MAKING THE CASE FOR TOURISM
Grey Highlands Council
July 3, 2019
Bryan Plumstead
Manager of Tourism
Grey County Tourism

What is Tourism?
WINERIES  CULINARY  VACATION
TOURISM  ADVENTURE  TRIPS
BOATERS  BREWERIES  WALKING
Hotels  EXPEDITION  TRAILS
Airline gaming  FOODIES  EXCURSIONS
B N B'S  GOLFING  CYCLING

People taking an overnight or same day trip of over 40 kilometres for non-routine activities

International tourist arrivals (million)

Quick Facts About Tourism in Ontario (2016)
180,000 businesses
319,000 jobs
164 million annual visits

Source: Ontario Ministry of Tourism, Culture and Sport (2016)
Ontario’s Large Tourism Market

142 Million Consumers within a Day’s Drive

Tourism is a Team Sport

Tourism: A Team Sport

External Stakeholders

Consumers

Destination Canada

Long Haul

MTCKS

Destinations Ontario

Mid Haul

Sector Assoc.

Short Haul

TIAO

Grey County

Grey Highlands

Grey Highlands Chamber of Commerce

Businesses - Operators

Internal Stakeholders

Partners

Grey County Council

CAO

Kim Wingrove

Manager of Tourism

Bryan Plumstead

TAC

Tourism Advisory Committee

Olivia Yale

AFO/Assistant

Tourism Specialist

Marketing & COMM

Heather Aljoe

Tourism Specialist

Partner & Media

Alison Theodore

Max Fernandes

Beth Walpole

Summer Students

Grey County DMO Working Group

Purpose:
Work to quantify the value of tourism in the area, share ideas and work together to solve issues and enhance tourism offerings.

2019 Members
April Marshall – Economic Development Manager – Town of Hanover
Economic Development - West Grey
Glen Walker – Economic Development Officer – Southgate
Michele Harris – Director, Economic & Community Development – Grey Highlands
Andrew Siegwart - President - Blue Mountain Village Association
Tim Hendry – Communications & Development Coordinator – Town of the Blue Mountains
Melissa Crannie – Tourism Marketing Coordinator – City of Owen Sound
Melissa Twist – Regional Tourism Manager – South Georgian Bay Tourism
Steven Murray – Economic Development Officer – Municipality of Meaford
Kaleena Johnson – Manager, Customer & Media Relations – Owen Sound Transportation Company

Grey County TAC (Tourism Advisory Committee)

Purpose:
To strategically support the County of Grey’s goal in its corporate strategic plan to grow the Grey County economy and specifically to implement the Tourism Destination Development Action Plan.

2019-22 Tourism Advisory Committee – Public Members
Chair: Andrew Siegwart - President / Blue Mountain Village Association
Vice Chair: Jim Halliday - Thornbury
Joel Dawson – Owner / Free Spirit Tours
Jim Diebel - Owner / Hanover Holidays
Andrea O’Reilly - Marketing / Georgian Hills Vineyards

2019 Tourism Advisory Committee – County Council Representatives
Sue Carleton – Deputy Mayor, Township of Georgian Bluffs
Shirley Keaveney – Deputy Mayor, Municipality of Meaford

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Grey County Destination Development Action Plan (DDAP)

THE DDAP’S GOAL
Increase sustainable tourism revenues through managing & marketing Grey County as a tourism destination.

Share ideas and work together to solve issues and enhance tourism offerings.

Facilitate collaboration & ensure stakeholders are well-informed of County activities

Products/Experience development & marketing of Grey County

Quarterly report card measures key KPIs

Snapshot of the ‘State of Tourism in Grey’

Each DDAP pillar clearly led by one staff member

Professional development is a priority.
Pillar 1: Stakeholder Engagement
2019 Priorities

• Tourism Week activities
• Introduce a CRM
• Continue our quarterly newsletters
• Improve industry website with updated site navigation and content
• Host/Partner 6 Tourism Talks

Pillar 2: Destination Management
2019 Priorities

1. Develop a 2019 Marketing Strategy and seasonal campaigns.
2. Closer integration of media influencers with marketing campaigns.
3. Website overhaul to include fresh new content, mapping updates,
4. Development of packages and itineraries; outdoor adventure
   (cycling/trails), food/culinary and arts & culture.

Pillar 3: Market Research & Tracking
2019 Priorities

• Complete Industry & Consumer Survey
• Share results as Industry Dashboard
• Undertake Research & Data Analyst Project
• Mobility data project linked to PRIZM

Social Media Posts (2019/18)

#TourismMattersinGrey

Demand
Tourists / Visitors
Supply
Commodities
Businesses
Industries
Benefits
GDP
Employment
Taxes
How We Measure Tourism – Grey County

Demand
Tourists / Visitors

2.7 million visitors (2016)
(not including US & Overseas)

WHY THEY COME

Pleasure
VFR
Shopping
Business
Other Personal

Grey County Visitors 2018 – Mobile Data Extract

Supply
Commodities
Industries
Businesses

1,337 Tourism-Related Businesses
(2016)
13% of Total

How We Measure Tourism

TOP 10 ACTIVITIES

VFR
Beach
Sightseeing
Hiking
Attend Sports Events
Playing a Sport
Cross-Country Skiing
Skiing/Snowboarding
Shopping
Camping

How We Measure Tourism

Benefits
GDP
Employment
Taxes

$333.7 Million Tourist Expenditures (2016)
(not including US & Overseas)

ITEMIZED VISITOR SPENDING

How We Measure Tourism

The Economic Impact of Tourism in Grey Highlands

• Creates jobs, new businesses and products
• Attracts investment
• Empowers communities to grow and innovate
• Preserves heritage
• Spurs growth and improves overall quality of life

8,868 jobs in Tourism Related Businesses* (2016)
(19% of Grey County total jobs)

2,803 jobs directly supported by Visitor Expenditures**
(6.2% of GC total jobs)

$3.1 million in municipal taxes**

*OntAPRA Analysis. **TREIM (MTC&S)
Tourism Impacts in Grey Highlands

**Direct Impact of Tourism**
- Businesses
  - Accommodation
  - Entertainment
  - Attractions
  - Culinary
- Sectors
  - Accommodation Services
  - Food & Beverage Services
  - Transportation
  - Retail
  - Entertainment & Recreation Services
- Spending
  - Resident
  - Visitor
  - Government
  - Business

**Indirect Impact of Tourism**
- Sectors
  - Accommodation Services
  - Food & Beverage Services
  - Transportation
  - Retail
  - Entertainment & Recreation Services

**Total Impact of Tourism**
- Sectors
  - Tourism Receipts
  - To Region
  - To Community

Grey Highlands

**Benefits**
- GDP
- Employment
- Taxes

**604 jobs in Tourism Related Businesses** (2016)
(13% of total jobs)

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<thead>
<tr>
<th>NAICS Code</th>
<th>Description</th>
<th>Tourism Related</th>
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<tbody>
<tr>
<td>44-45</td>
<td>Retail trade</td>
<td>327</td>
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<tr>
<td>48-49</td>
<td>Transportation and warehousing</td>
<td>29</td>
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<tr>
<td>51</td>
<td>Information and cultural industries</td>
<td>13</td>
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<tr>
<td>52</td>
<td>Finance and insurance</td>
<td>35</td>
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<td>53</td>
<td>Business and financial services</td>
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<td>71</td>
<td>Arts, entertainment and recreation</td>
<td>52</td>
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<tr>
<td>72</td>
<td>Accommodation and food services</td>
<td>26</td>
</tr>
<tr>
<td>81</td>
<td>Other services (except public administration)</td>
<td>117</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>604</td>
</tr>
</tbody>
</table>

**Grey Highlands**

Supply
- Commodities
- Industries
- Businesses

**148 Tourism-Related Businesses** (2016)
10.5% of Total

**Tourism Opportunities in Grey Highlands**
- Outdoor adventure tourism development in the Beaver Valley
- Community Improvement Plan
- South Grey Museum & cultural heritage
- Cycling & Trails development
- On-farm diversification

**Tourism Challenges/Opportunities**
- Short Term Accommodation
- Workforce Issues – Attainable housing/Transportation
- Building sustainability into tourism industry
- Talisman property development
- Stronger partnerships with local businesses
- Funding for tourism initiatives
- Volunteer burnout (events)

Thank You! Have a Grey’t Summer…