

5 Year Projected Plan

- ❖ **Marketing and Advertising**
- ❖ **New Product Development Downtown**
- ❖ **Community Promotions**
- ❖ **Local Food and Agriculture**
- ❖ **Partnerships**



Marketing and Advertising

❖ Mobile App Development

❖ PCVA Tour and Travel Guide – New Format

❖ Visitperth Website

❖ Welcome Centre and Artisan Market

❖ E-newsletter

❖ Social Media



PCVA Tour & Travel Guide

OBJECTIVES OF THE 2013 GUIDE

- Design a new masthead incorporating Perth County logo
- A list/menu of members in a prominent position at the beginning of the guide
- Focus on the distinct personalities and offerings of each municipality with individual pages devoted to each
- Pull together all visitor information for Perth County and position this at the front of the guide including more social media links in an interactive format



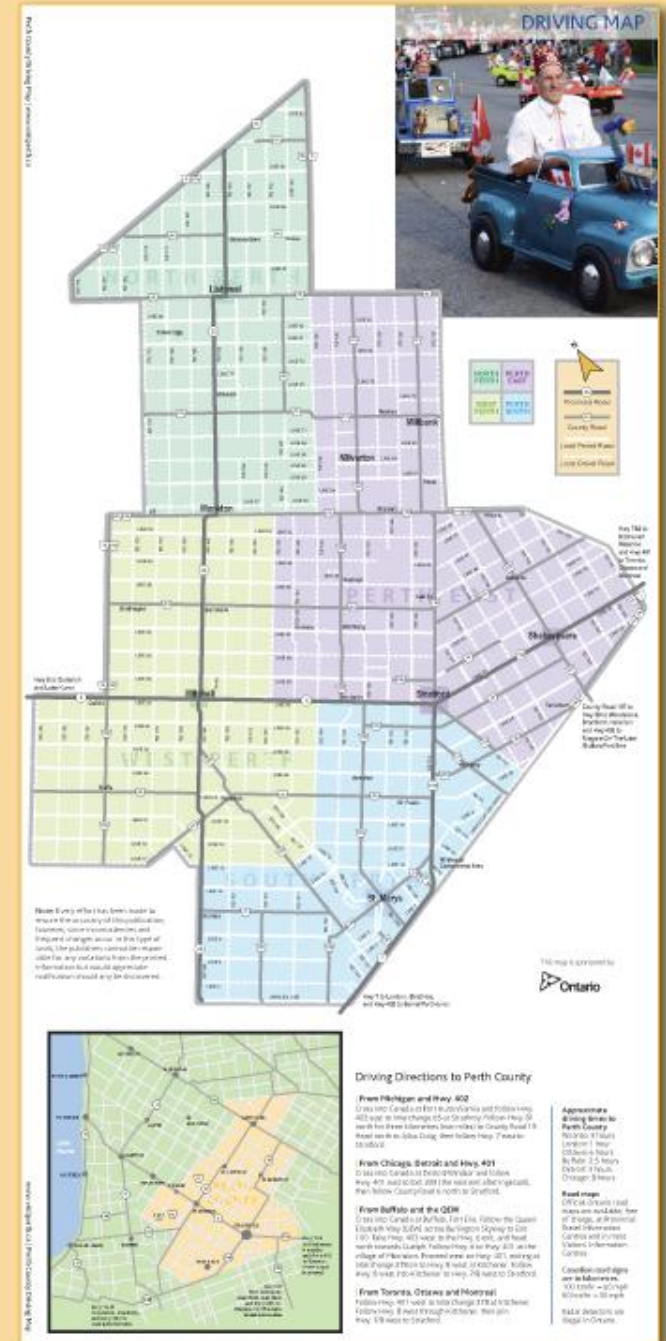


OBJECTIVES OF THE 2013 GUIDE

- Expand the calendar of events from 3 pages to 8 and focus on specific selected events – including farmers markets, festivals, fairs, exhibitions, tours, Forbidden Ride, Wicked Ride – combining the existing calendar of events and information from 4-seasons sidebars.
- Combine editorial spreads with the listings and display ads to present a cohesive and unified experience in each interest category while giving more presence to the listings.

OBJECTIVES OF THE 2013 GUIDE

- Continue to present a detailed driving map in a fold-out centre spread. The flanking gatefold pages will list the many varied tour maps readily available at Welcome and Visitor Centres in Perth. There will be a newly developed full page telling people how to create their own driving tour based on their individual interests using the existing itinerary function on the website as well as utilizing the knowledgeable staff at the Welcome and Visitors Centres.



Product Development

Guided Tours

- ❖ Amish Tours
- ❖ Wicked Ride
- ❖ Coach Tours
- ❖ Forbidden Ride



Customized Tours Self Guided Tours

- ❖ Stone House Tours
- ❖ Interior Design/ Ladies Fashion Tour
- ❖ Arts and Culture Tour
- ❖ Buy Local Buy Fresh Agri Tour

New Festivals and Events

- ❖ Country Music Festival
- ❖ Perth and Stratford Spring Works Festival
- ❖ Support Communities for new Festivals and Events



Local Food and Agriculture

Farm Tours Research opportunities

- ❖ Buy Local Buy Fresh
- ❖ Support Ag groups - tours
- ❖ Marketing Local Food Buy Local Buy Fresh
- ❖ Farm Gate Sales Local
- ❖ Farmers Markets
- ❖ Education & Seminars
- ❖ Business Tool Kit for Farm Gate
- ❖ Develop marketing campaigns for local food Agriculture
- ❖ Continue to work with Savour Stratford Perth County

Promotion Development

- ❖ Hay bale sculpture tours
- ❖ Mazes
- ❖ Farm Gate Sales Weekend Kickoff 2013

International Plowing Match

- ❖ Integration of Visitor Centre
- ❖ 4 bus tours around the County
- ❖ Videos and top ten reasons to come
- ❖ Booth at Welcome Centre to promote the match



Downtown Community Promotion

Ongoing Community Support

- ❖ Promote Main Street Passport program to encourage local shopping
- ❖ Collective Marketing of Main Streets
- ❖ History and Culture promotion of buildings
- ❖ Work with retailers around consistent hours
- ❖ Support Development of Festivals & Events
- ❖ BIA's
- ❖ Chamber Offices
- ❖ Non Profits
- ❖ Service Clubs
- ❖ Consult businesses
- ❖ Work with Economic Development for the County



**Old Tyme
Christmas In
Shakespeare**

Visit the participating retailers in Shakespeare and get your Christmas passport stamped. Once the passport is complete, mail or drop it off at the Perth County Welcome Centre and Artisan Market for your chance to **WIN** some fabulous prizes from the local stores! Participating businesses will have Holiday shopping specials on from November 1st to December 8th!

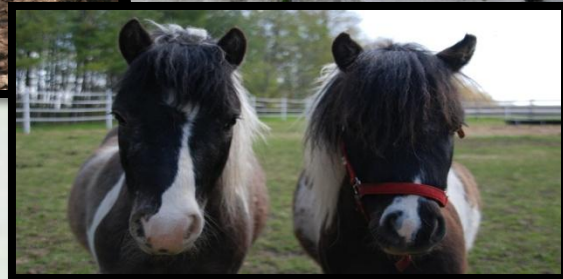
Shop Local And Rediscover Your Community Businesses!

The Best Little Pork Shoppe 2146 Line 34	Bright Cheese & Butter Factory 200 Huron Rd W	The British Touch 2210 Huron Rd W	Glen Manor Galleries 19 Huron Rd W	Green Cottage Gallery 2213 Line 34	Jonny's Antiques 10 Shakespeare St S	Mini Creations 100 Huron Rd W
The Native Store Huron Rd W	Orchard Valley Spa 4012 Road 107	A Perfect Piece Huron Rd W	The Quilt Place 3991 Shakespeare St S	Shakespeare Antique Centre 2 Fraser St	Shakespeare Esso 220 Huron Rd W	Shakespeare Pies 2264 Huron Rd W

Partnerships

Partnership Outreach

- ❖ Perth County
- ❖ St Marys Tourism
- ❖ Perth Arts Connect
- ❖ RTO 4
- ❖ Chambers
- ❖ Stratford Tourism Alliance
- ❖ Stratford Festival
- ❖ Ontario Motor Coach
- ❖ Huron County Tourism
- ❖ Waterloo Region
- ❖ Wellington County
- ❖ Oxford County



Thank You

