



COMMUNITY
TOURISM
FOUNDATIONS®

Community Tourism Foundations® Program

KIMBERLEY TOURISM PLAN

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Kimberley Tourism Plan - Summary

KIMBERLEY TOURISM PLAN 2007 - 2012

THE VISION

To successfully market and facilitate the development of a unique all-season resort community, where stakeholders demonstrate total commitment to strengthening the tourism economy; the visitor experience is characterized by quality, seamless service delivery; and, the entire community appreciates the benefits.

THE ORGANIZATIONAL STRUCTURE AND MANAGEMENT OF TOURISM

The Organizational Structure

GOAL :

To build a public-private partnership-based organizational structure that has the capacity, resources and commitment to develop and promote the tourism industry in Kimberley in a manner that will significantly increase the competitiveness of the resort municipality.

STRATEGIC ACTION AREAS:

1. Establish a new Destination Management Organization (Tourism Kimberley) that has responsibility for taking a lead role in implementing the tourism strategy and is committed to being a results-oriented leader in the development of Kimberley's tourism industry.
2. Appoint an Executive Director to Tourism Kimberley.
3. Identify a viable location for Tourism Kimberley and locate the new organization in the premises with appropriate operational infrastructure.
4. Establish a Festival, Arts and Culture Advisory Committee for Tourism Kimberley.
5. Establish a Marketing Advisory Committee for Tourism Kimberley.
6. Establish a sustainable funding formula that will enable the effective implementation of the Tourism Plan and will ensure the growth of the tourism economy.

The Management of Tourism

GOAL :

To undertake key destination management functions that will strengthen the competitiveness of Kimberley as a destination and will increase the effectiveness of related marketing and product development initiatives.

STRATEGIC ACTION AREAS:

7. Establish a comprehensive tourism research and market intelligence program and use this information to maintain a market-focused industry.
8. Determine the value of tourism to the local economy.
9. Ensure tourism operators have an understanding of market expectations and are aware of quality assurance programs and standards.
10. Facilitate access to appropriate training and professional development programs for stakeholders.
11. Commit to integrating the development and promotion of tourism with Kimberley's land-use and economic development policies.

PRODUCT DEVELOPMENT AND VISITOR EXPERIENCE

Product Development

GOAL :

To provide diverse product offerings that deliver exceptional and memorable authentic experiences and are balanced with community assets and capabilities.

STRATEGIC ACTION AREAS:

12. Develop and maintain a comprehensive electronic database of product inventory and related tourism services.
13. Work with stakeholders to create a stronger sense of place.
14. Develop a winter tourism product strategy.
15. Develop a nature-based / adventure tourism strategy for summer and shoulder seasons.
16. Work with the heritage, arts and cultural sector to strengthen Kimberley's related product offerings.

17. Work with partner organizations and stakeholders to increase access to family oriented facilities and programs.
18. Consolidate Kimberley's existing festivals and events and identify opportunities to strengthen and develop this sector.
19. Work with partner organizations to develop a meetings and conventions strategy.
20. Work with partner organizations to develop a sport tourism strategy.
21. Develop a tourism business mentorship and support program.

Visitor Experience

GOAL :

To deliver a quality destination experience that meets or exceeds visitor expectations.

STRATEGIC ACTION AREAS:

22. Improve all aspects of customer service within the community.
23. Continue to improve tourism related infrastructure and destination appeal.
24. Develop seamless and convenient access to service delivery.
25. Promote environmentally and socially responsible visitor experiences.

MARKETING AND COMMUNICATIONS STRATEGY

External Marketing Strategy

GOAL :

To increase market awareness of Kimberley and to generate a greater volume of visitors, increased visitor spending and extended length of stay.

STRATEGIC ACTION AREAS:

26. Increase independent leisure travel visitation and length of stay to Kimberley.
27. Develop a web-based marketing strategy.
28. Undertake a community branding strategy.
29. Create marketing development plans for priority and emerging product sectors.
30. Work with the travel trade to encourage an increase in group travel.

31. Maximize hosting opportunities to generate repeat visitation and/or longer length of stays.
32. Generate increased media exposure of Kimberley.
33. Develop effective marketing feedback and control systems.

Communications with Local Industry and the Community

GOAL:

To build awareness, appreciation and support for the tourism industry as a critical element of Kimberley's economy.

STRATEGIC ACTION AREAS:

34. Execute an effective public relations strategy that positions Tourism Kimberley as the lead voice for tourism in Kimberley.
35. Generate an awareness and appreciation for the tourism industry within the local community.