



2020 Marketing Plan

Cornwall Tourism



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Introduction

Marketing is at the core of everything that Cornwall Tourism does. The primary goal is to market Cornwall externally as a fun and unique visitor destination. This is achieved through a variety of projects and initiatives geared at different consumer audiences and demographics.

This Marketing Plan lays out the numerous marketing activities that will be carried out by Cornwall Tourism in 2020 with the overriding goal of increasing visitation and economic spending, strengthening Cornwall's position as a visitor destination and increasing Cornwall's profile abroad.

Cornwall Tourism is a division of the City of Cornwall's Economic Development Department. The main office is based on the first floor of the Cornwall Civic Complex (100 Water Street East). Cornwall Tourism also operates a seasonal visitor information centre inside the Cornwall Community Museum in Lamoureux Park during the summer months.

Cornwall Tourism is staffed by the Tourism Officer and Tourism Coordinator, with two additional summer students during the summer months.

Local Context

The City of Cornwall is a progressive community of 47,000 people on the banks of the St. Lawrence River in eastern Ontario. Cornwall boasts a modern economy and offers an array of urban amenities, making it an excellent place to work and raise a family.

Tourism is an important economic driver in Cornwall and there is significant potential for growth. Cornwall already has a strong base of tourism assets in the form of outdoor adventure, heritage and culture, dining, accommodations, attractions and festivals (both in the city and the surrounding area).

In 2019, the Tourism Development Fund was established by the Tourism Development Corporation of Cornwall, an independent not-for-profit corporation that operates under a service agreement with the City of Cornwall.

The Tourism Development Fund is supported by a portion of the funds collected through the Municipal Accommodation Tax (MAT) in the City of Cornwall, a 4 per cent charge on overnight stays in Cornwall accommodations.

This fund provides support to events and/or projects that have a positive economic impact on Cornwall. This can include festivals and events, major conferences and sports events or new tourism products, attractions or experiences.

In 2020, the Tourism Development Fund will have approximately \$341,980 to invest in local projects and initiatives. These funds are completely separate and autonomous from Cornwall Tourism.

These two factors – the existing base of tourism assets and the potential for investment in new tourism events, attractions and products – puts Cornwall in a strong position to pursue a variety of forms of tourism in the future.

Mission

The goal of the 2020 Marketing Plan is to:

- Promote and advertise Cornwall as a tourist destination to outside markets through social media, trade shows, publications and other strategic opportunities.
- Provide visitor services through the visitor information centre, online content, the visitor guide and strategic publications.
- Build a network of local tourism ambassadors to assist with providing visitor services and positive to tourists while in the area.

Budget

Cornwall Tourism's marketing budget for 2020 is \$120,000.

When possible, these funds will be leveraged through matching fund programs provided by Regional Tourism Organization 9 (RTO 9, also known as South Eastern Ontario). RTO 9 represents much of eastern Ontario, including Cornwall.

Cornwall Tourism will develop partnerships and work collaboratively with neighbouring municipalities and tourism organizations wherever possible to maximize marketing dollars and marketing efforts. Some of these partners include:

- Tourism Development Corporation of Cornwall
- SDG Tourism
- St. Lawrence Parks Commission
- Seaway International Bridge Corporation
- Brockville Tourism
- Mohawk Council of Akwesasne

Priorities

There are a number of great reasons to visit Cornwall. The majority of Cornwall Tourism's efforts will focus on the following areas:

- Outdoor Adventure
- Arts, Culture and History
- Food and Drink
- Conferences, Events & Sport Tourism

These priority areas align with RTO 9 and Cornwall Tourism consumer profile research which identifies leisure activities, culture and heritage, food and drink and passive outdoor activities as some of the key reasons people visit eastern Ontario and Cornwall.

Outdoor Adventure

Adventure tourism was valued at US \$263 billion in 2013 and it is expected to grow significantly in the years ahead. *

In the Cornwall region, outdoor adventure opportunities are vast: cycling, camping, fishing, boating, scuba diving, beaches, trails, snowshoeing, cross-country skiing and much more.

Arts, Culture and History

The cultural sector is a major component of tourism in Ontario. In 2014, there were 12.3 million cultural visits in Ontario, representing 8.8% of total visits in Ontario. Cultural visitors spent \$6.5 billion, accounting for 27% of total visitor spending in Ontario. *

Data shows that cultural travellers stay longer (average number of nights spent on cultural visits was 5.0 vs. 3.1 nights for all Ontario travel), and they spend significantly more at an average of \$527/trip compared to \$171/trip for total trips. *

The Cornwall region is rich in arts, culture and history assets: historic sites and landmarks, art galleries, professional and amateur theatre, live music and entertainment, festivals and fairs, indigenous events and much more.

Food and Drink

Approximately one fifth of spending (\$3.56 billion) by international travellers in Canada is on food and beverages. *

After accommodations, food & drink represents the next highest impact area based on traveller spend in South Eastern Ontario.

The Cornwall region is well-represented with food and drink assets: breweries and wineries, restaurants, agri-tourism, local products and flavours, unique food establishments, farmer's markets and much more.

Conferences, Events & Sport Tourism

According to Statistics Canada, the sport tourism industry in Canada had an economic value of \$6.8 billion a year. **

Hosting major conferences and sporting events generates significant economic spin-offs in the form of overnight stays, restaurant and retail expenditures, venue rentals and the like.

Cornwall has the capacity to pursue activity in this sector given its strong accommodation base and healthy inventory of sports and conference facilities. Positive results are already being seen in this sector with Cornwall hosting a number of major events including the annual Ontario East Municipal Conference, Cirque du Soleil Axel, the 2019 Pan Am Bass Championship, the 2020 Ontario Curling Championships and the 2020 World Junior A Hockey Challenge, among others.

** Information from RTO 9 Research and Insights Hub (www.tourismtalk.ca)*

*** Information from Canadian Sport Tourism Alliance (www.canadiansporttourism.com)*

Target Market

The target market for Cornwall Tourism's marketing efforts are short-haul leisure travellers often staying for two nights or less. This fits with visitor profile research done by Cornwall Tourism and RTO 9.

Cornwall Tourism's visitor interaction statistics from 2019 showed that 83 per cent of visitors to Cornwall were from eastern Ontario, Quebec or the United States. Leisure activities was the most common reason for visiting.

Target Market

- 35-65 years old
- Single or family
- Living in eastern /central Ontario, northern New York and Quebec
- Day / weekend travellers with disposable income
- Interests include
 - Outdoor enthusiast (cycling, fishing, camping)
 - Food and drink
 - Sports and events
 - Arts, Culture & history

Secondary Markets

- Families traveling for sporting events
- Group tours and cruises
- International visitors to Canada

Messaging

Cornwall Tourism's messaging in marketing materials this year will feature a strong emotional trigger encouraging action on the part of the potential visitor.

The overriding theme is 'It's Time To' followed by an immediate call to action such as 'Make Memories,' 'Get Rolling,' 'Get Away,' 'Treat Yourself,' 'Try Something New,' and the like (see examples at right).

These calls to action will be associated with all of our priorities – outdoor adventure, arts, culture and history, food and drink – and it will present Cornwall in a clear and compelling way.

This messaging will be used consistently across a variety of mediums, from specialty publications to social media and other online spaces. Consistent use of the same messaging will help to build top of mind awareness among potential visitors.

In addition to the external marketing efforts, the messaging will have a secondary benefit of reminding local residents of the great amenities and experiences that exist in Cornwall, thereby helping to build civic pride and support for local tourism efforts.



Marketing Activities

Cornwall Tourism undertakes a wide variety of marketing activities over the course of the year to support its overall goal of attracting visitors and increasing tourism activity in the city.

Tourism is a highly-competitive industry and these marketing efforts are critical to raising Cornwall's profile as a visitor destination.

Some of the key activities in 2020 include the development of a visitor guide and other specialty publications, the final phase of the redevelopment of the Cornwall Tourism website, enhanced efforts on social media and digital advertising and attendance at a number of consumer trade shows.

The following pages contain a breakdown of the \$120,000 Cornwall Tourism marketing budget based on key areas of activity.

2020 Marketing Budget

Visitor Guide & Specialty Publications	\$35,000
Trade Shows	\$17,650
Website & Digital	\$15,700
Advertising	\$25,000
Memberships & Sponsorships	\$7,650
Events & Promotions	\$3,000
Tourism Industry Partner Program	\$6,000
Merchandise	\$8,000
Miscellaneous	\$2,000
TOTAL	\$120,000

Visitor Guide & Specialty Publications - \$35,000

Visitor Guide (\$22,000)

A visitor guide is a common tourism marketing tool used by communities around the world. Cornwall has produced a guide for over 30 years.

The 2020 Cornwall Visitor Guide is a key information piece for visitors. The bilingual publication is 80 pages and includes info on festivals, accommodations, shopping, dining, attractions and more.

A total of 40,000 copies have been printed and they will be widely distributed throughout Ontario via travel information centres and other hotels and public buildings through a third-party distributor (CTM). The guide is also placed in local hotel rooms and information racks and Cornwall Tourism distributes them at trade shows and special events.



Specialty Publications (\$13,000)

In addition to the visitor guide, a number of specialty publications will be created by Cornwall Tourism this year, some in collaboration with partner organizations. These publications will serve as complimentary pieces to the visitor while highlighting in greater detail some of our key experiences. A Cornwall Dining Guide, Downtown Cornwall Guide and Arts, Culture and Heritage Guide will be created (in a bilingual format).

A city map will once again be produced in partnership with Seaway News. This is a useful resource that continues to be highly-requested by visitors to the City. The maps are placed in local

information racks while tear-off maps are also produced and provided to local accommodations and tourism partners.

In collaboration with SDG Tourism, a new cycling experience campaign will be launched in 2020 called the SDG Cornwall Adventure Club. This program will feature nearly 20 curated cycling itineraries within Cornwall and SDG Counties with pre-defined parking/starting locations and various points of interest to see along the way. For each adventure completed, participants can stop at a participating location and collect a patch. The routes will all be available for download online and a companion map will also be produced to highlight the routes and direct users online for additional information.



In partnership with the Seaway International Bridge Corporation, a summer events flyer will be created and distributed to households in upper New York State via newspapers in the North Country. This will be the second year that this partnership is undertaken and the SIBC covers the cost of distribution.

A summer events rack card will also be produced by Cornwall Tourism highlighting the key events taking place in Cornwall this summer. This easy-reference tool will be placed in information racks around the city and shared with partners to create more awareness of the events that are happening this summer.

Visitor Guide & Specialty Publications	
Project	Cost
<i>Visitor Guide</i>	
Production	\$13,000
Third-party distribution	\$9,000
<i>Specialty Publications</i>	
City Map	\$1,500
Cornwall Dining Guide	\$2,500
Arts, Culture & Heritage Guide	\$2,500
SDG Cornwall Adventure Club Cycling Map	\$2,500
Downtown Cornwall Guide	\$2,500
Summer Events Card	\$500
Festival & Events Flyer (with Seaway International Bridge)	\$1,000
TOTAL	\$35,000

Trade Shows - \$17,650

Trade shows are a time-intensive exercise yet they provide a unique opportunity to speak directly with potential visitors before they visit. Cornwall Tourism is planning to attend several trade shows this year geared at our priority experience areas:

Montreal Bicycle Show (\$3,000)

February 21-23, Olympic Stadium



The Montreal Bicycle Show is the largest consumer show in Canada dedicated exclusively to the world of bicycles and cycling tourism. Upwards of 20,000 consumers are expected to visit.

2020 Sport Events Congress (\$6,000)

March 24-26, Edmonton Convention Centre

The Sport Events Congress is the largest annual gathering of everyone connected to the sport tourism industry in Canada. The event provides an opportunity for Cornwall Tourism to speak directly with national and provincial sport organizations about hosting high-profile events.

Outdoor Adventure Show (\$3,000)

April 4-5, Montreal Palais de congress

The Outdoor Adventure Show is Quebec's largest showcase of outdoor gear and adventure travel experiences. The St. Lawrence Parks Commission will be attending the event in partnership with Cornwall Tourism.

Fifty-five Plus Lifestyle Show (\$2,650)

April 24-25, Ottawa EY Centre

The Fifty-five Plus Lifestyle Show is a major consumer trade show geared to the active 50+ market.

Trade Shows	
Project	Cost
Montreal Bicycle Show	\$3,000
2020 Sport Events Congress	\$6,000
Outdoor Adventure Show	\$3,000
Fifty-five Plus Lifestyle Show	\$2,650
Display Booth upgrades	\$3,000
TOTAL	\$17,650

Website & Digital - \$15,700

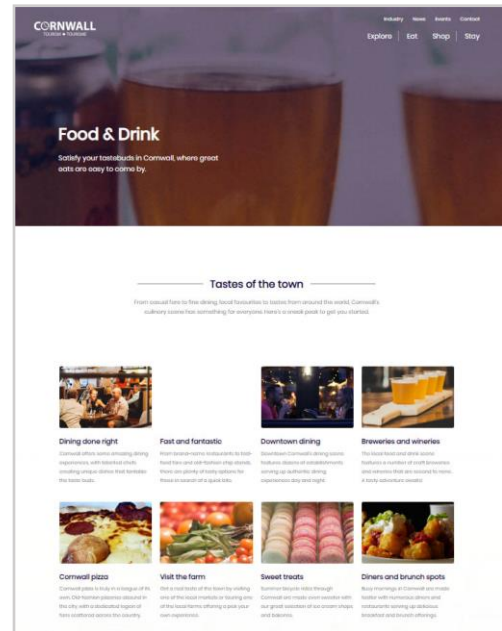
CornwallTourism.com (\$4,200)

The Cornwall Tourism website is at the core of all of Cornwall Tourism's marketing efforts.

The website contains a comprehensive events calendar along with news stories and information on shopping, food and drink, attractions, accommodations and much more.

In 2019, CornwallTourism.com saw 197,546 pageviews, an increase of 22 % over 2018 (162,161 pageviews).

Work began last year on a redesign of the website with a focus on enhancing content and making it more user-friendly. The revamped website will launch this year with a more visual look, improved site navigation and enhanced features. It will also be mobile-friendly.



Content contributors, Photography & Video (\$7,000)

Effective online marketing requires quality content. This includes high-quality stories, blogs, photographs and video, all of which can be used and repurposed for a variety of formats (website, publications, social media and more).

A significant amount of content is produced in-house by Cornwall Tourism however, in some instances, there is a need to seek out private contractors in order to secure professional content.

Influencers (\$2,500)

A growing trend in destination marketing is the use of influencers to tell stories and show experiences in a destination. These influences usually have a significant social media following of their own and a specific area of knowledge or interest (food, adventure, culture, etc.).

Cornwall Tourism has done a few small campaigns with influencers in the past and it plans to do more in 2020. These projects will be chosen in a strategic manner using proven influencers who connect with our target markets.

FanSaves (\$1,000)

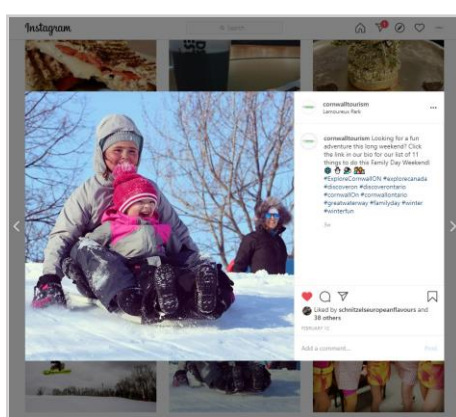
FanSaves is a mobile app that gives users a chance to save money by redeeming a code on their phone at participating establishments. Cornwall Tourism is a client of FanSaves, and users can save money and take advantage of deals and discounts at dozens of local businesses by becoming a 'fan of Cornwall Tourism' on the app.

Cornwall Tourism plans to renew its spot on the app in 2020 with the hopes more businesses and users will take advantage of the tool.

Social media advertising (\$1,000)

Social media represents one of the fastest-growing areas of Cornwall Tourism's marketing efforts.

Cornwall Tourism experienced significant growth in 2019 across all of its social media accounts – almost entirely with the use of organic content.



The Cornwall Tourism Facebook page now has over 7,900 followers while Instagram has over 2,600 followers and Twitter has 1,800-plus followers.

In addition to posting ongoing content, Cornwall Tourism plans to increase its social media advertising efforts in 2020 in order to extend our reach further on social media. This paid content will be used to support specific campaigns or festivals and events to encourage visits to Cornwall.

Website & Digital

Project	Cost
Website enhancements & hosting	\$4,200
Content contributors	\$1,500
Photography	\$2,500
Video	\$3,000
Influencers	\$2,500
Social media advertising	\$1,000
FanSaves	\$1,000
TOTAL	\$15,700

Advertising - \$25,000

Publications (\$14,500)

Cornwall Tourism will be strategically placing advertisements in a variety of publications in 2020 that cater to our key markets and demographics. These advertisements will use the messaging detailed in the earlier section wherever possible.

The publications are all distributed beyond the local market which helps to increase Cornwall Tourism's reach among potential visitors.

Virtual kiosk at Ramada (\$1,500)

Ramada Cornwall has installed a new digital information kiosk at its establishment and Cornwall Tourism plans to advertise and share information on the unit. This will be a pilot project that will allow us to measure the effectiveness of digital kiosks, which are growing in popularity.

Seaway News summer events (\$3,000)

A regular advertising program will be published in the Seaway News for the duration of the summer. These weekly ads will help to build awareness of the many events taking place in Cornwall and allow residents to be better-informed of what's happening in their own community.

TODS Highway 401 signage (\$6,000)

Cornwall Tourism plans to work with the third-party company responsible for the blue tourism attraction signs along Highway 401 to add additional ones for Cornwall.

Advertising	
Project	Cost
Cornwall Living	\$2,000
Summer Fun Guide (Ontario)	\$2,500
St. Lawrence Parks Camping Guide	\$1,000
Ontario by Bike Guide	\$2,500
Taste Magazine	\$2,500
SDG Visitor Guide	\$1,000
Prescott-Russell Visitor Guide	\$1,000
Virtual kiosk at Ramada	\$1,500
Seaway News summer events	\$3,000
Graphic design	\$2,000
TODS highway signage	\$6,000
TOTAL	\$25,000

Memberships & Sponsorships - \$7,650

Sponsorship of events is one way to help build Cornwall Tourism's brand locally and in external markets. A limited amount of funds will be set aside in 2020 to sponsor specific events, including the Chamber of Commerce Tourism Impact Award and the Taste Tour food events.

Some funds are also earmarked for memberships with key tourism organizations such as the Canadian Sport Tourism Alliance, Culinary Tourism Alliance and Ontario by Bike.

Memberships & Sponsorships	
Project	Cost
Sponsorships	\$6,000
Memberships	\$1,650
TOTAL	\$7,650

Events & Promotions - \$3,000

Promotions are an effective way of generating interest in the Cornwall Tourism brand and specific upcoming events. A limited number of promotions (contests, giveaways) will be undertaken in 2020 to help drive interest to local festivals and special events.

The marketing budget also contains a small amount of funding to support Doors Open, an annual historic event that Cornwall Tourism organizes and hosts in partnership with SDG Tourism.

Events & Promotions	
Project	Cost
Events	\$2,000
Promotions	\$1,000
TOTAL	\$3,000

Tourism Industry Partner Program - \$6,000

In 2019, Cornwall Tourism launched the Tourism Industry Partner program to build stronger connections with local tourism stakeholders. The goal of the program is to improve communications with the local tourism industry, offer support where needed, share resources and data and build a 'team approach' to tourism and visitor services.

Funding is being set aside in this year's marketing budget to support a number of initiatives related to the Tourism Industry Partner Program. This includes hosting a one-day tourism summit featuring relevant topics and issues for local businesses, development of special promotions and packaged experiences, organizing 'fam' tours for local front-line tourism staff and external tourism trade representatives and development of a tourism ambassador training program (videos and certification).

Partnership Program	
Project	Cost
Tourism summit	\$2,000
Fam tours	\$2,000
Tourism ambassador training	\$2,000
TOTAL	\$6,000

Merchandise - \$8,000

Merchandise offers a convenient and fun way to spread Cornwall Tourism's brand and a positive image of Cornwall through the sale of souvenirs and the provision of gift items for conferences and other special events. A small amount is also being set aside for branded apparel for summer students.

Website & Digital	
Project	Cost
Souvenirs	\$4,000
Summer student apparel	\$500
Gift items	\$3,500
TOTAL	\$8,000

Miscellaneous - \$2,000

A small sum is being set aside for any last-minute or emerging marketing needs that may arise over the course of the year.