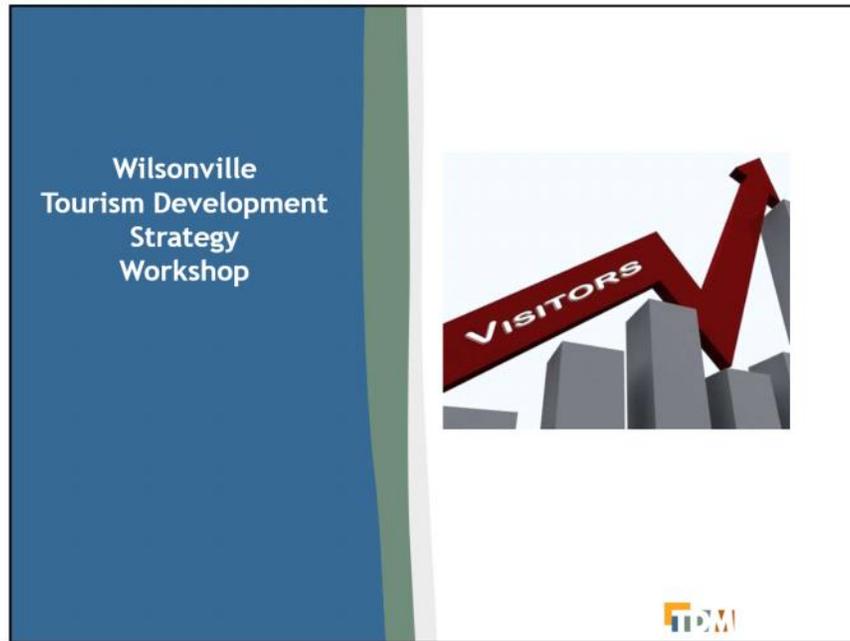


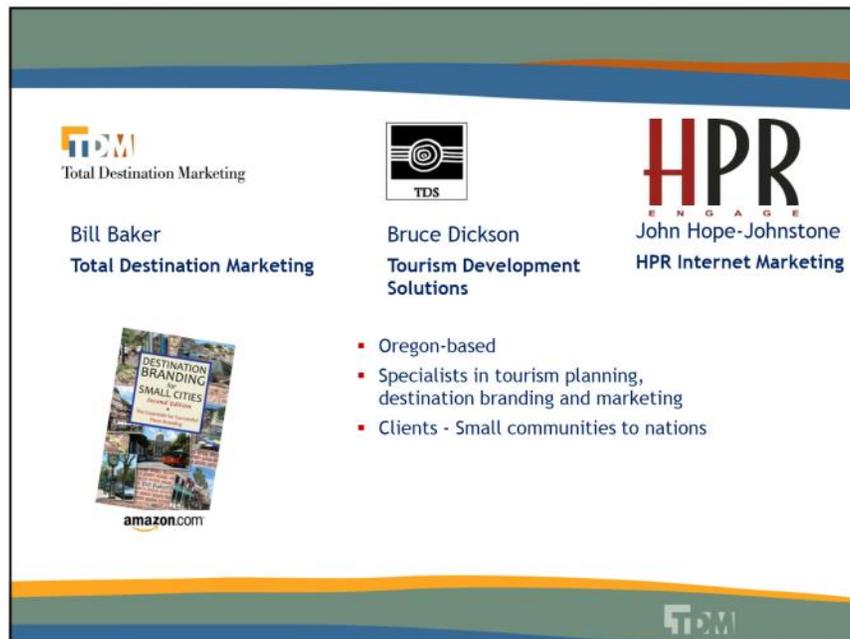
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Wilsonville
Tourism Development
Strategy
Workshop

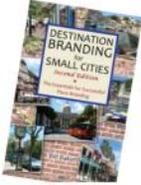


TDM



TDM
Total Destination Marketing

Bill Baker
Total Destination Marketing



amazon.com


TDS

Bruce Dickson
Tourism Development
Solutions

HPR
ENGAGE
John Hope-Johnstone
HPR Internet Marketing
Solutions

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

TDM

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Wilsonville Tourism Development Plan



- Approx. six months
- Interviews
- Workshops
- Community survey
- Tourism Task Force (17 members)
- Draft Strategy March for public comment
- Final Strategy April



What's Tourism About?



10/25/2013

The Stereotype



The slide titled "The Stereotype" features two images. On the left is a man in a straw hat, a floral shirt, and a red lei, holding sunglasses. On the right is a man and a woman dressed in stereotypical tourist clothing: the man in a floral shirt and blue shorts, and the woman in a striped shirt and red pants, both carrying bags.



The Reality



The slide titled "The Reality" features a collage of four images. Top-left: A man in a red vest holding a smartphone. Top-right: A man and a woman smiling and holding wine glasses. Bottom-left: A man and a woman walking away from the camera. Bottom-right: A child in a red baseball uniform holding a bat.

It's Experiential!!!



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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.



Type of Tourists

Types of Tourists

- Transit
- Day trip
- Overnight
- Business
- Leisure
- Special purpose
- Visiting Friends & Relatives (VFR)



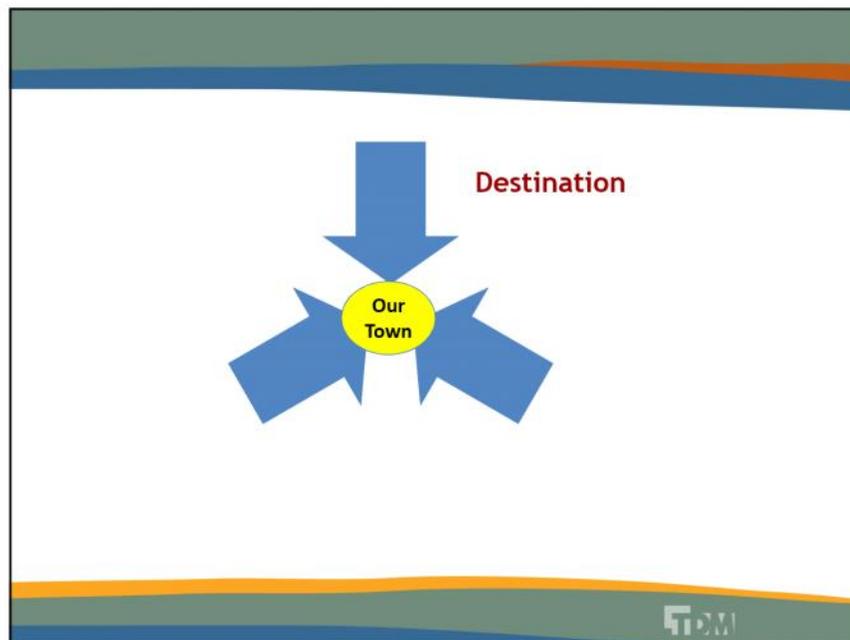
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Motivators

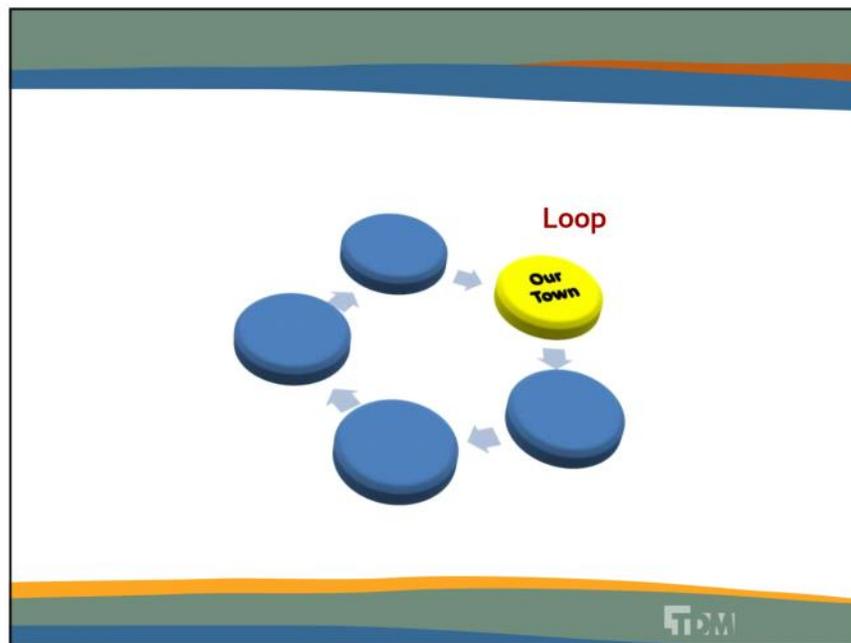
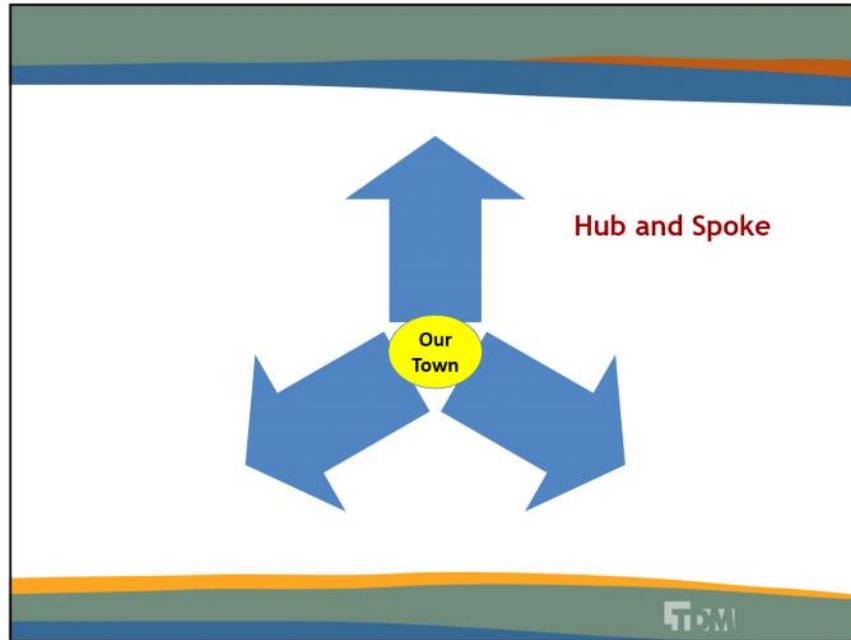


Types of Tourism Attractors

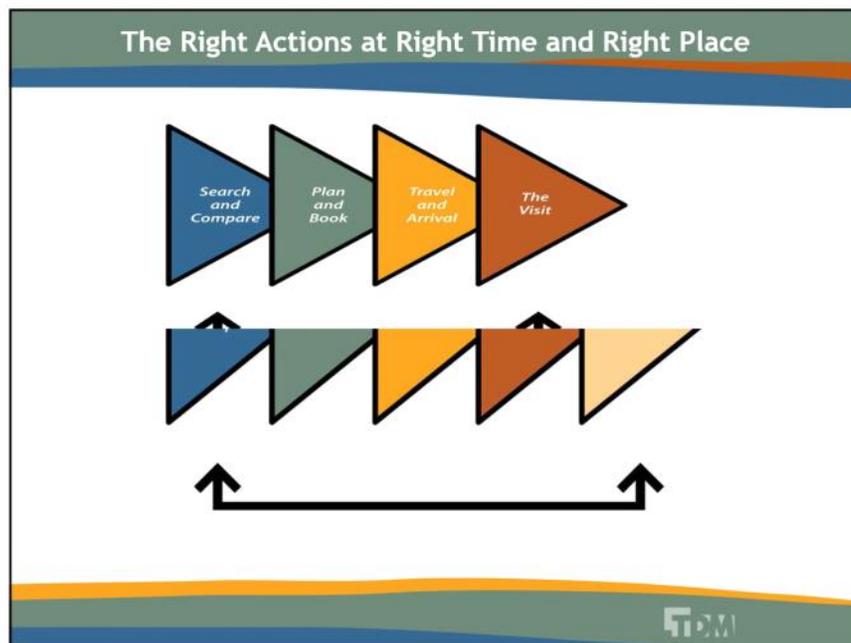
- Natural
- Heritage and culture
- Events and Festivals
- Agriculture
- Special Interests e.g. culinary, bird-watching, shopping
- Sport - passive and active
- Activities e.g. ballooning, fishing, golf
- Business e.g. meetings and conferences
- Affinity e.g. weddings, reunions



10/25/2013



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10/25/2013

What Do You Think?



Before We Start

- An important step to capture your thoughts
- Fast moving
- No speeches - capture headlines
- *"I apologize!"* .. in advance



10/25/2013

Question 1.

A. What do you consider to be the greatest STRENGTHS of Wilsonville from a visitor's perspective?

B. Which strength has the greatest potential to attract visitors?

C. Are there experiences and activities that may be small today but may be major strengths in 5-10 years?



Question 2.

When you consider Wilsonville's major attractors, which ones have the strongest drawing power + greatest potential economic impact for the city?



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Question 3.

What do you consider to be the greatest WEAKNESSES of Wilsonville from a visitor's perspective?

Which is the most important to be addressed?



Question 4.

Do people outside of Wilsonville have an accurate image of the city?



10/25/2013

Question 5.

What is really distinctive (or unique) about Wilsonville and helps it stand apart from other destinations in the Portland Metro area and Willamette Valley.



Question 6.

If you could add anything to strengthen Wilsonville's tourism marketing or how it presents itself to outsiders, what would it be?



10/25/2013

Question 7.

Are there points or moments where the experiences of visitors to Wilsonville could be improved? What are those points??

The diagram consists of five chevron-shaped boxes pointing to the right, arranged in a horizontal line. The first chevron is blue and labeled 'Search and Compare'. The second is green and labeled 'Plan and Book'. The third is yellow and labeled 'Travel and Arrival'. The fourth is orange and labeled 'The Visit'. The fifth is light orange and labeled 'Post Visit'. Below the first two chevrons, there is a horizontal line with an upward-pointing arrow at each end, indicating a relationship or feedback loop between these two stages.

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Question 8.

In TEN YEARS what are the most significant additions that you would like to see in Wilsonville in regard to recreation, leisure and tourism?

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Question 9.

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?



Question 10.

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?



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Question 11.

In your opinion, are there attitudes, systems, regulations, laws or particular challenges that are limiting Wilsonville's tourism performance?



Question 12.

In your opinion, are there any issues that may stand in the way of successful implementation of a tourism strategy for Wilsonville?



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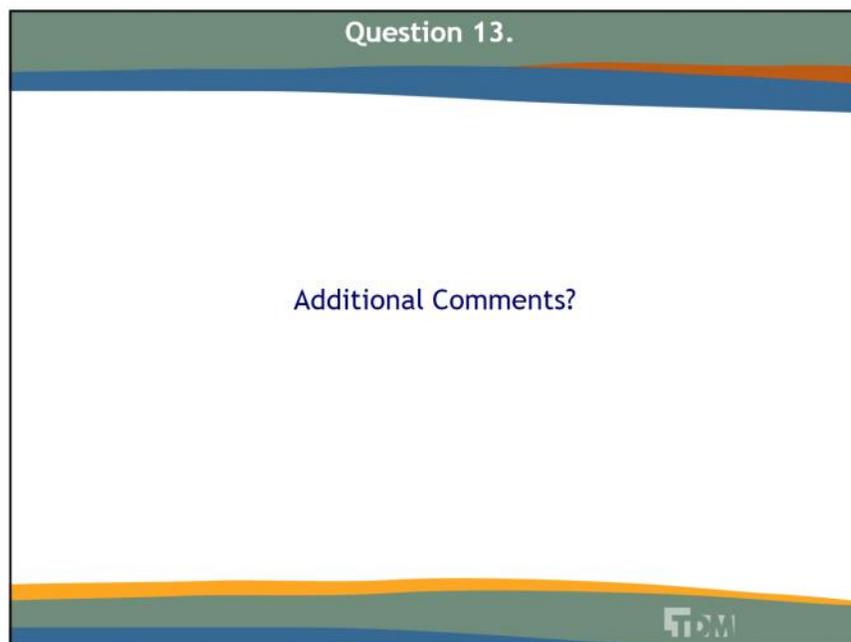


Community Survey

www.DestinationBranding.com/wilsonvillesurvey

TDM

This slide features a decorative border with a dark green top bar, a blue middle bar, and a bottom section with orange, green, and blue layers. The text is centered on a white background.



Question 13.

Additional Comments?

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Next Steps



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Community Survey
www.DestinationBranding.com/wilsonvillesurvey



Thank You

