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Beaver Valley **Sustainable Tourism Strategy**

Grey County Council Presentation
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About the Strategy: Project Team



Camilo Montoya-Guevara
Vice President
Role: Project Manager



Annie Bird
Media Relations & Project
Coordinator
Role: Research & Development



Trevor Jonas Benson
President & CEO
Role: Strategic Support



James Arteaga
Tourism Developer
Role: Research & Development

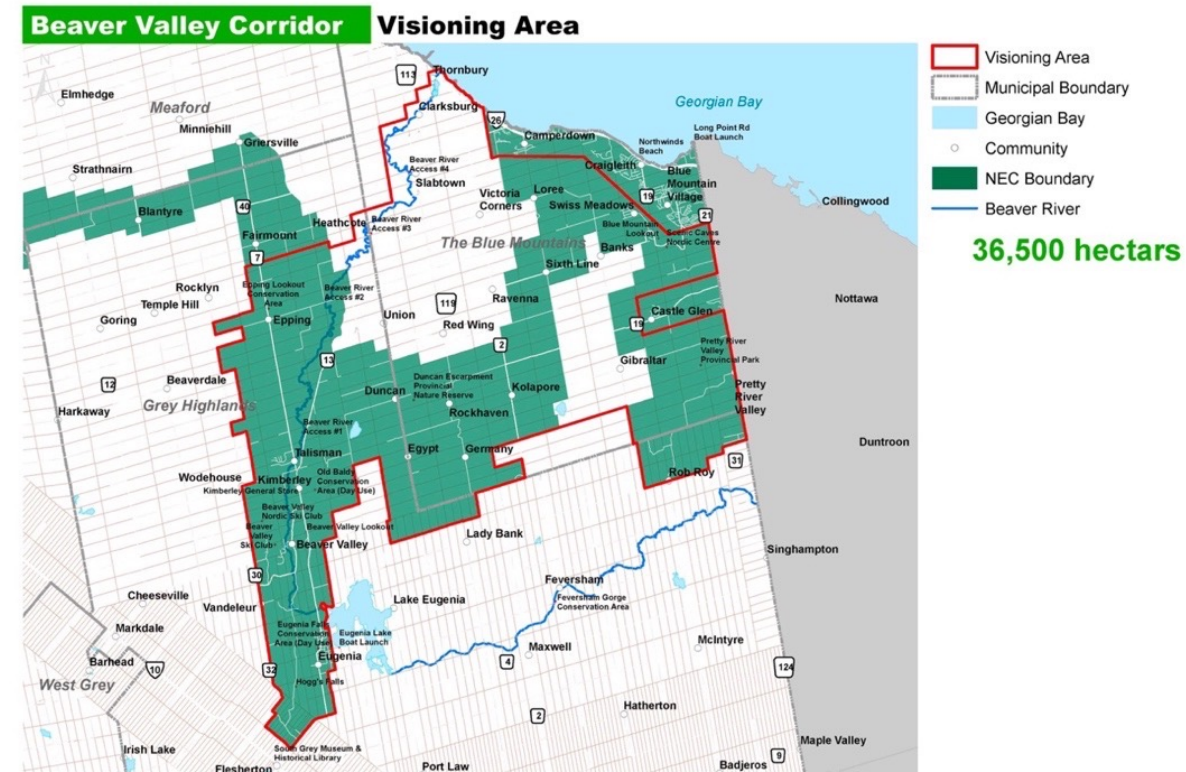


Bryan Plumstead
Role: Local Lead

About the Strategy: Purpose and Scope

The Beaver Valley Sustainable Tourism Strategy research, engagement, and development process was led and facilitated by Bannikin.

Through a collaborative approach, the project partners from the County of Grey, Regional Tourism Organization 7, Municipality of Grey Highlands, and the Town of The Blue Mountains were directly involved in the review of research, identification of the strategies, and drafting of the report and strategy components to guide their respective and collaborative work over the next 5 years.



About the Strategy: Goal and Objectives

Goal:

By late-Fall 2023, stakeholders in the Beaver Valley, including project partners Grey County, RTO7, the Town of Blue Mountains, and the Municipality of Grey Highlands, have co-developed a tourism strategy grounded on a long-term vision and accompanied by an action plan to guide stakeholders in moving towards this over the next 5 years.

Objectives:

1. To understand the background and context surrounding tourism in Beaver Valley.
2. To gather insight, input, and feedback from a breadth and diversity of stakeholders.
3. To identify strengths, weaknesses, opportunities, and challenges for tourism in the Beaver Valley (incl. product development considerations).
4. To co-create a tourism strategy that aligns with the Beaver Valley corridor vision and confirm what actions to take in the next few years.
5. To establish a clear understanding of the roles, responsibilities, and resources required for implementing the actions identified.

About the Strategy: Methodology



Document
review



In-person
field visits



Tourism
community
survey



Key
informant
interviews



Industry
table talks



Tourism
asset scan



Good practice
and trends
research



Future
exploration
session



Partners
focus
group

The Sustainable Tourism Strategy: **Vision**

The Beaver Valley provides a world-class experience for visitors and locals alike, all of whom value the spectacular geography of the region and respect the need to create a long-term legacy of economic and social vibrancy and environmental sustainability.

The Sustainable Tourism Strategy: **Areas of Opportunity**

Stakeholder Alignment and Collaboration

Destination stakeholders are working efficiently and effectively together to shape and deliver tourism sustainably.

- To grow and unite destination stakeholders into a tourism community
- To align efforts to improve Beaver Valley as a destination

Tourism Development

Tourism assets and infrastructure are being responsibly and successfully leveraged to attract visitors and investment to the Beaver Valley.

- To leverage and grow demand generators
- To lay the groundwork for tourism investments that will bring long-term benefits

The Sustainable Tourism Strategy: Stakeholder Alignment and Collaboration

Goal: Destination stakeholders are working efficiently and effectively together to shape and deliver tourism sustainably.			
Objectives	Strategies	Actions	Anticipated Timeline
To grow and unite destination stakeholders into a tourism community	A) Standardize and streamline communication between destination stakeholders	1) Create a communications plan and activate a primary regional tourism communications hub/webpage.	Year 1
		2) Compile and share collaboration opportunities/priorities on a regular and ongoing basis with industry and partners.	Year 2
		3) Establish relationships with organizations that can share relevant resources.	4+ Years
	B) Cultivate a shared sense of identity	1) Collect, compile, and share stories from locals that showcase the role and importance of tourism in the Beaver Valley.	Year 3
		2) Host an annual Beaver Valley tourism industry forum.	4+ Years
	C) Work with regional tourism organizations to align tourism efforts to ensure a positive visitor experience	1) Recognize the initiatives of the community-led Destination Stewardship group, and host semi-annual meetings to share information and explore options for further alignment.	Year 1
		2) Work with the regional Outdoor Management Group as a forum for engaging destination stakeholders in discussions related to outdoor assets and stewardship.	Year 2
	To align efforts to improve Beaver Valley as a destination	D) Support community and industry-led initiatives that benefit the visitor and their experience	1) Develop, share, and monitor consistent visitor information and messaging across all regional tourism platforms.
2) Identify and support tourism-related initiatives that align with strategic tourism actions.			Year 2
3) Develop and share destination protocols that support our sustainable tourism vision, including education for stakeholders and visitors.			Year 3
E) Monitor and evaluate tourism initiatives		1) Create a tourism development tracker and outcomes-based evaluation framework.	4+ Years
		2) Design, develop, and disseminate a destination stakeholder sentiment survey.	Year 2-3

The Sustainable Tourism Strategy: **Tourism Development**

Goal: Tourism assets and infrastructure are being responsibly and successfully leveraged to attract visitors and investment to the Beaver Valley.

Objectives	Strategies	Actions	Anticipated Timeline
To leverage and grow demand generators	F) Support tourism businesses in the Beaver Valley through industry data collection, knowledge sharing, and facilitating connections.	1) Establish a comprehensive tourism asset inventory and identify tourism clusters for facilitating partnerships and enhanced experience development.	Year 1
		2) Explore and identify options for theme and node-based packaging and share these experiences through existing tourism marketing channels.	Year 1
		3) Develop industry-facing resources that communicate key information about the target markets and market segments for Beaver Valley.	Year 2
		4) Develop a market-ready and sustainable tourism checklist to support businesses in better embracing the potential of the visitor economy.	Year 3
		5) Create and deliver a values-based soft-adventure tourism experience development program that is focused on maximizing the potential of relevant outdoor assets.	4+ Years
	G) Support the development of new tourism assets, products, and experiences that play to the region's unique strengths and bring significant benefit	1) Research and share information about emerging tourism products that align with the vision of the sustainable tourism strategy, and that have high potential for consumer uptake based on target market characteristics.	Year 1-2
		2) Research and develop a tourism investment attraction strategy.	Year 1
		3) Work with existing businesses to facilitate partnerships and focus on business retention and expansion.	Year 3-4
		4) Encourage collaborative product development along the main travel corridor focused on bridging outdoor activities/assets with cultural assets and expressions.	Year 3
		5) Attract new and ancillary bookable and guided tourism services and experiences (e.g., trekking tours, guided paddles/hikes)	4+ Years
To lay the groundwork for tourism investments that will bring long-term benefits	H) Assess infrastructure and carrying capacity requirements to support the visitor economy	1) Research tourism infrastructural challenges, opportunities, and service needs.	Year 2
		2) Conduct biannual tourism traffic and impact assessment to guide decisions related to carrying capacities.	Year 3
		3) Build awareness amongst industry of opportunities to fill service gaps and supports available (e.g., business hour gaps, service gaps, collaboration)	Year 3
		4) Explore vehicular and non-vehicular transportation solutions to better connect the region (e.g., transportation shuttle from nearby destinations close to Beaver Valley to the area)	4+ Years
		5) Explore and build the case to establish the Beaver Valley as an operational provincial park	4+ Years

A person is silhouetted against a bright sunset while climbing a steep, textured rock face. The sun is low on the horizon to the left, creating a strong lens flare and casting a warm, golden glow over the scene. The background shows a hazy landscape with trees and hills. The Cannikin logo is in the top left corner.

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Next Steps and Implementation

Thank You!

Beaver Valley Sustainable
Tourism Strategy

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