



A CASE STUDY IN CFDC'S AS RURAL TOURISM PROMOTERS





INTRODUCTIONS

Gord Knowles (B.A., Ec.D, CEcD, APEC-CBC) has been an Atikokan Economic Development Corporation (AEDC) Community Development Advisor since 2010. His portfolio includes loan disbursement/collections, community economic development and not-for-profits liaising. Gord oversees Tourism Atikokan, a collaboration with the municipality and province. Additionally, he sits on the steering committee, supervises the Coordinator and is a design team member on the Heart of the Continent Partnership and its Geo-tourism site, in collaboration with National Geographic. He serves on EDCO's board of directors, chairs its professional development committee, was past chair of OACFDC's youth committee, is a member of Tourism Northern Ontario's 13C Advisory Committee and is a Member Emeritus of the Atikokan Not-For-Profit Daycare Corporation.

Gord has received both EDCO's Young Professional Influencer of the Year and the IEDC Leadership Award for Young Economic Development Professional of the Year.



INTRODUCTIONS

John Cameron is a Development Officer with the City of Thunder Bay – Tourism Division employed with the city for six years.

John knows what Northwest Ontario and Thunder Bay has to offer as a tourism destination as a life-long resident of the region growing up in Stratton, ON before moving to Thunder Bay where he has lived for 30 years. John has also been employed with the Ontario Ministry of Tourism, Culture and Sport in his career working on media relations and as a project manager handling Resource Stewardship Agreements for resource-based tourism operators.

John is involved in a number of regionally focused projects with Tourism Thunder Bay, the marketing lead for touring and outdoor adventure for Northwest Ontario under the umbrella of Tourism Northern Ontario. John has worked on the development of the Heart of the Continent National Geographic website, the Ride Lake Superior motorcycle tour, trail development and is currently involved with project to promote cycling in Thunder Bay and the Northwest Region.

Sports tourism is one of the portfolios that John handles in his duties as a development officer with City of Thunder Bay – Tourism. John works with local sports groups to bid on events to bring to Thunder Bay. Some of the recent events that Thunder Bay has hosted include the Staal Foundation Open – PGA TOUR Canada tournament the last three years, the 2016 Can Am Police Fire Games, the 2011 Canadian Club Curling Championships and coming up in 2017 the U-16 Canadian Alpine Championships and U-18 Baseball World Cup.

John is a former sports journalist having worked in print, radio and television in Thunder Bay. John continues to write a weekly column on curling for the Chronicle Journal daily newspaper in Thunder Bay.



INTRODUCTIONS

Gerry Cariou has been the Executive Director of Ontario's Sunset Country Travel Association since 1999. He has a Masters Degree from the University of Waterloo and a BA (Honours) Degree from the University of Winnipeg. Gerry is a strong advocate for the tourism industry in Northwestern Ontario and specializes in digital and social media marketing strategies. Sunset Country is the largest Travel Association in Northern Ontario with almost 350 member businesses.



tourism excellence north

INTRODUCTIONS

Karen Peacock has worked with not for profit organizations for more than 25 years as a consultant and employee in both Sudbury and Toronto. Most recently, as Executive Director of the Art Gallery of Sudbury, she led its transformation into a financially sustainable organization, guided its business plans for the new Franklin Carmichael Art Centre and won the Community Builders of Excellence in Arts Award in 2013.

Karen has enthusiastically embraced developing Tourism Excellence North training and development program since joining it in November 2015. Karen continues to be an active member and volunteer within her community. She calls Sudbury home with husband John, has three step-children and three adorable grandchildren. Her hobbies include relaxing at camp, fishing, hunting and canoeing.

TOURISM ATIKOKAN



HOW ATIKOKAN'S CFDC ENGAGED IN TOURISM

- Heart of the Continent Partnership
 - International Community Congress
 - National Geographic Geo-tourism Design Team
 - Steering Committee
 - Staff Supervision
- Path of the Paddle
 - Steering Committee
 - Staff Supervision
- Tourism Northern Ontario (RTO 13C)
 - Partnership Funding Participant
 - Tourism Excellence North Broker
 - Advisory Committee member
- Path of the Voyageur
 - Steering Committee
 - Staff Supervision
- Friends of White Otter Castle
 - Board Direction & Facilitation
 - Fundraising and Restorations

KEY PROJECTS WE WANTED TO ACCOMPLISH

1. “How to do Tourism” focused program workforce development kit
2. Development of Atikokan-based Branding for marketing, Advertising, Promotion and Product Placement
3. ‘Visit Atikokan’ tourism based website
4. Creation of ‘Welcome to Atikokan’ Information Booklets
5. Create collaboration with regional tourism projects to maximize exposure of Atikokan within their domains
6. Create a social media identity
7. Explore hiring additional help - Canada Summer Job Grants, 100% government funded, FedNor and/or NOHFC interns 90% government funded for NPO
8. Build basic tools and structure for the businesses to use as they saw fit, at as little cost to us as possible, and without cost to the end-users

FIRST YEAR BENCHMARKS

- Additional funding secured from municipality, leveraged into a 50% fiscal partnership with Tourism Northern Ontario, with in-kind work done by the CFDC.
- Development of “Naturally Wild” Branding, done by regional firm and with consultation, design input and ultimate approval from local stakeholders.
- “How to do Tourism” focused program workforce development kit produced and made available online to businesses.
- ‘Visit Atikokan’ tourism based website (www.visitatikokan.ca) Several thousand visitors in first 3 months since launch. First time local restaurant menus and grocery flyers are available online.
- 5,000 ‘Welcome to Atikokan’ Information Booklets produced regionally and distributed in the region.
- Collaboration with regional tourism projects to maximize exposure of Atikokan within their domains – Northwest Outdoors, Heart of the Continent Partnership, Tourism Northern Ontario, Thunder Bay Tourism, North of Superior Tourism Association, Path of the Paddle, Sunset Country, .
- 5,000 Community Maps updated for first time since 1999 and distributed locally and regionally; made available online.
- Social media activity (since Aug 5/15) – Facebook: over 700,000 cumulative post reach, 60,000 video views, 1,500 page likes from all corners of the globe. Active on Twitter and Instagram; collaborate content with CFDC activities.
- First summer students hired who oversaw delivering summer tourism projects (Atikokan Bass Classic, Mud Flings, markets, etc.)
- Sponsored first local film festival – Reel to Reel Paddling Festival. Sponsored ads to target youth via school yearbook ads.
- **TOTAL COST TO CFDC** - \$0 in Operating, \$10,000 worth of In-Kind Wages to management and admin.

WHY IS A CFDC WELL POSITIONED TO ENGAGE IN TOURISM?

- You know clients in the business - you probably know more about tourism than you think you do just based on your business counseling abilities
- You are a connector and can engage both government (on all levels) and private businesses, as well as apply for grants, hire interns and secure private funds.
- You are a neutral party - you have no 'skin in the game' and you're mandated by your funding agency to show no bias. An unbiased, fresh set of eyes can be welcome.
- You likely already engage in regionalism and cross-community projects, which is the model provincial tourism engaged in.
- It can become a revenue generation model, with CED-tracked benefits, with events and programs that can generate profit you can invest back into your organization/community.
- You have lots of free time - just kidding...

TOURISM ATIKOKAN



Who is responsible for Tourism Development where you live?

- Municipality • Businesses • Chambers • BIA • Government Agencies •

More importantly, why are they responsible?

- History • Access to Funds • Experience • Authority • No one else will do it? •

Now – where, how and when does your organization fit in?

VISIT NORTHWEST ONTARIO



VISITNORTHWESTONTARIO.COM



BACKGROUND

2010 Ontario Tourism Strategy called for the creation of 13 new regional tourism organizations across Ontario.

Its about alignment and coordination of tourism management

Tourism Thunder Bay, Tourism Kenora, North of Superior and Sunset Country were northwest signatories to the creation of Tourism Northern Ontario in 2011



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NORTHWEST MARKETING

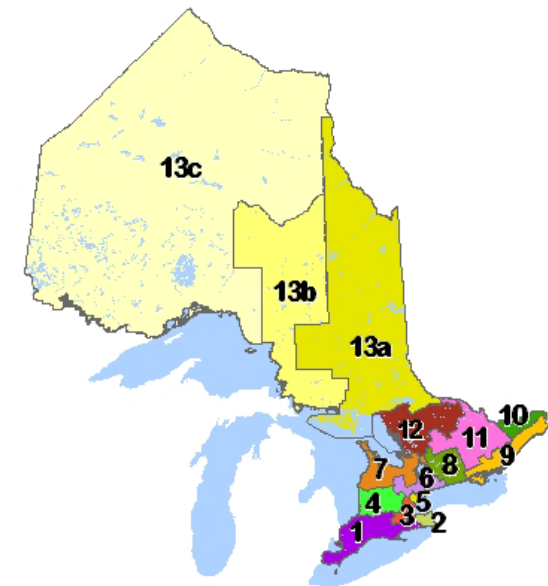
Northwest – “Region 13c” is largest in province

Boundaries established based on similarity of product and similarity of markets.

Northern Tourism Strategy recommended two separate marketing streams in the Northwest – awarded through RFP process

Tourism Thunder Bay manages touring, outdoor adventure, convention and sport

Sunset Country manages fishing and hunting marketing



NORTHWEST MARKETING

Visit Northwest Ontario brand created to position the region's 312 000 square kilometers as one very large outdoor playground

Centrally located and easier to get to for close haul markets - US midwest and Manitoba

Ontario road based touring and promoting both Winnipeg and Thunder Bay as air gateways to Northwest experiences

North American outdoor avids – people who travel for a bucket list adventure

Program slated for review in 2017 and desired closer alignment with and inclusion of angling experiences



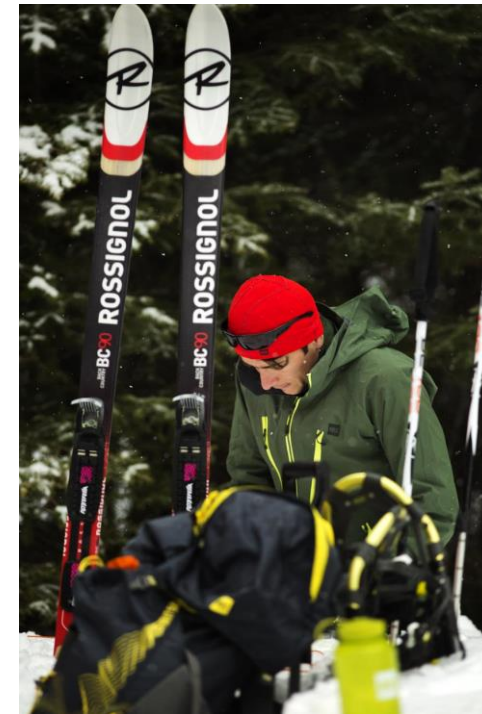
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2016/17 BUDGET

Touring and outdoor adventure - \$428 000

Angling and hunting - \$640 000

Each contract includes a management requirement to develop and push digital content through the Northern Portal www.northernontario.travel.



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PARTNERSHIPS

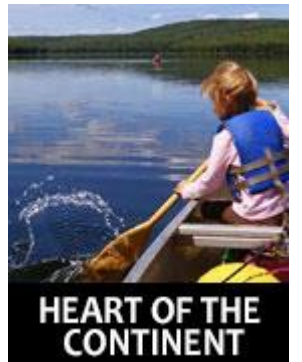


Parks
Canada

Parcs
Canada

Aligning with strong travel brands

- Renewal of marketing lead contract with Tourism Northern Ontario
- Porter Airlines summer campaign
- OTMPC – media relations and travel trade partnerships
- Ride Lake Superior renewal
- “Tourism Rocks” Regional industry awareness campaign
- National Geographic - Heart of the Continent
www.traveltheheart.org



2016/17 MAJOR INITIATIVES

Ride Lake Superior and Ride Northwest Ontario – motorcycle marketing – US, Ontario, Manitoba

AAA and CAA summer and fall touring programs – auto and RV touring – US midwest, Ontario, Manitoba

Heart of the Continent Partnership

Winter program – “Snowbetterplace”

Snowtrax Winter media Fam/episode production - NWOSTA

Porter partnership – promoting cities as urban gateways

International Travel Trade – Jonview Canada

Digital and select print media into Minnesota, Manitoba and Ontario markets as well as avid cycling, hiking, outdoor and paddlesport media



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2016/17 TRAVEL MEDIA INITIATIVES

Media relations features prominently within the program – content development and redirection

Explore

Outside

Toronto Star

Winnipeg Free Press

AAA and CAA media

Use of media influencers – Ray Mears, Callum Snape

Film development – Goh Iromoto branded portrait series – “Pull” –
“We Belong”



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CURRENT PERFORMANCE

Northwest accommodation occupancy up 4%

Available revenue per room up 1%

Border crossings – US resident traffic up 7%

Visitor Centre usage – up 15%

Northernontario.travel – user sessions up 6%

Visitnorthwestontario.com – user sessions up 8%



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NEXT STEPS

Monitor performance of current initiatives

Release of winter 2017 marketing programs

Begin development of 2017/18 strategies

Measurement of media relations value

Work with TNO to improve efficiencies of service delivery

Work with TNO to greatly improve communication across Northwest.



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CONTACT US

Touring and adventure marketing lead – Paul Pepe

ppepe@thunderbay.ca

Heart of the Continent and regional experience
marketing development– John Cameron

jcameron@thunderbay.ca



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**ONTARIO'S SUNSET COUNTRY TRAVEL
ASSOCIATION**



REGIONAL DESTINATION MARKETING

Membership-based and non-profit model

Fee-for-service Government contracts

Destination Branding & Awareness

Generate Response – Real Travel Inquiries for Operators from Real People

THE HOW - ACTIVITIES

Multi-media approach – engagement

- TV
- Print
- Shows
- Digital Online
- Social Media
- Media Familiarization
- Programmatic Digital

VISITSUNSETCOUNTRY.COM

Three-year \$110,000.00 investment

Bringing the “shopping cart” to destination selection in NW Ontario

Play Vimeo Clip here <https://vimeo.com/176517250> (PW=sunset)

SOCIAL MEDIA

Turned tourism marketing on its head – nothing compares to it in the last 20 years – aside from creation of the Internet itself

How does a Video of the CP Holiday Train go Viral?

Go pick up a Gondola Pizza at the right time that's how!

THIS IS ENGAGEMENT...

<https://www.facebook.com/SunsetCountry/videos/1124061187604854/>

1,569,536 people reached...

455,000 views

322 comments, 5,700 likes, 5,707 shares

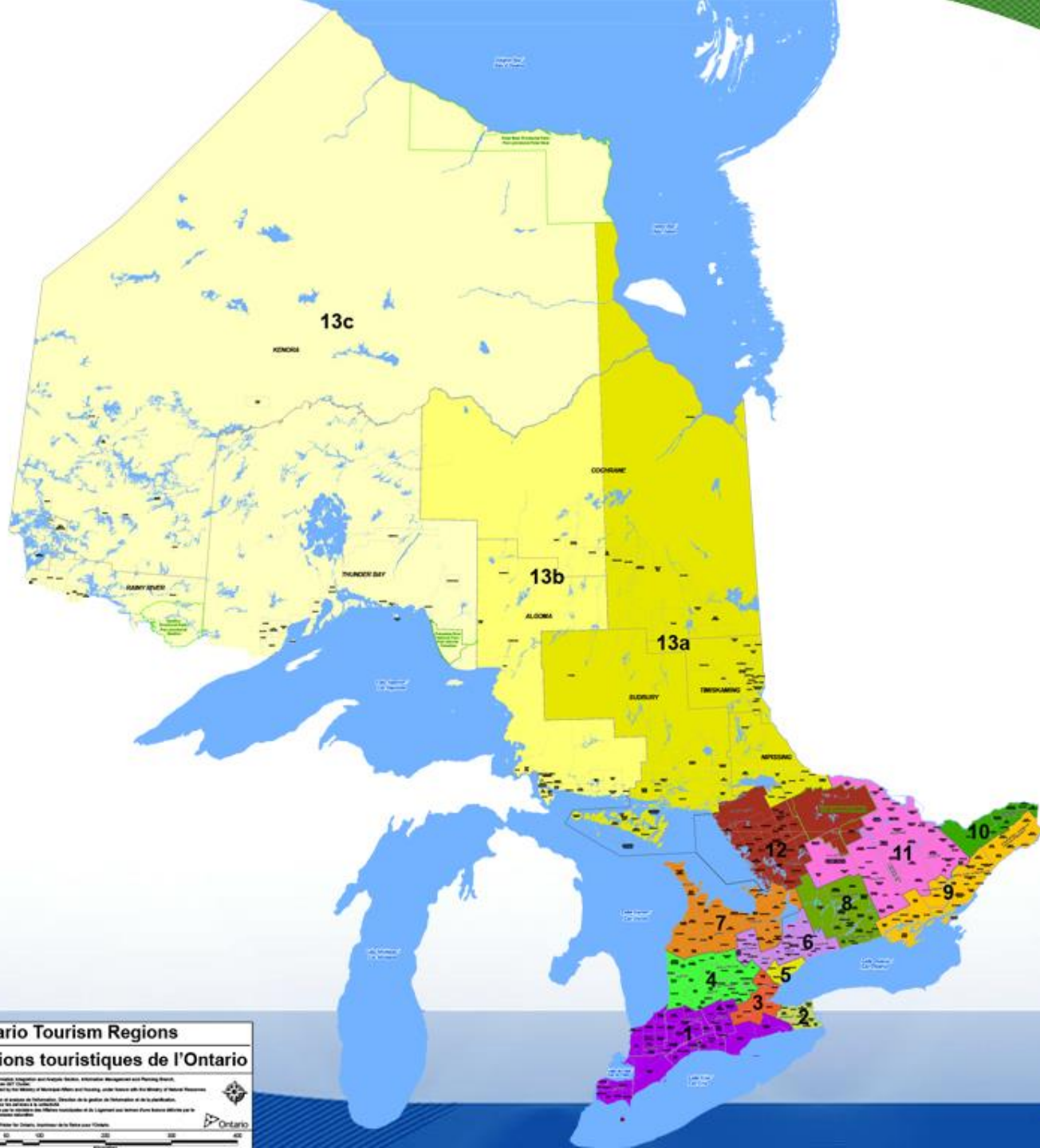


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A Tourism Development Program for Northern Ontario

ONTARIO ASSOCIATION OF COMMUNITY FUTURES DEVELOPMENT
CORPORATIONS





Ontario Tourism Regions
Régions touristiques de l'Ontario

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TOURISM IN NORTHERN ONTARIO

8.1 million visitors spending over \$1.5 billion in 2012 in the region;

40% of Northern Ontario's workforce is employed in the tourism industry;

One in four businesses in Northern Ontario are tourism related;

Northern Ontario's tourism economy is larger than five provincial and three territorial tourism economies.

Partnerships

Working with Partners to Grow Northern Ontario's Tourism Economy

- Investment of \$1.5 million for TEN pilot over the next 2.5 years



Northern Ontario Product Development Strategy



- **Experience Shift**
- **Culture Shift**
- **Quality Shift**

Experience Shift

Focus efforts on product development with the most potential to advance tourism in Northern Ontario.

Priorities: angling, nature and adventure, touring, gateways and urban communities, cycling, cultural, international markets, snowmobiling and wayfinding.

Culture Shift

Focus on creating a “Culture of Excellence” for the delivery of Northern Ontario tourism products and experiences.

Priority: Programs designed to increase capacity for operators, organizations and communities.

Quality Shift

Focus on creating a 'Culture of Quality' that generates investment, commitment and support for strategic tourism product development in Northern Ontario.

Priority: Tourism Excellence North



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What is TEN?

1. A suite of training solutions:

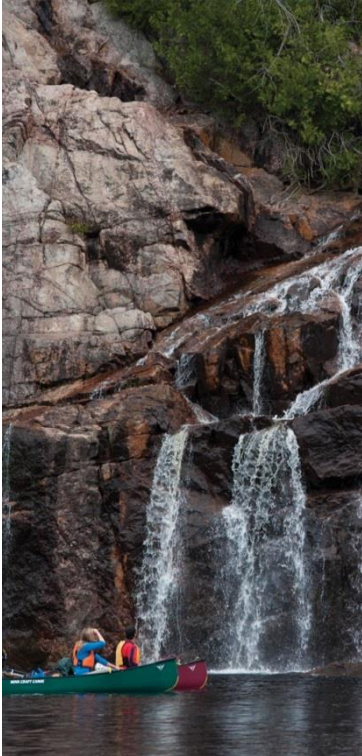
- Self-learning
- Group learning
- Personalized Coaching / Mentorship

2. An orientation program

What will TEN do?

- 1. Improve and Enhance Operator Quality**
- 2. Ignite Innovation**
- 3. Build Great Visitor Experiences**
- 4. Create Vibrant Tourism Communities**
- 5. Invest in Tourism**

Who is TEN for?



- **Operators**
- **Organizations**
- **Communities**

TEN for Operators

Self-Assessment for Operators

Ten Essentials of Successful Travel Products & Experiences

Visitor Appeal Assessment Tool

Case Studies

Group Learning for Operators

Experience Travel Training for Operators

Best Practices Missions

Personalized Coaching for Operators

Fast Track to Success



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ACTION PLAN:
IN THE NEXT MONTH:

IN THE NEXT THREE MONTHS:



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(705) 596-2228 info@tourismexcellencenorth.ca

TEN ESSENTIALS OF SUCCESSFUL TRAVEL PRODUCTS AND EXPERIENCES

Estimated time to complete:
10-15 minutes

What it is used for:

This tool examines the quality of the visitor experience provided by an individual tourism operator using a checklist of 10 integrated factors.

How and when to use it:

This tool is best used on a regular basis to examine a travel product and experience objectively. It can be used by operators to guide the development of new visitor experiences or to strengthen and refine existing products/experiences.

You are encouraged to have multiple reviewers complete the assessment, from within the operation and external to the operation, to gather a range of perspectives. You can then share and discuss the rationale for each score.

Use it the first time to set a benchmark, and then complete it annually, a year later, to measure progress from year to year. It is also helpful to apply this tool seasonally to determine how consistent the quality of the offer is.

The goal is to meet or exceed visitor expectations in all 10 elements at all times.

You can download the tool and complete a hard copy or use it on your tablet or computer, using the fillable PDF form.

Two things to do when you are finished:

1. The insights you gather are for use by your operation to ensure you are meeting or exceeding visitor expectations. Keep a copy of your evaluation and note the next date for another assessment.
2. Celebrate areas that are strong and develop an action plan to address gaps or areas that need improvement or attention.

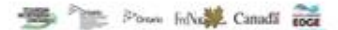
with Tourism Synergy 2015

Subject Property:
Evaluation Performed by:

Date of Evaluation:

The "Essential"	Exceeds	Meets	Lacks	Rationale
1. Compelling Theme/Story Connects visitors to the people, places and culture. It's the foundation for a harmonized, memorable, experience that is unique, responds to the visitor's interests and delivers on the operator's brand promise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Authentic Features access to local people, stories and/or culture and a sense of place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Emotional Trigger Experience causes an emotional reaction from visitors and hosts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Access Ease of access to: a) product information, b) purchase, c) site location, d) mobility at the site, and e) throughout the experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Educational Experience provides opportunities to discover and learn.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Enriching/Entertaining Delights and engages visitors through personally relevant activities and interactions during the experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Hands-on/Interactive Provides opportunities for interactions between guests and hosts, allowing time to enjoy, connect, and participate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Element of Surprise Experience incorporates the unexpected, evokes a response.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Value-Added Provides unique value that commands a higher price point or reason to stay longer and experiences not found on the average tourist map.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. Exceeds Expectations Experience leaves guests "Wow'ed", delivers over and above the promise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Tourism Canada, Tourism CMI Canada, Tourism Synergy 2015
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	Highest Score Possible	Actual Score
Part C: Marketing	30	
C1. Promotion	14	
a) The operation has a website. Easy to navigate, quickly find and book (2). Functional website but requires enhancements (2). Had to work too hard to find information and/or make a reservation (2). No or dated website with little functionality (0)	3	
b) Website uses a range of ways to connect with visitors (maximum 4, 2 point per) video (1), blogs (1), links to social media sites (2), ability to post photos (2) testimonials (1)	4	
c) Website includes clear call(s) to action, Yes (1); No (0)	1	
d) Actively engages with visitors via social media channels (maximum 4, 1 point per): Trip Advisor (1), Facebook (1), YouTube (1), Twitter (1) Pinterest (1), Blog (1), Others (1, ex.)	4	
e) Print advertising (maximum 2, 1 point per): Rack cards/post cards (2), presence in visitor guides/guide books (1), operation publication (1)	2	
C2. Sales and Pricing	16	
a) Products, services and experiences are available at a range of price points. Good variety (2), small range of choice (1), no choice (0)	2	
b) Offers competitively priced products/experiences/services relative to other similar operations (1)	1	
c) Direct reservations/bookings (maximum 3, 1 point per): on-line (1), email (1), fax (1), telephone (1)	3	
d) Sells via intermediaries (maximum 3, 1 point per): travel trade (1), online agents (e.g. bookings.com, Expedia, Hotel.com, Member) (1), travel agents (1), other (1)	3	
e) Accepts multiple forms of payment (maximum 2, 1 point per): cheques/cash (1), credit card (1), Paypal (1) or other electronic means (1)	2	
f) During operating season responds to inquiries: immediately (3), within 24 hours (2), within 48 hours (1)	3	
g) During non-operating season (seasonal operation/event) or low season (year round operation) Responds to inquiries: same day (2) or within 48 hours (1)	2	
MAXIMUM MARKETING SCORE (14)	30	0

	Highest Score Possible
Operation Evaluation	50
The Visitor Experience	20
Marketing	30
Overall Assessment	100

**The higher the score, the greater the Visitor of the Tourism Operation. A score of less than the maximum potential is considered well below acceptable market readiness capacity.



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VISITOR APPEAL ASSESSMENT TOOL

	Highest Score Possible	Actual Score	Comments
Part A: Operation Evaluation	50		
A1. Importance/Significance	5		
Operation appeals to/ attracts international/national visitors (1), provincial/regional visitors (2), local visitors (1)	3		
A2. Uniqueness	5		
a) Operation is unique/distinctive: internationally/nationally (1), provincially/regionally (2), locally (1). Not unique (0)	3		
b) The operation is the primary reason a person books their trip (1); draws people who are in the area for other attractions/events (1); primarily serves local residents, attracts few visitors (0)	2		
A3. Access	14		
a) Operation makes it easy for guests to find or to understand where located: (1 point per) GPS coordinates (1) correctly listed on on-line maps (1); provides instructions and maps on how to get there from multiple directions/points of origin (1); provides instructions using multiple modes of transportation (2)	3		
b) Accessible from a regional airport/centre: within 1-2 hours (1), within 3 to 4 hours (2), 5+ more hours (3)	3		
c) Directional signage to operation (for road access sites) or to base camp/traging area (for remote sites): Very good (2), Needs improvement (1), Doesn't exist (0)	2		
d) Proximity of operation/base camp to other community services, within walking distance (1), within 25 minutes travel (2), more than 25 minutes travel (1)	3		
e) Parking on-site or at pick up location (for remote sites) (1) avoid per lot max (1), large buses/PVs (1), handicapped/accessible vehicles (1), Cars only (1), Other trucks/Vans/SUVs, boats, vans) as sub-operation (1)	3		
A4. Architecture/ Facilities	10		
a) Visually Appealing: physical facilities & on-site aesthetics: Very attractive, well-maintained buildings, grounds and equipment (3), Attractive buildings, grounds and equipment but needs some attention (2), Some nice features, needs a lot of work (1), lacks visual appeal (0)	3		
b) All weather facilities (i.e. can handle guests in inclement weather): fixed roof (2), temporary (1)	2		
c) Reception/Welcome Area (1); Interpretation/Information Area (1)	2		
d) Appropriate directional signage on-site: yes (1), no (0)	1		
e) Access for people with disabilities: accessible facilities on site (2), limited accessibility on site (1); no evidence of accessibility on site (0)	2		
A5. Season/Hours of Operation	5		
a) Open year-round (1), seasonal operation (2), fixed dates (1) or sporadic opening times (1)	3		
b) Open daily/weekend at hours convenient to visitors (2); Open daily during business hours (1); irregular or un-pooled hours of operation (0)	2		
A6. On-Site Amenities & Services	11		
a) Front-line Staff/Volunteers create a welcoming, positive experience: at all points of contact (2), most of the time (1)	2		
b) Public/ventral or common area restroom facilities: Yes with Handicapped Access (3), Yes but no Handicapped Access (1), None (0)	2		
c) Provides services in 2 or more languages (maximum 3, 1 point per) capacity on staff for 2 languages (1); access to translation for groups if needed (1); provides literature (on-site or on the web) in 2 or more languages (1)	2		
d) Retail available on site (maximum 2, 1 point per): retail complements operation (1); retail features local goods (1)	2		
e) Food service (maximum 2, 1 point per): available, suitable to operation (1); features local foods and recipes (1); uses fresh ingredients (1); can meet special needs of guests (1)	2		
f) Visitor Comforts such as chairs, benches, adequate lighting, sound, many comfort amenities throughout site (2); limited comfort amenities (1); no comfort amenities (0)	2		
g) Free Wifi on site: Yes (1), No (0)	1		
MAXIMUM OPERATION SCORE (38)	50	0	

ingers, owners and staff at all types of public and private sector
sons, accommodations, restaurants/culinary establishments,
iking, snowmobiling, ATV's), heritage sites, parks, museums, theatres,
is tool applies to all of these types of operations.

Readiness' in three major categories: the Operation, the Visitor
ents make up market readiness from a visitor's perspective.

other than in the off-season or when closed.

complete it annually, a year later, to measure improvement from year

ation through the eyes of a visitor. It is recommended that more than
independently and then discuss their assessment together to identify
such as an economic development officer, area tourism advisor or
a good idea as well. Ideally, this process will then lead to an action
the 'Comments' sections throughout to make notes and then transfer
you will take to enhance and improve your operation.

3. focus more on the opportunity and structure so that you can have
vision and their impact on its appeal to visitors.

ry or use it on your tablet or computer, using the fillable PDF form.

so keep a copy of your response and note the next date for another

an action plan to address gaps or areas that need improvement or

Date of Evaluation:

TEN for Communities & Destinations

Self Assessment for Communities

- Ten Essentials for Successful Touring Routes
- Community Tourism Assessment Index
- Case Studies

Group Learning for Communities

- Enhancing the Visitor Experience for operators in your community
- Best Practices Missions



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TEN ESSENTIALS OF SUCCESSFUL TOURING ROUTES

Estimated time to complete:

There are two phases to using this tool, first as an individual and secondly sharing scoring with other route stakeholders. Estimated times for each are as follows:

- 20 minutes for review of each route component.
- 2 hours or more for assessment of all components along the route.

What it is used for:

This tool provides an objective assessment of the quality of the visitor experience along a touring route, using a checklist of 10 integrated factors.

How and when to use it:

This tool is best used on a regular basis, independently or in collaboration with tourism partners to ensure that the touring experience meets the expectations of travellers. It can be used in the early stages of planning or development of a new touring route or to strengthen and refine an existing touring route.

The touring route might appeal to more than one type of traveller or may be designed for a particular mode of travel such as motorcycling, for example. If that is the case, you may want to use this tool for each type of traveller.

This tool should be completed by a number of tourism partners along the route. The group should then get together to share and discuss the rationale for each score.

Use it the first time to set a benchmark, and then complete it annually, a year later, to measure progress from year to year. It is also helpful to apply this tool seasonally to determine how consistent the quality of the route is.

The goal is to meet or exceed visitor expectations in all 10 elements at all times.

You can download the tool and complete a hard copy or use it on your tablet or computer, using the fillable PDF form.

Two things to do when you are finished:

1. The insights you gather are for use by each partner along the touring route and the group as a whole, to ensure that the route is meeting or exceeding expectations. Keep a copy of your evaluation and note the next date for another assessment.
2. Celebrate areas that are strong and develop an action plan to address gaps or areas that need improvement or attention.



ACTION PLAN:
IN THE NEXT MONTH:

BY THREE MONTHS:

BY SIX MONTHS:

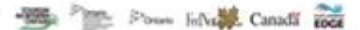
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Subject Route/Corridor:

Evaluation Performed by:

Date of Evaluation:

The "Essential"	Exceeds	Meets	Lacks	Rationale
1. Compelling Theme/Story Weaves a theme or story that connects visitors to the people, places and culture involving multiple venues and/or communities. It's the foundation for a harmonized, memorable, experience that is unique, responds to demand and delivers on the regional brand promise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Authentic Features access to local people, stories and/or culture and a sense of place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Emotional Trigger Creates a series of emotional responses from visitors and hosts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Access Ease of access to: a) product information, b) itinerary/route map, c) site location, d) mobility at the site, and e) throughout the journey.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Educational Opportunities to discover and learn, that build and complements (not duplicates) each site along the route. Visitors should discover and learn something new while on the route.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Exciting/Entertaining Delights and engages visitors through personally relevant activities, locations and interactions along the route.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Handson/Interactive Provides opportunities for interactions between guests and hosts, allowing time to enjoy, connect, and participate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Element of Surprise Experience incorporates the unexpected; evokes a response.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Value-Added Provides unique value that commands a higher price point, reason to stay longer, detour to discover more and find experiences not on your average tourist map.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. Exceeds Expectations Leaves guests "WOW'ed" by receiving more than they anticipated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	





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COMMUNITY TOURISM ASSESSMENT INDEX

SECTION 1: CURRENT COMMUNITY BASELINE SITUATION			
A	TOURISM ASSETS	Highest Possible Score	Community Score
A-1	Natural Attributes/Attractions Includes outdoor activities, natural areas with strong features or scenic beauty and include natural landscapes/rivers/lakes, landforms and topography, sculptural effects, special outdoor features, flora, fauna, water areas and waterlife		
	Quality (2=Outstanding; 1=Average; 0=Poor/Below Average)	2	
	Authenticity (1=Outstanding; 1=Average; 0=Poor/Below Average)	2	
	Uniqueness/Significance (2=Nat/Int'l; 1=Prov/Reg; 0=Local)	2	
	Generates Demand (2=Multi Prov/Nat; 1=Ontario, Regional; 0=Local)	2	
	Activities (2=Lots of Activity Options; 1=Some; 0=None)	2	
	Engagement (2 = Highly Interactive; 1 = Some Opportunities to Connect; 0 = None)	2	
	SUB-SECTION SCORING	12	0
A-2	Cultural Attributes/Attractions Includes culture, entertainment and heritage offerings including archaeological, historic and cultural resources such as: attractions related to the cultural heritage of the built environment, attractions related to other aspects of cultural heritage such as dance, music, folklores, festivals, and craft villages, attractions related to traditional and modern economic activities and rural landscapes and lifestyles.		
	Quality (2=Outstanding; 1=Average; 0=Poor/Below Average)	2	
	Authenticity (1=Outstanding; 1=Average; 0=Poor/Below Average)	2	
	Uniqueness/Significance (2=Nat/Int'l; 1=Prov/Reg; 0=Local)	2	
	Generates Demand (2=Multi Prov/Nat; 1=Ontario, Regional; 0=Local)	2	
	Activities (2=Lots of Activity Options; 1=Some; 0=None)	2	
	Engagement (2 = Highly Interactive; 1 = Some Opportunities to Connect; 0 = None)	2	
	SUB-SECTION SCORING	12	0
A-3	Man-Made or Special Attributes/Attractions Includes larger events, experiences offered and man-made or special types of attractions such as botanical gardens, monuments, destination resorts, sports facilities, casinos, entertainment, and public buildings.		
	Quality (2=Outstanding; 1=Average; 0=Poor/Below Average)	2	
	Authenticity (1=Outstanding; 1=Average; 0=Poor/Below Average)	2	
	Uniqueness/Significance (2=Nat/Int'l; 1=Prov/Reg; 0=Local)	2	
	Generates Demand (2=Multi Prov/Nat; 1=Ontario, Regional; 0=Local)	2	
	Activities (2=Lots of Activity Options; 1=Some; 0=None)	2	
	Engagement (2 = Highly Interactive; 1 = Some Opportunities to Connect; 0 = None)	2	
	SUB-SECTION SCORING	12	0
A-4	Seasonality. Tourism Attractions/Services are well used Year Round Whether existing tourism attractions are currently under used or over used.		
	(1=High Use, Year Round; 2=High Use, Peak Season; 2=Avg Use, Peak Season; 3=Very Low Use - Even in Season)	4	
	Subtotal	40	0

B	COMMUNITY SUPPORT, LEADERSHIP and ORGANIZATION	Comments	Highest Possible Score	Community Score
	Rating: 3=Good; 2=Acceptable; 1=Below Average; 0=Poor/Needs Improvement; 0=None			
	Community Support/Involvement Level of local support for tourism development, time, readiness and involvement of key players in local tourism initiatives.		10	
	Leadership There is an organization with prime responsibility for development of tourism & local leadership mobilized.		10	
	Organization Cooperation among community on various initiatives.		10	
	Subtotal		30	0
C	TOURISM PLANNING and MANAGEMENT	Comments	Highest Possible Score	Community Score
	Rating: 3=Good; 2=Acceptable; 1=Below Average; 0=Poor/Needs Improvement; 0=None			
	Tourism Inventory & Categorization Tourism assets and services have been inventoried & listed on a list.		10	
	Tourism Strategy or Plan (written) Community's recognition of tourism objectives in a tourism plan, or regional destination development plan or strategy.		10	
	Land Use There is evidence of good land use planning (no over-developed or poorly designed areas), human use impact is attended to.		10	
	Environment Development Suitability The environment is suitable to tourism development (tourism would not negatively impact the environment/natural habitats).		10	
	Sector Investment Incentives for private sector investment for tourism development (develop new products or enhance existing products).		4	
	Level of sustained investment across many (many examples with some scope); examples limited scope; 1= few examples; 0=none			
	Profit Investment Potential for profit investment towards tourism development (examples; 2= some examples; 1= few examples; 0=none)		3	
	Government Investment Potential for government investment towards tourism development (examples; 2= some examples; 1= few examples; 0=none)		3	
	Subtotal		50	0

Consider sharing scoring with other community members.
Estimated times for each are as follows:

1. Review and complete the assessment form.
2. Undertake sustainable tourism development. It looks at environmental and social attributes. Together, these attributes create a community's capacity to support tourism.

3. Implement and plan the process.

4. Engage community members and stakeholders independently. The local groups will strive at a benchmark score.

5. Identify tourism business owners, economic development officers and funding partners and readiness for tourism.

6. Re-assess the community, usually, a year later, to measure progress from year to year.

7. Review the opportunity and structure so that you can have the capacity of your community to undertake and support that need attention to become a sustainable tourism destination and then transfer them to your Action Plan on the sustainable tourism community.

8. Print out the assessment form on your tablet or computer, using the fillable PDF form.

9. Make a copy of your response and note the next date for the assessment to address gaps or areas that need improvement or



TEN for Brokers



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Benefits of TEN

Operators and communities receive practical, useful advice to improve quality and create new, higher yield experiences and ultimately, more revenues.

Strategically advances product development priorities.

Operators have opportunities to develop experiential product.

Long-term advancement of the tourism industry in Northern Ontario.





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QUESTIONS?