

AGM 2017



2017 ACHIEVEMENTS

Visitor Experience

Personalized front-line service resulted in solid connection with visitors e.g. assistance with wedding proposals, reunions, family trips etc.. Creates brand ambassadors, great stories, and lasting impressions. Newly created “Visitor Experience Lead” role for 2018.

Usability upgrades to STA website resulted in 67% more visits from 74% more unique visitors. Top Searches: What’s On, Stratford Festival, Event Calendar, Stay, Dine, Shop.

Modern, fresh rebrand of all STA materials as part of shift in focus to younger audiences. To develop Style Guide for continuity in all brand communications and assets in 2018.

Community Connections

Developed Corporate Strategic Plan with great input from over 350 stakeholders in the community. Themes included:

Destination Development & Branding, Marketing & Business Development, Stakeholder Engagement, and Organizational Strength.

Actively communicated and collaborated with hundreds of local partners in 2017. Multiple initiatives in development for 2018 with businesses, BIA, Stratford Festival, RTO4, and City departments.

Developed student orientation and materials for University of Waterloo. Aiming for deeper and more strategic collaboration on mutual objectives in 2018.

Worked closely with InvestStratford to welcome 500 Chinese social club visitors in 2 days. Discussing more collaboration in 2018.

Destination Development

Destination Animation Fund supported 14 projects to create new Stratford experiences.

Entered formal partnerships with the Town of St. Marys and Perth County for broader regional destination alignment and development. Working with over 32 regional partners and actively developing “Daytripping” options for visitors in 2018.

Will liaise with City Event Coordinator in 2018 to improve local support for events.

Marketing Initiatives

170 articles in 2017 (up 31%): evaluated by third party agency (Meltwater Media) to achieve reach nearly 25 million readers @ estimated value of \$230k.

Culinary Trails achieve 10,800 visits to local businesses in 2017. 75% of sales originate outside Stratford, 41% discover online, and 40% would recommend to friends.

International recognition in New Yorker piece with actual reach of 54,382.

Digital Fluency

Prioritize data-driven decision-making via online analytics and surveys to provide data, visitor profiles, and feedback. To explore Search Engine Optimization of STA website, Artificial Intelligence tech opportunities, and Smart City alignment in 2018.

2017 was the first-year STA noted more mobile users than any other means of search and contact.

Google 360 project rolled out another 30 virtual tours in Stratford businesses.

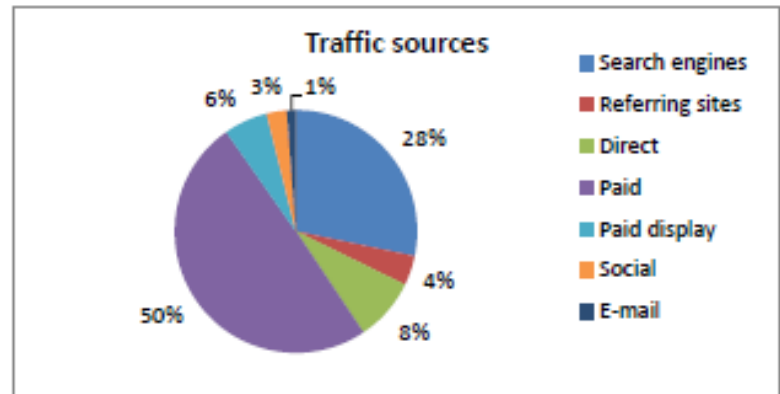
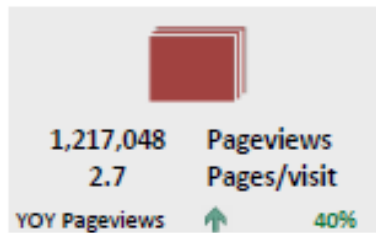
Digital Performance 2017



January through December 2017 digital metrics report

Notes

The strategic changes to the Google AdWords and Google Grants Pro programs has resulted in 50% of our site visitors coming from these campaigns. And, as a result of these changes, our site visits, pageviews and users have seen a huge increase to their numbers - 67%, 40% and 74% increases respectively. We are still seeing the affects of the super successful Facebook post about the quilt display at the Stratford Perth Museum. Hopefully in 2018, we'll be able to find a couple of posts that have the same abnormal numbers to draw more attention to our platform. Note that the number of Facebook likes that can be attributed to that post were a 3% increase so we need to decide if page likes are our goal or reach. Interesting to note: We had 62% November and 61% December of site visits on mobile which is usually just 50% of our visits.



Digital Performance 2017

CPC Ad Buys November 1 to December 31 "Always On" + Christmas

Google search & display, Facebook, Yahoo, Bing

5,514,510 impressions

37,584 clicks CTR 0.68%

\$0.32 average cost-per-click

\$11,978.32 spend

2,944 conversions

\$4.07 cost per conversion

Facebook Spend outside of CPC campaigns Nov/Dec

\$512.92 STA media spend on 25 posts + 9 boosted RTO4

49,466 STA paid reach

1,599 STA paid engagement

Google Grants YTD

\$242,082.89 free media

\$15,000 management

3,884,643 impressions

158,415 clicks

147,637 Ontario

10,699 U.S.A.

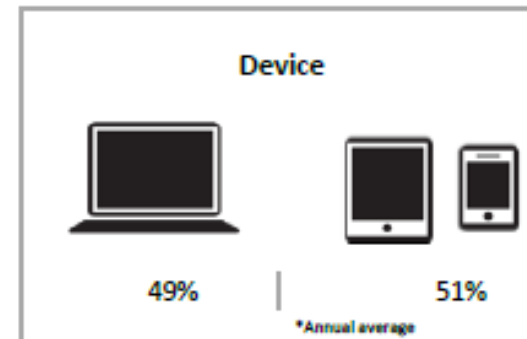
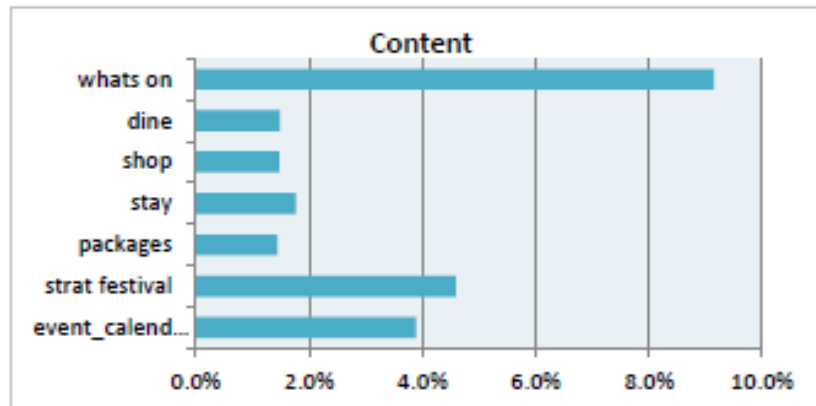
4.08% CTR

\$1.53 CPC value

Conversions

385 clicks to Eztix

2,802 clicked Get Going Planner



	Followers	Engagement/Mentions	Reach/Impressions
Facebook (f)	13,992 ↑ 14%	210,517 ↓ -22%	4,376,664 ↓ -10%
Twitter (bird)	12,309 ↑ 6%	3,649 ↓ -18%	1,123,500 ↑ 9% YOY

2,320 followers
Averaging 5,755 impressions per week

Working on posting, reposting, liking and following.

EARLY TRENDS 2018

Executive Summary

- Revenue is tracking at 54% of budget by end of Q1. Early positive performance is due to renewal cycle with partners in the STA system, as well as advertising participation in STA programs (i.e. Culinary Guide, Culinary Trails etc.)
- Expenses are tracking at 14.7% of budget by end of Q1. Burn rate will increase with higher HR costs to staff the two visitor centres in Q2 - Q3 and kick start for special projects. Marketing and digital data projects allocated for consistent pace of spending throughout the fiscal year.

- Very strong winter campaign reach with 41 articles/blogs/radio/TV (excluding Bieber Museum stories which had almost 600,000 additional impressions).
- One Stratford culinary trail story in Postmedia and Sun papers had reach of more than 2.6 million readers.
- Romance campaign in Toronto for two weeks on huge screens in Dundas Square, 2 months on screens in The Path, and print in March and April (Horizon Magazine full page ad)
- Upcoming campaigns: Rocky Horror Stratford Experience, Outdoors in Stratford (Focused on Hardcore Adventure Cyclists and Leisure Cycling/Golf), “Men Love Stratford Too” in June/Father’s Day

Current Active Partners – 201

- This is the highest level of engagement since 2012! The creation of new partner categories has resulted in more positive interactions with business and cultural community
- YOY increase from 187 in April 2017
- 2018 YTD total of 32 new active partners

Shout Outs!

*Thank you STA Staff, Partners, Board of Directors,
Volunteers, Cheerleaders, Conspirators, and
Collaborators.*

*Special appreciation and shout-outs to Conroy Schelhaas for
his years of leadership as STA Board Chair and to Kristin
Sainsbury for her impactful work as STA Executive
Director.*

2018 Nominated Slate of Directors

- Kathy Vassilakos, City Councillor, City of Stratford
- Graham Bunting, City Councillor, City of Stratford
- Sarah Hamza, Stratford Festival
- Conroy Schelhaas, Accommodations
- Nigel Howard, Culinary – Stratford Chefs School
- Murray Sanderson, Accommodations
- Lesley Spencer-Cooper (Member at Large)
- Rob Wigan, Culinary & City Centre

- Carrie Wreford, Retail
- Kristene Steed, Producer/Retail
- Judy Matheson, Event

Ex-Officio:

- Nancy Fallis, Province of Ontario
- Sarah Franklin, County of Perth
- Lori DeGraw, STA Executive Director
- Rob Horne, CAO, City of Stratford

Thank you and we look forward to working with you in 2018

