

Carleton Place Tourism 2021

Carleton PLACE  CHAMBER of COMMERCE
— AND DISTRICT —

The Chamber and Tourism

Provide tourism-based services to the town of Carleton Place including the promotion of Carleton Place to residents and visitors..



A Look Back

What happened in 2020

The arrival of Covid 19 in 2020 has impacted the tourism industry greatly, across the province and around the world. Locally, we were able to pivot sufficiently to see a shortened and quieter season than normal but still realize local visitation. Our busiest season July/August saw about half the travellers that we normally see but fewer local visits(at least to the Information Centre) Higher numbers of day trips, Ottawa traffic, and regional visitation.

Following all safety protocols, we were able to continue to serve clients and visitors while keeping staff safe. This included installation of plexiglass barriers, hand sanitization stations and regularly cleaning and disinfecting of high touch surfaces. As one of the few public restrooms open in the community, we were sought out regularly by out of town traffic.





2020 Deliverables

The Information Centre

The Information Centre was open 7 days a week from January – March 14. We closed to the public as of March 15. During the lockdown, office staff continued to be available at the Information Centre weekdays for calls and to provide information. On June 22 when restrictions were lifted the Information Centre was re-opened to the public with safety protocols in place. We remained open daily from June 22 – Dec 24, 2020, for visitors and residents.



Carleton PLACE

INFORMATION GUIDE
2020



2020 Deliverables

2020 Information Guide

The 2020 information guide was printed and distributed in the spring. 10,000 copies were distributed through the EMC to local residents and 4,000 copies were distributed through the Ottawa Citizen at the end of June 2020. The Information Guide is available at local restaurants and on racks at The Independent, and Freshco throughout the year.

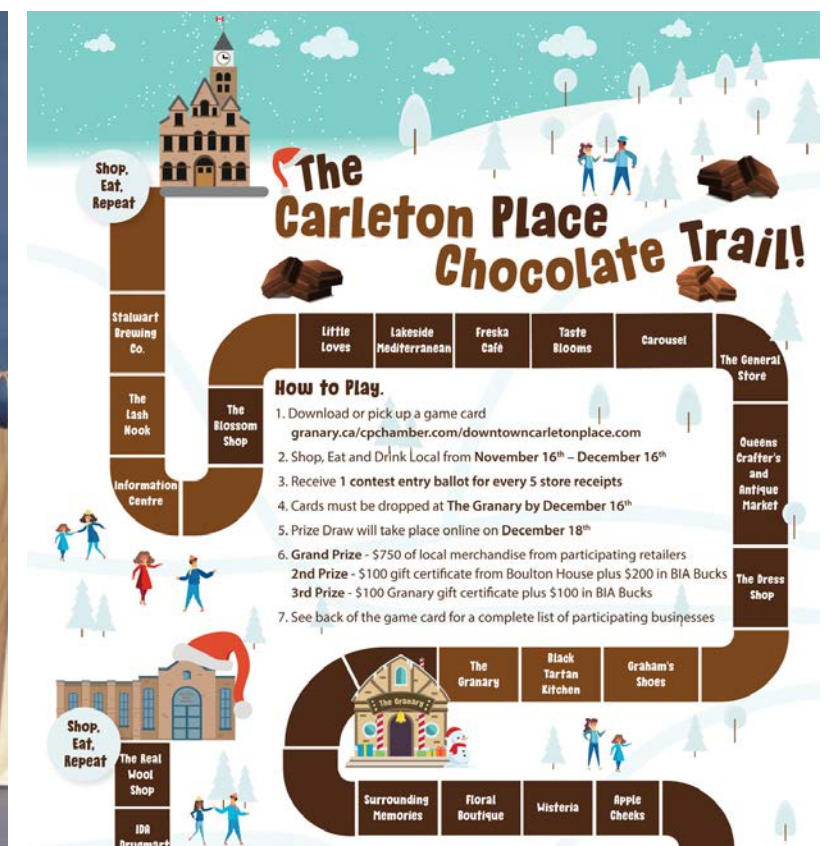
2020 Marketing Materials

- Redesign and printing of Historical Walking Tours (spring 2020)
- Redesign and printing of the Downtown Dining and Shopping map (spring 2020)
- Creation of special local tourism content for social and Chamber website (all year)
- Consistent promotion of Shop Local (all year)
- Design and promotion of The Chocolate Trail map and contest (Nov/Dec 2020)
- Creation of We Shop local Carleton Place e-commerce website (December 2020)
- Design and printing (date pending) of a Carleton Place Graphic Map (Dec 2020)

DISCOVER DOWNTOWN CARLETON PLACE

SEE THESE SPOTS ON THE BACK MAP

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Tourism objectives 2021

01



Market



Build our reputation as a great community to visit, live, and run a business – focus on the attraction of residents, new investment, and expanding business community.

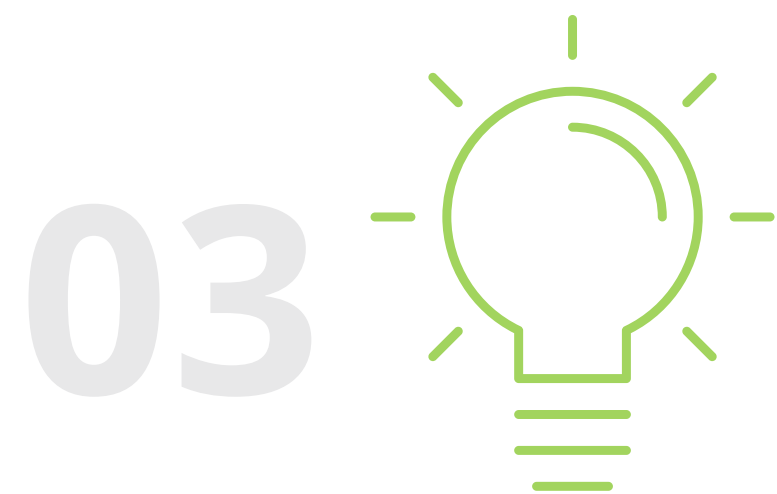
02



Invest



Focused promotion to remind residents to shop local and the value of local.



03 Develop

Work to develop more local experiences that people can do in small groups with their immediate family.



04 Collaborate

Strengthen collaborative partnerships and be ready to leverage a return to tourism.



05 Support

Focus on promoting tourism specific funding for local business where appropriate, leverage tourism grant opportunities to build on community assets, and connect tourism businesses to funding.

Building a Brand and Brand Assets

Carleton Place is full of small-town charm but also offers the amenities of big city living. Geographically we are ideally situated just 30 minutes to Ottawa and steps to waterways, trails, and outdoor experiences. Our boutique shops offer local goods and friendly service and our broad-based retail makeup ensures that a wide array of goods and services are close at hand. In 2021 it's time to take our refreshed brand and brand promise to the next level and remind people about just how great it is in Carleton Place.



Tourism Projects 2021

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2021 Guide

Focus this year will be on local experiences for people who live and work in the area. More about ALL of the great assets we have in our community and the value of living a local lifestyle. A complete local resource for residents and visitors.

More assets

Development of print and digital assets that will showcase our community. This includes printing of tear-off graphic maps (yes people still want paper!) as well as digital assets that complement. Creation of stand-alone itineraries, more great images, and local stories.

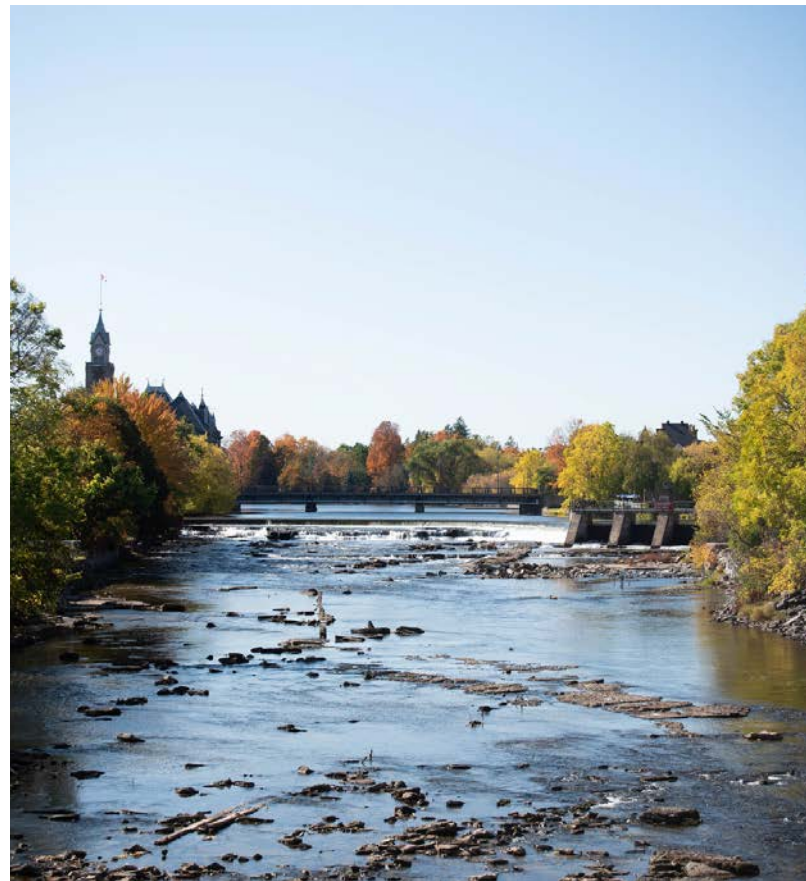
Creation of CP Tourism Profile

Working with town staff, create a CP Tourism social profile to include Instagram, Twitter, and Facebook. Daily posts, including images, fun facts, behind the scenes. A place to promote and showcase our great community.



Enhanced Collaboration

Work more purposefully with local tourism partners to find funding, create resources and support local tourism businesses.



More photos

Continue to build on local image bank and create a more centralized portal for community partners to access high quality images.



Leverage Funding Opps

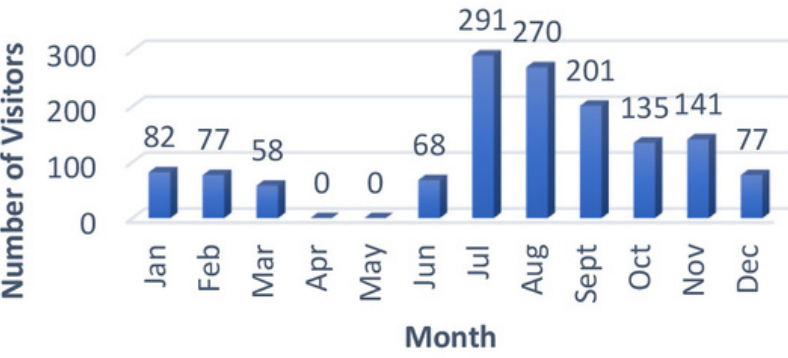
Apply for student grants with a focus on research and growth opportunities in tourism.

Visitation

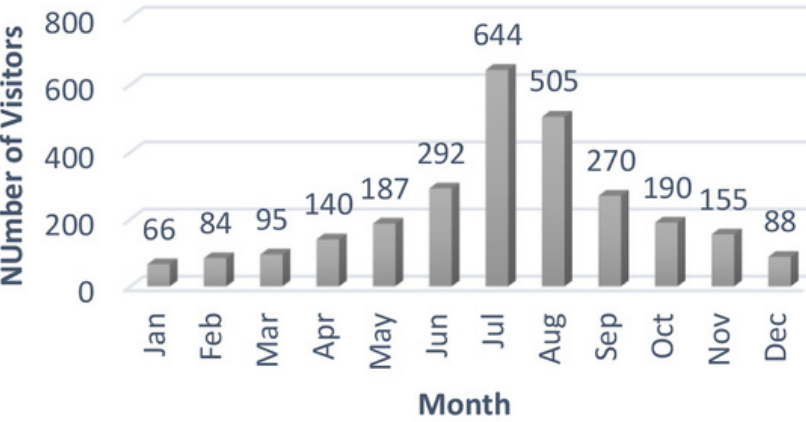


Year	2020	Year	2019
Number of visitors	Number of visitors	Number of visitors	Number of visitors
Month	Month	Month	Month
Jan	82	Jan	66
Feb	77	Feb	84
Mar	58	Mar	95
Apr	0	Apr	140
May	0	May	187
Jun	68	Jun	292
Jul	291	Jul	644
Aug	270	Aug	505
Sept	201	Sept	270
Oct	135	Oct	190
Nov	141	Nov	155
Dec	77	Dec	88

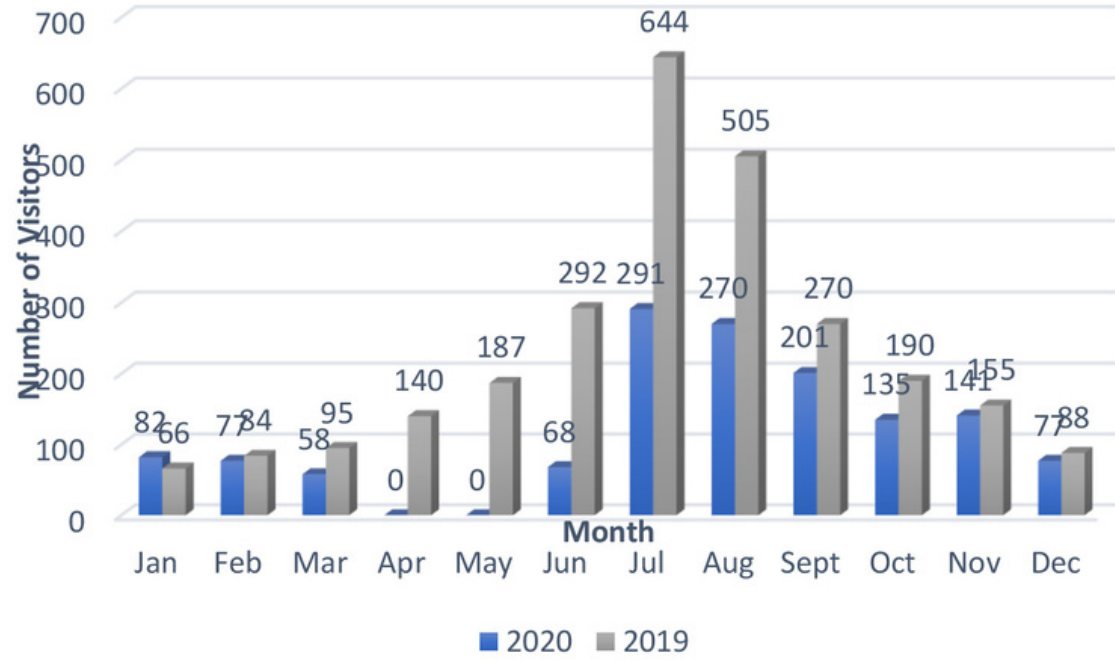
Number of Visitors by Month
2020



Number of Visitors by Month
2019



2019-2020 Visitor Comparison



Investment

Tourism Working Budget - 2021

ACTIVITY	BUDGET	DESCRIPTION
Hosting of the Information Centre, participation in community festivals and	\$28,501.00 (including employers MERCS 7 days	Info Centre - open 7 days a week (exception - we will close Sundays Jan - March in 2021) (33% for weekdays (35 hrs week) + weekend time, volunteers at all downtown tourism events and activities
Tourism Centre Operating Costs	\$6,208.00	1/3 of total operating costs: supplies, insurance, maintenance, telephone/internet plus cost of flowers, signage
Development of guide including cover design, project management, coordiantion of text and images, AD sales	\$3,000.00	Creation of a local functional guide to be used by locals and visitors to discover and explore the assets in our community. Give profile to community groups and business. Includes time to develop calendar of events, content, photos.
Distribution of Guide	\$5,000.00	Locally and across the province, extra production costs.
Postage	\$500.00	
Industry Visibility and Partnerships	\$2,000.00	Attend meetings for regional tourism including Lanark County Tourism Association and Ontario Highlands Tourism Organization (OHTO), millage, write grants for funding, supervise summer students, support regional offering and find fit for local businesses and services, training opportunitites and grants through OHTO. (6 hrs per month)
Membership Fees	\$520.00	Membership Fees for LCTA, OHTO.
Other Services		create tourism assets for community as needed
Total Fee for Service	\$45,728.00	



Questions?