

Stratford Tourism Alliance 2015 Business Plan

December 2014



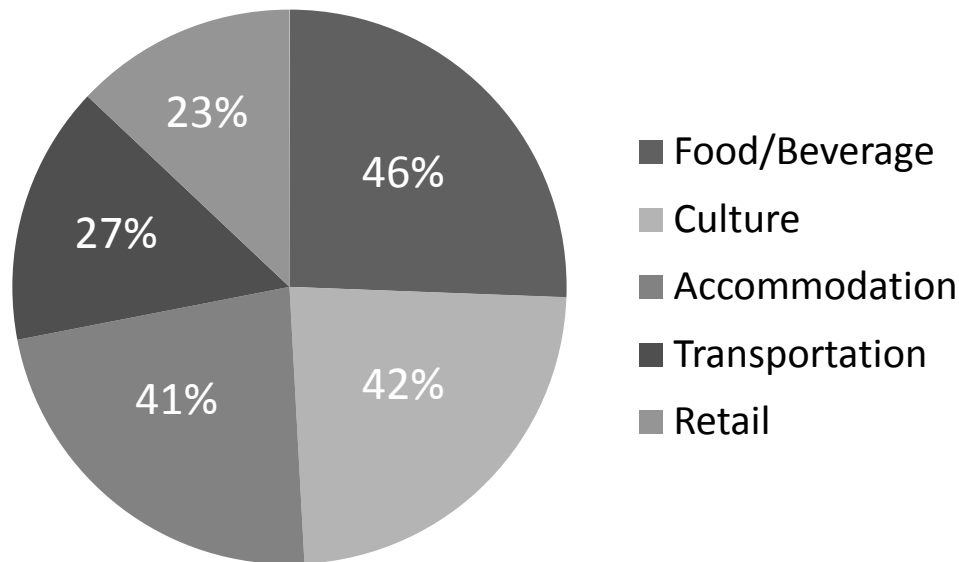
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Stratford's Tourism Economy

2012 Tourism Spending by Category (Millions)



Economic Impact

The value of the tourism economy between 2006 and 2012, has increased both in terms of increased visits and export revenues:

- Visits: From 1.1 million visits to 1.3 million or 11.3%
- Revenues: From \$161.2 million to \$167.6 million or 4%



Charter

The STA will:

- Be the leading, authoritative organization for the development of Stratford's tourism economy
- Engage members to collectively invest and work together to develop, and market "Destination Stratford"
- Operate through solicitation of fees, joint marketing funds, destination marketing fees, sponsorships and advertising revenues
- Increase awareness and appreciation of the economic contribution of tourism to the community
- Assist members in the enhancement of visitor experience through continuous improvement of member marketing efforts
- Report regularly and openly with members and stakeholders as to the strategies, plans and results of the Alliance's efforts



Role

■ Vision

- Make Stratford one of Canada's pre-eminent tourism experiences
- Market a positive and vibrant image of Stratford as a year-round, prime leisure destination.

■ Mission

- Lead the tourism development and marketing
- Increase the quantity and quality of overnight visitors to Stratford
- Operate as a customer driven leading tourism marketing organization

■ Objective

- Create exciting Stratford experiences through product development and marketing to attract visitors in the non-summer months

Board of Directors

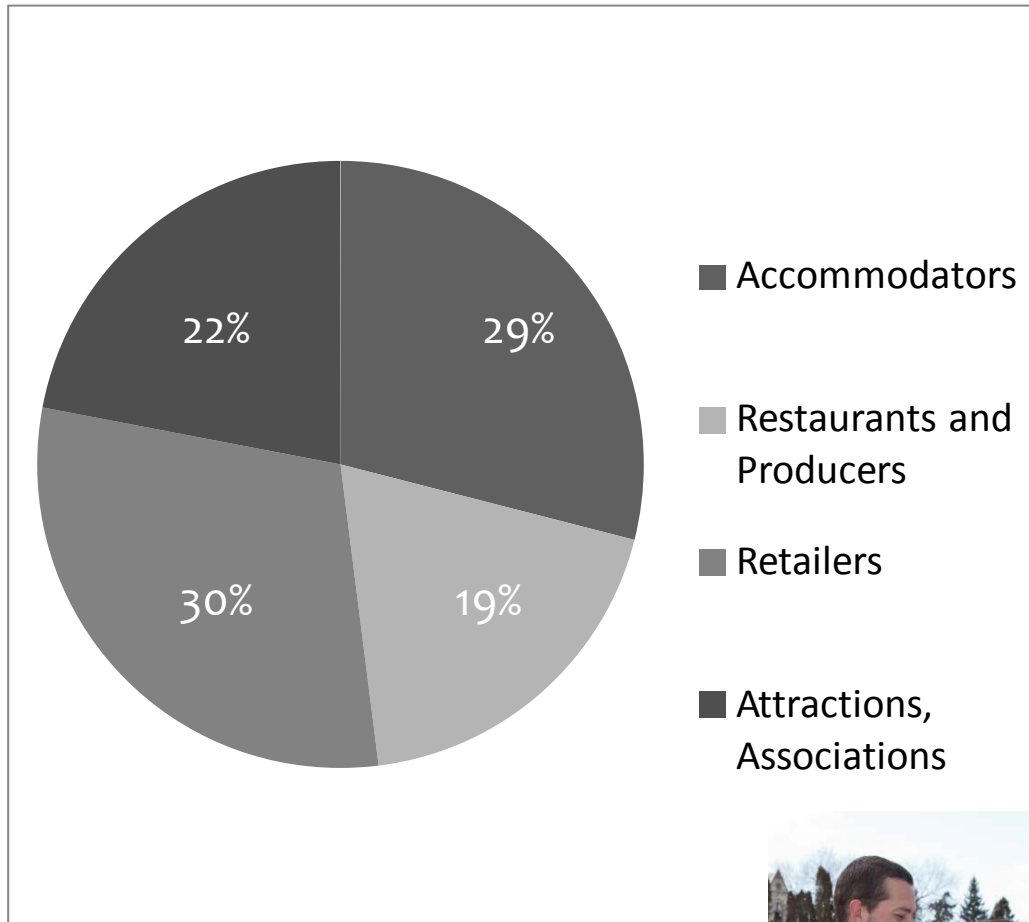
- City of Stratford
- Perth County Visitors Association
- SABBA
- Stratford and Area Chamber of Commerce
- SAHMA
- Stratford City Centre BIA
- Stratford Festival
- United Way Perth-Huron
- University of Waterloo, Stratford Campus
- Ministry of Tourism, Culture and Sport
- 6 Citizens at Large

Staff

- 5 Full-time
- Summer Students – Part-time – funded with Ontario grants
- Contract staff – funded with Ontario grants
- Savour Stratford Festival staff – funded from Festival Revenues



230 STA Members



Community Partners

- Stratford City Centre BIA
- Communities in Bloom
- Stratford and Area Bed and Breakfast Association
- Stratford Festival
- Stratford Summer Music
- Stratford Garlic Festival
- Perth County Visitors Association
- Stratford and Area Hotel and Motel Association
- Stratford Chefs School
- Local Community Food Centre
- Stratford Blues and RibFest
- Slow Food Perth County
- Stratford Agricultural Society
- Stratford and Area Chamber of Commerce
- Stratford & District Horticultural Society
- Stratford Concert Band
- Stratford Lung Association
- Stratford Perth Museum
- Stratford Symphony Orchestra...

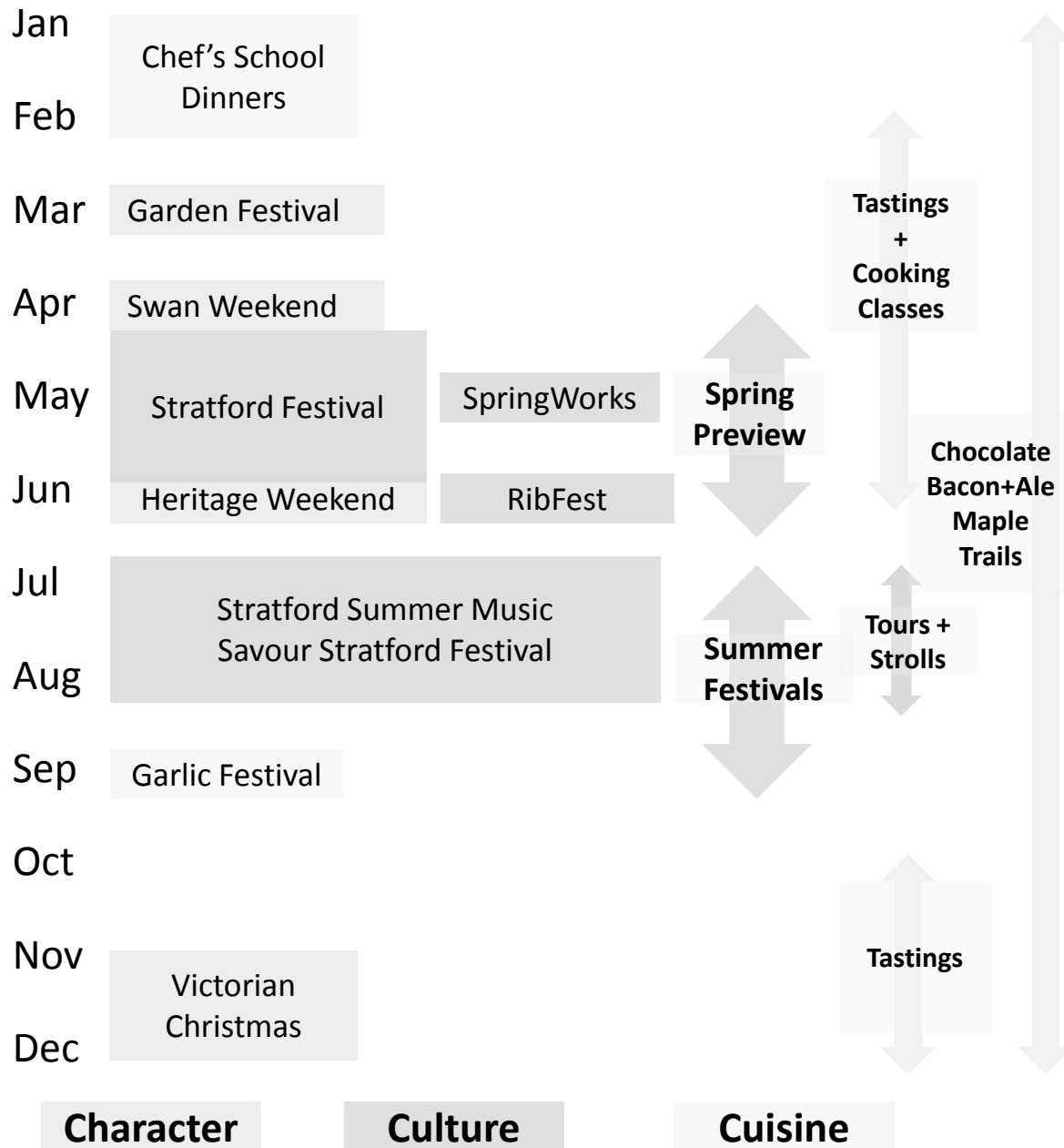
Marketing Strategies + Tactics

- **7 Campaigns:** *Stratford Unplugged*
Preview the Spring
Summer in the City
Savour Stratford
Victorian Christmas
- **Geography:** GTA, Golden Horseshoe, London and Kitchener/Waterloo
- **Demographic:** “Cultural Tourist”; “Food Tourist”; GTA Asian Markets
- **Branding:** Invest heavily in media relations, refresh video and imagery, content and promotions that increase conversations about Stratford and our members
- **STA Marketing Channels:**

2 Visitor Centres	Twitter	Facebook	E-newsletters	Pinterest
VisitStratford.ca	@StratfordON	/StratfordON	What’s on...	Instagram
SavourStratford.com	@SavourStratford	/SavourStratford	Sample + Savour	Youtube
[c. 500,000 Web visitors]	[15,000]	[6,000]	[7,000]	
[c. 80,000 annual information visitors]				
- **Marketing Partners:** Stratford Festival, Ontario Tourism, Ontario Culinary Tourism, Stratford City Centre, City of Stratford; Heritage Groups; Social Clubs; Arts Organizations



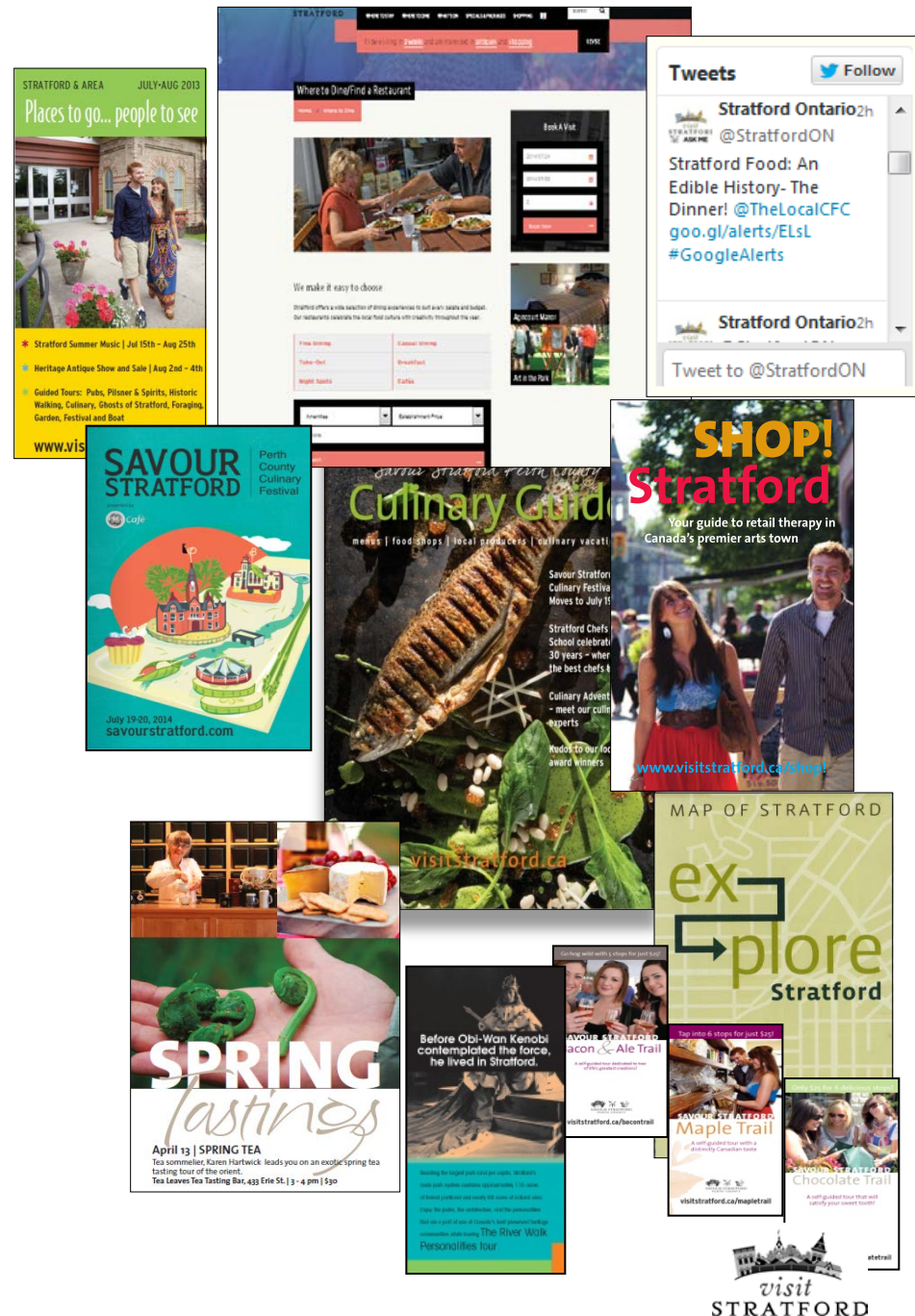
Community Attractions



Marketing Services

Help them enjoy their visit with guides, maps and events....

- Place to go...people to see Guide
- Heritage Walks + Culinary Strolls
- Culinary Guide
- Shopping Guide
- Victorian Christmas Trail
- Savour Stratford Tastings
- Cooking Classes
- Visitors Map
- Visit Stratford, Savour Stratford and 6 campaign Web Sites
- Mobile Web Site



Recap 2014

■ Priorities

- Implement Stratford Tourism Supplement (STS) for accommodators
- Create volume-based membership plan for retail members
- Develop integrated Web strategy and Site
- Refresh Savour Stratford brand
- Create stronger partnerships with City Centre BIA

■ Programmes

- Winter – Romance Campaign
- Swan Weekend – Enhanced children's programming
- New Shopping Guide
- Explore Stratford Map
- Summer Savour Stratford Perth County Culinary Festival



Challenge

- Signed up 19 properties in Fall 2013 to collect STS in 2014
- 2 properties unexpectedly withdrew without warning in June – advised Board and City of potential risk
- Majority of advertising committed
- No Grant + Savour Stratford Festival broke-even
- Board negotiated with properties – signed on for 2015
- \$225k shortfall – City bridge financing
- Met conditions + terms of financing

2015 Marketing Strategies

- Uniqueness of Stratford Experience
- Communicate authenticity
- Integrated digital marketing – paid + social – new Web Site
- Entertaining personalities – “locals”
- Wellness + Mindfulness
- Increase Stratford profile in friendship networks
- Revisit Savour Stratford programme
- Implement joint marketing alliance with Stratford City Centre BIA

Objectives

- Ontario's #1 cultural tourism destination
- Market the 3 C's
- Promote specific products + members
- High value
- Word of mouth + sharing
- Increase leads | referrals



Outreach

- GTA + Golden Horseshoe + S.W. Ontario
- Interests – not age
- Seasonal experiences/offers
- Pay-per-click:
 - Web
 - Mobile
 - Twitter | Facebook
- Social media:
 - Facebook | Twitter | Instagram | Pinterest | YouTube
- TripAdvisor.com + .ca | ontariotravel.net
- Print + Editorial

2015 SEASONS | THEMES [In order of priority]

- Spring – Preview the Spring
- Fall – Harvest Colours + Flavours
- Winter – Romantic Getaways
- Christmas – Magical Heritage
- Swan – Spring in Ontario
- Summer – City of Festivals

New

- Swan – Sat. family programming
- Spring – Wellness + Mindfulness
- Fall – Culinary Trail | Farm to Table | Craft Beer | Art Walk
- Christmas – Heritage B&B Tour

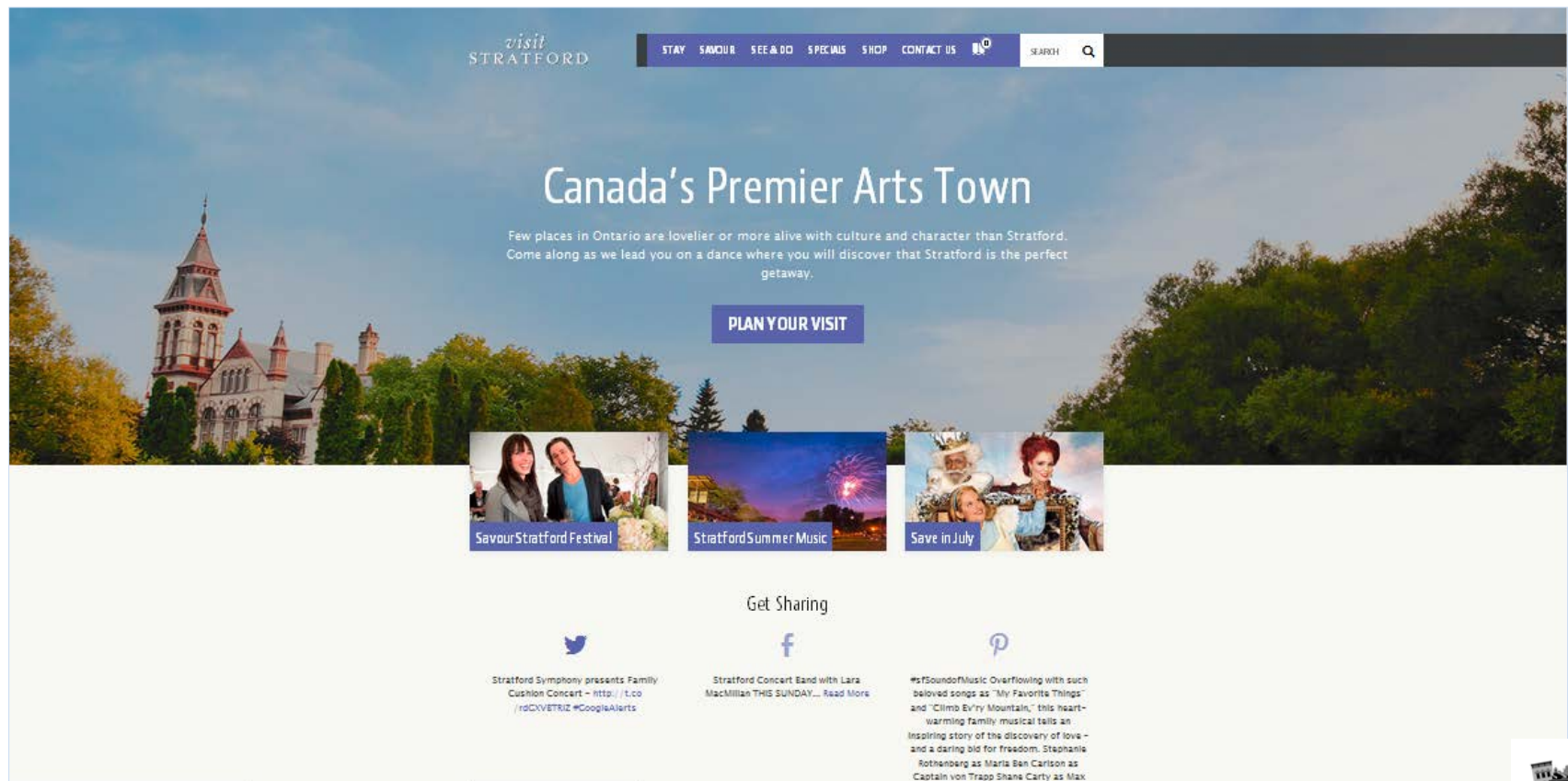


STA Member Benefits

- Mobile + Tablet Presence
- Social media content
- Video profiles
- Skills Workshops
- Creative Suppliers
- Personal Guides
- Web Activity Reports – Quarterly
- Incentives:
 - Member Get a Member
- STS Consumer Advisory Postcard

Homepage of the new visitstratford.ca

- Member orientation in December
- Launch in January



2015 Budget Assumptions

- Request is \$425,000.00 or a 2.4% increase from \$415,000.00
- 2015 Budget has been prepared without accounting for Stratford Tourism Supplement (STS) revenues from the largest properties
- Based on recommendations by the City of Stratford's Director of Corporate Services, we have accounted for the following to the forecast:
 - Reserve of \$45,000 has been created, deducted from revenues on a monthly basis
 - Annual loan repayment of \$56,250.00 calculated on a monthly basis
 - Bad Debt expense of 3% has been applied to non-STs membership revenues – membership sales from all sectors; print and Web sales and the culinary guide – and added to the budget in two equal installments in August and December
- Annual membership fees and STS revenues will be deposited in a Membership Revenue Account:
 - Released on a Quarterly basis into general revenues after Finance Committee reviews and approves the Quarterly Budget Forecast



2015 Budget Forecast

We have developed operational scenario for 2015 based on collection of STS from 17 properties

REVENUES

	QUARTER I	QUARTER II	QUARTER III	QUARTER IV	TOTAL
• STS	4,347.42	17,400.46	71,024.14	21,248.74	114,020.76
• MEMBERSHIPS	20,593.98	9,905.74	18,858.84	8,865.05	58,222.96
• MARKETING SALES	15,137.76	23,240.84	27,201.82	14,083.00	79,663.42
• PARTNERSHIPS	0.00	6,879.00	6,521.00	60,000.00	73,400.00
• CITY OF STRATFORD	350,000.00	75,000.00	0.00	0.00	425,000.00
• MISC.	308.00	163.00	1,268.00	1,250.00	2,589.00
TOTAL REVENUES	390,387.16	132,426.04	124,873.80	105,446.79	753,133.79

EXPENDITURES

• MEDIA: PRINT ONLINE	31,084.99	33,178.51	23,813.51	22,178.51	110,255.52
• PUBLICATIONS	3,678.00	33,458.00	2,299.51	2,808.00	42,243.51
• EVENTS PROGRAMMES	3,270.00	4,247.00	0.00	0.00	7,517.00
• CREATIVE	2,525.00	9,455.82	1,457.00	2,125.00	15,562.82
• MEDIA RELATIONS	2,250.00	3,250.00	3,550.00	2,250.00	11,300.00
• MISC. MARKETING	7,502.00	4,196.00	8,506.00	4,839.00	25,043.00
• SW&B	91,982.17	95,641.84	111,479.39	90,594.54	389,697.94
• OVERHEAD	4,536.86	5,633.47	5,037.99	4,897.66	20,105.98
• FINANCIAL SERVICES	3,281.24	1,989.72	8,530.00	2,185.00	15,985.96
• INSURANCE	2,811.24	0.00	0.00	0.00	2,811.24
• TRAVEL	287.00	168.00	450.00	100.00	1005.00
• RESERVE	11,250.00	11,250.00	11,250.00	11,250.00	45,000.00
• BRIDGE FINANCING	14,062.50	14,062.50	14,062.50	14,062.50	56,250.00
• BAD DEBT	0.00	0.00	1,530.00	1,530.00	3,060.00
TOTAL EXPENDITURES	178,521.00	216,530.86	190,435.90	158,820.09	744,307.85

Net Cash Position	211,866.16	-84,104.82	-65,562.10	-53,373.33	8,825.94
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2016 Budget Forecast

We have developed operational scenario for 2015 based on collection of STS from 17 properties

REVENUES

	QUARTER I	QUARTER II	QUARTER III	QUARTER IV	TOTAL
• STS	4,347.42	17,400.46	71,024.14	21,248.74	114,020.76
• MEMBERSHIPS	21,005.86	10,103.86	19,236.00	9,042.35	59,387.42
• MARKETING SALES	15,594.92	23,942.72	28,023.48	14,508.31	82,069.42
• PARTNERSHIPS	0.00	6,879.00	6,521.00	60,000.00	73,400.00
• CITY OF STRATFORD	350,000.00	85,000.00	0.00	0.00	435,000.00
• MISC.	314.16	166.26	1,293.36	1,275.00	2,640.78
• RESERVE [2015]	53,825.94	0.00	0.00	0.00	53,825.94
TOTAL REVENUES	445,088.30	143,492.30	126,097.98	106,074.40	820,344.32

EXPENDITURES

• MEDIA: PRINT ONLINE	45,056.69	47,192.08	37,639.78	35,972.08	165,860.63
• PUBLICATIONS	3,751.56	34,127.16	2,345.50	2,864.16	43,088.38
• EVENTS PROGRAMMES	3,270.00	4,247.00	0.00	0.00	7,517.00
• CREATIVE	2,550.25	9,550.38	1,471.57	2,146.25	15,718.45
• MEDIA RELATIONS	2,272.50	3,282.50	3,585.50	2,272.50	11,413.00
• MISC. MARKETING	7,577.02	4,237.96	8,591.06	4,887.39	25,293.43
• SW&B	93,821.81	97,554.68	113,708.98	92,406.43	397,491.90
• OVERHEAD	4,627.60	5,746.14	5,138.75	4,995.61	20,508.10
• FINANCIAL SERVICES	3,330.46	2,019.57	8,657.95	2,217.78	16,225.75
• INSURANCE	2,867.47	0.00	0.00	0.00	2,867.47
• TRAVEL	287.00	168.00	450.00	100.00	1,005.00
• RESERVE	11,250.00	11,250.00	11,250.00	11,250.00	45,000.00
• BRIDGE FINANCING	14,062.50	14,062.50	14,062.50	14,062.50	56,250.00
• BAD DEBT	0.00	0.00	1,530.00	1,530.00	3,060.00
TOTAL EXPENDITURES	194,103.16	232,774.02	207,958.32	174,261.13	809,906.63
Net Cash Position	250,982.14	-89,281.72	-81,860.34	-68,186.73	11,247.69

2017 Budget Forecast

We have developed operational scenario for 2015 based on collection of STS from 17 properties

REVENUES

	QUARTER I	QUARTER II	QUARTER III	QUARTER IV	TOTAL
• STS	4,347.42	17,400.46	71,024.14	21,248.74	114,020.76
• MEMBERSHIPS	21,425.98	10,305.94	19,620.72	9,223.20	60,575.84
• MARKETING SALES	16,062.77	24,661.00	28,864.18	14,943.56	84,531.50
• PARTNERSHIPS	0.00	6,879.00	6,521.00	60,000.00	73,400.00
• CITY OF STRATFORD	350,000.00	95,000.00	0.00	0.00	445,000.00
• MISC.	323.59	171.25	1,332.16	1,313.25	2,720.00
• RESERVE [2016]	56,247.69	0.00	0.00	0.00	56,247.69
TOTAL REVENUES	448,407.45	154,417.65	127,362.20	106,728.75	836,495.79

EXPENDITURES

• MEDIA: PRINT ONLINE	45,957.83	48,135.92	38,392.58	36,691.52	169,177.85
• PUBLICATIONS	3,807.83	34,639.07	2,380.68	2,904.07	43,734.71
• EVENTS PROGRAMMES	3,270.00	4,247.00	0.00	0.00	7,517.00
• CREATIVE	2,601.26	9,741.39	1,501.00	2,189.18	16,032.82
• MEDIA RELATIONS	2,371.95	3,348.15	3,657.21	2,317.95	11,641.26
• MISC. MARKETING	7,690.68	4,301.53	8,719.93	4,960.70	25,672.83
• SW&B	100,798.25	99,505.77	115,983.16	94,254.56	405,441.74
• OVERHEAD	4,697.00	5,832.33	5,215.83	5,070.54	20,815.72
• FINANCIAL SERVICES	3,397.07	2,050.00	8,831.11	2,262.14	16,550.27
• INSURANCE	2,924.82	0.00	0.00	0.00	2,924.82
• TRAVEL	293.00	171.36	459.00	102.00	1,129.14
• RESERVE	11,250.00	11,250.00	11,250.00	11,250.00	45,000.00
• BRIDGE FINANCING	14,062.50	14,062.50	14,062.50	14,062.50	56,250.00
• BAD DEBT	0.00	0.00	1,530.00	1,530.00	3,060.00

TOTAL EXPENDITURES	199,798.19	233,038.02	211,983.00	177,595	822,414.21
Net Cash Position	248,609.26	-78,620.37	-84,620.80	-70,866.41	14,081.58

Stratford Tourism Alliance

2015 Marketing Plan

Appendix



Recap 2014

■ Priorities

- Implement Stratford Tourism Supplement
- Develop Web strategy
- Refresh Savour Stratford brand
- Create stronger partnerships with City Centre BIA

■ Programmes

- Winter – Romance Campaign
- Shopping Guide
- Explore Stratford Map
- Summer Savour Stratford Perth County Culinary Festival

■ Accountabilities

- Unexpected + unforeseen revenue shortfall
- Breakeven SS Festival
- Bridge financing
- New Bylaws
- Increased governance

CAMPAIGNS

- Winter-Romance
- Swan
- Spring
- Savour Stratford
- Victorian Christmas



RESULTS

- Overall:
 - Increased Web visits
 - Increased member-referrals
 - Campaign results:
 - 45M impressions
 - c. 25% response
 - Increased visits:
 - Swan Weekend
 - Heritage Weekend

2015

ECONOMY

- Growth: 2.9%
- Lower CDN \$ @ 0.87
- Retail Sales growth 3.9%
- Consumer Price Index: 1.9%
- Stronger U.S. economy overall

TECHNOLOGY

- Mobile everything
- Online shopping, sharing, buying + tracking
- On-line travel booking sites
- Multi-Friendship networks

SOCIAL

- Convenience via technology
- Connections – friendship networks
- Grey leisure – positive aging
- Wellness + mindfulness
- “Green”



Travel Trends

- Authentic experiences – “as a local”
- Sharing + exchanging
- Airbnb influence
- Curated experiences – high touch
- Shorter, last minute stays
- Mobile search, shopping + booking
- Safety + security

MARKETING STRATEGIES

- Uniqueness of Stratford Experience
- Communicate authenticity
- Entertaining personalities
- Refreshed content, photography + videos
- Increase Stratford profile in friendship networks
- Integrated digital marketing – paid + social

OBJECTIVES

- Ontario's #1 cultural tourism destination
- Market the 3 C's
- Promote specific products + members
- High value
- Word of mouth + sharing
- Increase leads



OUTREACH

- GTA + Golden Horseshoe + S.W. Ontario
- Interests – not age
- Seasonal experiences
- Pay-per-click:
 - Web
 - Mobile
 - Twitter
 - Facebook
- Social media:
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
- Print + Out-of-Home – Editorial

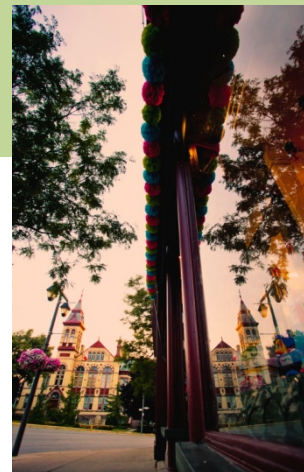
SEASONS | THEMES

In order of priority

- Spring – Preview the Spring
- Fall – Harvest Colours + Flavours
- Winter – Romantic Getaways
- Christmas – Magical Heritage
- Swan – Spring in Ontario
- Summer – City of Festivals

OPPORTUNITIES

- Promote members with seasonal themes
- Express members' authentic personalities
- Multi-platform StratfordON networks:
 - Facebook; Twitter; Pinterest; Instagram; Google+; YouTube
- Invest in digital advertising opportunities – PPC; social media; TripAdvisor; travelontario.net



Winter | Romantic Getaways [February > March]

■ Experience:

- Couples getaways in a charming and elegant heritage town
- Sensuality; inspiring; quiet; intimate; laid-back

■ Products:

- Accommodation – “Rates for Lovers” - \$; \$\$; \$\$\$
- Over-night packages: \$; \$\$; \$\$\$
- Intimate concerts | recitals
- Member offers:
 - In-house, couples massage
 - Stratford Chefs School dinners
 - Culinary Trails
 - Welcome gifts
 - In-house cooking classes
 - Tastings – partnered or in-house
- B2B – Dairy Expo

AUDIENCE

- GTA + London
- Couples – all ages; primarily 30 – 55
- Getaways
- Non-sports market
- Magical romance



COMMUNICATION

- Themed campaigns:
 - Web, mobile, tablet
- Advertising:
 - PPC – Web + Mobile
 - Twitter + Facebook
 - Instagram + Pinterest
 - TripAdvisor - .ca + .com
 - E-newsletters
- Editorial – P.R.; media visits
- AutoShare customers
- STA will post Stratford on travelontario.net

Swan | Start of Spring

[March > April]

■ Experience:

- Family weekend
- “Green”; eco-theme

■ Products:

- Saturday: Programmes
 - Swan Quest
 - Eco-nature themed for kids:
 - Free or low-cost –walks, story-telling
 - Partner with retailers + naturalist groups
 - Swan-themed arts performance
 - Special menus
- Sunday: Parade
 - Family entertainment

AUDIENCE

- GTA + London
- Families – all ages; primarily 30 – 55
- Short getaways
- Non-sports market
- Eco-nature



COMMUNICATION

- Themed campaigns:
 - Web, mobile, tablet
- Advertising:
 - PPC – Web + Mobile
 - Twitter + Facebook
 - Instagram + Pinterest
 - TripAdvisor - .ca + .com
 - E-newsletters
- Editorial – P.R.; media visits
- STA will post Stratford on travelontario.net

Spring | Preview Spring

[April > June]

■ Experience:

- Rejuvenate + refresh mind + body
- Wellness + mindfulness

■ Products:

- Spring Performances in Stratford – Stratford Festival; SpringWorks
- Accommodation – “Pre-season Rates” - \$; \$\$; \$\$\$
- “Cleansing Getaways” – Member offers:
 - Spa + wellness programming
 - Seasonal tastings – Foraging, “Healthy alternatives”
 - Nature walks
- Heritage Weekend
- Ribs + Blues Festival

AUDIENCE

- GTA + London
- Couples – all ages; primarily 30 – 55
- Preview the season
- Short getaways
- Reinvigorate



COMMUNICATION

- Themed campaigns:
 - Web, mobile, tablet
- Advertising:
 - PPC – Web + Mobile
 - Twitter + Facebook
 - Instagram + Pinterest
 - TripAdvisor - .ca + .com
 - E-newsletters
- Editorial – P.R.; media visits
- AutoShare customers
- STA will post Stratford on travelontario.net

Summer | City of Festivals [July]

■ Experience:

- Plays; music in heritage + garden setting
- Inspiring; cultured; unique; authentic
- Lots to do

■ Products:

- Stratford Festival
- Stratford Summer Music
- Promote longer stays:
 - Guided heritage walks + tours – all summer long
 - Tastings – Foraging, etc.
 - Culinary strolls
 - For guests
 - Culinary + Shopping guides;
 - Explore Stratford map;
 - Heritage guides
 - Bike tours

AUDIENCE

- GTA + London
- Couples – all ages; primarily 30+
- Extended stays
- Cultural tourists



COMMUNICATION

- Themed campaigns:
 - Web, mobile, tablet
- Advertising:
 - PPC – Web + Mobile
 - Twitter + Facebook
 - Instagram + Pinterest
 - TripAdvisor - .ca + .com
 - E-newsletters
- Editorial – P.R.; media visits
- AutoShare customers
- STA will post Stratford on travelontario.net

Fall | Fall for Stratford

[September > November]

■ Experience:

- Inspiring; cultured; unique; authentic 3 Cs
- Lots to do in October + November

■ Products:

- Stratford Festival [Oct.]
- Savour Stratford
 - Garlic Festival [Sept.]
 - Farm to Table events
 - Pumpkin Trail [Sept. > Oct.]
 - Charcuterie + Craft Beer [Oct.]
 - Tastings [Oct. > Nov.]
 - Evenings with...[Nov.]
- Pubs, Pilsner + Spirits [Oct.]
- Ghost Tours [Oct.]
- Art Walk – themed [Nov.]

AUDIENCE

- GTA + London
- Couples – all ages; primarily 30+
- Extended stays
- Cultural tourists



COMMUNICATION

- Themed campaigns:
 - Web, mobile, tablet
- Advertising:
 - PPC – Web + Mobile
 - Twitter + Facebook
 - Instagram + Pinterest
 - TripAdvisor - .ca + .com
 - E-newsletters
- Editorial – P.R.; media visits
- AutoShare customers
- STA will post Stratford on travelontario.net

Christmas | Victorian Christmas

[November > December]

■ Experience:

- Engaging + unique retail experience, not just shopping
- Animate the town with Christmas flair

■ Products:

- Staging + animation:
 - Carollers + Street performers
 - Victorian Christmas Trail
 - Twilight Heritage B&B tour
 - Concerts, plays and events
 - Christmas shows and exhibits
 - Carriage rides
 - Tastings

AUDIENCE

- London + S.W. Ontario
- General public – all ages; primarily 30+
- Day trips



COMMUNICATION

- Themed campaigns:
 - Web, mobile, tablet
- Advertising:
 - PPC – Web + Mobile
 - Twitter + Facebook
 - Instagram + Pinterest
 - TripAdvisor - .ca + .com
 - E-newsletters
- Editorial – P.R.; media visits
- STA will post Stratford on travelontario.net

OPPORTUNITIES

- Two new campaigns – Winter and Fall
- Re-designed Web, mobile + tablet presence
- All Accommodations, restaurants + events rotate on home page
- Specials + promotions flagged + featured in expanded section
- Entertaining stories via video or slide-shows
- Aggressive multi-platform social media presence – tell us + we will push it

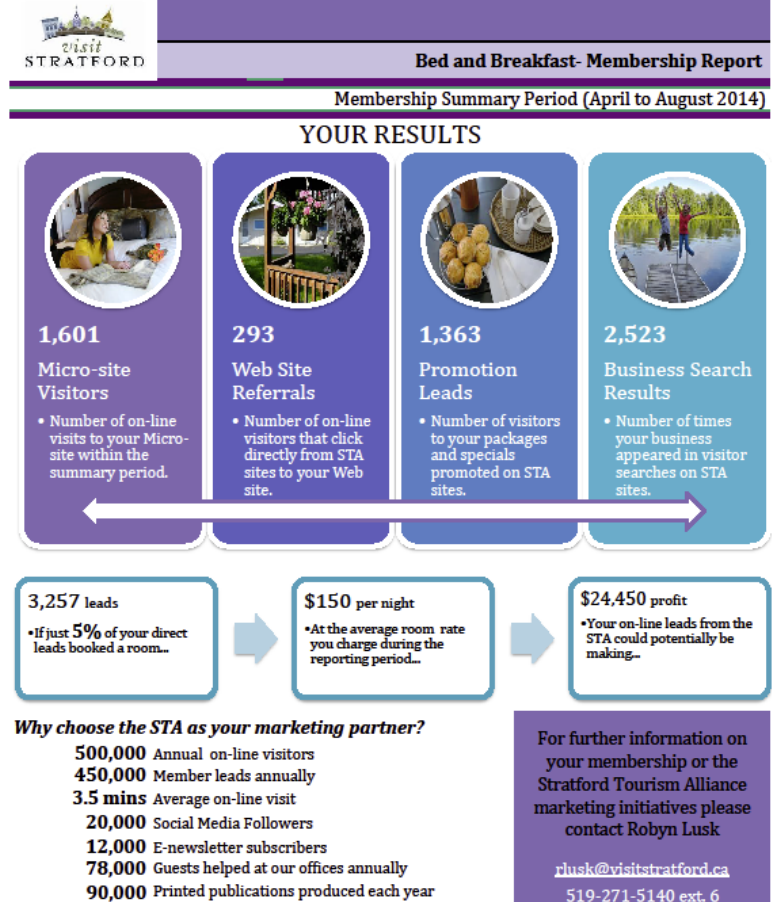
AFFORDABLE

- Low cost or free workshops – social media; web design; copywriting
- Photography, copywriting, Web design services
- Promotional badges appear on Web, mobile + tablet
- Be featured on STA's exclusive TripAdvisor.com + .ca ads + travelontario.net
- Expand your social media network with the STA
- Volume discounts on ads
- On-line Ticket Sales – EzTix



Web Activity Reports

- This January we will be providing each member with their own individual Web Activity report for 2014 and will be released for every quarter in 2015
- Reports for:
 - Accommodators
 - Restaurants
 - Attractions
 - Retailers
- Each report will outline for each member:
 - # of micro-site visitors
 - # of referrals to your Web Site
 - # of visitors to your packages + specials
 - # of times your business appeared in visitor searches
- We will also calculate the revenue you received if 5% of the leads bought your product or service



Let's take a peek at the new visitstratford.ca

visit
STRATFORD

STAY SAVOUR SEE & DO SPECIALS SHOP CONTACT US

SEARCH

Canada's Premier Arts Town

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#stSoundofMusic Overflowing with such beloved songs as "My Favorite Things" and "Climb Ev'ry Mountain," this heart-warming family musical tells an inspiring story of the discovery of love - and a daring bid for freedom. Stephanie Rothenberg as Maria Ben Carlsson as Captain von Trapp Shane Carty as Max