

EDAC Marketing Awards Submission 2018

Town of Gananoque

Single Publications – 4 or more pages
Tourism Investment Properties



Purpose of Project: The purpose of the project was to create a captivating investment attraction publication for the Town of Gananoque, Ontario. The primary goal was to sell specific tourism investment opportunities while captivating the imagination through the lens of lifestyle. The booklet featured tourism investment opportunities, pertinent community data and success stories of local business owners. The anticipated outcome was to sell featured properties.

Effectiveness/Meeting Objectives: The publication is available electronically and as printed material. The electronic version provides the flexibility of changing featured property depending on the audience. Specifically, the publication was used with the Investment Dragon event organized by the Ministry of Tourism, Culture and Sport. The publication was successful such that one of the four featured properties, 29 acres of 1000ft of shoreline along the St. Lawrence River, was sold for a development project.

Challenges and Changes made: Challenges include changes in statistical information in printed material which limits the useful lifespan of the publication. However, the electronic version and limited printing makes the document agile and allows the Town to tailor the properties and success stories to the specific audiences.

Target Audience: The target audience is mid to large scale investors focused on tourism opportunities. The document reached the target audience through physically being distributed at specific investor events, trade shows and one on one inquiries. Further the document is available online to support any site selector research.

Awards Category: The Tourism Investment Properties is a single publication – 4 or more pages used for investment attraction in the tourism sector, which represents the largest industry in Gananoque.

Sustainability: The document is agile such that it is modified based on the specific audience. This can include the properties, specific community information and success stories that best reflect the inquiry. The agility of the document maximizes the effectiveness. Further the document is printed on an as needed basis.

