



# Tourism Update

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# About

The Tri Region Tourism program is a partnership between Parkland County, the Town of Stony Plain and the City of Spruce Grove. The group is focused on the *promotion of tourism, attractions and events in the Tri Region area*. In 2013, Tri Region Tourism launched a new website that showcases the best that the area has to offer.

[www.triregiontourism.com](http://www.triregiontourism.com)

# Target Market

- Young families living in and around Edmonton (looking for full and half day trips)
- Females between the ages of 25-45 as they are the primary decision makers on travel and tourism related decisions
- Strong focus on 50+ market as these individuals often have an interest in agriculture tourism like Farmer's Markets and Greenhouses.

# Tri Region Tourism – New for 2015!

- Web site Redesign
- Reskin of web site
- Addition of new Visitor Map
- Partnered with Travel Alberta (Cooperative Marketing dollars)
- Introduction of Social Media (Facebook & Twitter)
- Print advertisements – Travel Alberta Summer Guide & Vue Hot Summer Guide
- Introduction of You Tube videos
- Experiential Stories/Day Trip itineraries increased to 3x month
- Online advertising (Google Adwords & Facebook Advertising)



# Marketing Campaign 2015

Tri-Region Tourism wants to expand our reach online. In conjunction with the launch of our re-developed website, a new focus on engaging content and experiences, we are wanting to build an online marketing program to drive new visitors to our website and stakeholders.

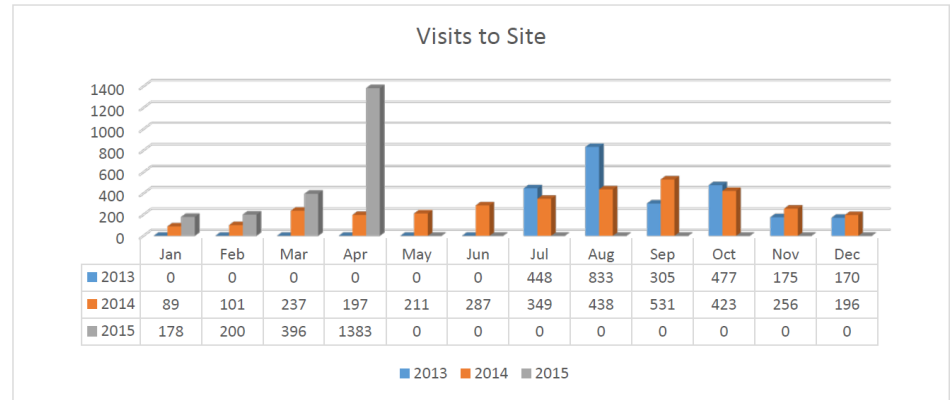
There are five main components of our marketing campaign:

1. Online Advertising – Google Search, Google Display , Google Remarketing & Facebook
2. Content Creation – fresh experiential articles added to web site on monthly basis
3. Social Media – Facebook & Twitter to engage target audience
4. Video Development – create a series of 4 videos that will feature unique regional experiences
5. Online Offers & Coupons

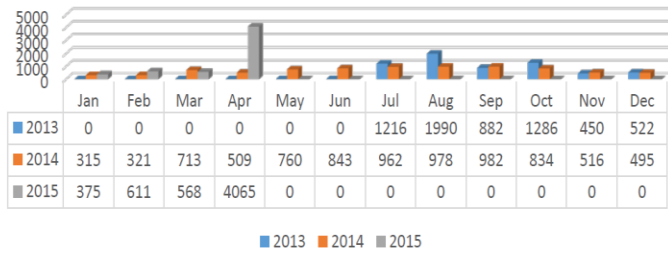
# Tri Region Tourism Analytics Review (April 2015)

## Web Site

### Visits



### Pageviews



- 1383 web visits
- 4065 Page views in month of April
- Overall visitation to web site up 138%
- Page views up 600%
- Organic search traffic up 30%

# Tri Region Tourism Analytics Review (April 2015)

## Facebook

- ✓ **1,148 Facebook Followers within the month**
- ✓ **Engagements** (Engagement rate is the percentage of people who saw a post that liked, shared, clicked or commented on it) – **2138**
- ✓ **Reach** (measures how many people have seen your post) – **97,748**
- ✓ **Impressions** (Impressions are the number of times a post from your Page is displayed, whether the post is clicked or not ) – **118,321**
- ✓ **Top 3 Engaging posts: DBG Coupon Offer, Shop local markets, PC's Community Wide Garage Sale**



# Other Tourism Projects/Initiatives

- Working with 6 Parkland County Tourism operators on a Father's Day "Daycation" – Between Two Lakes
- Partnered with Alberta Culinary Tourism Alliance & Devonian Botanic Garden & local Producers on a Culinary event
- Working with NEW Carvel Station Market (letter of support, promotion, vendors, etc.)
- Continue to build our Tourism Inventory
- Continue with Tourism Business Visitations

# Recent Tourism Business Visitations

- Mojo Garden Centre
- Carvel General Store
- Useful Things
- Spruce Park Ranch Country Store
- Rustic Country Treasures



# Future Tourism Initiatives

- Market feasibility for Adventure Tourism
- Kick off event for Tri-Region tourism season
- Research unique event for tourism
- Tourism spotlight/profile of companies
- Tourism training sessions
- Tourism asset inventory
- Farmers market - virtual or physical