

DRAFT TOURISM STRATEGY

COME EXPERIENCE HISTORY



AGENDA

- EXECUTIVE SUMMARY
 - VISION STATEMENT
 - MISSION STATEMENT
- BACKGROUND
- ADVANCING TOURISM GROWTH
- STRATEGIES
- SUMMARY
- NEXT STEPS





EXECUTIVE SUMMARY

Through strategic product and experience development, targeted marketing efforts, infrastructure investment, supporting our industry members and attracting investment, the City of Greenwood will work to encourage growth of the tourism industry.

VISION STATEMENT – FUTURE ASPIRATIONS

To advance the growth of the tourism industry by creating an environment which provides a rewarding experience for visitors and citizens of Greenwood and celebrates our natural and historical assets.

Are we missing anything?



MISSION STATEMENT – PURPOSE

Greenwood is a destination that creates a rewarding experience through its natural environment and history by blending its past, present and future in a growing and sustainable environment.

Are we missing anything?





BACKGROUND

The uniqueness of Greenwood's living history meets the province's Place Branding perfectly. Furthermore, Destination Development is the process of improving the long-term competitiveness of tourism destinations in alignment with community needs.

IF YOU DON'T BUILD IT....
THEY WON'T COME....





ADVANCING TOURISM GROWTH

As Greenwood and its partners move forward with tourism planning and development, there will be ongoing reviews of market trends, private product development, infrastructure development opportunities, and regional changes to ensure that actions align with the needs of both residents and visitors.

WHO ARE OUR PARTNERS?

LOCALLY

Significant partners...

- Non-profit organizations
- Local businesses
- Citizens of Greenwood

PROVINCIAL AND FEDERALLY

To a lesser extent...

- Destination BC
- Destination Canada

REGIONALLY

Important...

- Thompson Okanagan Tourism Association
- Boundary Country
- Neighboring municipalities
- Regional District Kootenay Boundary
 - Neighboring non-incorporated communities
- Various other non-profit organizations directly or non-directly involved in the tourism sector



ADVANCING TOURISM GROWTH

- Visitors having positive memorable experiences at attractions and businesses is critical to tourism growth.
- Providing these types of experiences requires appropriate infrastructure, quality product, partnerships, and strategic investment.
- The Council will, as part of its policy development and annual budgeting, continually work to enhance the overall environment for the tourism industry and work to attract visitors to the Boundary area and specifically the City of Greenwood.



ADVANCING TOURISM GROWTH

- Destination British Columbia's - *Rainforest to Rockies* is the first new Iconics place brand to launch globally.
 - Highway 1 from Vancouver to Hope, then along Crowsnest Highway 3 to Osoyoos. On to Cranbrook, and east to Fernie, or north to Golden along Highway 93/95.



- The Hello BC website highlights the *Rainforest to Rockies: Crowsnest Highway 3 to the Canadian Rockies* route (7-10 days, 1035km) with a visible absence of Greenwood in *Part 4: Osoyoos to Castlegar*.
- A key strategy once Greenwood develops its Place Brands and Destination Developments is to contact Hello BC (*Destination BC Corporation*) and add Greenwood as a “**Destination**” along the route.



ADVANCING TOURISM GROWTH

- People draw on a vast amount of information while they research, plan and eventually book elements of a trip or vacation. A potential visitor could be planning their trip for weeks, months or even years prior to booking.
- Creating awareness of Greenwood and its assets in the planning stages requires thoughtful marketing.

WHAT ARE GREENWOOD'S ASSETS?



ADVANCING TOURISM GROWTH

- Destination British Columbia targets their marketing differently than traditional, demographic-based segmentation and utilized the “*Explorer Quotient*” (EQ) program developed by Destination Canada (DC).
- Boundary Country (regional *tourism organization for the City of Greenwood and other Boundary Area municipalities*) further analyzes the specific EQ type for the Boundary Region, and they are determined as (to the right):

Authentic Experiencers

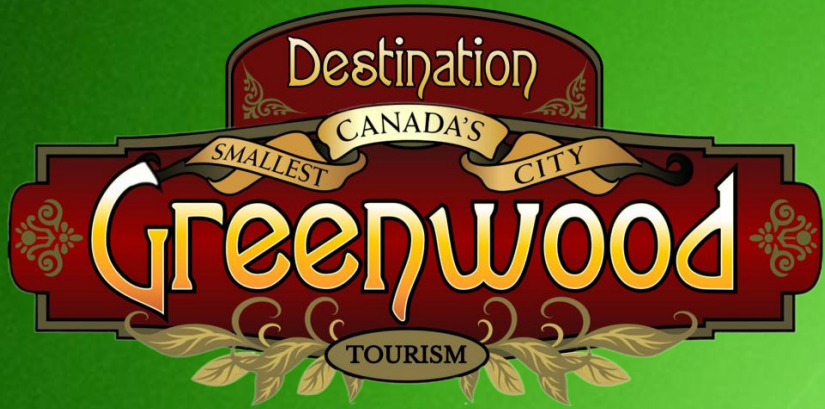
- Understated travellers
- Looking for authentic, tangible engagement with destinations
- High on historical travel

Cultural Explorers

- Constant travellers
- Love to get immersed in local culture, people and settings

WHAT DOES GREENWOOD HAVE TO MEET THESE TYPE OF TOURISTS?





KEY STRATEGIES

HOW DO WE FOCUS OUR EFFORTS?

KEY STRATEGY 1

DEVELOPING PRODUCTS AND EXPERIENCES



KEY STRATEGY 1 DEVELOPING PRODUCTS AND EXPERIENCES

GOAL

Develop products and experiences which meet the needs of visitors and increase visitation and revenues.

OBJECTIVES

- Offering programs at non-traditional tourism sites (e.g.: *municipal curling rink, pool, baseball kitchen, etc.*).
- Working with partners to increase travel trade participation (e.g.: *mining site group tours, bird watching, ghost investigations, etc.*).
- Supporting existing and encourage new development of major community events which complement the tourism sector (*city-wide Halloween theme event*).

Ideas?



KEY STRATEGY 2

MARKETING AND PROMOTION



KEY STRATEGY 2

MARKETING AND PROMOTION

GOAL

Promote all of Greenwood tourism assets.

OBJECTIVES

- Targeting Explorer Quotient segments which align with Greenwood assets.
- Enhancing industry's knowledge of Greenwood and Boundary area assets. (e.g.: *development of new experiences and enhancing marketing of existing*).
- Engaging directly with visitors via social media and other marketing efforts.

Ideas?



KEY STRATEGY 2

MARKETING AND PROMOTION

GOAL

Market the Boundary Area in partnership with Beaverdell, Rock Creek, Grand Forks, Christina Lake and Midway.

OBJECTIVES

- Establish a working relationship with Boundary Country and the integration of the Destination Greenwood tourism strategy.
- Work with the Thompson Okanagan Tourism Association, Destination BC and Destination Canada.
- Continue Greenwood involvement on the Boundary Economic Development Plan.

Ideas?



KEY STRATEGY 2

MARKETING AND PROMOTION

GOAL

Capitalize on Destination BC and TOTA's significant marketing efforts to maximize reach while minimizing cost and resources required.

OBJECTIVES

- Providing digital content to Destination BC, TOTA and Boundary Country that is market ready.
- Leveraging tourism marketing funds by participating in Destination BC, TOTA and Boundary Country programs (e.g.: *Destination Development Planning Assistance*).
- Hosting travel trade and media familiarization tours for Destination BC, TOTA and Boundary Country personnel.

Ideas?



KEY STRATEGY 3

ATTRACTING INVESTMENT



KEY STRATEGY 3 ATTRACTING INVESTMENT

GOAL

Increase private investment in the tourism industry to enhance the tourism sector and create opportunities for residents and visitors.

OBJECTIVES

- Developing a Business Attraction action plan that encourages tourism private sector investment.
- Creating data-gathering processes to inform investment attraction activities (e.g.: *visitor exit survey, increase business retention and expansion meetings*).
- Developing collateral materials and an investment portfolio.
- Partnering with business development agencies to ensure awareness of Greenwood's opportunities.
- Supporting placemaking and investment attraction efforts.

Ideas?



KEY STRATEGY 4

SUPPORTING INDUSTRY



KEY STRATEGY 4

SUPPORTING INDUSTRY

GOAL

Support operators in product development, experience development and quality enhancement.

OBJECTIVES

- Connecting operators with partners to develop experiences (e.g.: *Destination BC's Globally Competitive Tourism Ecosystem strategy*).
- Facilitating product enhancement efforts by connecting operators to existing programs and services and develop municipal programs (e.g. *streetscapes grants*).
- Supporting development of niche tourism experiences which align with Greenwood assets and target EQ segments (e.g.: *historical tourism, fishing/naturalists, artisans, mining tours, geocaching...*).
- Promoting professional development (e.g.: *training and education opportunities for operators and front-line staff*).

Ideas?



KEY STRATEGY 5

INVESTING IN FACILITIES AND INFRASTRUCTURE



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INVESTING IN FACILITIES AND INFRASTRUCTURE

GOAL

Establish and enhance natural attractions to support visitation.

OBJECTIVES

- Reviewing current usage of Greenwood's assets (e.g.: *curling rink, Lion's Park, hydro building, slag pile, etc.*).
- Evaluating natural attraction development opportunities. (e.g.: *multi-use trails, geocaching, etc.*).
- Securing additional water access points along Boundary Creek.
- Conduct a natural assets inventory for Greenwood and surrounding area that would enhance visitor experiences.

Ideas?



KEY STRATEGY 5

INVESTING IN FACILITIES AND INFRASTRUCTURE

GOAL

Ensure appropriate infrastructure and facilities are in place at municipally owned tourism assets to meet the needs of visitors.

OBJECTIVES

- Continuing to work with other levels of government to advocate for overall infrastructure improvements in the municipality. (e.g.: *water/sewer, sidewalks, high speed internet or other related infrastructure*).
- Evaluating the opportunities identified in the updates to the various City strategies and plans, once finalized and accepted.
- Evaluating the curling rink and power station's long-term sustainability, including infrastructure and opportunities assessments for alternate tourism use.

Ideas?





SUMMARY

NEXT STEPS

SUMMARY – NEXT STEPS

SUMMARY

- Tourism industry growth can be achieved through these five key strategies.
- Over the next five years the Greenwood Tourism Strategy will inform staff activities and workplans in various departments.
- These activities will be brought to the Council through the annual budgeting and business planning process.

NEXT STEPS

- Apply for capacity funding.
 - Next Slide
- Merge the collected information from tonight's session to create a final Tourism Strategy.
 - Present strategy to Council for adoption.



ETSI-BC GRANT APPLICATION

- The City of Greenwood has applied for \$25K to establish capacity to execute the first stages of the Greenwood Tourism Strategy;
 - Hire a Tourism Coordinator
 - Establish a Tourism Committee
 - Conduct a series of meetings with;
 - Committee
 - Public Engagement
 - Non-Profits
 - Business Sector
 - Partnership (TOTA, Boundary Country, municipalities, etc.)
 - Development of Destination Greenwood promotional materials
 - Update the Greenwood Tourism Strategy after the first year's activities





THANK YOU FOR YOUR TIME!

COME EXPERIENCE HISTORY