

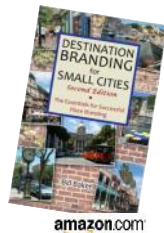
# Wilsonville Tourism Development Strategy

Task Force Meeting #3  
January 29



Total Destination Marketing

Bill Baker  
Total Destination Marketing



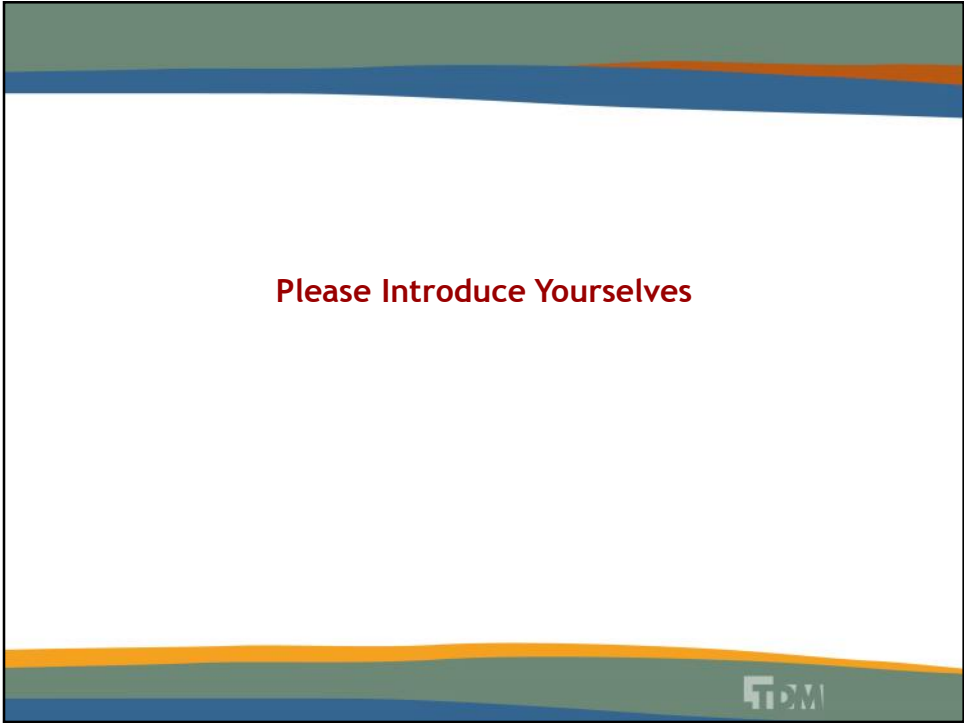
Bruce Dickson  
Tourism Development  
Solutions

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

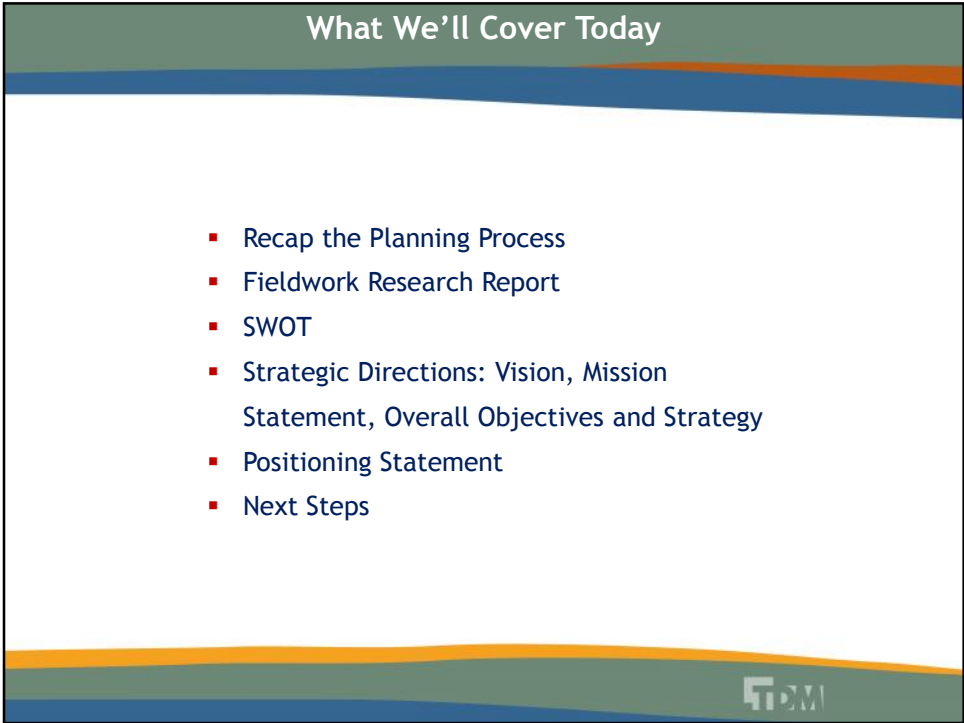



John Hope-Johnstone  
HPR Internet Marketing  
Solutions






**Please Introduce Yourself**



**What We'll Cover Today**

- Recap the Planning Process
- Fieldwork Research Report
- SWOT
- Strategic Directions: Vision, Mission Statement, Overall Objectives and Strategy
- Positioning Statement
- Next Steps



## Wilsonville Tourism Task Force

- Act as a “sounding board”
- Observe our work, help navigate and provide advice
- Provide input to aid strategic directions and future implementation
- Endorse Final Strategy for Council approval



## Wilsonville Tourism Development Plan

### Process



## Wilsonville Tourism Development Plan

### Guiding Principles

- Best practice
- Future-focused solutions
- Holistic approach to tourism
- Experiential + product development
- 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.*



### 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</b> Fieldbook	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> Late January	Review Fieldwork; agree objectives; vision and mission statements; fine-tune SWOTs; priority target audiences, key strategies.
<b>Task Force #4</b> Mid February	Review and refine the draft of the final strategy. Discuss issues related to generating public comment.
<b>Task Force #5</b> Mid March	Finalization of the strategy, including the integration of responses from the public as appropriate. Discussions related to successful implementation of the strategy and outreach programs.



- ### Methodology / Actions to Date
- A community survey (35 responses).
  - 27 personal interviews with local business and community leaders.
  - Three community workshops (17 participants).
  - Interviews with City of Wilsonville executives.
  - Informal discussions with local businesspeople in contact with visitors.
  - Interviews with individuals/partners outside of Wilsonville who have tourism relations with the city.
  - On-site assessments of Wilsonville.
  - A review of relevant past reports and plans .
  - A review of web sites and brochures relating to Wilsonville businesses and key competitors and partners.
  - Prepare Research Fieldwork Report.
  - Prepare Part 1 of Draft Strategy
- 

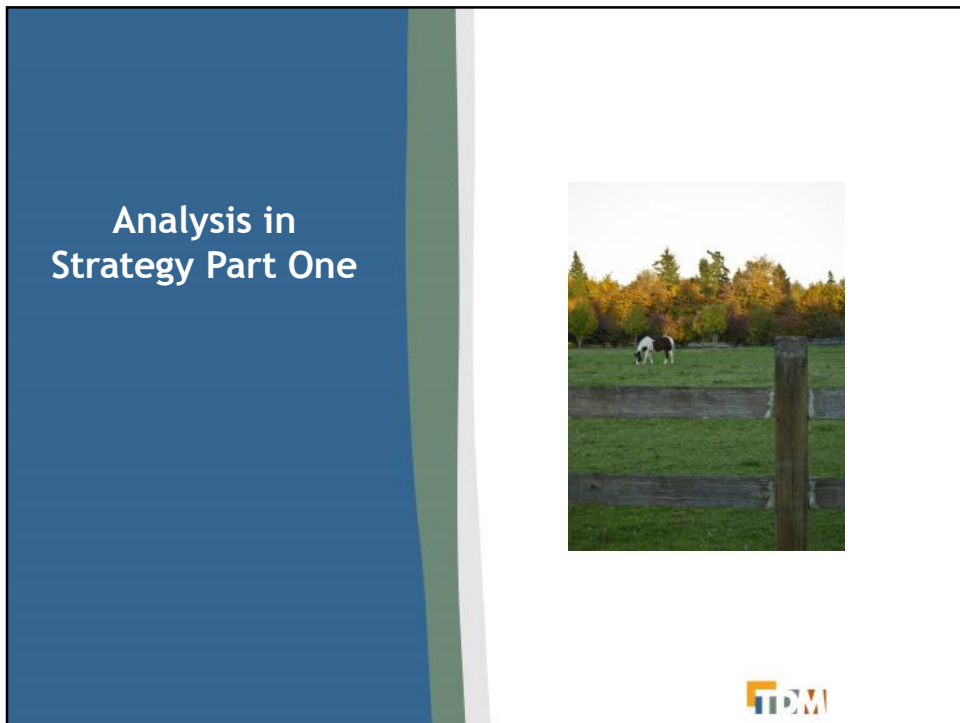
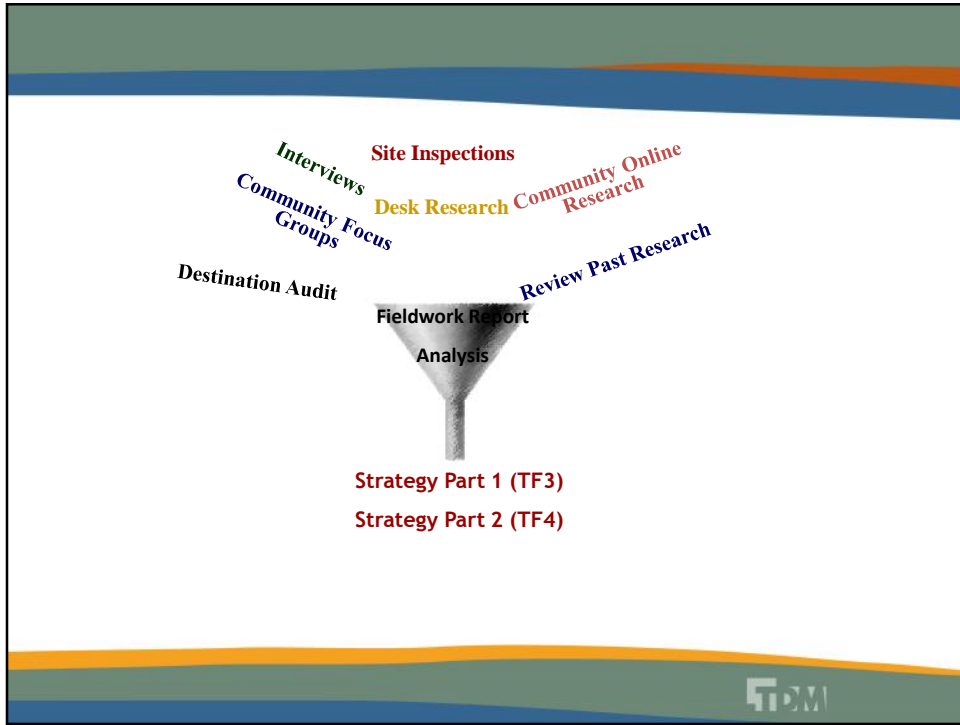
## Fieldwork Research Report

- Summary of responses from Interviews, Workshops, Online Survey
- Internet Marketing Analysis
- Desk Research and Reports:
  - Oregon and local tourism trends
  - Bicycle tourism
  - Sports tourism
  - Equine Tourism
  - Arts and Culture
- Public Submissions
- Wilsonville Parks Survey
- 2013 DMO Organization and Finances Survey (DMAI)



**Comments or Questions?**





## SWOT: VISITOR EXPERIENCES

- Page 10-11
- **S**trengths: characteristics of the city that provide an advantage
- **W**eaknesses: characteristics that place the city that provide a disadvantage
- **O**pportunities: external factors the city could exploit to its advantage
- **T**hreats: external factors that could cause negatives for the city in regard to tourism
- Note: SWOT does not include an inventory of all Wilsonville attributes. It is focused on those that may contribute to and influence eventual strategies.
- Any additions or edits. Page 10-11?



## SWOT: VISITOR EXPERIENCES

### Key Considerations:

- Need for development and upgrading of Wilsonville visitor experiences, lodging, meeting facilities and tourism-related infrastructure
- Need for completion of Willamette River Bike-Ped Emergency Bridge and Tonquin Trail
- Increased focus on enhancing experience of horse show organizers and participants and the future competitiveness of Wilsonville
- Development of distinctive hallmark events that will draw visitors
- Develop improved access and facilities on Willamette River





## SWOT: MARKETING COMMUNICATIONS

- Page 12-13
- Any additions or edits?



## SWOT: MARKETING COMMUNICATIONS


### Key Considerations

- Build on existing relationships and partnerships particularly in regard to horse shows, sports tournaments
- Develop digital platform for marketing and visitor information
- Engage in increased cooperative marketing with key partners
- Increase awareness and identity of Wilsonville as an attractive place to visit
- Limited budget
- Limited number of pro-active tourism marketers in Wilsonville
- Need to address information distribution with closure of VIC



**SWOT: TOURISM MANAGEMENT**

- Page 14
- Any additions or edits?



**SWOT: TOURISM MANAGEMENT**

**Key Considerations**

- Need for increased budget
- Need for tourism perspective in future developments by City and private organizations
- Need for an entity to facilitate business networking, marketing, product development and tourism advocacy
- Optimize marketing and collaboration through CCTCA and WCVA by local partners



## Strategic Directions



## VISION FOR TOURISM

### *A Vision Statement is ....*

*A clear and simple description of what the destination aspires to be after it successfully implements its strategies and achieves its full potential within a given period.*

### *A Vision Statement is not .....*


- *Advertising or marketing copy*
- *Wishful thinking*
- *A sales pitch*



**VISION FOR TOURISM**

*Page 16*

*In 2023, Wilsonville is a welcoming, family-focused city, competing successfully as one of Oregon's leading destination cities, investing in its tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year round experiences.*




**MISSION STATEMENT**

*A Mission Statement is ....*

*a statement that describes the entity's role in regard to tourism. It must be concise and consistent with achieving the vision.*

*A Mission Statement is not .....*


- *A goal or objective*
- *Advertising copy*
- *A sales pitch*



**MISSION STATEMENT**

*Page 16*

*We facilitate the thoughtful development of Wilsonville’s visitor economy for the benefit of our visitors and partners, and to enhance the quality of life for all residents.*



**TARGET MARKETS (Page 17)**

**PRIORITY MARKETS**

- Horse Shows
- Meetings & Conventions
- Northwest Getaways
- Sports Tournaments
- Transit

**SUPPORT MARKETS**

- Cycling \*
- Outdoor recreation (Parks, water features, hiking)
- River recreation \*
- Weddings and Reunions\*

\* Require infrastructure development to be elevated to priority market status



## KEY EXPERIENCE THEMES (Page 18-20)

### KEY EXPERIENCES

- Sports Tournaments
- Meetings and Conferences
- Horse Shows
- Northwest Getaways - wineries, farm fresh, heritage, recreation, Portland Metro, etc. i.e. “The Best of Oregon”

### EMERGING EXPERIENCE THEMES

- Cycling
- Farm fresh
- River Recreation
- Weddings and Reunions
- Wineries



## OVERALL OBJECTIVES (Page 22)

- Adopt a distinctive and meaningful positioning for Wilsonville as a destination.
- Enhance Wilsonville’s tourism attractors and experiences to meet and exceed the expectations of visitors and event organizers.
- Ensure that tourism opportunities are optimized in government planning, development approvals, policy, infrastructure and placemaking.
- Provide clear direction, partnerships and sustainable funding for Wilsonville tourism through leadership and management that is recognized for its innovation, collaboration and effectiveness.



## OVERALL STRATEGIES (Page 22)

The strategic focus for Wilsonville tourism in the short term (3-5 years) will be to:

- Facilitate the development of products and experiences to encourage increased visitation, longer stays and increased spending.
- Establish establishing a digital platform to anchor marketing and visitor information programs.
- Leverage collaboration in through County marketing programs.
- Establish a destination management organization to facilitate community engagements, tourism development and marketing.



## THEMES FOR SUCCESS: POSITIONING (Page 24)

*A Positioning Statement clarifies ....*

- what Wilsonville wants to be known for and why only Wilsonville can satisfy customers this way.

*A Positioning Statement is not .....*

- Advertising and marketing copy
- A tagline or slogan
- A sales pitch



THEMES FOR SUCCESS: POSITIONING (Page xx)

*The Wilsonville positioning statement is:*

*Wilsonville being accessible, affordable and family-friendly is the ideal location for experiencing the best of Oregon's rural and urban experiences within the Portland Metro and Northern Willamette Valley.*



STRATEGY PART ONE

- *Pages 1-9*
- *Any additional comments or edits?*





## Next Steps



## COMPLETE DRAFT STRATEGY

### Themes for Success


1. Positioning
2. Attractors and Experiences
3. Infrastructure , Facilities and Placemaking
4. Marketing Communications
5. Leadership and Organization





### TASK FORCE MEETINGS

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Questions or  
Comments?

