT DEVELOPMENT					
• <i>Arts & Culture</i> • <i>Recreation</i> • <i>Agricultural</i>	Distributed to region's target audience and determined niche markets	Dependent upon experience being packaged	Development of tourism experiences that meet consumer demand	To be determined base on industry partners	

LEISURE MARKET CONTINUED

Objective: To increase visitation through integrated marketing and media relations initiatives directed at consumers from key target audiences.

OPPORTUNITY	TARGET AUDIENCE	TIME FRAME	PRODUCT STRENGTH	COST TO PARTICIPATE	TARGETED RESULTS
MEDIA PROGRAM					
<i>Product Testing Tours</i>	Local/GTA media, Ethnic media, Travel Media Association of Canada	To be determined	Selected media invited for hands on experience. An opportunity to showcase individual business to key media	Industry Contra	Work with Ontario Tourism Marketing Partnership, Tourism Toronto, free lance writers and other media to increase FREE media relations exposure through print, radio and TV mediums.
<i>Trade Show – Canada Media Marketplace</i>	Appointments with North American journalists	March 2004	Opportunity to solicit media coverage	Convention registration expenditure of York Region. Industry to provide story ideas and product pitches	

LEISURE MARKET CONTINUED

Objective: To increase visitation through integrated marketing and media relations initiatives directed at consumers from key target audiences.

OPPORTUNITY	TARGET AUDIENCE	TIME FRAME	PRODUCT STRENGTH	COST TO PARTICIPATE	TARGETED RESULTS
ADVERTISING OPPORTUNITIES <i>Could include</i> 1) <i>Ontario Tourism publications and promotions</i> 2) <i>CAA publications</i> 3) <i>Tourism Toronto Promotions</i> 4) <i>Attractions Ontario</i> 5) <i>Tait Collins</i> 6) <i>Getaway Country initiatives</i> 7) <i>Family Publications</i> 8) <i>Metroland Newspaper Group</i> 9) <i>Television Campaigns</i> 10) <i>Others as determined</i>	Will depend on the promotions' area of consumer coverage but would include the key markets of: GTA, Residents, Bordering U.S.A., Ontario	Varies per opportunity	Provides the opportunity to leverage editorial and market consumer promotions	Dependent upon industry partners interest in a regional co-op or York Region may place a regional destination ad	Motivate travellers into the region

LEISURE MARKET CONTINUED

Objective: To increase visitation through integrated marketing and media relations initiatives directed at consumers from key target audiences.

OPPORTUNITY	TARGET AUDIENCE	FRAME WORK	PRODUCT STRENGTH	COST TO PARTICIPATE	TARGETED RESULTS
CONSUMER INFORMATION CHANNELS <i>1-888-448-0000</i> <i>www.yorktourism.com</i> <i>Information Kiosk</i>	Clients interested in York Region	Year-round	Opportunity to expose the diversity of the Regions' tourism products and provides closure of sale through direct links to the clients	Industry brochures distributed at no charge from the Info Kiosk at the Regional Administration Centre. Supports the advertising campaigns and program partners	Provides the opportunity to provide information in a timely fashion and motivate travel through direct contact with the consumer
TOURISM DIRECTIONAL SIGNAGE	Consumers travelling through and to York Region	Year round	Provides consumer assistance	Industry expense – cost varies	Directs visitors and potential visitors to tourism and agricultural locations
CTM BROCHURE DISTRIBUTION	30,000 York Region Visitors Guides distributed in key markets s	May-September	Cost effective method to ensure the Visitors' Guide is available throughout Ontario	York Region expenditure	Increase exposure

TRAVEL TRADE MARKET

Objective: To increase visitation through targeted marketing initiatives directed at Tour Groups and (FIT) Fully Independent Traveller and the Meeting & Convention market segments from Ontario, U.S.A. and International markets.

OPPORTUNITY	TARGET AUDIENCE	DATES	PRODUCT STRENGTH	COST TO PARTICIPATE	TARGETED RESULTS
PROMOTIONAL PUBLICATIONS					
Travel Trade <i>Group Tour Planner</i>	Domestic, International, U.S.A., Tour Operators, Travel Agents, Group Leaders, Receptive Operators	To be determined	Introduction of an inaugural tourism products brochure targeting Tour Operators	Dependent upon Industry partnership to support the development and marketing of promotional tools	Inclusion of York Region tourism products for the purpose of generating new business, and increase group travel market
Meetings/ Conventions <i>KeyNote Meeting and Conference Guide</i>	Meetings and Convention Market based in key target markets.	To be determined	Build upon current efforts to position the Region as a location for corporate business, meetings and conferences		Increase of meeting revenues into Region. Opportunity to convert business to leisure stay

TRAVEL TRADE MARKET CONTINUED

Objective: To increase visitation through targeted marketing initiatives directed at Tour Groups and (FIT) Fully Independent Traveller and the Meeting & Convention market segments from Ontario, U.S.A. and International markets.

OPPORTUNITY	TARGET AUDIENCE	DATES	PRODUCT STRENGTH	COST TO PARTICIPATE	TARGETED RESULTS
TRADE SHOWS <i>To be determined addressing the following market segments:</i> 1) Travel Trade 2) Meeting & Convention 3) Consumer	Domestic, International, U.S.A., Tour Operators, Travel Agents Group Leaders, Receptive Operators Meeting Planners	To be determined	Opportunity to promote directly to the key market segments either through representation or York Region umbrella	York Region may participate on behalf of Tourism Industry or Industry may partner for a collaborative effort	Build relationships and opportunity to pitch York Region Tourism awareness under a York Region brand.
PRODUCT TESTING TOURS <i>Travel Trade, Meeting & Conference Market Tourism Industry</i>	Tour Operators Ontario Call Centre Staff OTMP Staff Tourism Toronto Meeting & Convention Planners Tourism Partners	To be determined in partnership with the tourism industry	Invitation only for an escorted hands on visit. Tourism industry led initiative	Industry contra	Awareness building to increase business

INDUSTRY DEVELOPMENT

Objective: Increase awareness of York Region programs, enhance communication channels and provide industry led developmental and educational opportunities.

OPPORTUNITY	TARGET AUDIENCE	DATES	PRODUCT STRENGTH	COST TO PARTICIPATE	TARGETED RESULTS
NEWSLETTER <i>Tourism News</i>	York Region tourism industry	Through out the year	Key communication tool within the industry	Region expenditure	Increase communication of Regions' activities and other industry opportunities
DEVELOPMENT PROGRAMS <i>Seminars</i>	York Region tourism industry	Throughout the year	Provide tourism businesses with new areas of opportunity, educational seminars, networking	Minimal cost to cover expenditures	Industry to provide subjects for the region to provide educational opportunities
<i>Annual General Meeting</i>		February/March		Proposals being accepted for host locations – this is an excellent opportunity to showcase you facilities	Review tourism program

INDUSTRY DEVELOPMENT CONTINUED

Objective: Increase awareness of York Region programs, enhance communication channels and provide industry led developmental and educational opportunities.

OPPORTUNITY	TARGET AUDIENCE	DATES	PRODUCT STRENGTH	COST TO PARTICIPATE	TARGETED RESULTS
RESEARCH <i>Premier Ranked Tourist Destination</i>	York Region tourism businesses	Throughout the year	Provide a better understanding of the region's tourism product, weakness, opportunities and strengths	Region expenditure	Evaluate the regions' performance to attract tourism investment, create employment and sustain economic stability
TOURISM ADVISORY COMMITTEE					To establish an ad hoc committee to provide assistance in the regions' tourism program