## CONCEPT

*To increase economic diversification through
tourism product development and operator support.*

### Purpose

To expand tourism marketing product in the GoEast region by developing five road trip itineraries and the supporting digital media needed to successfully deliver the product to market.

### Outcomes

- Five new market-ready driving itineraries with routes from Edmonton going east along highways 28,15, 16, 14 and 13.
- A responsive-design website, optimized for mobile devices, with pages for the routes including videos and the ability to search for attractions "near me".
- Support to tourism operators in the region to enhance their digital marketing skills and participation in the drive-route product marketing.

### Rationale

GoEast promotes five drive routes through its annual travel guide. Based on tourism industry trends, the region will be able to strengthen its market reach by replicating these routes on a digital platform. GoEast's website architecture does not fully support the marketing model envisioned for these drive routes. The website is not fully accessible for mobile devices and does not integrate with social media. Once the website has been redeveloped, it will be able to support the driving route tourism product and seamlessly deliver content over multiple social media streams. To improve utilization of the new road trip products, and social media marketing generally, GoEast will host workshops for regional tourism operators. These workshops will improve knowledge of social media uses and best practices in tourism marketing and introduce the road trip tourism product.

### Deliverables

1. **Re-developed website architecture**
   a. "Back end" website design, moving from directory-based interfaces to story-telling
   b. Improved content and usage
      i. Edit and update existing data and transfer to enhanced website
2. **Expand regional tourism product**
   a. Develop five road trip itineraries based on Highways 28, 16, 15, 13 and 14.
   b. Have routes and attractions accessible through a "near-me" website interface. This interface will pull a list of attractions and services based on selected criteria from the updated data.

3. **Two – three half-day workshops for regional tourism operators**
    i. Build social media marketing expertise
    ii. Support successful launch of road trip product

## Timelines

| 10-17 – 09-18 | Stage one – Project planning, website redesign, data collection and loading, route itinerary concepts, videography completion and uploading. |

| 10-18 – 03-19 | Route itinerary completion, integration to website, tourism operator training, launch for 2019 tourism season |

## Proposed Budget

| | |
|---|---|
| Website development | $ 20,000 |
| Data updating | $ 5000 |
| Itinerary development | $ 20,000 |
| Training | $ 5000 |
| *Total project budget* | $ 50,000 |

## Proposed Funding

| | |
|---|---|
| Go-East in-kind | $ 5000 |
| GoEast Cash | $ 20,000 |
| CARES | $ 25,000 |
| *Total project funding* | $ 50,000 |