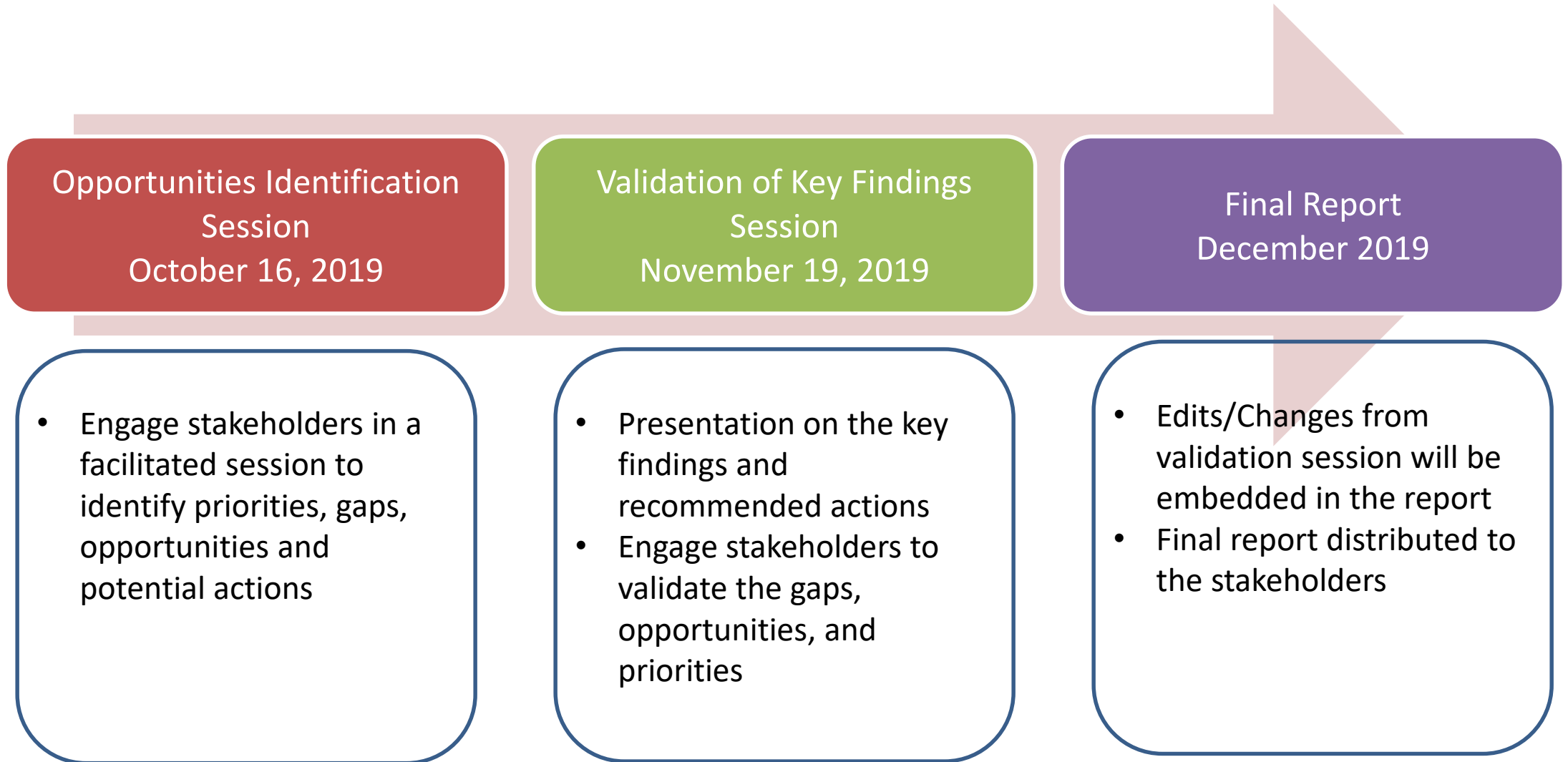


Humber Arm South Tourism Development Plan

November 19, 2019

Tourism Planning Process



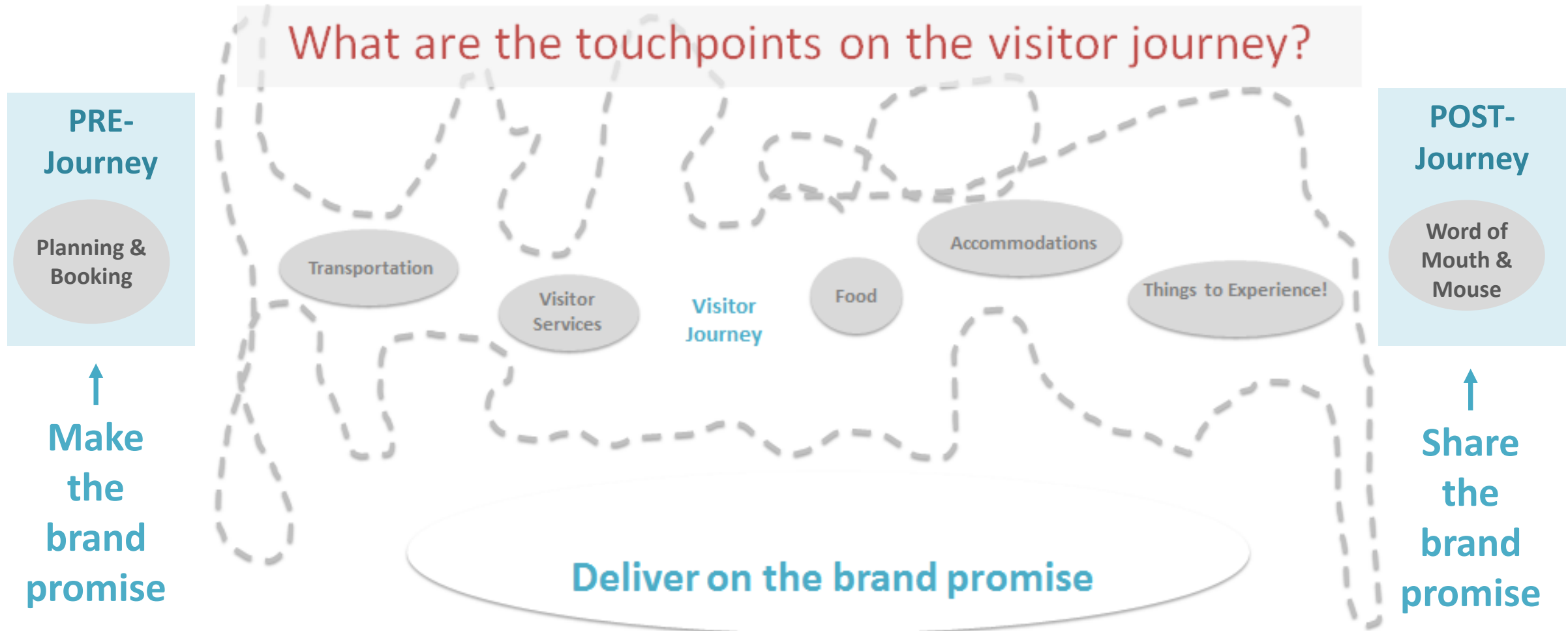
Tourism Planning Objectives

Opportunities Identification
Session
October 16, 2019

Validation of Key Findings
Session
November 19, 2019

1. Identify the gaps and opportunities in the Visitor Journey in Humber Arm South.
2. Identify potential partnerships and experiences in collaboration within the greater region.
3. Validate actions/recommendations for addressing gaps and opportunities.
4. Prioritize list of actions to increase visitation and spending.

Provincial Tourism Product Development Plan



Provincial Tourism Product Development Plan



Provincial Tourism Product Development Priorities

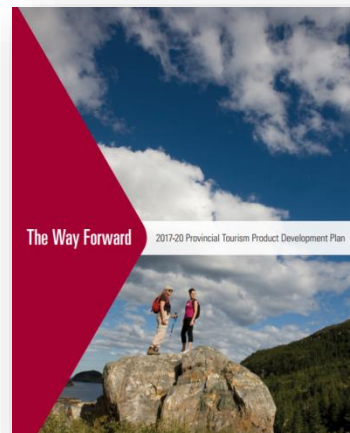
- People and program-based
- Food
- Accommodations
- Natural and Cultural Attractions
- Festivals and Events
- Destination Trails
- Craft and Arts
- Indigenous Tourism

- Market-Readiness Guidelines
- Experience Development Support
- Planning & Booking
- Visitor Services
- Sense of Arrival
- Digital/Online Presence



- Using research to inform decisions
- Market potential, customer profiles, survey results
- Establishing performance baselines, measuring success

- Destination areas versus silo tourism development
- Filling in gaps along the journey, clustering
- Leveraging existing infrastructure and attractions
- Sustainability of Anchor Attractions
- Packaging, itineraries, content
- Season extension



Our typical vacation visitor

Visitor Characteristics



Travel as couple (2)



Stay 10.4 nights



Always wanted to visit



Rent a vehicle



NL = Primary destination

Demographics



55+ years old



\$100,000+ HH Income



University graduates

Trip Planning



Plan ahead 5 months



Online

Destinations
Accommodations
Things to do
Reviews



In-destination

Printed materials
Locals
NL Traveller's Guide
Destinations (online)
Attractions (online)

Trip Characteristics



Hotels B&Bs/Inns



Top destinations

- St. John's
- Gros Morne area
- Bonavista area
- Twillingate area



\$3,500



Highly satisfied



Share experiences through email and Facebook

Visitors love walking and hiking

Top 5 outdoor activities visitors participate in (% of vacation travel parties)



Pleasure
walking

89%



Hiking

79%



Visiting National
Parks

59%



Seabird
watching

55%



Whale
watching

52%

Visitors enjoy history, culture and food

Top 5 culture and heritage experiences (% of vacation travel parties)



Historic Sites/
museums

78%



Exploring small
communities

76%



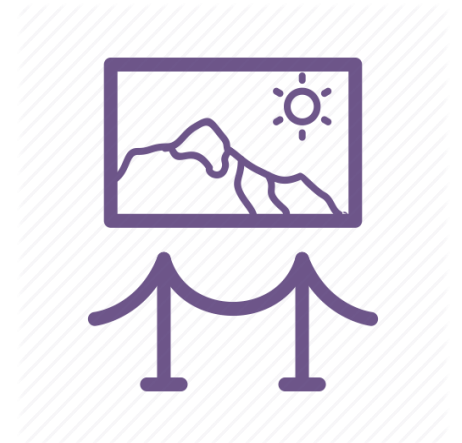
Lighthouse
experiences

74%



Culinary
experiences

70%



Galleries/exhibits

50%

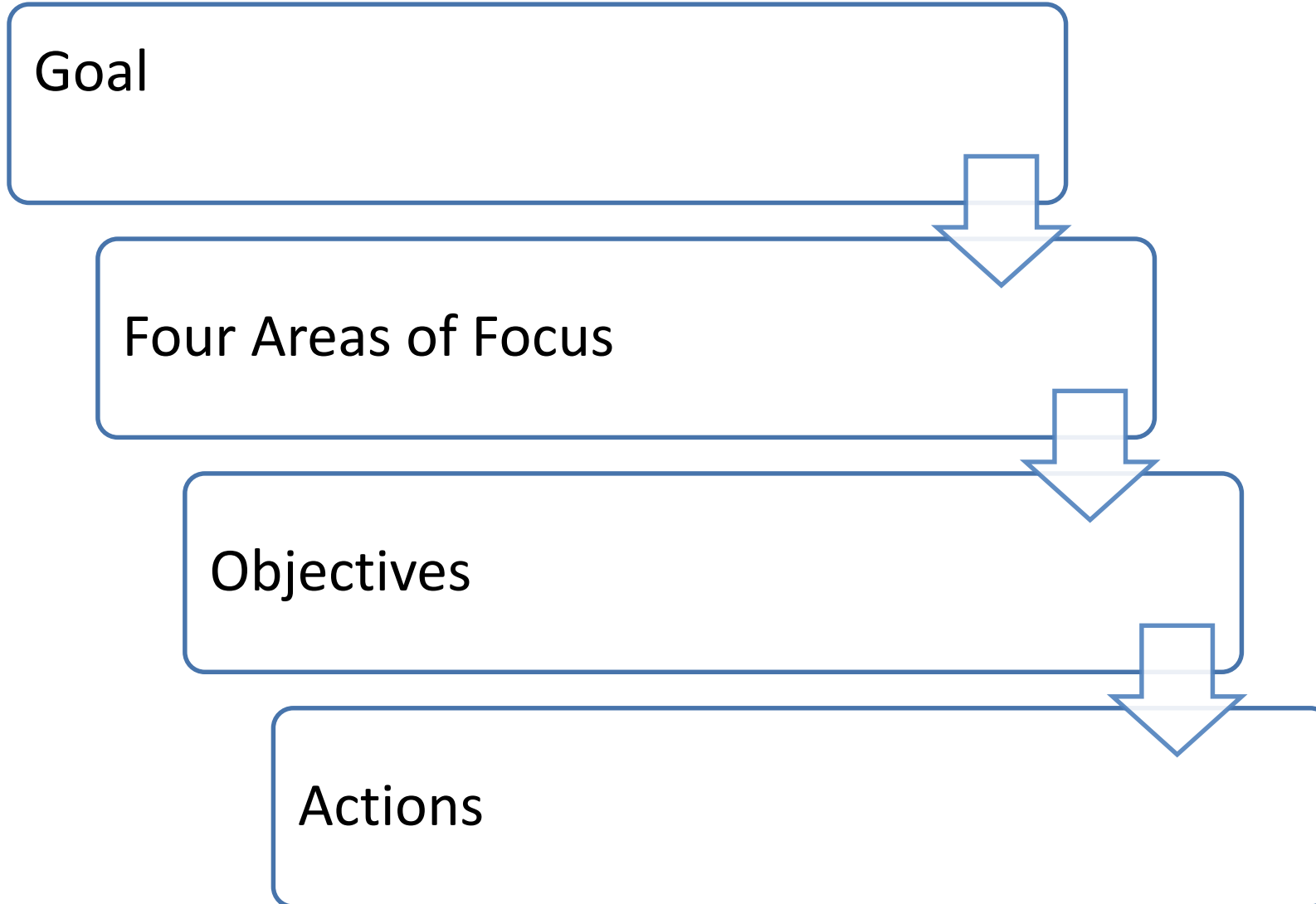
Tourism Development Plan Challenge

The challenge is to create and deliver experiences that drive visitation and spending.

These experiences and how they are promoted will have to:

- Be relevant to the target market;
- Differentiate Humber Arm South in the market;
- Reflect the provincial brand pillars of people, place and culture; and
- Be packaged and available to purchase.

Tourism Development Plan Outline

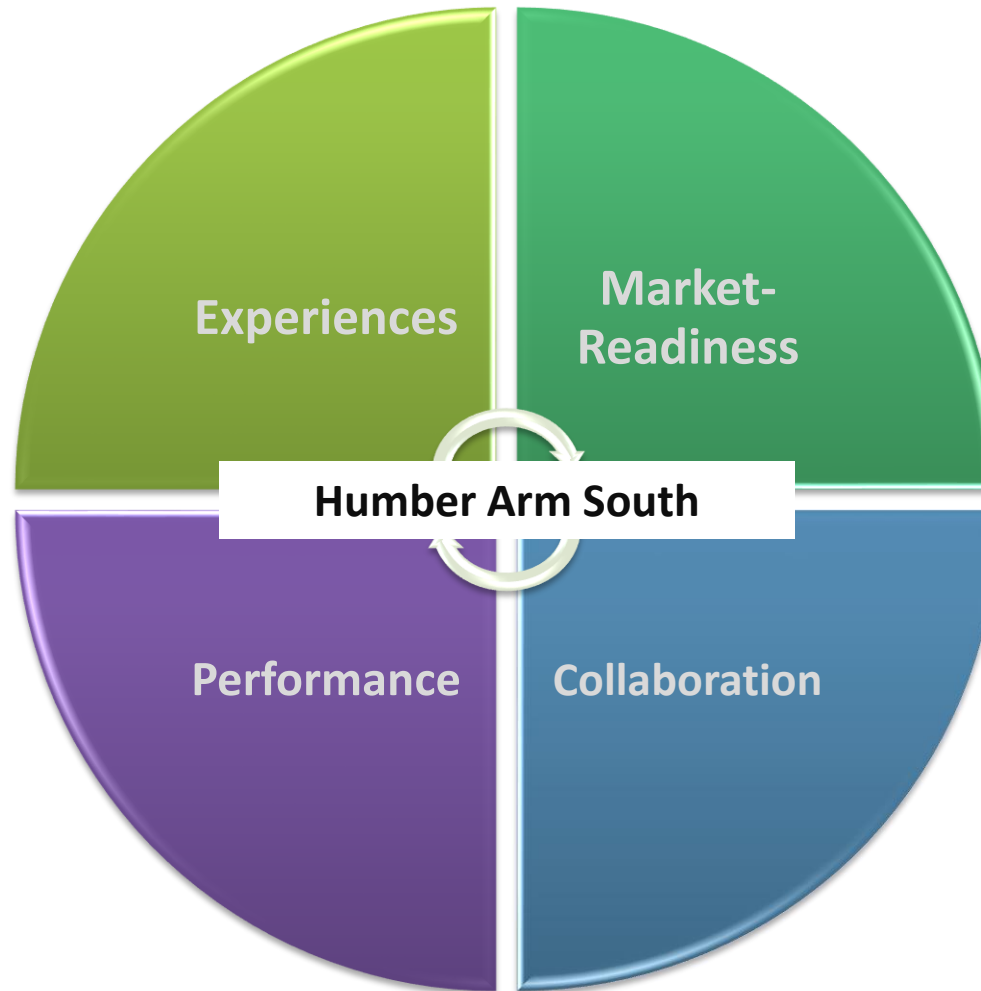




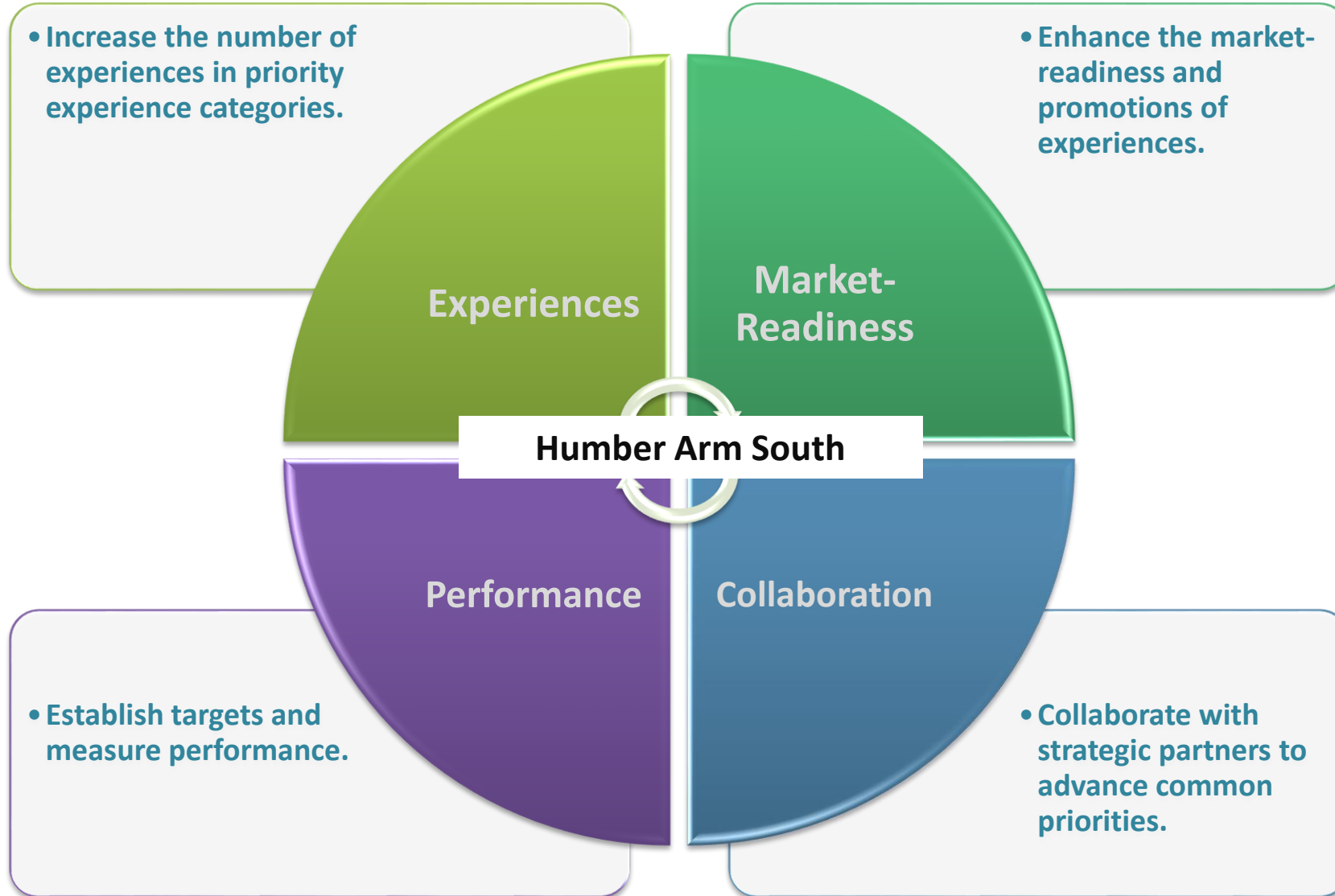
GOAL

**Increase tourism visitation and spending
in Humber Arm South**

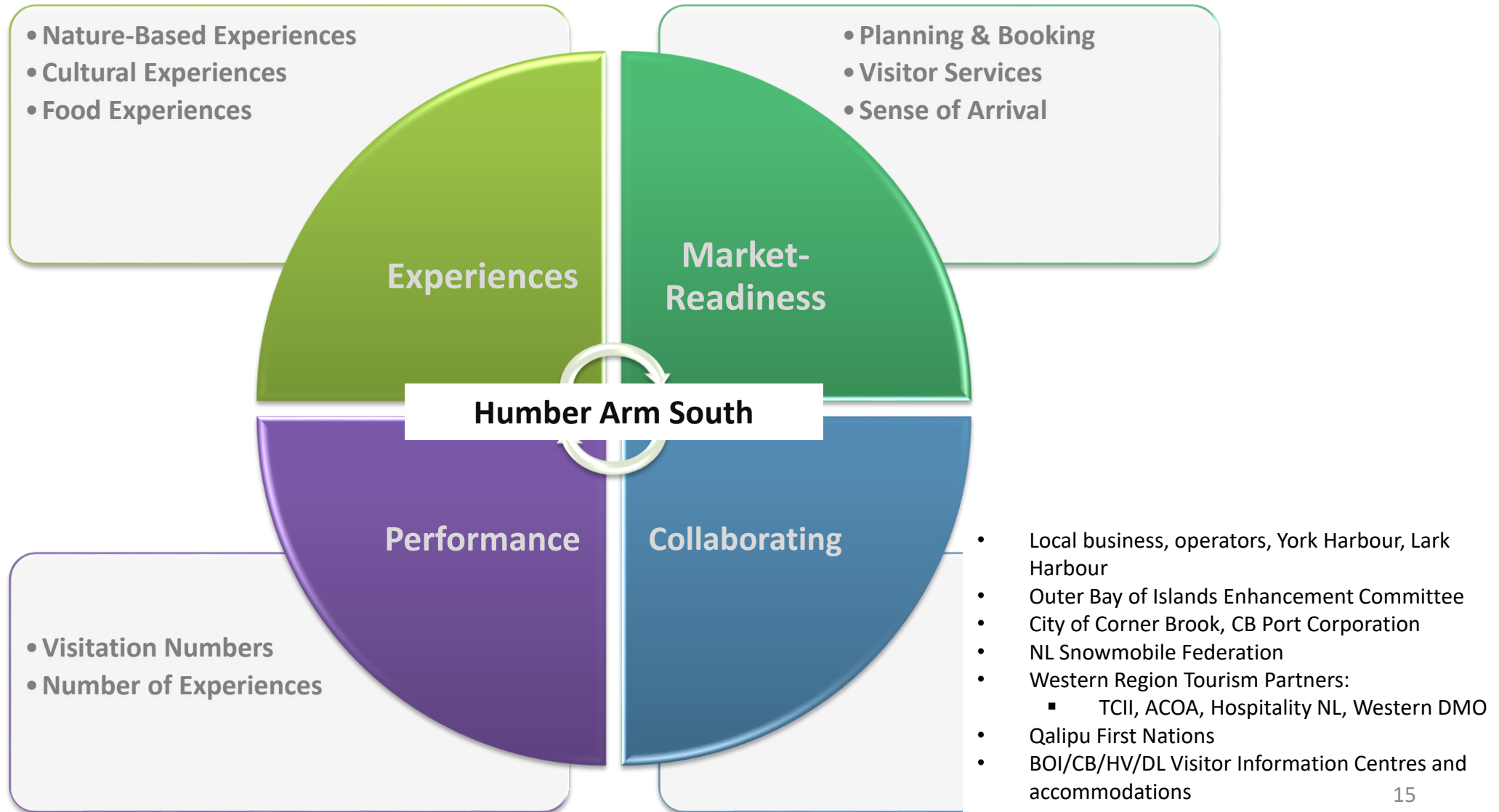
Four Areas of Focus



Objectives



Tourism Development Plan Priorities



Experiences – Key Findings 1



- Humber Arm South is rich in nature-based assets, (i.e. Blow me Down mountains), stunning viewsapes and natural environment that can be utilized to drive tourism visitation and spending.
- Humber Arm South is strategically positioned in the Western Region to align with the Provincial TPD Plan, Western Region's Destination Development Plan and Bay of Islands-Corner Brook-Humber Valley STAR report to leverage partnership opportunities.
- Stakeholders in Humber Arm South to focus on creating new experiences, and equally important, enhance the market-readiness and promotions of existing experiences.

Experiences – Key Findings 2



- There are some nature-based assets currently in place that are being promoted to visitors (i.e groomed trails, parks, etc).
- Focusing efforts in the short term would ensure that these assets are supported to enhance their market-readiness and drive visitation while new experiences/assets are being developed.
- Establishing more collaboration among the major attractions/assets will advance opportunities to better leverage the entire visitor experience in the community, in addition to individual promotions.
- The community could use more people and program-based experiences that tell the story of Humber Arm South.

Experiences – Key Findings 3



- Not all assets and experiences are TAP approved, market-ready or listed on newfoundlandlabrador.com and regional promotional channels.
- Investments in assets and experiences should be prioritized on those that:
 - Differentiate Humber Arm South in the market
 - Reflect established priority experience categories
 - Offer people and program-based experience potential
- Accommodation operators in the larger region are strategic partners for driving visitation and spending. They should be key stakeholders for collaboration for enhancing promotions, experience offerings and packages until there are accommodations developed in Humber Arm South.
- Visitors need to be informed about food options and there is an opportunity to embed food as a key experience in existing tourism promotions.

Experiences – Key Findings 4



- There are a number of nature-based assets that could be developed as the foundation of new experiences. The community will need to collaboratively prioritize these assets for investment.
- There is much potential for offering experiences but there is a need to identify local talent (talent, storytellers, musicians, guides, etc.) that could provide these experiences.
- There is a need for continued experience development and market-readiness coaching and mentoring to ensure experiences are high quality, market-ready, priced appropriately and partnership opportunities are explored.

Experience Categories – Recommendations for Priority

Provincial Experience Priorities



Western Region Experience Priorities



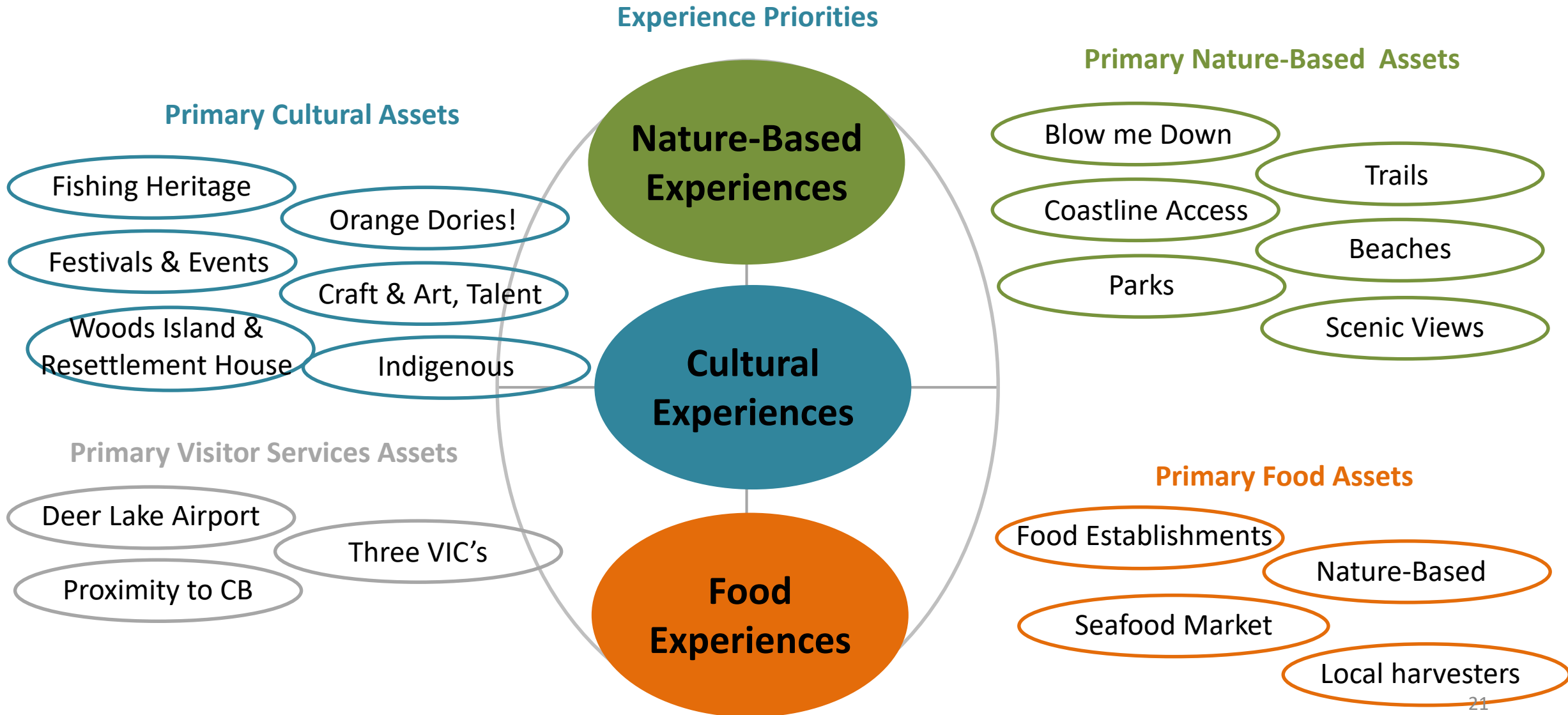
STAR Report Experience Priorities



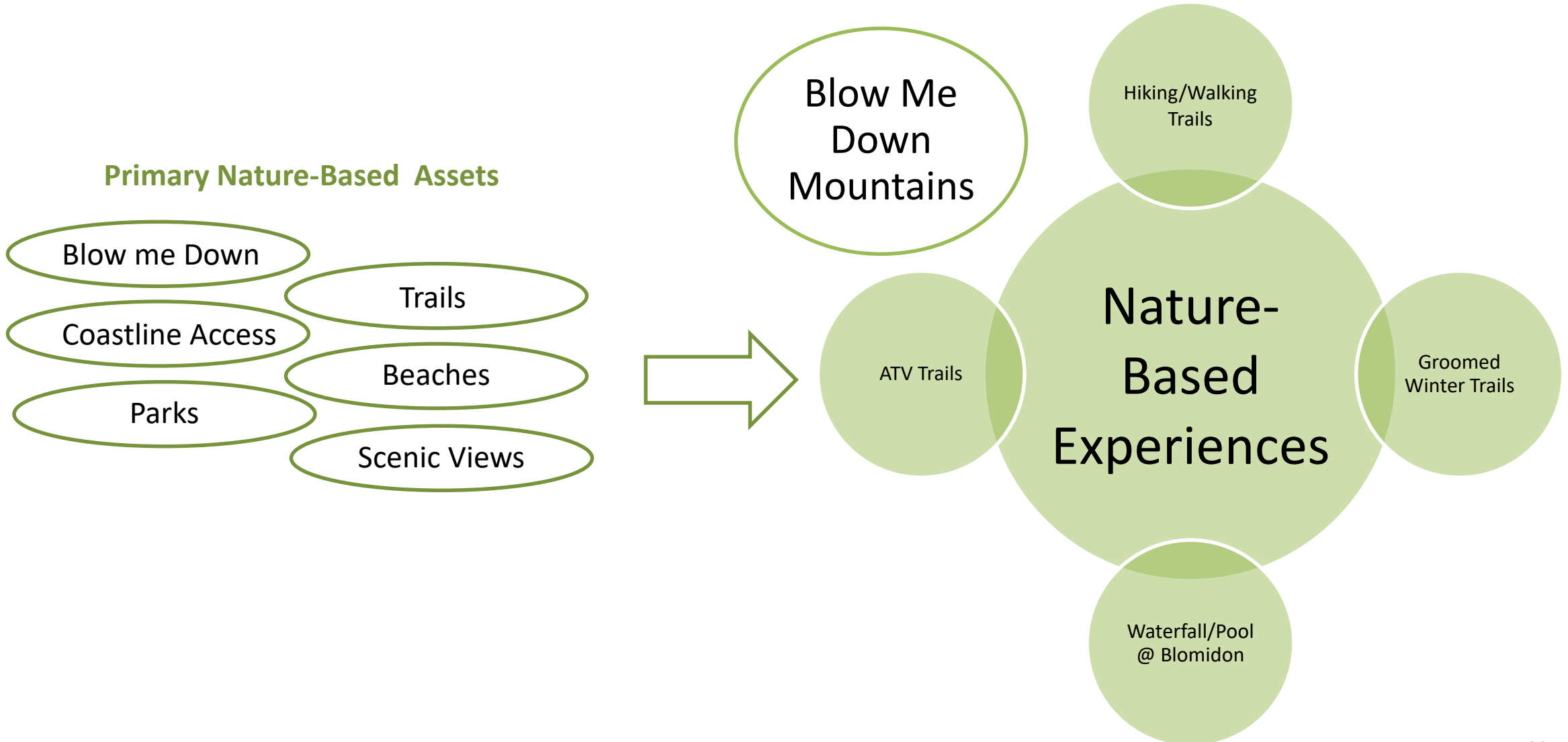
Humber Arm South Experience Priorities



Experience Categories – PRIMARY ASSETS



Primary Assets– Nature-based



Recommended Actions – Nature-based



1. Work with key industry, government, community and tourism partners to **prioritize and implement market-readiness and experience development enhancements on Nature-based Assets**. Depending on the asset, this may include:

- Tourism Assurance Plan Approval
- Wayfinding
- Sense of arrival initiatives
- Parking improvements
- Trail markers
- Safety
- Experience listing on Newfoundlandlabrador.com and engaged in NL Tourism promotional opportunities
- Engaged with regional marketing partners
- Online presence best practices
- Experiential content for marketing and promotions
- People and program-based experiences or elements
- Links to regional partners, especially local businesses

Action: Paul Taylor to arrange a meeting of trail stakeholders to initiate a regional trail initiative. Date set for December 10, 2019.

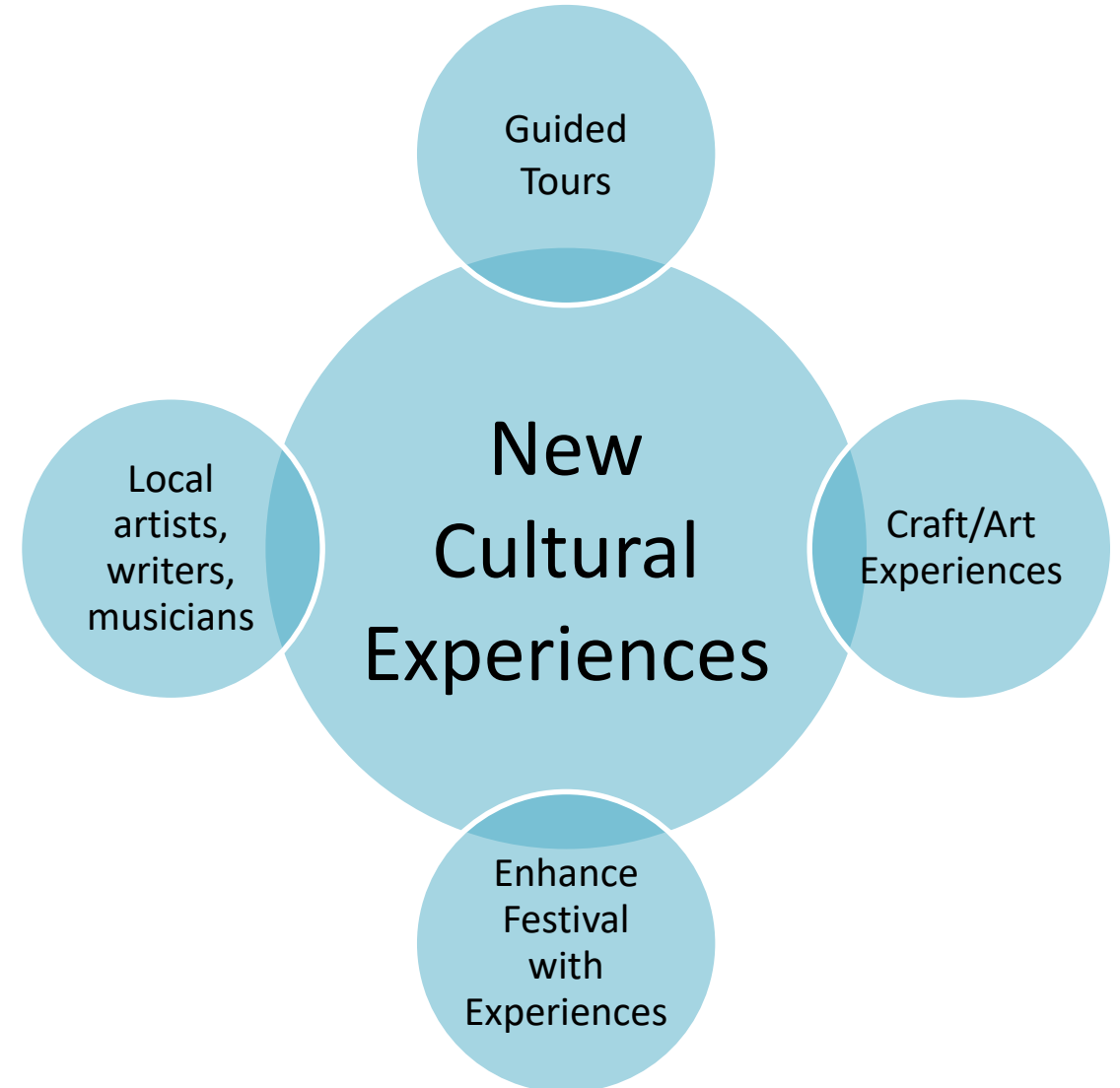
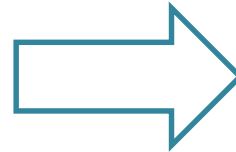
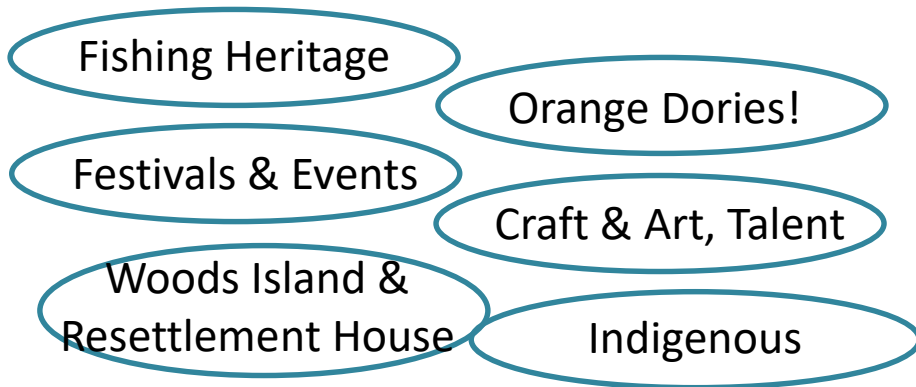
Recommended Actions – Nature-based



2. Actively engage with locals, business and community stakeholders to investigate **NEW people and program-based experiences** that can be created using nature-based assets.
3. Work with **existing local nature-based businesses** as key experience providers and drivers of visitor traffic to the area to support their promotions, identify potential partnerships and explore opportunities for adding new Humber Arm South experiences.

Recommended Actions – Cultural Experiences

Primary Cultural Assets



Recommended Actions – Cultural Experiences



1. Work with **existing attractions** to enhance their market-readiness, experience development and promotions as key experience providers and drivers of visitor traffic to the community.

Key areas include:

- Experience listing on Newfoundlandlabrador.com and engaged in NL Tourism promotional opportunities
- Online presence enhancements
- Marketing partnerships and packages
- Itinerary development
- Experience Development - People and program-based experiences or elements
- Experiential content for marketing and promotions
- Engagement with regional marketing partners
- Provide networking opportunities to regional partners, especially other local businesses

Recommended Actions – Cultural Experiences



2. Work with key industry, government, community and tourism partners to create 2-3 **new people and program-based experiences**.
3. **Capture the stories** of those community assets, investigate tourism experiences and advance opportunities. Stories can also be used for content development/social media.
4. **Create a database of local talent and artists** willing to offer their skills as storytellers, guides and/or knowledge holders.
5. Create and promote an **inventory of self-guided experiences** at local attractions.
6. Work with other communities and stakeholders in the region to **develop itineraries** and engage in regional partnerships/promotions.
7. Keep in view **the potential for the development of Indigenous tourism** experiences.

Recommended Actions – Food



1. Work with the **existing local food providers and experience providers** to enhance their market-readiness, experience development and promotions as key experience providers and drivers of visitor traffic to the region.

Key areas include:

- Experience listing on Newfoundlandlabrador.com and engaged in NL Tourism promotional opportunities
- Online presence enhancements
- Marketing partnerships and packages
- Itinerary development
- Experience Development - People and program-based experiences or elements
- Experiential content for marketing and promotions
- Engagement with regional marketing partners
- Provide networking opportunities to regional partners, especially other local businesses

Market-Readiness



Market-Readiness Priorities

**Planning &
Booking**

**Visitor
Services**

**Sense of
Arrival**

Humber Arm South on Newfoundlandlabrador.com

Attractions: 3 listings

- Blow me Down Day Park – no pics
- Woods Island resettlement House – no pics
- International Appalachian Trail

Tours – 1 listing

- Everoutdoor Adventures

Festivals & Events – 1 listing

- Humber Arm South Bayfest – no pics

Food & Beverage: 1 listing

- Salt Box Restaurant

Accommodations: 0 listings

Shops & Galleries: 0 listings

Travel Offers: 0 listings



Blow Me Down Day Park

Benoit's Cove, Humber Arm



Blow Me Down Mountain
Trail – International
Appalachian Trail

Bay of Islands



Cape Blow Me Down
Hiking Trail

York Harbour

Key Findings – Planning and Booking



Planning & Booking

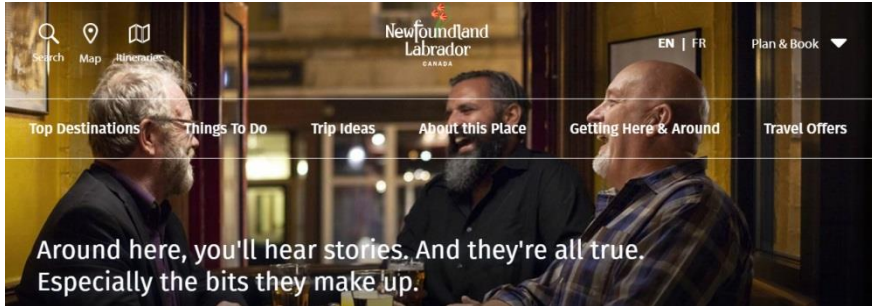
- There is a need to improve the region's tourism presence and awareness on Newfoundlandlabrador.com and social media.
- Not all experiences and tourism products are currently available online or they are not packaged as experiences and promoted online.
- There is a need to improve the experiential language and photographs/videos in key promotional channels.
- More information is needed about who is eligible to be listed on newfoundlandlabrador.com and how to become Tourism Assurance Plan approved.
- There is a need to ensure operator websites have accurate information, information is current and dynamic and operators are accessible year-round.

Recommended Actions – Planning and Booking 1

1. Arrange a **marketing-focused session** with tourism partners.
Focus should include:

- Marketing partnerships and packages
- Itinerary development
- Experiential content for marketing and promotions
- Online presence enhancements
- Experience listing on Newfoundlandlabrador.com and engaged in NL Tourism promotional opportunities
- Engagement with regional marketing partners
- Networking opportunities with regional partners, especially other local businesses
- Social media training and engagement
- Tourism Assurance Plan

2. Focus efforts on engaging local attractions and services to **enhance their business listings on newfoundlandlabrador.com** with experiential language, photos, stories.



www.newfoundlandlabrador.com

Instagram/NewfoundlandLabradorTourism

Facebook/NewfoundlandLabradorTourism

Youtube/NewfoundlandLabrador

Twitter/NLTweets

#ExploreNL

#IcebergsNL

Action: Western DMO/TCII to arrange a marketing-focused session for the CB/BOI/HV region, preferably in early December.

Key Findings – Visitor Services



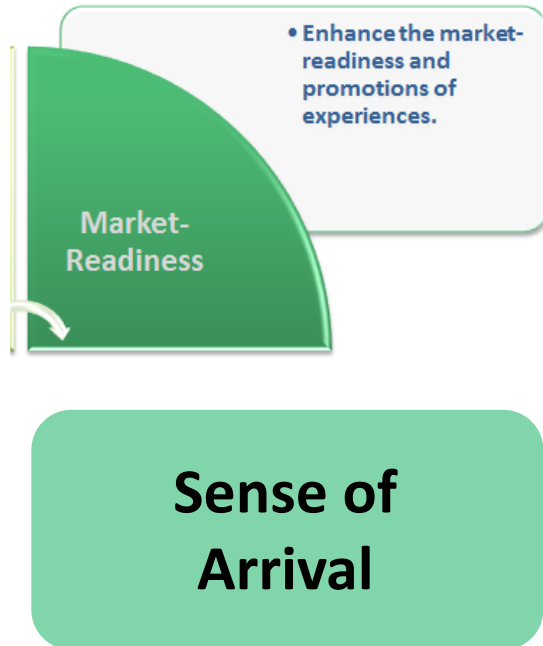
- There is an opportunity to enhance Humber Arm South promotion by engaging directly with local Visitor Information Centres (Corner Brook, Deer Lake Airport, Deer Lake Highway) and other tools available through NL Tourism.
- There is a need to ensure Corner Brook accommodations are aware of the things to do and see in Humber Arm South.
- There is an opportunity to collaborate with local attractions and businesses for enhanced cross promotional opportunities.
- There is a need to share more local knowledge among all operators and staff (including gas stations, convenience stores, etc.) to help provide on-the-ground trip validation, share local knowledge, connections with locals and encourage longer stays.
- There is a need to better promote public washrooms, free wifi and gas station options that are available in the region.

Recommended Actions – Visitor Services



1. Ensure VICs (Corner Brook and Deer Lake) and CB Hotels are familiar with Humber Arm South experiences to **enhance information distribution.**
2. Engage in **familiarization sessions with local businesses** to enhance knowledge of tourism experiences and **share local knowledge and stories** to help promote experiences to visitors.
3. Explore opportunity to **collaborate on a regional map of local attractions, trails, experiences,** etc.
4. Work with local services and attractions to **promote free Wi-Fi locations** and **available public washrooms.**
5. **Collect and share information** and hours of operation about the availability of amenities (i.e. ATM's, gas stations, etc.).

Key Findings – Sense of Arrival



- The coastal drive and scenic views are a WOW factor.
- The sense of arrival when reaching communities could be enhanced in small ways by welcome signage, enhancing first impressions, and other initiatives.
- There is great opportunity to partner with local municipalities and attractions to address challenges with wayfinding and welcome in the region.
- Humber Arm South does not have a cluster of tourism services and attractions in a one location but rather the assets are all throughout the community. Developing a cluster area is something that could be a part of the town's long term planning.

Recommended Actions – **Sense of Arrival**



1. Identify, **enhance and promote iconic scenic viewpoints** for 'selfie'/social media/sense of arrival opportunities.
 - Iconic orange dories; telling the story
2. Investigate opportunities to partner with local businesses and tourism stakeholders to **implement sense of arrival and welcome to the community initiatives** for visitors.
3. Work with local tourism operators and attractions to **enhance the sense of arrival at services and attractions**.
4. Investigate opportunity to **install a regional gateway sign** that identifies the services and attractions along the driving route (i.e. blue and white TODS gateway sign with symbols, directions, distance).

Key Findings – Collaborating to Compete



- There is a need to establish more collaboration among local operators and stakeholders as part of a concerted, collective effort to increase visitation and spending in Humber Arm South. (This is the start of that collaboration!)
- It is important to collaborate with other communities, regions and partners to identify potential partnerships, particularly in the Bay of Islands, Corner Brook, Humber Valley region.
- There is an opportunity to enhance collaboration efforts with key partners in the larger Western region and the province.

Recommended Actions – Collaborating to Compete

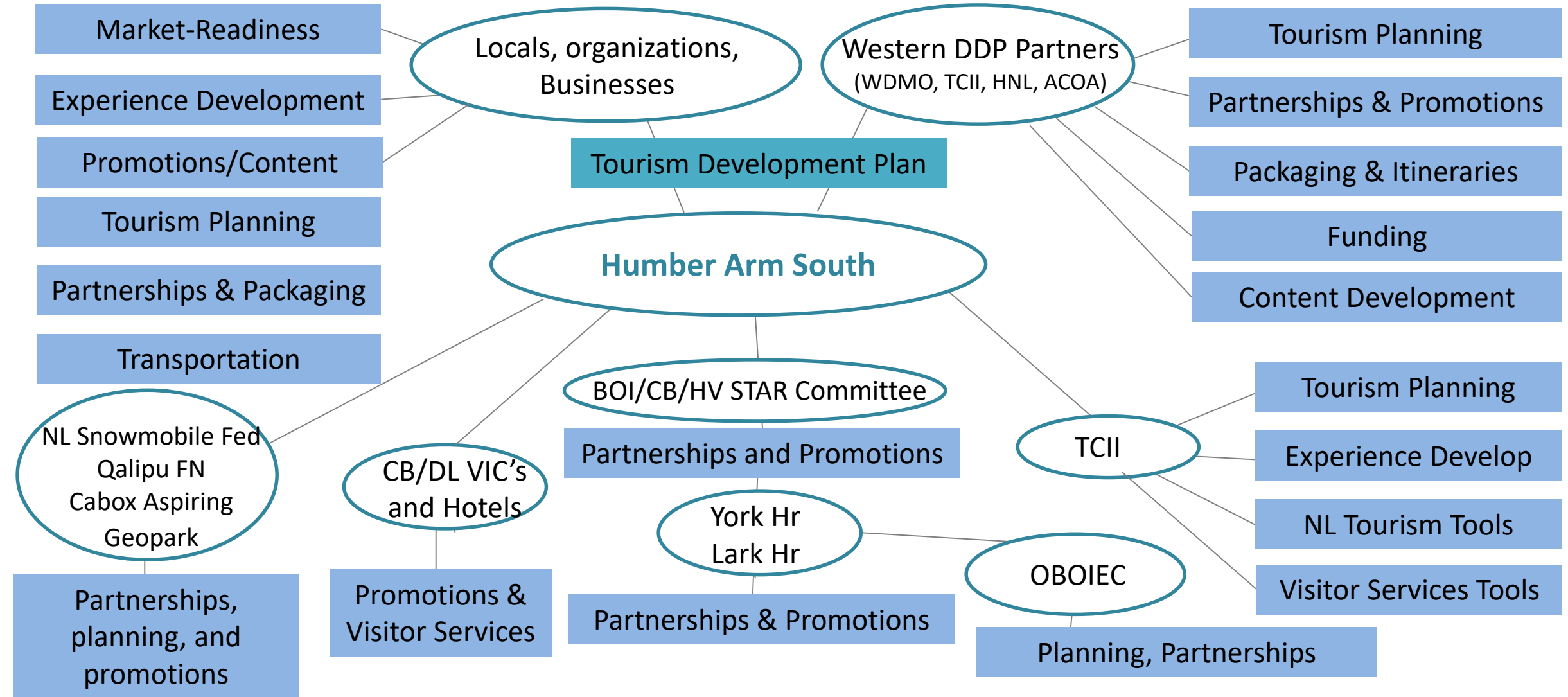


1. Explore opportunity to establish a **tourism committee** to drive the implementation of tourism development plans and initiatives.
2. Enhance **collaboration with key local, regional, and provincial partners** to achieve collective priorities.

Key Partners include but are not limited to:

- Local business, operators, attractions, municipalities/communities, institutions and other key stakeholders to prioritize and implement Tourism Development Plan
- York Harbour, Lark Harbour
- Outer Bay of Islands Enhancement Committee
- Cabox Aspiring GEO Park/IATNL
- City of Corner Brook, Corner Brook Port Corporation
- NL Snowmobile Federation; Western SnoRiders
- Western Region Destination Development Partners:
 - TCII, ACOA, Hospitality NL, Western DMO
- Qalipu First Nations
- BOI/CB/HV/DL Visitor Information Centres and accommodations
- STAR Implementation Committee/Working Group

Collaborations – Recommendations for priority



Strategic Partners

Key Findings – Performance



- There is an opportunity to ensure that tourism stakeholders are familiarized with the customer profiles and motivations of visitors to the community.
- There are statistics available regarding the current performance in tourism visitation that can be used as the foundation to measure performance.
- There is an opportunity to further collect and share statistics about visitors to the region to help inform tourism development.

Recommended Actions – Performance



1. Offer an **information session** to provide research and statistics information about the types of visitors coming to the region/province, things they like to experience while visiting, who our customers are, how they travel, etc.
2. Establish a baseline **measure of visitation** through existing local sources to establish growth targets and evaluate performance over time.
3. Establish a baseline **measure of the number of experiences** in the community and establish growth targets.