

Introduction to Tourism in Frontenac



Global Trends in Tourism



1. Hands On Experiences



2. Agri-Tourism & Culinary Experiences



3. Adventure Travel

Visitor Preferences and Demographics



Expecting personalization

74% of consumers are frustrated that web content doesn't map to their interests.



Trusting peers over advertising

Word of mouth is still the most trusted source of information, with 92% of consumers trusting friends and family over advertising².



Sharing experiences through social media

76% of travelers post vacation photos to social networks³.



Visual decision making

People are increasingly turning to photos and videos to decide what to do, where to go, what to buy.

Sources:

1 <http://www.marketingmag.ca/consumer/millennials-want-experiences-not-stuff-column-164421>

2 <http://www.nielsen.com/us/en/insights/reports-downloads/2012/global-trust-in-advertising-and-brand-messages.html>

3 <http://www.adweek.com/socialtimes/social-media-and-travel-go-hand-in-hand-infographic/625230>

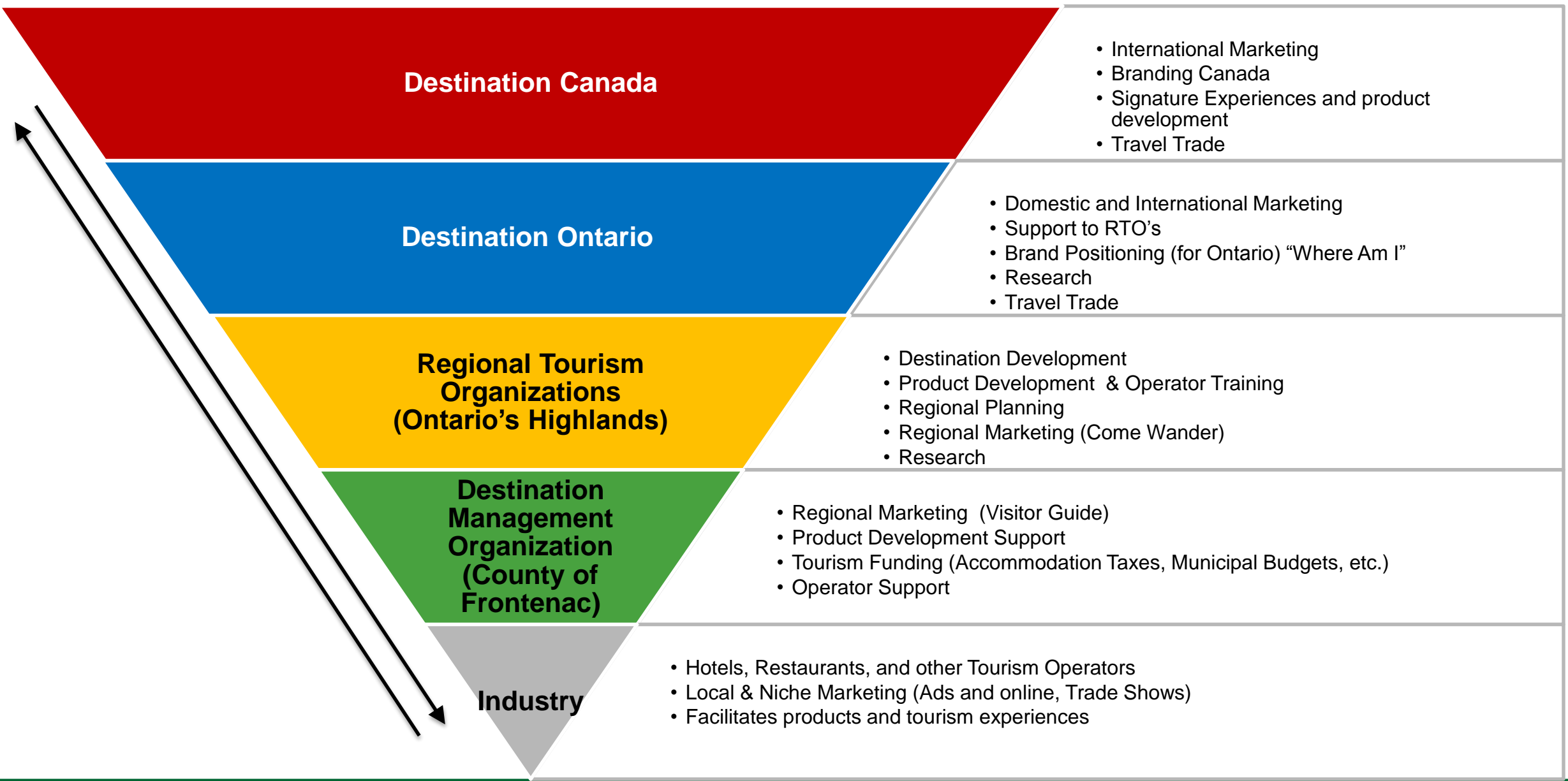
What is a D(M)O?

Traditional Role: Destination **Marketing** Organization

- Mandated with marketing a destination for tourism. In practice for over 100 years.
- Served as intermediaries between hotels, small tourism business, and prospective travellers
- Started with leisure but expanded to meetings and conventions, incentive travel, sport tourism, events, etc.

Emerging Role: Destination **Management** Organization

- Mandated with marketing a destination for tourism...
BUT ALSO
- Advocating with government, industry
- Destination brand management,
- Encourage investment in product development
- Enable destination development
 - Can include projects focused on infrastructure, workforce development, funding, training, etc.



Tourism in 2018

- County involvement increased in Tourism Ecosystem including:
 - » Hosting IGNITE 3-day Tourism Training in March 2018 with OHTO
 - » Strengthening connection to Ontario's Highlands and [Come Wander](#)
 - » Visitor experience development workshops with Frontenac Ambassadors
 - » [Event Incentive Program](#) launched in 2018
 - » Fishing Campaign launched with Anglers Atlas in 2018 & 2019
 - » [Tourism Sentiment Index Report](#) – 2019
 - » Launch of the [Frontenac Five](#) in 2017
 - » Coordination of the 2019 Frontenac Visitor Guide
 - » 2019 Accommodation Policy Review – All townships
 - » K&P Trail Construction to Sharbot Lake

2019 Destination Development Projects

- Accommodation Strategy Implementation
- Ferry by Foot Program and Wolfe Island Visitor Guide
- Frontenac Visitor Guide
- Open Farms Event
- Social Media & User Generated Content
- Video Campaign
- Event Incentive Program
- Signs and Billboards

Accommodation Strategy

- The Accommodation Study was funded along with a suite of economic development projects funded by OMAFRA in a 3-year program
- North Frontenac specifically requested the background study on Accommodations as part of the townships participation in the program
- MDB Insight and Terra Consulting submitted a successful proposal and led the study engagement and implementation
- The study included
 - an asset inventory of accommodations, attractions and other cultural resources that may be of interest to potential visitors
 - A policy review
 - Engagement with local tourism operators and external stakeholders
 - Evaluation and recommendation of appropriate accommodation development opportunities in Frontenac County.
- The findings of the study and recommendations were approved by County Council in July of 2017



County of Frontenac Accommodation Review and Strategy for Growth

July 2017

Ferry By Foot and Wolfe Island Visitor Guide

Tourism has an important place on Wolfe Island, however, as the island becomes a more attractive destination, it presents conflict with local residents competing for access to the Ferry.

Tourism messaging promoting Wolfe Island and its attractions as part of this campaign encourage walking or cycling on to the Ferry in order to reduce congestion during peak hours.

The program includes:

- A comprehensive Visitor Guide – educating visitors on the walkability of Marysville, and the various cycling routes on the island.
- Signs informing visitors of how to walk on
- Social media messaging focused on “Ferry by Foot”
- “How To” guides
- The Big Sandy Bay Bus to help visitors reach one of the more popular attractions



Open Farms 2019

Goals

1. Connect eaters with producers
2. Start new relationships
3. Increase awareness of farms in Frontenac
4. Grow Frontenac's reputation as a region that produces good food

Last year: Sunday, September 9|10am –4pm

- **Sunset Farm** – 500+ visitors
- **Birds & Bees Produce** – 500+ visitors
- **Long Road Eco Farm** – 250 to 300 visitors
- **Fat Chance Farmstead** - 300 to 400 visitors
- **Five Star Farm** – 300 to 400 visitors
- **Maple Ridge Farm** – 540+ visitors
- **Food Less Travelled** – 600+ visitors



OPEN FARM
FARMS

Sunday, September 8
10am–4pm
Free Admission

Get all the info at
InFrontenac.ca/OpenFarms

New for 2019
Experience the Frontenac
County Plowing Match

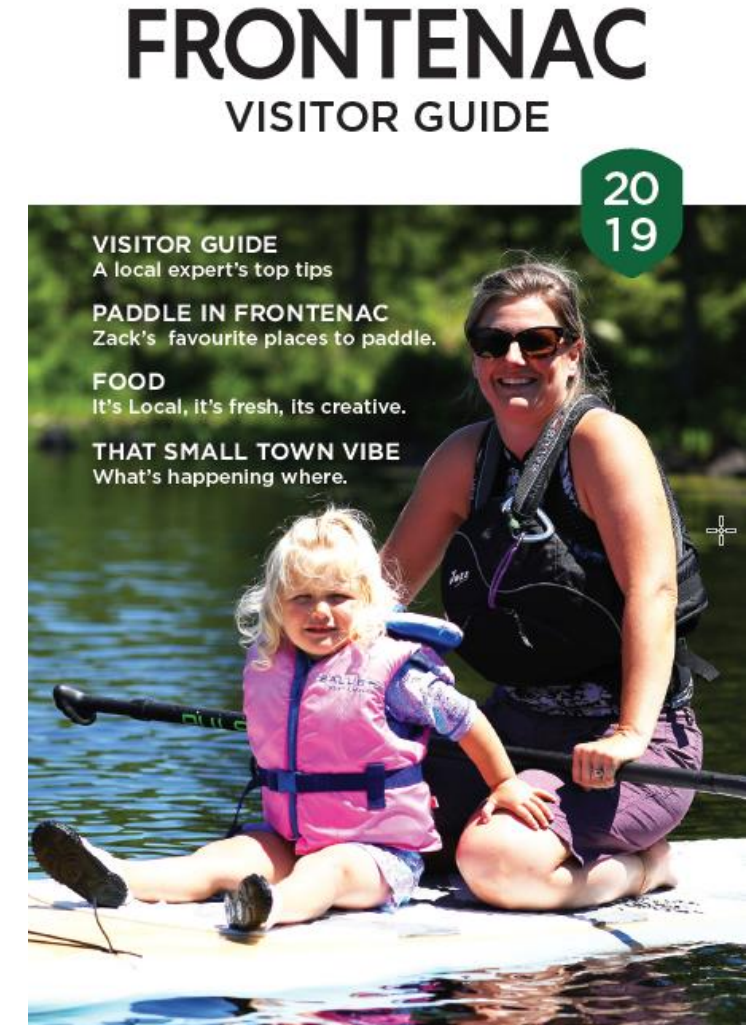
Follow @FrontenacCounty
for locations and more info.
@ f t

Connect with our farmers, their land, and your food.

Frontenac Visitor Guide

The Frontenac Visitor Guide is a collaboration between Frontenac County, the Frontenac News, a wonderful group of Ambassadors who wrote content and dozens of local businesses who purchased ads to share the cost of the project while promoting their businesses.

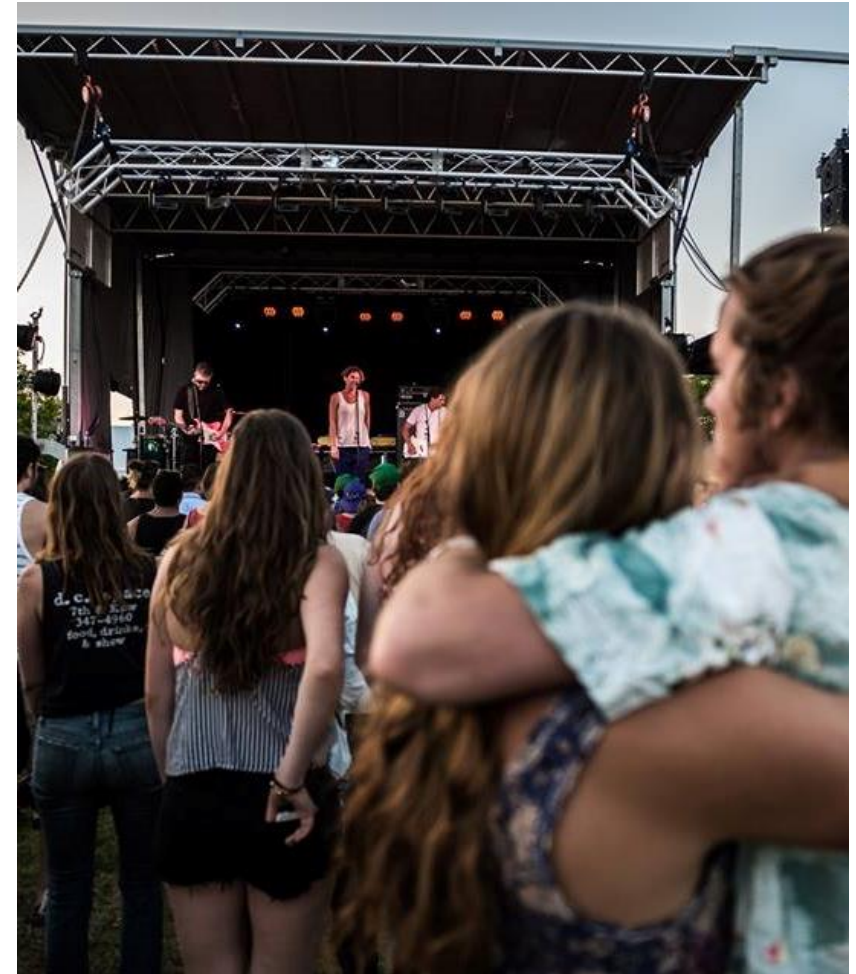
- 12,000 copies have been produced
- Guides will be distributed to local businesses in Frontenac as well as hotels and the Visitor Experience Centre in Kingston
- Guides have been requested by Tourism Information Centres and across Ontario



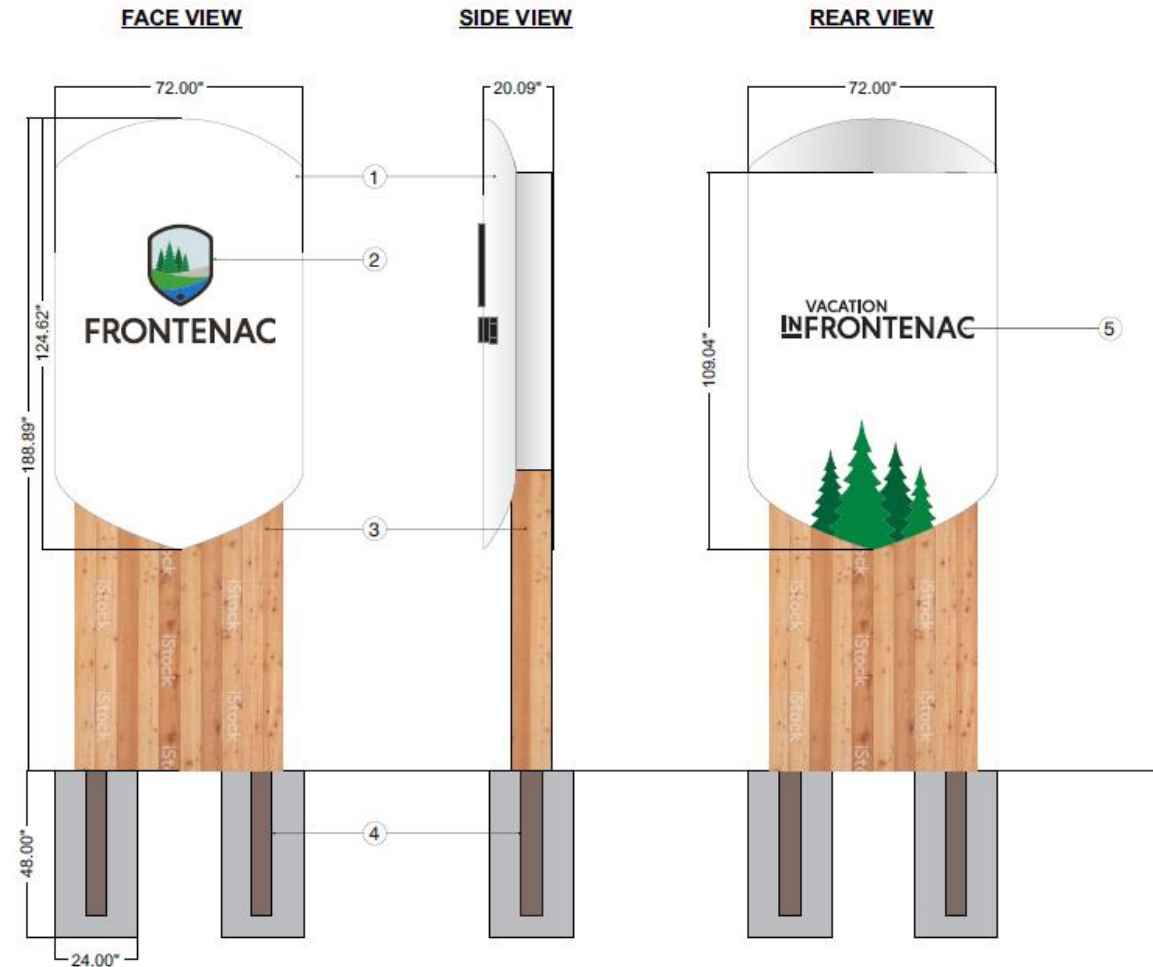
Event Incentive Program

The Event Incentive is a pilot program for 2018, 2019 and 2020. Funding is used to help event promoters and organizers reach new markets and attract visitors to the Frontenac region to participate in new and expanding events.

- The incentive provides up to \$10 per visitor to the Frontenac region
- Incentives are granted on a per visitor basis.
 - » "Visitor" is defined as anyone who does not live in Frontenac or Kingston and who has to travel 40km or further to participate in the event.
- Events must seek to attract a minimum of 50 visitors, and funding will only allow for a maximum of 500.
- Events must be widely promoted outside of Frontenac County to qualify.
- Additional considerations for funding include
 - » the event is in its first year
 - » the event takes place in the off-peak season (September - June)



Billboards and Signs



Marketing & Social Media



County of Frontenac Published by Alison Vandervelde [?]
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A cold and grey day calls for a warm coffee. Grab a friend and get a cup #inFrontenac:
<https://bit.ly/2PJ5kXZ>

And while you're at it... Experience Life in Frontenac:
<https://bit.ly/2IWLDeO>

Cardinal Café + Shop Trousdale's General Store
Shamrock Bakery Café Tenango Visit Kingston
South Eastern Ontario

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16w Reply

refinedmagygk Beautiful 🌟
16w Reply

Liked by kayak_zack and 77 others

JANUARY 9

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#repost @meredithsw #autumn
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