



Norfolk
COUNTY
Ontario's Garden

Norfolk County Tourism & Economic Development

Marketing Plan 2016-17

June 21, 2016

Norfolk County Tourism & Economic Development builds its programs on information, research and feedback. We listen to customers, business owners, community groups, marketing partners, thought leaders, advisory boards, and Council. We also align our goals and objectives with the Corporate Strategic Plan and the Economic Development Strategy. Intuition, creativity, cooperation and common sense also shape our plans. Join us in promoting Norfolk County: Ontario's Garden.



Clark Hoskin
Manager, Tourism & Economic Development

Economic Development Strategy Priorities

1. Unify the County with a strong vision and direction for future community growth and identity development
2. Make economic development a County priority
3. Nurture and grow Norfolk County's emerging industries (tourism, entrepreneurship, green energy, creative economy) to strengthen and help diversify the County's local economy
4. Strengthen Norfolk County's networking capacity, increase collaboration, and grow partnerships
5. Provide support for Norfolk County's traditional industries (manufacturing, agriculture)

Links to Development Process

Norfolk County's Tourism and Economic Development office is an active participant in the municipality's development process. We are an integral part of the Development & Cultural Services Department, which also includes:

- Building & By-Law Enforcement
- Community Planning
- Development & Cultural Services Administration
- Heritage & Culture
- Tourism & Economic Development

The Tourism & Economic Development Division is a commenting agency on land-use development applications circulated by Community Planning. Our staff are also members of:

- Development & Cultural Services Management Team
- Corporate Leadership Team
- Operational Leadership Team

Realities

Currently, Norfolk County has certain restrictions for large industrial developers (e.g. automotive manufacturing, large food processing, major water users, etc.) due to the following factors:

- Limited inventory of industrial zone lands within urban serviced areas
- Lack of water / sewage treatment capacity in most urban area systems for volume users
- Provincial water source protection policy restricting manufacturing uses on industrial lands
- Provincial land-use policy restricting designation of agricultural lands as industrial

Marketing Focus

Redefine *Norfolk County: Ontario's Garden* as a place that is welcoming and helpful to existing and new entrepreneurs and visitors to invest more money or more time here.

Target Markets

Investment Attraction / Expansion

Norfolk County's target for investment attraction and business expansion developments are:

- Entrepreneurs, site selectors and developers with access to capital
- Value-added agrifood processing and innovation
- Sustainable tourism investment and product development, agritourism and agritainment
- Roofed accommodation development along waterfront, in unique settings and in urban areas
- Clean, light, advanced manufacturing; creative industries, professionals, cultural industries

Destination Tourism / Hospitality

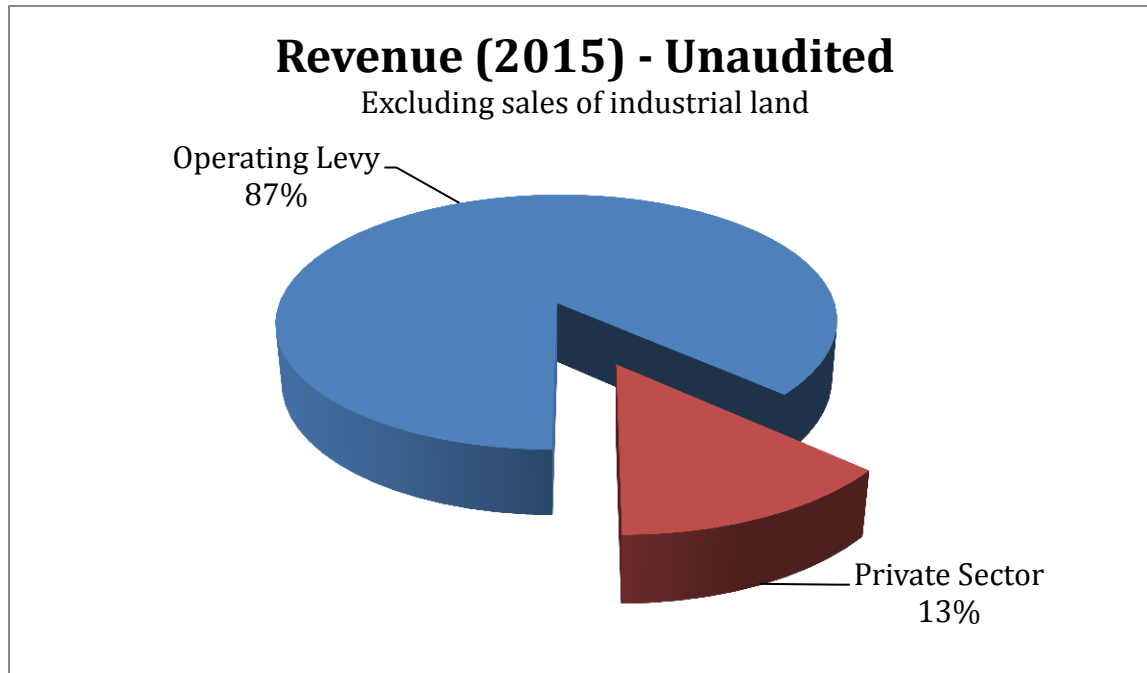
- Affluent leisure travelers (young singles, mature couples)
- Travellers interested in culinary and local food (wineries, craft breweries, restaurants, farm gate sales, agritourism), sustainable outdoor activities (cycling, birding, hiking, gardening)
- Extended overnight stays from Greater Toronto Area, Ontario and border U.S. States.

Marketing Programs and Activities

Norfolk County Tourism & Economic Development delivers cooperative marketing programs in partnership with industry partners. Annual budget covers promotion, advertising and communications activities. Experiences and messages generated by Marketing Partner Program participants supply content to marketing tactics. Marketing partners pay an annual fee for services. Advertising opportunities are available in publications, on websites and in other marketing campaigns. There are no editorial or "advertorial" opportunities for advertisers in the publications.

Budget

Norfolk County typically receives more than \$120,000 per year from private-sector contributions to offset the cost of its marketing initiatives, signage programs and workshops. This is a very healthy amount for the size of the municipality, compared to other communities. The approved budget for 2016 for the Division as a whole is \$930,100.



Performance Evaluation

Targeted marketing programs and activities are evaluated for effectiveness and return on investment through tracking website visits via Google Analytics, enquiries, visitor services, and earned media placement. Visitation data may assist with evaluation of marketing initiatives. Feedback from Marketing Partners on an ongoing basis, as well as at annual Marketing Partner Focus Groups, is also essential to evaluate performance.

Content Development

News for Travellers

On an ongoing basis, Norfolk County staff post news stories about partners and experiences on the norfolktourism.ca news blog.

These blog posts are promoted through social media:

- [twitter/norfolktour](https://twitter.com/norfolktour) and [norfolkfarms](https://twitter.com/norfolkfarms)
- [facebook/norfolk.tourism](https://facebook.com/norfolk.tourism) and [norfolk.farms](https://facebook.com/norfolk.farms)
- [Instagram/norfolktourism](https://instagram.com/norfolktourism)


Content from blog posts is collected and published in Norfolk Getaways and Norfolk Flavours email newsletters.

Content derived throughout each marketing cycle assists in developing editorial content for the annual Experience Guide / Map and other publications and promotions.

New stories and announcements are also used in media relations to lure writers and bloggers to Norfolk County to write and publish an article.


Latest News

[View All](#)




Top 10 Things to Do in Norfolk County

Each month, 96 million travellers make more than 320 million unique visits to the TripAdvisor website – and thousands of them visit Norfolk County as a result. According to the wisdom of that influential group of travellers, here are the Top 10 Things to Do in Norfolk County: [Li](#)




Long Point Eco-Adventures hosts Smugglers Run Trail Race

The third annual Smugglers Run Trail Race will take place on the trails of Long Point Eco-Adventures and the St. Williams Conservation Reserve on Sunday, July 3rd starting at 8:30 am. New distances for runners will be offered this year including a 5, 10 and 15 km trek through the Caro



Outdoor films at Waterford museum

The Starlite outdoor theatre returns to the Waterford Heritage & Agricultural Museum this summer! Join us for an evening screening under the stars fit for the whole family. Bring your own blanket or lawn chair for a night of Hollywood entertainment on the museum's outdoor grounds.



Burning Kiln Winery celebrates 5th Anniversary

Burning Kiln Winery is celebrating 5 years of award-winning wines with the release of a brand new sparkling wine, 'Sparks'. Since releasing the first vintage in 2010, Burning Kiln Winery has received over 55 awards for their collection of VQA wines. To celebrate the 5-year milestone,

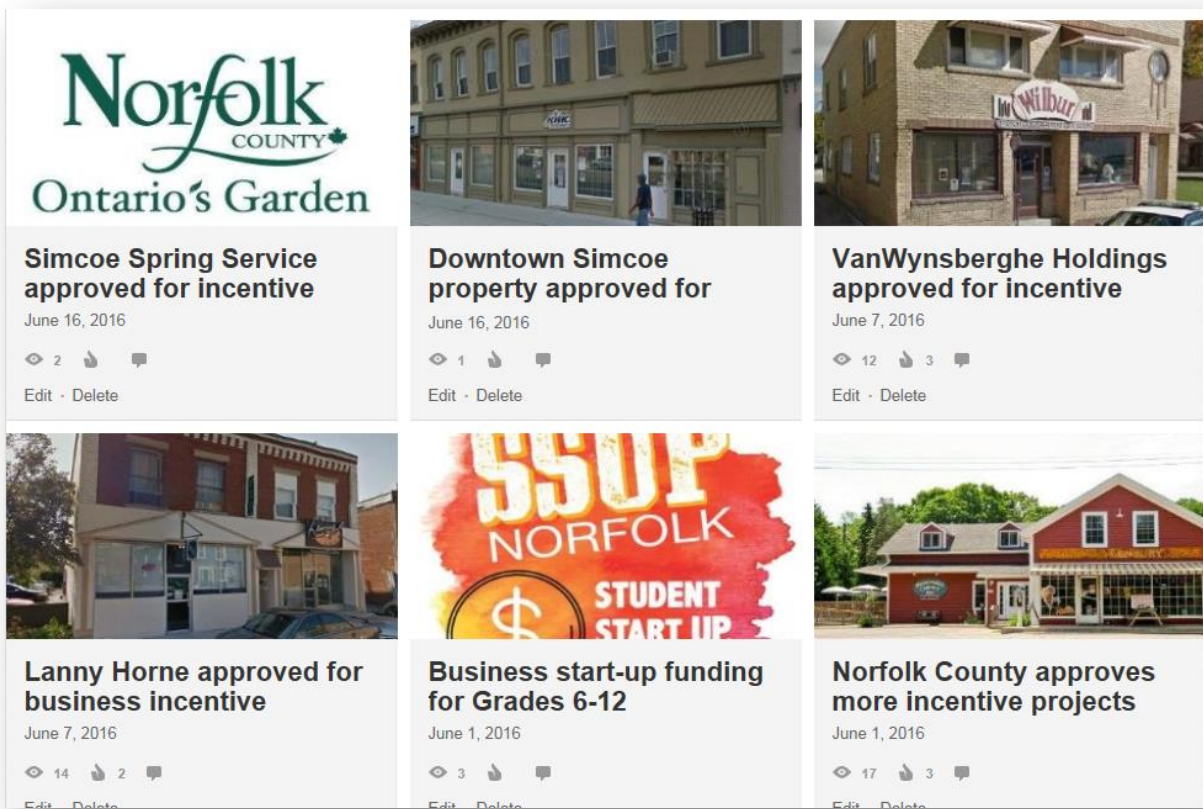
Development News Blog

News stories about new business developments and announcements are posted on the norfolkbusiness.ca news blog (News > Latest News).

These blog posts are promoted through social media:

- [twitter/investnorfolk](https://twitter.com/investnorfolk)
- [facebook/investinnorfolk](https://facebook.com/investinnorfolk)
- [LinkedIn/groups/4177426](https://www.linkedin.com/groups/4177426) (Norfolk County Development Growth)

Content from blog posts is collected and published in the Development News email newsletter.



Video

Norfolk County has developed and maintained an extensive library of video footage, primarily featuring our landscapes, towns, beaches, forested areas, trails, businesses and local food.

Public Domain Library

The video footage uploaded to [youtube.com/norfolkcounty](https://www.youtube.com/norfolkcounty) is owned by Norfolk County. It can be used free of charge by local businesses, video editors, media and TV producers for inclusion in video productions. Video editors can request clips from the library with two conditions: they must credit Norfolk County Tourism in the final video, and they cannot resell the video footage supplied by Norfolk County.

Signature Videos

Norfolk County has commissioned the professional production of four signature videos, which are presented at public gatherings, embedded into Norfolk County websites and promoted via social media. Norfolk County residents are encouraged to share the videos through social media.



Norfolk County: Ontario's Garden - Long Video

Total Views*: 27,808 (+26%)



Norfolk County. Entrepreneurs grow here.

Total Views*: 8,816 (+27%)



Norfolk County: Ontario's Garden - Short Video

Total Views*: 8,611 (+24%)

*As of June 16, 2016



Norfolk County: Promising and Reliable as a Sunrise

Total Views*: 2,962 (+13%)

Rough Cuts

Norfolk County staff occasionally use consumer video-editing software to produce short videos to maximize usage of the extensive video library. These videos are used in seasonal social media promotions and to generate desire among tourists to return to Norfolk County for a visit.



Trip to Tip of Long Point - Norfolk County, Ontario,...



Blockbuster Summer in Norfolk County



Opening Morning Norfolk County Fair



Escape Traffic: Find Norfolk County



Bird Banding at Long Point Bird Observatory



Two Norfolk Minutes with Bryan Gilvesy



Spring in Norfolk County



Couple Plays Piano in Street at Mumford & Sons...



Norfolk's Good Bread

“Entrepreneurs Grow Here” additional videos

In 2017, Norfolk County intends to expand upon the “Entrepreneurs Grow Here” video launched at the annual Economic Development Symposium.

A series of short videos will be produced to further extend the message that entrepreneurs are welcomed and nurtured in Norfolk County. Interviews with Norfolk County entrepreneurs will be used, along with clips from the library, to produce short videos that can be shown in cinemas, embedded in websites, and shared by social media.

“Young Entrepreneurs” video

A “Young Entrepreneurs” video will be prepared in 2016-17 based on comments received during the first ReThink Norfolk event in April 2016.

Websites

norfolkbusiness.ca

Investment attraction website aimed at site selectors, developers, entrepreneurs, small business owners wishing to relocate or expand.

Sessions: 9,192 in 2014 (+48%)

New visitors: 75%

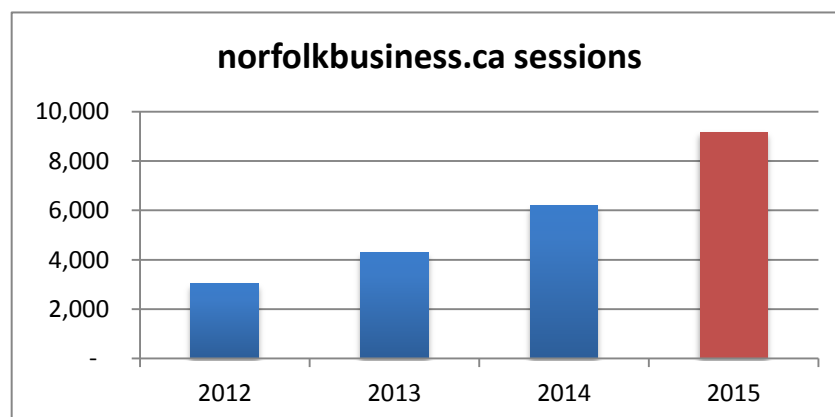
Bounce Rate: 71%

Technology: desktop (71%), mobile (18%), tablet (10%).

Acquisition: Referral (47%), organic search (16%), email campaign (15%), direct (13%), social (9%)

Top 10 Visitor Origin: Local (26%), Toronto (12%), Kitchener-Waterloo-Cambridge (8.5%), Brantford (8%), U.S. (5%), Hamilton (4.5%), London (3%), Brampton (2.4%), Brazil (1.4%), U.K. (0.8%)

Popular pages: Front page, local incentives, business directory, commercial and industrial land listings, location and demographics, top employers, businesses for sale, surplus properties



norfolktourism.ca

Overhauled and redesigned in 2015, the tourism website norfolktourism.ca is aimed at tourists and other visitors, as well as travel writers and bloggers.

Sessions: 183,678 in 2015 (+23%)

New visitors: 71%

Bounce Rate: 57%

Technology: desktop (53%), mobile (30%), tablet (17%)

Acquisition: search (65%), direct (11%), referral (10.5%), email (9%), social (4%)

Top search keywords: port dover ontario, port dover, long point, waterford ontario, turkey point, long point beach, long point ontario, norfolk county

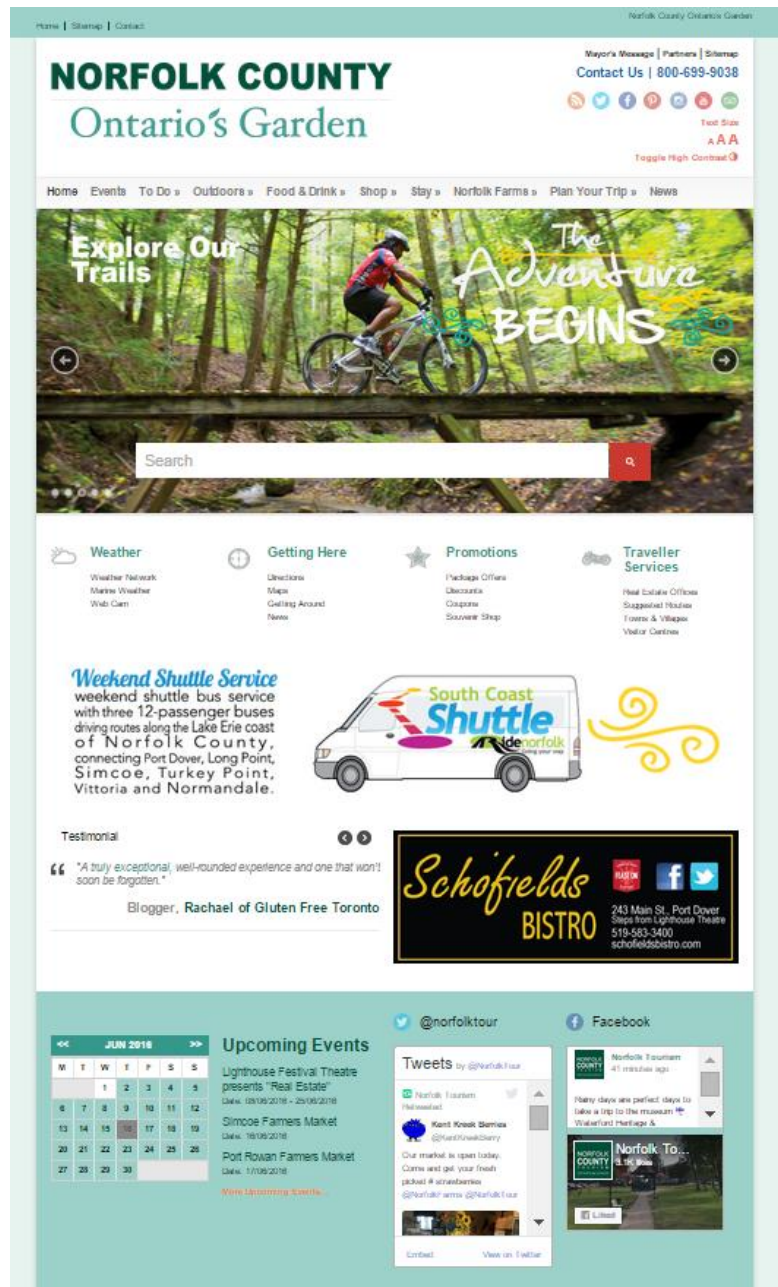
Social Sources: Facebook (70%), Twitter (11%), TripAdvisor (11%), BuzzFeed (5%), Pinterest (1%)

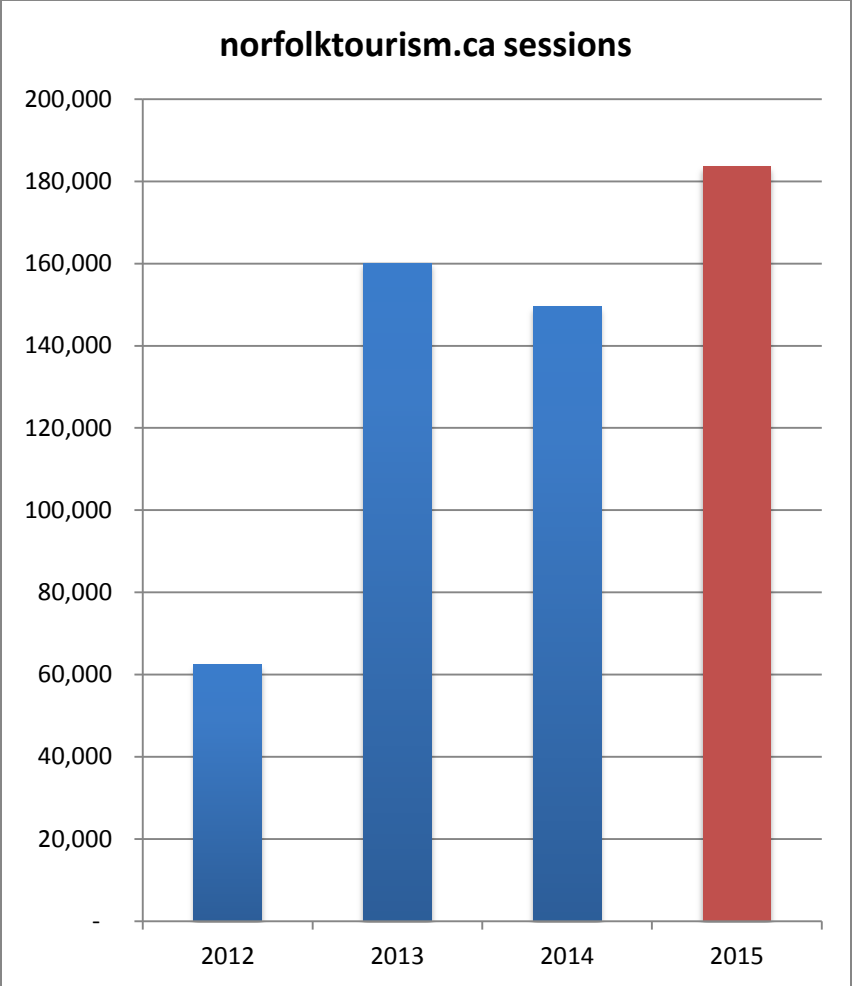
Top 10 Visitor Origin:

Toronto (17%), Waterloo Region (11%), Hamilton (11%), local (11%), Brantford (7%), Peel Region (5.5%), London (5%), U.S. (4%), Woodstock (1.5%), Guelph (1%), U.K. (0.9%).

Popular pages: front page, events, Port Dover, Long Point, cottages, webcam, things to do, camping, where to stay, shuttle bus, beaches, outdoors, hotels, restaurants

Advertising Opportunities: Available to Partners for a fee





norfolkfarms.com

In 2015, norfolkfarms.com was decommissioned as a standalone website. The URL was retained and redirected to the Norfolk Farms section of norfolktourism.ca.

There, website visitors can find information about local food / agriculture aimed at tourists, commercial food buyers, food-related media and supporters of local food.

A new “Foods A to Z” section was added to this section of the norfolktourism.ca website so buyers can quickly locate suppliers of specific foods and farm products.



cruisethecoast.ca

Regional tourism website aimed specifically at motorcycle enthusiasts. Operated in cooperation with Ontario's Southwest and neighbouring communities.

Sessions: 15,188 in 2015 (up 18%)

New visitors: 88%

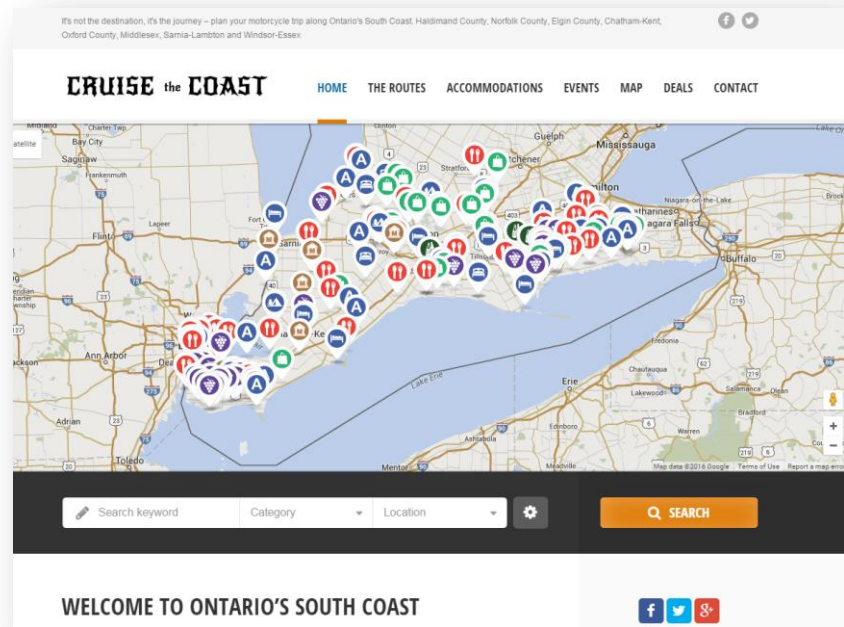
Bounce Rate: 66%

Technology: Desktop (57%), mobile (30%), tablet (14%)

Acquisition: Organic search (51%), referral (31%), direct (16%), social (2%), email (1%),

Top 10 Visitor Origin: U.S. (25%), Toronto (11%), London (5%), Hamilton (3.5%)

Popular pages: Front page, lingo, map, ride, Friday the 13th, attractions, contacts



Partner Websites

Norfolk County works with the following partner organizations to maintain a presence on their websites:

- Ontario Fresh
- Economic Developers Council of Ontario
- Southwest Ontario Tourism Corp.
- Ontario Culinary Tourism Alliance
- South Central Ontario Region Economic Development Corp.

Social Media

Facebook

In 2015, Facebook began to “throttle reach” on pages, meaning less info is served to all followers. This results in a decreased in impressions for all Facebook users.

norfolk.tourism

- 1,043,308 impressions in 2015 (-41%)
- 3,100 likes (+23%)
- U.S., Hamilton, Brantford, Toronto, London
- 70% women / Largest age groups: 45-54

norfolk.farms

- 141,655 impressions (-39%)
- 1,372 likes (+19%)
- Brantford, Toronto, Hamilton, U.S., London
- 76% women / Largest age group 55-64

investinnorfolk

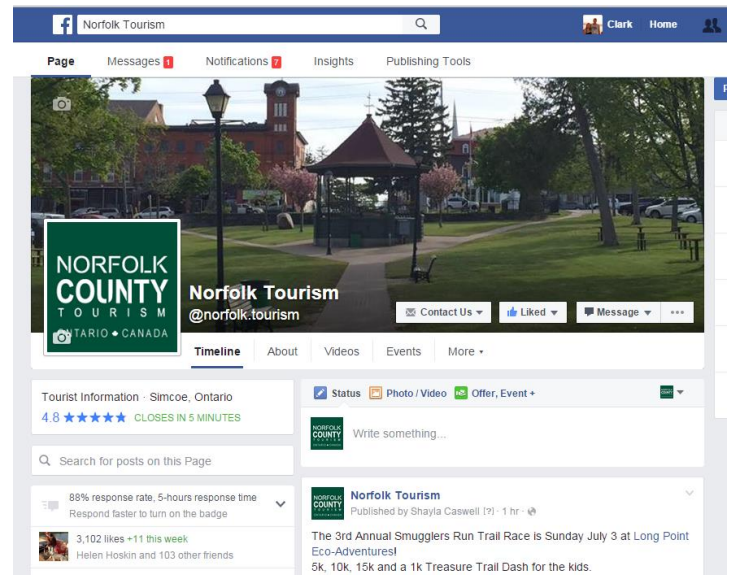
- 180,102 impressions in 2015 (+178%)
- 814 likes (+180%)
- Brantford, Toronto, Pakistan, U.S., Hamilton, London
- 62% women / Largest age groups: 25-54

visit.dover

- 532,745 impressions in 2015 (-63%)
- 13,344 likes (-4%)
- Hamilton, Brantford, U.S., Toronto, London
- 62% women / Largest age group 18-24

visit.longpoint

- 203,844 impressions in 2015 (-33%)
- 5,538 likes (+<1%)
- Brantford, London, Oxford County, Hamilton, Toronto, U.S.
- 59% women / Largest age group 18-24



Twitter

norfolktour

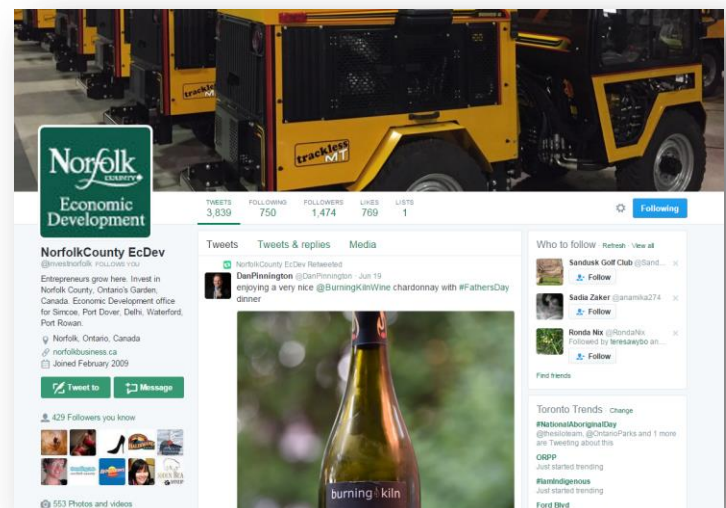
- 4,275 followers (+29%)
- 14,100 tweets to date (+5,200 in 2015)
- 515,100 impressions in 2015 (-11%)
- **Follower Origin:** Ontario (78%), Haldimand-Norfolk (19%), Toronto (6%), U.K. (6%), U.S. (6%), Brantford (4%), London (5%)
- **Top Follower Interests:** movies (65%), business (61%), comedy (51%), music (50%), Canada (43%), travel (40%)

norfolkfarms

- 1,982 followers (+33%)
- 4,500 tweets to date (+1,700 in 2015)
- 147,100 impressions (-69%)
- **Follower Origin:** Ontario (87%), Haldimand-Norfolk (24%), Toronto (6%), U.K. (4%), Brantford (3%), U.S. (3%), Waterloo (3%), Hamilton (2%)
- **Top Follower Interests:** Movies (67%), Business (66%), comedy (53%), foodie news (36%)

investnorfolk

- 1,470 followers (+40%)
- 3,834 tweets
- 147,100 impressions (2015)
- **Follower Origin:** Ontario (86%), Haldimand-Norfolk (27%), U.S. (6%), Toronto (5%), Brantford (4%), Middlesex (3%), Waterloo (3%)
- **Top Follower Interests:** Movies (71%), Business (71%), comedy (52%), music (50%)



TripAdvisor

Through our partnership with TripAdvisor, Norfolk County can group 11 town and village pages with related businesses and attractions under the Norfolk County Tourism section of this popular website.

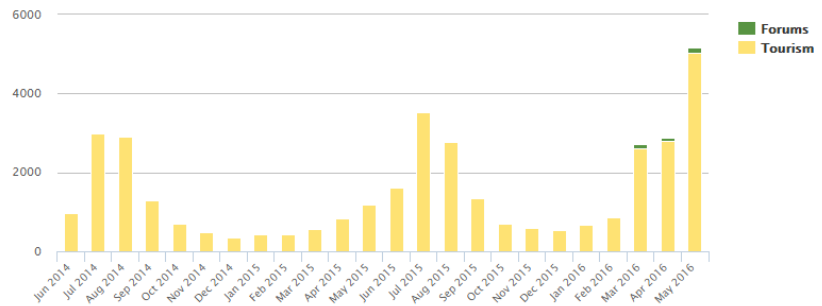
Features: Norfolk County Tourism can upload our Guide/Map, videos and photos, event information, partner promotions and other information.

New for 2016-17, Norfolk County will be able to curate “Collections” of Norfolk County attractions, restaurants and other partners, as well as post “News” about Norfolk County.

Results: Increase in pageviews by 322% between May 2015 and May 2016 to 5,000+ page views.

Pageviews | **past 24 months**

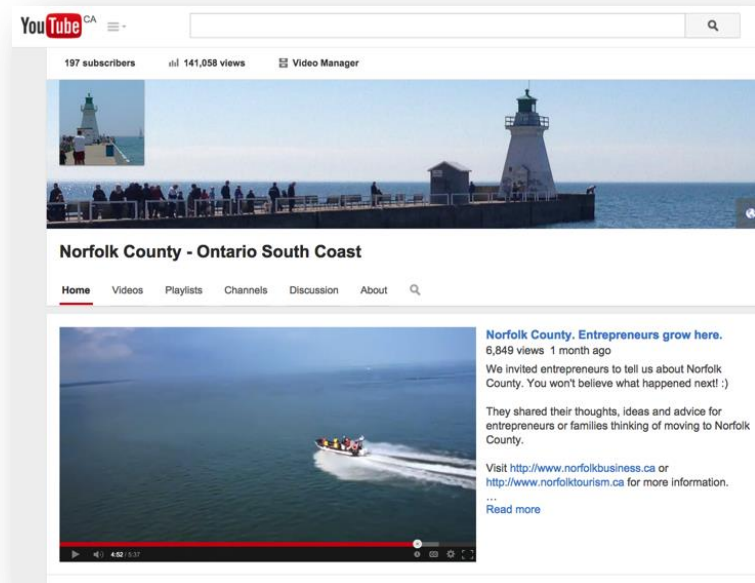
Hover over any data point on the graph to see more detail.



YouTube

norfolkcounty

- 253 subscribers +35%
- 45,210 views in 2015 +12%
- 103,638 minutes of watch time +38%
- 2:17 average view duration +23%
- 189,000+ lifetime views
- **Subscriber Origin:** Canada (40%), U.S. (21%), India (6%), Malaysia (3%)
- 71% Male; largest age group 25-34 years
- **Devices:** desktop (57%), mobile (23%), tablet (17%), TV (2%), game console (1%)
- **Top videos by watch time (2015):** Norfolk County: Entrepreneurs Grow Here (31%), Sweet Corn Picking and Packing (13%), Norfolk County Fair & Horse Show Midway Rides (6%), Norfolk County Long Video (5.5%), Peanut Harvest (4.4%), Trip to the Tip (4%)
- **Lifetime most popular videos:** Norfolk County Long Video (27,808 views), Lineup for Mumford & Sons Tickets (12,714 views), Sweet Corn Picking Packing (10,798), Polar Bear Dip (9,218 views), Norfolk County Fair & Horse Show Midway Rides (8,991), Entrepreneurs Grow Here (8,816 views), Norfolk County Short Video (8,611), Footsteps of Mumford & Sons (8,065)



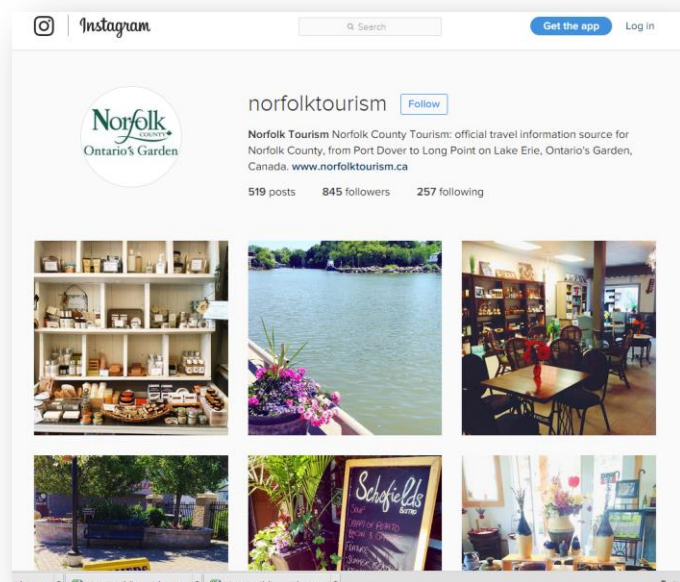
Instagram

norfolktourism

formerly ontario_southcoast

- 845 followers (+138%)

Instagram presence is used by summer visitor services staff as an online concierge and to promote events and tourism businesses in Norfolk County.

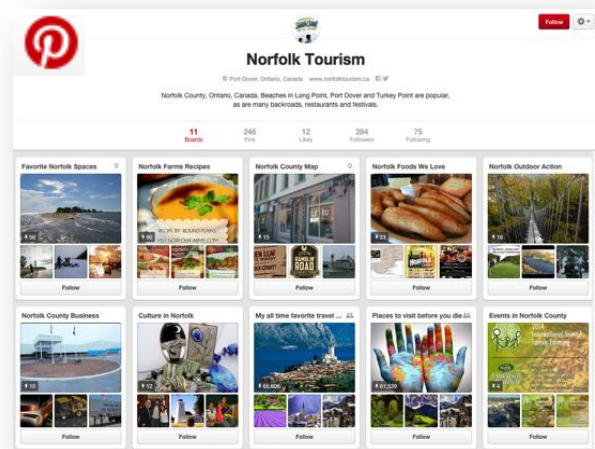


Pinterest

tournorfolk

- 321 followers (+13%)

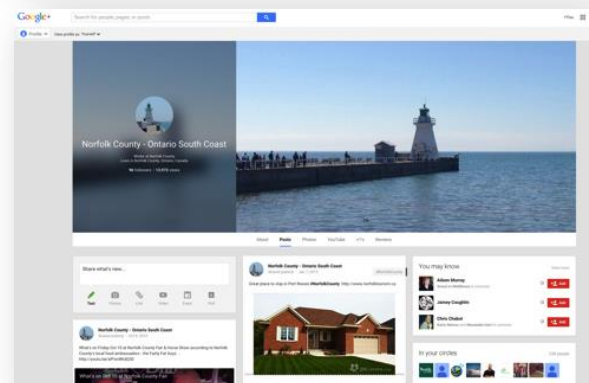
Pinterest presence is used to raise awareness of exceptionally attractive visuals of Norfolk County, including landscapes, architecture, nature and local food



Google+

+NorfolkCountyOntarioSouthCoast

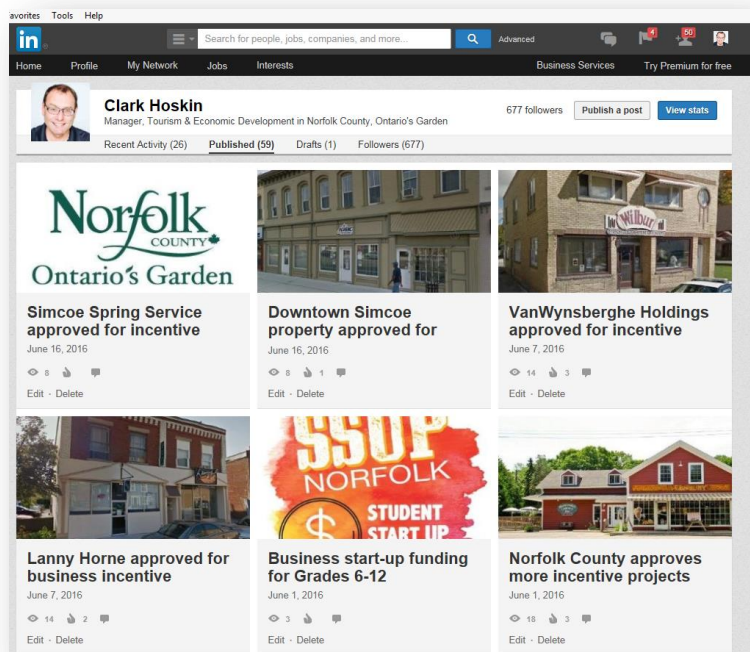
- 237 people (+141%)



LinkedIn

- 90 members (+14%)
Norfolk County Development
Growth group

LinkedIn presence is used occasionally to highlight development news in Norfolk County and to gather insights from peers in other economic development offices



Email Publications

Content for newsletters is drawn from marketing partners and drives traffic to websites.

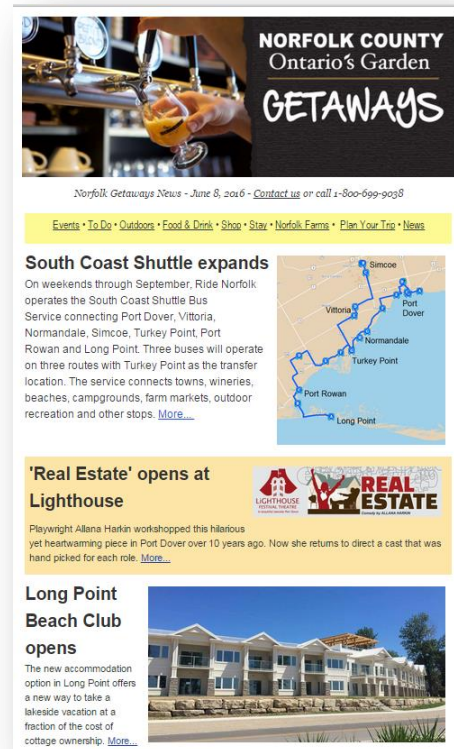
Norfolk Getaways

- **Subscribers:** 3,910 (+3%)
- **Target audience:** Tourists, interested locals
- **Drives traffic to:** norfolktourism.ca
- **Social Media Alignments:** Twitter/norfolktour; Facebook/norfolk.tourism
- **Editions published in 2015:** 23
- **Open Rate:** 28%
- **Click-Thru Rate:** 25%
- **Popular click-thrus:** events

Getaways Subscriber Survey

Norfolk County undertook a survey of subscribers of Norfolk Getaways email news in spring 2016. There were 78 respondents.

- 64% visited Norfolk County because of something they read in Norfolk Getaways
- 65% stayed for the day, 10% one overnight, 10% 2-3 overnights, 4% 4+ overnights
- Favourite newsletter content: 1: events, 2. Restaurants, 3. wineries and breweries, 4. outdoors, 5. culture, 6. packages and discounts, 7. places to stay
- 77% female / key age groups: 55-64, 65+, 45-54
- Geographic origin: Norfolk County 37%, Haldimand/Oxford/Brant/Elgin 21%, Waterloo Region 9%, Greater Toronto Area 8%, Hamilton 5%, Niagara 5%, Windsor 5%, London 5%
- Frequency of day trips: 10+x/yr 42%, 2-3x/yr 29%, 4-9x/yr 10%
- Day trip spending: \$100-\$250: 52%, <\$100: 43%; \$250-\$500: 5%
- Frequency of overnight stays: never stayed over 41%, 10+ x/yr 26%, 1 x/yr 19%
- Overnight spending: \$100-\$250: 43%, <\$100: 32%, \$250-\$500: 22%, \$500-\$1000: 3%
- Favourite activities while on vacation: dine 94%, sightsee/drive 77%, beach 73%, events 73%, wine/beer tasting 56%, museum/arts/culture 50%, hike/cycle 47%, fish 21%
- Favourite accommodation types: 1. hotels, 2. cottage rentals, 3. bed and breakfast, 4. home of friends/family, 5. campgrounds-glamping, 5. campgrounds-RV/trailer, 6. camping-tent
- Influential information sources: word of mouth 42%, online searches of websites 39%, print publications 17%, TV and radio 1%
- Technologies used: desktop computer 82%, smart phone 58%, tablet 58%, TripAdvisor 54%, Facebook 54%, YouTube 24%, Twitter 19%, Instagram 13%, AirBnB 6%, Uber 1%



Norfolk Flavours

- **Subscribers:** 2,011 (+65%)
- **Target audience:** Foodies and locavores interested in Norfolk County food
- **Drives traffic to:** norfolktourism.ca
- **Social Media Alignments:**
Twitter/norfolkfarms;
Facebook/norfolk.farms
- **Editions published:** 22
- **Open Rate:** 43%
- **Click-Thru Rate:** 27%
- **Popular click-thrus:** recipes

Flavours Subscriber Survey

Norfolk County undertook a survey of subscribers of Norfolk Flavours email news in spring 2016. There were 62 respondents.

- 53% visited Norfolk County because of something they read in Norfolk Flavours
- Favourite newsletter content: 1: local food events, 2. what's in season, 3. restaurants and menus, 4. recipes, 5. wineries and breweries, 6. stories and farmers
- Have you prepared a recipe from Norfolk Flavours: Yes 46%, No, but would like to 48%
- If you prepared recipe, how satisfied were you: Very satisfied 74%, somewhat satisfied 23%
- 92% female / key age groups: 55-64, 65+, 45-54
- Geographic origin: Norfolk County 62%, Haldimand/Oxford/Brant/Elgin 11%, Waterloo Region 6%, London 5%, Greater Toronto Area 5%, Hamilton 2%, Windsor 2%, Barrie 2%
- Frequency of day trips: 10+x/yr 65%, 4-9x/yr 21%, 2-3x/yr 8%
- Day trip spending: <\$100: 53%; \$100-\$250: 44%, \$500+: 2%
- Frequency of overnight stays: never stayed over 50%, 10+ x/yr 25%, 2-3x/yr 11%
- Overnight spending: \$100-\$250: 50%, <\$100: 30%, \$250-\$500: 15%, \$500-\$1000: 5%
- Favourite activities while on vacation: dine 92%, %, events 87%, sightsee/drive 85%, wine/beer tasting 57%, museum/arts/culture 49%, hike/cycle 47%, fish 26%
- Influential information sources: word of mouth 46%, online searches of websites 38%, print publications 14%, TV and radio 2%
- Technologies used: desktop computer 85%, tablet 74%, Facebook 70%, smart phone 68%, TripAdvisor 38%, YouTube 28%, Twitter 19%, Instagram 15%, AirBnB 13%, Uber 4%



Development News

- **Subscribers:** 648 (+70%)
- **Target audience:** Business owners, entrepreneurs, developers, site selectors
- **Drives traffic to:** norfolkbusiness.ca
- **Social Media Alignments:** Twitter/investnork; Facebook/investinnork
- **Editions published in 2015:** 12
- **Open Rate:** 50%
- **Click-Thru Rate:** 35%
- **Popular click-thrus:** properties for sale

Cruise the Coast News

- **Subscribers:** 3,008 (+24%)
- **Target audience:** Motorcycle enthusiasts
- **Drives traffic to:** cruisethecoast.ca and other Alliance websites
- **Social Media Alignments:** Twitter/ontsouthcoast; Facebook/cruisesouthcoast
- **Editions published:** 3
- **Open Rate:** 32% / **Click-Thru Rate:** 14%
- **Popular click-thrus:** rides, events



Norfolk County Development News

Norfolk County Development News - May 9, 2016 - [Email](#) or call 1-800-699-9038

Norfolk County. Ontario's Garden. Ideas grow here.

Open House May 11
In cooperation with the Simcoe & District Chamber of Commerce, Norfolk County is hosting a Business After Hours Open House on Wednesday, May 11 from 5pm to 7pm at our new offices at 185 Robinson Street, Simcoe. There will be light refreshments and building tours. Meet our staff and network with other businesses.
[Join us! RSVP here...](#)

Tech firm expanding
A zoning amendment application has been filed with Norfolk County by KWIC Internet. The company plans to expand into the former board of education offices in Hillcrest, west of Simcoe. [More...](#)

Local Vegetable Company sprouting
The Local Vegetable Company's new research and development facility on Luscombe Drive in Simcoe is operational. The company's initial plans revolve around producing quality leafy greens, but may expand into other commodities in the future.

Print Publications

Investor's Guide

Quantity: 5,000 / Size: Digest, 72 pages

Distribution Plan: Ontario entrepreneurs, developers, business associations, real estate brokers, site selectors, Canadian Consulates and government offices

Contents: Information about Norfolk County demographics, incentives, workforce data, available land and properties, population demographics, resident and entrepreneur testimonials

Cross Promotions: norfolkbusiness.ca, [twitter/investnorfolk](https://twitter.com/investnorfolk), [facebook/investinnorfolk](https://facebook.com/investinnorfolk), Norfolk Development News email newsletters, Entrepreneurs Grow Here video



Map / Guide

The 2015-16 Map/Guide was so popular the base print run of 50,000 copies had to be expanded by 15,000 additional copies. Print run for 2016-17 increased.

Quantity: 65,000 / Magazine Size / 68 pages

Distribution Plan: April through March at Ontario info centres, attractions, highway service centres, hotels, U.S. distribution to key cities in U.S.

Contents: Detailed listings of attractions, things to do, places to stay, where to eat, festivals and events in Norfolk County including detailed map of local food, farmgate markets, restaurants and partners

Cross Promotions: norfolktourism.ca, Norfolk Getaways email newsletters, related social media

Advertising Opportunities: Marketing Partners can purchase space in this publication

Participation Deadline for 2017-18: January 31, 2017



Newspaper Inserts

Quantity: 78,000 each / Digest Size / 8 pages

Distribution Plan: Targetted inserts in March and September to subscribers of Globe and Mail newspapers in Southern Ontario, Hamilton Spectator, London Free Press and Kitchener Record

Contents: Summary of attractions, things to do, places to stay, where to eat, festivals and events in Norfolk County

Cross Promotions: norfolktourism.ca, Norfolk Getaways email newsletters, social media

Advertising Opportunities: Available

Participation Deadline: November, June

Community Improvement Plan Incentives Brochure

Quantity: 2,000+ / Size: 4¼"x11" e

Distribution Plan: Hand-delivered to businesses on-site and at meetings

Contents: Details about Norfolk County's business incentives

Cross Promotions: norfolkbusiness.ca, twitter/investnorfolk, facebook/investinnorfolk, Norfolk Development News email newsletters

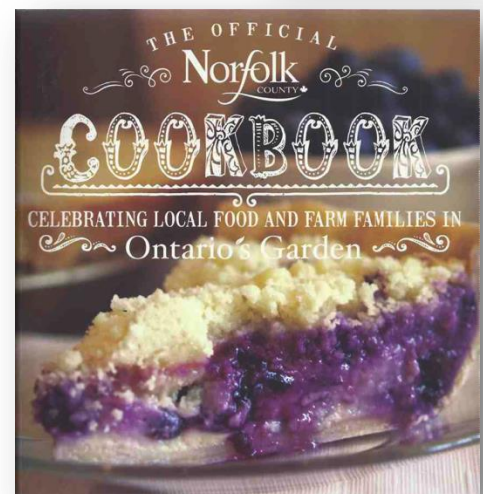
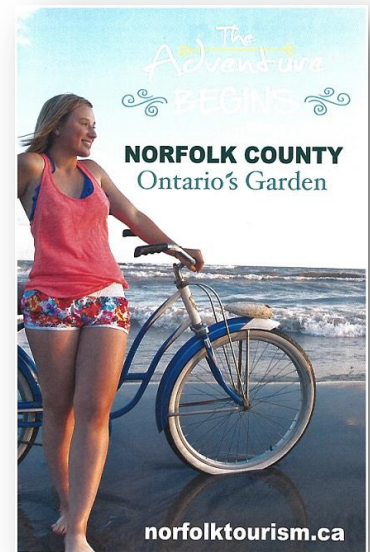
Norfolk County Cookbook

The Norfolk County Cookbook has been a popular print publication for several years. A high-quality soft cover edition published in 2015/16 will be used until quantities run out. Staff are considering the future of the Cookbook.

Distribution Plan: Retail and wholesale sales, gifts to dignitaries, prize winners and others

Contents: Recipes from local chefs and farmers, profiles of farmers, wine and beer pairings, information about wineries and breweries, food grown in Norfolk County

Advertising Opportunities: Marketing Partners can purchase space in this publication



Cottager's Vacation Kit

Quantity: 1,000 / Size: 9"x12" envelope containing Guide/Map

Distribution Plan: Mailed in May to residential properties within 25m of Lake Erie shoreline

Contents: Guide /Map, letter from Norfolk County Tourism

Cross Promotions: norfolktourism.ca, [twitter/norfolktour](https://twitter.com/norfolktour), [facebook/norfolk.tourism](https://facebook.com/norfolk.tourism), Norfolk Getaways email newsletters

Advertising Opportunities: Marketing Partners can insert brochures for fee

Participation Deadline: April

Cruise the Coast Motorcycle Map

The Cruise the Coast Motorcycle Map is a partnership involving the following parties: Norfolk County, Haldimand County, Elgin County, Oxford County, City of London, Chatham-Kent, Sarnia-Lambton, Windsor-Essex, Southwest Ontario Tourism Corp.

Quantity: 47,000

Size: 4"x4" folded waterproof map

Distribution Plan:

Promotional distribution to individuals who attend

Canadian Motorcycle Supershow in January, plus distribution through Alliance visitor centres and other businesses

Contents: Motorcycle touring routes, motorcycle-friendly businesses and events

Cross Promotions: cruisethecoast.ca, [twitter/ontsouthcoast](https://twitter.com/ontsouthcoast), [facebook/cruisesouthcoast](https://facebook.com/cruisesouthcoast), Cruise the Coast email newsletters, Canadian Motorcycle Super Show

Advertising Opportunities: Motorcycle-friendly Partners can purchase space in this publication

Participation Deadline: September



Media Relations

The goal of media relations is to increase volume and quality of earned media stories about Norfolk County by raising awareness among target journalists: writers, bloggers and editors at mainstream media and those with specific interests and/or within geographic targets. Norfolk County Tourism develops an ongoing relationship media through the Travel Blogger Exchange (TBEX), Travel Media Association of Canada (TMAC) and the Society of American Travel Writers (SATW).

Hosting Media Visits

Upon request, Norfolk County works with marketing partner businesses to host qualified writers and bloggers on prescheduled itineraries. See photos of media visits at right.

- 2014 Media Visits: 19
- 2015 Media Visits: 21
- 2016 Media Visits: 5 to date (partial year)



Travel Bloggers Email Newsletter

Story ideas are circulated to qualified travel and food writers and bloggers to encourage them to write about travel destinations in Norfolk County.

Media Requests

Occasionally, writers call for interviews, contacts and photos. Norfolk County Tourism connects writers with appropriate Marketing Partners so an accurate article can be published by the writer. Norfolk County Tourism requests that the norfolktourism.ca website address is included in the article.

Media Releases

Norfolk County issues media releases from time to time highlighting specific stories and announcements. Media releases are usually directed to local and regional media.



Celebrating Norfolk County Excellence

Entrepreneur of the Year Award

Norfolk County opens nominations for Entrepreneur of the Year each fall. . The award is announced at the Economic Development Symposium in January. The Entrepreneur of the Year is another way for Norfolk County to showcase how supportive it is of small business and entrepreneurship.

Travel Writer of the Year Award

Norfolk County operates one of only two community-initiated “Travel Writer of the Year” initiatives in North America (the other is in Hawaii). Each year, writers are encouraged to generate published stories about Norfolk County travel destinations. Those writers who submit their contest entries before the deadline are eligible to win \$1,000. The award is announced at the Economic Development Symposium in January.

Winners:

2016 – Natalie Preddie, The Adventures of Natty P (photo, below right)

<http://www.nattyponline.com/2015-07-a-visit-to-norfolk-county-ontario-s-garden/>

2015 – George Bailey, What Travel Writers Say

<http://www.whattravelwriterssay.com/portrowanont.html>

2014 – Adam Waxman, Dine Travel Magazine

<http://www.dinemagazine.ca/2014/05/norfolk-county/>

2013 – Vanessa Chiasson, TurnipSeed Travel Blog

<http://www.turnipseedtravel.com/blog/a-day-in-port-dover-sun-sand-and-soap>

2012 – George Bailey, Niagara regional newspapers



Advertising and Promotion

EDCO Investors' Guide

The online Investors' Guide coordinated by the Economic Developers Council of Ontario (EDCO) provides Norfolk County and other communities an opportunity to highlight our community's key information for potential developers. The website is a key source of investment opportunities available in Ontario. The website receives approximately 3,100 visits per year.

Edible Toronto

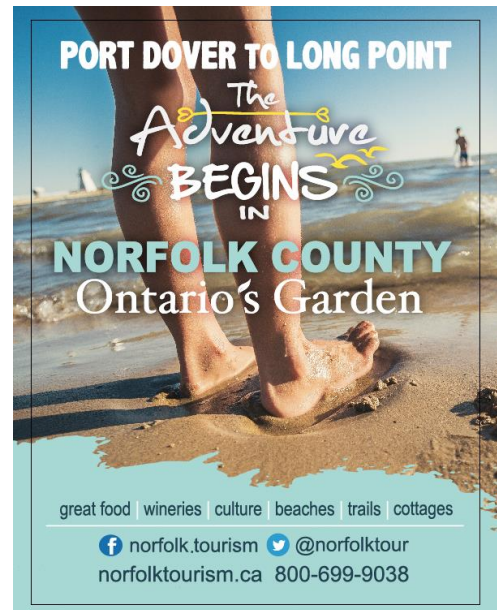
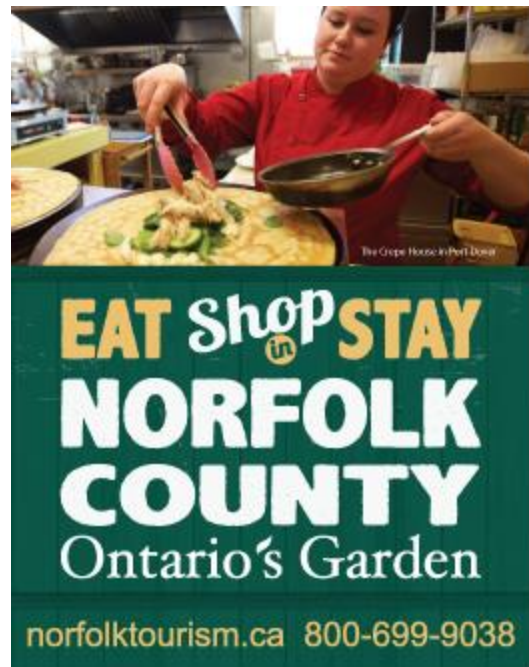
With 70,000 readers, Edible Toronto magazine focuses on local food, farmers, chefs and related tourism amenities in southern Ontario; published four times per year. (See ad, upper right)

Globe and Mail

Our brochure insertion agreement with the Globe and Mail includes an advertising insertion in the Travel Section of this national newspaper. (See ad, lower right)

Lake Erie Living

With 100,000 readers, Lake Erie Living magazine focuses on travel getaway ideas in communities adjacent to Lake Erie, in Ontario and U.S. States. Norfolk County purchases advertising in four editions of the magazine as well as the annual Lake Erie Travel Guide. The publisher of Lake Erie Living also provides consistent editorial coverage of Norfolk County. Our advertising package also allows Norfolk County to highlight key tourist attractions and to refer business to them. (See ad, next page, upper right)



Ontario Fruit & Vegetable Growers' Convention

The convention program for this important association included an ad from Norfolk County reminding delegates that our agriculture sector is a powerhouse.

Ontario Provincial Parks Guides

Norfolk County advertises in the Wasaga Beach Provincial Park Guide and the Pinery Provincial Park Guide to encourage campers at those facilities to try camping in Norfolk County. (See ad, bottom right)

Weather Network

Norfolk County promotes local food and tourist attractions online during warm months via the Weather Network website. A series of banner ads appear beside the long-term forecast of major cities in southern Ontario. Clicking on the ads takes potential tourists to norfolktourism.ca. Past experience shows significant click-through rates from The Weather Network to Norfolk County websites.

Wine Country Guide

With 750,000 copies distributed, the Wine Country Ontario Travel Guide promotes Ontario's wine regions, including Norfolk County under "Emerging Regions." In June, 500,000 copies of this publication are distributed with the LCBO's popular Food & Drink magazine.



Local Advertising and Promotion

Norfolk County has a very limited budget for local advertising. The focus of any local advertising messages would be on events such as the Annual Economic Development Symposium, opportunities for local businesses to participate in our advertising campaigns, promoting nominations awards, etc. Occasionally, local media organizations act as media sponsors for activities organized by Norfolk County Tourism & Economic Development. For example, the Simcoe Reformer and MyFM have participated as in-kind sponsors of the Economic Development Symposium. In return for recognition as a sponsor, these media outlets provide complimentary advertising space or air time to promote the Symposium.



Promotional Merchandise

Norfolk County purchases, on an ongoing basis, a variety of promotional items.

Examples include: bags, cups, magnets, local food gift baskets, memory sticks, note books, kickstand pads, oven mitts and aprons, and water bottles.

Please note that Norfolk County has no capacity to provide large quantities of any of these items to businesses, event organizers, clubs or other groups. Norfolk County pins are available through the County Manager's office.



Area Profile Signage

Norfolk County has installed Area Profile signage under a contract with Canadian TODS, the agency of the Provincial Government in charge of tourism signage. Area Profile signs are installed on:

- Hwy 403 Eastbound near Hwy 24 South
- Hwy 6 Southbound south of Jarvis
- Hwy 3 Eastbound near Tillsonburg



Recently, the graphics on Area Profile signs were upgraded to reflect the brand of “Norfolk County: Ontario’s Garden”.

Community Gateway Signage

Norfolk County works with local community volunteers and businesses to upgrade tourism signage across the municipality. To date, gateway signage has been approved and designed for Delhi, Port Dover and Waterford. In future years, refreshed gateway signage is proposed for Port Rowan and Simcoe.

Tourism-Oriented Directional Signage

The Tourism Directional Signage Program is also available to eligible businesses and organizations who wish for way-finding signage to be installed on Norfolk County roads, directing visitors to these locations. There is a cost to the business or organization.



Trade Shows

Norfolk County's marketing budget does not support attending many trade shows. Shows are carried out in cooperation with other organizations.

Canadian Motorcycle Supershow

Held each January in Toronto, Norfolk County works with the Southwestern Ontario Tourism Corp. and eight other Destination Marketing Organizations to profile motorcycle tourism opportunities at this popular show. The annual Cruise the Coast Motorcycle Map is launched at this consumer trade show, attracting 50,000+ visitors.



London Food & Wine Show

Held each January in London, Norfolk County works with the Southwestern Ontario Tourism Corp. and the South Coast Wineries & Growers Association to profile our wineries, craft breweries and restaurants at this popular show. This consumer trade show attracts over 15,000 visitors.

City Fare / iYellow Wine Club

Norfolk County and its partners have collaborated with Southwest Ontario Tourism Corporation in 2015 and 2016 to produce CityFare, a culinary event involving iYellow Wine Club in Toronto. The event is key to attracting new food and drink bloggers to the region.

Other Trade Shows

Norfolk County's tourism partners exhibit at a diverse array of trade shows throughout the year, including the Toronto Sportsmen's Show, the Toronto Adventure Show, the Boat Show, Toronto Cycling Show, and many others. Norfolk County Tourism does not have a marketing budget or staff resources to sustain a stand-alone, professional exhibit at these shows. When partners indicate to us



they are exhibiting at any trade show, we encourage them to take Norfolk County marketing materials with them. An example is the cycling leaflet prepared for cycling partners attending a trade show in Toronto.

Local Events

The Division has a van with a colourful skin that promotes Norfolk County locally, with support from sponsors. It makes appearances at events throughout Norfolk County during the summer tourist season. The Division also has a presence at Eat & Drink Norfolk, FlavourFest at the Norfolk County Fair & Horse Show, and PD13 (Friday the 13th). However, there is no budget for these events, so Norfolk County Tourism exhibits free of charge with the approval of the event organizers.

Industry Workshops & Symposium

Norfolk County organizes a series of workshops and industry events throughout the year to assist businesses, improve their market readiness, and promote collaboration.

- Annual Economic Development Symposium
- ReThink Norfolk Youth Symposium
- Marketing Partner meetings
- Social Media training
- TripAdvisor training



Business Incentives

Norfolk County has numerous Community Improvement Plan incentives for non-residential properties in urban, lakeshore, hamlet and agricultural areas. Up to \$20,000 in grants and interest-free loans are available. The program is administered by the Tourism & Economic Development Division.

The incentives are promoted via a printed brochure and on the norfolkbusiness.ca website. A press release is issued whenever an incentive project is approved, and news is shared on social media and in the monthly Development News.

Incentive programs include:

Study / Pre-Development Incentives:

- Architectural and Design Grant
- Environmental Site Assessment Grant
- Planning Application Fee and Building Permit Fee Grant

Building / Property Improvement Incentives:

- Agricultural Buildings and Facilities Improvement Program
- Building Façade Improvement Program
- Landscaping, Signage and Property Improvement Grant
- Structural Improvement Grant
- Residential Conversion / Rehabilitation Grant

Property Tax Incentives:

- Property Tax Increment Grant

Student Start Up Program (SSUP)

Norfolk County and its partners are fuelling the creativity and entrepreneurship of Norfolk students through the **Student Start Up Program (SSUP Norfolk)**. Entrepreneurs grow in Norfolk County, and we want to cultivate those abilities and instincts in students in Grades 6 to 12. Applications are reviewed and successful applicants are notified prior to the end of June and awarded \$200 to get them started. More info at <http://www.norfolkbusiness.ca/ssup-norfolk/>.



Enquiry Intake & Fulfillment

Norfolk County responds to many information requests annually, providing travel advice, directions and referrals to our partners. When someone requests printed material to be sent, the enquiry is fulfilled using Canada Post or Purolator courier, depending on the most cost-effective option available at the time.

Telephone

Phone calls are received on 800-699-9038 or 519-426-9497.

Email

Emails are received via contact forms on our websites or directly at tourism@norfolkcounty.ca and business@norfolkcounty.ca.

Social media

Messages are also received through social media outlets: facebook and twitter. These enquiries include engagement through conversations on social media, which sometimes occur outside of office hours.

Walk-ins

Walk-in enquiries are accepted during office hours year round at 30 Peel Street, Simcoe, and at summer visitor info centres in Port Dover and Port Rowan.

Collaborations & Partnerships

Norfolk County's Tourism and Economic Development office actively collaborates and partners with many organizations, including:

- Delhi BIA / Delhi Chamber of Commerce
- Economic Developers Council of Ontario
- Economic Development Assoc. of Canada
- Festivals and Events Ontario
- Long Point Bay Anglers Association
- Long Point Country Chamber of Commerce
- Norfolk County Public Library
- Norfolk County Heritage & Culture Division
- Ontario's South Coast Wineries & Growers
- Long Point World Biosphere Reserve
- Port Dover Board of Trade
- Simcoe & District Chamber of Commerce
- South Coast Business Coalition
- South Central Ontario Region ED Corp.
- Southwest Ontario Tourism Corp.
- Travel Media Association of Canada
- Turkey Point Business Association
- Waterford Chamber of Commerce

Evidence of Success

Norfolk County's Tourism and Economic Development office has won numerous provincial and national marketing awards. Our staff are called upon frequently to speak to other communities as an example of a best practice in tourism, local food promotion and economic development.

2015

- Best Technology and New Media – Blogger Outreach
- Award for Regionalism and Cross-Border Collaboration – Finger lakes Study Tour
- Ontario Culinary Tourism Leadership Award

2014

- Best Technology and New Media – Video Library
- Best Advertising Campaign – Footsteps of Rock Legends
- Best Public-Private Partnership – Mumford and Sons Gentlemen of the Road Simcoe Stopover

2013

- Best Specialty Brochure – Recipe Book

2012

- Best Community Branding – Ontario's Garden

2011

- Best Specialty Brochure – Cruise the Coast Motorcycle Map

2010

- Best Place to Invest in Ontario

2009

- Best Innovative Technology – Social Networking Program

2008

- Best Marketing Campaigns – Direct from Norfolk Agriculture Program

2007

- Best Travel Trade or Group Tour Publication
- Best Standalone Tourism Advertisement – Ontario's South Coast Van
- Best Tourism Special Event / Campaign – Norfolk FlavourFest

2004-2006

- Best Community Profile
- Best Tourism Publication -Visitor Guide
- Best Visitor Guide in Canada



Norfolk County

Tourism & Economic Development

185 Robinson Street, Suite 200, Simcoe ON N3Y 5L6

General Enquiry Line: (519) 426-9497 or 800-699-9038 / Fax: (519) 426-9689

Email (General): tourism@norfolkcounty.ca

Marketing Partner Website: www.norfolktourism.ca/partners

Marketing Partner Registration contact:

Lorraine DeSerrano

Marketing Assistant

Phone: (519) 426-5870 ext. 1303

Email: lorraine.deserrano@norfolkcounty.ca

Media / Travel Blogger contact:

Ted Willey

Business Development Coordinator

Phone: (519) 426-5870 ext. 1300

Email: ted.willey@norfolkcounty.ca

Directional Signage & Business Incentive contact:

Linda D'Hondt-Crandon

Economic Development Development Coordinator

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Email: linda.dhondt@norfolkcounty.ca

Industry Workshops / Student Start-Up Program contact:

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Economic Development Analyst

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