

# Summer 2022 End of Season Report



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## Overview

The purpose of this report is to address the information collected throughout the 2022 Summer Season at the Tourism Office. This information is for the Township of Huron-Kinloss and provides a summary of important data including tourism traffic, events successes and failures, Chamber tasks, social media insights and promotion, and other important office tasks contributing to the success of the Tourism Office. The Lucknow Tourism Office opened on May 18, 2022, and runs through the summer until Labour Day Weekend, which is September 5<sup>th</sup>, 2022.

## Tourism Office Traffic

During the first few weeks of opening the office, traffic was slow but became steady as we moved into June and the weather became warmer. More people were out and about in Lucknow during the month of June. In total, there were 5 people who came into the office during the short duration of May that the office was open, and 28 people during the month of June. As pictured in the table below, there was a combination of adults and children who entered the office for a variety of reasons.

### May 2022

<i>Gender</i>	<i>Number of People</i>
<i>Male</i>	3
<i>Female</i>	1
<i>Child</i>	1
<b><i>Total</i></b>	<b>5</b>

### June 2022

<i>Gender</i>	<i>Number of People</i>
<i>Male</i>	11
<i>Female</i>	14
<i>Children</i>	3
<b><i>Total</i></b>	<b>28</b>

There were several people in the months of May and June who entered the office to use the washroom and ended up taking a few brochures while they were visiting. I would direct people to Huron-Kinloss brochures, like the Art Exhibits and Historical Walking Tours, as well as ask them if there was anything specific that they were looking for. Several people expressed interest in cycling and trails maps, camping brochures, and swimming pool schedules for the Lucknow Pool. Further, during the month of June we had a few children come into the office as they were participating in Yard Games outside and wanted to cool down from the summer heat.

As the summer progressed, there was a slight increase in traffic, which could be attributed to cottagers, tourists and families coming into the area for various reasons such as camping, visiting family and just looking for activities around Huron-Kinloss. The month of July was the busiest month of the summer, bringing in 83 people, a combination of visitors and attendees of Tourism Office events. Many visitors expressed interest in Huron-Kinloss events. It is also worth noting that we had several people asking about the Ice Cream Trail and if they were able to participate in that this year. Other inquiries included Bruce County Maps, events calendars, swimming lessons, dining guides and Sip and Paint night. During the Summer Carnival event, we had a larger group attendance, including 5 adults (1 male, 4 female) and about 10 children who participated in the Carnival Games.

### July 2022

<i>Gender</i>	<i>Number of People</i>
<i>Male</i>	30
<i>Female</i>	30
<i>Children</i>	23
<b><i>Total</i></b>	<b>83</b>

### August 2022

<i>Gender</i>	<i>Number of People</i>
<i>Male</i>	23
<i>Female</i>	27
<i>Children</i>	6
<b><i>Total</i></b>	<b>56</b>

During the month of August, tourism traffic slowed down a bit, despite the influx of people coming to the town for the Music in the Fields Festival. There were less events planned for this month, which likely contributed to the decrease in traffic. Further, there is one week during the month where Tourism Traffic is not accounted for, which also likely impacted on the accuracy of these figures. During August, we had more people asking about the swimming pool schedule, as well as Bruce County Maps, and the Ice Cream Trail.

### Tourism Office Events

There were several events hosted by the Tourism Office throughout the summer. These included Summer Carnival, Yard Games, and Photo Contest. Other events that were initially planned but were not executed or completed include Scavenger Hunt, Art Crawl, and Summer Games. The following subsections of the events section will further explain what happened, how it went, what was spent and what didn't go as planned.

- **Summer Carnival**

This event was executed on July 30 and was a good success overall in terms of turnout for guests and interest in the event. Some successes worth noting are the participation of the kids and parents in games, the prizes and guessing booth, water balloons and the Chuck a Duck game. Some issues arose during the event including that the wind was blowing away some of the games that were planned. Further, setting up was more difficult as one person and managing the games at the same time was also a challenge. It would have been helpful to have an extra hand during this event, but overall, it went well. Having parents present was necessary and I am glad they stayed during the event. It was not as exciting as we had initially hoped as we were unable to get a face painting artist as entertainment, and so other games were DIY'd in place of this. The water balloons were the highlight of the event, as the kids could not get enough of them, and I filled several packs of balloons for games. It was great to see the kids getting excited over the games.

In the budgeting of this event, I had allocated \$150 for the planning and execution of the event. Only about \$115 of the \$150 was spent on the event. Most of the budget was spent on DIY games, photobooth, and prizes for the kids.

- **Yard Games**

The Yard Games events were a combination of successful and unsuccessful as we had a fluctuation of people who visited and participated in the games. On hot days, it was evident that less people were willing to stop by and play games, which is why having a “cool” or frozen snack was more of a selling point for the event. On July 23, a Yard Games event was hosted outside of the office, and this was the most successful event in terms of numbers and participants. During this event freezies were offered to guests, which was a great addition to the event on a hot day. In the future, this event would work well in a shady area rather than in the hot sun, although it is difficult to monitor the games from the office if they are in a different location.

In the budget proposal, \$75 was allocated for yard games related expenses, which would be for snacks in this case. In total, about \$20 was spent on snacks for the Yard Games.

- **Photo Contest**

The Huron-Kinloss photo contest was inspired by another Tourism location in Bruce County. The photo contest was another event that struggled to get attention and participation from locals and tourists. I believe this event could have been more thought out during the planning process (I.e., different categories, different prizes) to give more time for promotion and participation. Although the event was open for a few weeks, there was not much interest sparked by our social media presence. Overall, the photo contest is a good idea that requires a little extra push through all aspects of promo in order to see more success.

- **Scavenger Hunt**

The scavenger hunt was an ongoing event that was planned early in the summer but never came to fruition. I had made a document of 10 clues that were to be laminated and placed across town as a “town-wide” walking scavenger hunt. The reason this plan didn’t work out was because the clues were difficult to make and not concise in a way that would be easy for the person playing the game to find. I found that I struggled to incorporate Lucknow facts/history into the game. I was also concerned about leaving clues outside in town because they could be misplaced or moved, which would mess up the game. It was not reasonable to have to check every clue spot every day to make sure they were in the right areas. This game could have worked out if I had spent more time considering these issues and working around them before committing to the game.

- **Art Crawl**

The Art Crawl was initially planned for mid-august, but the date was moved to September in order to have more time for planning. The most crucial component of this event was gaining the interest of Artisans in the local area and organizing the Crawl to be held across town. Numerous issues arose during the planning process, including that the event could not be held outside of businesses in the town as I had hoped. Further, there was not enough interest in this event, despite posting on social media accounts, putting up posters around town and reaching out to Artists and Galleries nearby. It would have been ideal to have at least 5 Artisans to be featured, but we only had 2 reach out. Unfortunately, the event did not happen due to this. Other contributing factors include that I felt overwhelmed trying to plan this event on my own, as there were many details that had to be finalized within a certain time frame, in which I was very busy with other tasks. I feel that having more interest in the event would have made it more successful, and this could have been promoted more on Tourism social media to build interest.

- **Summer Games**

The Summer Games event was going to be a version of the Yard Games event, but with more competitive activities for kids such as the Egg on a Spoon Race and Bingo. Other aspects of the event were focused on craft making for those who were not interested in competing in the games. The reason this event didn’t happen is because there was not enough time left in the summer to properly advertise and host the event to the capacity that would allow a competition to happen. Seeing the unpredictability of participation in Yard Games events contributed to the decision not to move forward with Summer Games.

## **Chamber Tasks**

This summer I was pleased to work with the Chamber of Commerce to complete a couple tasks for them which included the Lucknow Grocery Brochure and MITF Coupons Sheet. The Brochure was initially started in the early months of the summer and through the editing process, with the help of Dionne from the Chamber, we were able to have the brochure printed out for MITF weekend. The Brochure was created as a guide for Lucknow locals and visitors to help

them find all their grocery shopping needs here in town. The brochure was designed to make it simple for shoppers to find what they were looking for through our “departments” categories and featured the businesses’ information on the backside for easy access.

The MITF Coupons Sheet was another project that I worked on this summer for the Chamber, and it ended up coming out well. Other than a spelling mistake, I think the coupons were a success for the Tourism Office and the Chamber as they encouraged MITF attendees to visit local businesses in town. One way that this could have been better is if we had more businesses participating in the coupons, which could have been facilitated through persistent conversations with them about the coupons. Although I made several attempts to reach out to every business in town, some were not as receptive as others to this promotional project, but in the future, it would be ideal to have many others involved.

### **Social Media Promotion**

This year’s social media accounts have seen a great improvement in follower count and interaction. Although it was slow and steady throughout the summer, we have seen a massive increase in followers and shares of our posts and events. The main social media accounts that were used to promote Tourism were the Huron-Kinloss Tourism Facebook page and Instagram page. There are several reasons that social media is a great tool for promotion, including reaching new audiences and updating followers on what is happening in the local area. Reach is defined as **the number of people who saw any of your posts at least once**.

According to Facebook Insights, we have been able to reach 5,191 people in the last 28 days, with 236 engagements with our posts. We are certain that we’ve been successful in reaching new audiences through posts and through others sharing our posts. The top locations of our audience on Facebook are Kincardine (95 people), Lucknow (91 people) and Goderich (43 people). The Tourism Facebook page has also gained 12 new followers in the last 28 days, bringing the total follower count to 750. One post that did very well on our Facebook page was a promotion of the Ripley Food, Art and Craft Festival featuring a vendor by the name of Maria EV Crafts. This post was exceptional because it had a massive reach, totaling 4,324 people; 93 people engaging with the post (clicking on it) and 35 people sharing the post.

On Instagram, we have seen a massive increase in followers as well over the course of the summer. Like Facebook, Instagram has been a great tool to reach new audiences through posts and shares. In the last 30 days, we have been able to reach 252 accounts, and in the last 90 days, we have reached 389 accounts through our posts. The top area reached was Lucknow, with 51.2% of our audience in this location. The next top area was Kincardine, with 16.6% of the audience in this location. According to Instagram insights, we have been able to reach 365% more accounts that weren’t following the Huron-Kinloss Tourism page (121 non-followers). Within the last 30 days, there has been a 13.7% increase in followers, bringing the total follower count to 448. From June 4-September 1, we had a follower increase of 40.8%, with the total number of followers gained being 130.

Interestingly, our followers on both Facebook and Instagram are majority female, with a smaller percentage being male. On Instagram, 84.9% of followers are women, and only 15% of followers

are men. On Facebook, the statistics are similar, with 87.10% of followers being women, and 12.90% of followers being men.

Overall, social media is a great tool that should continue to be implemented into the Township's marketing strategy as it has shown great potential to reach new audiences when it is maintained and updated on a regular basis. As the summer slowed down in the month of August, we saw a slight decrease in interactions with our posts, however, continued to gain followers and reach despite the decrease.

### **Other Tourism Tasks**

There were many other tasks involved with running the Tourism Office on a day-to-day basis. This included maintaining the cleanliness of the office, refilling brochures and magazines, making posters for events, updating posters as needed, making lists for the Chamber, mailing list for Discovery Guides, making a budget proposal for events, and more. Most tasks could be done as needed, for example refilling the outdoor kiosk would occur when I noticed some brochures were running low. Planning social media posts using Canva was another part of running the Tourism social media pages, which did take up some time when designing posters and updating events on the pages. Further, creating lists for Amy and for the Chamber were important tasks that helped everyone with their tasks as these lists could be referenced as needed. For example, updating the mailing list for Discovery Guides creates a good resource for future mailing needs like sending out brochures to other places.

The budget proposal was another great way to keep track of plans and manage the budget as needed. The document was a helpful way to stay on track and work through each event's materials. The budget proposal allowed us to look at our events at a glance and get the details of each event in their separate categories.

In the future I would suggest cutting back the ordering of brochures and only ordering as needed. Many brochures have taken up a lot of space in the office and can also be found online. There is still a need for physical copies of brochures, but it is important to reduce the amount of waste being created by not ordering too many and only keeping brochures that are necessary and popular for the area. Discovery guides, for example, are great to have but also contain information that changes from year to year, meaning that as they are updated, old ones will have to be disposed of. We have an excess number of brochures in the office, and I don't believe this is necessary.