

PERTH TOURISM MASTER PLAN

Inspiring travel to Perth: 2022-2026

March 29, 2022




PERTH
HERITAGE + HEART

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Introduction

The Town of Perth implemented a tourism strategic plan in 2012 as it took the lead on tourism initiatives. It was a time of significant change. The Visitor Information Centre (VIC) opened at Perth Museum; tourism became part of the Community Services department, and there were two significant anniversaries coming up: Perth's bicentennial and Canada's sesquicentennial. Now, with a decade of experience to build on, it is time to reset and plan for the next stage of Perth Tourism.

This master plan was developed by Director of Community Services, Heritage Tourism Manager, Special Events Coordinator and Economic Development Coordinator.

COUNCIL



Pictured (left to right): Councillor Barry Smith, Mayor John Fenik, Councillor Leona Cameron, Councillor David Bird, Councillor Brock McPherson, Councillor Judy Brown, Deputy Mayor Ed McPherson



Mission

Leading tourism initiatives and inspiring travel to the benefit of Perth's economy and all citizens.

Vision

A bustling, four-season destination and Ontario's leading historic downtown.

1. Develop Perth as a four-season destination to encourage more visitation with a longer length of stay

Action	Year
<p>A. Organize events outside of the high season</p> <ul style="list-style-type: none"> Continue building Frost & Fire Winter Festival each winter Expanding Perth Night Market to both spring and fall 	2022-2026
<p>B. Promote Perth as a seasonal destination</p> <ul style="list-style-type: none"> Work with content creators outside of the high season Communicate the new and existing events and activities happening in Perth Use photos from outside of the high season in appropriate advertising Use social media and Perth Proud Blog to promote season travel 	2022-2026
<p>C. Promote seasonal activities in Perth, such as hiking, biking, and skating</p> <ul style="list-style-type: none"> Ensure information about seasonal activities is shared on the website, in the Visitor Information Centre, on social media, and the blog Create or contribute to seasonal activity guides, maps, and apps as required Update the Perth & Area Hiking Guide as needed Contract photographers and videographers and content creators to make seasonal content including people participating in seasonal activities year-round 	2022-2026
<p>D. Promote alternate modes of transportation to Perth, particularly by boat and bike</p> <ul style="list-style-type: none"> Ensure the information is easily accessible on the website and in the Visitor Information Centre, and along Perth waterways and trails Invest in temporary docks at Terrace on the Tay 	2022-2026



2. Build and Strengthen the Perth Tourism brand

Action	Year
A. Implement and Develop the new Branding <ul style="list-style-type: none"> • Finish updating old materials with the new branding • Further develop the brand as new materials are created and as marketing and social media plans are developed • Implement the new branding on the Tourism side of the website • Carry new branding into user-generated sites when applicable and possible • Bring consistency to the sign program 	<p>Ongoing</p> <p>2022</p> <p>2022</p> <p>2022</p> <p>2022-2026</p>
B. Promote and Create Sharable Experiences <ul style="list-style-type: none"> • Promote using existing attractions as shareable experiences • Develop new shareable experiences 	<p>Ongoing</p> <p>2023-2026</p>
C. Ensure Perth Tourism Offerings Leave a Strong First Impression <ul style="list-style-type: none"> • Update the interior of the Visitor Information Centre and ensure it is user-friendly • Regularly update all materials, including the website and message board, to ensure information is accurate • Determine if a digital display is required 	<p>Ongoing</p> <p>Ongoing</p> <p>2022</p>



Photo Credit:
Stephanie Beach Photography

3. Partner and collaborate with tourism providers and stakeholders

Action	Year
<p>A. Work collaboratively and cooperatively with the Downtown Heritage Perth BIA and the Perth and District Chamber of Commerce</p> <ul style="list-style-type: none"> Maintain regular communication with the BIA coordinator and Chamber manager Consult and collaborate where appropriate 	<p>Ongoing</p> <p>Ongoing</p>
<p>B. Work collaboratively and cooperatively with Regional Destination Marketing Organizations</p> <ul style="list-style-type: none"> Align goals, campaigns, and offerings with those offered by Lanark County Tourism, Lanark County Tourism Association, Ontario’s Highlands Tourism Organization Consult and collaborate where appropriate 	<p>Ongoing</p> <p>Ongoing</p>
<p>C. Work Collaboratively and cooperatively with Perth businesses, arts organizations, service clubs, LGBTQ2S+ and BIPOC (Black, Indigenous, People of Colour) tourism providers</p> <ul style="list-style-type: none"> Communicate with businesses, arts organizations, service clubs, LGBTQ2S+ and BIPOC tourism providers when opportunities arise, particularly around events and joint advertising Consider sponsorship opportunities for mutual benefit 	<p>Ongoing</p> <p>2023</p>
<p>D. Support Town of Perth initiatives where appropriate</p> <ul style="list-style-type: none"> Support the Economic Development Master Plan Support the Town of Perth Strategic Plan 	<p>Ongoing</p> <p>Ongoing</p>



4. Invest resources strategically

Action	Year
A. Update the Marketing Plan Annually <ul style="list-style-type: none"> Monitor metrics, trends and consumer sentiment and adjust the plan annually as required 	Ongoing
B. Create a Social Media Plan <ul style="list-style-type: none"> Monitor metrics, trends and consumer sentiment and adjust the plan annually as required 	Ongoing
C. Data Collection <ul style="list-style-type: none"> Implement the Event Success Measurement procedures Continue tracking statistics at Perth Museum and Visitor Information Centre Monitor statistics provided by regional destination marketing organizations and different levels of government 	2022 Ongoing Ongoing



Appendix

Idea

The Province of Ontario has identified 12 Traveller Segment Profiles, which are groups of people with similar travel needs and interests (Destination Ontario, 2019, Traveler Segment Profiles). The Town of Perth is located within Regional Tourism Organization 11 (RTO 11), known as Ontario's Highlands Tourism Organization (OHTO). OHTO has identified Connected Explorer Segmentation as their target audience (OHTO, 2019, Living Come Wander). Lanark County is within OHTO's region, but Lanark County Tourism has identified Knowledge Seeker Segmentation as their target audience. Perth Tourism will target both audiences.

KNOWLEDGE SEEKERS

“Specific to Lanark County, the most recent statistical research compiled by the Ontario Ministry of Tourism shows visitation trends indicates a noticeable pattern of travel from Ottawa by guests who are primarily adults without children travelling for leisure. It is clear that visitation has increased over time, and that most guests visit between July and September.” (Lanark County Tourism, 2018, Tourism Marketing Plan 2019)

Perth Tourism, located within Lanark County, also has more offerings that align with the Knowledge Seeker profile, and for that reason has selected this segmentation as its primary target market.

“Knowledge seekers are couples in or nearing retirement, aged 55+, with a higher income. They are entering a new phase of life as empty-nesters with the time and money to enjoy themselves, and travel is a part of this new lifestyle. They are looking to understand the places they visit by getting

exposure to local customs. Trips usually last 8 days as they want to fully appreciate where they are and explore all aspects of history, art and culture. Travel for them is about expanding their knowledge and stimulating the mind.” (Destination Ontario, 2019, Knowledge Seekers).

CONNECTED EXPLORERS

To align with OHTO, Perth Tourism’s secondary audience are the Connected Explorers Segmentation.

“Connected Explorers are young couples under 40, both with and without children. They are a confident, youthful, optimistic group. They have a deep-seated need to travel and expose themselves to many new experiences. Travel for them is about expanding their horizons, and they are looking for a fully packed schedule of activities. Technology is a key part of travel. They use it at all phases of a trip including researching, booking, planning and especially when sharing their travel experiences once back home.” (Destination Ontario, 2019, Connected Explorers)

OHTO refers to the Connected Explore as their ideal visitor and describes them as “... urban dwellers, partnered with no children, between 18 and 54 years of age, living in Toronto or Ottawa. They are busy people, who are confident, youthful and optimistic. They are highly connected to others through digital and social media tools, and believe they wield influence with others within their circle. Connected explorers have a psychological need to take a break from the every day. They look to escape the everyday by seeking out new experiences.” (2017, The Wanderers)

· Freedom Finder: “They are self-motivated to find opportunities to explore enthusiastically, in a physical sense. They prefer to get up and get going, not sleep in. They love being the first to make fresh tracks, no matter what season” (OHTO, 2017, The Wanderers)



- **Memory Maker:** “They look for experiences that can evolve into annual or time-honoured traditions they can expect to enjoy again and again. Meeting interesting characters and discovering original stories are a key to the memories they seek to create” (OHTO, 2017, The Wanderers)

- **Creative Cruiser:** “They are eager to experience things that allow them to feed their innate curiosity to learn, grow and discover something – like new knowledge, skill, or a chance to pursue a developing passion” (OHTO, 2017, The Wanderers)

References

Destination Ontario (2019). Traveller Segment Profiles.

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