

Headwaters Tourism

Gathering for Growth

March 4th, 2019

Central Counties Tourism Symposium 2019

Understanding Headwaters' DMO

Headwaters' Destination Management Organization (DMO) overall objective is to formulate a vision as well as sustainable strategies, tourism policies recommendations and strategic marketing for Headwaters' development as a tourism destination, based in enhancing Headwaters' tourism economic impact and contributing to the cohesion of the community.

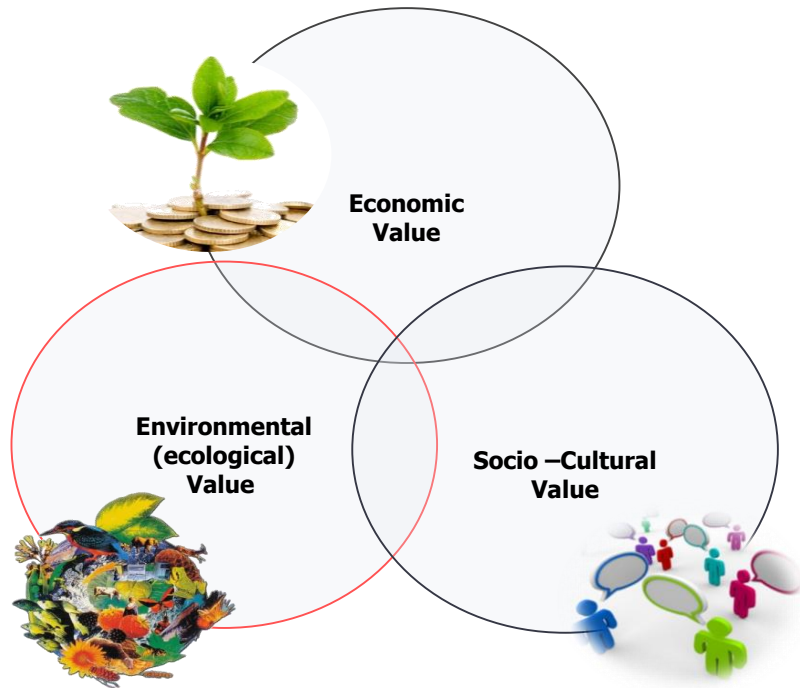
- **Tourism asset management** for maximizing resources' value
- **Business development and investments promotion** for income generation and job creation
- **Marketing and Brand Intelligence** to increase knowledge at source markets and their motivation to visit
- **Sustainable Destination Development** for maximizing economic value in the society, and minimizing social and environmental impacts
- **Inclusive and Collaborative Community Involvement** in the development of tourism in Headwaters for long term benefits

Our New Action Plan provides strategic direction for tourism growth in Headwaters by leveraging opportunities through extensive Cooperation and Coordination with:

- **Municipal partners and all stakeholders** in the Tourism Value Chain and Tourism Ecosystem
- **Central Counties** as well as other Tourism promotion organizations

Headwaters Tourism advocates a sustainable tourism development ecosystem:

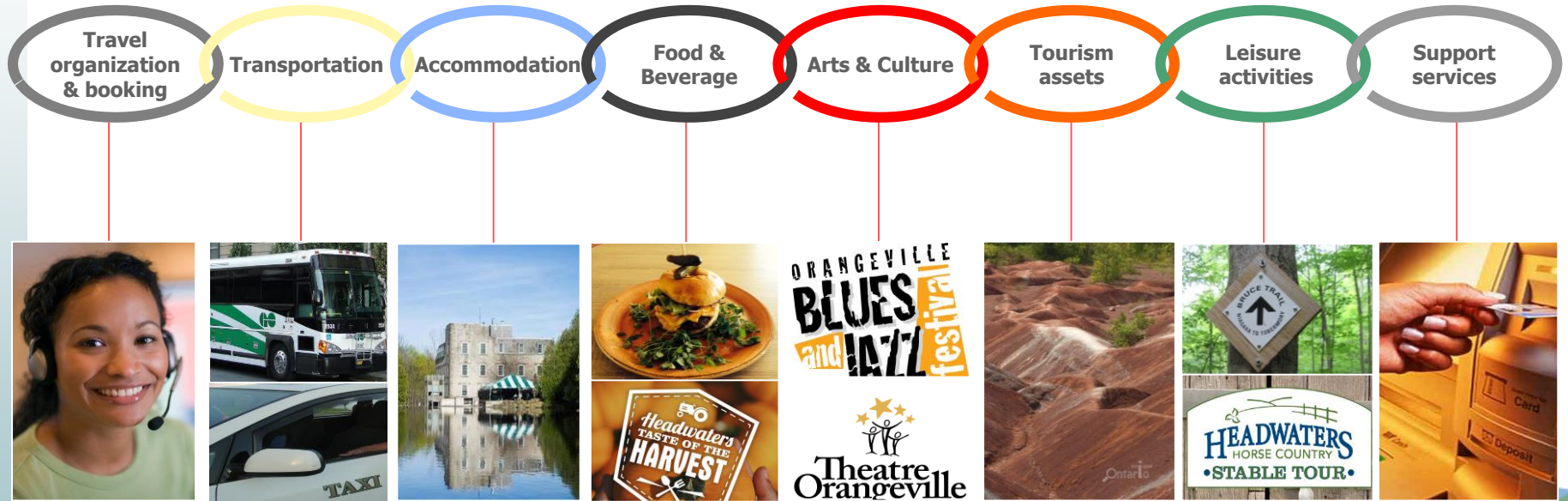
Value for local partners and communities – Value for the natural and cultural environment – Value for businesses and visitors



- **Sustainable Tourism development** should ensure economic feasibility for Headwaters communities, socio-cultural equity, ecological quality and tourist satisfaction
- Ensure viable, **long-term economic operations**
- Provides **socio-economic benefits** to all stakeholders and **value for partners**
- **Stable** employment, income-earning opportunities to Headwaters community
- Respect **socio-cultural authenticity** of host communities, preserve living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance
- Make **optimal use of environmental resources** that constitute a key element in tourism development, maintaining essential ecological processes and helping to preserve natural resources and biodiversity

Sustainable tourism makes business sense: creates economical, socio-cultural and environmental value over the long term

Tourism development benefits all stakeholders across the Tourism Value Chain: They have an important role to play as they represent the Tourism Ecosystem



The Action Plan contribute to create opportunities for employment and entrepreneurship throughout the sector and benefits all the community

Offer: Market Segments, Products and Trends

Segments

					
Up & Coming Connected Explorers		Nature & Sports Lovers		Pampered Relaxers	

Demo

Family			55+ Active		
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Pillars

Fresh & Local	Arts & Heritage	Fun & Festive	Nature & Leisure
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Structure

Trails	Culture	Rural/Agro	Nature
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Products

Nature & Outdoors	Sports	Eat & Drink	Shopping for local	Tours	MICE	Culture & Festivals
						

Trends

Edutainment	Short Breaks	Bleisure*
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Strategic Objectives

8 Strategic Objectives for the Action Plan

1

Build unique and competitive positioning

2

Reduce seasonality and create new demand

3

Balance day trips vs. overnight stays

4

Increase visitor spending

5

Improve quality throughout Tourism Value Chain

6

Build pride and show benefits for the community

7

Business development and attract investment

8

Build economic, social and environmental sustainability

Gathering 3 Progressive Priorities for Growth

Engagement

- ◆ Develop digital two-way conversations to increase engagement
- ◆ Develop targeted brand impact and reach for niche groups
- ◆ Connect the visitor experience with local life

Management

- ◆ Build Pride and show benefits through the TVC
- ◆ Leverage growth with inclusive sustainable development
- ◆ Balance quick wins with long term programmes

Collaboration

- ◆ Tourism integration with Economic Development projects & initiatives
- ◆ Use of a digital integrated strategy for growth and prominence in social media
- ◆ Tourism Community centric initiatives

Gathering Headwaters Tourism's Resources for Growth



*Celebrating 25 YEARS
of Headwaters Tourism
within the Community*



HEADWATERS TOURISM



TWO THOUSAND SIXTEEN
**ONTARIO
TOURISM
AWARDS
OF EXCELLENCE
FINALIST**



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