

Tourism Student – End of Season Report 2021

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Tourism Office Traffic

From July 28th until August 26th, there were 21 groups of visitors, made up by 35 total people.

Highlights:

- August 21st was our busiest day, with 5 groups of visitors, made up by 9 people.
- Busiest days were:
 - o Fridays: 6 total groups of visitors, made up by 11 total people
 - o Saturdays: 7 total groups of visitors, made up by 13 total people
- The largest groups were families of 4 people, and the smallest were single visitors.

Reason for visit/frequent inquiries:

- 11 groups/visitors for the washroom
- 3 groups/visitors for maps
- 3 groups/visitors looking for a specific location
- 2 groups/visitors for brochures
- 2 groups/visitors for Ice Cream Trail inquiries
- 1 group/visitors interested in History of Lucknow in general

Phone calls/inquiries:

- There were no phone calls from tourists. All calls that were received were in relation to the Ice Cream Trail, 31 Days of Giveaways, and other initiatives that were already planned and expecting communication.

Email inquiries:

- There were no email inquiries from tourists. All emails that were received were in relation to the Ice Cream Trail, 31 Days of Giveaways, and other initiatives that were already planned and expecting communication.

Ice Cream Trail

Despite its delayed start-up on June 15th, the Ice Cream Trail has had 41 groups of participants, with 128 total participants!

June:

- Participants: 8
- Groups: 4

July:

- Participants: 52
- Groups: 14

August:

- Participants: 68
- Groups: 23

For the Ice Cream Trail, I made several deliveries to multiple Ice Cream Trail stops and other vendors to distribute brochures. I also posted frequently on the Ice Cream Trail social media sites (Facebook and Instagram). I have prepared and scheduled Facebook and Instagram posts to advertise the Ice Cream Trail up until October 8th, after I have left. Additionally, to advertise the Ice Cream Trail, I participated in a radio interview.

Over the months, I tracked Ice Cream Trail participants, and when t-shirts were ready to be shipped, I prepared the packages and sent them out with Purolator. As of August 26th, all participants of the Ice Cream Trail have been sent a t-shirt via Purolator.

Ice Cream Trail Mini Scavenger Hunts**Ripley:**

- Participants: 13
- Groups: 5

Lucknow:

- Participants: 24
- Groups: 6

Point Clark:

- Participants: 24
- Groups: 8

31 Days of Giveaways

Over the course of July and August, the 31 Days of Giveaways initiative was executed. I completed many tasks for this. To prepare for 31 Days of Giveaways, I purchased and picked up the prizes and gift certificates from local businesses, took photos of local businesses for the Facebook posts, tracked the local businesses' information, corresponded with businesses to gather the required information, and wrote and scheduled posts for each of the 31 days of August.

During the month of August, I managed the participants and the winners, contacted winners, posted lists of winners, and sent winners their prizes. I also prepared the most recent prizes for once I have finished at the office.

Overall, the 31 Days of Giveaways has been a huge success, with many hundreds of community members liking and sharing the Facebook posts.

Other tasks

Over the course of the summer, I took many photos of parks, marinas, the lighthouse, beaches and other highlighted locations in the Huron-Kinloss area to update our websites.

Once the Tourism Office had opened, I maintained a clean and friendly environment for visitors. I restocked brochures, and put the welcome/open signs out each day.

While there was not enough interest to put on an entire job fair, I gathered multiple job postings from the Huron-Kinloss area and advertised them on the Do Business in Huron-Kinloss Facebook page.

In preparation for the reopening of the Point Clark Lighthouse, I translated the Lighthouse speech into French, and was recorded saying both the English and French version of the speech for an online lighthouse tour. I also scanned many photos of the lighthouse that had been sent in by locals over the years.

Conclusion

I thoroughly enjoyed my time this summer as the Lucknow Tourism Office Summer Student. In the beginning, it was quite an adjustment learning to work an office job from home, but I adapted very quickly. It was a true pleasure working alongside so many local businesses that I grew up visiting.

This was the first job I've held, that actually required me to use my French language skills in a practical manner, which I was immensely happy to utilise.

Overall, this job has better prepared me for individual and independent work. Thank you so much to my amazing supervisor, Taralyn Cronin, whom I thoroughly enjoyed working with.