



## **Strategic Directions**



#### **Five Strategic Goals**

The primary purpose of the Tourism Master Plan is:

To ensure continuity of commitment to the tourism industry in Timmins, and to foster future tourism development and promotion.

Foster and Ensure
Alignment of
Municipal Planning
for Tourism, Culture
and Recreation

Enhance & Develop Tourism Products and Experiences

5

Develop a Marketing Strategy Focused on Increasing Overnight Tourist Visits

Secure Sustainable Sources of Funding and Industry Partnerships

Foster Community
Awareness of
Tourism and Pride of
Place

3



To position the City of
Timmins as a Sport Tourism
destination at the regional
and provincial level by
leveraging the City's
existing asset base.

- Goal 2: Enhance and Develop Tourism Products & Experiences

#### **OBJECTIVES:**

- Facilitate the Development of Sport Tourism Opportunities
- Target Meetings and Conference Opportunities
- Enhance and Develop Recreational Motorsports and Outdoor Adventure Opportunities
- Enhance and Develop Festivals, Events, Attractions,
   Arts & Culture Opportunities

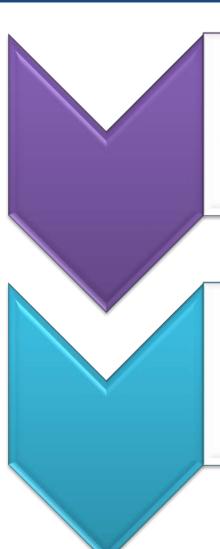


# The Plan: Recommendations

#### **Short-Term Strategies (2015-16)**

Use Municipal Budget for Short-Term Priorities and Seek New Partnership Opportunities (i.e. Celebrate Ontario)

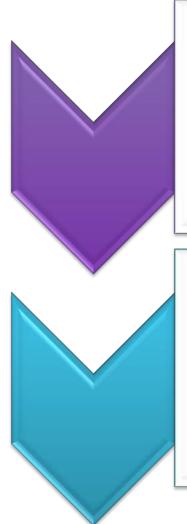
#### GOAL 1: Alignment of Municipal Planning for Tourism



- Realign Departmental Structure for Tourism Timmins in Community and Development Services Department
- Refine Tourism Timmins Management Role
- Refine Roles / Responsibilities of Staff

- Partner with Planning department to ensure regular updates to Tourism Asset Inventory / GIS mapping links on website
- Summer Students

### Goal 2: Develop Tourism Products & Experiences



- Take proactive role in attracting: Major Sport Tourism events, Meetings & Conferences, Large Events/Festivals
- Inventory Sport Tourism facilities and Meeting assets
- Establish Sport Tourism Roundtable, Local Ambassador Club program, Regional Cultural Tourism Development Exchange, partnerships with outdoors organizations
- Create Sport Event/Tournament, Festivals/Events Calendar
- Diversify & Strengthen Major Sport Events, Major Festivals

#### Develop Signature Winter Event

- Build Sport Tourism capacity and explore new opportunities (regional markets = indoor, provincial markets = outdoor)
- Build on trade and consumer shows w/ pre and post events
- Target Aboriginal meetings business
- Develop outdoor adventure opportunities
- Promotion of regional fishing / geo tour
- Update industrial tours with heritage

### Goal 3: Develop a Marketing Action Plan

- Identify "Best-Bet" product-market match and leverage partnerships to align marketing tactics (leisure vs non-leisure markets)
- Enhance tourism branding and social media campaigns to reflect consistent messaging

- Enhance Tourism Timmins website separate web pages for each pillar, incorporate GIS mapping and calendars, implement responsive design technology
- Develop Photo / Video Library
- Reduce print quantities, enhance digital media content and campaign
- Develop partner-bases sales & marketing programs
- Enhance performance metrics and tracking tools

#### Medium-Term to Longer-Term Strategies



- Seek opportunities for local private sector funding and potential DMF
- Explore Aboriginal & Francophone sporting event opportunities, and showcase heritage (i.e. events)
- Set-up recognition awards for tourism/hospitality sector
- Develop new packaging & promotion based on Arts & Culture
- Build awareness campaign on importance of business tourism



# Question and Answers