



City of Timmins Tourism Master Plan

PKF

Hospitality & Tourism
Business Advisors




Sierra Planning and Management
advice • strategy • implementation



Strategic Directions

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“ A vibrant City with sustainable tourism products and experiences that provide a lasting legacy for tourists and quality of life for residents; in recognition of the fact that tourism is an engine of growth for Timmins’ overall economy. ”

- The Long-term Vision



Mission Statement: To increase overnight tourist visits and spending in Timmins, by enhancing the total year-round Timmins tourism experience through product development, marketing, investment and partnerships.

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.

1

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

2

Enhance & Develop Tourism Products and Experiences

3

Develop a Marketing Strategy Focused on Increasing Overnight Tourist Visits

4

Secure Sustainable Sources of Funding and Industry Partnerships

5

Foster Community Awareness of Tourism and Pride of Place



“ 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

2

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-based 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