



Premier Ranked Tourist Destination Project

Council Presentation

June 24, 2010

BRAIN TRUST

MARKETING & COMMUNICATIONS

What is a *Premier Ranked* Tourist Destination?

“A place more attractive than the rest, a place the tourist should consider first when making travel plans.”

What is the Premier Ranked Tourist Destination Framework?

- A collection of critical data that paints a clear picture of Hastings County's potential to grow tourism revenues
- Recommendations designed to improve Hastings County's tourism competitiveness
- Strategies to positively impact the economy from tourism for Hastings County

Premier Ranked Tourist Destination Framework

- A partnership between:
 - Ontario Ministry of Tourism
 - Ontario Ministry of Training, Colleges & Universities
 - Hastings County Economic Development
 - Hastings County's tourism industry
 - Belleville, Quinte West

Premier Ranked Tourist Destination Framework

- A process that audits Hastings County's:
 - Tourism Product
 - Tourism Performance
 - Tourism Futurity
- A process that involves:
 - Evaluation
 - Interpretation
 - Planning
- A process validated by the tourism industry

Product...

high quality tourist experiences

Core Attractors

- Outdoor Recreation
- Rocks & Minerals
- Picturesque Towns, Villages
- Arts, Culture & Heritage

Product...

high quality tourist experiences

- Travel from nearest urban centre *is* pleasant, but alternative modes of travel *are not* available
- *Does* offer a range of cultural experiences
- *Does not* have a range of dining options
- *Does not* have a range of shopping options
- *Do not* do customer surveys

Product...

high quality tourist experiences

- *Limited* accommodations at a variety of quality levels and price points and *do not* include “branded” widely known operators
 - 338 rooms (*Northumberland 1270, Peterborough/Kawarthas 1463*)
 - 2060 camp/RV sites (*Northumberland 2006, Peterborough/Kawartha 4577*)

Performance ...

quality of tourist experience validated by

- Total visitor spending \$172,158,000
- 1,527,000 person trips
 - 768,000 stayed overnight
 - 759,000 on day trips
- Overnight visits:
 - 768,000 Ontario, 63,000 U.S., 44,000 other Canada, 10,000 intl.

Statistics Canada - TSRC / ITS, 2008

Performance ...

quality of tourist experience validated by

- 2,238,000 person nights
 - 465,000 roofed accommodations
 - 1,617,000 private home, cottage
- Hotel occupancy* is 49.9% (59.4% in 2007) well below provincial average of 65%
 - \$115.76 ADR (\$94.64 in 2007)
 - \$57.74 REV PAR (\$56.23 in 2007)

* PKF, 2008

Futurity ...

ability to thrive into the future

- Destination Marketing Organizations *are* in place
 - 14 municipalities involved in tourism activities
- Marketing strategy *is not* in place
- Destination development plan *is not* in place
- Underdeveloped and underperforming assets are present

Recommendations

- Recommendations are the foundation for long-term destination development
- They are set against the backdrop of the new Regional Tourism Organization
 - Positions Hastings County well
- They lead to the creation of an industry led implementation process

Recommendation #1

- Identify who leads / facilitates destination development in Hastings County
 - An industry led process – Create the *Hastings County Destination Development Working Group*
 - Facilitated by the County of Hastings
 - Human and financial resources required
 - Request \$ from EODF
 - Add \$ to 2011/12 Hastings County budget

Recommendation #2

- Prepare a Hastings County Destination Development Plan
 - A plan built on a *“Better Together”* philosophy
 - Clarify roles and responsibilities
 - Destination Development / Marketing / Visitor Services
 - The road map for the Working Group
 - Prioritizes the PRTD recommendations
 - Paints a clear picture for implementation
 - Identifies some quick wins

Recommendation #3

- Focus attention on the underdeveloped and underperforming assets
 - Better leverage demand generators – 4 season
 - Enhance and create new experiences
- Minerals & Rocks
- Outdoor Recreation
- Arts & Culture – Art's Trail
- Accommodations
- Agri-Culinary Tourism
- Motorsports
- First Nation's Experiences
- Belleville & Quinte West

Recommendations #4, #5

- Implement county-wide visitor survey
 - Identify service gaps, leverage service excellence
- Implement a county-wide customer service training initiative
 - Start at the top – owner/operators
 - Establish a Hastings County *“Culture of Hospitality Excellence”*

Recommendation #6

- Facilitate industry-wide tourism training
 - Market Readiness
 - Packaging Workshops
 - New Media/Internet
 - Experience Development Workshops

Recommendation #7

- Support “Main Street” revitalization
 - Small Towns & Villages are a core attractor
 - Beautification, streetscape design, animation
 - Enhanced visitor services, hours of operation

Recommendation #8

- Understand seasonal residents / cottagers
 - Identify characteristics – research required
 - They are tourists - VFR
 - Educate on the things to see and do

Next Steps

- Industry led implementation supported by Hastings County Economic Development
 - Facilitated by Brain Trust (Richard Innes)
- Hastings County Tourism Destination Development Action Plan – December 2010
 - Destination Development Task Team chaired by George Offshack, owner Limerick Lake Lodge

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BRAIN TRUST

A MEETING OF MINDS