

2020-2021
Marketing
&
Communications
Plan

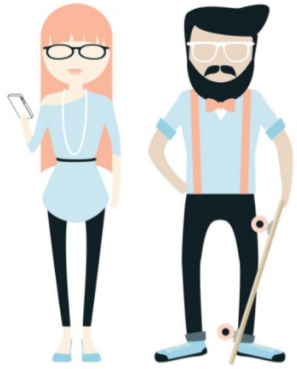


Haldimand
Economic Development
and Tourism



Version 3—February 2020

Desired Tourist Profiles



Millennials (Born 1980-1994)

- Millennials make up more than 1/4 of the Canadian population. One of the largest cohorts in Canadian history, literally representing Canada's future.
- Most diverse generation in our country's history.
- Focussed on amassing life experiences rather than tangible objects.
- Value happiness, passion, diversity, sharing and discovery.

Millennials share a common age bracket, but reflect a range of experiences, perspectives, attitudes, and activity when it comes to how they approach life, careers, and engagement with politics and our community.



Urban Digerati (subset of Millennials)

Younger, well-educated city singles.

- This is the most urban segment of all the profiles. These younger, tech savvy singles are found in in downtown urban cities like Toronto and Montreal.
- These individuals have upper-middle incomes, are highly educated and culturally diverse.
- They frequent fitness clubs, clothing boutiques, microbreweries and coffee bars. They enjoy dancing, bar hopping, film festivals, and food and wine shows. They also have the time and discretionary income to support these activities.
- These individuals are globally conscious consumers who supports the arts and are involved in their communities.

Envionics Analytics, PRIZM5 segmentation.

Of the Millennial demographic, one group is worth noting—Urban Digerati currently ranked #9th in terms of visitor frequency in Haldimand in 2018.

Gen Z (Born 1995-2010)



- Don't define themselves in only one way.
- Are radically inclusive.
- Have fewer confrontations and more dialogue
- Live life pragmatically, looking for truth behind all things.
- Buying becomes a way to express their individuality, so customization and personalization is key.
- Very tied to ethics and "take a stand"

For Gen Zers, the key point is not to define themselves through only one stereotype but rather for individuals to experiment with different ways of being themselves and to shape their individual identities over time. In this respect, you might call them "identity nomads." *

* McKinsey.& Company



Baby Boomer (Born 1944-1964 & Gen X (Born 1965-1979)

In addition to our Desired Tourist Profiles, these groups can be included in marketing to niche markets such as:

- Cycling
- Fishing
- Motorcycling
- Heritage & Culture

Reaching

Millennials & Gen Z

Age 15-40

Attracting:

- Stress authenticity of the experience
- Use bloggers to reach them
- Path "Less travelled" is appealing
- Want hidden gems —highlight uniqueness
- Love photo ops for their social media
- Enjoy festivals and unique local events

Sources:

Under 30 Experiences—[Why Millennial Travelers Are Seeking More Authentic Experiences](#)

Haldimand County & SWOTC—Discover New Markets & How to Attract Them Workshop

Globalwebindex—[Millennials Audience Report 2019](#)

TourismExpress—[2018 Typical Millennial Travel Habits](#)

We connect with young diverse travellers who want a short trip close to home, but far away from the busy city, and are yearning to get in touch with nature, and rural culture, in a quiet setting.



Real. Adventure.

Experience our rural culture and quiet scenic countryside.

Escape the busy city, and enjoy the Grand River and Lake Erie waterfront, trails and countryside, as well as unique local events and festivals. Discover your own adventure off the beaten path.

TourismHaldimand.ca



Reaching Millennials & Gen Z

Age 15-40

Twitter Post

 **Haldimand County** @HaldimandCounty - 5h
Get tickets for [Hagersville Rocks](#), July 24-25, country music concert held in a natural outdoor amphitheater. Visit [Tourism Haldimand](#) for places to stay, eat and see. #VisitHaldimand #realpotential #DiscoverON



© Snapshots by kris 2016

Facebook Post



Haldimand County Tourism

Published June 21, 2020

It's finally summer and time to get outside and enjoy the great outdoors.

Haldimand has undiscovered places to explore and get the perfect pic. See the [top 10 attractions and landmarks](#).

Visit [Tourism Haldimand](#) to find the places to eat, stay and play as well as festivals and unique local events. Get away from the busy work week and enjoy a few days in the quiet countryside.

@Ontariosouthwest @Ontariotravel



Reaching Niche Market - Cycling

Attracting:

- Use words like adventure, scenic, flat paved quiet roads.
- Use words Road Riding and Touring to describe the kind of cycling available in Haldimand
- Love beer and coffee stops
- Tie to other outdoor adventures, local events or unique things to see
- Position your business as bike friendly (offer free water fill up, bathroom access and secure lock up for bikes).

Sources:

Dunnville Grand Tour

[HUB Marketing to Cyclists Guide](#)

[We Love Cycling—4 Reasons to Drink Beer as a Cyclist](#) and [Why Do Cyclists Drink So Much Coffee?](#)

Leigh McAdam, Cycling Blogger—Hike Bike Travel

We connect with experienced cyclists who live in an urban environment, but wish they could bike on quiet, flat, paved country roads, and crave open spaces with beautiful farmland scenery.



Real. Adventure.

Experience our natural beauty
and small town charm.

Escape the city on your next cycling
adventure and discover our scenic
quiet country roads.

TourismHaldimand.ca



Reaching Niche Market - Cycling

Twitter Post



Haldimand County @HaldimandCounty - 5h
A morning ride along in Caledonia, along the Grand River (Rotary Riverside Trail). [Tourism Haldimand](#) has a variety of routes for every rider. #VisitHaldimand #RealPotential #ExploreOntario



Facebook Post



Haldimand County Tourism

Published July 13, 2020

Join the Dunnville Grand Tour for a recreational tour with routes ranging from 25—160 km, along the shores of Lake Erie, the Grand River and other scenic roads in Haldimand County. The event runs August 15-16, 2020.

Learn more and register at [Dunnville Grand Tour](#).

Visit [Tourism Haldimand](#) to find the best places to stay and eat as well as fun experiences you can have in Haldimand.

@DunnvilleGrandTour @OntariosSouthwest @OntarioTravel



Reaching Niche Market - Fishing

Attracting:

- Primary motivation is to experience nature
- Like to eat their catch
- Enjoy the thrill & challenge of landing a big one
- Crave the solitude / relaxing nature of fishing
- Enjoy the bonding experience with family/friends

Sources:

Tourism Marketing and Management—[What do Fishermen Value as a Tourist Experience?](#)

[An Evaluation of Motivations, Attitudes and Awareness of Tasmanian Recreational Fishers](#)

[Motivations of Marine Fishing tourists in the Westfjords, Iceland](#)

We connect with anglers of all abilities, who want to get away from the stress of work, experience nature and enjoy the thrill of freshwater fishing on the Grand River and Lake Erie.



Real. Adventure.

Discover a long line you actually like.

Get away from the daily grind and relax in the scenic countryside. Enjoy the thrill of catching your next meal, with 80 different species of fish found in the Grand River and Lake Ontario.

TourismHaldimand.ca



Reaching Niche Market - Fishing

Twitter Post



Haldimand County @HaldimandCounty - 5h

Smallmouth Bass caught this week in the Grand River, Caledonia. [Tourism Haldimand](#) lists best places to fish. #VisitHaldimand #RealPotential #explorecanada #DiscoverON



Facebook Post



Haldimand County Tourism

Published February 13, 2020

Don't miss licence-free family fishing this weekend! Four times a year, Canadian residents can fish in Ontario without buying a fishing licence:

- Family Fishing Weekend in February (February 15-17, 2020)
- Mother's Day Weekend in May (May 9-10, 2020)
- Father's Day Weekend in June (June 20-21, 2020)
- Family Fishing Week in July (July 4-12, 2020)

Learn more at <https://www.ontario.ca/page/licence-free-family-fishing>. Visit [Tourism Haldimand](#) to find the best places to drop your line. @OntarioTravel @Ontariosouthwest @FishWildlifeON

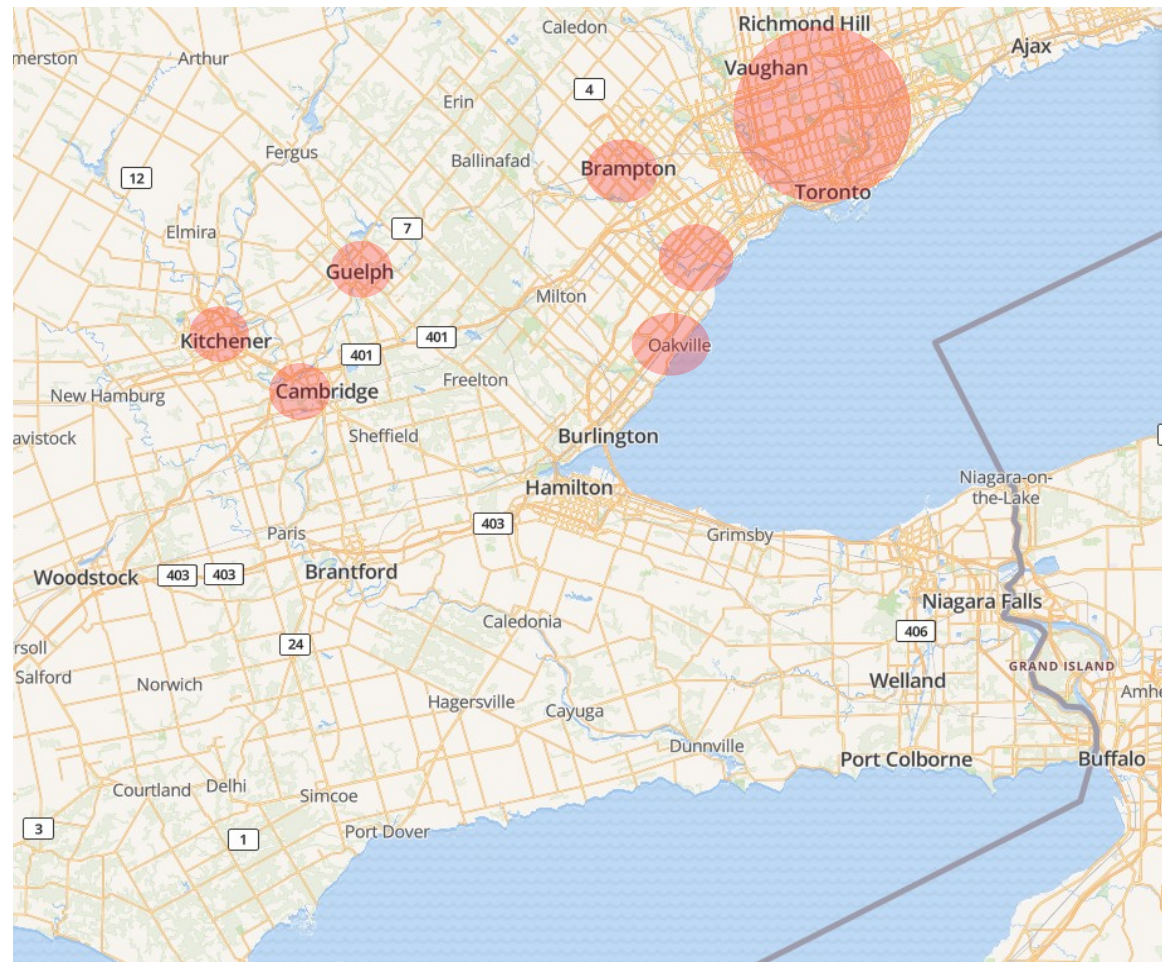


Targeted Locations

Emphasis on 100 Km and further—
Encourage overnight stays and increase overall spend.*

Focus on attracting communities past Hamilton in GTA—Accepting Hamilton as the number one source of visitors, Haldimand County should focus on marketing to regions in the GTA including Brampton, Toronto, and Richmond Hill. Since these visitors are located outside of market, by targeting them we are hoping to increase overnight spending.

*In-province (Ontario) overnight audiences are from at least 100 kilometers from their tourist destination (Celebrate Ontario, 2017)



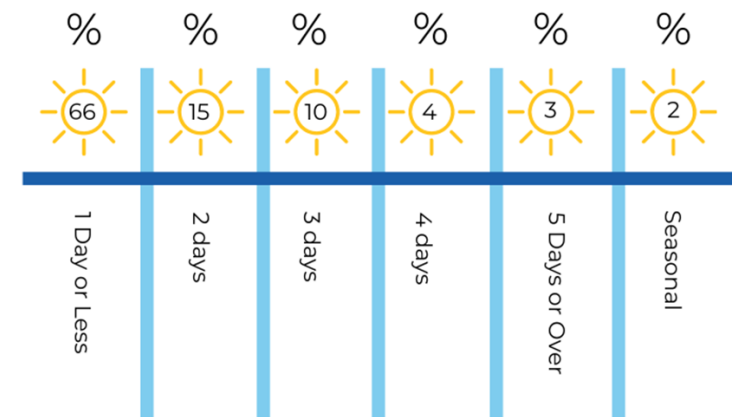
2019 Haldimand Visitor Data

Visitor Data is one metric used in forming our marketing plan and identifying shifts in traveler demographics and their preferences over time.

Visitors Primary Trip Activity



Visitors Length of Stay

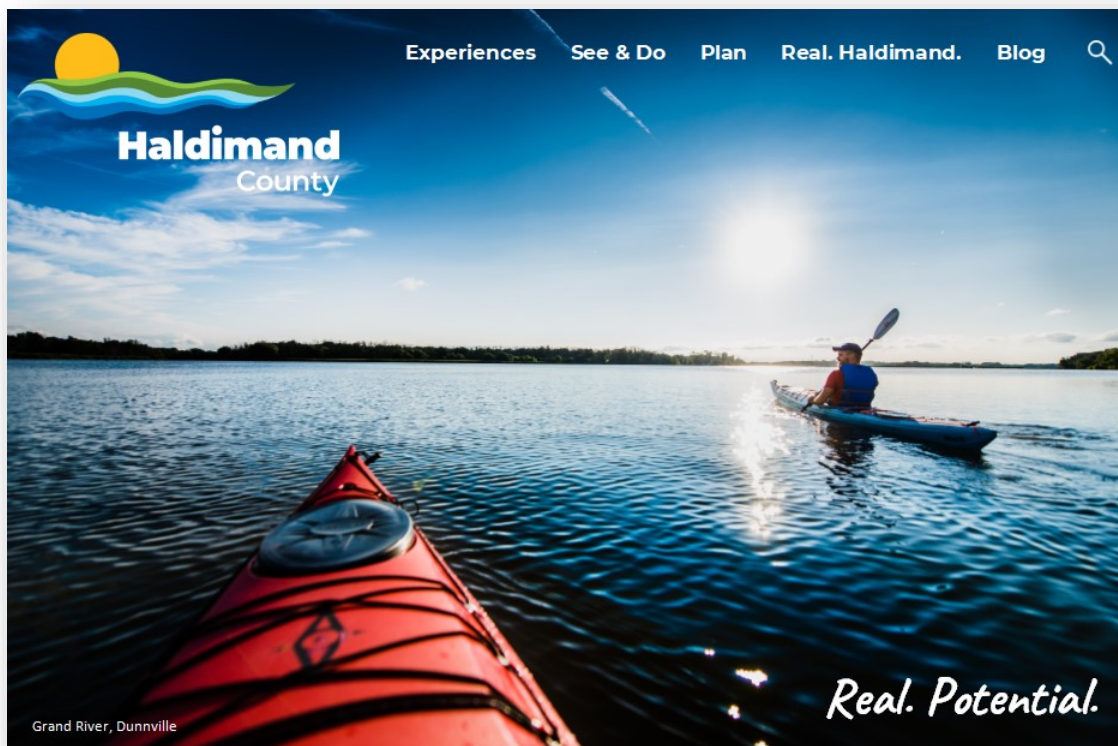


Visitors By City



2020 Marketing Plans

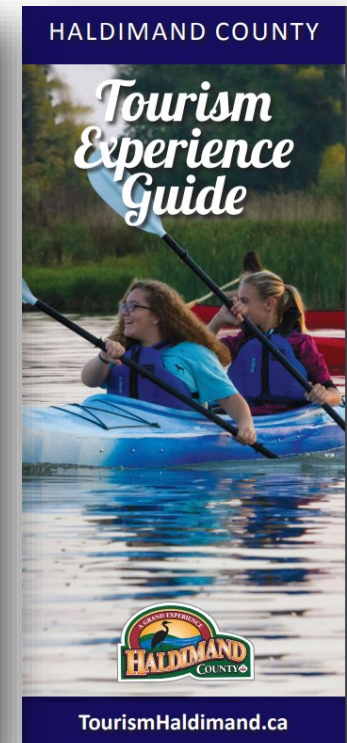
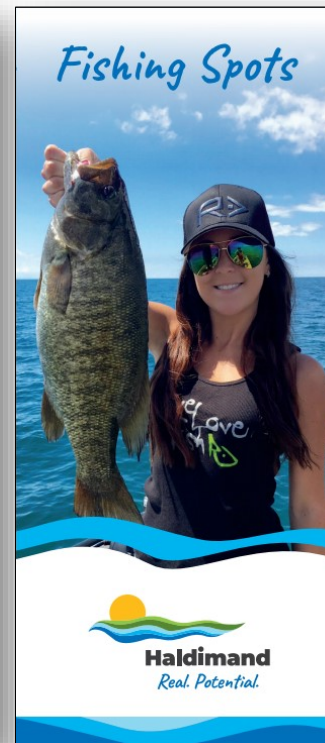
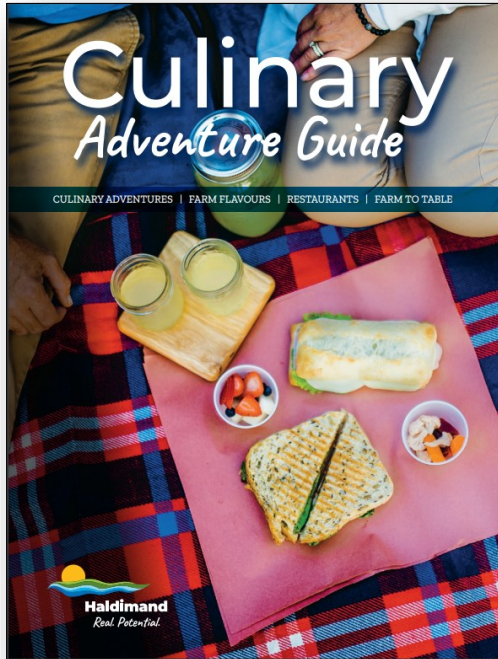
Launch of New Website: TourismHaldimand.ca



- Share via social media platforms
- Share via partners—SWOTC, Destination Ontario, businesses, Tourism Network
- Links on Haldimand County Website
- Share in Newsletter
- News Release
- Share with business community through tag on email messages
- Direct traffic to new website via marketing campaigns

2020 Marketing Plans

Maps & Guides:



Maps updated and redesigned in 2019, with new branding.

Redesign in Fall/
Winter 2020

2020 Distribution to:

- Tourist Information Centres in Haldimand County
- Tourist Information Centres in Ontario (by request)
- Cycle shops in surrounding communities (through Dunnville Grand Tour)
- Fishing map provided to bait & tackle shops in surrounding communities
- Consumer Shows and various events
- Local Businesses & at Trailheads

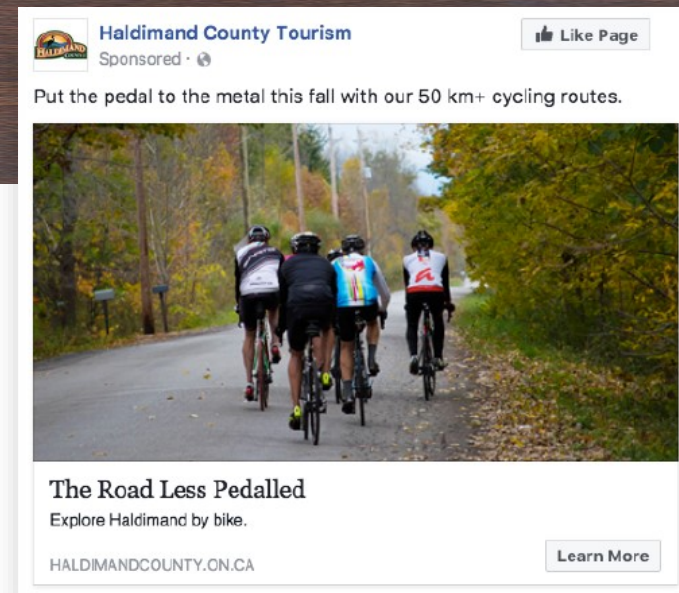
Divided into several smaller publications. To be more focused on themes (i.e. Made in Haldimand or Water Adventures). Listings removed as they quickly become out of date. Consider co-operative advertising model.

2020 Marketing Plans

Digital Content Development (20%)

- Facebook advertising campaigns
- Social Media Posts
- Blog
- Articles
- Website Content

2018 Facebook
Ad Campaign



Spring 2020 (April-June)

Facebook Ad Campaign (A/B Testing, determine interest and run most popular campaign)

1/ **Fishing**

Message: Discover a long line you actually like.

Targeted Demographic: Millennial, Gen X & Baby Boomer, angler, boaters, skewed male

Targeted Location: Oakville, Mississauga, Brampton, Guelph, Kitchener, Cambridge, Toronto

2/ **Cycling**

Message: Time to Hit the Road: 50km + cycling routes on flat paved country roads

Targeted Demographic: Millennial & Gen X, experienced cyclists, university/college educated, skewed slightly male, \$100K+ households

Targeted Location: Oakville, Mississauga, Brampton, Guelph, Kitchener, Cambridge, Toronto

Fall 2020 (September-November)

Facebook and/or Google Ad campaign

1/ **Experiences & Culinary**

Message: Get out of the city and enjoy some down time in the quiet countryside

Targeted Demographic: Millennial (including Urban Digerati), and older Gen Z, University and College grads, Urban

Targeted Location: Oakville, Mississauga, Brampton, Guelph, Kitchener, Cambridge, Toronto

Ongoing

Continue to:

- build content for website
- increase number of facebook subscribers
- posts on social media specifically to link to website content i.e.: Artisans & Interesting Characters

2020 Marketing Plans

Print Advertising (11%)

- Live Small Town Magazine
- Haldimand Press



Live Small Town magazine print ad

Ongoing 2020

Live Small Town—full page ad in each edition (4 issues per year) and use of the content on the tourism website

Targeted Messaging: Spring (March 16, 2020)—Fishing
Summer (June 8, 2020) —Outdoors / Festivals
Fall (September 14, 2020)—Cycling / Trails
Winter (December 7, 2020) —Culinary / Heritage

Targeted Reach: 15,000 copies circulated per issue

Targeted Location: Brant, Brantford, Norfolk, Oxford, Haldimand, Ancaster, Dundas, Waterdown and Flaborough.

Haldimand Press—ads as needed in specialty inserts i.e. Christmas shop local edition

Haldimand County Community Guide—(2 issues a year) Farmers Market Ads to promote local food.

2020 Marketing Plans

SWOTC Partnership (21%)

- Leverage RTO1 opportunities and promotions



Next Stop Taste Video featuring Richardson's Farm & Market

Spring 2020

- Explore video partnership for Exotic Car Experience
- Explore new Next Stop Taste partnership with interested businesses
- Explore Travel Trade FAM Tour

Cruise The Coast Partnership (15%)

- Map
- International Motorcycle Super Show
- Friday 13th
- Website
- Motorcycling E-Newsletter



Cruise The Coast Map

Spring 2020

- Participate in International Motorcycle Super Show as part of Cruise the Coast (see Consumer Shows)

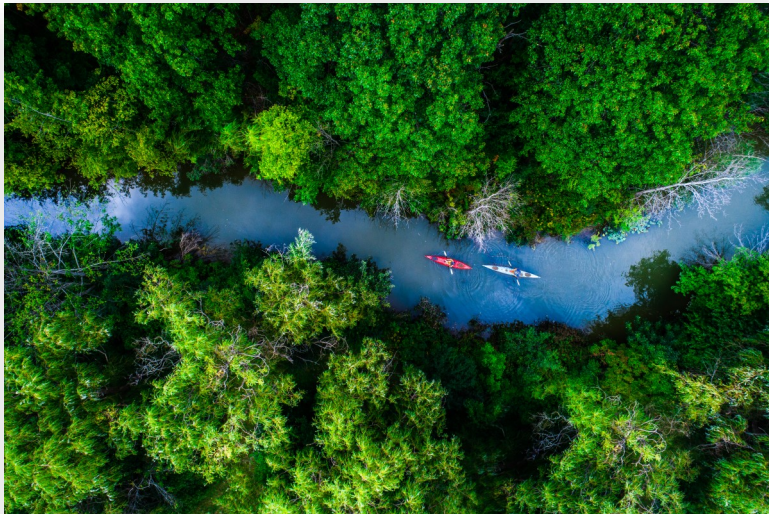
Fall 2020

- Cruise The Coast Map to be redesigned

2020 Marketing Plans

Graphics & Images (13%)

- Video and photographs that best represent the offerings and entice our desired demographic



2018 Photo Shoot of Grand River & Byng Island Conservation Area

Winter 2019/2020

Photoshoot in partnership with SWOTC - winter experiences, trails, and stock photography

Summer & Fall 2020

Photoshoot of tourism experiences/assets

Travel Writers/Bloggers (13%)

- Focus on Experiences where possible
- Exposure to new audiences and promoting Haldimand County
- Targeting demographic identified in Desired Tourist Profiles.



2019 Small Town Getaways Video

Spring 2020

Small Town Getaways Video Creation (featuring one community)

Target Demographic: Older Gen Z, Gen X and Millennials

Summer 2020

Host a blogger / videographer / writer—Target Audience: Niche Market—Cycling / Fishing

Fall/Winter 2020

Host a blogger / videographer / writer—Target Audience: Millennial / Gen Z focused

2020 Marketing Plans

Consumer Shows (5%)

- International Motorcycle Super Show (see Cruise the Coast Partnership)
- Toronto International Bicycle Show
- Local Festivals / Events



2020 Cruise The Coast Booth at Motorcycle Super Show

Winter 2019/2020

Participate in International Motorcycle Super Show as part of Cruise the Coast

- Targeting niche motorcycle market

Spring 2020

Partner with Dunnville Grand Tour to exhibit in the Toronto International Bicycle Show

- Targeting niche cycling market

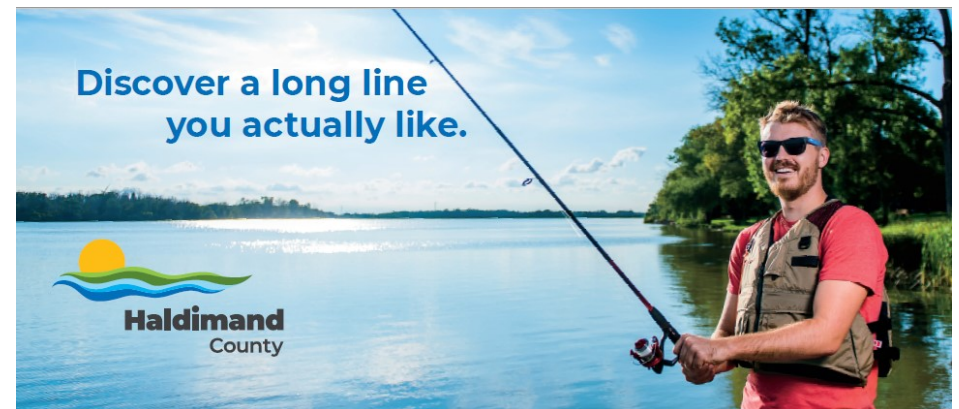
Summer 2020

Summer Student to attend various local tourist events

- Targeting visitors

Misc. (2%)

- Arena Boards



Spring 2020

Arena Boards installed in Cayuga, Caledonia, Dunnville & Hagersville Arenas

- Targeting fishing niche market as audience skews slightly male

Measurement

“Not everything that can be counted counts, and not everything that counts can be counted.”

— Albert Einstein

Digital Content Development

- Tourism Website Traffic—as we are currently designing a new website, it will take time to develop benchmarks for accurate analysis—Google Analytics*
- Social Media Marketing Campaigns—Social Media Analytics & Roll-up Marketing Report
- Social Media—Facebook Analytics*

Cruise The Coast Partnership

- CTC Website—Analytics from SWOTC
- Map Distribution—Numbers distributed
- Newsletter—Google Analytics from SWOTC
- Trade Show—Number of quality conversations

Travel Writers / Bloggers

- Bloggers provide analytical reports from social media following a story—Year-End Marketing Report
- Media Clippings—Year-End Marketing Report

Maps & Guides

- Statistics on maps printed & distribution has been compiled in past years, it is becoming a less valuable measurement as people move to mobile and digital formats. Digital maps views can be tracked via the Website through Google Analytics and as new digital mapping tools are developed, tracking will be enhanced.

*Statistics Provided in Quarterly Report to Council

HC Data Collection Program Annual Report (Biennial—next full survey will be held in 2021)

- **2019 Survey**— While over 400 surveys were collected in 2019, it represented a very small sampling number and is considered an exploratory survey. Data tracked included: Primary Activities; Length of Stay; Activities; and How they found out about Haldimand. Data provided insights into niche & target markets, and tourist profiles were generated from postal code.
- **2020 Plans**— to collect limited data from Tourist Information Centre staff and at community events held in Haldimand and instead work with stakeholders to better utilize the data that has been previously collected..

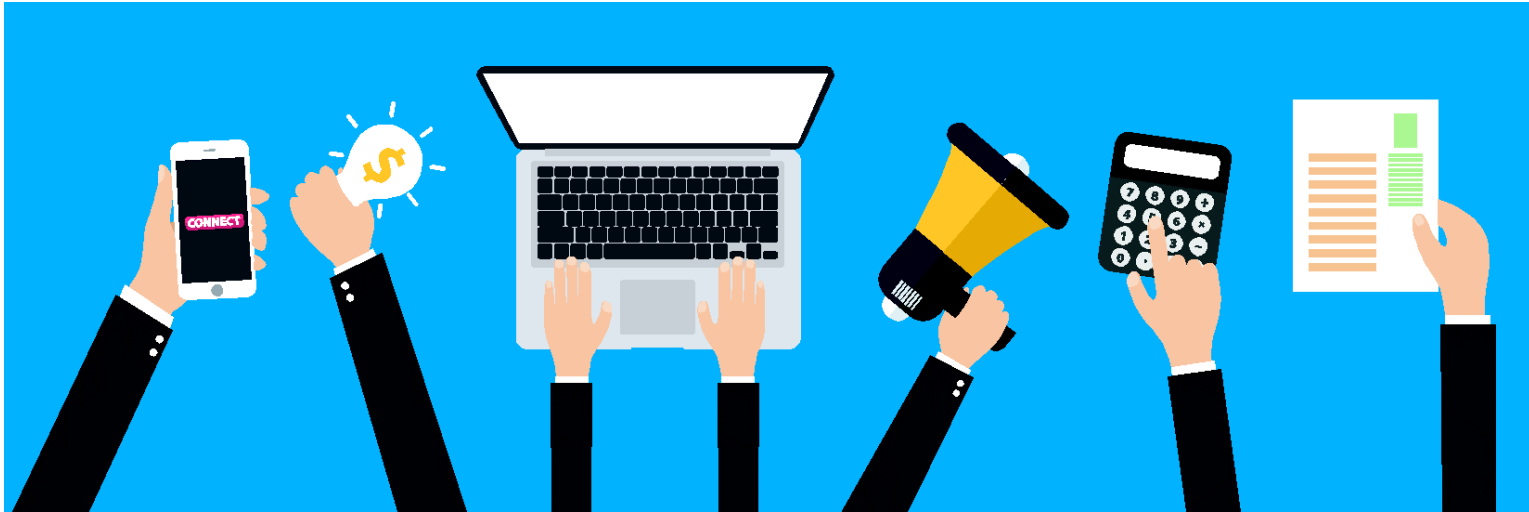
Total Number of Visitors and Spend

- StatsCan does not collect data to the municipal level (Census Sub-Division). In most destinations, tracking room night bookings (Occupation Rates) through hotels has been the gold standard in estimating the number of visitors and spend per visit. Haldimand County has no hotels and small motels and B & B's are reluctant to share their numbers—SWOTC Fall Business Survey & Haldimand County Data Collection Program

Besides anecdotal evidence from local businesses collected through the SWOTC Fall Business Survey and Haldimand County's Business Retention and Expansion program, it is difficult to accurately measure the impact of :

Consumer Shows
Print Advertising

2021 Marketing Plans



- Continue to Refine Target Markets
- Explore Toronto's Asian community as a potential market opportunity
- Consider including closest US Markets in targeted campaigns
- Continue to learn about and explore Travel Trade opportunities (group tours)
- Increase functionality of Tourism Website

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