

Community Presentation on Phase I of Tourism Plan

We hope you will join the Gloucester Tourism Commission on Monday, November 3, 2014 at 6:00 PM to hear a presentation by Chris Pappas from Open the Door, Inc. on Phase I of the Five-Year Tourism Marketing Plan. The meeting will be held in the Kyrouz Auditorium at City Hall.

Background

By City ordinance, the Tourism Commission is charged with preparing a five-year marketing plan for submission to the Mayor and City Council. Chris Pappas from Open the Door, Inc. was retained to undertake this work. Open the Door is a certified business specializing in tourism. Chris has 27 years of experience in the hospitality industry in local, national, and international markets. She has worked with numerous communities including the City of Salem and Provincetown.

The goal is to have a plan that ensures we are supporting a visitor-based economy effectively as possible.

Phase I of the project includes an evaluation of the existing tourism management and financial model and making recommendations for the future. During this phase of the work, Chris interviewed over 30 of Gloucester's key tourism stakeholders including representatives from Discover Gloucester, Cape Ann Chamber of Commerce; PR for Gloucester, City of Gloucester Tourism Commission, and the Downtown Merchants Association.

The Phase I report is available at: <http://www.gloucester-ma.gov/DocumentCenter/View/3131>.

Note: Phase II is the marketing strategy which is still in development.

We hope to see you Monday evening. The presentation is free and open to the public!

If you have any questions, please contact Carol Thistle, Senior Project Manager, at cthistle@gloucester-ma.gov, 978-281-9781.