

HORNBY ISLAND MRDT Survey Highlights & Strategy



STORMY
LAKE
CONSULTING

August 2021

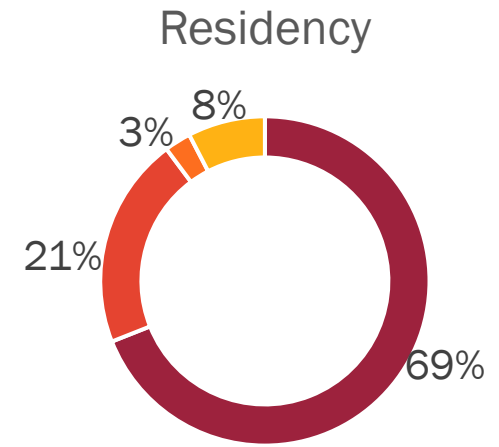
SURVEY

Collection Summary

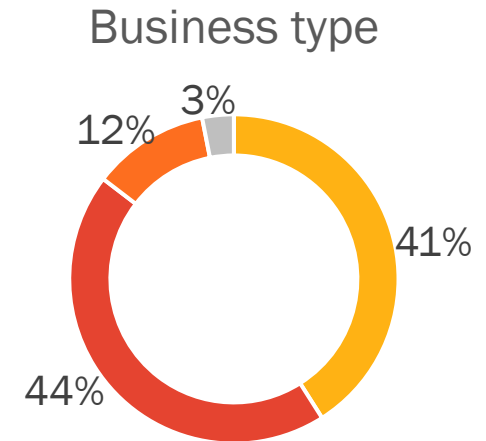
Survey fielded from July 6th – July 24th. Survey remains open.

264 participants started the survey, with 78% continuing to the end. (Excellent!)

There was a nearly even split in participation by business owners (largely accommodations) and non-business owners.



- Permanent resident
- Seasonal resident
- Visitor
- Other/skipped



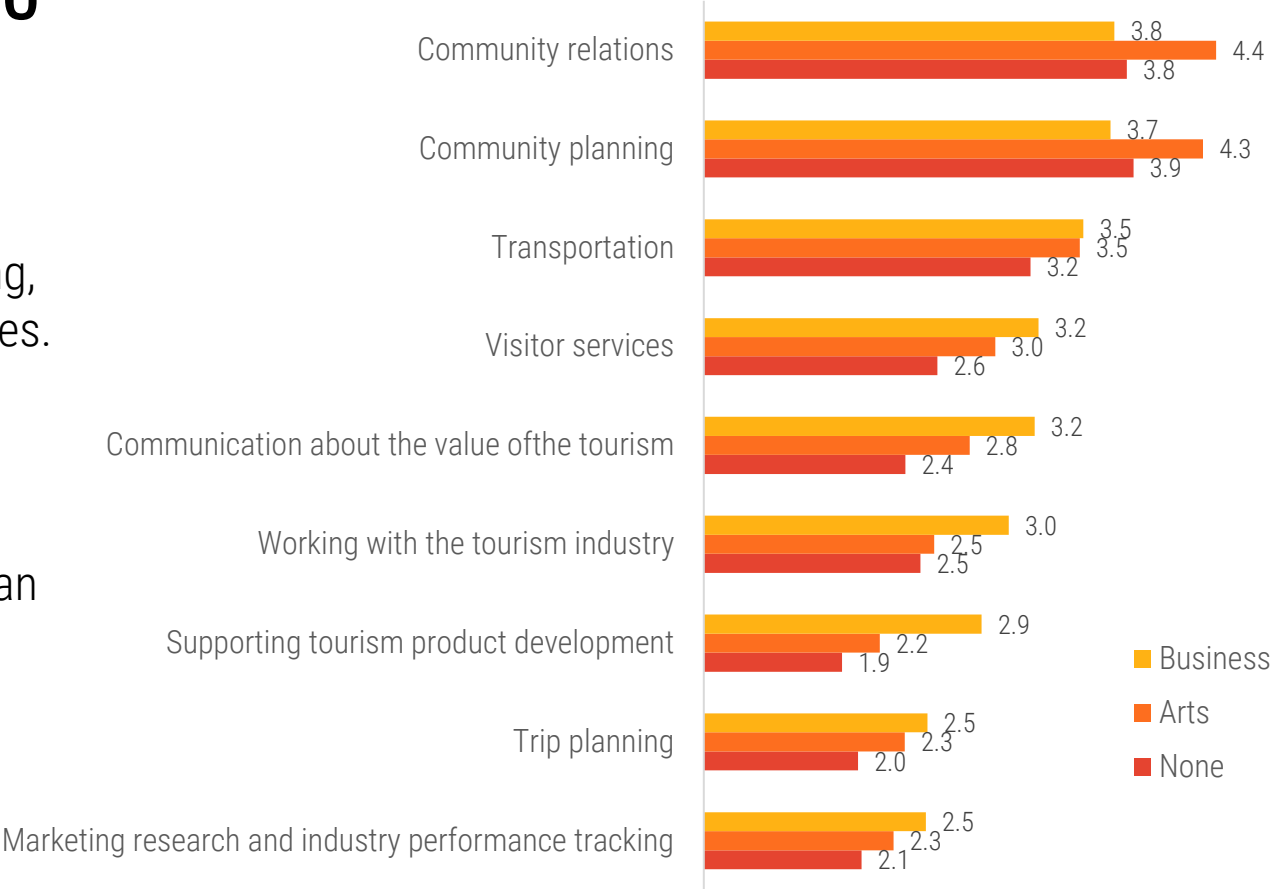
- None
- Business
- Arts
- Other

There is community consensus on HICEEC priorities

All types of residents rate community relations, planning, and transportation as priorities.

Unsurprisingly, business operators see more value in industry-specific ventures than other residents.

HICEEC priorities for supporting tourism
(1, Not a priority – 5, Essential)

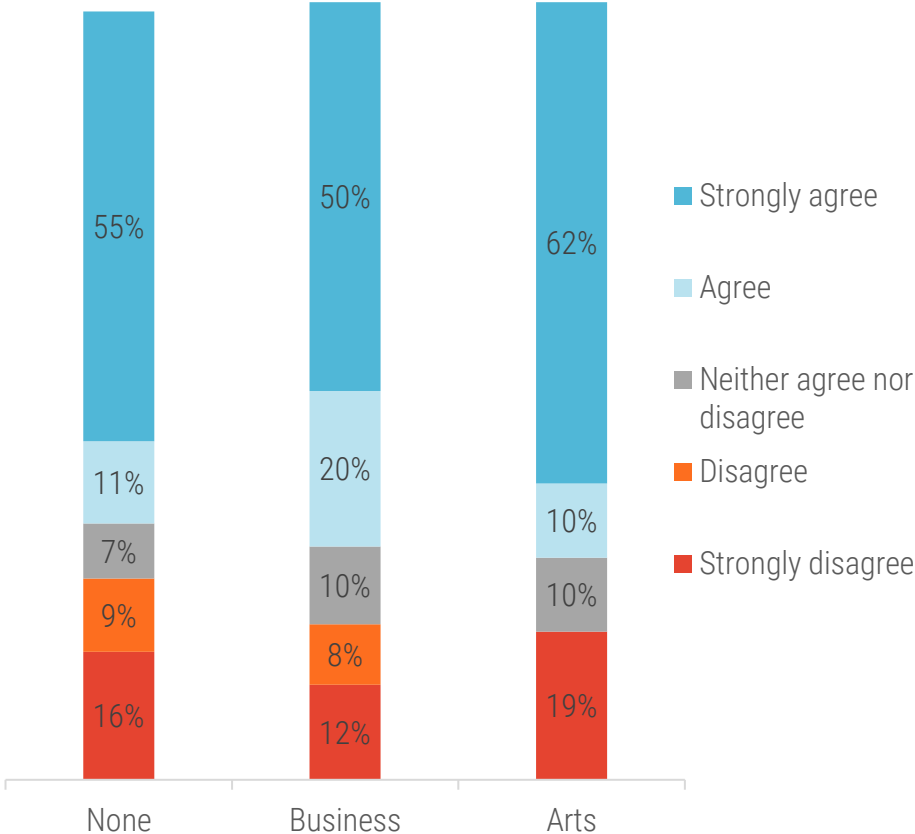


Q25 – In your opinion, how much of a priority should HICEEC place on each of the following program areas when allocating time in their work program for supporting tourism businesses? Please rate each of the following program areas on a 1–5 scale, where 1 = Not a priority and 5 = Essential.

Affordable housing receives strong community support

The majority of all types of residents support use of MRDT funds for affordable housing.

Support for a focus on affordable housing for MRDT funds



Q26 – The need for an MRDT on Hornby Island has been described primarily for affordable housing, as far as the program allows. Affordable housing would be intended to address local housing needs and ensure tourism workers can find housing. How much do you support this focus on a 1-5 scale, where 1 = Strongly Disagree and 5 = Strongly Agree.

Opinions on other uses of MRDT funds are somewhat divided

Most residents of all types support public infrastructure in support of tourism as well as measures to reduce water usage.

Business owners view MRDT funds used in marketing more favourably than other residents, especially for the shoulder season.

Support for other uses of MRDT revenues

Infrastructure – public washrooms, trail maintenance, etc.

Measures to reduce water usage

Support for the Arts

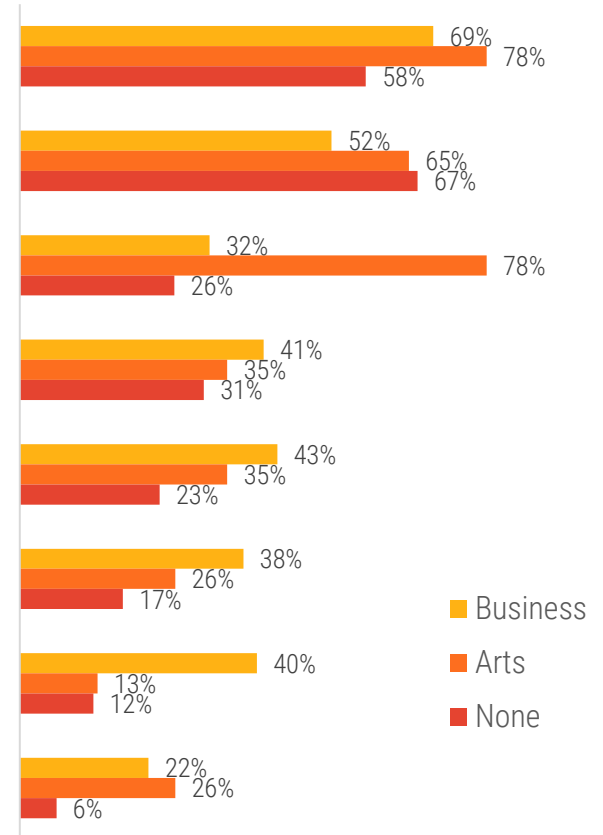
Visitor Education

Winter Festivals & Events

Off season educational tourism

Shoulder season marketing

Supporting a coordinator for an Island Ambassador and Visitor Education Program



STRATEGY

Goals

To develop a sustainable three-season tourism industry.

- a. By diversifying the peak summer travel period, we will be able to create more sustainable tourism revenues for local businesses and reduce the environmental footprint of tourism on the Island.
- b. Winter is not recommended as a marketing focus until spring and fall are busy.
- c. By expanding affordable housing for the summer workforce, we will reduce labour constraints in the peak season and mitigate issues arising from informal, temporary housing currently used by some seasonal workers.

Strategies

1. Affordable housing for seasonal workforce
2. Visitor education
3. Shoulder and off-season marketing

Affordable housing for seasonal workforce

Conduct a feasibility study for an affordable housing initiative

Hire a consultant to conduct a feasibility study. Ensure primary research is undertaken during this study to consult public stakeholders including tour operators, employees, residents (see below), partners, government.

Secure community support

Conduct resident engagement sessions to provide them with an opportunity to have their voice heard on this initiative and provide suggestions for how/where it's implemented. Maintain ongoing communication to residents through appropriate communications channels and partners about the initiative as it unfolds.

Identify additional grants to leverage

Identify federal and provincial grants to support affordable housing

Visitor Education

Create a virtual “responsible tourism guide”

This can be conducted two ways:

1. An interactive page hosted on the Hornby Island website and featured on the landing page. A downloadable PDF is also available for those wanting to read it in static text and save to their device for future reference. Once developed, create a QR code that links to this page of the website. Use the QR code in high-traffic, enroute or in-destination visitor marketing materials such as Hornby Island Visitor Guide, ferry signage. Disseminate to partners, such as accommodation providers and encourage them to share with their guests.
2. Develop an app for visitors to download which includes this guide along with other important information (i.e., water mitigation education, seasonal notifications), day-trip itineraries (see below), map of the island, etc.

Visitor Education

Incorporate water use mitigation education into signage & marketing materials

Focus on signage on the ferry to/from Hornby Island as well as in-destination that has high visitor traffic such as the Hornby Island Bus, accommodations, park and beach facilities, and on the ferry to/from Hornby Island.

Highlight this in the Hornby Island Visitor Guide.

Shoulder and off-season marketing

Build “experience bundles” of available off-season product

Create 5 self-guided, day-trip itineraries for visitors. Some of the itineraries can be themed to one aspect of Hornby Island (i.e., adventure or health & wellness) while others can feature aspects of all Hornby Island has to offer (i.e., ocean-based, land-based, art, food). These itineraries will live on Hornby Island tourism website with optional PDF downloads so visitors can print or access them on their mobile devices even without Wi-Fi service. Businesses should be educated on these offerings, including accommodations, so they can direct and speak to them should visitors inquire about things to do during their visit.

Using these bundles, create a “Authentic Hornby” self-guided tour highlighting the arts and cultural experiences

Shoulder and off-season marketing

Use online channels to market to active-lifestyle authentic experiencers aged 50+ in the Lower mainland and on Vancouver Island

The best channels for marketing to this audience are Facebook, Google, YouTube and traditional online ads (banner, big box, etc.). Videos work well, especially if they include detailed information.

Promote weekend getaways to Vancouver Island residents

Through Facebook and online ads, remind Vancouver Island residents—located within 3-hours driving distance—of Hornby Island and promote weekend getaways. These should be developed for last-minute travelers looking to escape within 1-2 weeks.

Shoulder and off-season marketing

Develop a signature shoulder season event or festival.

To showcase the shoulder seasons in Hornby Island and encourage visitation, develop a signature event or festival in fall and spring.

Develop shoulder season assets.

Shoulder season asset development, with an emphasis on spring and fall, will build an inventory of professional year-round video and photographic materials that will be used by HICEEC for marketing purposes and will be made available to local businesses.

Building a strong asset library is essential to fuel online, social and traditional media. Diversity of shots is recommended (i.e., landscape and people; day and night; indoors and outdoors; varying weather)

Target audience

Active lifestyle Authentic Experiencers from Lower Mainland and Vancouver Island.

- Authentic Experiencers are well-educated, higher income and older travellers who like to travel in off-peak seasons for local cultural and nature activities.
- They are a significant proportion of BC residents (18%)
- With no young children living at home, these travellers have the flexibility to travel in spring and fall seasons.