



Lantzville Tourism Development and Marketing Plan

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Prepared by



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Executive Summary

In effect, the mandate to create a Lantzville Tourism Development and Marketing Plan encompassed two strategic issues:

1. Identify areas and opportunities for tourism development, encompassing both existing opportunities as well as future / potential ones, and
2. Designing a Marketing Plan to assure that the tourism – related message and brand can be effectively delivered to outsiders who would be the target for tourism attraction.

The objective of this exercise was to design and generate a Plan that :

- builds on the strengths and assets of the community
- focuses on realizable tourism opportunities
- can provide benefits to other related or trickle-down business and sectors, such as existing tourism operators, real estate, retail, service sector, etc.
- is created with input from key stakeholders (Parks & Recreation Commission, Mayor and Council, community businesses). Input is key. It is your community, your vision, and your tourism future.
- provides some 'branding / imaging' recommendations
- identifies the best ways to 'get the message out'
- delivers an Action Plan that represents a step-by-step implementation gameplan

Expectations from, and Utilization of this Plan

Every new area of endeavour needs a starting point. It is expected that the community leaders, the Commission, and the public can utilize this Plan as a first step towards delivering tourism for the community, within a decidedly structured framework, and at a pace that the community can find acceptable.

Consultant's Methodology

1. Meet with key community stakeholders, both private sector and government, to garner all aspects of tourism for Lantzville, ranging from 'vision' and 'best use of existing resources', to 'highest priority, and best payback opportunities'
2. Develop an interview format, that will include, but not be limited to the following:
 - What do you think are the top five tourism assets for Lantzville?
 - Why do you want visitors / tourists coming in? What do you hope to achieve?
 - If you had two minutes to get your message across to potential visitors, what would you want them to know about Lantzville as a tourism stopover? Possible destination?
 - What do you think Lantzville needs in terms of additional infrastructure and facilities to support tourism?
 - Same as above, but in terms of additional businesses you would like to see develop?
 - Is the community supportive of increased tourism?
 - Which adjoining or communities in close proximity are you most 'comfortable' piggybacking with?
3. Assess the goals and objectives of tourism in Lantzville, and assure that the Tourism Marketing Plan reflects those expectations



4. Review how Lantzville currently markets itself, in regards to tourism, and how it brands itself for outsiders
5. Examine existing tourism infrastructure, including :
 - Land based
 - Marine based
 - Facilities
 - Private operators
6. Role model other communities with similar demographics and tourism 'offerings', in order to learn from others' successes, and examine how any identified opportunities may be applied to Lantzville
7. Review the tourism marketing efforts of adjoining communities that promote tourism (Parksville, Nanaimo, Comox), and determine how Lantzville can coat-tail existing initiatives
8. Examine if there is potential for joint marketing efforts
9. Review the potential of Lantzville being an active participant in Vancouver Island Tourism Association, and Tourism BC
10. Assess the feasibility of capturing 'rubber-tire' traffic, not only for tourism, but for trickle-down sectors such as service, retail, restaurants, groceries, real estate promotion, and others
11. Assessment of Lantzville's website and weblinks, in regards to tourism marketing and promotion
12. Review the possibility of attracting tourism investors, if that is a perceived goal for the community

Delivering the Brand

Packaging the community, and the image and message that would enhance tourism for Lantzville is key.

What Lantzville wants outsiders to 'connect' with the community is relayed, not only in how and where it delivers a message, but what it represents.

Visual impact is key. Travelers / tourists are highly visual in what influences them.

This presentation exemplifies 'packaging', and can be used by Lantzville in various forms : hard copy, website, CD handouts, advertising, handout kits to outsiders, trade shows and conferences, etc.





A Lantzville Vision for Tourism

The question always needs to be addressed as to why a community, particularly a primarily residential community, would seek to develop tourism as an economic driver.

As such, the 'vision' for tourism in Lantzville would appear to be predicted on the following :

- Increase the commercial tax base, and therefore the operational funding
- The growth of tourism would also represent the growth of other facilities that would be of benefit to residents, including, but not limited to an enhanced village centre, additional retail such as arts and crafts, cafes and restaurants, a redesign / user and pedestrian friendly downtown core, and even additional operations such as a bakery and other services
- Better capitalization of existing tourism infrastructure, including parks, trails, marshes and waterfront beaches
- Provide the ability to increase funding and focus on protecting Lantzville's green spaces, wilderness and marshes
- Expand pedestrian and bike trails, all of which can be done if there was greater demand (and funding) for these facilities
- Trickle – down benefits accrued to existing retail trade, service providers and real estate
- Ability to possibly attract destination businesses such as a resort / hotel / spa or other such venture
- Provide the impetus and structure for residents to launch businesses within a framework that could support their efforts
- Better utilize existing buildings and structures
- Provide the capability of possibly joining forces in some manner with the First Nation, and developing tourism that can be mutually beneficial
- Establish a brand for Lantzville. This is somewhat of an intangible objective, but, with Vancouver Island growing, particularly from a tourism vantage point, and neighbouring communities establishing themselves or carving a tourist niche for themselves, it is timely that Lantzville also embark on an effort to identify itself as within the tourism domain.





Lantzville, Part of the Regional District of Nanaimo ('RDN')

Lantzville, as part of the RDN, finds itself in the company of some neighbour communities whose focus on tourism promotion, and development, are highly proactive. **The opportunity for Lantzville to piggyback on everything from marketing campaigns and reputation to travelers, is a very worthwhile strategy, discussed further in this plan.**

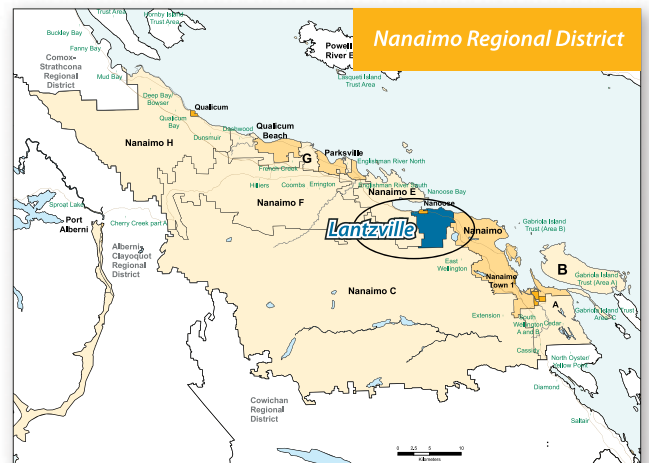
If nearby communities are already bringing visitors into the area, the strategy to be developed is how to get these already-here tourists to stop in Lantzville as well.

The Regional District of Nanaimo (RDN) is one of the fastest growing regions in British Columbia with a population of approximately 128,000 people. Located on Vancouver Island, its boundaries stretch from Cassidy, just south of the Nanaimo airport, to Deep Bay in the north, and inland to Mount Arrowsmith. It also includes Gabriola and adjacent islands.

The Region encompasses an area of just over 2000 sq. kilometres. The Region has developed around the Port of Nanaimo. The port activity has helped Nanaimo to become a regional hub handling goods and services for people throughout the central island.

First Nations in the region include the Snuneymuxw First Nation, Nanoose First Nation and Qualicum First Nation. The First Nations are Coast Salish people who speak the Hul'qumi'num language.

The population of the Regional District of Nanaimo grew from 121,783 in 1996 to 127,016 in 2001, and then to 138,631 in 2006. Nanaimo, took more than half of the growth in the Region with the bulk of the remaining growth within the area north of the main city. Parksville/Qualicum Beach is a popular vacation area attracting growing numbers of retirees particularly from Vancouver but also from across the country and around the world. Four of the five municipalities with the highest median age in Canada, are in this area.



The following represents BC Stats Census Data.

	Population 2006
Regional District of Nanaimo	138,631
City of Nanaimo	78,692
Lantzville	3,661
Parksville	10,993
Qualicum Beach	8,502
First Nation Reserves	835

The City of Nanaimo itself is the 'economic driver' of the Region, with a far lower median age (40.4) in comparison to the surrounding retirement – oriented communities, and a strong, diversifying and thriving economic base. Further, 41% of the population is of working age, while only 27% are considered within the 'seniors' demographics.



Impact Analysis of Tourism : Direct, and Indirect, Trickle Down

The impact of tourism – related activity can be significant. Let’s look at some economic modelling results for Lantzville’s neighbours, Nanaimo, Comox and Campbell River as examples. ¹ 2001 is the last year this analysis was carried out.

Nanaimo

In 2001, 5% of every employment dollar earned by residents was generated by tourism.

How Accommodations and Destination Resorts Impact Employment in Other Sectors

In many instances, the impact of tourism employment, particularly between tourism sectors, is difficult to measure. The Direct Tourism Ratio (DTR) assumes that accommodation is the base of tourism enhancement in a Region.

With a DTR of 4.22, this indicates that for every 10 new, direct tourism jobs in accommodation only, an additional 42.2 direct tourism jobs would be created in non-accommodation (stores, restaurants, car rental agencies, etc.) to service the predicted increase in tourist – days activity.

The Regional District of Nanaimo has improved dramatically in this sector, from a 3.02 DTR in 1996 to 4.22 in 2001. This is indicative of a significant growth in the businesses offering, supporting or impacted directly and indirectly by tourism.

Tourism Ratio	2001	1996
	138,631	3.02

Comox and Campbell River

In 2001, 6-8% of every employment dollar earned by residents was generated by tourism.

Direct Tourism Ratio

With a DTR of 4.50, this indicates that for every 10 new, direct tourism jobs in accommodation only, an additional 45.0 direct tourism jobs would be created in non-accommodation (stores, restaurants, car rental agencies, etc.) to service the predicted increase in tourist – days activity. Comox Strathcona Regional District has improved dramatically in this sector.

Direct Tourism Ratio	2001	1996
Coutenay / Comox	4.50	3.20
Campbell River	4.39	3.4

¹ Economic Modeling delivered by Synergy Management, 2006-7, and based on BC’s Ministry of Finance Community Economic Development Statistics (Gary Horne et al).



Who is Lantzville’s Tourism Target?

The marketing strategies and proposed promotional campaigns, as presented later in this Plan, are predicated on who the target tourist / visitor audience is. The following represents the priority visitor groups for Lantzville.

As well, the Appendix herein contains profiles, visitor data and inbound tourist profiles of Western Canada, Ontario, Washington, Oregon, California, Germany and the U.K. The Appendix materials include profiles on travelers / visitors to Central Vancouver Island, and visitor survey results. All of this can prove valuable in Lantzville’s ongoing tourism development and marketing efforts. **Key findings have been utilized in creating the tourism development as well as the tourism marketing recommendations within this Lantzville Plan.**

Intra Vancouver Island

Basically, residents of neighbouring communities who can readily avail themselves of Lantzville’s attractions. Again, as in all cases, the trickle down impact to retail and services would be anticipated.

Intra British Columbia

A fair percentage of BC residents travel within BC, and Vancouver Island is a priority destination. Any campaign targeted to BC travelers, through a variety of strategies as proposed herein, can prove effective.

Rubber Tire Traffic

There are approximately 22-36,000 vehicles passing Lantzville every day on the main Island Highway.¹ While this includes Island residents and commercial traffic, the volume throughout still approximates 7 – 13 million vehicles per year.

It can be assumed that a percentage represents non-resident tourists, and those travelers visiting

¹ <http://www.th.gov.bc.ca/trafficData/tradas/reports/AllYears/2006/01/AV02/AV02%20-%20Site%20Parksville%20-%20P-14-1NS%20-%20N%20on%2001-01-2006.xls>

relatives and friends, including those visiting Gulf Islands and Tofino / Ucluelet.

Demographics indicate that the tourist component of these travelers include BC and Western Canada, as well as Pacific Northwest visitors. Inter – Province (Alberta, Manitoba, Saskatchewan) and US (Washington, Oregon, California) are predominant source locations.

This represents a viable capture market for Lantzville to pursue. Marketing strategies, discussed later in this Plan, include signage and other tourist capture techniques.

Piggyback / Overflow

Other communities on Vancouver Island, with a longer history of tourism development and promotion, can be used to coat tail tourism in Lantzville. Just as Whistler has created results for Squamish and Pemberton, for example, Lantzville can piggyback neighbouring communities’ successes, events, and reputation. The recommendations in the Plan herein include this strategy.



Lantzville's Tourism Assets

The focus of Lantzville, and themes that are incorporated into the branding and tourism marketing efforts within this Plan, appear to revolve around the following 'non – negotiable' principles.

- 'green' and 'blue', i.e. nature and marine
- preservation of green spaces
- renewal resources
- wildlife viewing and protected territories (i.e. marshes)
- safeguarding Lantzville's unique lifestyle
- eco-friendliness, from a habitable and pedestrian village core, to the enhancement and future expansion of parks, the Foothills, beach access, connecting trails and journeyways
- promoting recreation and culture
- waterfront design planning, and foreshore preservation

Based on the report "A Parks, Trails and Recreation Plan" (March, 2008), and information gleaned from other sources, Lantzville has the following key public tourism offerings (i.e. excluding private businesses in the tourism sector).

- The Foothills
- Doumont Marsh
- Six established parks, plus five more under development, for a total of 17.63 acres
- Village Core
- Trails, greenways and journeyways, including a proposed trail along the E&N corridor
- The waterfront public access, including 12 road rights of way, including 10 beach walk-on access
- Mine Town Day and Coaltown Music Festival

In addition, the Plan calls for the development of additional infrastructure to enhance Lantzville's positioning as a community very much in harmony with its natural resources and lifestyle.





Current Tourism Marketing by, or About Lantzville

In today’s marketplace, the web is often a highly utilized information tool, and indicative of the extent that a community, and its tourism businesses are currently promoting themselves.

The following represents a sampling of what is available regarding Lantzville :

- Limited websites featuring facilities including several bed and breakfasts, a pub and attractions, and
- businesses promoted through sector websites, i.e. ‘golf, nightlife, beaches’, and
- tourist information primarily accessed through the Regional District of Nanaimo and, Travel BC, and other links.

Lantzville now has an opportunity to enhance its market presence in the tourism domain. The potential exists. Getting others to know about it all is the key, as is the encouragement of additional tourism – related business ventures. A gameplan to deliver this is part of this Plan in subsequent chapters.

History ¹

“Once known only as part of Nanoose, when coal was originally found here, Lantzville was known as Grant’s Mine. In 1920, an American company bought the mine and property from Mr. Grant. Mr. Lantz was one of the directors of the American company and the area become known as Lantzville.

Traditionally a coal mining area, Lantzville has had a number of settler type families who have been immortalized through local names of streets, waterways and landmarks.

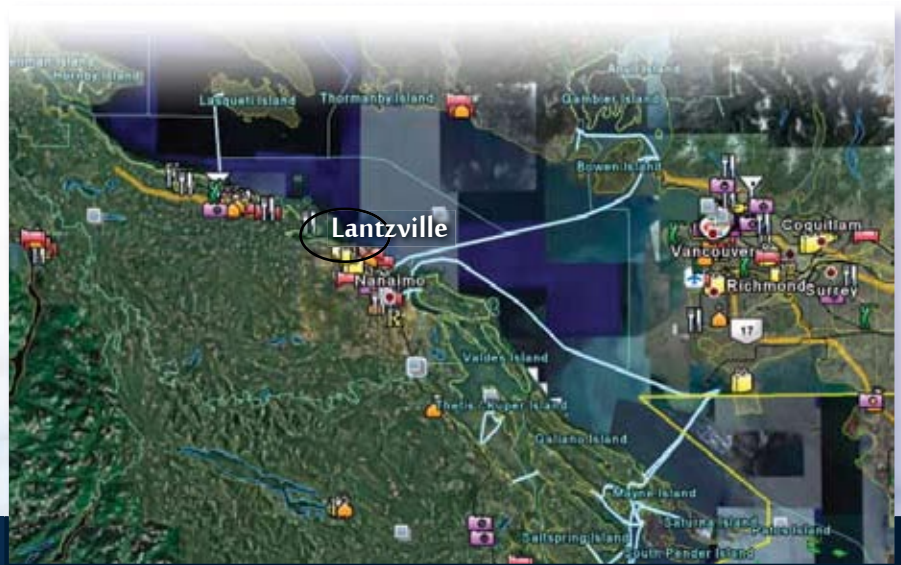
As the coal seams ran low, Lantzville entered another era whereby its life became one of a limited economy with a number of local residents but also served as a summer cottage area.

¹ www.lantzville.ca

Residents of Lantzville have always maintained a significant amount of pride and it is an area independent of others.

Lantzville is an area known for its small community charm and the residents feel very strongly in ensuring that it remains that way.

Lantzville is a place where neighbours care about neighbours and a place where if you pass someone on the street you are greeted with a friendly ‘hello’ regardless of whether you’re a known resident or just visiting.”





SWOT (Strengths, Weaknesses, Opportunities, Threats) Relating to Tourism

The following have been identified by community residents through interviews, and participation in a workshop carried out with the Commission. **There was a great deal of commonality between respondents.** Key elements are integrated into the Tourism Branding and Plan herein.

Five Top Tourism Assets have been Identified as Follows

- 1 Vibrant village centre; hiking and walking trails; waterfront; bike trails;
- 2 The coastline; beaches and beach access; viewsapes and surrounding islands
- 3 The Foothills; small town feel; wilderness access (marsh); forest walks; wilderness viewing
- 4 Proximity to amenities, including local pub, golf course and campgrounds); history; the Mine Town Day Festival; First Nations; culture
- 5 Open space feel; gateway to the gulf islands

Types of Tourists Sought

- Nature lovers, naturalists
- Explorers
- Fishermen
- Diving enthusiasts
- Hikers
- Canoe / kayakers
- Wildlife (bird) watchers
- History buffs
- Boaters
- Fitness devotees
- Outdoor sports enthusiasts
- Urban dwellers seeking getaways
- Seniors ('snowbirds')
- Climbers
- Beach enthusiasts
- Campers

What Lantzville Needs

- More trails, and maps
- Access to its attractive beaches
- Bicycle circuit that includes Village Centre, beaches and scenic roads
- Marina
- Boat launch
- Parking outside the downtown core
- Revitalization of Village Centre, and very 'walkable' / pedestrian friendly
- First Nations visible presence
- Transportation
- Private ventures
 - o 'Browsing' retail (boutiques, antique shop, crafts)
 - o Outdoors gear
 - o Bed and breakfast without waterfront
 - o Bakery, coffee house
 - o Hiking and tour guides
 - o Marine adventure operators
 - o Kayak, windsurfing, and boat rental





What Tourists Can Deliver for Lantzville

- Stimulate the economy
- Invest in Village Core
- Move here
- Increase population base for small business
- Maintain / enhance property values
- Increase residential and commercial tax base
- 'New blood', new people
- Recognition for Lantzville

Image for Lantzville : What Message We Would Like to Deliver to Outsiders

- Outdoors focus, 'green'
- Small town feel, 'cute little village with everything'
- Development potential
- Small, scenic, uncongested
- Parks and beaches ('green and blue')
- Foothills to foreshore playground
- Explorers and adventurers welcome
- Visit here, invest here, live here





Lantzville Five Year Tourism Goals

In today's marketplace, the web is often a highly utilized information tool, and indicative of the extent that a community, and its tourism businesses are currently promoting themselves.

Year 1

- Build awareness of, and distribute this Tourism Plan
- Bring ideas and projects onto everyone's 'radar'
- Develop a list of tourism 'offerings'
- Expand Mine Town Day and Coaltown Music Festival to 2 days
- Website development
- Plan and implement other affordable tourism marketing activities
- Use Mine Town Day as a focal point for tourism

Year 2

- Plan out physical work i.e. beaches, trails, etc
- Fund raising for tourism
- Begin international promotion
- Encourage tourism related businesses

Year 3

- Twinning Mine Town Day with another community
- Create better beach access
- Bicycle circuit route plan

Year 4

- Continued implementation of Tourist Plan
- Marina
- Historical museum
- Pier
- 'Art in the Park'

Year 5

- Mini Filberg Festival
- Stabilization of tourism to acceptable level and activities



Role Modelling :

Input Garnered from Other Communities, and What it Means for Lantzville

Other communities can often provide some ideas and insight into tourism, how they package themselves, and what might be adopted by your village.

While many of these ideas are interesting, it is very much the will and vision of Lantzville that will dictate as to whether any of these themes or options are adopted.

Qualicum Beach

- planned village centre
- constant theme in downtown core building designs

Chemainus

- arts and culture
- browsing boutiques
- village centre
- history, heritage
- First Nations

Cowichan Bay

- funky, almost 'hippie' look and feel
- marine focus, including innovative pier / marine museum / wooden boat building school

Powell River

- outdoors adventure (Sunshine Coast Trail, fresh and salt water sports and adventures)
- emerging young theme...coffee houses, bistros
- First Nations (Sliammon Nation)
- Gateway to nearby gulf islands
- Summer festival theatre

Parksville

- strong focus on residential, resorts, condos / time sharing
- commercialization of beachfront and beach access

Ucluelet

- ecotourism, 'green' theme
- windsurfing, kayaking
- bed and breakfasts

Nanaimo

- village centre (Heritage Mews, Commercial St / conference centre)
- waterfront (Pioneer Plaza)
- green spaces (Bowen Park, Beban Park)

Campbell River

- First Nations theme
- Sportsfishing
- Waterfront (pier)
- Ladysmith marine park, beach access (Transfer Beach)
- events

Comox

- events (Comox International Music Festival, Filberg Festival)





Conclusions

Taking the 'best of the best' from lessons offered by the role models, and taking into account the vision for tourism as offered up by the community, Lantzville can position its tourism development to integrate the following :

- A green community, with a strong focus on green spaces, available wooded trails, marshes, and wildlife viewing, and outdoors adventure sports. The development of a marine pier, along with greater beach access for visitors.
- Enhancement of its arts, culture and history, beyond Mine Town Day and the music festival. This can include publicized 'art in the park' shows, 'theatre in the park', antique market, farmers market, etc., all of which would deliver the message to outsiders as to why Lantzville is a great place to visit.
- Capturing the overflow from the adjoining communities, i.e. attracting visitors to Lantzville once visitors have already been to Parksville, for example, is a viable tourism strategy.

Lantzville does not need to mould itself into yet another community in parallel with its neighbours. Instead, it should strive towards being a complementary / 'must see' place to visit.





Lantzville Tourism Development Plan

Defined as providing infrastructure, policies and resources towards fulfilling Lantzville's tourism objectives, the following represent a number of viable initiatives to pursue.

Cooperation

- Establish strong liaison with neighbouring communities to determine how each can capitalize on the others' tourism strengths and infrastructure
- Explore joint advertising, hard copy and digital
- Promote each others' logo and message
- Explore how any event in one community can provide filter down / overflow into the others within the group. For examples :
 - o visitors to Nanaimo's Bathtub Races or Comox's Filberg Festival, both huge draws, can be used as a base of tourists to advertise Lantzville
 - o plan an event in parallel to the others
 - o co advertise
 - o offer bus pick up at the existing events, bringing visitors to Lantzville
 - o provide signage at these other events
 - o in the event of any performing arts, invite the performers to do a show / mini concert in Lantzville as well, i.e. an 'arts in the park' afternoon

The Role of the Community to Buy, Convert, or Provide Access to Tourism Infrastructure

There are a number of 'sectors' that might well thrive, given the forum to do so. Before undertaking these infrastructure projects, it would be incumbent upon the Commission to assess the viability of these, the numbers of interested parties, and, of course, the costs. In many communities, such infrastructure forums ask members / users to pay fees to help defray the cost of maintenance, or revenue losses (i.e. tax revenues).

- artists co op gallery, to encourage Lantzville artists, working in all mediums, or exhibit and sell their works
- live artist 'at work' studio, where, in prime tourist season, the co op gallery could be hosted by an artist at work, a strong draw for visitors
- tie in the gallery with First Nations artists, those within the proximity of Lantzville, such as the Helin family from the Nanoose First Nation
- First Nation 'carver on site', working in the gallery, again, in prime tourist times only
- hands – on art for kids, who would have the opportunity to work side-by-side with the artists
- readings for adults and children, presented by regional or guest authors

Pier and Marina

There is no question that the ocean is a huge draw for tourists. In Lantzville's case, tourism development can include any of the following :

- better access to beach areas, including more parking
- increased signage for directions
- the construction of a 'Cowichan Bay' type pier, reasonably 'funky', not extravagant, but a great draw for tourists. This can include –
 - o fishing from the pier
 - o a historical museum
 - o First Nations exhibits
 - o the ability to house travelling exhibits from BC
 - o scientific exhibits (accessed through The Nanaimo Biological Station, or Vancouver Island University)
 - o gift shop / gallery



User Friendly Village Centre

From everything we have seen and heard, this is a high priority, and is well underway from a 'wish list' planning aspect. It would be timely to :

- Seek out alternate and possibly corporate funding for village core development
- Engage urban planners to lead a charette to identify the possibilities for Lantzville, listen to community residents, provide examples of other like communities, help build a 'wish list' (i.e. bike trails, connecting paths, limiting cars and trucks, etc.)
- Ultimately, this can lead to building design guidelines set to certain standards (heritage, historical, finish, facades, etc.)
- Integrate other aspects of tourism development as included in this Plan, such as the artists gallery, events, etc.

Attracting Investors / Developers

Retail / service attraction requires seeking out outside businesses (bakery, tour operators, crafts, etc). The greatest successes have always been in reaching out to the community to determine if there are any 'home grown' champions, or residents who know operators to approach. Failing that, Lantzville can take a proactive role in identifying and contacting existing operators in the region (bakery, crafts, antiques), and suggesting satellite locations be established on a trial basis, with the facilities provided by Lantzville itself.

Focal Points

Tourism seems to thrive best when visitors have a central point to access information, and even reservations.

- Website development is key, as most travelers explore potential destinations via the web. This strategy is further developed in the next chapter.
- A physical 'focal point' to promote tourism would be ideal. This can act as a 'one stop shop', provide maps, hand out brochures for accommodations, events and service providers, and, of course, directions.
- Lantzville should examine the possibility of establishing a mini tourist information centre, possibly at an existing store or government office.

Training and Support

- Through Malaspina (Vancouver Island University), and Business Development Canada (BDC), Lantzville can organize and promote to residents, any of the following programs that could well lead to the enhancement of the community's retail and service base.
 - o Tourism workshops
 - o Entrepreneurial training
 - o Funding your business
 - o Accommodation management
 - o Trades (restaurant management, tour guide management)
 - o Tourism marketing
- The concept of a Business Incubator represents a successful tool for fledgling businesses. Operators receive hands-on training, and a facility / office to start their business in a centralized location. Peer mentoring and networking are part of the process. Perhaps Lantzville can coordinate, or tie into an existing 'Tourism incubator' for interested residents.





A Final Role for Lantzville

- Supporting existing and upcoming community tourism projects, streamlining any red tape issues
- Developing the ability to respond to, and host interested outside parties
- Creating a 'Yardstick for Development' (i.e. affordability, reasonable chance of success, available champion, etc.) that can be used to quickly and effectively assess the relative importance of a proposed project based on its 'realizability factor'
- Consider how and where 'pay per use', such as for trail use, can be painlessly implemented, to help defray the cost of infrastructure maintenance.





Lantzville Tourism Marketing Plan

Defined as branding Lantzville, as well as identifying and delivering promotional, marketing and 'outreach' programs towards fulfilling Lantzville's tourism objectives, the following represent a number of viable tourism marketing initiatives to pursue.

Adopting a Brand, Image, Logo and Message

The branding graphics were designed with the principal themes identified by the community. They exemplify the outdoors, nature, uncluttered space, and a warm and friendly place to stop by.

The message tags that parallel the brands are, equally, in line with the theme :

- A town with a view
- Explorers wanted
- Close to the highway, far from the crowds

These are the ideas developed for Lantzville's tourism. The graphics and tag lines were 'tested' using a group of subjects, and the message of the graphics and recognizable, memorable message was deemed to be effectively delivered.

This begs the question, 'now that this is developed, and assumedly, one will be selected for use, what do we do with it?'

- Every government office, publication, outgoing newsletter and advertisement needs to incorporate the brand.
- All Lantzville businesses, especially those in, or catering to the tourism sector, should include the brand. This includes any hard copy or websites as well.
- Any exterior signage should include the brand.

Lantzville Website

A Lantzville tourism website is key to tourism development.

- The content of the web pages must be written, and excerpts from this Plan can be utilized for that.
- Lantzville's webmaster needs to set up these pages on a dedicated site.
- More importantly, the Lantzville tourism link must be manoeuvred to be Google selected within the top 50 hits when web surfers hit key words, including, but not limited to kayaking, outdoor adventures, travel, west coast, mountains, hiking, Vancouver island, BC, etc. These key words can be developed with the webmaster.
- There are a host of existing sites that feature Vancouver Island, Travel BC, Tourism BC <http://www.hellobc.com/en-CA/RegionsCities/VancouverIsland.htm>, Tourism Vancouver Island, <http://www.vancouverisland.travel/>, etc. Lantzville needs to set cross – links with any and all of these, generally under a window called 'Other Links of Interest'. This is a form of cross referrals.
- There are any number of specialty sites dedicated to green adventures, outdoors sports, etc. These are theme sites. Lantzville should get linked to those sites as well.
- All of this can be done, and maintained, by a qualified webmaster.



Email Blasts

Databases of tourist groups within the target tourist homefronts can be purchased (leased) from various organizations. These lists can include seniors, outdoors adventurers, travel clubs, RV, hiking, bus tours associations (Ca, US). These groups can then be reached by any number of avenues:

- Email blasts with newsletters, invitations, events announcements
- Hard copy direct mail
- Advertising in their newsletters or magazines, hard copy or web based

Piggybacking

Piggybacking is gaining access to visitors that are already coming to close-by communities (Parksville, Qualicum Beach, Nanaimo, Comox). These would traditionally be tourists visiting the region, visiting family and friends, or heading towards specific events (i.e. Bath Tub Races, Filberg Festival, Sand Castle Festival, Brandt Festival, International Music Festival, etc.).

Piggybacking can be achieved by any of the following:

- Advertise in whatever publication in the host community that is targeted for visitors, or is geared towards a specific event
- Set up a Lantzville Tourism booth, co sponsored by Lantzville realtors, for example, at the event itself

Co operation Between Communities

- Join Oceanside Region Tourism <http://www.visitparksvillequalicumbeach.com/> and Tourism Nanaimo
- Identify where these kind of joint promotional initiatives can be sought with other communities, or organizations

Satellite Operations

- If the goal, say, is to increase kayaking in Lantzville, then kayak operators should be encouraged to include a tour of the area for kayakers; outfits such as Nanaimo's Alberni Outpost should include Lantzville in their promotion, and should have signage (poster) in their shop; the organizers of Ladysmith's Paddlefest should be approached to host a satellite event in Lantzville.
- Whatever the sector, key players, as exemplified above, can be approached to promote Lantzville.

Events

- Enhancement of its arts, culture and history, beyond Mine Town Day, should be a goal. These are excellent foundations to build upon.
- This can include publicized 'art in the park' shows, 'theatre in the park', antique market, farmers market, etc.
- New events should be planned to coincide with major Island events., i.e. travelers to Comox's Filberg Festival can be encouraged to stop at Lantzville's craft and art market, or farmers market, and so on.

Co operative Lantzville Tourism

Operators Marketing

- Strength in numbers is keynote. Existing operators, with the possible assistance or involvement of the local government, should carry out proactive co operative advertising and promotion, all the while utilizing the Lantzville tourism brand
- This can include a 'Tourist Passport', which may offer discounts and coupons from local merchants, pubs, etc.
- Co operative packages, i.e. 'golf and bed and breakfast', for example, are very popular marketing ideas.



Brochures

Using the branding work herein, and even the proposed layouts presented earlier, brochures can be created, and left in any number of racks for travelers to pick up.

There are even brochure distribution companies that select and maintain the brochure racks.

Locations should include, but not be limited to the following :

- BC Ferries (Nanaimo – Vancouver, Duke Point – Vancouver)
- Harbour Air
- West Coast Air
- RV Parks
- The new Vancouver Island Conference Centre
- Alberni Outpost Store
- All motels between Comox and Nanaimo (all have brochure racks)
- BC Access Centres throughout Vancouver Island

Signage

- Signage is key, especially for those travelers without a predestination, or en route to a destination, but open to stop overs.
- This Plan offers any number of attractive brands and messages. The one selected by the community should be employed in adequate highway signage to attract drivers.

Additional Exposure

- When ready, that is, once the community has embarked on a 'pro tourism' approach, any number of travel magazine writers, such as BCAA Westworld, can be invited for a tour of the area. This can provide invaluable exposure.
- Any and all write-ups on Lantzville should be posted on the web, and distributed via newsletters to target tourist groups.

Tourism Organizations on Vancouver Island

- Affiliations should be actively sought out with any and all other local and regional tourism organizations, if for no other reason than cross – linking on each other's websites.

South Island

- Tourism Victoria
<http://www.tourismvictoria.com/>

Cowichan

- Tourism Cowichan
<http://www.cowichan.bc.ca/>

Central Island

- Tourism Nanaimo
<http://www.tourismnanaimo.com/>
- Parksville & Qualicum Tourism
<http://www.visitparksvillequalicumbeach.com/>

Pacific Rim

- Ucluelet Visitor Info Centre
<http://www.uclueletinfo.com/>
- Tourism Tofino
<http://www.tourismtofino.com/>
- Alberni Valley Tourism
<http://www.alberni-valley-tourism.com/>

North Central Island

- Comox Valley
<http://www.discovercomoxvalley.com/>
- Tourism North Central Island
<http://www.northcentralisland.com/>
- Campbell River
<http://www.campbellrivertourism.com/>

North Island

- Tourism North Vancouver Island
<http://www.vinva.bc.ca/>
- Tourism Port Hardy
<http://www.porthardy.travel/>



Advertising

There is no shortage of advertising magazines ready to work with Lantzville, at a cost. There are, however, several that are more effective than others.

Cooperative Marketing Opportunities

BC

- Westworld BC
<http://www.tourismvi.ca/pdf/marketing/westworldbc.pdf>

Alberta

- Westworld Alberta
<http://www.tourismvi.ca/pdf/marketing/westworldab.pdf>

National

- British Columbia Magazine
<http://www.tourismvi.ca/pdf/marketing/BCMag2008-2009.pdf>

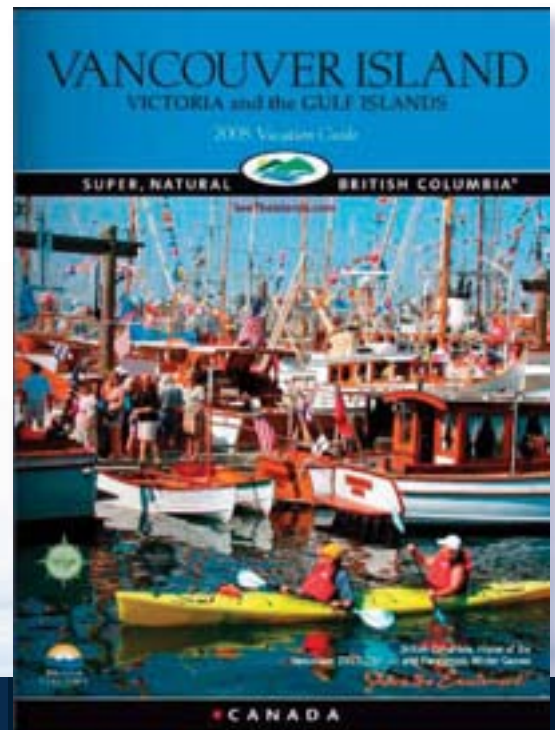
International

- WestJet Up! Magazine (since they fly into Comox)
<http://www.tourismvi.ca/pdf/marketing/2008-WestJet-Up-sept.pdf>

Web Based Marketing

- Island Moments E-Newsletter <http://www.tourismvi.ca/pdf/marketing/IslandMoments.pdf>
- VancouverIsland.travel Website Feature Ads
<http://www.tourismvi.ca/pdf/marketing/website-feature-ads.pdf>
- VancouverIsland.travel Website Opportunity
<http://www.tourismvi.ca/pdf/marketing/webpromo.pdf>
- View an example of package #1
<http://www.tourismvi.ca/img/package1.jpg>
- View an example of package #2
<http://www.tourismvi.ca/img/package2.jpg>
- View an example of package #3
<http://www.tourismvi.ca/img/package3.jpg>

<http://www.vancouverisland.travel/general/travel-guides/>





Gameplan for Implementation (Step by Step)

Launching into a new Tourism Development and Marketing Plan can be a daunting experience. There are, however, general implementation guidelines to follow that might allow Lantzville to get better control of this strategic sector.

- Having commissioned this Plan, it is incumbent on the Commission to decide how serious they are in achieving some of the viable objectives and opportunities presented herein.
- Most of the marketing strategies offered in this Plan are realizable and affordable. Synergy proposed 'piggybacking' and other guerrilla marketing tactics, rather than recommending an unrealistic \$500,000 TV marketing campaign, for example.
- Tourism, as presented herein, is a two prong approach; (1) tourism development, investor attraction, new enterprise encouragement, tourism infrastructure; tourism focal point 'one stop shopping', etc., and (2) the proactive marketing of Lantzville as a viable tourism stop over.
 - o Each requires a 'champion', a driving force to actively carry out the work
 - o Each requires a budget and support network
- Tourism funding can be sought from corporate contributions, or an array of government 'community enhancement' programs, including CISP, the federal program to encourage investment from outside of Canada : <http://www.cisp.gc.ca/>
 - o Someone needs to be responsible for identifying and actively working with these funding initiatives.
- Prioritizing options and opportunities is key. There is much presented for consideration within this Plan. There needs to be a process for 'funneling down' what is deemed doable and important short, medium and longer term.
- Community buy in and business adoption of the brand and message are also key. This Plan needs to be circulated, and input as to implementation sought, as well as a search for 'champions'. That goes hand – in – hand.
- Select a good webmaster company, as the web is an important link to the world.
- As always, constantly re-visit this Plan, determine how far along Lantzville has progressed, what can be done next, any changes inspired by changing times, and so on.

LANTZVILLE

Foothills to Seashore

