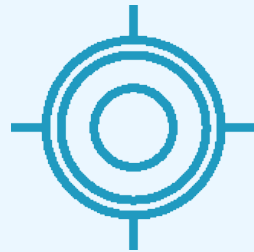


# Envisioning the Livable Destination



Advocacy Summit 2020



# Unpacking the Conversation



David  
Holder



SeonAh  
Kendall



Cody  
Chomiak



Tina  
Valdecanas

- Leveraging Tourism for Growth
- Leveraging Tourism through COVID
- Building Greater Relevancy

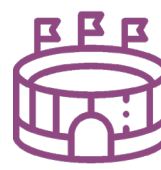
# Leveraging Silos



## Tourism Promotion



## Community

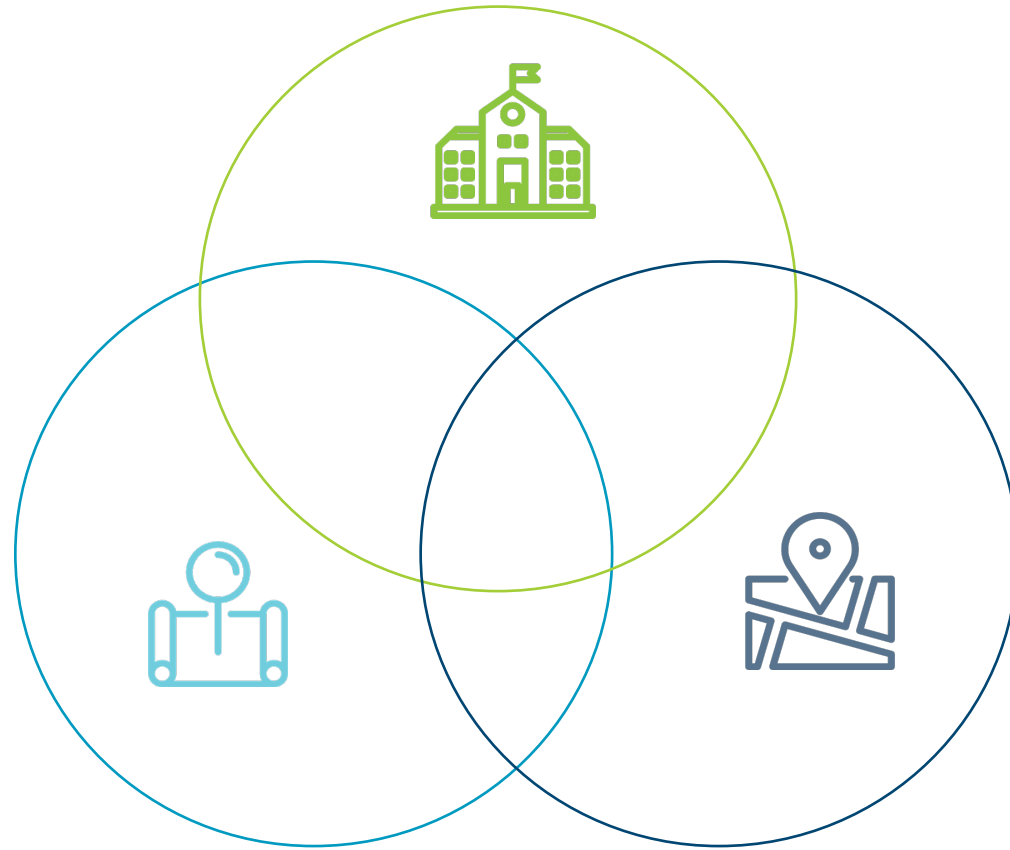


## Econ Development





# Identifying Alignment





# Creating Community **Shared Value**

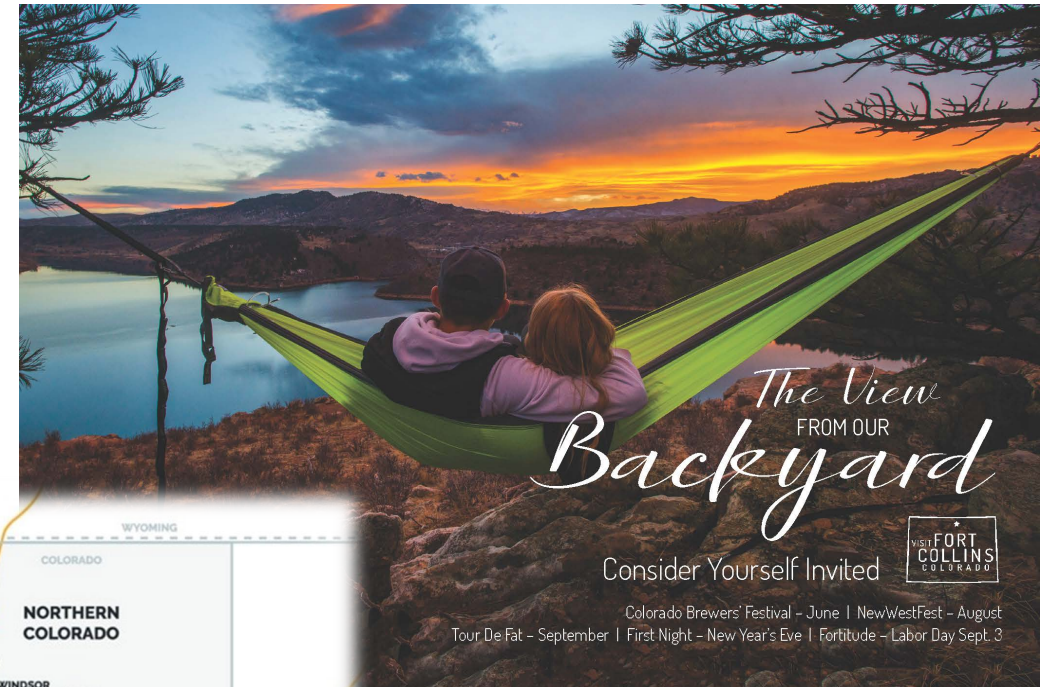
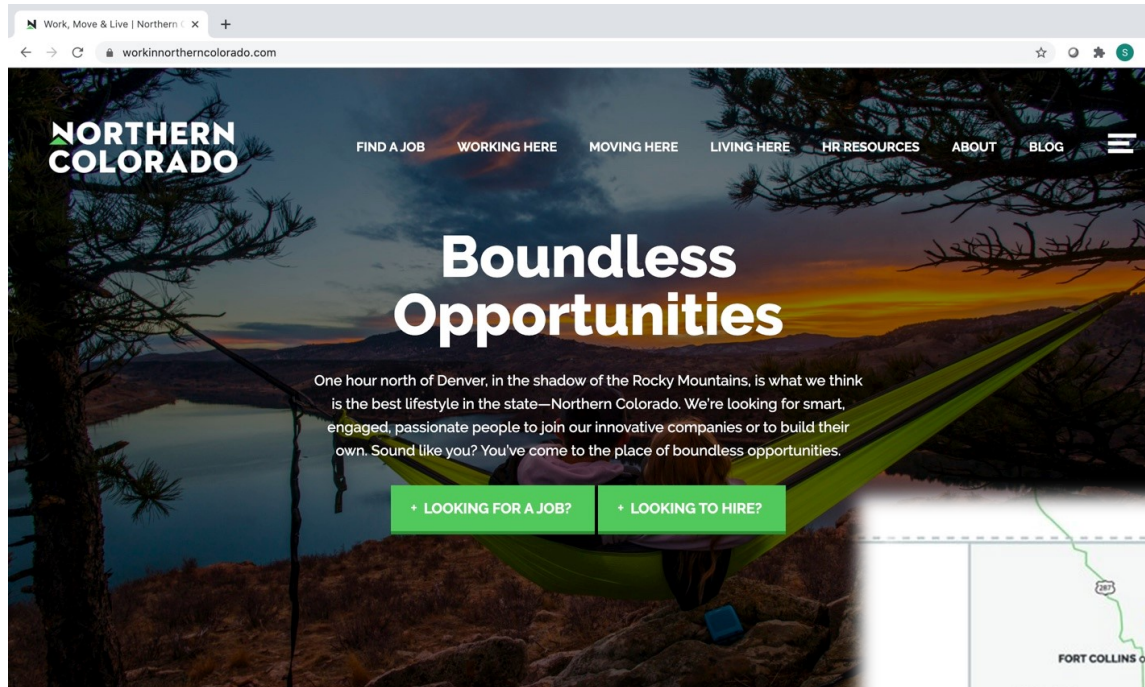




1.

How can tourism  
and economic  
development  
engage to support a  
community's  
economic health?









# 1

## **Coordinated messaging through both tourism and economic channels for increased amplification and engagement.**

- Campaigns and initiatives take a holistic approach
- Both channels can dive into specific expertise (tourism = Visitation, Economic = Business)
- Where both channels intersect is quality of life
- Deployment of content can be cross-promoted



# Case Study: Winnipeg “Winterpeg” Campaign

- Tourism channels focused on things to see and do



## winterinwinnipeg

*Here in Winnipeg we don't just embrace winter, we hug it tight with two gloved hands then shape it up to make one of the most creative cities you've ever seen. We provide the opportunity to get (nearly) nose-to-nose with swimming polar bears, and have attractions & events that epitomize the phrase, "winter wonderland."*



# Case Study: Winnipeg “Winterpeg” Campaign

- Economic channels focused on the Winnipeg Advantage



# 2

**Owning the data. EDW's market intelligence team has allowed for greater leverage to gather data and profile the sector.**

- Better reporting on all sectors (tourism included) can be used for advocacy and support
- Outcomes have included attractions feeding us real-time visitation data, so we can determine who's up/down and how our activities impact their visitation

# 3

**Talent attraction. Effective talent attraction relies on economic and tourism to tell the whole story.**



**New Website:** [www.liveinwinnipeg.com](http://www.liveinwinnipeg.com)







2.

How can tourism  
and economic  
development  
partner to help  
communities work  
through COVID?

# 1

## Sharing of technology and infrastructure

- Virtual tours tool redeployed for FDI (foreign direct investment) and Talent teams

### Your Customized Tour of Winnipeg



#### Winnipeg's James Armstrong Richardson International Airport

Each video has a unique description that can be modified to speak to the specific audience you are addressing. Aenean sed adipiscing diam donec adipiscing tristique risus nec feugiat. Tempor nec feugiat nisl pretium fusce. Integer malesuada nunc vel risus commodo. Ipsum nunc aliquet bibendum enim facilisis gravida.



#### Victoria Inn

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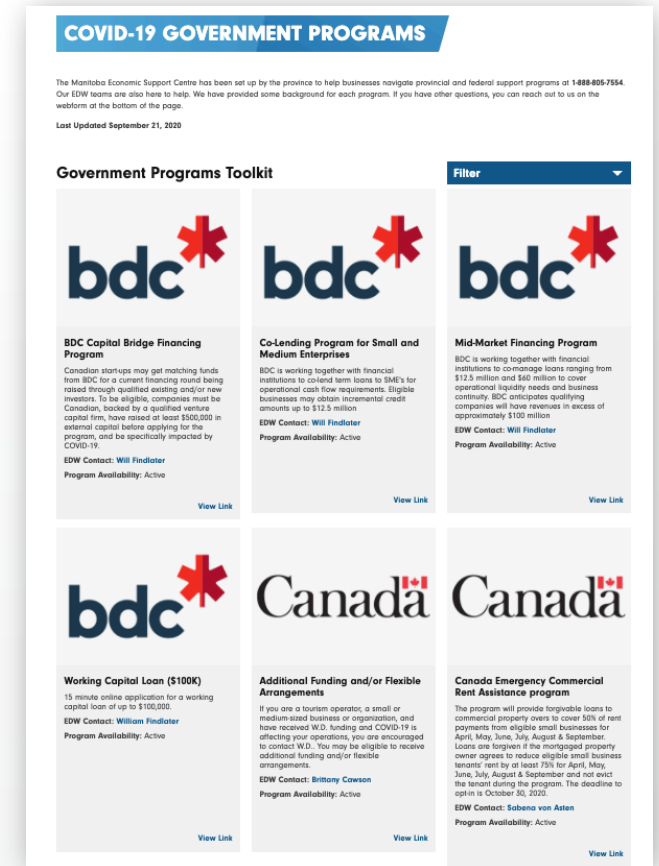
#### City Tour

Morbi non arcu risus quis varius quam quisque. Tempor nec feugiat nisl pretium fusce id velit ut tortor. Cras semper auctor neque vitae. Risus viverra adipiscing at in tellus integer. Erat pellentesque adipiscing commodo elit at imperdiet dui accumsan.

# 2

## Help tourism businesses navigate programs

- Economic business development team was redeployed to help businesses (including tourism businesses) navigate government programs






# 3

## Cross promotion of content for supporting local businesses

- EDW has provided input to influencer and shape policy decisions
- EDW has been an advocate for the tourism sector to illustrate economic impacts

**NEWSROOM**



Find great local souvenirs like these at The Forks market. (Photo: Mike Peters)

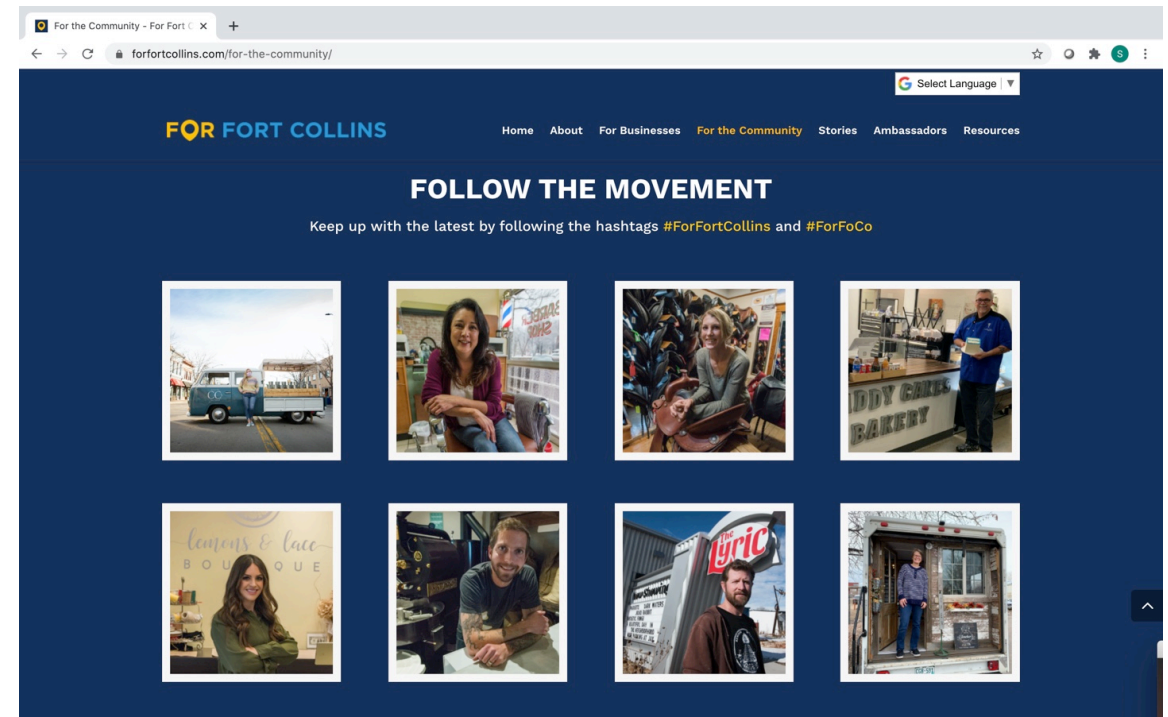
**SHOP EARLY, SHOP OFTEN, SHOP LOCAL**

By: Eleanor Coopsammy // October 28, 2020

Canada Post is already warning people to shop early and often to make sure all those holiday gifts get to where they need to go on time.

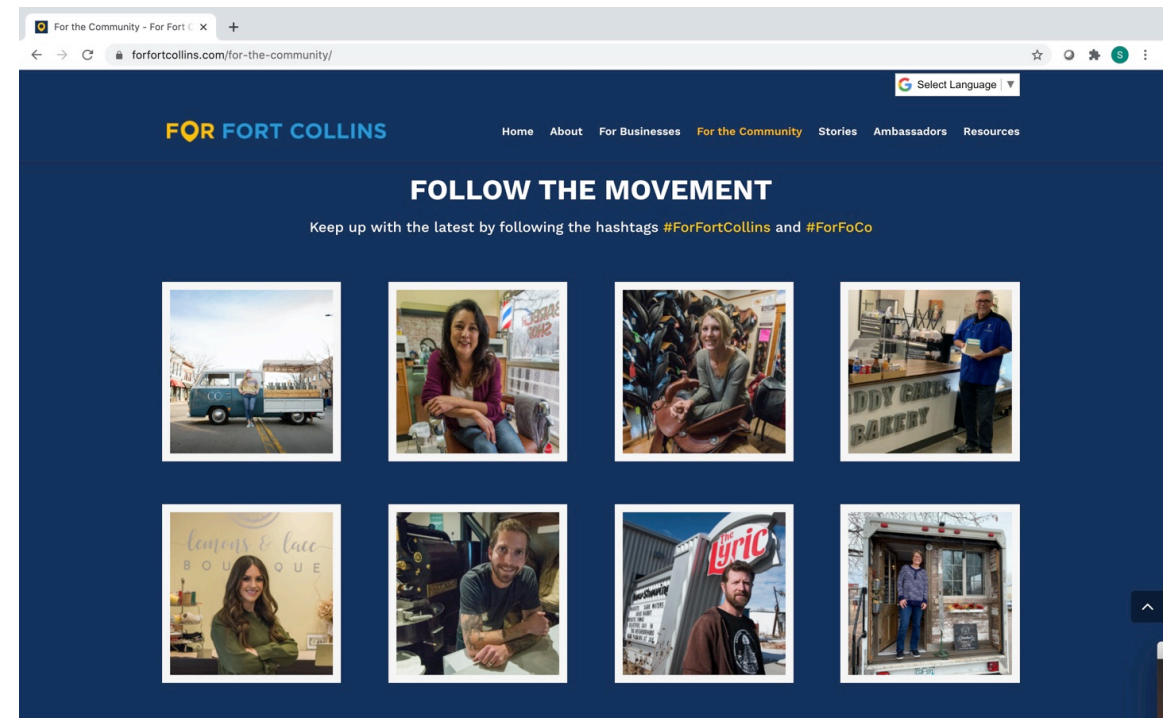
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## Constant communication and collaboration





## Constant communication and collaboration









# Economic Recovery: Keep NoCo Open – Regional Campaign

20-22647



SOCIAL  
DISTANCE



WEAR A  
FACE COVERING



WASH HANDS  
FREQUENTLY



When in Doubt  
OPT OUT



BE KIND  
and Patient



SUPPORT  
LOCAL BUSINESS



# Economic Recovery: Keep NoCo Open – Regional Campaign





# Economic Recovery: Keep NoCo Open – Regional Campaign





# Economic Recovery: Keep NoCo Open – Regional Campaign





# Economic Recovery: Keep NoCo Open – Regional Campaign





# Economic Recovery: Keep NoCo Open – Regional Campaign





# Economic Recovery: Keep NoCo Open – Regional Campaign









# Economic Recovery: Keep NoCo Open – Regional Campaign









# Outcomes Beyond the Tourism Vertical...

Programming based alignment



Direct benefit reporting

# Advocacy as the Livable Destination

Providing benefit and strategic interaction with Municipal partners and economic development creates a more livable destination.





# Relationships Drive **Livable Destinations**

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Look beyond tourism-specific strategies and metrics

Destinations need a system to guide and measure their role in contributing to community value & enhancing quality of place



# Thank you!



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