

Committee Update

July 16, 2012

Research Tracking and Measurement Committee Update

Research – Trails

1

Assessing Trail use and opportunities

- Advance insight of recreational trail use
- Track and measure trail usage with one specific trail through a pilot project scenario
- Assess and develop key tourism performance indicators regarding trail usage



Research Tracking and Measurement

2

The development of a tourism indicator framework

- Advance insight into tracking and measurement analytics
- Assess and develop key tourism performance indicators

Research - Trails

Trails Inventory

1

June 21, 2011

Brainstorming Session

2

January 4, 2012

Committee Recommendations

3

July 16, 2012

Build on existing outcomes;

- Do tourism operators along the trail system within the region receive any economic benefit from being located on that trail?

Representation of trail organizations determined;

- Park to Park (P2P) will be the particular focus of this project.

Process

Research Partnership with P2P

- Determine which regional tourism operators are located on the trail (operator inventory)
- Survey to determine current direct or indirect economic benefit to the operator of being located on or near the trail.

Field Operator Survey

- ✓ 1 Awareness of trail among operators located in the vicinity
- ✓ 2 Variances in economic benefit depending on type of trail use
- ✓ 3 Variances in economic benefit depending on seasonal use
- ✓ 4 Recommendations by operators to increase economic benefit
- ✓ 5 Estimated spending per trail client
- ✓ 6 Interests that clients have shown towards trail use
- ✓ 7 Have client travel habits changed recently, as a result of the trail



Timeline

1

P2P to manage the Field Operative & develop field survey

2

Survey to commence mid August and completed late October

3

Distributed report to trail organizations by end of November

Trail Research Questions



Research Tracking and Measurement Committee Update

- Advance insight into tracking and measurement analytics
- Assess and develop key tourism performance indicators

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Second Week of September Robert Wong has agreed to facilitate a brainstorming session to best determine the scope of the framework.

Through a competitive process EE will then hire a third party to develop a two year operational plan that will meet the goals of a tourism indicator framework.

The operational plan will then be presented to the board of directors during the budget period in December 2012.

Research Tracking and Measurement Process

- Develop indicators to track tourism change
- Ensure Partnerships and Support
- Sound Strategy and Plan

Thank You
Questions



Naturally Adventurous