

## **COMMITTEE OF THE WHOLE – FEBRUARY 19, 2007**

### **DISCOVER VAUGHAN TOURISM GUIDE**

#### **Recommendation**

The Commissioner of Economic/Technology Development and Communications in consultation with the Director of Economic Development recommends:

That this report be received for information purposes only.

#### **Economic Impact**

There is no economic impact related to this report, as it is an information item.

#### **Purpose**

The purpose of this report is to provide Council with information with respect to the details of publication and distribution of *Discover Vaughan*, the complete tourism guide to the City of Vaughan and the completion of a key recommendation for the first year of the City of Vaughan's Five Year Tourism Action Plan.

#### **Background**

The City of Vaughan Tourism Strategy and Five Year Action Plan was adopted by Council in June 2005. The Five Year Action Plan recommended the development of a tourism brochure in Year One, i.e. 2006, as the primary communications tool providing residents and visitors alike with information on the all there is to do, to see, to experience and enjoy in Vaughan while contributing to the Vaughan economy.

In early 2006, the Economic/Technology Development department issued a list of specifications for our Tourism Guide to five Vaughan-based printing and publishing companies inviting them to quote on the following elements: artwork, design/creative and advertiser sales solicitation, print, production and delivery.

Impact North/Whatever Publishing offered to provide all required services, including solicitation for advertising revenues whereby they would assume all risks and costs associated with the publication. The publication could thus be realized without any financial exposure for the City by partnering with this company. Impact North/Whatever Publishing chose St. Joseph's Printing as the company to print the publication.

*Discover Vaughan* has evolved into a public private partnership, with Whatever Publishing assuming the risk for design, advertising sales revenues and printing of and distribution of 80,000 units. The City of Vaughan provided strategic guidance on content with respect to tourism criteria as well as providing support to Whatever Publishing's advertising solicitations through direct appeals for advertising support from all key stakeholders in tourism related businesses in Vaughan.

#### **Discover Vaughan Tourism Guide**

*Discover Vaughan Tourism Guide* is a 134 page distinctive publication, sized 10" by 6", printed in four colour throughout and perfect bound. High quality paper stock and publishing by St. Joseph's Printing of Vaughan establishes *Discover Vaughan* as an award winning tourism guide.

Content includes brief notes on Vaughan's history, information on attractions, accommodations, restaurants, Festivals and Events in 2007 and a fold out map locating key venues in the city.

#### The Vaughan Tourism Strategy

The Vaughan Tourism Strategy stressed that the greatest opportunity for the City of Vaughan is to attract the friends and relatives visiting Vaughan residents and the residents themselves. The "VFR" (visiting friends and relatives) market is the largest tourism segment in York Region and the way to approach this group is promoting Vaughan to its own residents. *Discover Vaughan* is the first step in a process to make residents of Vaughan "tourism ambassadors" for their city.

*Discover Vaughan* provides a concise reference to the key "tourism" attractors in Vaughan including accommodations, retail opportunities, outdoor experiences, dining, cultural and entertainment venues.

To support the launch of *Discover Vaughan*, a local media campaign will reinforce the message to residents of their role as "tourism ambassadors" for Vaughan. The emphasis will be on discovering Vaughan first, buying locally and ensuring that visiting friends and relatives stay in Vaughan hotels, shop locally, dine in Vaughan and experience all Vaughan has to offer.

There are a number of ways we can measure the initial success of *Discover Vaughan*.

1. *Discover Vaughan* Value Card Activations
2. Value proposition redemptions at participating merchants in the Value Card program
3. Web site orders for *Discover Vaughan*
4. WhateverClub.ca registrations
5. Hotel guest usage of *Discover Vaughan*
6. Resident fulfillment through the distribution at libraries, community centres and events

These numbers will provide initial feedback on the utilization of *Discover Vaughan*. Longer term resident and merchant surveys with respect to "buying Vaughan first" will allow us to quantify changes in expenditure patterns and measure increased economic benefits to the community.

#### Distribution Strategy for *Discover Vaughan*

The distribution strategy for *Discover Vaughan* ensures extensive reach.

Whatever Publishing will distribute 80,000 copies via a Canada Post mail drop the last week of January 2007.

- 72,000 copies of *Discover Vaughan* to residences in Vaughan
- 8,000 copies of *Discover Vaughan* to businesses in Vaughan
- 5,000 copies of *Discover Vaughan* distributed among *Discover Vaughan* advertisers

Economic/Technology Development Department will distribute 15,000 copies through a variety of methods.

- Vaughan hotels will place a copy of the *Discover Vaughan Tourism Guide* in each hotel room
- [www.vaughan.ca](http://www.vaughan.ca) web call to action to "Order Your Brochure Today" on City's tourism home page
- Distribution through Vaughan Public Libraries, Community Centres and Civic Centre
- Distribution throughout 2007 at multiple travel industry trade shows.
- York Region Tourism web site link.
- Inside the Tourism Toronto 2007 brochure (850,000 circulation), we will place a "Call to action" ad inviting their readers to order the *Discover Vaughan Tourism Guide*
- Corporate and Group request fulfillment.
- Distribution to new business transitioning to Vaughan (a copy for each employee)
- Insert among Delegate Attraction materials for 2009 Communities in Bloom National Conference to be held in Vaughan
- Media launch and releases to travel editors of consumer and travel trade publications

- Dreamscapes, the national travel magazine of The Globe and Mail will carry a feature on *Discover Vaughan* as well as offering a brochure fulfillment opportunity in the March 2007 issue
- Discussions are underway with OTMPC (Ontario Tourism Marketing Partnership Corporation) to carry the guide in their roadside Information Kiosks in Ontario

### **Relationship to Vaughan Vision 2007**

*Discover Vaughan* has resulted from the recommendations contained in the Vaughan Tourism Strategy and Five Year Action Plan approved by Council with the view to strengthening the City's diversified economic base through tourism contained in item 2.5 of Vaughan Vision 2007.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

### **Conclusion**

The Economic/Technology Development Department is well underway in the execution and delivery of the key recommendations of the Five Year Tourism Action Plan. The development and delivery of a tourism guide through a unique public private partnership with Whatever Publishing has resulted in a powerful Tourism Guide staff believes will be kept as a valued reference tool which will inspire residents, businesses and visitors to visit and spend in Vaughan.

### **Report prepared by:**

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Respectfully submitted,

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Commissioner  
Economic/Technology Development  
And Communications

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