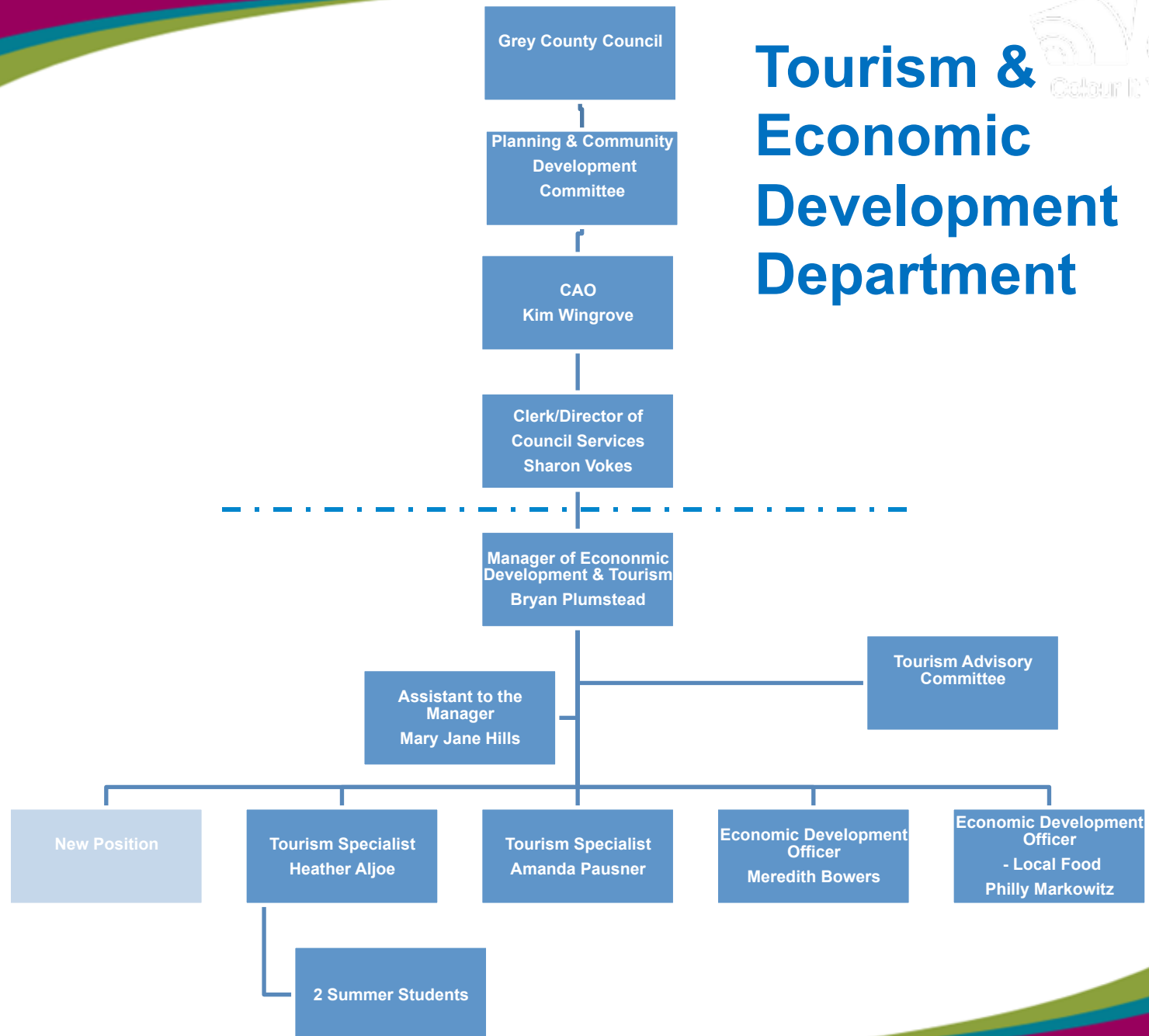


Grey County Tourism 2015

An aerial photograph showing a lush green golf course with several ponds and sand traps. The course is surrounded by dense forests with some autumn-colored trees. In the background, a coastline with a blue lake or ocean is visible under a clear sky.

BruceGreySimcoe Regional Conference
December 9, 2015
Meaford Hall & Cultural Centre

Tourism & Economic Development Department



2015 Tourism & Economic Development Staff



Mary Jane

Avery –
Student

Philly

Bryan

Meredith

Amanda

Erin -
Student

Allison
Kennedy
Davies

Another Day at the Office

Grey County Corporate Strategic Plan



Vision

To be the place where people feel genuinely at home and naturally inspired – enjoying an exceptional blend of active and healthy living, and economic opportunity.

Goal 3

Securing our place as Ontario's recreation jewel

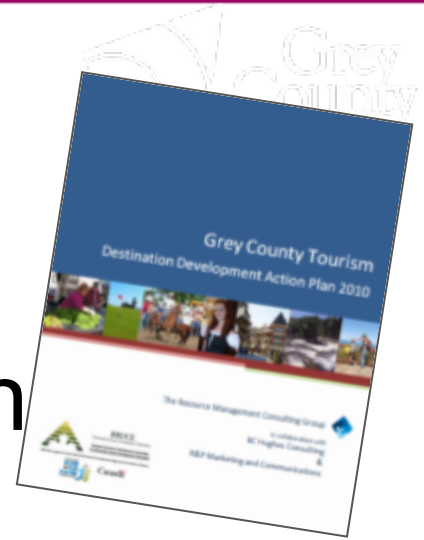
Support and promote the exceptional natural assets that make Grey County a four season recreation destination for residents and visitors alike.

Goal 1

Expanding the Prosperity Base

Enhance and diversify economic opportunities within the county, by becoming “investment-ready” and insuring the foundation is in place for sustained success.

GC Tourism Destination Development Action Plan (DDAP) Refresh

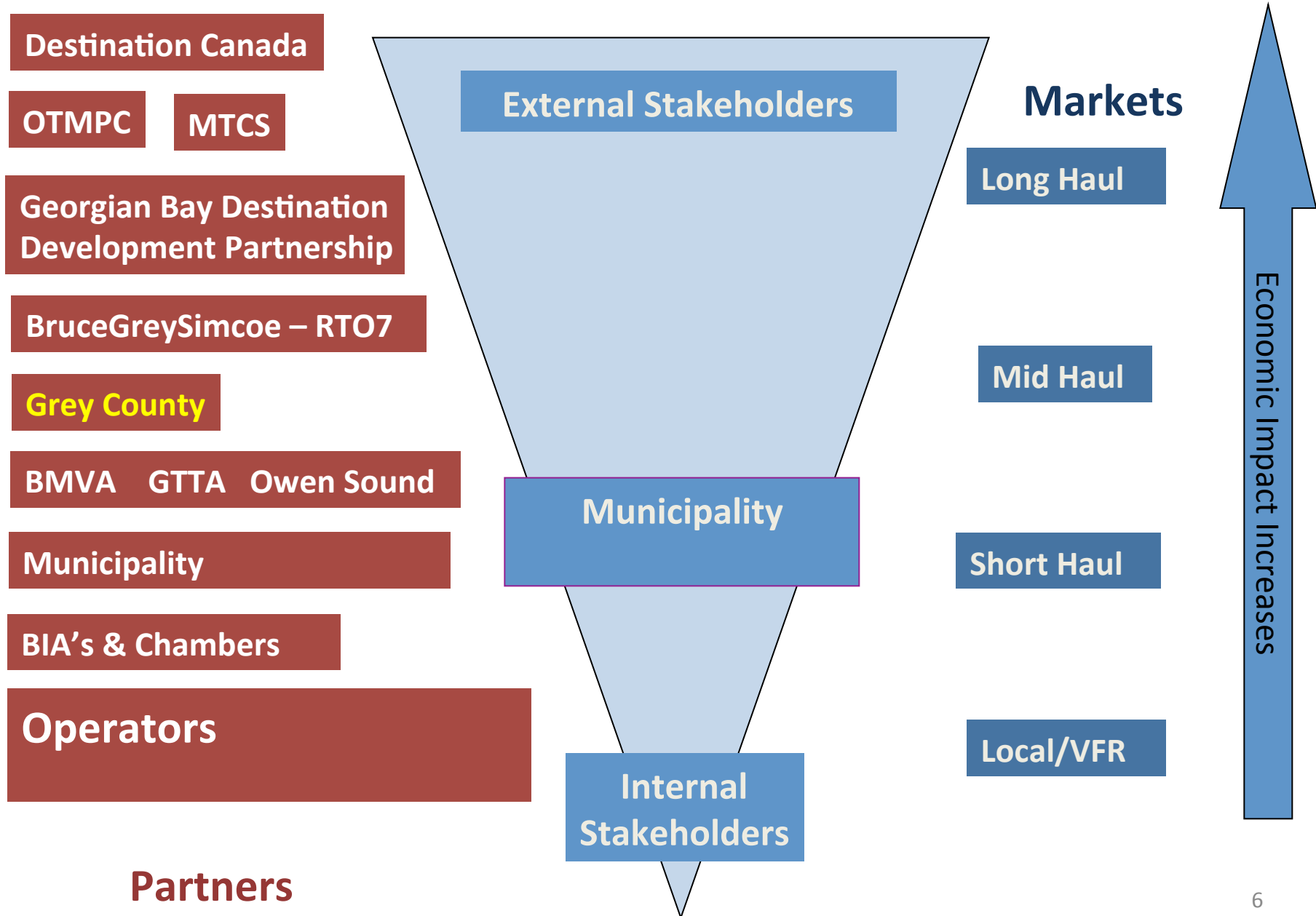


- PF project with RTO7
- Build on 2010 plan – new approaches
 - Engagement (R&R)
 - Destination Management (demand generators, brand, market readiness)
 - Market Research
 - GC Tourism Resources



- Mid-January survey & interviews

Tourism: A Team Sport



Regional Partnerships

- Georgian Bay Destination Development Partnership
- RTO7 Bruce GreySimcoe
- RTMP wound up in 2015
 - some projects continued by each county
 - some projects moved to Bruce Grey Simcoe

Welcome Andrew Seigwart !





New Website - May 2015

Architecture & Navigation

Mobile & Tablet-friendly

Site Build

Content

Social Media integration

2015 Media Fam Tours



Snowmobile Owen Sound from Best Western Inn On The Bay

First, let me say that the Best Western Inn On The Bay offers snowmobilers an exceptional home away from home. Hotel manager Jason Hemstock is an avid sledder himself and his hotel goes out of its way as a welcoming host for visiting riders. There's lots of free parking for trucks and trailers, plus camera monitored sled parking. A connector trail to TOP B110 starts at the back of the Best Western Inn On The Bay parking lot. The hotel rooms are large and comfortable with their own fridges while the hot tub and sauna ease those tired muscles at day's end. Breakfast is included in the hotel's on site restaurant.



February
Snowgoer Canada Magazine
Intrepid Snowmobiler/ Snowmoblier TV
-3 New loops based out of Owen Sound

June
Travel Media Assoc.
of Canada
- AGM



October
Grey County Fall Campaign
-Ayngelina Brogan - Bacon is Magic
-Agatha Podgorski - OCTA



Grey County Tourism Vehicle



Summer Patrol 2015

44 events - 6,900 maps/brochures

38,00 maps/brochures to 16 Regional Racks in Grey County
39,200 “ “ to businesses, chambers, tourist offices

Marketing – Bucket List

Grey County Spring Bucket List

- ☐ Tune up body and soul at Scandnave Spa
- ☐ Take in the fresh air on your first motorbike ride of the season
- ☐ Zoom down Blue Mountain on the Ridge Runner
- ☐ Photograph trilliums and orchids along the Bruce Trail
- ☐ Taste maple syrup in a sugar bush at Holstein Maplefest
- ☐ Tee off on putting greens that boast views of Georgian Bay
- ☐ Picnic under the Apple Blossoms in the Beaver Valley
- ☐ Hike the trails at Eugenia Falls
- ☐ Tour the caverns at Neustadt Springs Brewery
- ☐ Savour fiddleheads at local restaurants



www.visitgrey.ca

Grey County Summer Bucket List

- ☐ Tour living history at Moreston Village, Grey Roots
- ☐ Lunch on the patio at Walters Falls after a hike
- ☒ Cycle the Georgian Trail from Meaford to Collingwood
- ☐ Thunder through treetops on the Thunderbird Twin Zip at Scenic Caves
- ☒ Wear your cowboy boots to the Cedar Run Rodeo
- ☐ Shop for local food at Keady Market
- ☐ Skywatch at Starfest near Ayrton
- ☐ Stop to smell the roses on the Rural Garden Tour
- ☒ Explore Bruce's Caves near Warton
- ☐ Stand up paddle along the shoreline of Georgian Bay



www.visitgrey.ca

Marketing – Bucket List





www.visitgrey.ca




www.visitgrey.ca

Facebook Campaign

Summer: Waterfalls, Paddling, Cycling
Facebook ads, posts, blogs

 **Grey County Tourism**
Sponsored · 



Follow the tour to find 10 Niagara Escarpment waterfalls.





Plan your adventure

A natural treasure hunt awaits. Follow our self-guided tour to the next hidden gem located in our forests and on our trails.


VISITGREY.CA [Learn More](#)

Unlike · Comment · Share ·  172  11  153

Ad Example

 **Grey County Tourism**
Sponsored · 




Canoe or kayak the scenic Beaver River this summer




Beaver River Paddle

Paddle the scenic Beaver River. Gentle flow with spectacular Niagara Escarpment scenery make this river perfect for novice and experienced paddlers.

VISITGREY.CA [Learn More](#)

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Like Comment  Share

Facebook Campaign

Fall Campaign -

Fall colour touring, harvest
Facebook ads, posts, blogs

Fall Campaign - Touring Ads

 **Grey County Tourism**
Sponsored · 🌐

Order your touring guide to the ultimate fall colour destination today.




Order a Fall Colour Guide
Getaways or day-trips...the ultimate fall colour awaits your visit. Start planning your visit today. #fallcolourtour

www.visitgrey.ca [Sign Up](#)




👍 294 💬 12 📧 100

Like Comment ➦ Share

Single Message Ad Example

 **Grey County Tourism**
Sponsored · 🌐

The Ultimate Fall Colour Touring Destination. Plan your getaway or daytrip today. Enjoy Scenic vistas and vibrant local culture.



[Learn More](#) **Enjoy all things Apple this fall** [Learn More](#) **Take a salmon**

Apple Pie Trail [Learn More](#) Salmon Tour

👍 191 💬 11 📧 51

Like Comment ➦ Share

Multi-Experience Ad Example

Facebook Campaign

Fall Campaign - Apple Pie Trail, Owen Sound Salmon Tour Facebook ads, posts, blogs

**Grey County Tourism**
Sponsored · 

It's Apple Season. Follow the Apple Pie Trail to delicious treats & enticing adventures.





Farmer's Pantry
Family farm fun
[Learn More](#)


Beaver Valley
Taste award wi
[Learn More](#)

40 10

Like Comment Share

**Grey County Tourism**
Sponsored · 

Book an exclusive guided tour or plan to walk, bike, paddle or drive the self guided route.



Take the Salmon Tour
Follow the path of the salmon migration. Cheer as the Chinook Salmon make their way from Georgian Bay to Inglis Falls. #fallcolourtour
WWW.VISITGREY.CA
[Learn More](#)



67 9 44

Like Comment Share


Facebook Campaign

Facebook campaign


Fall Campaign - Festivals, Saints & Sinners

 Grey County Tourism
Sponsored · 

Celebrate the Harvest. Fabulous fall food festivals are in season.




Blue Mountain fall festival
Apple Harvest Festival




Celebrate Irish culture
Pratie Oaten

[Learn More](#)



152 3 46

Like Comment  Share

 Grey County Tourism
Sponsored · 

Order your fall taste & touring map today.



Craft beer, wine & cider
The Saints & Sinners tour map will lead you on a self-guided tour through some of Ontario's best craft brewers, cideries and wineries. Order yours today.

WWW.VISITGREY.CA

[Learn More](#)



10 4 2

Like Comment  Share

Facebook Campaign

Fall Campaign - Contest

Muliti-day trip (\$3,000 value) as prize



Ultimate Fall Colour Adventure Contest

ENTER for your chance to WIN an exclusive Fall Tour valued at over \$3000.

www.visitgrey.ca/contest

Contest closes: Friday October 9, 2015

Grey County
Colour It Your Way

The banner features a collage of images: a person on a suspension bridge, autumn foliage, a pizza oven, a couple in a hot tub, a person in a kayak, and a man in overalls. The Grey County logo is also present.

Facebook Campaign

Results

Impressions		
Fall campaign impressions (7.5weeks)		
1,832,017	Fall FB ads	1,345,708
	Contest ads	282,148
	Like ads	184,161
	Print	20,000
Cycling campaign impressions (2 weeks)		
444,792		
Paddling campaign impressions (3 weeks)		
530,169		
Waterfall campaign impressions (2 weeks)		
356,343		
Total campaign impressions (16 weeks)		
3,163,321		

Clicks	
Fall Campaign (7.5 weeks)	
Clicks	Clicks to Website
53,310	36,875
Cycling Campaign (2 weeks)	
Clicks	Clicks to Website
6,288	4,303
Paddling Campaign (3 weeks)	
Clicks	Clicks to Website
9,950	6,619
Waterfall Campaign (2 weeks)	
Clicks	Clicks to Website
10,247	7,199
Total Campaign (16 weeks)	
Clicks	Clicks to Website
79,795	54,996

Facebook Campaign

Results

FACEBOOK FAN GROWTH			
Growth during Campaign (16 wks)			
Oct 11, 2015		Jun 22 (start of digital campaign)	
7,494		2,117	
Facebook Fans		▲ 254%	
Fall	Cycling	Paddling	Waterfall
▲ 116%	▲ 12.1%	▲ 27.3	▲ 18.3%

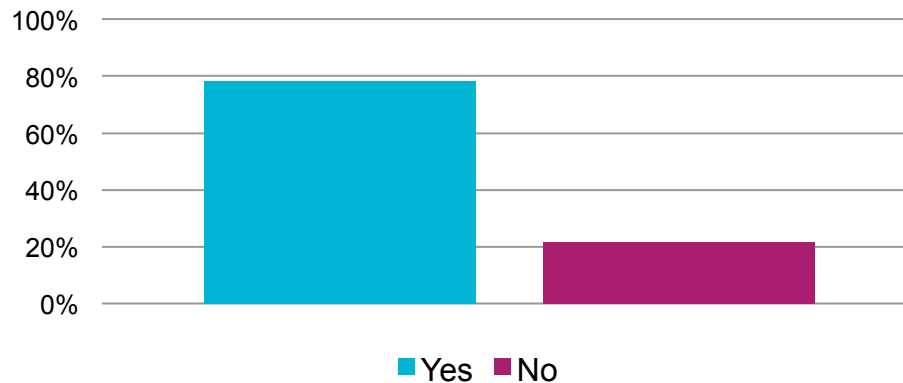
FALL ADVENTURE CONTEST		
Views	Entries	Shares
10,861	3,982	2,570

Map Requests	
Fall Mail Orders (7.5 wks)	Downloads during fall campaign (7.5 wks)
3,252	1,332
Cycling Mail Orders (2 wks)	Cycling Map Downloads (2 wks)
273	737
Paddling Mail Orders (3 wks)	Paddling Map Downloads (2 wks)
755	1,022
Waterfall Mail Orders (2 weeks)	Waterfall Map Downloads (2 weeks)
601	4,820
Total Campaign Mailouts (16 weeks)	Total Campaign Downloads (16 wks)
4,881	6,579

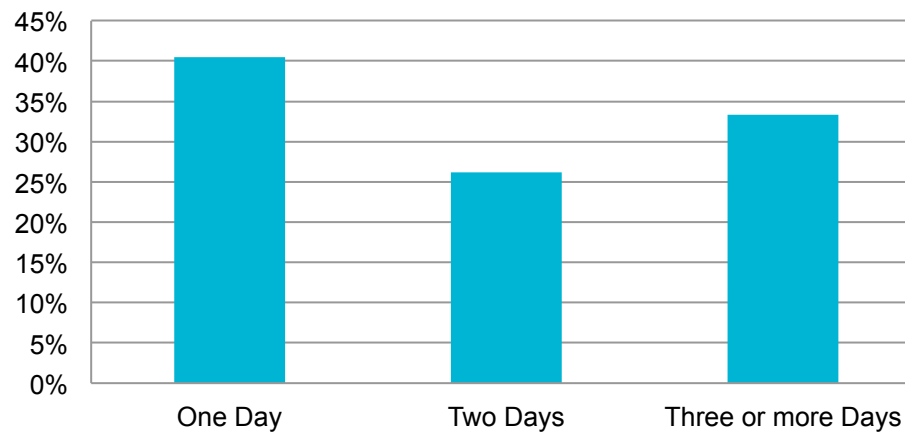
Facebook Campaign

Results

Did you visit Grey County this fall? n=314



How much time did you spend visiting the area? n=237

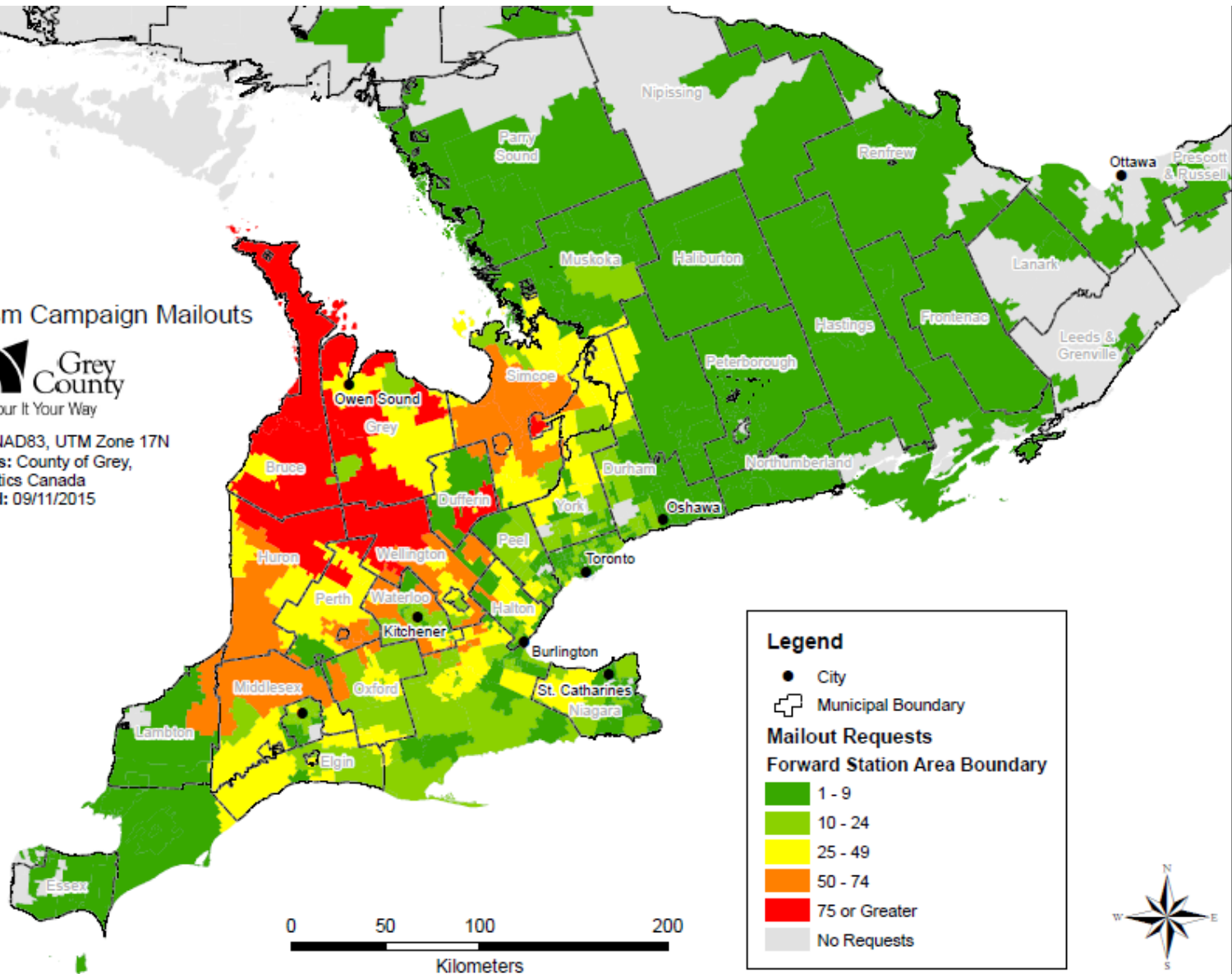


Facebook Campaign Results

2015 All Tourism Campaign Mailouts



Projection: NAD83, UTM Zone 17N
Data Sources: County of Grey,
MNR, Statistics Canada
Date Created: 09/11/2015



Demand Generators – Cycling Development



CLAY DOLAN PHOTOGRAPHY ©

Working with GC Transportation Services & local municipalities to map all roads, prioritize investments in cycling infrastructure

Grey County Information & Tourism Signage Criteria

- Partnership Funding project with RTO7
- Final Draft plan received
- Staff review
- Consultation with municipalities



Waterfall & Trailhead Signage Kiosks

- Partnership Funding project with RT07
- 6 sign kiosks
- Waterfalls & trailhead locations
- Kiosks built by Grey Highlands Secondary School



Saints & Sinners: Bootleggers Run

- **Grow awareness** of the region as a producer of high quality **beer, wine and cider**
- Promote **experiential agri-culinary** tourism opportunities
- **Create awareness** of the region's rich history; **Temperance movement, Prohibition and bootlegging** through partnership with cultural institutions: SUMAC, Grey Roots Museum and Archives

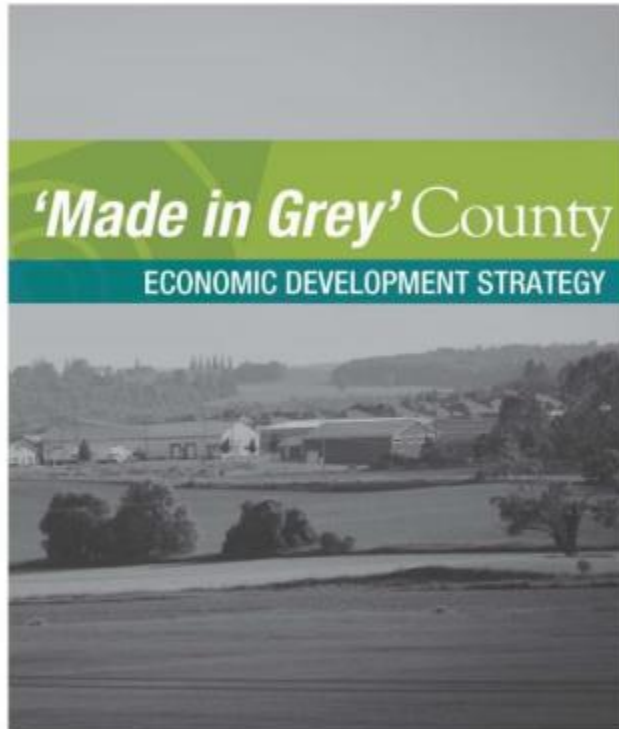


Saints & Sinners: Bootleggers Run



- 70K pocket maps produced
- 17 producer members, 8 municipal partners, 3 event organizers and two advertisers
- Very successful to date
- Phase II – 2016 PF with RTO7: major events, pop-up tastings, coordinated tours, new cultural partners, mobile app.

Made in Grey – Economic Development Strategy



- Becoming more business-friendly & Investment Ready
- Support for broadband
- Workforce Development/Youth Retention
- Tourism Recognized as a key sector
- Grey County hosts breakfast mixers, networking events
- Regional Career Fair – Oct. 28
- Newsletters

Farewell Don



Georgian Bay Destination Development