Tourism Haldimand

Haldimand County's
Destination Management
Organization (Condensed)

Tourism Haldimand, your Destination Management Organization

Tourism Haldimand will lead and coordinate Haldimand's overall tourism development and be responsible for strategically improving its competitiveness in consultation with the local tourism industry.

This formalization will outline the key roles and responsibilities of Tourism Haldimand as the Destination Management Organization and define how the DMO plans to work with stakeholders to identify industry priorities and advance the sector in Haldimand County.

Delivery of Core Services

The following service areas will guide the annual work plan development and implementation for Tourism Haldimand. Detailed activities will be established through an annual review in consultation with the recommendations outlined in our strategic plans.

The Tourism Network will play a role in the development of these work plans, along with the development of an annual marketing and communications plan. The Tourism Network, as private industry partners will vet and review planned activities on an annual basis. This will take place as a portion of at least of one of the quarterly network meetings.

1	**TOURISM LEADERSHIP AND RESOURCING** Articulating and coordinating the roles that each stakeholder and destination partner serves in the local tourism ecosystem
Current Activities	• Continuation of Haldimand Tourism Network Meetings, leveraging opportunities for collaboration and industry education. • Gathering needed intelligence about Haldimand's business community.
Short Term Objectives	• Evolving the current Tourism Network Meeting into 'DMO Membership Meeting' • Formalization of the Destination Management Organization (DMO), known as Tourism Haldimand, and educating stakeholders of the strategic leadership role of the DMO. • Advocacy of Haldimand's tourism assets at the regional and provincial level, and promotion of strategic private-public partnerships.
Long Term Objectives	• Fostering a sustainable tourism industry in Haldimand County that promotes; natural, economic and social sustainability.

2	**MARKETING & COMMUNICATIONS** Cooperation and coordination amongst industry stakeholders, (both private and public) clearly aligning Haldimand's Tourism experiences, assets and consumer engagement.
Current Activities	• Strategically marketing Haldimand County as a destination. • Offering industry supports and education for tourism marketing. • Undergo a brand positioning and target segmentation exercise (completed in 2019) for Haldimand County Economic Development and Tourism Division (including Tourism Haldimand).
Short Term Objectives	• Refining the delivery of the Tourism Haldimand marketing program. • Maintenance and content development for new tourism consumer website, TourismHaldimand.ca. • FAM (familiarization) tours: tourism Haldimand intends to strengthen its work with travel writers (providing information, story ideas, photographs, and interviews) to showcase what's new and unique to Haldimand.
Long Term Objectives	• Encouraging lengthened visitations to overnight and extended stays with the objective of increased economic spend per visitor. • Implementing visitor segmentation (such as grouping potential visitors based on common interests) to refine product development and enhance marketing activities. • Additional content development and encouraging user generated content.

3	**PRODUCT DEVELOPMENT** Support of product/experience development and partnerships to enhance tourism offering
Current Activities	• Support experience based tourism development. • Further development of routes (such as cycling and birding routes) into suggested itineraries and packages.
Short Term Objectives	• Assist property owners interested in establishing accommodations or alternative accommodations on their properties.
Long Term Objectives	• Sustainable development of natural assets such as Grand River and waterfront tourism opportunities. Balancing the need of buyable experiences with the preservation of natural assets. • Support the development of new product with the intent of working toward a year-round tourism market. • Strengthening the business case to attract a branded hotel chain to Haldimand County. • Attraction of tourism operators to Haldimand County.

4	**VISITOR SERVICES** Effectively matching visitor services with visitor needs, while optimizing markets of greatest potential.
Current Activities	• Providing visitor services through a network of organizations, dependent on location. • In addition, seasonal staff, maintain a presence during peak-tourism season (summer months) at local festivals and events, promoting tourism assets and answering visitor inquiries. • Capturing visitor feedback, anecdotally and through data collection, inform Tourism Network/DMO membership.
Short Term Objectives	• Continual improvement of Tourism Haldimand's online presence, social media, and online visitor services.
Long Term Objectives	• Improving tourism signage, touring, amenity and wayfinding signage.

5	**TRAINING RESEARCH & INNOVATION** Seeking and distributing: relevant industry resources, information, and training opportunities for tourism operators to enhance the knowledge base and skills required for industry success.
Current Activities	• Providing local (low or no cost) professional development opportunities specific to the tourism industry. As one of the challenges of small-scale tourism operators (as is common in rural tourism) is difficulty obtaining the resources, access, and/or time required to stay up to date with industry training. • Circulating current and relevant information for tourism partners through the Economic Development & Tourism business site, and business newsletter.
Short Term Objectives	• Administering the ongoing Tourism Data Collection initiative. Short term plans include continuation of the current program (and partnerships) as well as expansion of event-based collection, additional partnerships and potential research collaborations with RTO1.
Long Term Objectives	• Educating businesses on attracting and defining 'high-value' visitors. • Advocacy on key issues that affect the local tourism industry.