

LANARK COUNTY

Tourism Marketing Plan 2018



Lanark County Tourism Marketing Activities and How You Can Participate

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Mission

Tourism in Lanark County encompasses everything that contributes to attracting visitors to the region. It celebrates the special people, places and experiences that are distinctive, engenders community pride, increases visitation and generates revenue.

Lanark County fosters and promotes sustainable tourism for the economic prosperity of our communities. To build on the growth of the tourism industry as a major employer and contributor to the local economy, efforts are placed on increasing visitation and length of stay within Lanark County.

Strategic Direction

Based on recent tourism research, Lanark County's 2017 tourism marketing strategy outlines activities geared to attract the ideal guest; defined by Ontario Tourism Marketing Partnership Corporation (OTMPC) as the "Knowledge Seeker" or by the Canadian Tourism Commission (CTC) as the "Cultural Explorer". In a collaborative manner, we will build on our strengths, enable partners and align efforts to foster the growth of tourism in Lanark County.

As detailed in Lanark County's Destination Development Plan 2015 to 2018, this annual marketing outlook describes the selected 2017 projects that support regional tourism development. Partnership with stakeholders and organizations that support tourism will bridge gaps in order to best meet the needs of the visitor.

Objectives

1

Destination Development

To develop the potential of Lanark County as a tourism destination, in order to increase visitation and length of stay.

2

Strategic Investment

To provide value to visitors, communities and their businesses, Lanark County will invest strategically to support the growth of tourism activity.

3

Authentic Experiences

To provide opportunities for visitors to engage in local culture through experience in order to build a strong sense of value.

4

Marketing & Promotion

To promote Lanark County as a place to visit by highlighting the region's authentic experiences, outdoor recreation and cultural heritage as it relates to the ideal guest.

5

Partnership for Success

To lead projects that support the common goals and strategic direction of Lanark County in cooperation with stakeholders and partner organizations.

Product Offerings

Product is developed to respond to expressed consumer demand. Through partnership, Lanark County is able to draw attention to ready experiences for visitors.



Seven Wonders of Lanark County



Ancestry & Genealogy



Bird Walks & Trails



Architectural Gems



Cycling & Running Routes



Winter Activities



Weddings & Celebrations



Festivals and Events

Maple Experiences



Canoe & Kayak Journeys



Maple Byways of Lanark County



Culinary & Local Food



Fishing & Lake Maps



Golf



Group Travel



Claims to Fame

- Rideau Canal; a UNESCO Heritage Site
- Discovery site of two internationally significant minerals and geology collection
- Olympic Champions and Equestrian Legends Ian Millar and "Big Ben"
- The Largest Colony of Showy Lady's Slipper Orchids in North America
- The Mammoth Cheese
- Summer home of the Marks Brothers
- Site of last fatal duel in Upper Canada
- Home of Captain Roy Brown, legendary fighter pilot
- Home of Hardy Boys author Leslie McFarlane
- Inspiration to musical legend Stompin' Tom Connors
- Early 1816 Perth Military Settlement Area is older than Canada
- Home of Canada's Mississippi River
- Named by National Geographic as one of the "Top 10 Maple Experiences in Canada"
- Guinness World Record for largest collection of maple syrup artifacts in the world
- RCMP's team of horses for the musical ride are raised at the Pakenham Breeding Farm
- Home of Juno Award Winners Jenny Whitely and David Francey
- Guinness World Record for most people running in kilts
- Home to National Historic Sites; McMartin House and Rosamond Woolen Mill
- Garlic Festival named one of the Top 10 Garlic Festivals in the World (Reuters U.K.)
- Home to Storyteller Wayne Rhonstadt
- Home to award winning author Tim Wynne-Jones
- Longest species of snake in Canada, the Grey Rat Snake
- Birthplace of Basketball legend Dr. James Naismith
- Summer home to R. Tait McKenzie, world renowned physician and sculptor
- Five-span stone bridge is the only one of its kind in North America
- St. Peter's Celestine Church is one of only three in Canada featuring Italianate decoration
- Stewart Park Festival and Heritage Mica Days named in the top 100 festivals in Canada by FEO
- Home to the Invention of "Lister Sauce" a.k.a. Ketchup
- Home to the Invention of the portable sewing machine, later adopted by Singer
- Development of the first-ever syrup treatment for whooping cough "Whoop-a-tone"
- The oldest continuously active citizen's band in Canada
- Canada's Oldest continuously operating golf course
- Longest operating flat water canoe club in Canada
- Home to the Findlay stove

Marketing & Promotions

Tourism marketing activities and promotions are designed to extend the tourism season beyond the core summer months in order to contribute to the sustainability and growth of the local tourism economy.

Destination Focused Marketing

Our focus remains on selected high yield markets and building on existing visitation.

Toll-Free Tourism Information Line

Visitors, businesses and organizations are equipped with Lanark County's toll-free Tourism Information line (1-888-4-LANARK), to respond effectively to information requests, provide travel advice, directions and referrals.

Customer Service Training

Lanark County will facilitate the delivery of familiarization tours to assist municipal front-line staff and visitor centre employees in addressing tourism related inquiries.

Visitor Focus

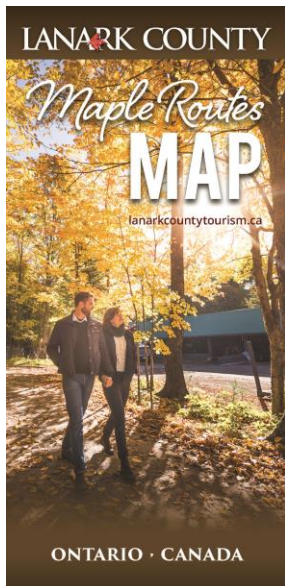
Lanark County's annual marketing campaign(s) target the independent traveller using a consumer-direct approach. Development efforts work to respond to the expressed interest of the visitor, in particular the knowledge seekers and cultural explorers.

Brand: Lanark County is the "Maple Syrup Capital of Ontario"

We are home to world champion, award-winning and multi-generational maple syrup producers. The concentration of sugar maple trees in Lanark County create the most dramatic display of fall colours in the world.

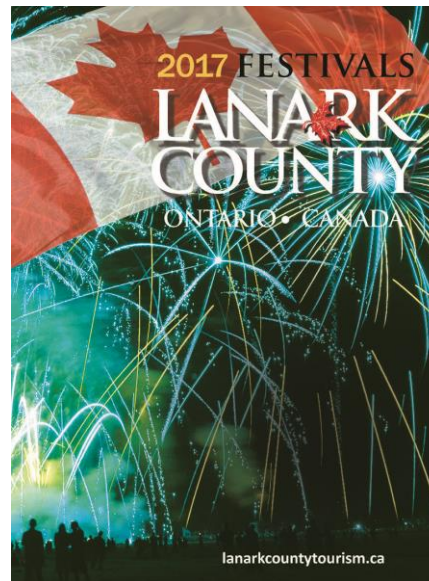
Marketing Tools

Stakeholders can add the Lanark County Tourism logo to marketing materials, letterhead, websites, videos and promotional items with approval.



Lanark County Maple Routes Map

Attractive and useful road maps of Lanark County are designed to respond to consumer demand. Partners are entitled to an unlimited supply. Maps are distributed to key locations throughout the province and by request.

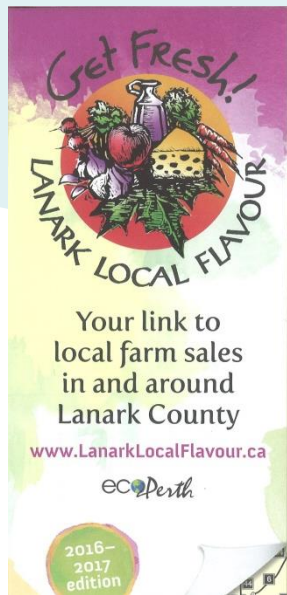


Lanark County Festivals and Events Guide

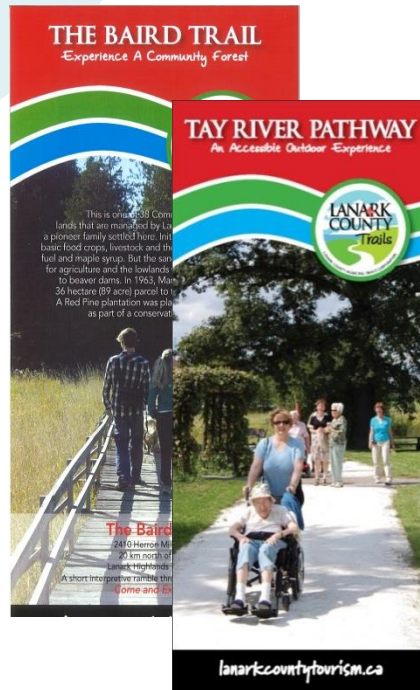
A comprehensive inventory of annual festivals was created to enhance awareness of tourism events in Lanark County and to drive people to visit www.LanarkCountyTourism.ca to learn more.

Partner Publications

Lanark County Tourism also supports the development of guides and maps created by local experts, in order to best serve the visitor. Detailed information is often requested by telephone or in person at information centres across the County. The publications pictured below exemplify the results of key partnerships that have shared an interest in promoting experiences on a regional platform in partnership with Lanark County. Below: Lanark Local Flavour, Tay River Pathway, Bird Watching Journeys, Lanark County Museums Network, Canoe and Kayak Journeys.



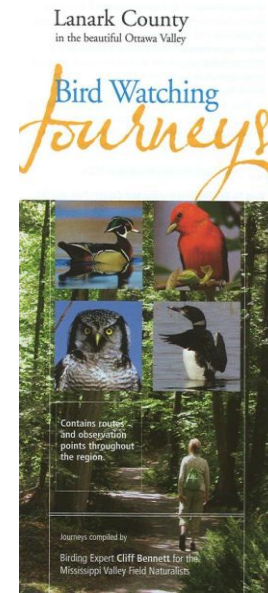
2014/15/16/17



2009/2010



2007/2008



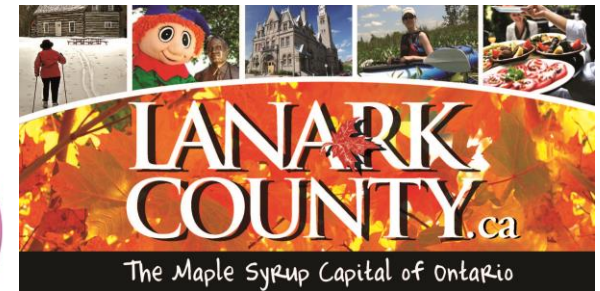
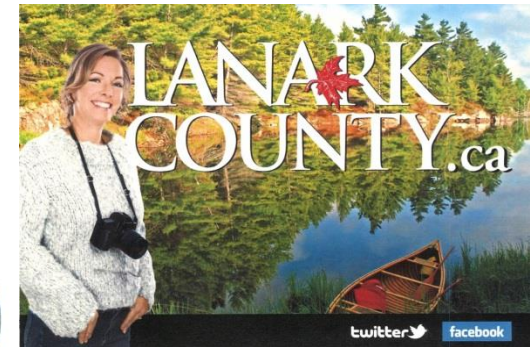
2008/2009



2006/2007
2010/2011

Signs and Billboards

To complete the visitor experience, Lanark County invests in directional signs throughout the County. New in 2016, a billboard was installed on Hwy 7 near Silver Lake, and visitor information signs have been created with municipal partners (eg. Carleton Place sign pictured below).




Promotional Methods

Social Media

Social Media Marketing is a cost-effective forum for expanding market reach. The Lanark County tourism Facebook page is linked with the Lanark County Twitter account. Each fan base has reached over 1500 dedicated followers, and interaction on social media platforms continues to grow.

 Tourism Facebook Page: <http://www.facebook.com/pages/Lanark-County-Tourism/184783205643>

 Tourism Twitter Page: <http://twitter.com/LanarkCounty>

 YouTube Channel: <https://www.youtube.com/user/LanarkCountyTourism>

 Instagram Feed: <https://www.instagram.com/lanarkcounty/>

Media Relations

To maximize impact in a competitive industry, Lanark County acts as a resource for travel & local media in order to obtain cost-effective exposure and editorial coverage. To build media relations, Lanark County attends the national travel media conference annually and hosts familiarization tours upon request.

Lanark County Tourism Website

A consistent online presence is essential for the provision of detailed tourism information. www.lanarkcountytourism.ca is a dynamic site that features quick links to tourism products, events, communities, brochures, events and businesses.

Target Market

Lanark County focuses its tourism efforts to audiences selected for the highest return on investment. Analysis indicates that the profiles most sensible for Lanark County is the **Knowledge Seeker**.

Specific to Lanark County, the most recent statistical research compiled by the Ontario Ministry of Tourism shows visitation trends with a noticeable pattern of travel from Ottawa, followed by neighbouring counties in Eastern Ontario.

Currently, guests are primarily adults without children travelling for leisure, typically travelling between one to three hours from home). It is clear that visitation has increased over time, and that most guests visit between July and September.

With regional partners, we have the potential to create more interest from international markets.

The **Connected Explorer** has been identified as the target market for our region, Ontario's Highlands. Lanark County's offerings will be adapted to suit these regional programs.

Desire to explore the arts

93% visited museums/places of interest (59% is avg)



KNOWLEDGE SEEKERS

Knowledge Seekers are couples in or nearing retirement, aged 55+, with a higher income. They are entering a new phase of life as empty-nesters with the time and money to enjoy themselves, and travel is a part of this new lifestyle. They are looking to understand the places they visit by getting exposure to local customs. Trips usually last 8 days as they want to fully appreciate where they are and explore all aspects of history, art and culture. Travel for them is about expanding their knowledge and stimulating the mind.



Booking online

50% use accommodation websites; 42% use online travel agencies



Looking for cultural appreciation

81% are seeking knowledge and cultural travel experiences



Mental stimulation trumps R&R

54% see themselves as knowledge seekers (23% is avg)



Discovering new surroundings

90% like to see local architecture and unique cityscapes



Planning trips

51% rely on family and friends for travel tips (above average)



Cultural Understanding
explore Expand your knowledge
 Drive to learn History
 Enriching Stimulate the mind
rediscovery
 Galleries Landmarks
 Art & Design Museums
Baby Boomers New & Different
 Zoomer Second act

Knowledge Seeker

7% of Ontario Market



Demographics



Employment: 57% Employed
32% Retired

Age: 18-34 - 13%

35-54 - 33%

55 or older - 54%

Household Income: \$102,480

Average Annual Household Travel Budget - \$4,713

Household Composition: Couples with no children

Geographic Location: GTA - 7.9%

Other Ontario - 5.2%

Montreal - 7.8%

Travellers in this segment are looking to appreciate and understand the places they visit. Their trips are typically about expanding their knowledge and stimulating their minds rather than resting and relaxing. They are driven by a desire to explore culture, history, architecture and natural landmarks and often focus on sightseeing, museums, galleries and historical sites.

Social Values

Top Defining Values

Is completely open to diverse cultures, lifestyles and ideas

Feels financially secure

Loves the fine arts and high culture

Is generally an optimistic person

Is a confident person

Consider themselves to be youthful in spirit

Likes to have everything planned in advance

Is more adventurous than most of their friends

Bottom Defining Values

Does not find their life to be too stressful

They do not find themselves to be the life of the party

They are usually not the first among their friends to try something new

Travel Values

A Knowledge Seeker will:

Find it enriching to be exposed to the local customs and routines of people in another country

View local architecture or city scapes that are different from their own

Take their time at historical sites and museums

Experience arts and culture

Be comfortable travelling with groups of people

When possible, plan pleasure travel around visiting the world's most famous sites and destinations

Share stories back home after their travels

Thoroughly plan their trips in advance

Visit small towns and villages when they travel

A Knowledge Seeker will avoid:

Choosing a pleasure travel destination based on what is currently popular

Choosing travel destinations they know well

Feeling uncomfortable having to adjust to unfamiliar locations, foods, people, and language

Experience Appeal and Travel Behaviours

10 Most Appealing Activities

1. Visiting scenic landmarks
2. Visiting places of historical interest
3. City sightseeing on their own
4. Visiting museums and galleries
5. Visiting small towns and villages
6. Dining in fine restaurants
7. Organized sightseeing
8. Visiting national or provincial nature parks
9. Touring by bus, boat, or train
10. Attending theatre, concerts, or dance shows

3 of the Least Appealing Activities

1. Visiting theme/amusement park
2. Visiting wineries
3. Visiting night clubs or other places of entertainment

Last Trip

Average party size per trip - 2.7
 Average trip length (in days) - 8.0
 Maximum spend per trip - \$4,486
 Average spend per person in travel party - \$1,386

Key Differentiators

1. Visited museums/places of interest
2. To explore and learn is the main benefit of the trip
3. Seeking knowledge/culture travel experiences
4. Self describe themselves as Knowledge Seekers

Trip Benefit Profile

1. To see or do something different
2. To explore and learn
3. To create lasting memories
4. To gain knowledge of history, other cultures
5. To experience different ways of life

KNOWLEDGE SEEKERS

Top Trip Planning Sources

Informational Sources

1. Friends/family/colleagues
2. Travel Guides/Books
3. Brochures/Pamphlets

Internet Sources

1. Review sites
2. Official destination websites
3. Accommodation websites

Media Consumption Habits

Read Newspaper - 77%
 Daily Print - 68%
 Travel Section - 34%
 Read Magazines - 74%
 News Magazines - 32%
 Travel Magazines - 32%
 Using Internet - 90%
 Travel Websites - 52%
 Watch News Online - 56%
 Watch Travel Shows Online - 31%
 Listen to News/Talk Radio - 49%

Key Descriptive Words

Galleries Expand Your Knowledge Museums New & Different

Baby Boomers Drive to Learn Stimulate the Mind Art & Design

Second Act Cultural Understanding History Enriching Rediscovery Explore

Zoomer Landmarks

Attracting Target Markets

Lanark County's tourism activities aim to present authentic ways to experience our geography, people and culture. As the destination marketing organization (DMO) for Lanark County, we are able to contribute to common goals, liaise with municipal partners, tourism interest groups, local operators, regional tourism organizations and provincial industry advisors.

Targeted Promotions 2018

1. Social Media Communications

- Themed articles on Facebook with links to the Lanark County Tourism website and Twitter feed
- E-Brochures on Pinterest with links to online articles
- Building presence on Instagram by showcasing amazing photography of our region, while following Lanark County organizations
- Updates to Lanark County organizations/businesses on TripAdvisor
- Strategic use of Hashtags for greater reach, specifically: #LanarkCounty #MapleCapital #ComeWander #DiscoverON
- Festival and event listings are shared with regional, provincial and Canadian websites

2. Lanark County Festivals & Events Guide

- Themed annual publication showcasing festival photos and articles about visiting Lanark County

3. Lanark County Maple Routes Map

- Themed, multi-year publication highlighting The Ultimate Maple Adventure (year-round maple experiences), The Maple Trail (seasonal sugar camps), The Seven Wonders of Lanark County (sites of natural and built heritage), The Maple Byway Tours of Lanark County (Heritage Driving Tours), road map complete with back roads, trails, public lands, museums, lots and concessions

4. Lanark County Tourism Website

- Geared to the Knowledge Seeker, learning experiences, articles, videos, social media interactions and events are highlighted. A full tourism database with website links, map locations and TripAdvisor reviews allows visitors to create a custom tour, print directions and order free brochures.

5. Travel Media

- Story ideas are developed and pitched to freelance travel writers to gain editorial coverage.

6. Travel Trade

- In partnership with OHTO, themed regional tours are developed and pitched to international travel organizations in order to enhance our profile in the industry and encourage international group visitation.

Proposed Advertising 2018

1. Radio Campaign

Airing on Lake 88.1 and My FM, a series of commercials highlighting tourism experiences for the local community, seasonal residents (cottagers) and visiting friends & relatives. Target: Independent Travellers. Reach of over 44,000 people in Lanark County, United Counties of Leeds & Grenville, as well as Renfrew County.

2. Best of Ontario

Ontario Tourism Marketing Partnership (OTMPC) Marketplace ad highlighting Lanark County as the Maple Syrup Capital of Ontario. Distributed in the U.S. and Ontario. Target: Independent Travellers. Reach of 1,666,000 people.

3. Ottawa Sun

Participation in the annual feature article highlighting Maple Season. Distributed to subscribers mostly in Ottawa. Target: Independent Travellers. Reach of 45,442 people.

4. Event Promotion

Proposal to "Boost" event posts on Facebook throughout the year to selected geographic areas in eastern Ontario such as Ottawa and Kingston . Target: Independent Travellers. Reach estimated at 200,000 people.

5. Getaway Contest

In partnership with the Ottawa Citizen, Lanark County's "Small Town Canada" experience will be marketed to New York State, Pennsylvania, and Massachusetts. Spa and shopping experiences will be marketed to Quebec. This Facebook contest offers a \$1,000 getaway in Lanark County. Target: Independent Travellers. Reach estimated at over 400,000 people.

6. E-brochures

Development of "infographics" or "e-brochures" for use on social media platforms, namely Pinterest. Organic reach promises to be greater than Facebook or Twitter. Target: Independent Travellers. Reaching an estimated at 50,000 people.

7. Regional Campaign

In partnership with the Ontario's Highlands Tourism Organization (OHTO) and LeBoat to collectively market to international travellers for 3 years at \$5,000 per year (Report #T-05-2017). This is year 2. Target: Independent Travellers. Reach of over 5,260,000.

8. Visitor Maps

Municipal Partners have expressed interest in a paper tear-off map of the County for use in Lanark County Visitor Centres and Municipal Offices. Target: Visitors to Lanark County. Reach of an estimated 3,000 people.

Travel Influencers

Shifting Demands

Internet research has proven to be indispensable as a resource for trip planning, and has heavily influenced a trend of last-minute and pre-packaged vacations.

Advances in Technology

A continued trend towards the use of mobile technology and global mapping has shortened the planning cycle and influenced the way people travel. Rather than ordering printed guides and in advance, information is sought en-route and on-site.

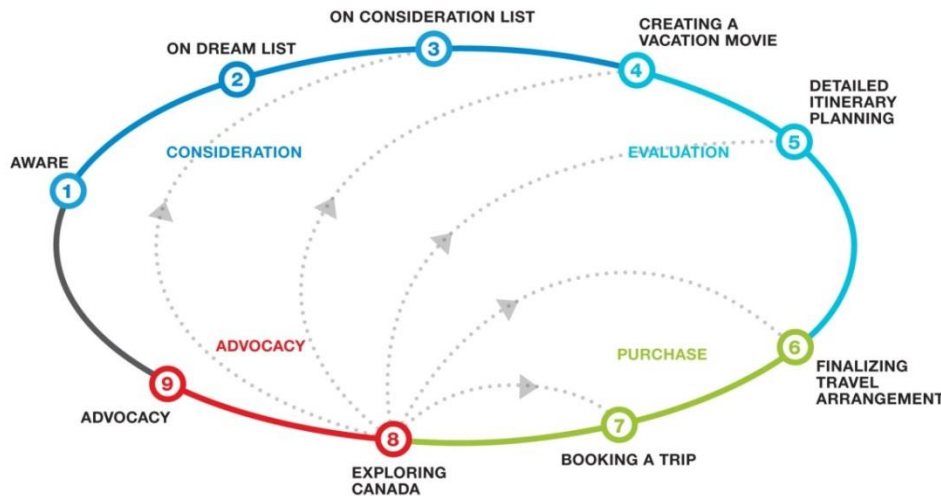
Economic Trends

Visitation is impacted by the value of the dollar, energy costs, transportation, passport legislation, security procedures at border crossings, health and safety issues, changes in world markets and declining disposable incomes.

Industry Changes

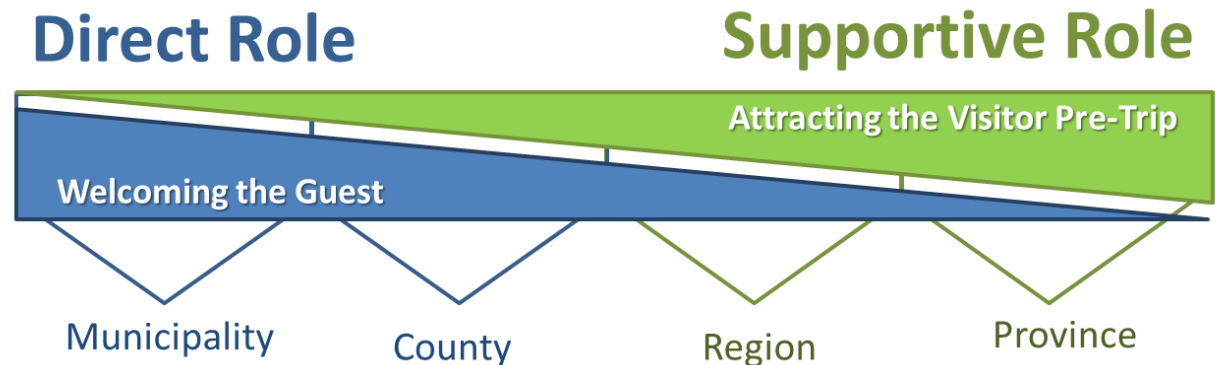
Ontario's Regional Tourism Organizations will continue to work in conjunction with the Ontario Ministry of Tourism and local destination marketing organizations to set tourism strategies that support growth on a regional and provincial level.

PATH TO PURCHASE



Partnership Development

Aligning efforts and resources to enhance Lanark County's tourism experience is a critical driver of the Marketing Strategy.



Lanark County will continue to cultivate new partnerships and build on existing relationships with stakeholders and groups that support tourism.

Stakeholders	all tourism businesses in Lanark County
Municipal Partners	municipalities that contribute a component of their tax levy to the Lanark County Tourism Department
Promotional Partners	organizations, associations and groups that cooperatively promote the area
Tourism Partners	government organizations and groups representing multiple organizations that have identified Tourism as a priority
Sponsors	organizations and associations that support the efforts of Lanark County Tourism both financially and in-kind

Performance Measures

Statistics

Targeted marketing programs and activities are evaluated for effectiveness and return on investment by:

- Website visitation tracking (source: Google Analytics)
- Social Media Reach (source: Facebook Insights)
- Daily direct sales tracking via 1-888-4LANARK (source: manual tracking)

Resources

Visitation data may assist with evaluation of marketing initiatives. Sources of area research may include:

- Statistics Canada Regional Tourism Profiles
- Ontario Ministry of Tourism, Tourism Research
- Ontario Tourism Marketing Partnership
- Canadian Tourism Commission
- Ontario's Highlands Tourism Organization
- Parks Canada
- Ontario Parks
- Visitor statistics collected by Information Centres and tourism partners

Opportunities

1. Collaborate to Compete

- ☐ Participate in building consensus around the roles and responsibilities in tourism development
- ☐ Align with the existing Tourism Strategies and Economic Development Plans (refer to Resources)
- ☐ Take part in a local tour showcasing your tourism assets
- ☐ Model collaboration by working with other organizations to better serve the visitor

2. Focus on the Ideal Guest

- ☐ Enlist key employees and local ambassadors in tourism training
- ☐ Update your messaging and images to appeal to the knowledge seeker, and share them with partners

3. Raising the Bar on Visitor Value

- ☐ Gear offerings to the knowledge seeker
- ☐ Identify a local festival with which you could partner to build an experience
- ☐ Record what your visitors request, and partner with others to provide it
- ☐ Consider offering a "Signature Experience" for Ontario or Canada

4. Invest in Product Development

- ☐ Strengthen food and beverage opportunities
- ☐ Encourage partners to take part in a themed route that presents a journey for visitors
- ☐ Offer a package that provides added value such as “behind-the-scenes” opportunities
- ☐ Engage the theatrical community to tell your story or theme that connects you to Lanark County
- ☐ Work with transportation options to make travel more fun and easy for visitors
- ☐ Help make memories for guests in your community

5. Promote, Connect and Build Relationships

- ☐ Participate in the OH!vation program to find opportunities that better serve the visitor
- ☐ Track and report visitor trends or changes in tourism revenues from year to year

6. Operational Excellence

- ☐ Evaluate your offerings and make innovations regularly
- ☐ Commit to world-class Service Excellence

Resources

[Destination Development Plan 2015 to 2018](#)

Tourism Studies and Statistics

- Lanark County Tourism Statistics Report 2017
- [Rideau Canal Heritage Corridor Visitor Experience Opportunities Concept – 2014](#)
- [Tourism Structures Industry Comparison Survey Summary 2013](#)
- [Premier Ranked Destination Framework \(PRDF\) Final Report – 2011](#)
- [Ontario Ministry of Tourism Competitiveness Study \(The Sorbara Report\) – 2009](#)
- [Lanark County Tourism Business Plan & Executive Summary – 2004](#)
- [Heritage Transportation Project 1995](#)
- [Tourism Master Plan for the County of Lanark – 1988](#)

Coming soon:

Lanark County Economic Development Plan
Economic Impact Study for Tourism along the Rideau



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