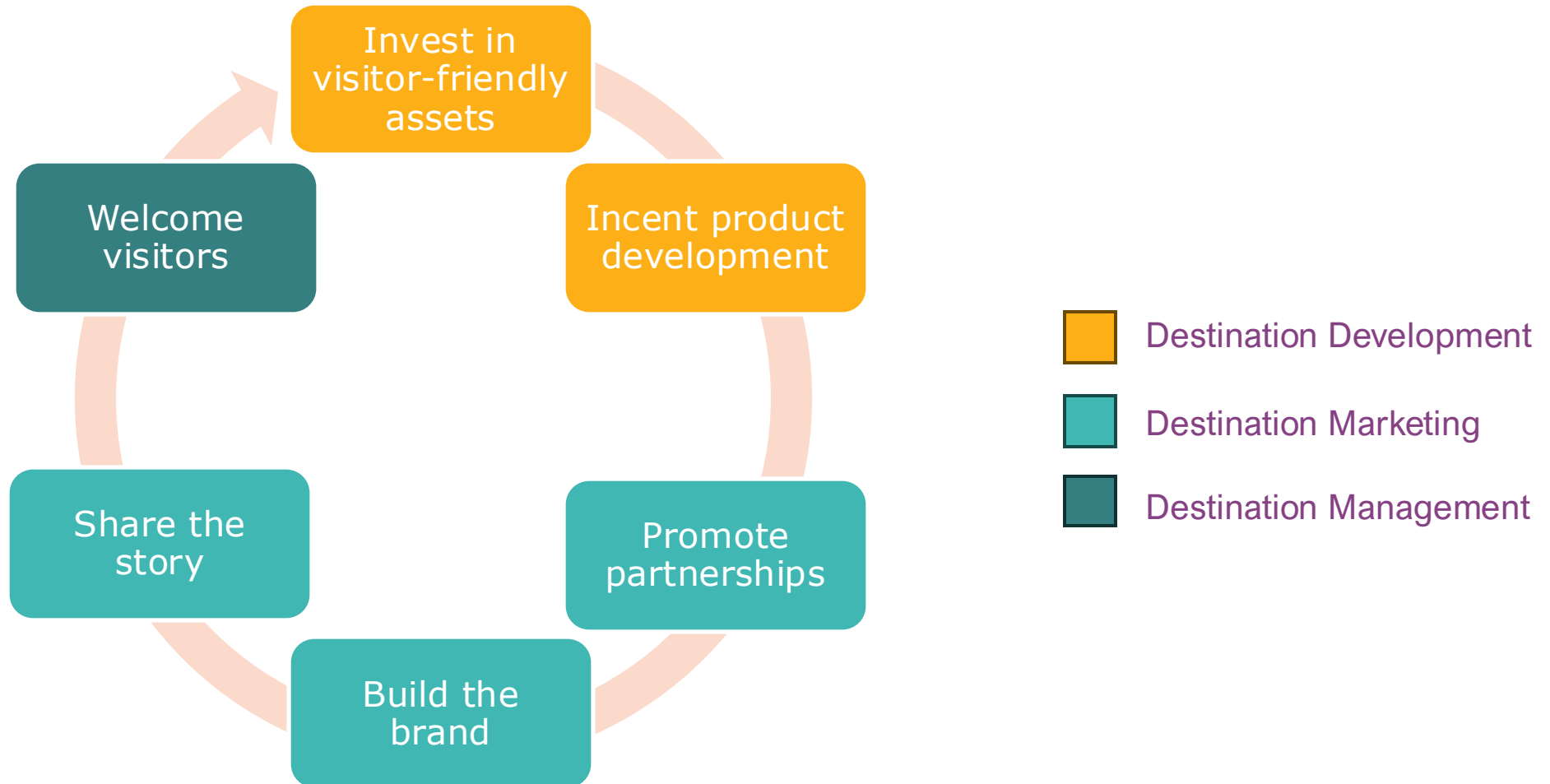




Guelph's Destination Development Cycle





Guelph Tourism Work Portfolios

Purpose

A must-see visitor destination in Ontario

Divisions

Tourism and Destination Development
City of Guelph

Destination Marketing Guelph
Guelph Chamber of Commerce

Work Portfolios

Destination Management

Destination Development

Destination Marketing

Activities

- Visitor information
- Group servicing
- Network engagement
- Familiarization tours
- Tourism Advisory Committee

- Funding and product development
- Training and network development
- Visitor-oriented strategies
- Visitor infrastructure

- Marketing and ad buys
- Influencer and media campaigns
- Packaging and promotion
- Event attraction, sponsorship