



THE HILLS OF  
**HEADWATERS**  
TOURISM ASSOCIATION

**STRATEGIC OVERVIEW**  
**2013-2014**



COUNTY OF DUFFERIN



TOWN OF CALEDON



TOWN OF MONO



A People Place. A Change of Pace  
**SHELBURNE**  
ONTARIO, CANADA



TOWN OF ERIN  
PROGRESS IN UNITY

# *Mission & approach*

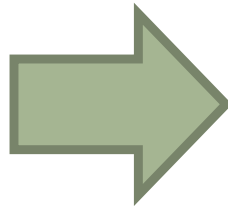
The Hills of Headwaters Tourism Association, working on behalf of and in conjunction with our partners and regional tourism operators shall be the primary marketing and facilitating agent for regional tourism that is consistent with the region's rural heritage, respectful of its extraordinary natural environment and that promotes its spirit of community.

Regional collaboration is the cornerstone of the Hills of Headwaters initiative; using an integrated approach that goes beyond the means of individual businesses, groups, committees or communities.

# *A Paradigm Shift for Tourism Services in Headwaters in 2012*

## **TRADITIONAL MARKETING SUPPORT ROLE**

Resources from regional tourism operators and partner municipalities are pooled in order to obtain more buying power and to provide affordable opportunities to participate in a host of marketing, media and promotional activities.



## **AN ECONOMIC DEVELOPMENT MODEL**

To support regional economic development and to work with industry and municipal partners to enhance and grow capacity, thereby helping to ensure viable & sustainable communities. Identify and implement community & administrative partnerships to take advantage of synergies and leverage available resources.

# KEY AREAS OF FOCUS

**MUNICIPAL  
PARTNERSHIPS &  
ECONOMIC  
DEVELOPMENT**

**REGIONAL  
INDUSTRY  
ENGAGEMENT**

**PRODUCT  
DEVELOPMENT**  
Food | Arts/Culture/Heritage |  
Festivals & Events | Outdoor |  
Touring | Equine

**MARKETING &  
COMMUNICATIONS**

**CENTRAL  
COUNTIES  
ALIGNMENT**

**LONG-TERM  
FUNDING &  
SUSTAINABILITY  
OPPORTUNITIES**

# *Municipal Partnership & Integration*

- **Town of Caledon – PanAm Community Leadership & Legacy Committee**
- **Town of Shelburne – EDC tourism sub-committee (BIA & downtown focus)**
- **Town of Grand Valley – EDC committee**
- **Economic development liaison – Town of Caledon EDC, County of Dufferin (Dufferin.biz)**
- **Regular Council updates & delegations**
- **Assessment & exploration of current municipal partnerships to ensure organizational sustainability**

# *Regional Industry Engagement*

- **Continue to host quarterly tourism summits to engage tourism industry operators**
- **Capacity development to support experiential tourism opportunities & move towards alignment with Canadian Tourism Commission's Signature Experience Collection**
- **Working with BIAs and heritage districts to ensure tourism market-readiness**
- **Working with area Chambers of Commerce (including Caledon, Dufferin & Erin) re business opportunities**
- **Working with other community groups (ie HCIA, Federations of Agriculture, Eat Local Caledon, Arts groups) re synergies & leveraging of opportunities**
- **Explore & recommend opportunities to work with tourism sector industry associations (ie FOBBA, OCTA, FEO etc)**

# *Product Development*

## **EQUINE**

- Leadership group now established, led by equine project coordinator
- Trillium funding to support workplan
- Developing a sustainable governance structure & industry engagement strategy
- Building a baseline economic impact framework & inventory

## **ARTS, CULTURE & HERITAGE**

- Harvey Kolodny (DAC) committee chair
- Exploring opportunities for engagement of more arts organizations & partners in HHTA web platform
- Continue discussions with municipalities re cultural mapping
- Participating in 2013 Doors Open

## **FOOD & CULINARY**

- Leadership working group established
- Inventory of culinary tourism assets & mapping options
- Explore expansion of Feasts program
- Explore opportunities around 2013 Harvest Festival
- Become member of Ontario Culinary Tourism Alliance

## **FESTIVALS & EVENTS**

- Develop a comprehensive shared calendar to showcase all regional festivals events – for both planning & consumer purposes
- Explore opportunities to leverage cross-promotion between events

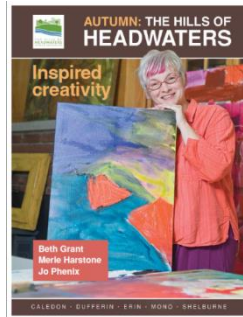
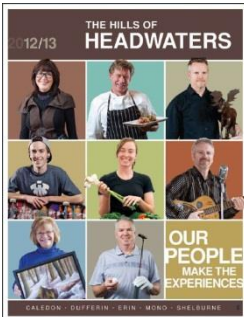
## **OUTDOOR TOURING**

- Working in partnership with Central Counties Tourism to identify key stakeholders and to explore opportunities for a pan-regional outdoor touring strategy

# Marketing & Communications



- Establishment of comprehensive editorial calendar, focusing on & supporting identified tourism priorities
- Cross-platform digital content curating utilizing HHTA website as primary content archive
- Publication of annual Visitor Guide & tourism inserts into Caledon Living magazine
- Quarterly editorial submissions to Sideroads of Dufferin
- Partnership with University of Guelph & OMAFRA re social media app development (KTT project)





## *Central Counties Alignment*

- **Representation on CCT Board of Directors**
- **Headwaters representation on Marketing, Partnership & Product Development Committees**
- **Support & alignment with CCT's Small Towns & Villages and Outdoor Touring sector work**
- **Meridian reservation/booking and packaging integration with Headwaters website**
- **Online calendar and event integration with Central Counties Tourism**