

TOURISM TIMMINS INTERIM TOURISM STRATEGY



2021-2022

Reboot and Recovery

Tourism Timmins will promote a positive Tourism experience through marketing, partnership development, event support and information-sharing.

Tourism Timmins Interim Tourism Strategy

REBOOT AND RECOVERY

TABLE OF CONTENTS

STATEMENT OF PURPOSE.....2

GOALS.....3

STRATEGY #14

STRATEGY #2.....5

STRATEGY #3.....6

ADDITIONAL NOTE.....7

STATEMENT OF PURPOSE

Tourism Timmins will be the official voice for tourism in Timmins.



GOALS

- Increase visitation to Timmins
- Increase the length of stay
- Increase repeat visitation
- Increase visitor spend



STRATEGY#1:

Enhance and Develop Tourism Products & Experiences

Objectives:

- Facilitate the development of Sport Tourism opportunities.
- Target Meetings and Conference opportunities.
- Provide support for the development of sports/outdoor tourism opportunities (may include tournaments, competitions, amateur sporting events, provincial or national sporting events)
- Provide support for the development of cultural and heritage tourism opportunities (may include concerts, festivals, culinary events, mining heritage)

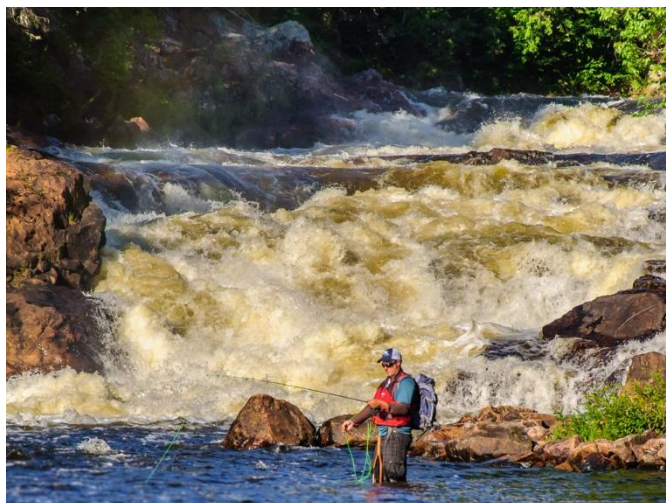


STRATEGY#2:

Develop a Marketing Strategy Focused on Increasing Overnight Tourist Visits

Objectives:

- Foster community pride through tourism promotion, social media channel marketing and community branding.
- Build awareness of Timmins as a Tourist Destination of Choice in key market segments.
- Develop goals and performance metrics for tracking success (i.e. increasing overnight tourist visits).
- Align with existing marketing plans for Northern Ontario.

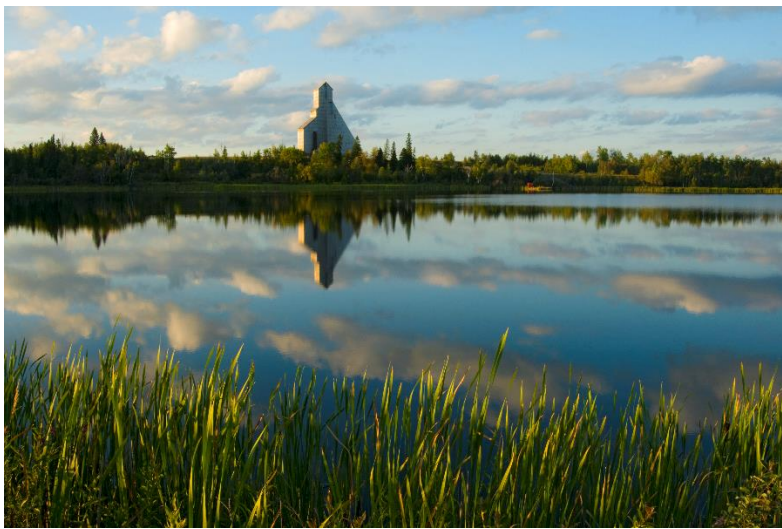


STRATEGY#3:

Develop partnerships both internally (City of Timmins) and externally (community at large)

Objectives:

- Facilitate the creation of partnerships in order to improve tourism experiences in the community
- Facilitate the creation of tourism experience packages by encouraging collaborative processes between tourism stakeholders and the community
- Work with regional tourism organizations to co-market events and packages



ADDITIONAL NOTE:

This document is just the start to our recovery plan for tourism in Timmins. Our goal for this year is to find workable solutions to put tourism stakeholders back on stable ground.

Tourism Timmins wants to help local tourism businesses and not-for-profits safely re-open or stay open, and make sure visitors feel confident about coming to our city.