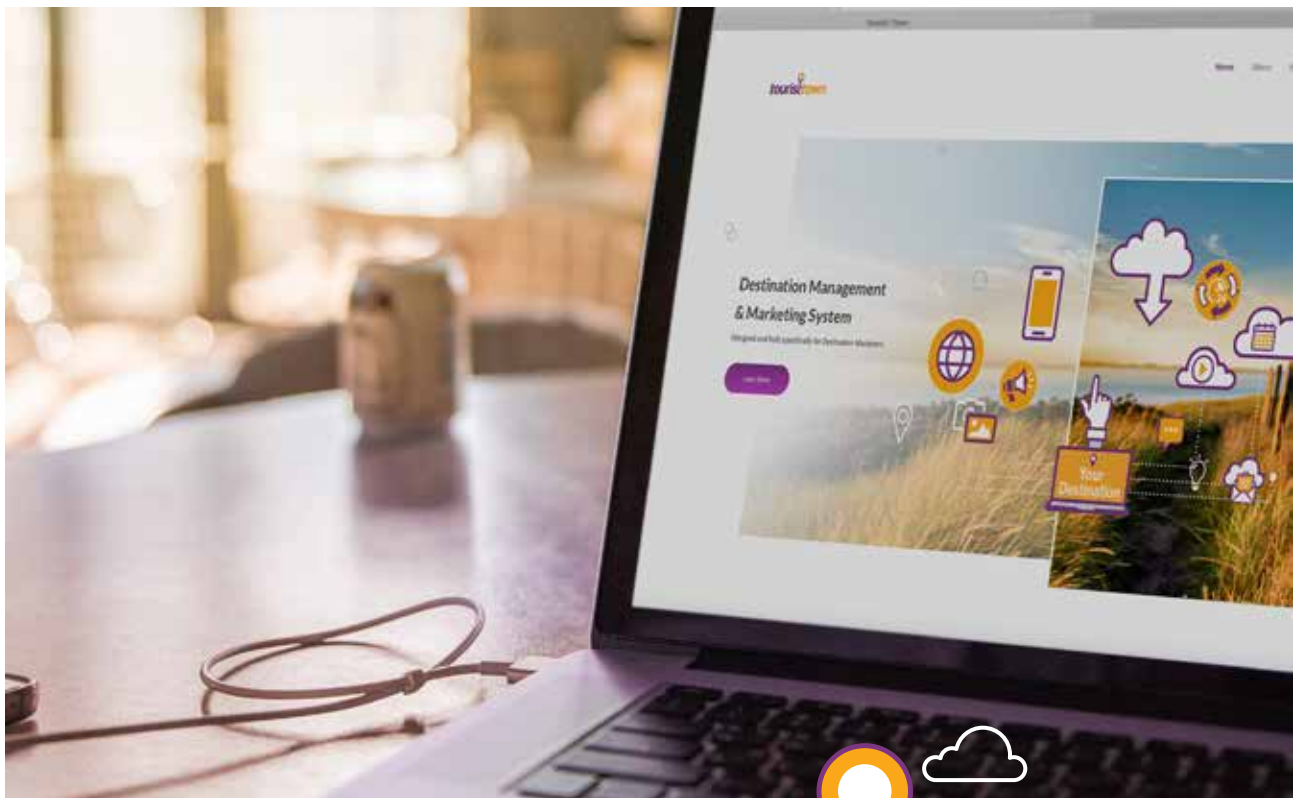# touristtown

A New Way of Managing and
Marketing Your Destination

Overview

Welcome to the first cloud-based **system developed specifically** *FOR* **destination marketers,** *BY* **destination marketers**, that allows tourism destinations, at all levels, to collaborate, manage and share tourism assets on a central platform.

A New, And Better Way of Managing Tourism

Now, more than ever, tourism regions need to be strategic about managing and marketing tourism destinations.

We understand the challenges that come with marketing a tourism destination. Our team has worked with every level of destination marketer, from regional tourism organizations to the small tour operator, and we've developed a solution that works better for everyone.

Managing tourism assets in one place allows regions to quickly, efficiently, and cost-effectively produce campaigns, apps and websites that are integrated, responsive, attractive, and scalable.

Update your content once and watch it seamlessly update across all networked websites. Marketing a competitive tourism region that has a collective brand message, while maintaining the unique qualities of each destination within the region can be extremely challenging.

With the Tourist Town platform, communities within the region promote their brand and unique assets, while contributing to and integrating with the region's overall brand.

RESULT

A better ROI for DMOs and a better overall experience for visitors.

repeat visits, longer stays and higher yields.

Unlimited, beautifully branded & fully networked

How does it work?

The best destinations are those that are aligned, working together, sharing the same message.

Tourist Town allows all levels of destinations marketers within a region to collaborate, share, manage, and promote tourism assets – all from a single platform, freeing up resources to be able to create new programs and experiences.

With all assets in one place, it's quick, easy, and cost-effective to create new content without having to start from scratch. Organize, manage, and share content like images, videos, stories, experiences, tours, routes, itineraries, events, services, businesses and more within an intuitive, easy-to-use, custom content management system.

Tourist Town allows content to be collected from multiple contributors, organized, authorized, and shared across an unlimited number of integrated websites.

Business
Organization
County
Town
Municipal
Region
CONTRIBUTORS
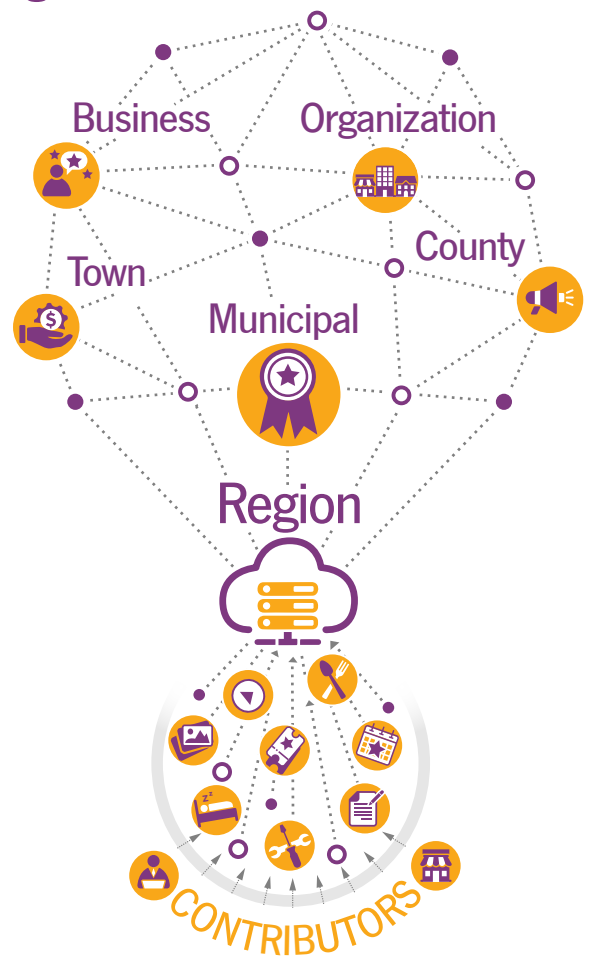
TOOLS OF THE TRADE

The cloud-based Tourist Town system is intuitive and easy-to-use, built with input from regions, communities, and tourism operators and includes tools like content validation, business tracking, targeted emailing, reporting & analytics and so much more.

DON'T START FROM SCRATCH

Save all your assets to a central bank where content is managed and updated. When it's time to create a new website (tourism, cluster, niche, economic development, product, experience, etc.) use your saved content to create beautiful, fully networked websites quickly, and cost-effectively.

SPEAK DIRECTLY TO YOUR AUDIENCE, EVERY TIME

Don't be all things to all people. The Tourist Town platform allows you to create unlimited targeted online campaigns quickly without having to start from scratch, using content you've already created and updated. Use content from your tourism or economic development website to develop an 'off the beaten path' campaign, arts & culture tour, itinerary blog, or local business directory. Accessing and managing content from one place ensures that you're working with the most updated content.

MANAGE VISITOR DISPERSION

Visitors are drawn to destinations which offer unique, local, and out of the way experiences. Encourage tourists to travel beyond gateways and 'hot spots' by creating stories, itineraries, routes, tours, and packages and enticing them to 'see more' through 'what's nearby' options.

LET OPERATORS DO WHAT THEY DO BEST

Small towns and tourism operators don't always have the resources to have professional looking websites, but they are key to the visitor experience and visitor transaction. Tourist Town provides operators a platform to easily update and manage their information, once, and have it update in multiple places, freeing up time for operators to run their businesses.
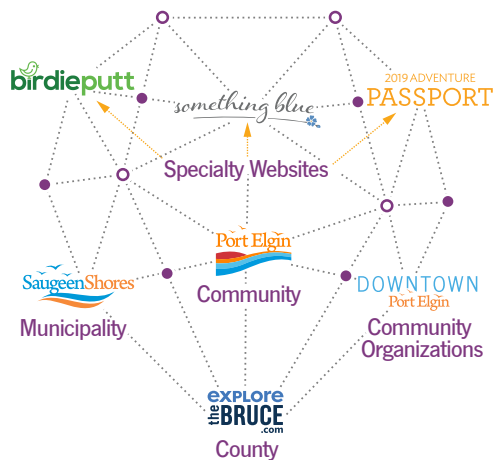
Case Study
Bruce County, ON

Bruce County uses the Tourist Town system to manage and promote its official website ExploretheBruce.com. The Website highlights experiences through stories, routes & tours, experiences, and events. They manage all their content (images, stories, businesses, events, etc.) in one place and used this same content to create a website for their annual Adventure Passport program.

There are 17 communities in Bruce County that share the same Tourist Town platform, each with their own website, content and brands. When the communities update information on their websites it automatically updates on the County's websites.

Using the shared content, additional websites have been developed for downtown areas, marketing campaigns and tourism sectors. All in all, 25 websites have been developed on the Bruce County platform.

Bruce County, ON is a diverse tourism destination made up of well-known communities and attractions and their well-established 'Explore the Bruce' brand promotes the incredible experiences visitors can have while there.

birdieputt

something blue

2019 ADVENTURE PASSPORT

Specialty Websites

Port Elgin

SaugeenShores

Community

Municipality

DOWNTOWN
Port Elgin

Community Organizations

explore the BRUCE .com

County

"Using the Tourist Town platform has freed up our resources so that we can concentrate on creating new products and experiences for visitors."

BRUCE COUNTY, ON

Feature & Modules

Features and modules designed specifically for destination marketers

Features

Centralized Cloud-based Platform
Manage and leverage content from a cloud-based, centralized data bank and share it seamlessly across multiple websites. Update content in one place and watch it dynamically update on all associated websites.

Content Management
Manage your tourism assets with an easy-to-use CMS (Content Management System) with tools specifically designed for destination managers and marketers.

Content Point System
A content point system ensures the most relevant and updated information is always front and centre. Allot points to key pieces of content that are important. The more points a section of content has, the more prominent it will show. This motivates businesses and content contributors to stay up to date with their information.

Content Validation
Use the automated content validation feature to automatically send out communications to contributors to validate and keep information up to date.

Image Bank
Upload, organize, edit, and store all your images in one place. Easily access and add images to multiple websites and share to social media.

Contributors
Allow partner organizations, operators, and other contributors to contribute content by uploading assets to the platform. Set access and permission levels for individual and groups of users for each area of the system.

Reporting & Analytics
Access internal and external analytics and reports for all websites in one place. Report on assets and businesses in your region.

Search Engine Optimization
Built-in, page level SEO tools ensures that visitors will have no trouble finding you online.

Google Maps
Listings, stories, itineraries, routes, and events are integrated with Google Maps using GPS coordinates.

Ready-to-go Templates
Create unlimited, responsive, and seamlessly networked campaigns and websites using customized templates and saved content stored in the system.

Shareability
Share pictures, events, itineraries, routes, stories and more from networked websites directly to social media channels.

Modules

Itineraries, Routes & Tours
Create itineraries, routes & tours and include maps to help visitors explore all there is to see and do in your region.

Experiences & Stories
Use the Experiences & Stories module to promote interesting experiences and tell stories about your destination to keep visitors coming back to your websites.

Trip Planner
Allow visitors to plan and map out trips as they visit your websites. Add attractions, places to eat, stay, and more.

Events Calendar
Allow contributors to submit events and have them show on multiple sites. Add maps and images to your events and share them to social media.

Campaigns
Create eye-catching campaigns with strategically placed campaign messages throughout the websites and measure the performance of your campaigns through integrated reports.

Email Marketing
The email module makes it easy to communicate with partners and operators and develop targeted marketing campaigns for visitors.

We're excited to help regions grow viable, inclusive and sustainable tourism destinations.

If you're ready to manage and market your destination more effectively,
let's get started.

touristtown

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