DIGITAL MARKETING
HAPPENING MARKETING 2021

PRESENTED BY

IDE TROIS-RIVIÈRES

TRès
Trois-Rivières

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HM21
EGUQTR

INTRODUCTION

In recent years, the city of Trois-Rivières has invested heavily in the development and promotion of its image, focused on innovation, cultural vitality and sustainable economy.

Tourists are one of the target audiences of this great seduction campaign, as they generate annual revenues of $ 213 million, for nearly 3 million visitors to the city[1]. However, the city of Trois-Rivières believes that visitors are not making the most of their stays, mainly due to a lack of knowledge of entertainment options and services. Thus, many of them come to Trois-Rivières for a particular attraction, without knowing that other activities would please them, once there. The city is therefore looking for innovative marketing ideas to improve the visitor experience and lengthen their stays.

In addition to improving the quality of the welcome offered, Trois-Rivières wants better discoverability of "micro-experience" type activities, such as intimate shows, point-of-sale activities, street art, etc. The goal is to connect visitors to Trois-Rivières communities in a more authentic way.

The notion of smart city and digital opportunities are at the heart of these reflections, since it improves communication with visitors before and after their visit, but especially during their visit when it is possible to modify their consumption and his satisfaction.

[1] Source: Raymond Chabot Grant Thornthon, August 2018 URL: https://contenu.maruche.ca/Fichiers/b14a2afc-9852-e611-80ea-00155d09650f/Sites/ff8cd75f-9a52-e611-80ea-00155d09650f/Documents/analyse-economique-du-tourisme-a-trois-rivieres-2018.pdf

By integrating intelligently into each stage of the trip, from planning to sharing the experience, Tourisme Trois-Rivières believes it can maximize the benefits of each visitor in terms of economics and loyalty, particularly among younger generations.

ABOUT TOURISM TROIS-RIVIÈRES

Tourism Trois-Rivières comes under the paramunicipal organization IDE Trois-Rivières, responsible for supporting and coordinating the economic development of Trois-Rivières and its influence. To fulfill its mission, the organization maintains close ties with all municipal and business stakeholders, including more than 300 partners: restaurants, accommodation, attractions, activities, services (transport) and events.

WHAT IS A SMART CITY?

A smart city "seeks to increase its attractiveness by reducing its ecological footprint and offering a better quality of life through the fluidity of its services and shared gouvernance. »[2] This fluidity is articulated through the ability to retrieve and make available data in real time to implement technologies that connect public services, transport, the living environment, etc.

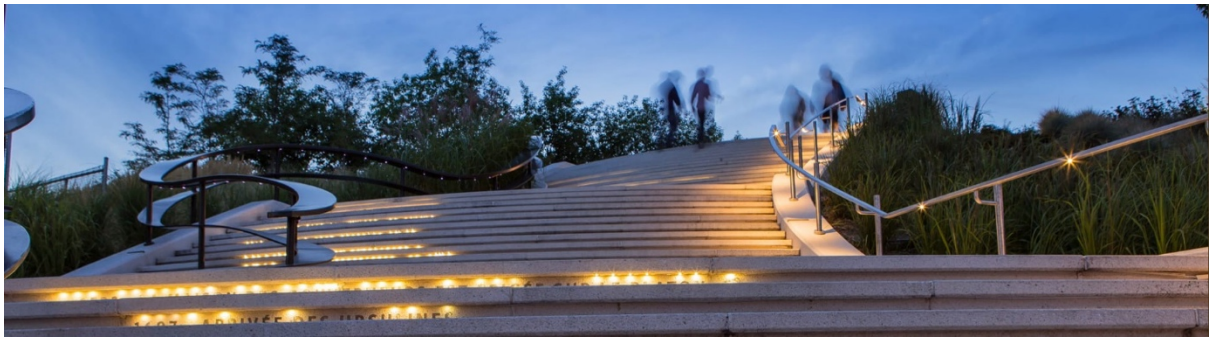
In the field of tourism, the smart city tries to direct tourist flows to optimize the experience of travelers, their frequentation of attractions and their movements.

[2] Diagnostic tool of the smart city, March 2020, https://diagnostic.umq.qc.ca/ville-intelligente

Among the data that can be used, we can think of customer data: historical and socio-demographic data of Internet users, places where they identify, interests and reservations; or environmental data: traffic at attractions, hotel and restaurant availability, weather forecast, traffic jams, public transport, etc. This makes it possible to face one of the main constraints in the field of service, the perishability of the offer (Zeithaml, 1985).

"in the heart of Downtown, halo Trois-Rivières [district of innovative entrepreneurial] is limited to about 1 km of walking radius. "

TOURISM INDUSTRY



"The monumental staircase reminds us that the Plato, which enjoyed a strategic position geographically and topographically, was the founding site of Trois-Rivières in the 17th century. "

LEISURE TOURISM

Leisure tourism refers to tourism in its proper sense. The term is mostly used as opposed to business tourism[3], but is also opposed to trips the purpose of which is to visit a relative or friend. In addition to tourists, who spend at least one night at a destination, the industry also counts as tourism day trippers who make a round trip of at least 40 km in the same day to visit a point of attraction.[4] Statistics on tourism in Canada are available in appendix 3.

TOURISM DURING COVID-19

Tourism faces a lot of uncertainty in this period of pandemic which limits travel between regions and between borders and which imposes constraints on visitors to tourist places and shops (wearing a mask, limit of authorized crowds, closure of certain attractions or limitation of services.)

However, the Tourism Commission of Canada indicates that under all scenarios, the domestic tourism market is expected to recover by 2022. It indicates that

[3] Gouvernement of Québec. Thésaurus de l'Activité gouvernementale. Recuperated in March: http://www.thesaurus.gouv.qc.ca/tag/terme.do?id=12587

[4] https://www.quebec.ca/tourisme-et-loisirs/services-industrie-touristique/etudes-statistiques/faits-saillants-tourisme-quebec/tourisme-en-bref-2017/

Canadians will then have an unused budget available for travel and that 10% to 12% of planned international travel expenses could be converted to intra-border expenses. Thus, Quebecers could travel less frequently, but more intensively, and favor local destinations.

For this case, we ask you to imagine that the pandemic will be strongly contained during the 2022 tourist season and that the situation will allow the same kind of freedom as before the pandemic, while retaining some of the digital and health habits acquired.

TOURISM FOR MILLENIALS

Representatives of the Y generation were born in the 80s and 90s, they are in the 18-35 age group. They represent a privileged segment of tourism as they travel more often than others, their trips are longer and they consider travel an "essential aspect of their life"[5].

Their presence is in itself an asset for the destinations since they participate in the animation of the places, act as pioneers in the discovery of hidden gems and as ambassadors on the networks. They can generate a lot of interest in something.

For young Canadians, traveling goes beyond visiting a place and tourist attractions. They want to connect with communities and participate in "social and experiential activities that will allow them to thrive[6]". They have a need for personal expression, novelty, emotions and uniqueness. They like to "get noticed" and are receptive to publicity but prefer to encourage small local businesses than big brands.

[5] Summary Report on Generation Y Canadians interior trips

[6] Idib.

The main travel reasons for 18-34 year olds are, in order of importance: **the outdoors, culture, spectator sports,** theme parks**, historic sites / buildings, dining experiences,** shopping**.**

While they, like other generations, enjoy the following activities:

1. Taste the regional flavors;
2. Visit popular tourist sites;
3. See cultural attractions;
4. Rest at the beach;
5. Meet the locals;
6. Visiting relatives and friends;
7. Participate in events or festivals;
8. Go off the beaten track;
9. Go hiking.

When it comes to seeking information, millennials first ask themselves about their past experiences (they are moreover likely to visit the same destination more than once), then seek advice from their family, their friends and the Internet.

Price, climate and events are the most important decision factors for millennials, ahead of family and friends and what points of interest to visit.

Unsurprisingly, more young travelers book online (62%), either through websites (68%), a discount travel site (17%), or a vacation package sit (15%).[7]

[7] Summary Report on Generation Y Canadians interior trips

TROIS-RIVIÈRES, DESTINATION FOR MILLENIALS

The city of Trois-Rivières is the economic hub of Mauricie, the city is located at the crossroads of highways 55 and 40 and at the confluence of the Saint-Lawrence river and the Saint-Maurice river. It also has a ferry terminal, in one of the most beautiful city centers in Quebec. Between nature and urbanity, it is accessible in less than 2 hours from Montreal and Quebec.

- **Our vision**: An innovative, student and enterprising city, Trois-Rivières is recognized for its attractive living environment, its cultural vitality and its growth based on a sustainable economy.
- **Our values**: Creativity, Passion, Respect, Integrity

Trois-Rivières accumulates honors in the charts for its quality of life. The most recent, that of the firm RATESDOTCA (2021), gives it 3rd place in Canada and 1st in Quebec based on criteria such as access to property, growth, the outdoors and employment.[8] In 2019, it was ranked 9th in Canada and 2nd in Quebec for its appeal to millennials according to Point2Homes, a Canadian site that specializes in the real estate market. [9] Accessibility for parents with small children is excellent.

TROIS-RIVIÈRES, SMART CITY

The city of Trois-Rivières has plans for connectivity. Several infrastructure projects allow data collection and a form of communication with visitors and citizens.

[8] https://www.iheartradio.ca/energie/energie-mauricie/nouvelles/qualite-de-vie-trois-rivieres-au-sommet-d-un-palmares-canadien-1.14751199

[9] https://www.lenouvelliste.ca/actualites/trois-rivieres-attrayante-pour-les-milleniaux-2dcfe967ecafbdc4ca704a75551c07e0

Digital presence: The city of Trois-Rivières is active on many social media (appendix 1). A dedicated team is available to manage the city's online reputation and respond in real time to questions from the community, citizens and visitors.

Digital content curation tools: Trois-Rivières has implemented a curation tool that allows it to obtain a list of all textual content, photos or videos published on the Web or on social media that concerns it.
Hashtags: Trois-Rivières uses the hashtags # TRes3R and #TresTR to track its web presence and generate user interaction with the brand. This latest hashtag generated 115,000 interactions in the past year.

Free Wi-Fi Access: Trois-Rivières offers free wireless internet access within the city's tourist perimeter. Connection to this service is an important opportunity for contact with the visitor, since it allows the user to be directed to a web page. This generates 50,000 visits annually to a web page presenting the attractions of the city.

THE BRAND Très TROIS-RIVIÈRES

Trois-Rivières can count on a strong and evocative image for the tourism, economic and civic promotion of the city: the TRès Trois-Rivières brand.

"Like a concentrated product, Trois-Rivières is a small-format city that offers a lot of intensity per square foot."

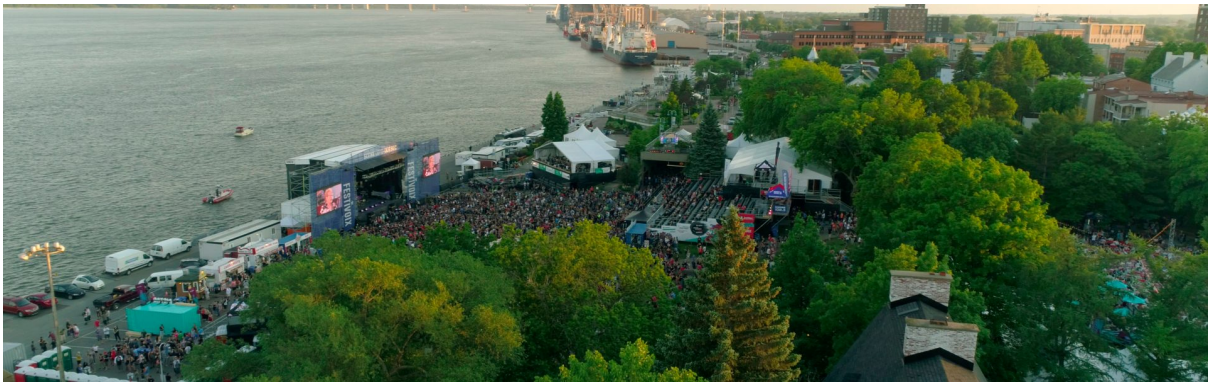
"Available in several vibrant colors [the brand] evokes a 'street spirit' which gives it a young and authentic look. In Quebec, but also beyond its borders, Trois-Rivières was quick to make people talk about it for the freshness and originality of its new brand image" [10]

The image has had a unifying effect among the entire population and to amplify the feeling of belonging, the city has developed a "seal of quality" to promote

[10] https://www.trestroisrivieres.com/fr

businesses, attractions and ambassadors that well represent the spirit of the city (see appendix 2).

Visit https://www.trestroisrivieres.com/en for graphics standards and files.



TOURISM IN TROIS-RIVIÈRES

"In Trois-Rivières, the FestiVoix marks the start of summer with 9 days of music!"

Visitation statistics

According to Statistics Canada (see Appendix 3), Trois-Rivières receives 1.84 million visits per year, of which only 18% are pleasure tourists. Only 20% of visitors spend a night there and they only account for 32% of tourism income. In Quebec, 40% are leisure travelers, 30% are tourists, and they generate 61% of income.

Almost half of the visitors are aged 55 or oved (49%) and 27% are between 20 and 39 years old. The majority of visitors are alone (41%) or two (38%) and come

without children (82% of cases). They generally use their own vehicle, 11% travel with a rented vehicle.

Tourists in Trois-Rivières are more interested in sports and the outdoors (21%), as well as cultural activities (14%), which is favorable to the downtown area. Their budget is under $ 200 (85% of cases) and only 6% spend more than $ 400

Observed purchasing behavior

According to the data collected, the typical tourist in Trois-Rivières is attracted by a major event (show at the Cogeco Amphitheater, DansEncore, FestiVoix, Grand Prix) or a main attraction (Pop museum, Boréalis museum). He sees Trois-Rivières as a city of passage and prefers to continue his journey to another destination, without spending an overnight stay or at least limiting the time there. He underestimates the city's entertainment potential.

However, Trois-Rivières offers a tourist center very rich in possibilities. Like old Quebec or the old port of Montreal, the tourist area of the city of Trois-Rivières is full of activities and unique experiences to meet all types of interests, in addition to offering all tourist amenities. within walking distance.

DOWTOWN TROIS-RIVIÈRES

In the context of this case, we ask you to concentrate your efforts on the tourist area of the city center, the map of which you can download in appendix 4. The city center also includes the sector Vieux Trois-Rivières and is located a few steps away. steps from the Cogeco Amphitheater.

Among the 10 must see attractions of Tourism Trois-Rivières eight are at least partially downtown. In addition to many Tourist attractions, The city center

conceals hidden treasures in the catering sector (Le caféier, roasting workshop, Épi, neighborhood refreshment bar, Le Buck, gastronomic pub, Café Frida) and shops. (the 570, the Purr VNGT Boutique Atelier, EMA Experience and Crafts). There is also accomadation for all tastes.

Tourisme Trois-Rivières provides visitors with City Plan, a route guide and a map of cycling network also available at tourist brochure kiosks. Visitors can also visit a Tourist Information Office.

DESTINATION MARKETING

The main marketing activities follow one another throughout the year to ensure a continuous presence, but the majority of resources are invested just before and during Quebecers' vacation periods. The summer holidays are therefore the period when marketing is the most intense, with around 50% of investments. National campaigns targeting mainly the markets of Montreal and its suburbs are deployed, as well as more targeted campaigns for more specialized products, as well as for B2B markets such as business tourism and the sports market. There are also marketing activities in winter, spring, and on long weekends.

Tourisme Trois-Rivières marketing budget is approximately $ 600,000, of which 50% is invested in traditional marketing (television campaign, posters, creation of video and photo content, hospitality tools, etc.), and 50% in digital (digital and social media campaign, website, content marketing, etc.).

YOUR MANDATE

Tourisme Trois-Rivières is considering the best ways to integrate intelligently and contextually into the customer journey of millennials in order to maximize their experience of leisure visits in the region, particularly downtown.

You must provide a digital solution to this questioning.

Your proposal will take the form of a digital strategy or a structuring digital project, affecting different aspects of the city of Trois-Rivières. It must be concrete and achievable. The proposal must go beyond the digital communication plan. In addition, it is about highlighting existing activities and tools and not proposing a new activity or a new product (eg: mobile application).

EXPECTED RESULTS

The solution should help increase spending by tourists during their leisure trip in the region and encourage them to spend **a night** there during the 2022 tourist season.

The solution must **create engagement (interactions, shares, recommendations) on social media**, the web and in the media. It must have the potential to convert visitors into ambassadors for the region and stimulate the creation of authentic content by the community.

BUDGET AND SCHEDULE

At Tourisme Trois-Rivières, the allocation of the budget between projects is decided according to the objectives to be achieved. You must propose a budget taking into account the budgetary reality of the organization and put forward promises of results.

The proposals can be implemented in 2021 or 2022.

Reminder: For the purposes of this case, we ask you to imagine that the pandemic situation during the 2022 tourist season will be strongly contained and will offer roughly the same kind of freedoms as that before the pandemic.

APPENDIX 1: DIGITAL PRESENCE

The team is very sensitive to the importance of adapting the tone and messages to each social network. The approach is to present micro-experiences, images and videos of the city from the inside, its hidden gems and trends. The image quality is impeccable. The profile of online visitors reflects tourism statistics: Quebecers aged 55 and over.

Website

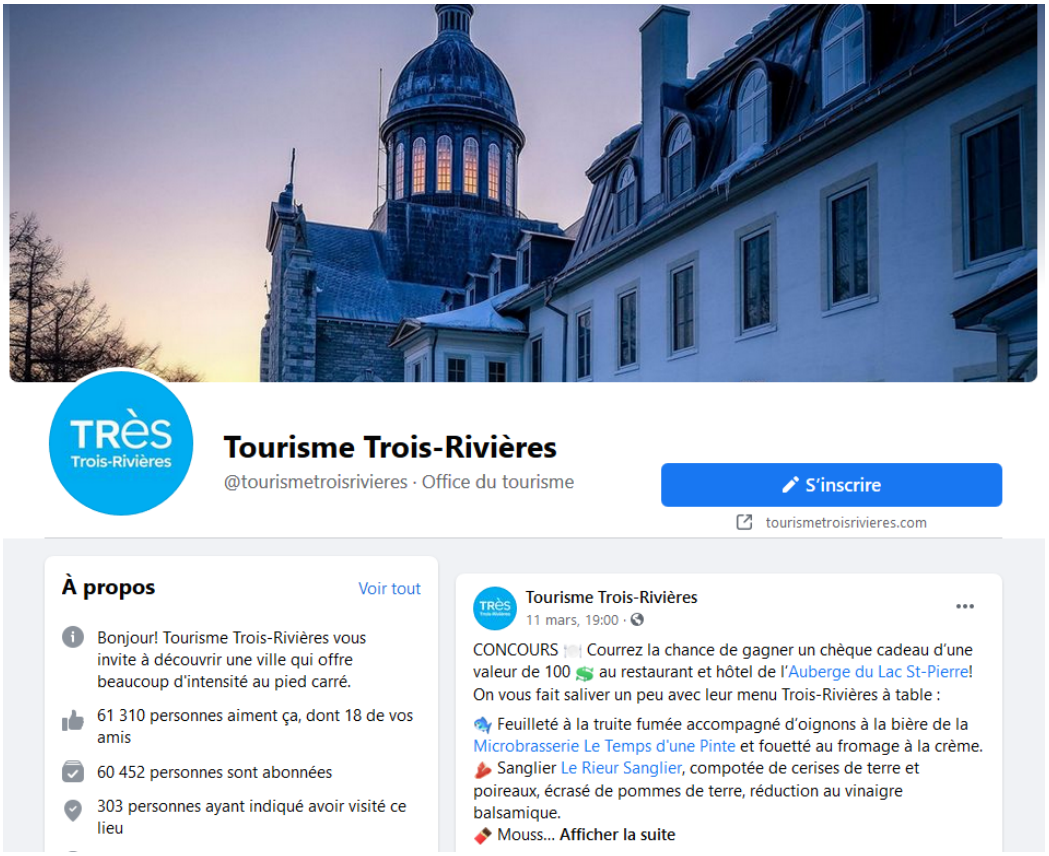
https://www.tourismetroisrivieres.com/fr

The website received over 1,5 million visitors per year.

Facebook

https://www.facebook.com/tourismetroisrivieres/

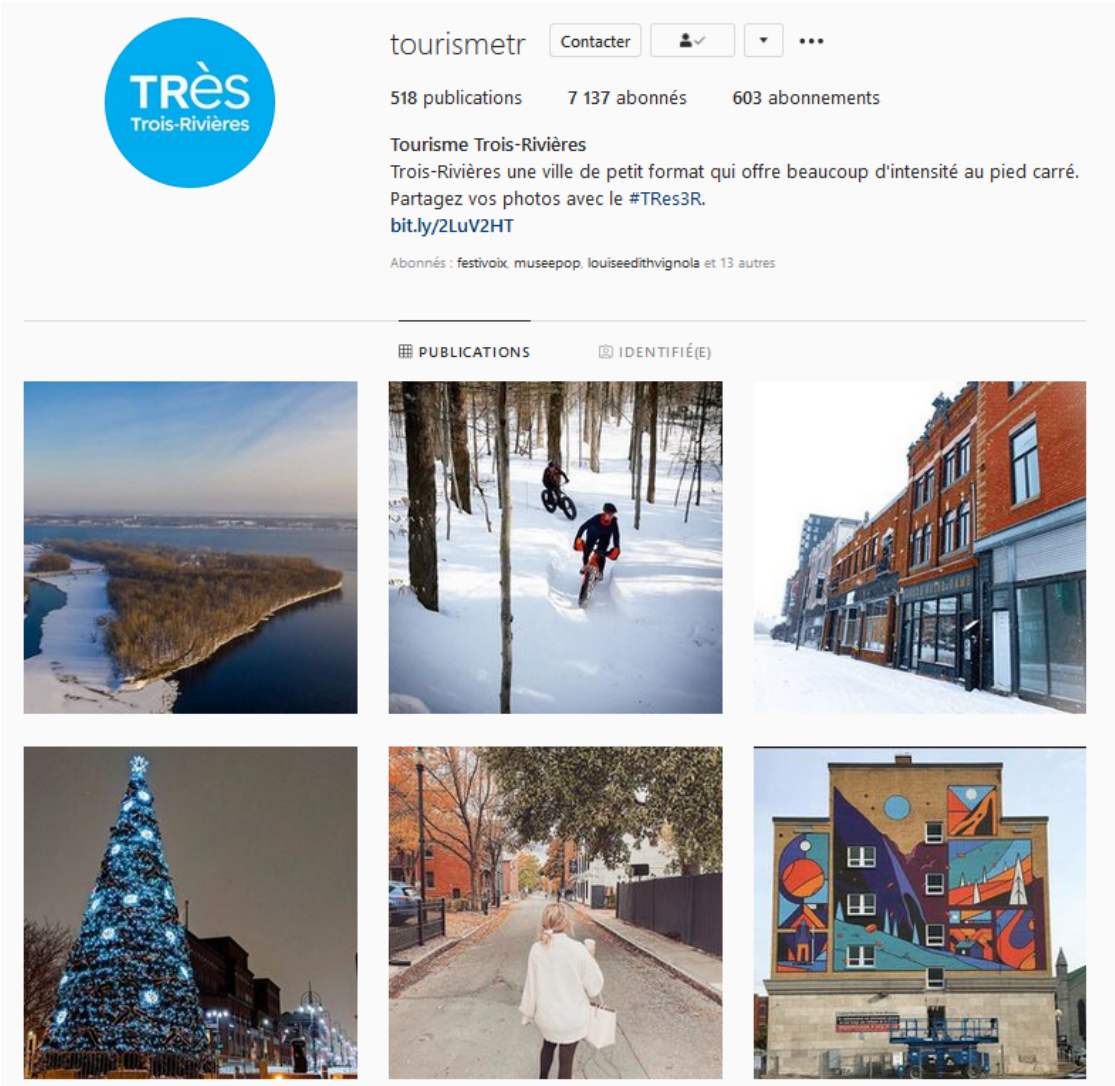
Even if Facebook does not quite reach the target audience for this mandate, there remains a huge drive-to-web for Tourisme Trois-Rivières.



Instagram

https://www.instagram.com/tourismetr/

This platform is increasingly used by the communication team who want to set up more reals and stories.



Other Platforms

- **Tik Tok:** The account is under construction, a pilot project will be rolled out in summer 2021.
- **Twitter:** https://twitter.com/TourismeTR (7 735 subscriber) The platform is used for content creation and press relations, but it does not reach the general public and more the business and media community.
- **Pinterest:** https://www.pinterest.com/tourismetr/ (7 118 subscribers) The use of this platform is decreasing.
- **Snapchat:** this platform is not in use at the moment, in order to concentrate efforts on other platforms.

APPENDIX 2 : EXTRACTS FROM GRAPHIC STANDARDS

un attrait
TRès
Trois-Rivières
#TRes3R

ATTRAIT

Destiné aux attraits, événements et produits touristiques de la ville.

- Festivals et événements
- Musées et sites historiques
- Hébergement et restaurants
- Attraits et activités

une entreprise
TRès
Trois-Rivières
#TRes3R

ENTREPRISE

Destiné aux entreprises et travailleurs autonomes établis à Trois-Rivières.

- Entreprises en démarrage
- Entreprises existantes
- Travailleurs autonomes

un ambassadeur
TRès
Trois-Rivières
#TRes3R

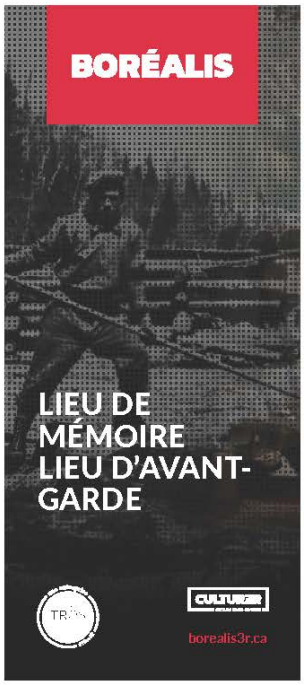
AMBASSADEUR

Destiné aux fiers Trifluviens qui participent au rayonnement de Trois-Rivières.

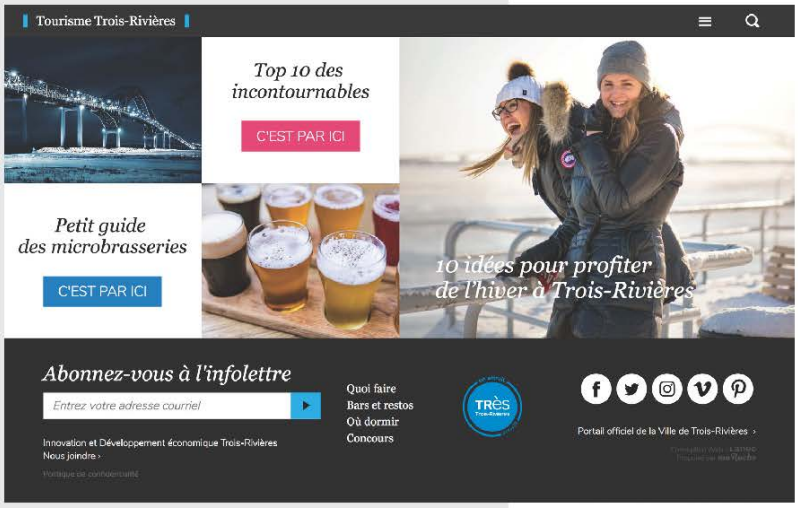
- Citoyens, expatriés et employés
- Trifluviens en mission, en représentation, en développement d'affaires, etc

DEVANTURE DE MAGASIN
Autocollant électrostatique sur une vitrine

ENCART
Utilisé en blanc (renversé)



SITE WEB
Utilisé dans un bas de page (footer)



APPENDIX 3 : CANADIAN TRAVEL SURVEY, 2018

VOLUME DE L'ACHALANDAGE

2018 **Visiteurs québécois (18 ans ou plus)** **Destination : Région de Trois-Rivières** **Excursionnistes et Touristes** **Base : 40 km**			
Région de Trois-Rivières	**Visites-personnes**		
	Total	**Excursionnistes**	**Touristes**
Visites-personnes	**1 840 000** **100 %**	**1 479 000** **80 %**	**361 000** **20 %**
Recettes (M $)	**183,168** **100 %**	**124,622** **68 %**	**58,546** **32 %**
Ratio Exc. / Touristes du Québec	**Excursionnistes / Touristes** = **1 479 000 / 361 000** = **4,09 / 1**		
Le ratio est de 1 touriste par 4,09 excursionnistes originant du Québec.			

Source : Statistique Canada

ENSEMBLE DU QUÉBEC	**TOTAL**	**EXCURSIONNISTES**	**TOURISTES**
Visites-personnes	50 976 000 100 %	35 545 000 70 %	15 431 000 30 %
Recettes (G$)	6,1 100 %	2,4 39 %	3,7 61 %

Source : Statistique Canada

La synthèse des tableaux qui suit, étale le profil des visiteurs québécois* âgés de 18 ans ou plus, qui ont visité la **RÉGION DE TROIS-RIVIÈRES** en 2018, après avoir parcouru 40 km ou plus un sens de leur résidence . . . **FAITS SAILLANTS :**

SEXE (18 ans ou plus)	:	plus de femmes 991 000 v.p. (54 %)
GROUPE D'ÂGE	:	les 55 ans ou plus 898 000 v.p. ou 49 % Les 20-39 ans 504 000 v.p. ou 27 %
REVENU DU MÉNAGE (annuel)	:	100 000 $ ou moins 1 336 000 v.p. ou 73 % 100 000 $ ou plus 483 000 v.p. ou 26 %
DISTANCE PARCOURUE A L'ALLER	:	moins de 159 km 1 314 000 v.p. (72 %) 160 km ou plus 137 000 v.p. (7 %)
ORIGINE GÉOGRAPHIQUE	:	**Régions touristiques** Montérégie : 180 000 v.p. (10 %) Montréal : 325 000 v.p. (18 %) Mauricie-Centre-du-Québec : 603 000 v.p. (33 %) Québec : 246 000 v.p. (13 %) Lanaudière : 112 000 v.p. (6 %)
BUT PRINCIPAL DU VOYAGE	:	**vacances, loisirs ou agrément* 328 000 v.p. (18 %)** visite à des amis ou de la parenté 943 000 v.p. (51 %) conférence ou conventions 19 000 v.p. (1 %) *** au Québec (32 %)**

PRINCIPALES ACTIVITÉS PRATIQUÉES :

	Excursionnistes	Touristes
sports/plein air	(16 %)	(21 %)
activités culturelles	(11 %)	(14 %)

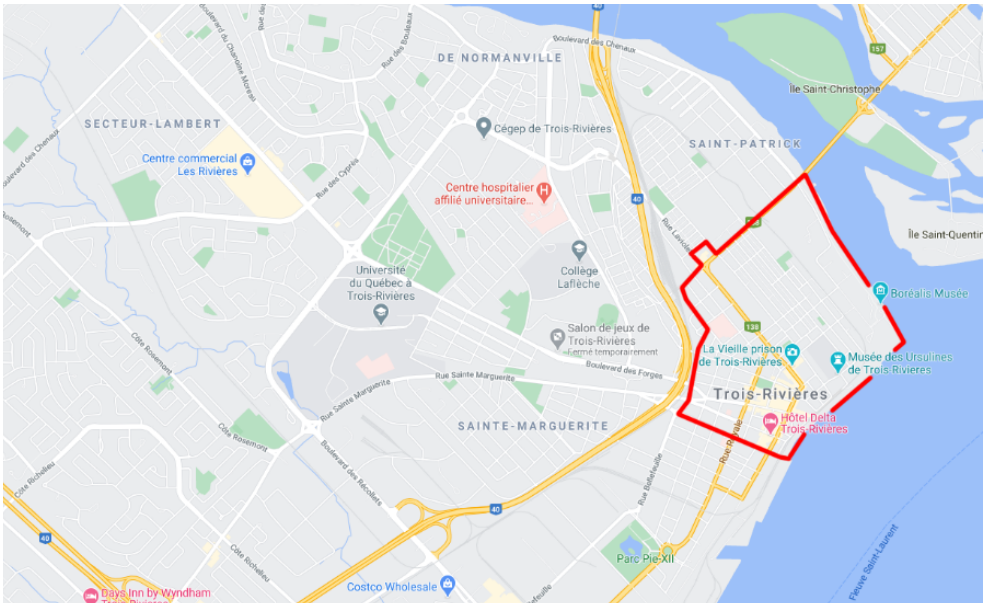
TYPES D'HÉBERGEMENT Nuitées-personnes	:	parents ou amis 223 000 nuitées (12 %) hôtels, motels 90 000 nuitées (5 %)
DÉPENSES REDISTRIBUÉES (en millions de $)	:	secteur automobile : 27,0 millions $ (15 %) hébergement : 18,9 millions $ (10 %) restaurants et bars : 39,2 millions $ (21 %) achats vêtements : 11,6 millions $ (6 %) loisirs/divertissement : 15,1 millions $ (8 %)

BUDGET DU VOYAGE	:	200 $ ou moins par visite-personne	1 568 000 v.p. (85 %)
		200 $ - 399 $	155 000 v.p. (8 %)
		400 $ ou plus	118 000 v.p. (6 %)
PRINCIPAL MOYEN DE TRANSPORT	:	automobile ou camion privé	1 569 000 v.p. (85 %)
		automobile ou camion loué	210 000 v.p. (11 %)
TAILLE DES GROUPES	:	1 personne	749 000 v.p. (41 %)
		2 personnes	701 000 v.p. (38 %)
COMPOSITION DES GROUPES	:	adultes seulement	1 503 000 v.p. (82 %)
DURÉE DE LA VISITE	:	excursionnistes	(81 %) 1 479 000 v.p.
		touristes	(19 %) 361 000 v.p.
		1 - 2 nuitée(s)	(16 %) 301 000 v.p.
MOIS/SAISONS	:	**hiver***	**462 000 (25,1 %)**
		printemps	**440 000 (23,9 %)**
		juillet et août	**393 000 (21,3 %)**
		automne	**546 000 (29,6 %)**

***Décembre, janvier, février, mars**

APPENDIX 4: MAPS OF DOWNTOWN TROIS-RIVIÈRES

LOCATION OF DOWNTOWN



CITY CENTER TOURIST MAP

[Download the map]