

Tourism Student May/June Report

Over the past month and a half, I have compiled several lists of content that need updating on the Huron-Kinloss website, and the Tourist Town websites of visitRipley.ca, visitPointClark.ca, and visitLucknow.ca. Furthermore, I began to gather new photos for these updates. Some of the updated photos I took include new photos of Point Clark beaches, marinas, parks, playgrounds, and trails. These updated images were then sent to the Tourist Town representative to upload to our websites. I also updated the Ice Cream Trail and Point Clark Lighthouse listings on the Bruce Grey Simcoe tourism website. There are many other sites on the Internet that have outdated information regarding the Point Clark Lighthouse and Ice Cream Trail, so I requested that they update their information with the correct info that I provided.

After looking into the app and researching its uses, I created and launched the Goosechase app for Huron Kinloss' scavenger hunt(s), including the Ice Cream Trail and the Ripley, Lucknow, and Point Clark mini scavenger hunts. I will continue to monitor the Goosechase app, and I have worked on troubleshooting some user issues with the app.

Additionally, I've created posts and advertised the Ice Cream Trail on the Ice Cream Trail Instagram and Facebook accounts. When new Ice Cream Trail participants send in submissions, I document and track them for prizes and t-shirts. I have also contacted the Ice Cream Trail stops to gather information to put together advertisements, that will run over the course of the summer to promote the Ice Cream Trail locations. I picked up the Ice Cream Trail brochures and distributed them to the different stops, and other kiosks to promote the Ice Cream Trail.

Moreover, I have contacted local businesses and organizations and written stories to feature on the Huron-Kinloss and Do Business in Huron-Kinloss Facebook pages, as well as our Tourist Town websites. These stories will be staggered and published throughout the summer.

The Historical Walking Tours for Ripley and Lucknow needed updating, so I organized them, corrected any stray locations on the maps, and added the audio files to the Walking Tours.

To assist with the Blue Rhino Designs consulting group, I took photos of and itemized the artifacts in the Point Clark Lighthouse Museum for easier analysis. I also cleaned and organized the upstairs of the Lighthouse Museum, which was had many old crafts, dried up paints and supplies, and general garbage and clutter. I also condensed the Point Clark Lighthouse Speech Tour into a shorter version that features highlights that will be read during the taping of a virtual lighthouse tower tour.

I have completed basic data entry and administrative tasks as well. This includes the documenting of the 2020 Holiday Shopping Passes, organizing photos, creating lists, and more.