Wilsonville Tourism Development Strategy

Task Force Meeting
October 24

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

HPR
John Hope-Johnstone
HPR Internet Marketing
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
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.
## 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

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

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### Task Force Meetings

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<td>Review Fieldwork; agree objectives; vision and mission statements; fine-tune SWOTs; priority target audiences, key strategies.</td>
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<td>Task Force #5</td>
<td>Mid March</td>
<td>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.</td>
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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
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?
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
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
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!

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
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?
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
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?
Question 8

Additional Comments?

Findings to Date
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

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
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?
Next Steps

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Community Survey
www.DestinationBranding.com/wilsonvillesurvey
Thank You