

# The Town of The Blue Mountains Destination Development Plan and Tourism Marketing Strategy

**EDAC**

**Re-Engagement**

10 February 2025



# Introductions

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Bannikin is a proudly Canadian consultancy working within and beyond travel and tourism. We co-create value with a breadth and diversity of client-partners, ranging from small businesses and municipalities to national associations and organizations.



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# Agenda

11:00am – 11:10 am Welcome and Introductions

11:10am – 11:50am Project Highlights and Discussion

11:50am – 12:00pm Wrap-up

# Session Purpose

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Gathering input and feedback on the preliminary strategic direction for destination development and tourism marketing.





# Project Highlights & Group Discussion

# Project Goal & Timeline

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The Town of The Blue Mountains engaged Bannikin to create an industry and community-informed destination development plan that outlines the Town's role and strategy for destination development and management, and a separate, but related, tourism marketing strategy that outlines the role and strategy for the confirmed Destination Marketing Organization.

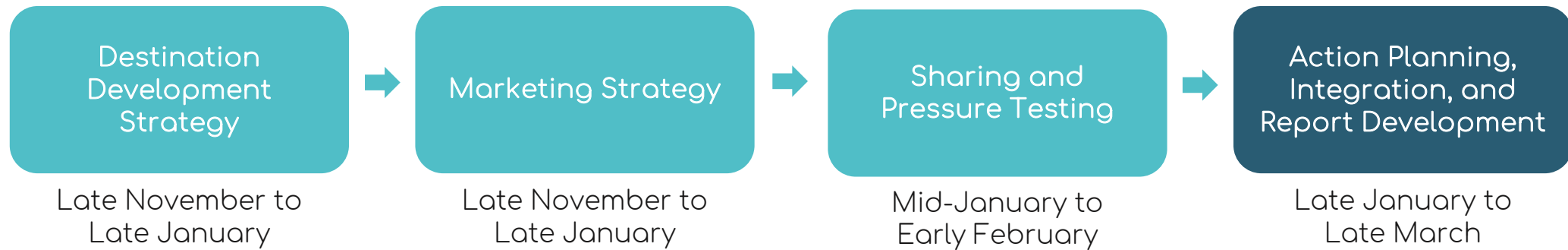
The timeline for the project is mid-August 2024 to late-March 2025.

# Methodology & Project Progress

## Completed Phases



## Current and Upcoming Phases



# Working Definitions

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## Destination Development and Management

The strategic development, management, and upkeep of components that create and foster desirable destinations for visitors. This includes but is not limited to the infrastructure required for and beneficial to tourism activity, support for tourism products and experiences, and quality services.

## Tourism/Destination Marketing

The strategic promotion, marketing, and positioning of a place as a destination, including its businesses and assets. This work is usually led by Destination Marketing Organizations that market and promote a place's assets, as well as inform product development and experiences, to inspire and invite potential visitors to come explore, engage with local communities, and contribute to local economies.



# Preliminary Strategic Direction: Destination Development

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## Strategic Priority 1:

To lead the development and care of a resilient, connected, and thriving destination.

## Working Strategies:

- A. *Grow and formalize our capacity to be a leader and partner in tourism*
- B. *Lead tourism businesses and partners in developing and managing tourism with a shared approach and understanding of sustainable and beneficial tourism.*

# Preliminary Strategic Direction: Destination Development

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## Strategic Priority 2:

To support diversification, creativity, and appreciation in tourism.

## Working Strategies:

- A. *Encourage and support the development of year-round and diversified tourism products.*
- B. *Foster our destination's sense of place and increase awareness and appreciation for the tourism sector.*

# Preliminary Strategic Direction: Destination Development

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## Strategic Priority 3:

To enhance and ensure access to tourism across our whole destination.

## Working Strategies:

- A. Build-up and ensure ease and consistency of access to Town's tourism infrastructure and assets.*
- B. Facilitate the smooth arrival and movement of visitors to the destination and around its different areas across the full-year.*

# Preliminary Strategic Direction: Tourism Marketing

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## Strategic Priority 1:

To establish and set a strong organizational foundation for destination marketing.

## Working Strategies:

- A. Confirm destination marketing organization structure.*
- B. Continue to shape and strengthen Town and DMO connection and collaboration.*

# Preliminary Strategic Direction: Tourism Marketing

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## Strategic Priority 2:

To establish a clear, consistent, and inclusive destination brand.

## Working Strategies:

- A. *Create and launch an inclusive, distinctive, and compelling "The Blue Mountains" brand.*
- B. *Support and mobilize a network of partners, industry, and community members in adopting and celebrating the destination brand.*

# Preliminary Strategic Direction: Tourism Marketing

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## Strategic Priority 3:

To support or expand existing and develop new tourism products that connect the entire destination and the surrounding region across the four-seasons.

## Working Strategies:

*A. Guide the development of year-round and diversified tourism products.*

# Preliminary Strategic Direction: Tourism Marketing

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## Strategic Priority 4:

To build and execute an efficient and effective destination-wide, four-season marketing approach.

## Working Strategies:

- A. *Create an annual marketing plan that optimizes available resources in creating a four-season multi-channel marketing program (earned, owned, and paid) reflective of the new brand.*

# Preliminary Strategic Direction: Tourism Marketing

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## Strategic Priority 5:

To provide education and capacity development opportunities for tourism businesses and organizations.

## Working Strategies:

*A. Develop and connect tourism businesses to capacity-building tools and resources.*



# Preliminary Strategic Direction: Tourism Marketing

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## Strategic Priority 6:

To grow and mobilize a network of engaged local and regional destination marketing partners and advocates.

## Working Strategies:

- A. *Align industry and partner communications approach with the Town to facilitate collaboration in destination development, management, and marketing.*
- B. *Support awareness-building about the value of tourism and its contributions to local quality of life.*
- C. *Foster and support strong partnerships and collaborations, among local tourism businesses and organizations.*
- D. *Explore collaborative relationships with neighbouring Indigenous communities and Indigenous tourism organizations.*

# Wrap-Up

- Finalization of strategies and actions
- Complete implementation planning
- Finalization and presentation to Town Council

# Thank You!

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