touristtown

bringing people to your community

Overview

2020

What is Tourist Town?

Tourist Town is a cloud-based Destination Management & Marketing system
designed specifically to help regions grow and promote their destinations.

Tourist Town is the first platform developed specifically for destination marketer that allows tourism destinations, at all levels, to collaborate, manage and share tourism assets in one place and easily make unlimited integrated, scalable, responsive, easy-to-use, and ready-to-go tourism websites.
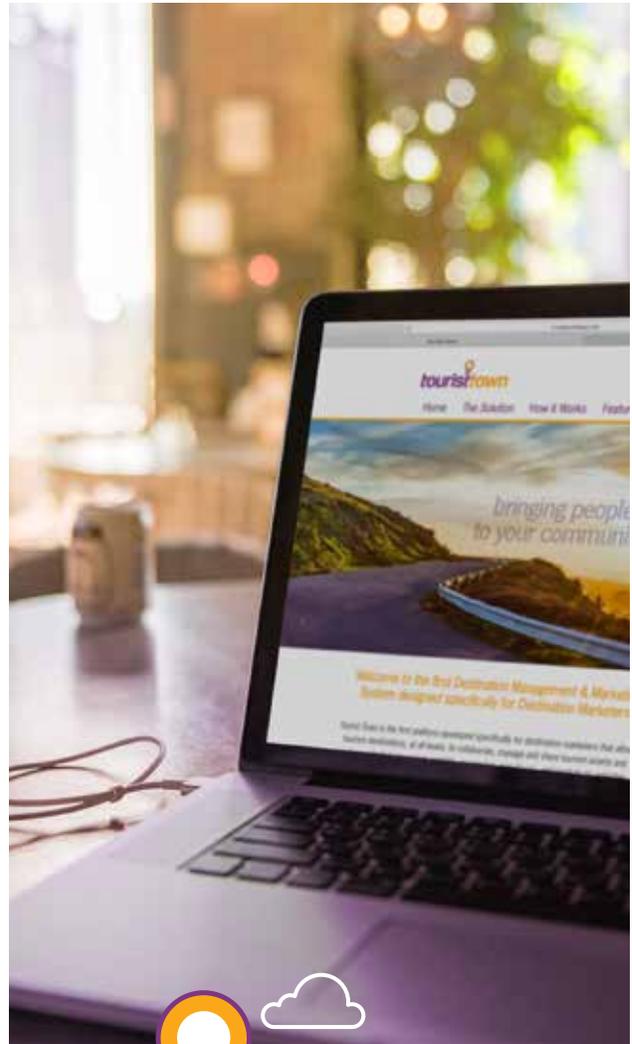
Your Destination

Unlimited, beautifully branded
& fully networked

A New Way to Manage Your Destination

Tourist Town allows all levels of destinations marketers within a region to collaborate, manage, share and promote tourism assets from a single platform to improve destination management and online marketing for everyone; efficiently and cost-effectively.

Regions, Counties, Municipalities, Organizations, and Businesses share content from a central system to keep all websites current, looking great and most importantly, relevant to your audience.

Managing tourism content in one central place provides an inclusive and efficient process for tourism destination managers, marketers and operators.
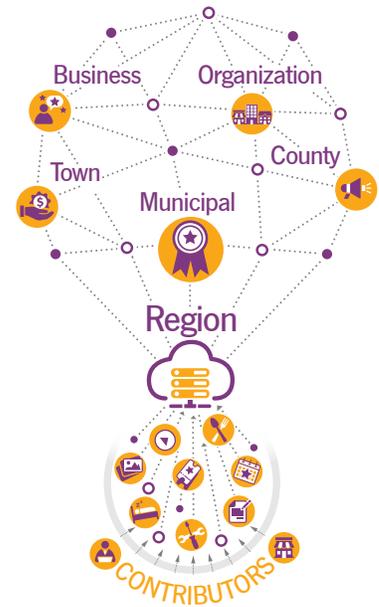
RESULT

A better ROI for tourism destinations and a better overall experience for visitors resulting in

repeat visits, longer stays and higher yields.
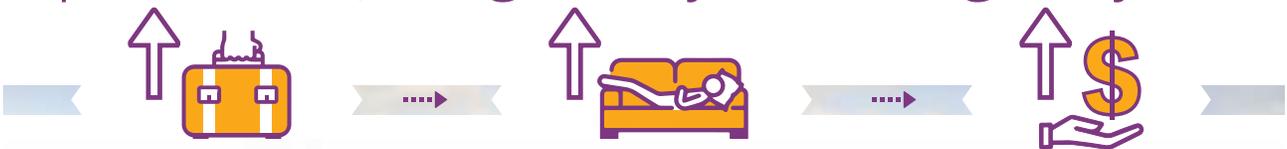
How does it work?

We understand the challenges that come with promoting a tourism destination.

Our team has worked with every level of destination marketer, from regional tourism organizations to the small tour operator and we've developed a solution that works better for everyone.

STEP 1 — CENTRALIZE AND ORGANIZE YOUR DIGITAL ASSETS.

Upload, organize and manage content like images, videos, stories, experiences, events, services, businesses and more within an intuitive, easy-to-use, custom content management system.

Add all your tourism assets to a single asset bank. Assets can be managed by a website administrator or through outside contributors like DMOs, tourism operators, organizations and tourism staff.

CREATE TOURISM WEBSITES FOR ANY LEVEL OF TOURISM.

Municipal

Business

Organization

Town

Region

County

Create a regional tourism website or create websites for all tourism levels using content from the shared asset bank. Each new website can have its own look & feel (brand) and customization – but the information comes from the same place and instantly updates on any websites it's on.

From tourism regions to counties and the towns within, content is updated once and shared across all websites. This gives regions the ability to promote their brand and top assets while giving each community its own unique identity - while not having to duplicate information, time and effort.

GROW!

Marketing Campaigns

Golf

Camping

Add more websites to your online marketing strategy. Use the same content to create unlimited, networked websites and landing pages, whether it's for niche or sector-specific tourism sectors and experiences (golf, camping), economic development or online marketing campaigns - you can finally do it all without having to start from scratch.

Tourist Town is so much more than just a website builder or "platform", it's a destination management and marketing system like no other, with the ability to share data seamlessly among networked websites, across all levels of tourism.

Managing tourism content in one central place provides an inclusive and efficient process for tourism destination managers, marketers and operators.

Case Study
Bruce County, ON

Bruce County, ON is a diverse tourism destination made up of well-known communities and attractions and their well-established 'Explore the Bruce' brand promotes the incredible experiences visitors can have while there.

Bruce County uses the Tourist Town system to manage and promote its official website ExploretheBruce.com. The Website highlights experiences through stories, routes & tours, experiences, and events. They manage all their content (images, stories, businesses, events, etc.) in one place and used this same content to create a website for their annual Adventure Passport program.

There are 17 communities in Bruce County that share the same Tourist Town platform, each with their own website, content and brands. When the communities update information on their websites it automatically updates on the County's websites.

Using the shared content, additional websites have been developed for downtown areas, marketing campaigns and tourism sectors. All in all, 25 websites have been developed on the Bruce County platform.
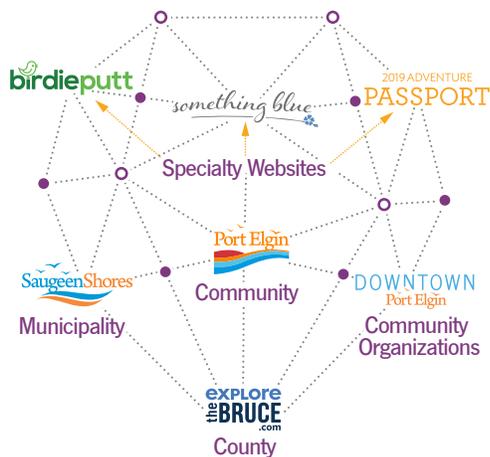
birdieputt

something blue

2019 ADVENTURE
PASSPORT

Specialty Websites

Port Elgin

SaugeenShores

Community

Municipality

DOWNTOWN
Port Elgin

Community
Organizations

explore
theBRUCE.com

County

Don't Start from Scratch

Save all your assets to a central asset bank where content is managed and updated. When it's time to create a new website (tourism, cluster, niche, economic development, product, experience, etc.) use your saved and updated content to create beautiful, fully networked websites quickly, and affordably.

Manage Visitor Dispersion

Too often there is a focus on driving tourism growth without considering the implications in the longer term. Increasingly, travellers are drawn to destinations which offer unique and out of the way experiences. Encourage tourists to travel beyond gateways and 'hot spots' by creating itineraries and packages, highlighting and mapping specific experiences or routes and by showing 'what's nearby'.

Content Marketing

Every part of your Tourist Town website is highly sharable. Content is always at your fingertips to be ready to create new marketing campaigns and social shares. Keep your websites updated with seasonal images, travel routes, itineraries and experiences and share stories, events and directly to social media.

Speak Directly to Your Audience, Every Time

Don't be all things to all people. The Tourist Town platform allows you to create unlimited targeted online campaigns quickly and affordably without having to start from scratch, using selected content that you've already created and updated.

For example, take the same content used for your tourism website to create an 'Off the Beaten Path' website, Arts & Culture Tour or local business directory. Managing and accessing the core information from one place will ensure you have the most updated content.

Let Operators Do what they Do Best

Tourism operators don't always have the time or resources to have professional looking websites, but they are key to the visitor experience and visitor transaction. Tourist Town provides tourism operators a platform to easily manage and update their information in one place, freeing up time for operators to run their businesses.

Benefits to Business

Tourist Town provides a platform for businesses to say a bit about themselves, add some great photos and video, and be online driving traffic to their business in just a few minutes.

Businesses are connected and promoted along with other operators, attractions, services, and businesses in their community through features like 'What's Nearby' and integrated mapping.

Being part of a regional website means that businesses don't have to just rely on themselves for new and creative content. Visitors come back regularly to the website to read new stories and see what events are coming up.

ONE LOGIN, ONE UPDATE

Businesses can log into their account, update their business information (even from their smartphone) and have it attractively displayed on multiple websites, making it easy to keep information on all important websites looking good and up to date.

ADD-ONS

Add - on features that businesses can use include Menus, Video, Photo Galleries, Daily Features, Reviews, Entertainment, About Us information and much more. It's a mini-website for each and every business, town asset and attraction in your area.

RANKINGS

Alphabetical order is so unfair. Tourist Town ranks listings by the quality of the content so your destination will always have its best foot forward. It also motivates businesses and content contributors to complete and stay up-to-date with their information.

Just some Features...

Centralized Cloud-based Platform
Leverage content from a data bank and share it seamlessly across multiple, created websites.

Ready-to-go Templates
Create unlimited, networked and responsive websites using customized templates and content from a central asset bank.

Contributors
Allow operators, organizations, partners and other contributors to upload and share content to a central asset bank and contribute website content.

Content Management
Upload, manage and share your tourism assets with an easy to use content management system designed specifically for destination marketers.

Image Bank
Upload, organize, edit and store all your images in one place. Easily access and add images to multiple websites and share to social media!

Social Media & Shareability
Share pictures, itineraries, stories and more from networked websites directly to social media channels.

Reporting & Analytics
Access internal and external analytics and reports for all websites in one place.

Search Engine Optimization
Built-in, page level SEO tools ensures that visitors will have no trouble finding you online.

Google Maps
Listings, stories, itineraries, routes and events can be integrated with Google Maps using GPS coordinates.

Trip Planner
Allow visitors to plan and map out their trip as they visit your websites. Add attractions, places to eat and stay.

Itineraries, Routes & Tours
Create itineraries, routes & tours and include maps to help visitors explore all there is to see and do in your tourism destination.

Experiences & Stories
Use the stories module to create interesting stories and experiences about your destination to keep visitors coming back to your websites.

Events Calendar
Allow contributors to submit events and have them show on multiple sites. Add maps and images to your events and share them to social media.

Email Marketing
The email module makes it easy to communicate with partners and operators and develop targeted marketing campaigns for visitors.

Campaigns
Create eye-catching campaigns by adding header and banner messages throughout the websites. Measure the performance of your campaigns through integrated reports.

Content Validation
Use the automated content validation feature to communicate to contributors in order to ensure information is kept up to date.

Content Point System
A content point system ensures the most relevant and updated information is always front and centre. Allot points to key pieces of content that are important. The more points a section of content has, the more prominent it will show on websites. This also motivates businesses and content contributors to complete and stay up-to-date with their information.

We're excited to help regions grow viable, inclusive and sustainable tourism destinations.

If you're ready to create incredible tourism websites for your region,
let's get started.

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