

ELORA and FERGUS

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Elora & Fergus Tourism
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2013 strategic overview

Background

For the past three-plus years, Elora and Fergus stakeholders have benefitted from OMIF funding. With the cessation of this program, a new strategic approach is needed; one that reflects our real-world ability to pay the true cost of production and distribution of our marketing materials.

This means that the award-winning Recipes to Experience Visitor Guide (RTE) is no longer sustainable in its current form. Just at a time when tourism communities across Ontario are increasingly adopting story-telling strategies in their print materials, we need to adopt a new approach, while moving our stories to electronic media.

This new approach has two print components:

1. The Lure Insert

Elora Fergus Tourism will take the lead in producing a 16-panel, free-standing "Lure" Insert (FSI), which will be targeted to the GTA, and inserted into the Globe and Mail to home subscribers in early Spring, 2013.

The digest-sized Lure Insert continues to recognize the importance of the GTA, given our proximity to this single largest target market. The role of the publication is to cast our brand as far afield as possible, and to maintain our place in visitors' minds that we are a convenient, accessible, diverse, unique, fun destination for outdoor getaways, day trips and overnight stays.

Recipes to Experience was able to be detailed, specific and inclusive of a wide array of products and experiences by using a story-telling narrative and compelling photography. This narrative focussed as much on individual businesses as it did on the destination itself. In combination, this defined the destination and our brand.

By comparison, the Lure Insert will be more general. It will not be able to offer the physical space to tell individual stories about individual businesses in the same way. Instead, it will be structured to highlight key experiences and opportunities in eight different tourism segments. These segments include:

Culture and Heritage
The Arts
Culinary and Markets
Sleep Overs

Trails and Outdoor
Festivals and Events
Heritage Downtowns
The Grand River



This content represents an evolution from the highly-focussed, OMIF-driven culinary message of the last several years. While culinary and local food will remain a key ingredient in our message, the focus will migrate to reflect the core strengths of our natural beauty, historic surroundings, and the heritage Grand River itself.

Another important change this year is that we will—for the first time—appeal to visitors who may wish to relocate to Elora and Fergus on a permanent basis, both to live, and to do business. This economic development message will be woven into the lure narrative using the concept: you deserve to live here.

A small amount of space will be available in the Lure Insert for paid advertising, packages and a contest. The bulk of content will be editorial in nature.

2. Elora Fergus Destination Guide

To continue to give individual businesses the opportunity to profile their tourism products and services, we will continue to produce a Destination Guide, though not under the banner “Recipes to Experience”. This guide will be jointly led by Elora Fergus Tourism and the Fergus Elora Bed & Breakfast Association. Without OMIF grant money, the Guide will be produced on a self-funded basis, solely from advertising revenue.

Both goal and content of the Guide are different than the Lure Insert. Guide content will be open to advertising from all local tourism providers, with a significant editorial introduction. The key difference, however, is that the Guide will target the local market, that is, the residents of Wellington County, and their visitors.

Distribution of the Guide will be through home delivery of the Wellington Advertiser in early spring, as well as to select Tourism Information Centres throughout the province of Ontario. While the Lure Insert has a wide-ranging reach with a broad message, the Guide will penetrate locally, with specific tourism services and offers that foster repeat visits.

Visiting Friends and Relatives (VFR) is one of the single largest visitor types in our area, yet we have never specifically targetted this group. The 2013 Elora Fergus Destination Guide will cultivate the “close-to-home” business that County residents and visitors represent, while the Lure Insert will continue to focus on brand awareness and attracting visitors from the GTA and Southern Ontario as a whole.

Garrett Klassen, Deb Dalziel
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