

North Grenville Tourism Strategy

Presentation to Council

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Your Consulting Team



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Project Summary





Background Review & Community Engagement

- **4** Steering Committee Meetings
- **14** interviews of Key Tourism Industry informants
- **26** participants in Industry & Public Workshops
- **267** respondents to Resident & Business Survey
- **3** Consultant Visits
- **75+** tourism and municipal assets analyzed
- **20+** background documents reviews
- Numerous discussions with North Grenville Staff

Overview of Findings





Economic Impact of Tourism, North Grenville, 2016

	Direct	Indirect	Induced	Total
Output (\$ Millions)	\$34.6	\$17.5	\$14.3	\$66.4
GDP (\$ Millions)	\$19.5	\$4.9	\$3.5	\$27.9
Labour Income (\$ Millions)	\$15.2	\$2.8	\$1.6	\$19.6
Jobs	415	52	36	503



Core Resources & Attractors

- Rideau River
- Ferguson Forest
- Uniqueness, authenticity of Kemptville, hamlets, farms





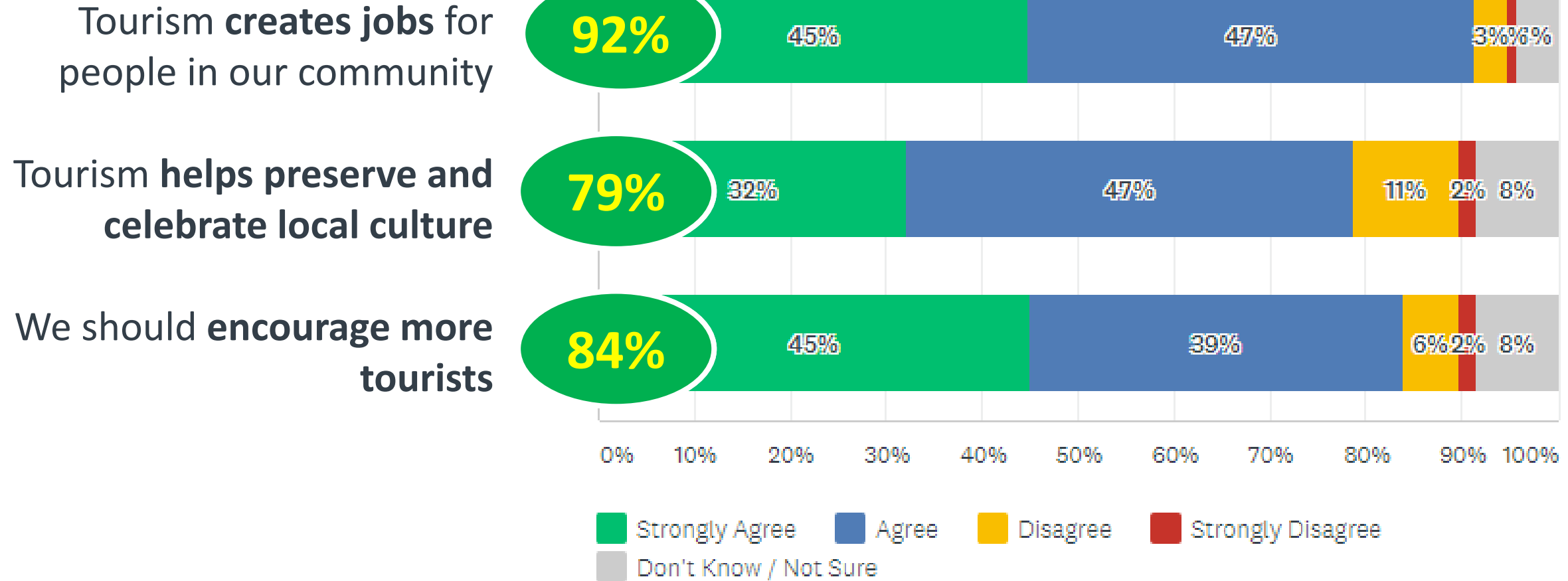
Tourism superstructure

- **4 major attractions**
(>10,000 visitors)
 - Rideau River Provincial Park
 - Kemptville Live
 - Rideau Woodland Ramble
 - Saunders Country Critters
- **26 emerging attractions**
- **26 supporting attractions**





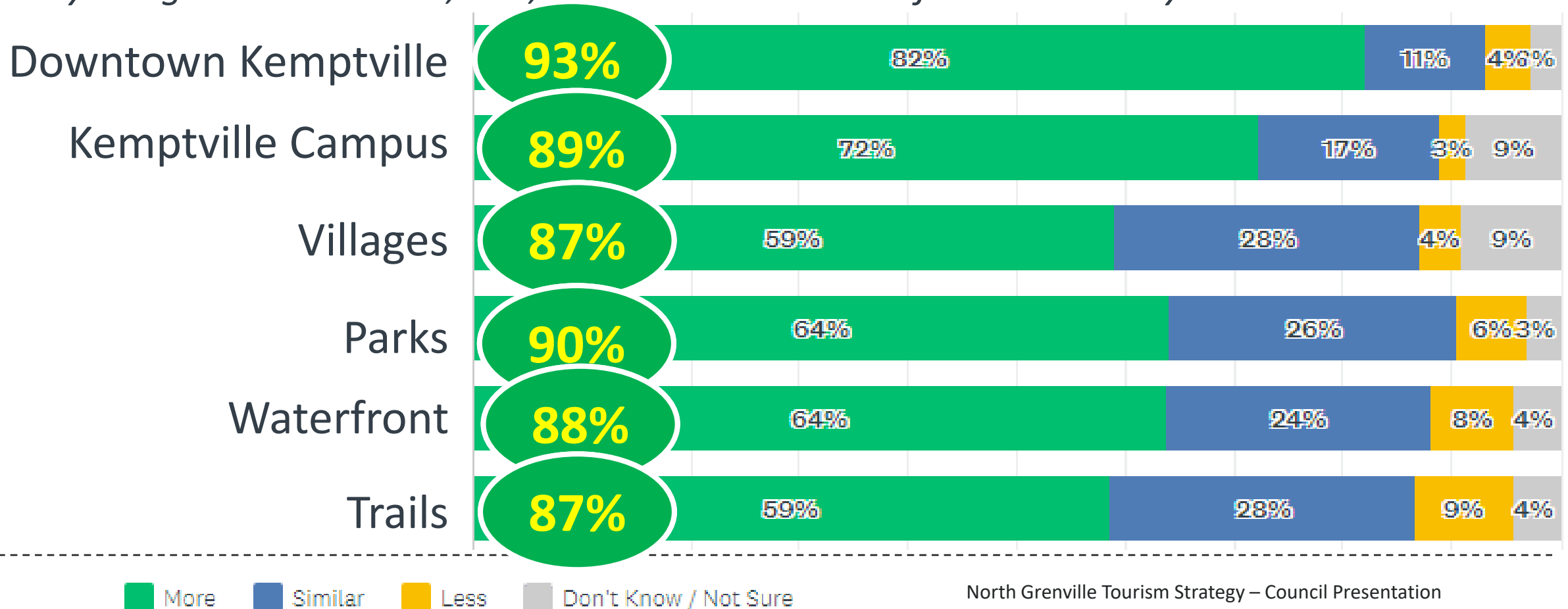
Survey (n=236)





Willingness to share community

Do you agree to see more, less, or a similar amount of tourist activity at these locations?



Strategic Priorities





Action 1: **Shape and support the tourism industry**

- Aggressively pursue tourism product development
- Implement leading-edge incentives
 - Best-in-class public realm projects
 - Public wi-fi internet
 - Community Improvement Plan incentives





Action 2: **Fast-track development of tourism experiences on Kemptville Campus**

- Experience Kemptville
- Savour Kemptville
- Camp Kemptville
- Kemptville Events





Action 3:

Expand development of monetized outdoor experiences

- Inspire outfitters and guides
- Celebrate the water
- Expand self-drive houseboat operations





Action 4:

Be the place that owns ‘fit,’ ‘sweet,’ and ‘lit’

- Understand your target customer and fulfil their desires
- Differentiate and innovate





Action 5:

Brand the tourism destination as Kemptville

- Maximize the equity in your existing brand
- Reclaim awareness of Kemptville
- Success will be shared across the whole Municipality





Action 6: **Actively partner with tourism neighbours and friends for added value**

- Drive your own tourism destiny
- Help and be helped
- Think outside the North Grenville box
- Brainstorm about other potential alliances and prospects



Critical Path





Next Steps





Annual Operating Budget

Item	Annual Expense
Salary & Benefits (tourism staff, summer students)	\$75,000
Product Development (photo/video, web dev., fam tours)	\$25,000
Meetings, Workshops, Materials & Supplies	\$25,000
Assoc. Memberships, Conferences, Prof. Dev., & Other	\$15,000
Marketing, Advertising & Promotions (digital & print)	\$60,000
TOTAL	\$200,000



Looking ahead

- Resources
- Reporting tangible results
- Sustaining momentum



Thank you!

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