



Annual Tourism Partnership Meeting

January 25, 2022 6:30-8:30pm

Agenda

1. Welcome
2. Agenda
3. Vision for Tourism
4. Review of 2021
5. Business Supports
6. Special Events
7. Coming in 2022



Vision for Tourism





Vision for Tourism

Place Tourism Partners at the center of building events

- Increase opportunities for Tourism Partners to be involved
- Continue to meet annually with Tourism Partners to ensure alignment with partnership opportunities and to explore ways to leverage each other's activity and advance shared goals

Invest in Destination Marketing

- Develop a catalog of marketing assets that invite and entice tourists to visit Sylvan Lake
- Increase exposure by working with Influencers
- Develop a placemaking strategy that sets Sylvan Lake apart from other Alberta tourist destinations and creates a sense of preference over competing destinations

Diversify our offering to ensure Sylvan Lake is a destination chosen in any season

- Work with Tourism Partners to develop themed experience packages
- Increase efforts to attract external event organizers to fill gaps between Municipal offerings

Tourism Partnership Program 2021



Program Participation

The best way to stay involved in Town of Sylvan Lake tourism initiatives and development



Tourism Partner Eligibility:

- Appropriate licensing for your jurisdiction
- Consider visitors to Sylvan Lake a significant portion of your customer base

Four Areas of Focus:

- Find opportunity
- Raise your business' profile
- Tools and support for growth of the Tourism industry
- Feedback and insights

Involvement Opportunities

Leveraging Town of Sylvan Lake initiatives to get involved and benefit your business!



Two Types of Involvement Opportunities:

- Direct Business Involvement Opportunities
- Collaborative Marketing Opportunities

Number of Involvement Opportunities: 25

Value of Involvement Opportunities: \$26,386

Tourism Projects

Building Sylvan Lake as one of Alberta's top destinations



Tourism Projects of 2021:

- Redeveloped visitor website
- Event landing pages to enhance marketability
- Destination brand for Visit Sylvan Lake
- Advertising assets through photo and video
- Mystery Towns scavenger hunt featuring business promotions
- Influencer promotions and giveaways

Tourism Projects in 2022:

- Destination Positioning Project

Visit Sylvan Lake platforms

Providing visitor information, trip ideas, and connecting tourists with businesses on FB, IG, Twitter, and visitsylvanlake.ca



Q: How can businesses get reposted by Visit Sylvan Lake?

A: Post to your social media channels as usual, then tag [@visitsylvanlake](https://www.instagram.com/visitsylvanlake) so we'll be sure to see it!

Tourism Partner Feedback

Identifying opportunity by listening to tourism partners on the front lines of interacting with visitors

What we heard: Quarterly Tourism Partnership Surveys

Q1 2021

- businesses continued to face significant difficulties related to ongoing provincial health restrictions and closures
- transportation/parking concerns and ideas, particularly in downtown
- trends in the market included more families and an increase in out of town customers

Q2 2021

- increase in visitors returning to town
- need for enhanced downtown curb appeal
- need to disburse and facilitate tourists throughout town to a variety of areas
- concerns about tourist services including parking and washrooms
- types of new businesses opening up

Q3 2021

- Centennial Street businesses are taking initiative to connect together. Low Centennial Street traffic; businesses benefit from events that take place on Centennial or nearby streets.
- suggested creation of a shopping/dining map
- trends in the market include a decline in traffic as the off-season sets in
- seeing an uptick in ladies outings – shopping and dining, golfing trips, sporting events, etc. with most coming from the Calgary and Edmonton area
- greater clarification on how to access being involved in Town initiatives is needed, particularly as it relates to events
- businesses are finding value in Visit Sylvan Lake re-sharing their content

Q4 2021

- value in recognizing niche markets
- desire to see initiatives have more of a trickle-down effect out to other areas including Centennial Street
- desire for shopping initiatives
- water/watercraft enforcement concerns
- hesitancy to travel; anticipating the desire for stay-cations to continue

Business Training and Supports



**2022
Business
Supports**

Digital Economy Program

By Business Link & Digital Main Street



ShopHERE

What does the program do?

- Creates and configures your online store
- Trains you on how to manage it
- Collaborates to get the store live
- Helps with marketing the store

What are the program benefits?

- Free 90 day trial of Shopify
- Ad credits including \$50 for Facebook (while available)
- Free .CA domain registration (while available)

Register Now: [Alberta | Digital Main Street](#)



Digital Service Squad (DSS)

What does the program do?

The DSS is focused on providing 1-on-1 assistance and digital services to small businesses

What are the program benefits?

- Free 360 degree photos of your business
- 1-on-1 digital transformation support
- Social media strategy
- Google My Business set up support
- Search Engine Optimization (SEO) support
- Create customer databases
- Streamline business processes with digital tools

Register Now: [Digital Economy Program \(businesslink.ca\)](https://businesslink.ca)

Tourism Industry Trainings and Resources

Tourism-industry resources tailored for your business



Webinars and Training Programs

Webinars and in-person trainings. Attend those that are most likely to assist with your business!

[Read More](#)

- Marketing
- Tourism entrepreneurship and start-ups
- Visitor research and segmentation
- Experience product development
- Connect with Travel Alberta regional representative

Your Business on Google

Google is the primary search engine for visitors. Make sure customers can find your business on Google! Google also hosts an assortment of business management tools and analytics.

Social Media Marketing

Social media is a way to increase your business' online presence and interact with your customers. Show them what you do and how you do it, and create a desire to visit your business for a unique experience only you can provide!



SPECIAL EVENTS



Special Events: Vision

- Activate public spaces to provide additional draw for the visitor tourist market
- Activate public spaces to provide fun and engaging programming for the local community
- To celebrate local and Indigenous culture
- Activate the shoulder season to increase the visitor tourism market outside of the busy season
- To provide opportunities for local businesses to come together with the local community
- To attract external event organizers to choose Sylvan Lake as their ideal event destination



Special Events: GET INVOLVED!

- Donating items and/or services at events
- Activate your own space and host a side event
- Sponsor event activities with cash and/or giveaway items
- Say YES! To event opportunities that increase visibility for your business
- Encourage you staff and customers to participate in events
- Suggest ideas to the team on how your business can be best involved in our events



Special Events: Benefits of Getting Involved!

- Highlights your business as one that serves the community
- Builds team spirit within your business
- Provides the opportunity to give back to your community
- Name and/or logo recognition on Visit Sylvan Lake and Town of Sylvan Lake assets
- Social Media Love! - Expand your reach!



Upcoming Special Events

Opportunities are still available to get involved with

- Winterfest x BIG JIG

In the next 3 months

- The Meltdown

Spring, Summer, and Fall Events

- 1913 Days (June)
- National Indigenous Peoples Day (June)
- Canada Day (July)
- Movies at the Beach (July-August)
- JAWS at the Lake (August)
- Info Night Fun Fest (September)
- CulinArt (September)
- Flannel and Feast (September)
- Light up the Lake Events (November)



Experience Development

Make the shift from selling products to creating memorable experiences



Experience Development Resources:

- Experience development materials
- Discussion and assistance
- Connection and one-on-one partnership with Travel Alberta
- Share developed experiences to visitor website

Experiential travel connects you with the essence of a place and its people. It engages visitors in a series of memorable travel activities, revealed over time, that are inherently personal, engage the senses, and make connections on an emotional, physical, and spiritual or intellectual level. It responds to travelers' desires to venture beyond the beaten tourist paths, dive deeper into authentic, local culture, connects with people, and enriches their lives

TOURISM
PARTNERSHIP
PROGRAM
2022



Tourism Partnership Program in 2022

Continuing to increase opportunities for Tourism Partners



Continuing to grow opportunities for Tourism Partners to be involved especially with collaborative marketing opportunities



Grow our feedback collection and the dissemination of results



Enhance and grow our destination marking and advertising efforts



Provide access to experience development assistance



Enhance the connection between content on our social and website platforms and tourism businesses



Develop off-season products and activations to promote tourism

A scenic landscape photograph showing a paved road with a yellow center line curving through a forest of trees with vibrant yellow and orange autumn foliage. In the distance, a calm lake is visible under a cloudy sky. The text 'visitsylvanlake.ca/industry' is overlaid in the center of the image.

visitsylvanlake.ca/industry