



## SCENIC DESIGN REFLECTS THE TOURIST EXPERIENCE AND INSPIRES EXPLORATION

Grey County’s new tourism website attracts visitors by inviting them to explore the Region’s sights and activities from home or on the go.

CLIENT Grey Country Tourism LOCATION Owen Sound, Ontario WEBSITE [www.visitgrey.ca](http://www.visitgrey.ca) INDUSTRY Government

### SERVICES RENDERED



**STRATEGY**

Personas, Scenarios & Tasks



**RESEARCH**

Stakeholder Research  
User Interviews  
Card Sorting



**DESIGN**

Information Design  
Interaction Design  
Visual Design



**CONSTRUCTION**

Style Guide  
Responsive Design  
Front-end Coding

### CHALLENGE

Tourism is one of Grey County’s biggest industries and they wanted to stay competitive. In order to keep growing, Grey County Tourism needed a website that would showcase the Region’s outdoor activities, natural sights and arts and culture as a unique tourist destination. The website needed entice and inspire tourists who may be coming to the Region for the first time.

### APPROACH

Akendi recreated the explorative nature of the tourist experience through the design and architecture of the website. An intuitive navigation path was created which allows users to explore various journeys to get a feel for what their vacation could be. With three different themes that rotate with the seasons or exploration by activity, interest area or location and professional photographs, bright colours and a spacious design, the website positions Grey County as a year-round tourist destination.

### IMPACT

Grey County’s new tourism website lets future visitors get a feel for the area from the comfort of home. The new website embodies the feel of the Region and simplifies trip planning. The new design is drawing tourists in and local businesses feel the site gives them a competitive edge. The website has received accolades at tourist conferences and solidifies Grey County as a tourist leader in the Region.