



Haldimand
Economic Development
and Tourism

2024 Tourism Marketing Plan

Attracting a diverse range of visitors seeking an authentic escape from the hustle and bustle of urban life.

Land Acknowledgment

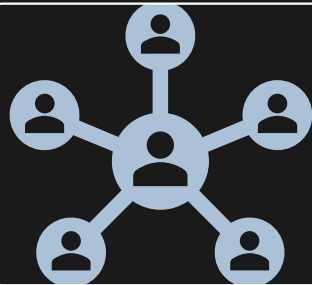
As we gather, we humbly acknowledge that Haldimand County sits on the ancestral land of many generations of Indigenous nations, who have been here since time immemorial.

Today, this land continues to be home to many Indigenous peoples, including the **Six Nations of the Grand River** and the **Mississaugas of the Credit First Nation**, as well as non-Indigenous settlers from a variety of backgrounds. As a community, we have a shared responsibility for stewardship of the land on which we live and work. We are grateful for the opportunity to work together and to share the land we all call home.

Acknowledging reminds us that our living conditions are directly related to the abundant resources of the Indigenous peoples. We commit to continue learning, reflecting on our past, and working in allyship with Indigenous communities, toward respective community goals and objectives, in peace, respect and friendship.

Economic Development & Tourism

Our goal is to improve the economic well-being and quality of life for our community by creating and retaining jobs, attracting investment and supporting local businesses growth.



CONNECT

- Funding Opportunities
- Training
- Partnerships
- Networking
- Consultation



PROGRAMS

- CIP / RWQP
- Patio Permits
- DMS
- BR&E
- Committees
- News



PROMOTE

- Tourism
- Shop Local
- B2B
- New Business Attraction
- Industrial / Manufacturing

Targeted Visitors – High Yield Market Segments

Identified by Ontario's Southwest & the Province of Ontario, using PRIZM Segments

Young Urbanites



Age Range 30-34

38.2% Single

32% Couples no children at home

51.9% rent apartment

48.8% University degree or higher

44% Belong to a visible minority

Avg. Household Income \$119,717

Travel Motivators

Love for constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.

Key Words

original/unique, immerse, embrace local culture, connect, dare, off the beaten path

Flourishing Families



Age Range 55-59

56% Couples with children at home

27% Couples without children

85% Own a home

36.8% University degree or higher

45% Belong to a visible minority group

Avg. Household income \$147,961

Travel Motivators

Combination between the other two segments but most importantly to travel together as a family and create memories, at times some ostentatious consumption.

Key Words

together, discover, learn, family, memories, all ages, exclusive, fun

Mature & Secure



Age Range 60-64

45.5% Couples with children at home

24% Single person household

84.8% Own a home

36.9% University degree or higher

Low diversity index

Avg. Household income \$181,992

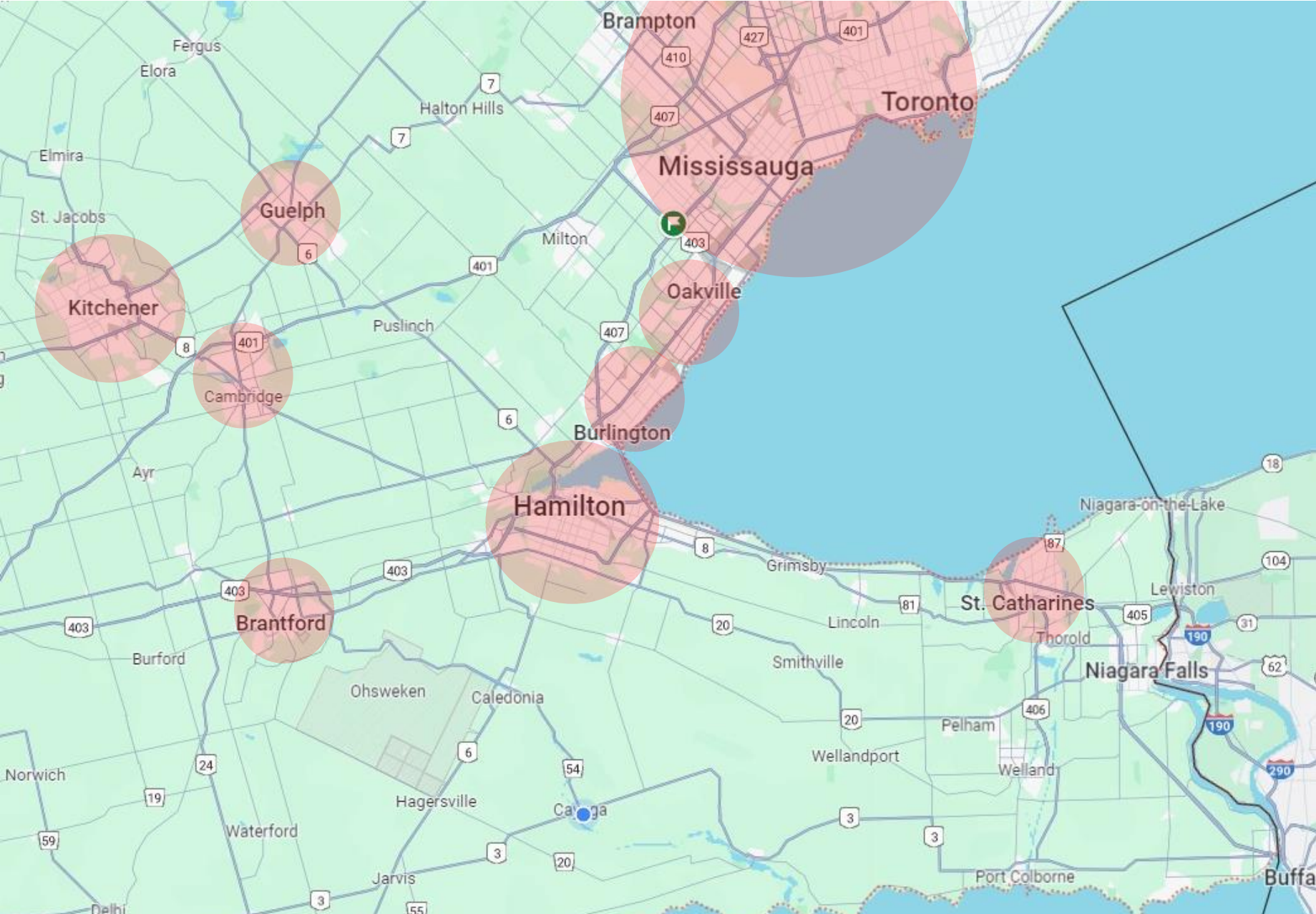
Travel Motivators

Looking for authentic, tangible engagement with a particular interest in history, culture, health and lifestyle..

Key Words

living culture, accomplish, legacy, you choose, be surprised

Targeted Visitors – Urban Day Trippers



Priority Assets of Focus



Guided Experiences



Outdoor Adventure



Eat & Drink



Events



Art & Culture



Guided Experiences

Through Haldimand County's Spark and Great to Grand programs, a number of new guided experiences have been developed. We will continue to support these experiences, work with any interested in pursuing OSW's "Signature Experiences" program, and provide additional targeted marketing to visitors including:

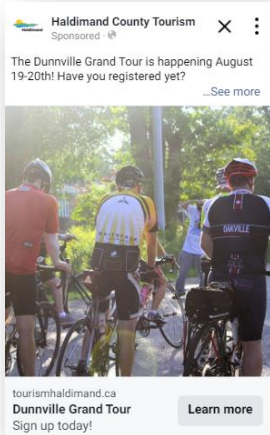
- Social Media – organic & paid campaigns
- Blogger/writer visits
- Featured on Tourism Haldimand website



Spark 2.0 has selected participants, and new experiences will be developed and for future launch dates.



Outdoor Adventure Cycling / Birding



Cycling promotions to include:

- Participation, with other DMO's, at Toronto Bicycle Show
- Social Media directing to Dunnville Grand Tour event and Dixon Cycle rentals
- Distribution of Orange Route cycling brochure to Tourist Information Centres and at local summer events (summer student)
- Include in print advertorial



Birding:

- Promotion of Ruthven's birding events through social media and calendar



Collecting emails at the Toronto Bicycle Show with the intent of creating an email marketing campaign.



Outdoor Adventure Hiking / Camping / Road Trips

- Social Media – Organic & paid campaigns
- Campgrounds – Distribute maps, guides and farmers market fliers (Summer Student)
- Include in print advertorial

In fall 2023 we ran a campaign to promote a road trip to Haldimand, focusing on fall leaves, cycling routes, farmers' markets, breweries/cidery and saw a reach of 333K people and 9,182 clicks.



Explore ways to lure campers off their campsites to experiences, markets and restaurants.



Outdoor Adventure Waterfront / Fishing / Boating



Fishing

- Social Media – Organic & paid campaign directing to outfitters
- Distribution of the Fishing Spots map through Tourist Information Centres and at local summer events (Summer Student)
- Promote any local fishing derbies, and events in Calendar and Social Media
- Promote blogger content from Ashley Rae



Boating / Paddling

- Social Media – Organic & paid campaigns directing to rentals and charters
- Determine parking and other amenities available at boat launches and build a GIS interactive map for use on website.



Creation of a Strategy to find ways to better activate the Grand River to increase tourism. (Grand River's 30th Anniversary as a Heritage River)



Eat & Drink

Markets / Food / Drinks



Farmers Markets Promotions

- Print Ads – Two Row Times, Haldimand Press
- Flyer created & distributed
- Social Media – Organic & paid campaigns
 - Opening of the Markets
 - Summer produce as it becomes ripe (feature farmers and their products)
 - Fall Harvest
 - Christmas Markets & Holiday Wish Book



Highlight unique and local food and drinks, both to residents and visitors.

- Social Media – Organic & paid campaigns
 - Summer Patio Campaign
 - Christmas shop local Food & Beverage



Explore creating a new Local Culinary Adventure Guide or participation in Southwest Ontario Culinary Guide.



Events

Highlight unique and local events that attract visitors.

- Tourism Events Calendar.
- Promote through Social Media – boosted & organic
- Use events as catalyst to entice campers to leave campsites.
- Collaborate with event managers, to look for opportunities to promote to visitors.



Total Solar Eclipse – Monday, April 8th

- Provide solar glasses to tourism businesses (restaurants, accommodations & experiences) for them to create campaigns to attract visitors.
- Creation of landing webpage.



Emphasize those events with visitor potential.



Arts & Heritage



Museums

- Social Media – Organic & paid campaigns
- Promote tourism focused events in Calendar and Social Media
- Include in print advertorial



Art

- Promotion of Public Art Tour Haldimand (PATH)
- Social Media – Organic & paid campaigns
- Promote tourism focused local art events and experiences in calendar and social media
- Development of a Haldimand County Art & Culture Policy (CDP), which may create future tourism assets.



Revive the popular social media posts “Where’s Wade” & “Thowback Thursdays” with interesting historic info.

Reaching our Audience



Tourism Website



Maps & Guides



Social Media



New Channels



Collaborative Packaging



Partnership



Other



Tourism Website

Launching new tourism website in 2024 as part of a corporate wide upgrade with a goal to create an engaging online presence, highlighting captivating stories, and immersive visuals to showcase the beauty and experiences that Haldimand has to offer

- New digital content to be developed
- Photo and video assets to be developed
- Emphasis on inclusive activities, facilities and experiences
- Feature local events (both in the calendar and content)



Explore how to feature our tourism business' sustainable practices on the website.



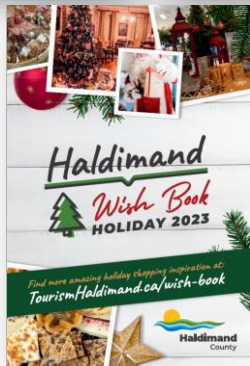
Maps & Guides



Many maps moved online only. Limited printing of specific maps and guides with an emphasis on creating Evergreen products to avoid wastage. In 2023, the Fishing Spots Map & Orange Route Cycling Map were reprinted, as well as our Holiday Wish Book.

New in 2024:

- Digital maps used on our website will be upgraded through a GIS project and include staff training.
- Explore creating a new Culinary Adventure Guide.



Review the Holiday Wish Book initiative and explore new ways to create the printed guide and promote shopping local for Christmas.

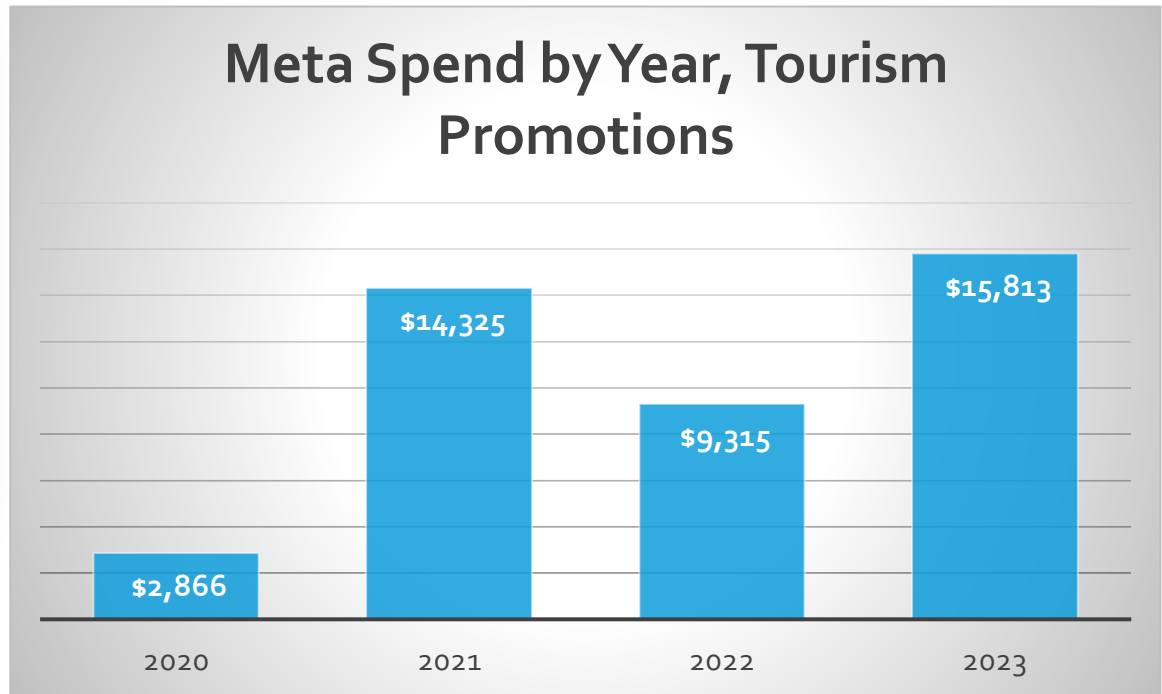


Social Media

Implement targeted digital advertising campaigns to reach potential visitors interested in our areas of focus.
Tourism Haldimand Facebook and Instagram.



Meta Spend by Year, Tourism Promotions



Highlight festivals, and experiences with paid advertising.



New Channels

While established platforms like Facebook and Instagram continue to be vital for reaching audiences, emerging channels present unique opportunities to connect with niche markets and allows for deeper reach and engagement, ensuring that Tourism Haldimand remains visible to our targeted visitors. Channels to be explored:



Email Marketing Campaign

- Collecting emails at the Toronto Bicycle Show through a draw.
- Add a click button to cycling info on website to get added to the subscriptions list.
- Summer Cycling Newsletter - email campaign planned to promote cycling assets, Dunnville Grand Tour and Dixon Cycle rentals.



YouTube Paid Marketing Campaign

- Promote new video content.



Explore emerging new social media channels to ensure we are reaching our intended audience, and getting value for money.



Collaborative Packaging

New Experiences Launched



Enhances overall visitor experience and encourages longer stays.

- Support businesses who develop packages combining offerings from other businesses including accommodations, dining and activity providers.
- Promote on website and social media
- Search for opportunities to amplify message



Explore additional marketing opportunities for packages.



Partnerships Opportunities and Co-promotions

Other Destination Marketing Organizations (DMO)

- Toronto Cycling Show –partnership with Oxford & TWEPI
- Motorcycle Route

Ontario's Southwest

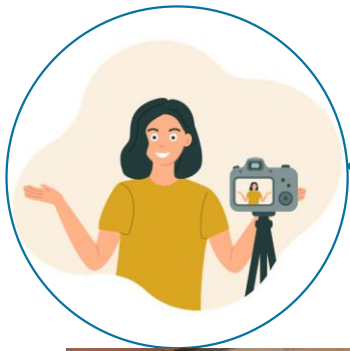
- Global Heroes Advertorial April 2024 (Toronto Star, Globe & Mail, National Post print & digital)
- Add hashtags for social media posts
- Providing seasonal updates to include in promotions

Destination Ontario

- Add hashtags for social media posts
- Providing seasonal updates to include in promotions



Take advantage of opportunities as they arise, if they fit within timing, budget and key objectives of the marketing plan.



Other



Elise Purdon

Bloggers - Collaborating with bloggers to create authentic and relatable content, inspiring potential visitors from their established and engaged audience base to visit.

- Match the niche expertise & demographic following of bloggers, to our key assets of focus.
- Use assets create for new website and social media



Real. Haldimand. Marketplace

- Continue to build vendors and promote through Social Media
- Ensure smooth transition to new website



Artificial Intelligence

- Collecting best practice tips for use in marketing
- Staff participation in OSW training

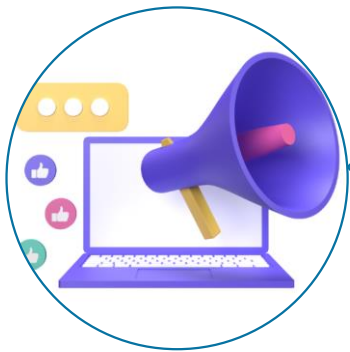


Safety Messaging – working with Communications

- Bike Safety – share the road
- Slow Down for Farm Vehicles
- Eclipse Safety



Explore bloggers who can reach our target market and feature unique Haldimand experiences that will resonate with their audience.



Other Marketing Agency

Haldimand County has selected Banko Creative Studio located in Hamilton, as our Marketing Agency of Record and employed for larger tourism campaigns by providing professional marketing services.

HALDIMAND COUNTY

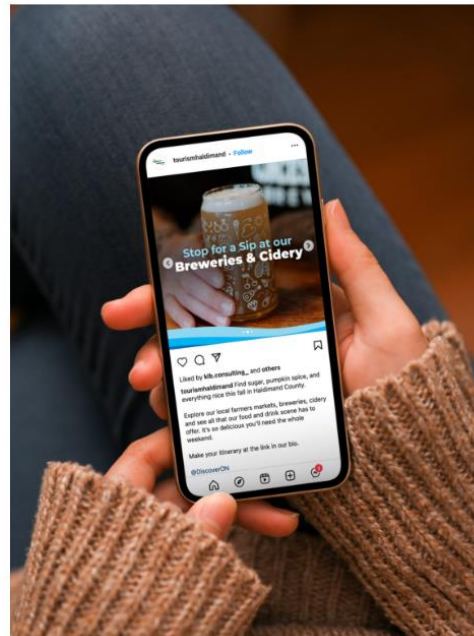
When autumn's crisp air begins to sweep through Haldimand County, it's not just the leaves that change.

The entire region transforms into a kaleidoscope of colours, tastes, and experiences. Haldimand County sought to promote day trips focusing on fall foliage, cycling routes, farmers' markets, breweries, and cideries.

The goal? To boost local business traffic through day trips and increase bookings at B&Bs and motels during the quieter season.



<https://banko.ca/case-study/haldimand-county/>



In 2023 Banko was engaged for:

- Fall Road Trip Campaign featuring Fall Leaves, Cycling, local food and accommodations
- Holiday Wish Book Campaign featuring a printed guide, print ads and social media.

2024 Major Seasonal Campaigns

SPRING

In market – March-May

- Road Trip – Get Out & Active (Global Heroes Advertorial)
 - Trails / Cycling / Museums
- Cycling Newsletter (email campaign)
- Printed materials to Campgrounds, Seasonal Properties & Residents



SUMMER

In market – June-August

- Meet Your Farmers (Markets)
- Patio's



FALL

In market – Sept.-Oct.

- Road Trip – See the Fall Colours (Social Media Campaign)
 - Birding
 - Fishing
 - Art Tour



WINTER

In market – Nov.-Feb.

- Wish Book – Shop Local
 - Christmas Markets
- Food & Drink

