

A Vision for

TOURISM IN CENTRE WELLINGTON

BELWOOD, JANUARY 2024

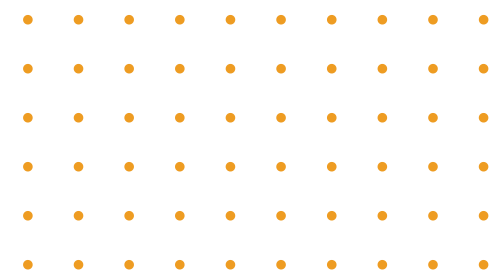
JOAO CARROLO

TOURISM & DESTINATION DEVELOPMENT COORDINATOR



2015-2017 | RT04 AND DESTINATION NEXT STRATEGY DEVELOPMENT PROCESS

- DATA GATHERING
- ASSET MAPPING WORKSHOP
- KEY OBSERVATIONS WORKSHOP
- STRATEGY DEVELOPMENT WORKSHOP
- WORKING GROUPS ESTABLISHED
- STRATEGY IMPLEMENTATION

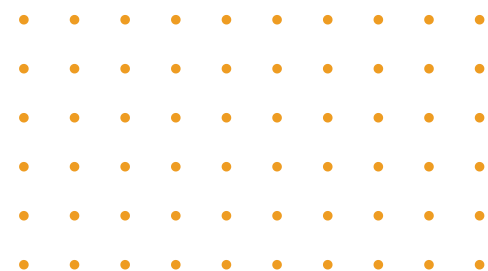


2015-2017 | RT04 AND DESTINATION NEXT STRATEGY DEVELOPMENT PROCESS

THE VISION:

To become Ontario's idyllic experience, showcasing our

- Natural Setting
- Heritage Towns
- Arts & Culture



2015-2017 | RT04 AND DESTINATION NEXT STRATEGY DEVELOPMENT PROCESS

THE BRANDING:

Elora & Fergus Tourism
Operated by the Township of Centre Wellington



DMO

DESTINATION MARKETING ORGANIZATION

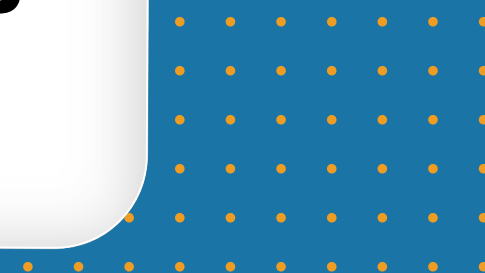


DMMO

DESTINATION MARKETING & MANAGEMENT ORGANIZATION

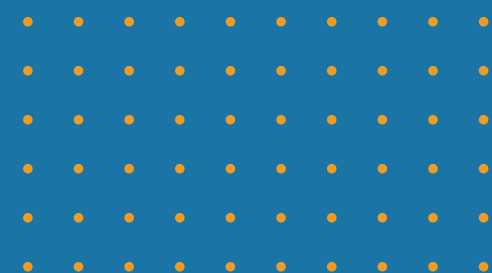


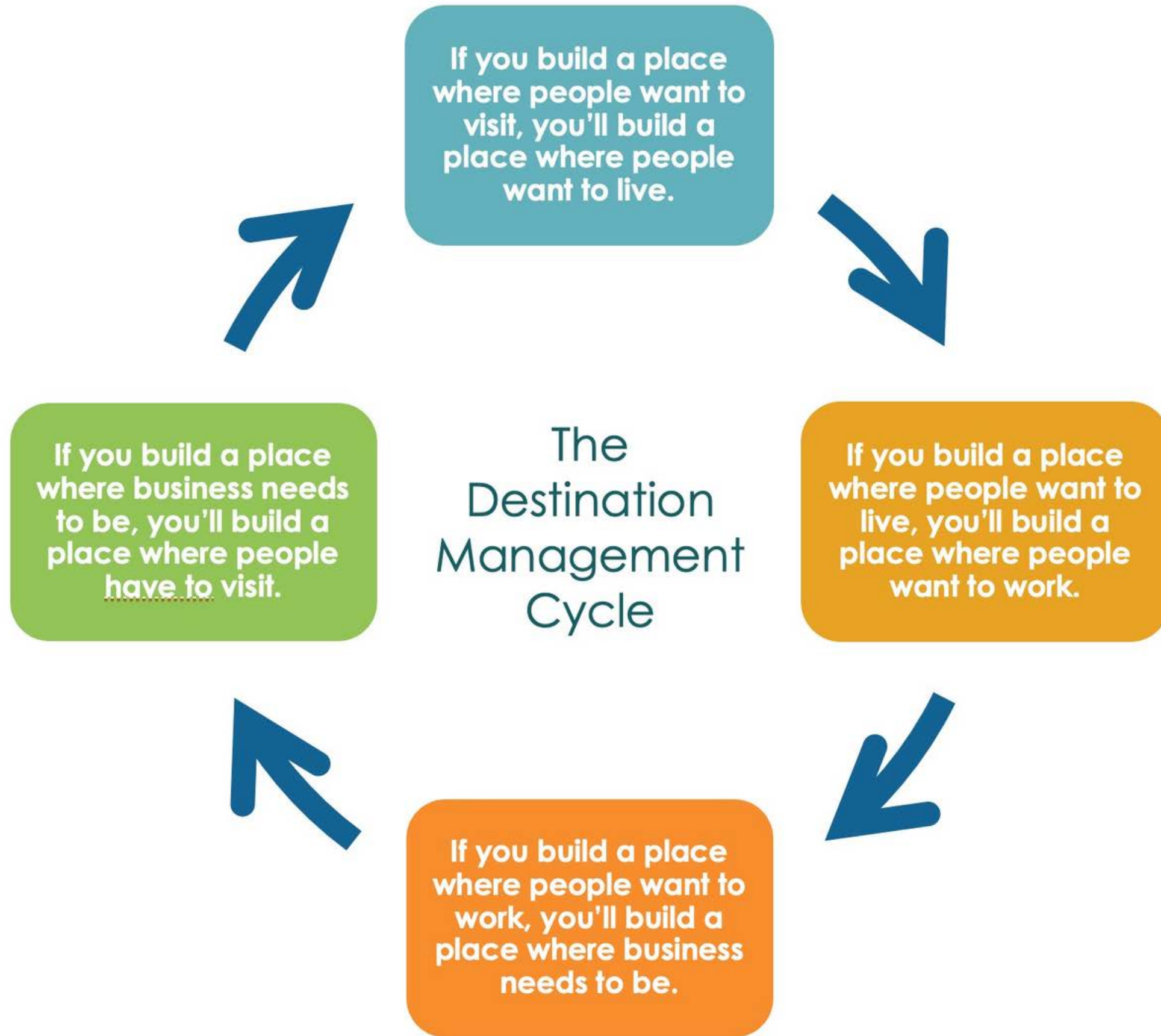
**STAKEHOLDER-ENGAGEMENT-BASED
DESTINATION ORGANIZATION**



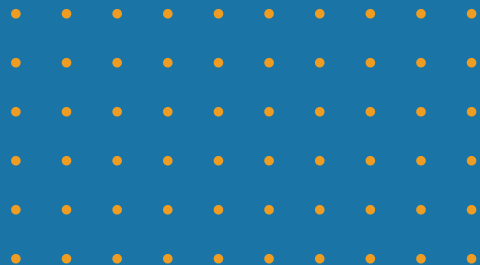
The key to successful tourism destination development is relatively straightforward:

highly engaged communities taking an active role in shaping their collective tourism future.





ELORA & FERGUS TOURISM STEERING COMMITTEE
ELORA & FERGUS TOURISM SUB-COMMITTEES



Elora & Fergus
Tourism
Steering Committee

Elora & Fergus
Tourism

Nature &
Heritage
Sub-Committee

Product
Development
Sub-Committee

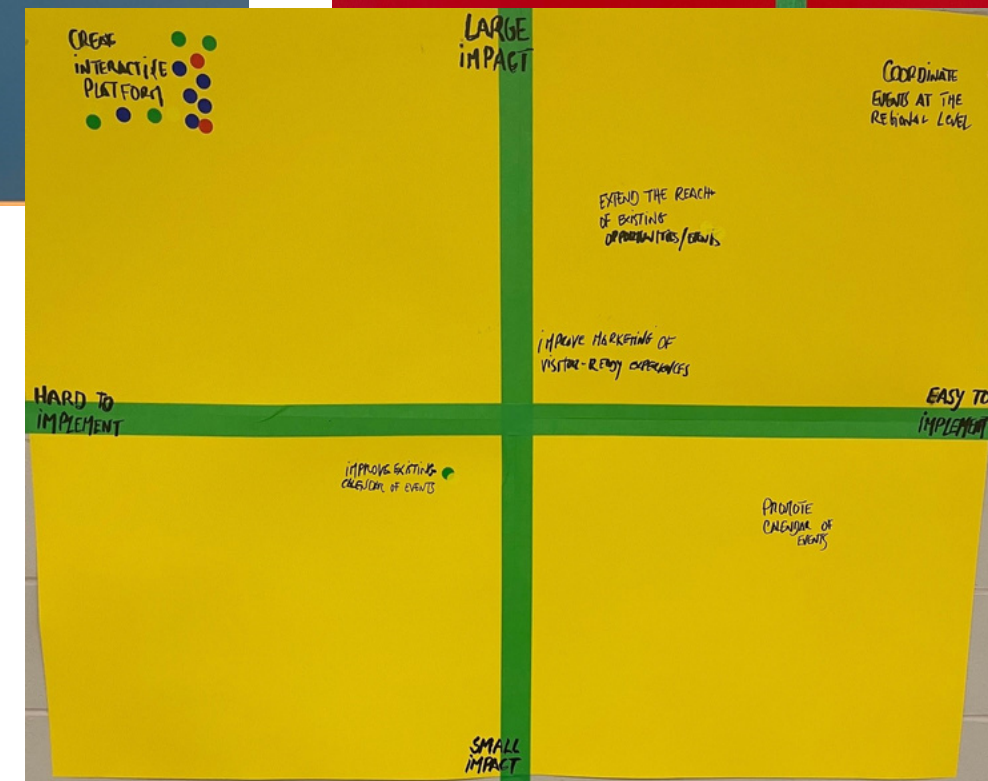
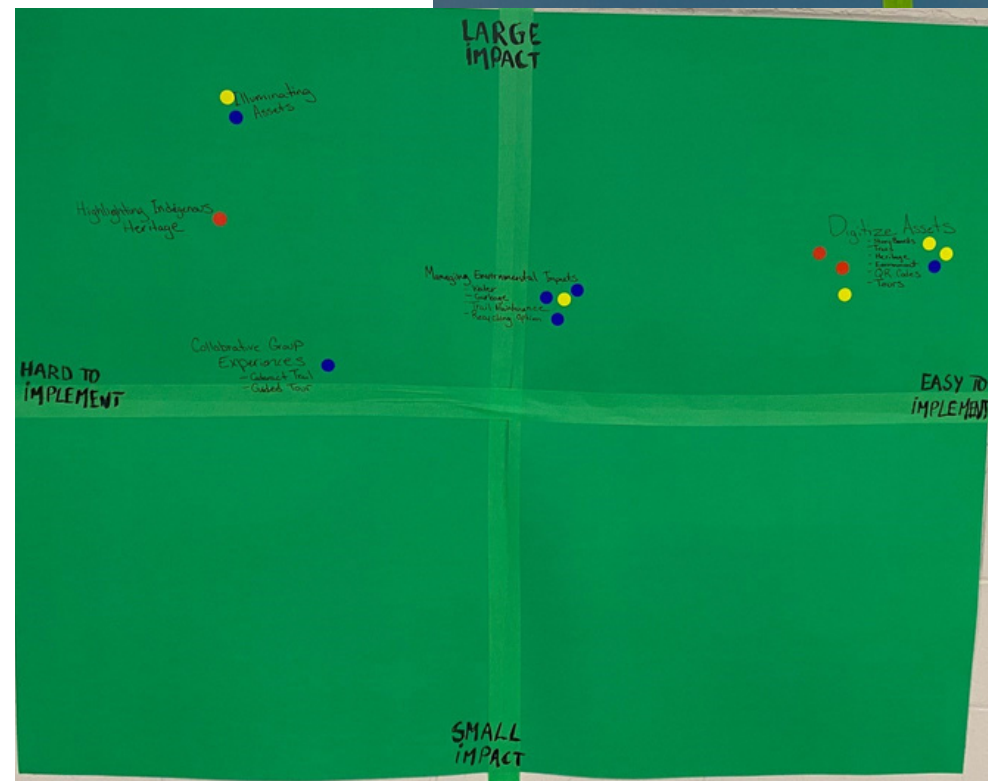
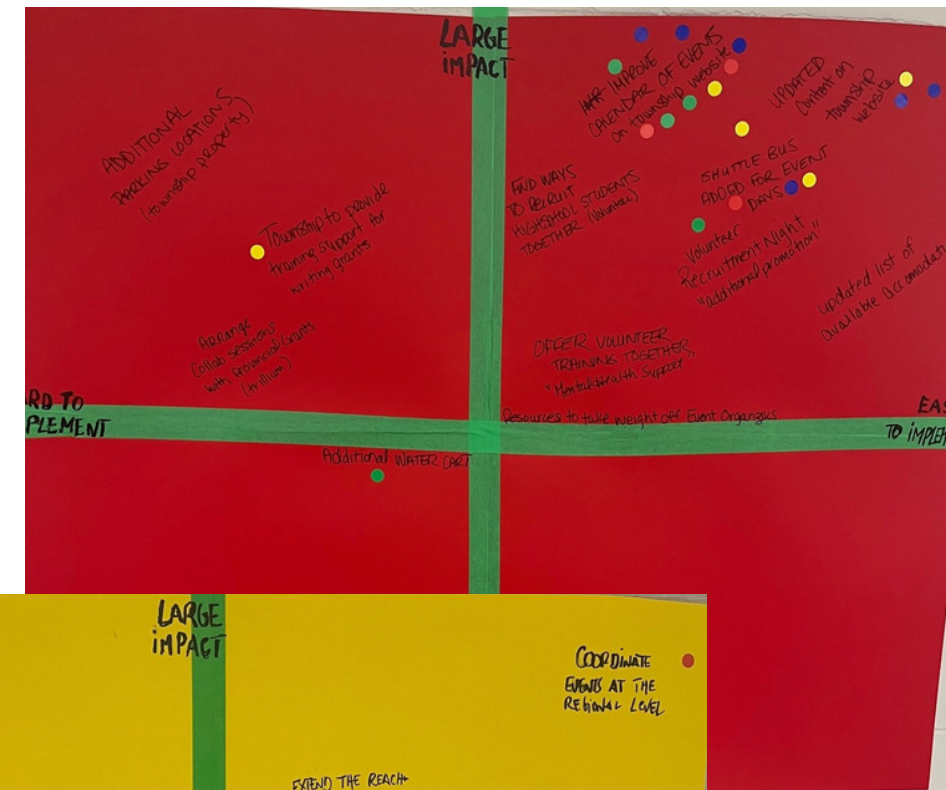
Festivals &
Events
Sub-Committee

Accommodation
Sub-Committee

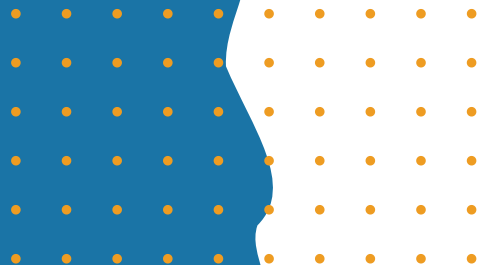
Residents and Tourism Community



ELORA & FERGUS TOURISM SUB-COMMITTEES



VOLUNTEER RECRUITMENT AND RETENTION



VOLUNTEER RECRUITMENT EVENT

Elora & Fergus Tourism Festival &
Events Committee

Volunteer Social Drop-in

Have your
chance at
winning from
14 raffle
prizes!

Support local festivals and events!



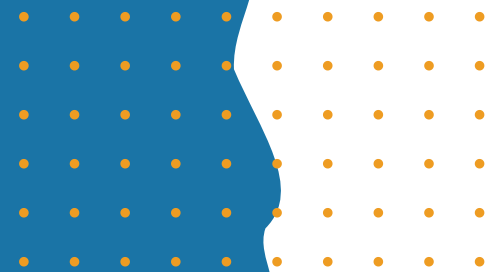
550 Belsyde Avenue E, Fergus
Unity Hall | CW Community Sportsplex



Thursday, April 20
6:30pm to 8:30pm

Ages 16+
Welcome.


EASY-ACCESS TOURISM INFORMATION



PLATFORM FOR TOURISM OPERATORS





Centre Wellington Tourism Portal

Where to Stay What to Do What's Happening

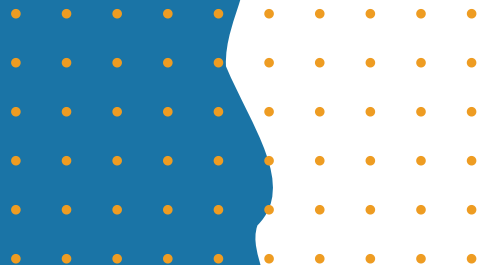


Map showing restaurant locations in Fergus, Ontario. The map includes labels for 'Tower St S' and 'Fergus'. The map is overlaid with a grid and various icons representing different types of businesses.

Our Locally Owned Options

 ELORA MILL Elora Mill Restaurant View Website View in Google Maps	 Fergie's Fine Foods View Website View in Google Maps	 Fraberts Fresh Food View Website View in Google Maps	 Golden Fish & Chip View Website View in Google Maps
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PROFESSIONAL DEVELOPMENT & CAPACITY BUILDING



WORKSHOP SERIES FOR TOURISM OPERATORS

RAINBOW DIVERSITY INSTITUTE



- **DEI Fundamentals**
- **Unconscious BIAS**
- **2SLGBTQIA+101**

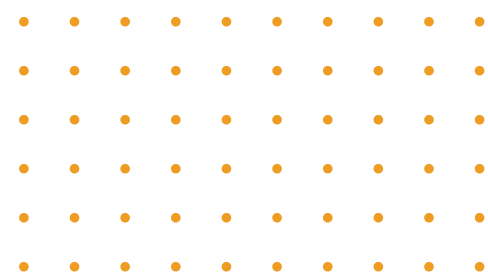


WORKSHOP FOR DESTINATION MANAGEMENT ORGANIZATIONS

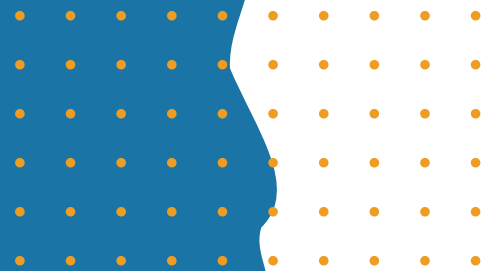
ACCESS NOW



- **Education module on accessibility for tourism businesses and organizations**
- **Accessibility Reports and Performance Improvement Recommendations**



FUNDING



ELORA & FERGUS TOURISM FUNDING PROGRAMS

TOURISM MARKETING FUND

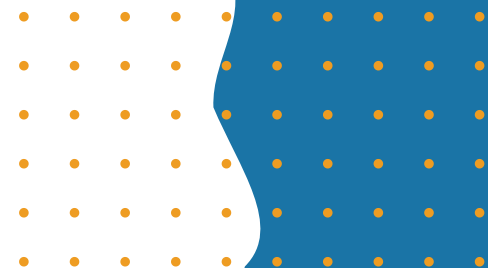


TOURISM MARKETING FUND



ELORA & FERGUS TOURISM FUNDING PROGRAMS

TOURISM SUSTAINABILITY FUND

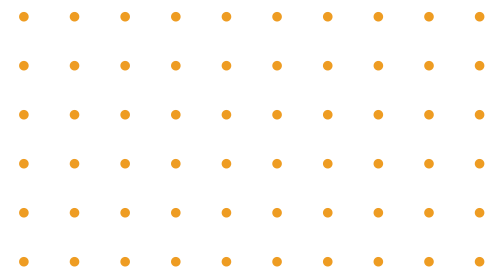


TOURISM SUSTAINABILITY FUND

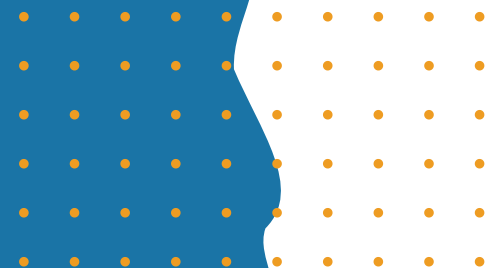


ELORA & FERGUS TOURISM FUNDING PROGRAMS

WINTER EXPERIENCE DEVELOPMENT PROGRAM



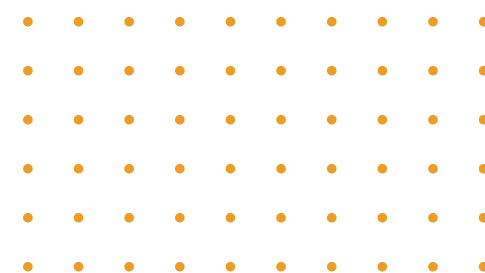
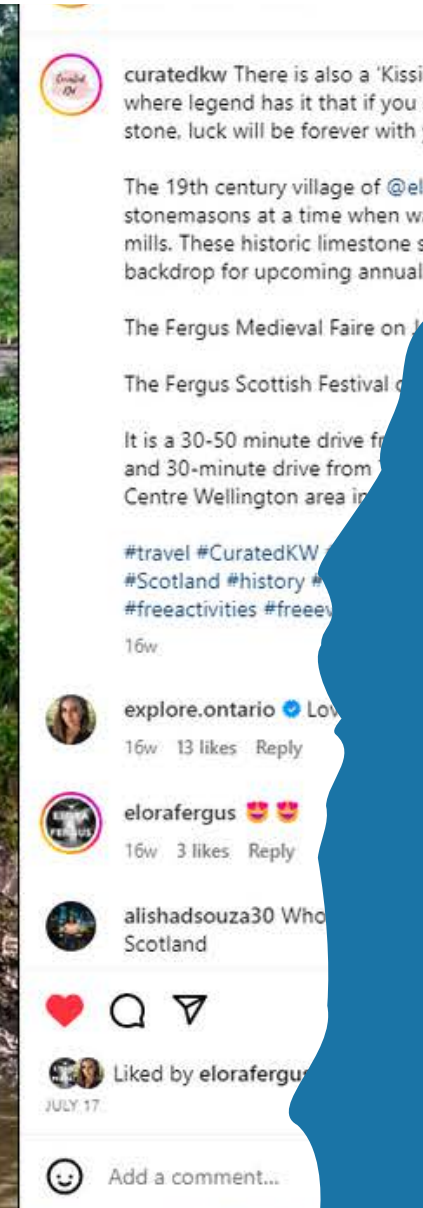
MARKETING AND PROMOTION



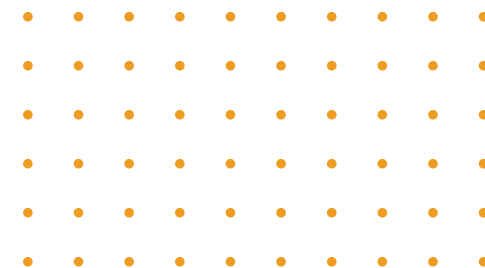
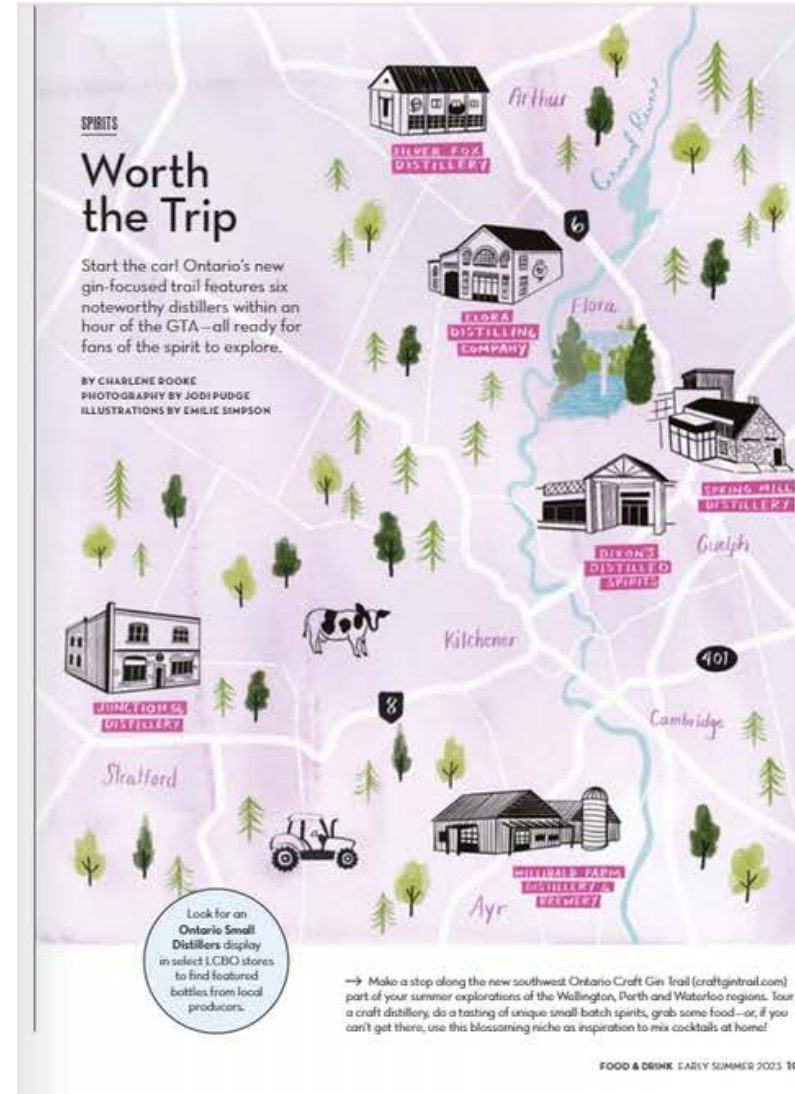
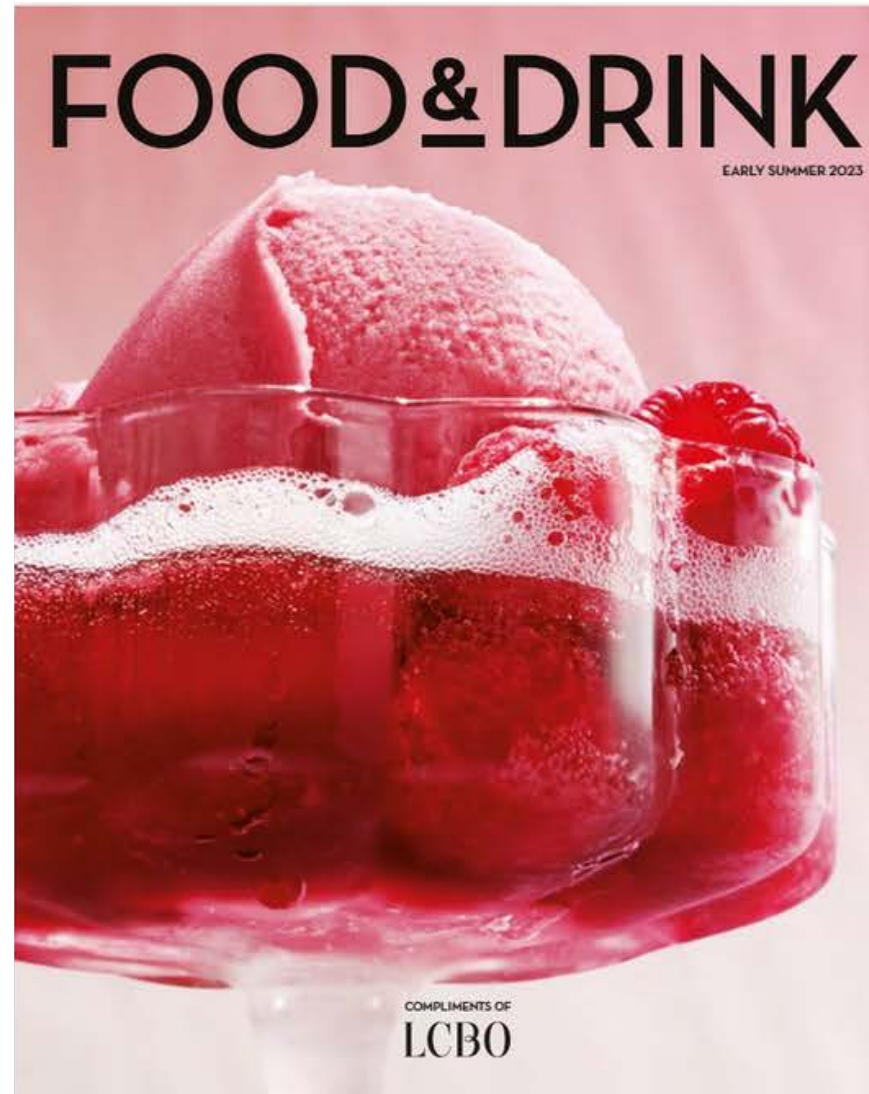
FIELDSTONE BARN ON CHCH MORNING LIVE



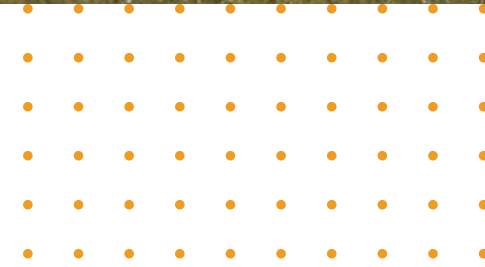
SOCIAL MEDIA CAMPAIGNS



CRAFT GIN TRAIL ON LCBO'S FOOD & DRINK MAGAZINE



CENTRE WELLINGTON AS A DESTINATION FOR FILM PRODUCTION




HISTORICAL WALKING TOURS

\$10.00 per person
Children under 12 free

Tickets can be purchased at
fergusgrandtheatre.ca

Historical WALKING TOURS

16 SAT SEPT 11am	Fergus Walking Tour 📍 Fergus Grand Theatre
17 SUN SEPT 11am	Elora Walking Tour 📍 Elora & Fergus Tourism Information Centre



Historical LANTERN TOURS

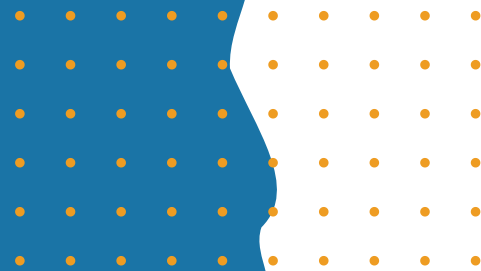
05 THU OCT 7PM	Fergus Lantern Tour 📍 Fergus Grand Theatre
06 FRI OCT 7PM	Elora Lantern Tour 📍 Elora & Fergus Tourism Information Centre

\$10.00 per person
Children under 12 free

Tickets can be purchased at
fergusgrandtheatre.ca

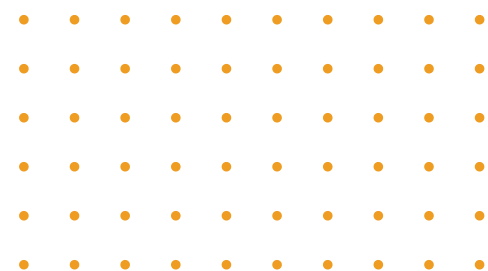


MOBILITY SOLUTIONS



TOURISM SHUTTLE BUS PROGRAM

- **May 20 to September 4**
- **on weekends and holidays**
- **8 stops**
- **1,469 passengers**
- **1 tourism ambassador**
- **19 local musicians**





Downtown Shuttle Program



- Every Saturday and Sunday from May 20 to September 4
- Operating from 11:00am to 6:00pm every hour on the hour
- Last trip leaves at 5:00pm
- Tourism Ambassador on board every weekend to assist residents and tourists

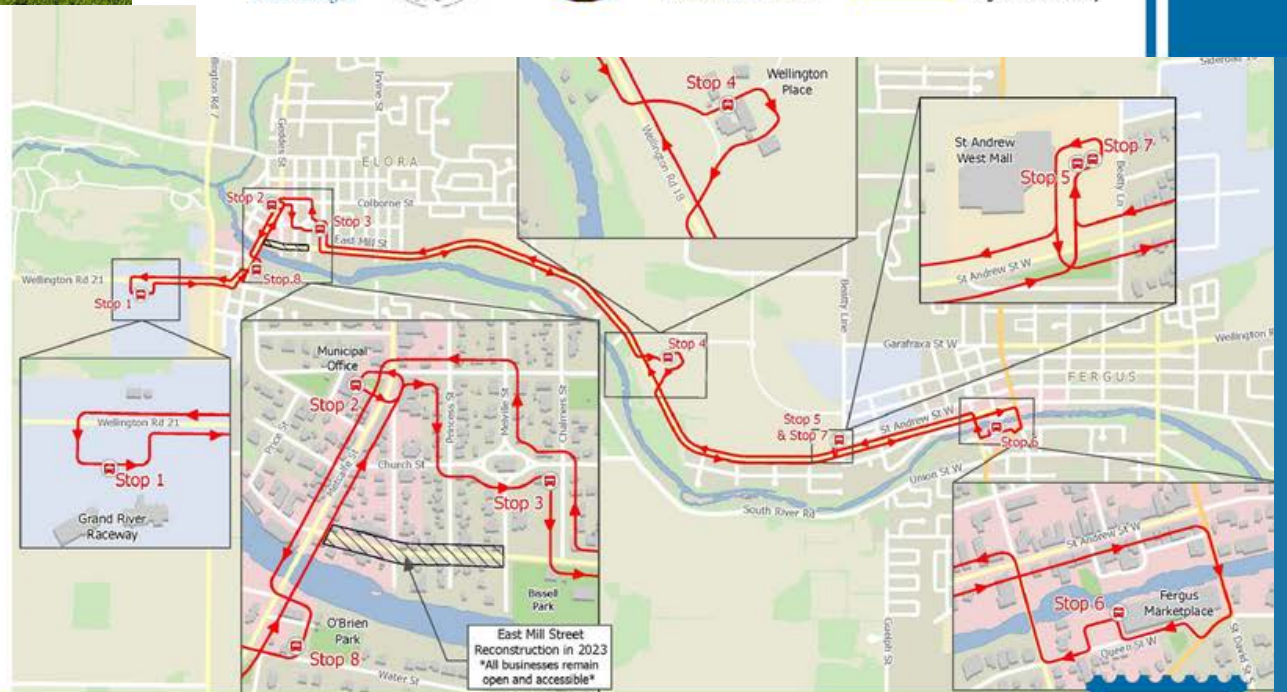
Shuttle Service Stops

- (:00) Grand River Raceway
- (:05) 1 MacDonald Square, Elora
- (:10) Elora Centre for the Arts/ Bissell Park
- (:15) Wellington County Museum & Archives
- (:25) St. Andrew St West Mall, Fergus
- (:30) Fergus Marketplace
- (:35) St. Andrew St West Mall, Fergus
- (:45) O'Brien Park, Elora
- (:50) Grand River Raceway








 For additional information and accessibility service request, please contact:
 877-242-6353
 tourism@centrewellington.ca
 www.centrewellington.ca/shuttle





SHUTTLE BUS PROGRAM TALENT ON BOARD



VISITOR DATA COLLECTION

DATA COLLECTION PROJECT
WITH REGIONAL ORGANIZATIONS



VISITOR DATA COLLECTION

Project to implement standardized data collection with partner organizations

Township of
Centre
Wellington

Elora & Fergus Tourism
Information Centre

Wellington
County

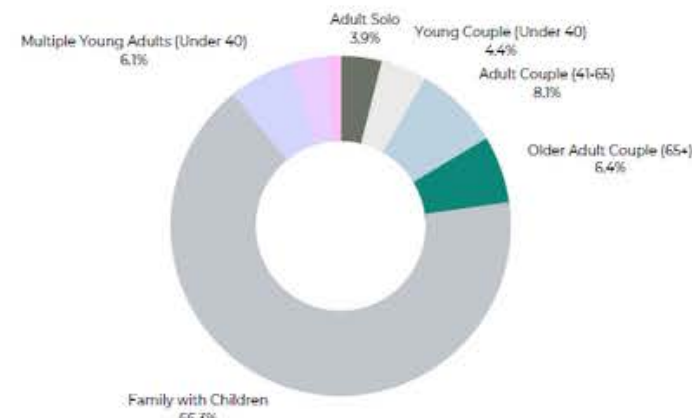
Wellington County
Museum & Archives

Town of
Minto

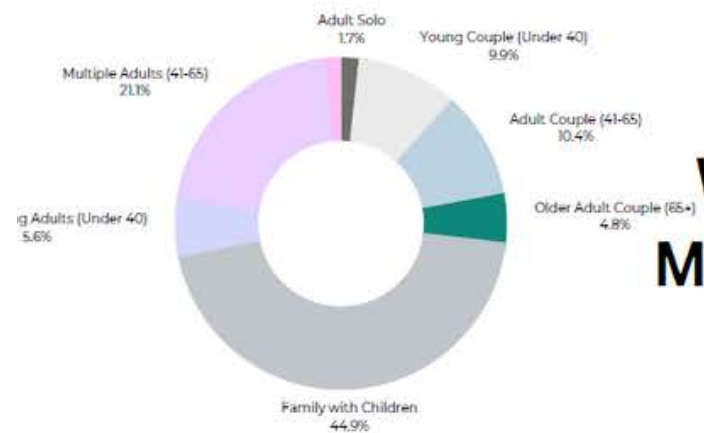
Palmerston Railway
Heritage Museum

VISITOR DATA COLLECTION

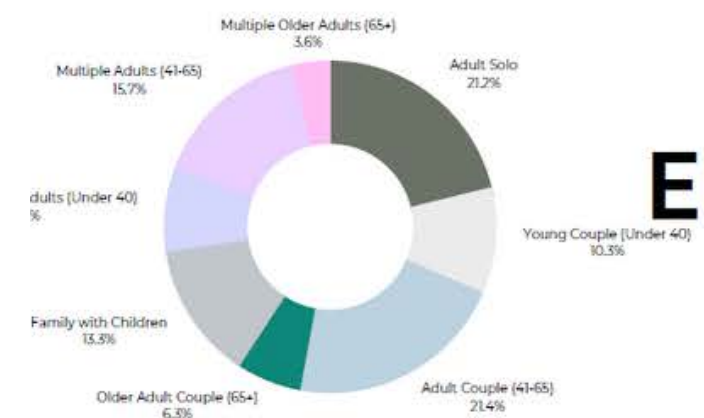
Project to implement standardized data collection with partner organizations



Palmerston



**Wellington County
Museum and Archives**

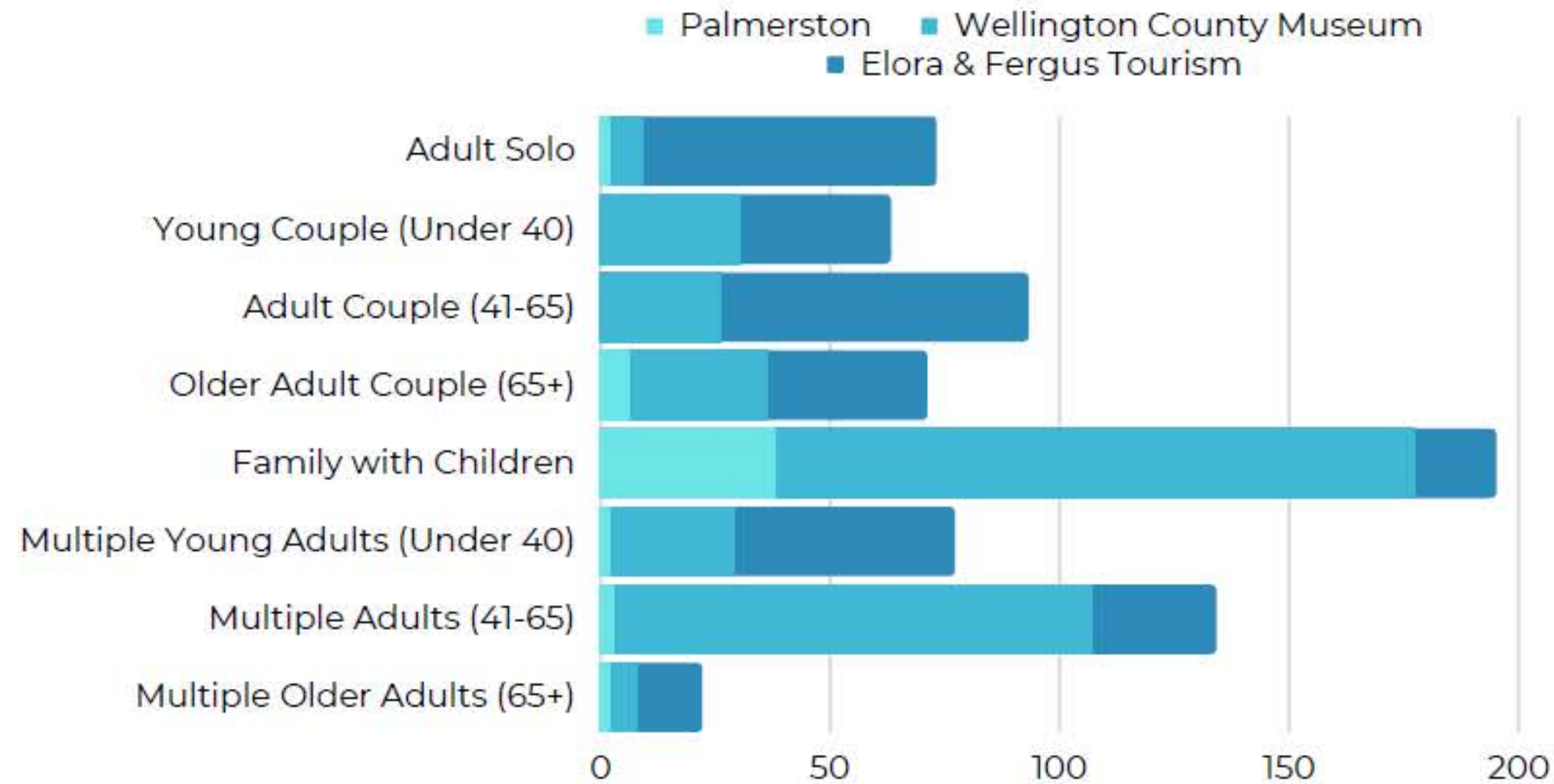


**Elora & Fergus
Tourism**

VISITOR DATA COLLECTION

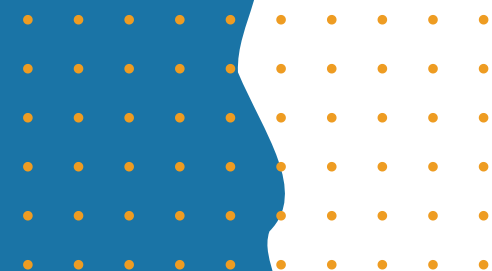
Project to implement standardized data collection with partner organizations

May Visitor Profiles



VISITOR DATA COLLECTION

**VISITOR PROFILE AND
EXPERIENCE ANALYSIS**



VISITOR DATA COLLECTION

Visitor Profile and Experience Analysis

EDUCATION AND WORKPLACE

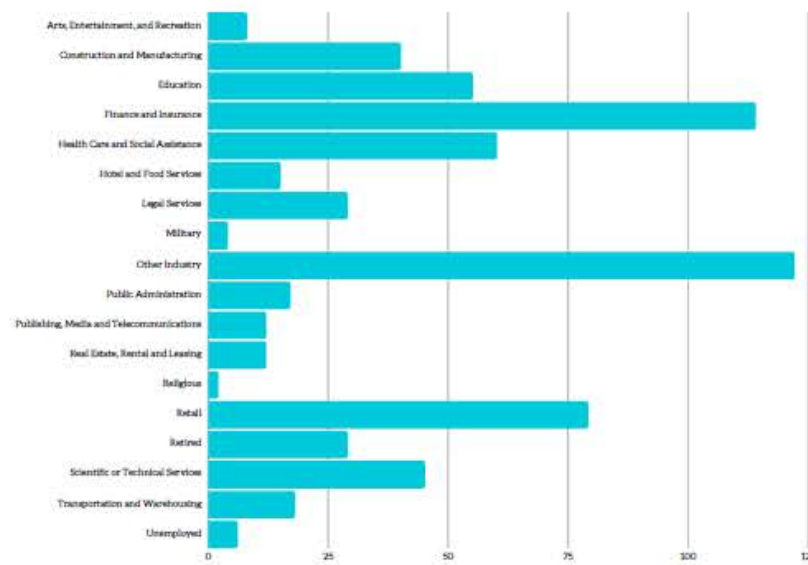


Figure 3: Number of People in Group based on Workplace Industry

The visitors to Elora and Fergus are working in various fields with the majority indicating working in the Finance and Insurance Industry (114 people in 18 groups). This is followed by Retail (79 people in 14 groups), Health Care and Social Assistance (60 people in 15 groups), Education (55 people in 22 groups) and Scientific or Technical Services (45 people in 14 groups). It is worth noting that a majority of guests surveyed did not identify an industry among the list provided representing 120 people over 24 groups which means that visitors to the area are coming from a wide array of fields. Figure 3 outlines the visitors' workplace industries.

ESTIMATED OVERALL HOUSEHOLD INCOME

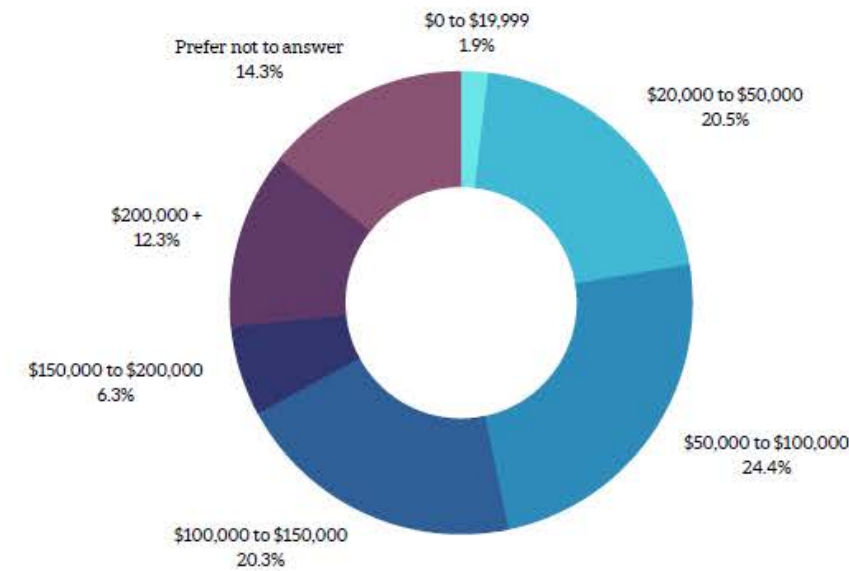


Figure 4: Number of People in Group based on Estimated Overall Household Income

The majority of guests surveyed have expressed an estimated overall household income ranging from \$20,000 to \$150,000 with 182 people indicating an overall income ranging from \$50,000 to \$100,000. It is worth noting that 92 guests have indicated an overall household income surpassing \$200,000.

VISITOR DATA COLLECTION

Visitor Profile and Experience Analysis

TRIP INFO: PURPOSE AND LENGTH

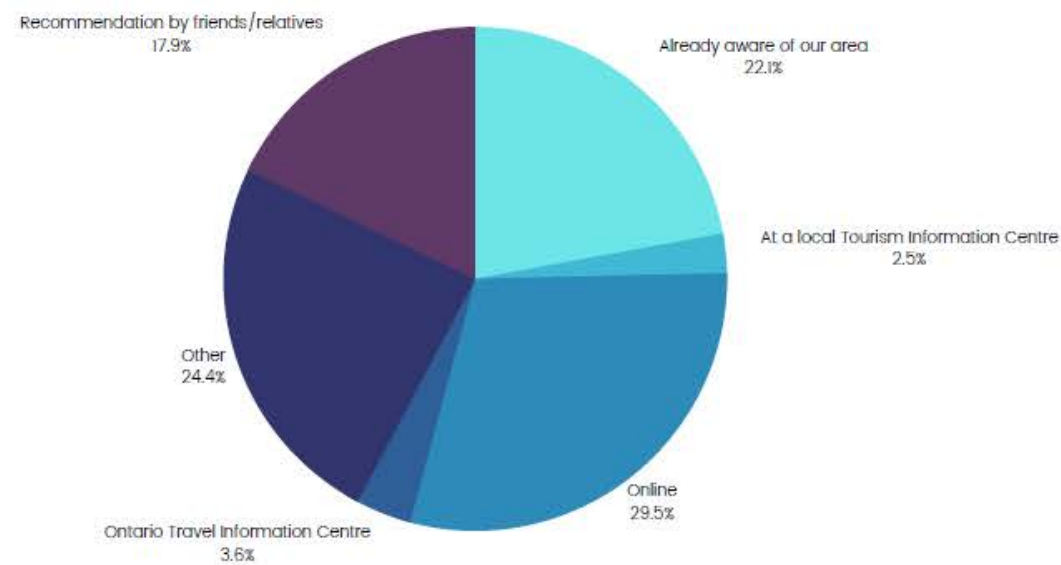


Figure 10: Number of People in Group based on Area Awareness

With 167 people already aware of our area without providing how they were informed in the first place, 135 people were made aware of our area through the recommendation of a friend or relative, which had visited prior. If visitor expectations are not appropriately managed or if tourists encounter a negative experience while visiting the area, it may deter them from recommending the area to relatives, which could in turn lead to a reduction in visits.

DECISIONS & RECOMMENDATIONS

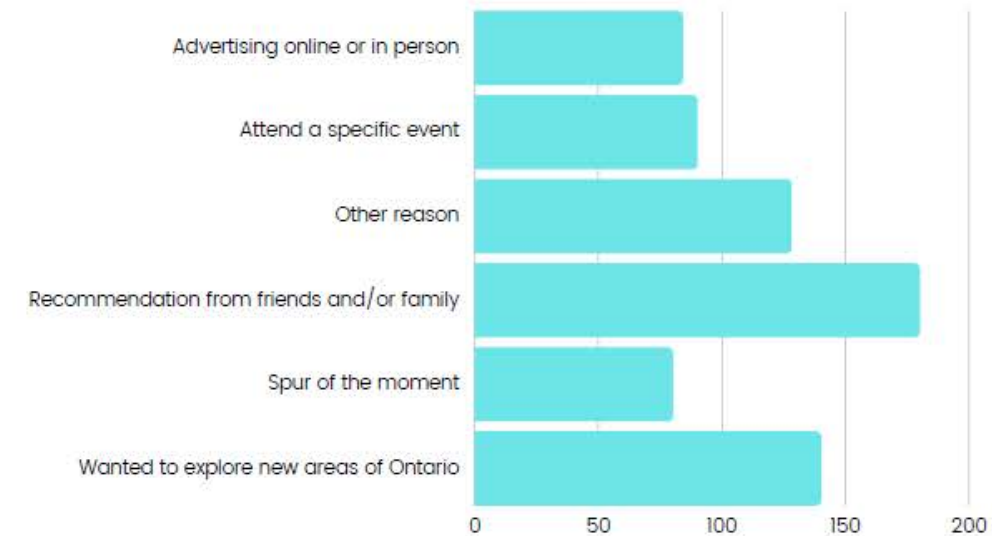


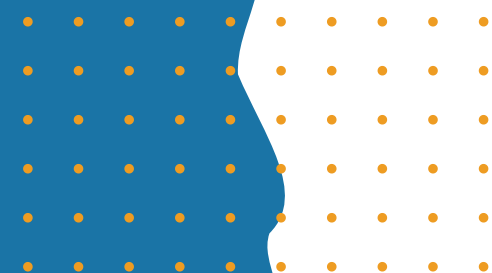
Figure 11: Number of People in Group based on Decision Factor to Take Trip

The main decision factor to take the trip is through a recommendation from friends and/or family, which represent 26% of the people that responded or 180 people.

The next paragraph may bring a certain degree of reassurance to tourism operators as the majority of respondents (87%) indicated a positive outcome to the likelihood of a potential visit recommendation to a friend or a family member. It is worth noting that visitor satisfactions can vary based on individual experiences and that 13% of respondents have indicated not thinking of recommending the area to friends or relative. We believe that it is important for tourism operators to keep this number in mind in efforts to retain tourists by offering experiences that can make visitors want to stay longer in the area and perhaps go from a day trip to a multi-day overnight trip.

VISITOR DATA COLLECTION

DATA COLLECTION
USING GEOINDICATORS



VISITOR DATA COLLECTION

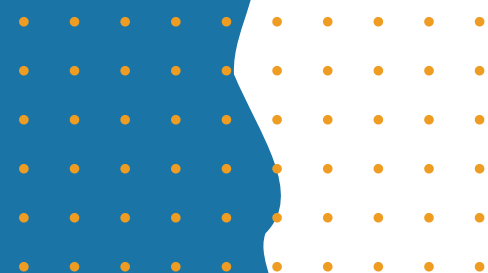
Visitor Data Collection using GeoIndicators

Analyzing the habits and physical movements of citizens with precision:

- How long people spend at your target locations.
- The timing and total number of visits.
- The average number of visits per person.
- Where visitors arrive from.
- The busiest periods.
- How many people are likely to visit during a given period.



SUSTAINABILITY ASSESSMENT



GLOBAL DESTINATIONS SUSTAINABILITY INDEX

GDS-Index is currently
the only destination
benchmarking tool
in the sustainable tourism
sector that compares
destinations' performance
globally

Destination
Management
35.7%



Environment
21.4%

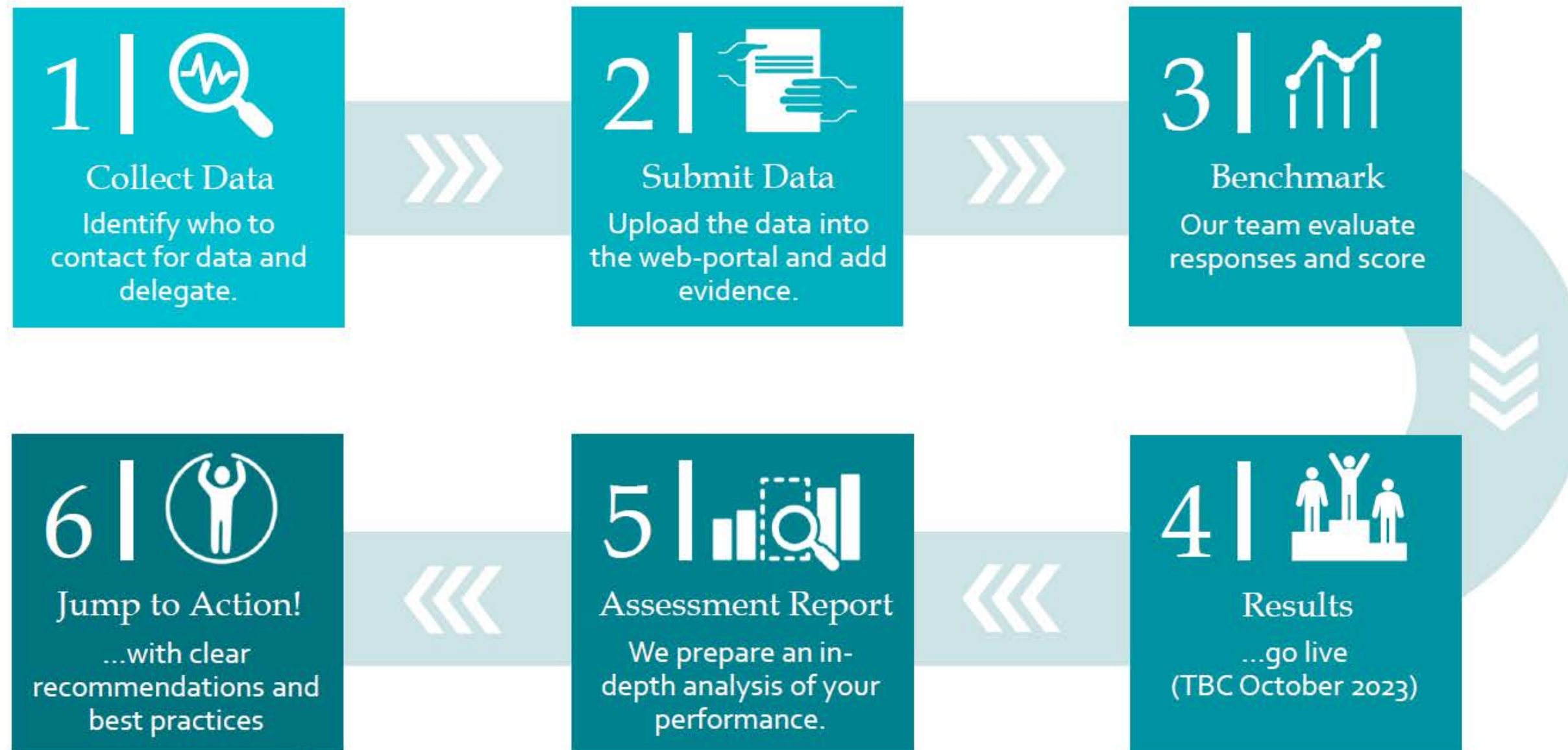
Social
17.9%

Supplier
25%



GLOBAL DESTINATIONS SUSTAINABILITY INDEX

GDS-Index: The Benchmarking Journey



GLOBAL DESTINATIONS SUSTAINABILITY INDEX

Total Score

24.7%

Overall Rank

#97

Country Rank

#19 2022 (#16) moved (-3) slots

Region Rank

#5 2022 (#4) moved (-1) slots

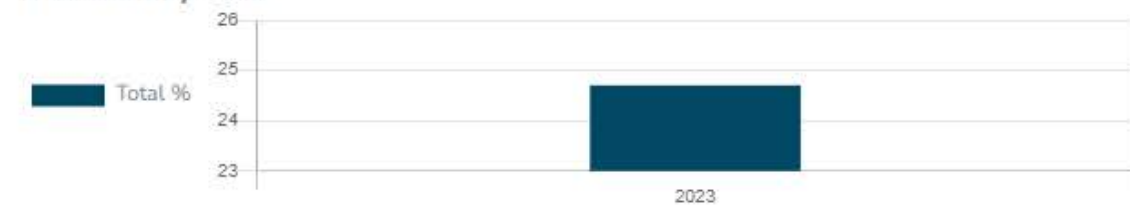
Total per Category



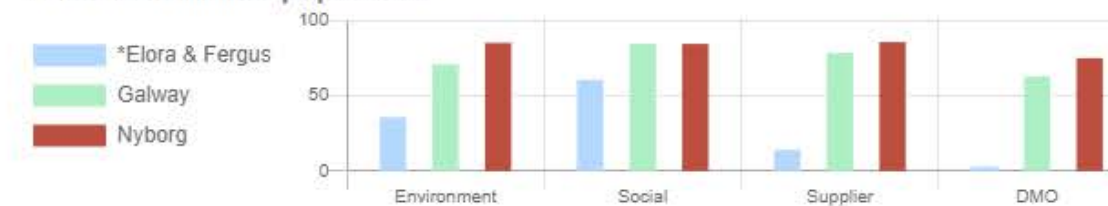
Rank Movement by Category



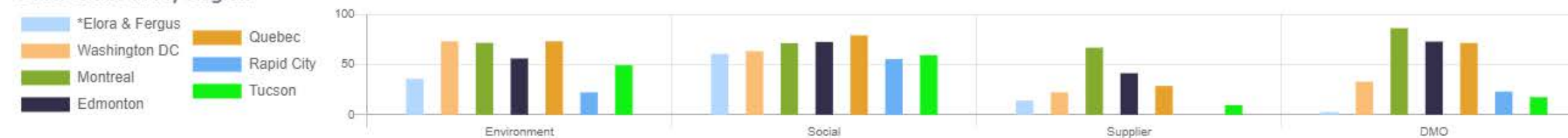
Evolution by Year



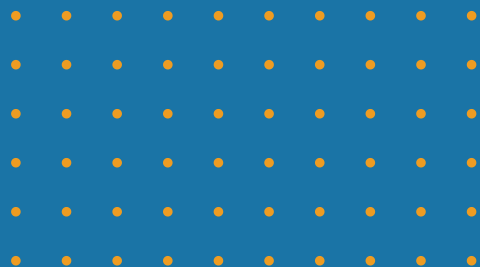
Cities with similar population



Other Cities in My Region



LOOKING INTO 2024:



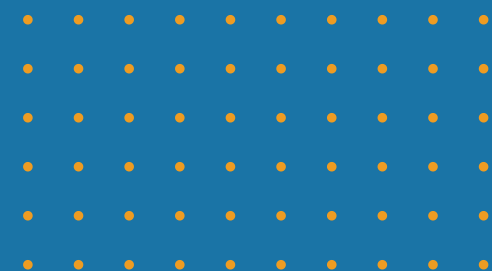
LOOKING INTO 2024:

- **Work with the Township's Economic Development Department on different strategic goals**
- **Research best practises and closely monitor advancements in policies and legislation related to the tourism sector**
- **Strengthen funding for both new and existing tourism products and experiences**



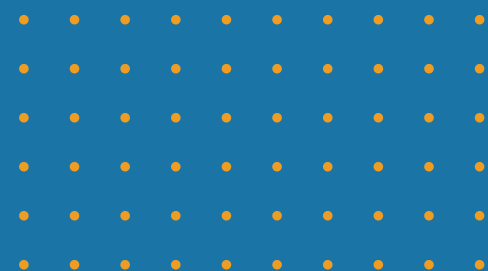
LOOKING INTO 2024:

- **Support the growth of existing Festivals**
- **Partner in the creation of new tourism products and experiences**
- **Adopt innovative forms of visitor data collection**
- **Improve the accessibility of businesses and events**



LOOKING INTO 2024:

- **Continue working collaboratively on the sustainable growth of Centre Wellington**
- **Collectively shape our community's tourism future**



Thank you

TOURISM IN CENTRE WELLINGTON

BELWOOD, JANUARY 2024

JOAO CARROLO

TOURISM & DESTINATION DEVELOPMENT COORDINATOR

