

Thorold Tourism Advisory Committee 2022-2023 Workplan

Subcategories/ Action	Alignment with Terms of Reference	Person/ Group Responsible	Resources required, other services providers, Government funding, etc.	Time Frame	Desired Outcome	Performance Indicator: How will you measure your accomplishments?
<p>Tourism Brand Development.</p> <p>Focus on a brand that includes <u>built and natural</u> Heritage, Welland Canal and cycling, <u>sports, & outdoor-related</u> tourism.</p>		Tim Geddes and Ken Scholtens	Thorold Tourism Website to be refreshed.			
<p>Tourism Marketing Plan.</p> <p>Create a destination marketing/promotion plan.</p> <p><u>3-4 year strategic action plan</u></p>			<p><u>Engage Village News to promote events and activities.</u></p> <p><u>Rack Cards</u></p>			

Review and recommend a tourism service delivery model						
<u>Visitor Profile</u>						
<u>Asset Identification</u>						
<u>Signage along the Welland Canal Path</u>						