


10/25/2013


**Wilsonville  
Tourism Development  
Strategy**

Task Force Meeting  
October 24




Total Destination Marketing

Bill Baker  
Total Destination Marketing



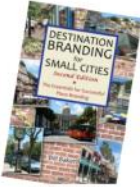
TDS

Bruce Dickson  
Tourism Development  
Solutions




**HPR**  
ENGAGE

John Hope-Johnstone  
HPR Internet Marketing  
Solutions



amazon.com


- Oregon-based
- Specialists in tourism planning, destination branding and marketing
- Clients - Small communities to nations



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### What We'll Cover Today

- Introduction to Project
- The Planning Process
- Task Force Meetings
- Your Thoughts on Critical Issues
- Observations to Date



## Wilsonville Tourism Development Plan

### Process



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### Wilsonville Tourism Development Plan

#### Guiding Principles


- Best practice
- Future-focused solutions
- Holistic approach to tourism
- Experiential
- Tourism vs. Recreation
- Prioritization
- Leverage resources and partnerships
- Keep it simple!



### What is a Tourist?

State statutes and local tourism ordinances define a tourist as .....

*A person who has traveled more than 50 miles from their community of residence or stay overnight in the community they are visiting.*



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**Wilsonville Tourism Development Plan**

**Eight Program Areas**

1. Positioning
2. Attractors and Experiences
3. Infrastructure
4. Visitor Services and Amenities
5. Marketing and Digital
6. Product Development
7. Partnerships
8. Leadership and Management



**Wilsonville Tourism Development Plan**

<b>1. Consultation and Research</b>	Desk research, interviews (internal/external), workshops, online survey, reconnaissance, destination audit, marketing audit, internet/social study, target review, experience assessment
<b>2. Assessment and Analysis</b>	Prepare Research Fieldbook; strategic analysis – markets, products, objectives, vision and mission statements, prepare SWOTs
<b>3. Strategy Development</b>	Identify target markets, priority experiences, positioning, key strategies and actions for eight program areas
<b>4. Draft Report</b>	Prepare draft strategy for public comment
<b>5. Final Report</b>	Finalize strategy after public comments and ready for Council endorsement.



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### Task Force Meetings

<b>Task Force #1</b> October 24	Project / process overview, destination questions, findings to date
<b>Task Force #2</b> November 12	John Hope-Johnstone will present results of internet and social media assessment; discuss future needs and options
<b>Task Force Fieldbook</b>	The Research Fieldbook PDF comprising verbatims of interviews, workshops and online surveys will be distributed via PDF. Report will also feature other information critical to next phases.
<b>Task Force #3</b> Mid January	Review Fieldwork; agree objectives; vision and mission statements; fine-tune SWOTs; priority target audiences, key strategies.
<b>Task Force #5</b> Mid February	Review and refine the draft of the strategy. Discuss issues related to generating public comment.
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What Do You Think?



Prioritizing Experiences



- **Drawing Power** - distance, volume
- **Yield** - economic impact
- **Distinctiveness** - level of significance
- **Quality** - Superior - Average - Fair
- **Alignment** - brand and experience themes
- **Compatible** - aligns with community values
- **Seasonality** - the timing of visitation
- **Market Access** - cost effectively reach




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### Question 1


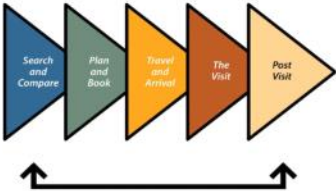
When you consider Wilsonville's major experiences, which ones do you consider have the strongest future **drawing power and economic yield** for the city?

- Agri-tourism
- Culture and heritage
- Cycling
- Equestrian shows
- Family recreation
- Meetings and conferences
- River recreation
- Sports tournaments
- Weddings
- Wilsonville as a hub
- World of Speed



### Question 2

Are there points or moments where the experiences of \_\_\_\_\_ visitors to Wilsonville could be improved? What are those points?





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### Question 3

What do you think are the priorities that we should address in regard to Wilsonville's tourism marketing?

How would you suggest we gain greatest leverage from the marketing budget? Are there alternate ways we can go about doing things?



### Question 4.

How should Wilsonville ensure optimal availability of information for visitors?

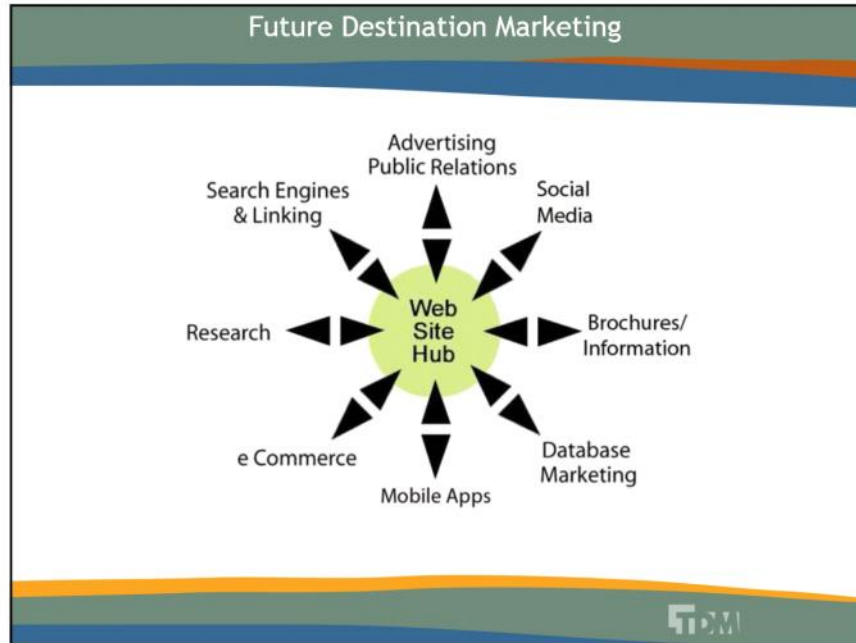
Consider:

- **Content** - motivational, attractors, services
- **Timing** - before, during, after visit
- **Type** - print, online, face-to-face
- **Location** - where
- **Source** - official + commercially produced





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- ### Internet Marketing Analysis
- Digital foundation for all future destination marketing
  - Internet Analysis - Chamber and OHC
  - Objectives of Study
  - Wilsonville's online profile
  - Discuss future digital considerations
- TDM

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### Changing World of Destination Marketing Organizations

- CVBs, Chambers of Commerce, tourism organizations
- Alternate websites, social media, tight funding,
- Before: 'Push' promotions, VIC, Sales / marketing focus, member-based .... Control and command
- Now: 'Pull' with consumers in the drivers seat, they want to design their own experiences - and talk to you and each other!
- User Generated Content: Transparency, reviews, images
- Quality of visitor experience and satisfaction are even more important than ever
- Delivering on your promise has never been more important!

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### Future DMOs

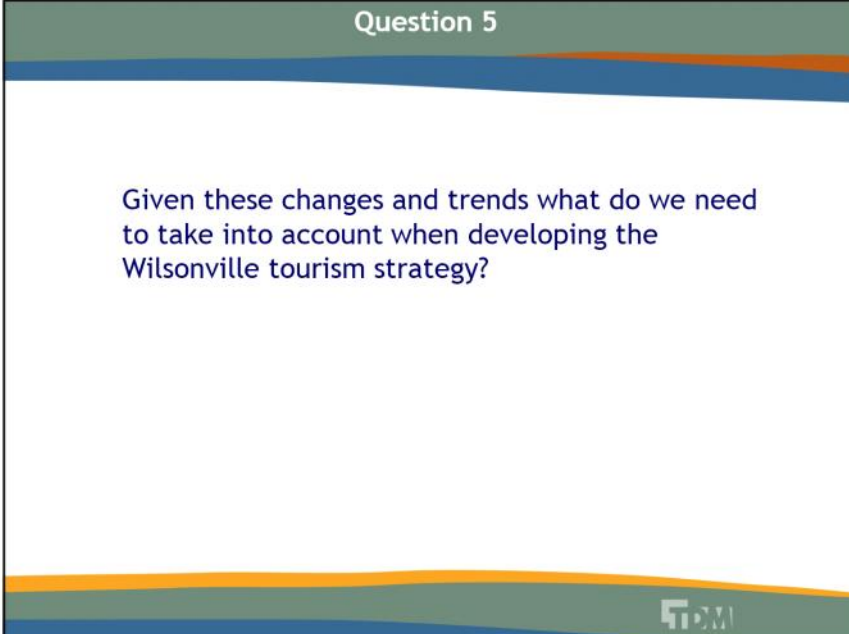
- Destination MANAGEMENT Organizations - more holistic
- Integration, collaborators, orchestrators for product development and optimal marketing, relationship builders
- A seat at the table - cross-City planning and departments; local partners and organizations; external partners
- Strong digital platform
- Facilitate networks - digital, organization and in-person
- Build local capacity

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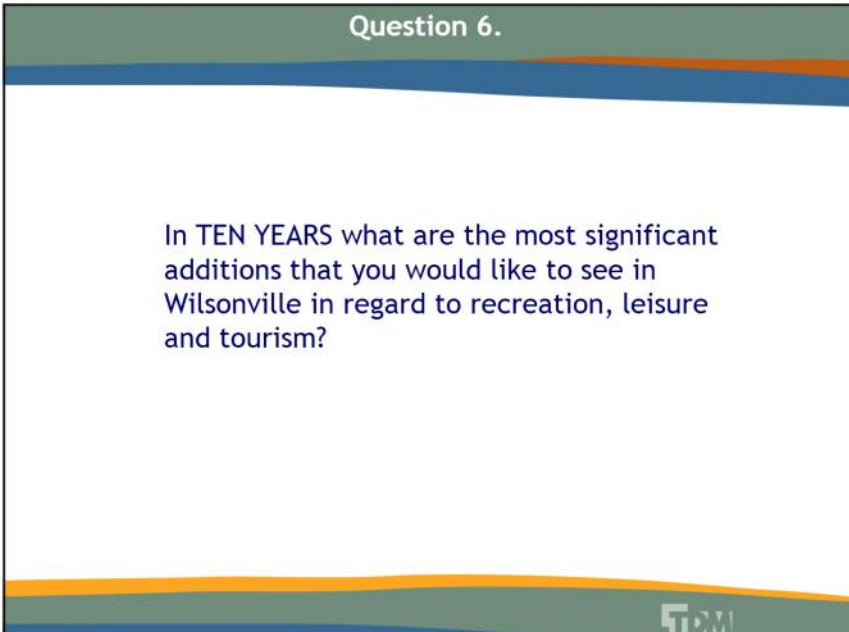
Question 5

Given these changes and trends what do we need to take into account when developing the Wilsonville tourism strategy?



Question 6.


In TEN YEARS what are the most significant additions that you would like to see in Wilsonville in regard to recreation, leisure and tourism?



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Question 7

In TEN YEARS when speaking to people outside of Wilsonville, what is it that you would like to say with greatest pride about the city as a place to visit?



What May Happen in Next Ten Years?

- Additional equine facilities
- Additional turf sports fields
- Additional public art
- Aquatic Center
- Push track and skate park
- Enhancements to parks
- Ice Age Tonquin Trail
- Willamette River Bike-Ped Emergency Bridge
- World of Speed




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Question 8


**Tourism Vision:**  
*In 2015, Wilsonville with a family-oriented and culturally attractive town center and Boone's Landing Heritage Area, is the premier corporate, group meeting and leisure recreation venue in the Willamette Valley between Portland and Salem.*

In preparing the revised vision are there important changes, trends or aspirations we should consider?



Question 9


In your opinion, are there any issues that may stand in the way of successful implementation of a tourism strategy for Wilsonville?



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Question 8

Additional Comments?



A slide titled "Question 8" with a central text prompt "Additional Comments?". The slide features a decorative border with green, blue, and orange wavy lines at the top and bottom. A small "TDM" logo is located in the bottom right corner.

Findings to Date



A slide titled "Findings to Date" featuring a photograph of a rural landscape with a horse in a field. The slide has a blue vertical bar on the left side and a "TDM" logo in the bottom right corner.

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**Observations**

**MARKETING / INFORMATION**

- Balance current business, but expand
- Capitalize on role as a regional hub
- No clear identity for Wilsonville
- Readily accessible information - depth of information
- Build and manage digital platform
- Leverage opportunities through County tourism
- Prioritize target markets

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**Observations**

**EXPERIENCE DEVELOPMENT**

- Product development focus
- Enhanced cross-city collaboration, networking
- Collaboration with nearby facilities and communities
- Sports facilities: all weather playing fields, aquatic center, push track
- Cycling: Bridge, Tonquin Trail
- Equestrian Shows: Enhance experiences = Land use laws, covered equine center
- World of Speed
- Riverfront access and experiences

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**Observations**

**TOURISM LEADERSHIP**

- Small tourism budget
- Facilitate information, product development, marketing
- Foster collaboration - experiences and marketing
  
- **Don't try to do too much with too little!!**



**Additional Comments?**  
**Public Comments or Questions?**



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## Next Steps





Timeline							
	Oct	Nov	Dec	Jan	Feb	Mar	April
Consultation and Research	*						
Assessment and Analysis		* 12 Nov	**				
Strategy Development				*			
Draft Report					*		
Final Report						*	***



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**Next Steps**

**Community Survey**  
[www.DestinationBranding.com/wilsonvillesurvey](http://www.DestinationBranding.com/wilsonvillesurvey)

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