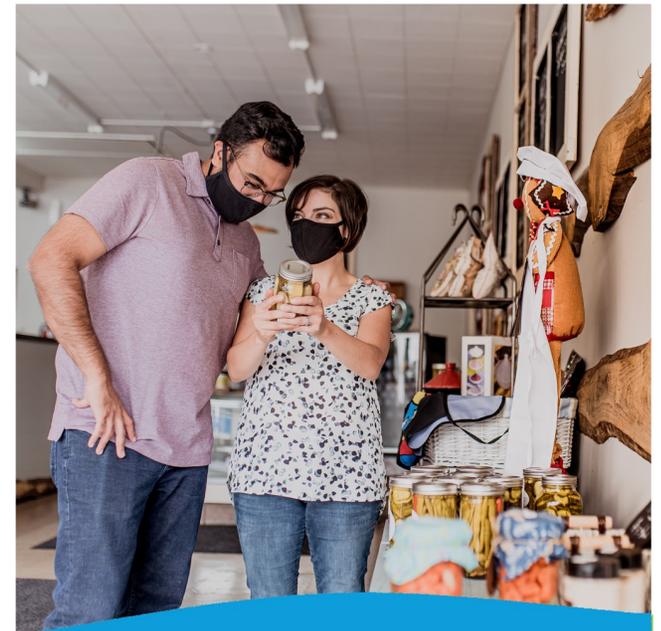


2022
Marketing
&
Communications
Plan



Haldimand
Economic Development
and Tourism



Desired Tourist Profiles



Millennials (Born 1980-1994)

- Millennials make up more than 1/4 of the Canadian population. One of the largest cohorts in Canadian history, literally representing Canada's future.
- Most diverse generation in our country's history.
- Focused on amassing life experiences rather than tangible objects.
- Value happiness, passion, diversity, sharing and discovery.

Millennials share a common age bracket, but reflect a range of experiences, perspectives, attitudes, and activity when it comes to how they approach life, careers, and engagement with politics and our community.



Urban Digerati (subset of Millennials)

Younger, well-educated city singles.

- This is the most urban segment of all the profiles. These younger, tech savvy singles are found in in downtown urban cities like Toronto and Montreal.
- These individuals have upper-middle incomes, are highly educated and culturally diverse.
- They frequent fitness clubs, clothing boutiques, microbreweries and coffee bars. They enjoy dancing, bar hopping, film festivals, and food and wine shows. They also have the time and discretionary income to support these activities.
- These individuals are globally conscious consumers who supports the arts and are involved in their communities.

Envionics Analytics, PRIZM5 segmentation.

Of the Millennial demographic, one group is worth noting—Urban Digerati currently ranked #9th in terms of visitor frequency in Haldimand in 2018.

Gen Z (Born 1995-2010)



- Don't define themselves in only one way.
- Are radically inclusive.
- Have fewer confrontations and more dialogue
- Live life pragmatically, looking for truth behind all things.
- Buying becomes a way to express their individuality, so customization and personalization is key.
- Very tied to ethics and "take a stand"

For Gen Zers, the key point is not to define themselves through only one stereotype but rather for individuals to experiment with different ways of being themselves and to shape their individual identities over time. In this respect, you might call them "identity nomads." *

* McKinsey.& Company



Targeting under-represented communities in key defined markets as outlined in our "Incorporating Diversity in Tourism Planning & Marketing Initiatives" document.



Baby Boomer (Born 1944-1964 & Gen X (Born 1965-1979)

In addition to our Desired Tourist Profiles, these groups can be included in marketing to niche markets such as: Cycling, Fishing, Motorcycling, Heritage & Culture

Reaching

Millennials & Gen Z

Age 15-42

Attracting:

- Stress authenticity of the experience
- Use bloggers to reach them
- Path "Less travelled" is appealing
- Want hidden gems —highlight uniqueness
- Love photo ops for their social media
- Enjoy festivals and unique local events

Sources:

Under 30 Experiences—[Why Millennial Travelers Are Seeking More Authentic Experiences](#)

Haldimand County & SWOTC—Discover New Markets & How to Attract Them Workshop

Globalwebindex—[Millennials Audience Report 2019](#)

TourismExpress—[2018 Typical Millennial Travel Habits](#)

We connect with young diverse travellers who want a short trip close to home, but far away from the busy city, and are yearning to get in touch with nature, and rural culture, in a quiet setting.



Real. Adventure.

Experience our rural culture and quiet scenic countryside.

Escape the busy city, and enjoy the Grand River and Lake Erie waterfront, trails and countryside, as well as unique local events and festivals. Discover your own adventure off the beaten path.

TourismHaldimand.ca



Reaching Millennials & Gen Z

Age 15-42

Twitter Post



Haldimand County @HaldimandCounty - 5h
Get tickets for [Hagersville Rocks](#), July 24-25, country music concert held in a natural outdoor amphitheater. Visit [Tourism Haldimand](#) for places to stay, eat and see. #VisitHaldimand #realpotential #DiscoverON



© Snapshots by kris 2016

Facebook Post / Instagram



Haldimand County Tourism

Published June 21, 2020

It's finally summer and time to get outside and enjoy the great outdoors.

Haldimand has undiscovered places to explore and get the perfect pic. See the [top 10 attractions and landmarks](#).

Visit [Tourism Haldimand](#) to find the places to eat, stay and play as well as festivals and unique local events. Get away from the busy work week and enjoy a few days in the quiet countryside.

@Ontariosouthwest @Ontariotravel



Reaching Niche Market - Cycling

Attracting:

- Use words like adventure, scenic, flat paved quiet roads.
- Use words Road Riding and Touring to describe the kind of cycling available in Haldimand
- Love beer and coffee stops
- Tie to other outdoor adventures, local events or unique things to see
- Position your business as bike friendly (offer free water fill up, bathroom access and secure lock up for bikes).

Sources:

Dunnville Grand Tour

[HUB Marketing to Cyclists Guide](#)

[We Love Cycling—4 Reasons to Drink Beer as a Cyclist](#) and [Why Do Cyclists Drink So Much Coffee?](#)

Leigh McAdam, Cycling Blogger—Hike Bike Travel

We connect with experienced cyclists who live in an urban environment, but wish they could bike on quiet, flat, paved country roads, and crave open spaces with beautiful farmland scenery.



Real. Adventure.

Experience our natural beauty
and small town charm.

Escape the city on your next cycling
adventure and discover our scenic
quiet country roads.

TourismHaldimand.ca



Reaching Niche Market - Cycling

Twitter Post



Facebook Post / Instagram



Haldimand County Tourism

Published July 13, 2020

Join the Dunnville Grand Tour for a recreational tour with routes ranging from 25—160 km, along the shores of Lake Erie, the Grand River and other scenic roads in Haldimand County. The event runs August 15-16, 2020.

Learn more and register at [Dunnville Grand Tour](#).

Visit [Tourism Haldimand](#) to find the best places to stay and eat as well as fun experiences you can have in Haldimand.

@DunnvilleGrandTour @Ontariosouthwest @OntarioTravel



Reaching Niche Market - Fishing

Attracting:

- Primary motivation is to experience nature
- Like to eat their catch
- Enjoy the thrill & challenge of landing a big one
- Crave the solitude / relaxing nature of fishing
- Enjoy the bonding experience with family/friends

Sources:

Tourism Marketing and Management—[What do Fishermen Value as a Tourist Experience?](#)

[An Evaluation of Motivations, Attitudes and Awareness of Tasmanian Recreational Fishers](#)

[Motivations of Marine Fishing tourists in the Westfjords, Iceland](#)

We connect with anglers of all abilities, who want to get away from the stress of work, experience nature and enjoy the thrill of freshwater fishing on the Grand River and Lake Erie.



Real. Adventure.

Discover a long line you actually like.

Get away from the daily grind and relax in the scenic countryside. Enjoy the thrill of catching your next meal, with 80 different species of fish found in the Grand River and Lake Ontario.

TourismHaldimand.ca



Reaching Niche Market - Fishing

Twitter Post



Haldimand County @HaldimandCounty - 5h

Smallmouth Bass caught this week in the Grand River, Caledonia. [Tourism Haldimand](#) lists best places to fish. #VisitHaldimand #RealPotential #explorecanada #DiscoverON



Facebook Post / Instagram



Haldimand County Tourism

Published February 13, 2020

Don't miss licence-free family fishing this weekend!
Four times a year, Canadian residents can fish in Ontario without buying a fishing licence:

- Family Fishing Weekend in February (February 15-17, 2020)
- Mother's Day Weekend in May (May 9-10, 2020)
- Father's Day Weekend in June (June 20-21, 2020)
- Family Fishing Week in July (July 4-12, 2020)

Learn more at <https://www.ontario.ca/page/licence-free-family-fishing>. Visit [Tourism Haldimand](#) to find the best places to drop your line. @OntarioTravel @Ontariosouthwest @FishWildlifeON

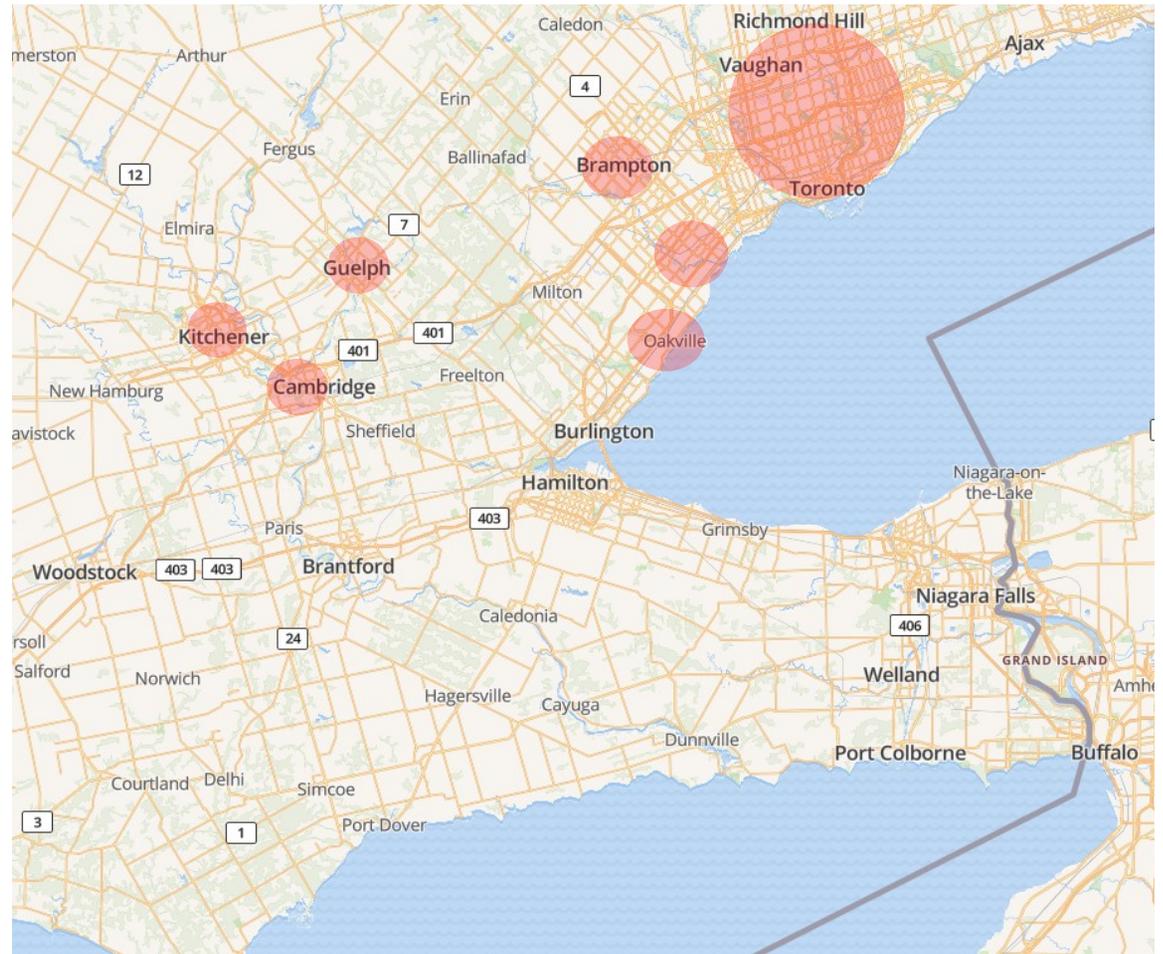


Targeted Locations

Emphasis on 100 Km and further—
Especially during the off-peak season, encourage overnight stays and increase overall spend.*

Focus on attracting communities past Hamilton in GTA—Accepting Hamilton as the number one source of visitors, Haldimand County should focus on marketing to regions in the GTA including Brampton, Toronto, and Richmond Hill. Since these visitors are located outside of market, by targeting them we hope to increase overnight spending.

*In-province (Ontario) overnight audiences are from at least 100 kilometers from their tourist destination



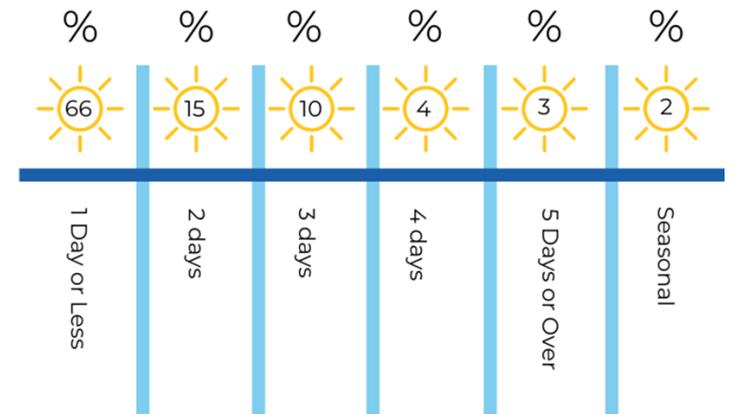
2019 Haldimand Visitor Data

Visitor Data is one metric used in forming our marketing plan and identifying shifts in traveler demographics and their preferences over time.

Visitors Primary Trip Activity



Visitors Length of Stay



Visitors By City



2022 Marketing Plans

TourismHaldimand.ca

- Add to blog content. Add website functionality.

Social Media Channels

- Sharing content from businesses
- Increased Organic & Paid Campaigns

Targeted Printing

- Limited printing to targeted time-limited promotions (no back-stock). Maps & Guides updated online.

Bloggers/Influencers

- Continue to use bloggers and influencers to reach new audiences and build content.

Partnerships

- Share content to partners to increase reach (SWOTC, Destination Ontario). Leverage partnership with Bloggers and photography projects.

Marketplace

- Promotions to on-board new vendors. Promote to increase reach and spend.

Print Media Ads

- Limited print media promotions targeted to key demographics.

Real. Local.

- Shop local campaigns to continue in 2022 to support local businesses. (i.e. Holiday Wish Book)

2022 Marketing Plans

Evolution of Printed Materials:



2019 & earlier

- Large numbers of printed guides
- Out of date quickly
- Costly to print and time consuming to keep up-to-date
- Large back-stock

With the launch of the Tourism Website—maps moved online & are interactive and more accessible.

Printed materials become more targeted and time sensitive.

