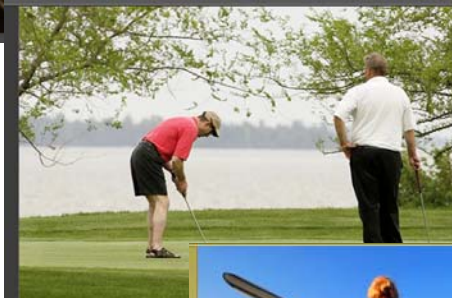


# Dryden Development Corporation (DDC)

## Tourism Development Strategy

Monday, July 13<sup>th</sup>, 2009



# Tourism Development Strategy at a Glance

- A guide with commonly accepted direction, focus and framework for decision-making by key stakeholders, the DDC and DMA
- Funded in part by Ontario's Rural Economic Development Program (RED), the DDC and DMA
- Objective:
  - Complete a detailed resource audit of built and natural tourism resources
  - Prepare a Tourism Market Analysis report
  - Prepare a tourism development strategy
  - Develop and prepare a marketing strategy and implementation plan

# Making the Shift: Adjusting to Market Trends

## Know what Travelers Want

- Tourism Market Analysis Report

## Stepping up the Experience

### *Recommendation 1:*

- Establish [www.ExperienceDryden.ca](http://www.ExperienceDryden.ca) web site
- Potential visitors as the main target audience
- Tourism related resources for business and organization development would be found under [www.ExploreDryden.ca](http://www.ExploreDryden.ca)

# Making the Shift: Adjusting to Market Trends

## Stepping up the Experience

### *Recommendation 2:*

- Offer independent assessment of Dryden tourism businesses (consultant or committee, BVI) to obtain constructive feedback, list of deficiencies and opportunities
  - Quantity and quality of amenities
  - Maintenance
  - Attractiveness to target segments
  - Level of experience
  - Web site messaging

# Creating New and Diversified Tourism Products

## Tourism Business Start-ups and Development

### *Recommendation 3:*

- Provide assistance and resources for aspiring entrepreneurs interested in starting a tourism business in partnership with PACE, NWBiz Centre, BDC etc.

## Cross-Linking and Networking

### *Recommendation 4:*

- Encourage Dryden area tourism businesses to post other businesses' tourism products on their respective web sites
- Track and reward or celebrate referrals

# Creating New and Diversified Tourism Products

## Easy and Inexpensive Ways to Add New Products

### *Recommendation 5:*

- Collect and post a quality inventory of area natural and man-made tourism assets downloadable from web site

### *Recommendation 6:*

- Offer workshops open to tourist operations and aspiring entrepreneur providing information and tools needed to understand and adjust to changing trends and to attract more visitors
- *Seeing your business through the eyes of the customer*

# Creating New and Diversified Tourism Products

## Waterfront Development

### *Recommendation 7:*

- That the City, DDC and other partners support the development of the Sustainable Waterfront Development Plan as a priority to ensure its success
- Creating a destination for citizens, visitors and tourists
  - Undertake business plans for each node (underway)
  - Undertake engineering plans
  - Develop partnership agreements
  - Promote and nurture private sector investments
  - Build, operate and maintain public infrastructure

# Creating New and Diversified Tourism Products

## Sports Tourism

### *Recommendation 8:*

- Assemble key stakeholders to form a Sports Tourism Alliance with equal representation by sport type in cooperation with DDC and City Recreation Dept:
  - Identify weaknesses in attracting and hosting sporting events
  - Conduct an inventory of Dryden sporting venues
  - Identify all possible solutions and sources of funding
  - Develop and implement a prioritized action plan
  - Conduct prefeasibility studies to access funding for infrastructure

# Creating New and Diversified Tourism Products

## Sports Tourism

### *Recommendation 9:*

- Form a Golf Task Force including representation from DDC, City of Dryden, Recreation Dept, PRTC to explore:
  - Viable expansion/upgrade possibilities at Eagles Landing and neighbouring sites
- Develop and promote golf packages with area tourism operations
- Improve signage to golf courses
- Explore other opportunities related to golf tourism

# Creating New and Diversified Tourism Products

## Convention Tourism and Business Travellers

### *Recommendation 10 & 11:*

- Develop and adhere to an “event lead” handling protocol to ensure the greatest possible success in attracting and hosting large events
- Recruit Event Coordinator for City of Dryden hosted events

### *Recommendation 12:*

- Assess the market demand and prefeasibility of constructing and operating a large conference facility

# Creating New and Diversified Tourism Products

## Tourism Products for Travellers in Transit

### *Recommendation 13:*

- Assess the market demand and prefeasibility of constructing and operating a rope course/zip line or other product that would appeal to travellers in transit or others looking for this kind of opportunity in our region

## Arts, Culture and Culinary Tourism Products

### *Recommendation 14:*

- Encourage and collaborate with neighbouring First Nation communities to develop Aboriginal tourism products

# Creating New and Diversified Tourism Products

## Arts, Culture and Culinary Tourism Products

### *Recommendation 15:*

- That the proposed Cultural Roundtable be approved and formed to undertake the following:
  - Create a heritage sub-committee that would build awareness of Dryden's historical assets
  - Continue the development of a Dryden area cultural digital map (integrating GIS coordinates) that includes historical points of interest

### *Recommendation 16:*

- In collaboration with DACP and other stakeholders further develop Dryden's cultural spaces (ie: Naked North)

# Creating New and Diversified Tourism Products

## Arts, Culture and Culinary Tourism Products

### *Recommendation 17:*

- Encourage the development of culinary tourism:
  - provide online resources and tools
  - work with local restaurateurs and regional food providers

### *Recommendation 18:*

- Explore the possibility of creating and hosting a National/North American wild food culinary event

# Creating New and Diversified Tourism Products

## Winter Tourism Products

### *Recommendation 19:*

- Encourage the development of winter tourism products
  - Provide resources and workshops on winter tourism product development
  - Develop winter tourist packages with local businesses (ie: all inclusive, winter getaway, lodge to lodge, cross country skiing, etc)
  - Gather and provide access to a winter photo gallery online
- Work with regional partners/organizations to establish a local Winter Festival committee, access funding, build off existing events

# Creating New and Diversified Tourism Products

## Networks of Trails and Water Routes

### *Recommendation 20:*

- Organize a facilitated interagency meeting bringing together all regional stakeholder groups involved in trail maintenance and mapping
  - Address weaknesses
  - Identify areas of mutual cooperation
  - Leverage funding
- Dryden Canoe & Kayak Club, TCTO, Power Toboggan Clubs, Recreation & Parks, Provincial Parks

# Creating New and Diversified Tourism Products

## Guided Adventure Trips and Tours

### *Recommendation 21:*

- Host an informative workshop on 'starting and operating a guiding business', topics to include:
  - Product development and trends
  - Marketing and online booking
  - Certification and training
  - Insurance, business registration, etc
  - Best practices and
  - Available resources

# Creating New and Diversified Tourism Products

## Guided Adventure Trips and Tours

### *Recommendation 22:*

- Increase the number of tourism activities for visitors and explore possibility of delivering scheduled guided tours:
  - Dryden walking trails (historical walking tour)
  - Dryden Airport tours (Fire Management etc.)
  - Aerial tours (float planes, helicopter, etc)
  - Guided tours of Laura Howe Marsh
  - Guided boat, canoe, kayak tours
  - Wildlife viewing tours

# Creating New and Diversified Tourism Products

## Combining Tourism Products to Create Packages

### *Recommendation 23:*

- Deliver a how-to workshop on creating tourism packages

### *Recommendation 24:*

- Develop a tourism transportation task group

### *Recommendation 25:*

- Develop self-guided itineraries of varying time lengths and themes

# Organizational Structure & Governance Model

## Responsibilities of the Dryden Development Corporation

- Implementation of the Tourism Development Strategy and Marketing Strategy action plans
- Tourism investment attraction initiatives, including prefeasibility assessments of investment opportunities
- Greater regional collaboration for development of tourism products
- Partner with other stakeholders to host workshops

*To adequately fulfill these additional responsibilities the DDC requires one full-time Tourism Development Officer position (intern) for a minimum of 2 years!*

# Organizational Structure & Governance Model

## Responsibilities of the Dryden Development Corporation

### *Recommendation 26:*

- Expand TAC sub-committees to include representation from:
  - Dryden Library
  - Dryden Power Toboggan Club
  - Dryden Ski Club
  - PACE
  - Cloverbelt Country Farmers' Market
  - Stakeholder in eco-tourism or wildlife viewing