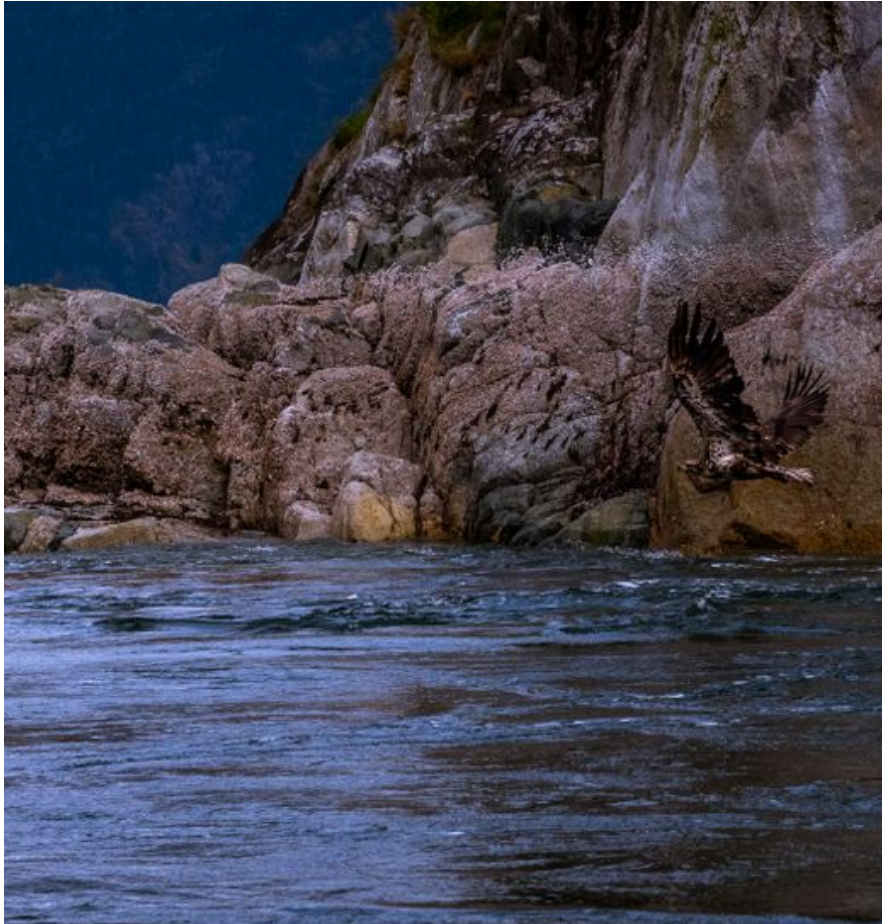




Tourism Ucluelet

Strategy Statement and Strategic Pillars | September 2019

Strategy Statement

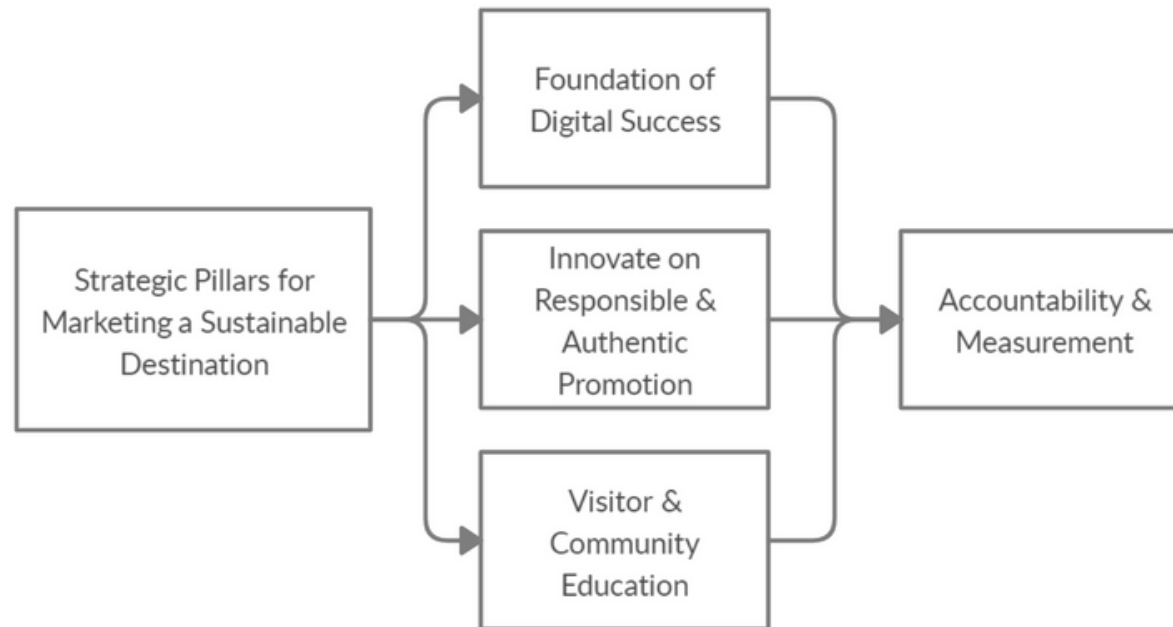


“By 2023 we will lead Ucluelet's vibrant and sustainable tourism industry through industry collaboration, responsible and authentic promotion, visitor and community education, support for community priorities and accountability in our operations.”

The purpose of this strategy statement is to help you communicate the purpose and vision of Tourism Ucluelet to employees, stakeholders and the boarder community. Strategy pillars resulting from this strategy statement provide direction when developing strategic plans and annual tactical plans.

Strategic Pillars

These strategic pillars set the course for the marketing tactics. Each strategic pillar requires its own metrics for success to demonstrate value and provide accountability to stakeholders.



Strategy Pillar #1

Foundation of Digital Success



Seamlessly connect with consumers and expand the visibility of Ucluelet's businesses and experiences while demonstrating your ROI

- Action DBC website and social media audit with the support of a qualified marketing agency
- Continuously monitor campaign, web and social analytics to make nimble data driven decisions

Strategy Pillar #2

Innovate on Responsible and Authentic Promotion



Embody Ucluelet's unique spirit and charm through innovative promotional campaigns that emphasize authentic and responsible experiences

- Stay true to Ucluelet's history and community priorities - consider featuring local legends from the community
- Set true and realistic expectations for visitors
- Expand boundaries of traditional marketing tactics

Strategy Pillar #3

Visitor and Community Education



Create a network of local and guest advocates who will amplify the Ucluelet message

- Create local ambassadors
- Educate locals and guests on how to minimize their impact
- Work with existing organizations like Parks Canada, the Ucluelet Aquarium, and the Wild Pacific Trail Society to maximize reach and to create alignment