



Durham
Good Natured, Good Times.

YEAR IN REVIEW



Table of Contents

Marketing &
Communications **4**

Sport Durham **10**

Partnerships **14**

Central Counties
Tourism **20**



Message from Simon Gill

Director, Economic Development & Tourism

Tourism is a key sector for the Region of Durham and continues to have a significant impact on economic development for the area. The tourism team works with industry stakeholders and local organizations to support the growth of the region's tourist attractions, events and accommodations, by marketing Durham Region as a four-season tourist destination.

The tourism business unit is responsible for marketing Durham Region as a destination for Provincial, National and International travellers; while supporting and enhancing the cultural, economic and social development of Durham's eight local area municipalities.

I would like to take a moment to acknowledge that in 2020 our tourism and hospitality industry is being

severely impacted and our tourism offerings and experiences look a lot different. Through the Durham Economic Task Force, we are ensuring that our Economic Development and Tourism team are providing support to our stakeholders on an ongoing basis. We are here to support the industry with a view towards recovery.



Message from Brandon Pickard

Manager, Tourism Vice-Chair, Central Counties Tourism

This past year was a tremendous year of growth and innovation for the Durham Tourism team and we are thrilled to share in that success with so many of our great partners. Durham Region welcomes more than 3 million visitors each year, with a total economic impact of over \$200 million that is generated within the local economy. Our tourism industry creates thousands of employment opportunities across a wide variety of sectors. In 2019, Durham Tourism played host to the Durham Region

2019 Ontario Parasport Games; supported Community Tourism Plan development in Brock, Clarington, Scugog and Uxbridge; participated in the Town of Whitby Culture Plan; won a national marketing award; launched Instagram and grew our social following; supported a number of events and continued to build strong relationships across the industry. We look forward to continuing to support and develop our tourism industry in 2020, recognizing that these are challenging and changing times for all.



Kristyn Chambers
Tourism Co-ordinator



Lori Talling
Sport Tourism Co-ordinator

Corporate Communications Team

Tania Laverty, Manager, Corporate Communications

Jennifer Santos, Manager, Corporate Communications

Rebecca Bockhop, Co-ordinator, Corporate Communications

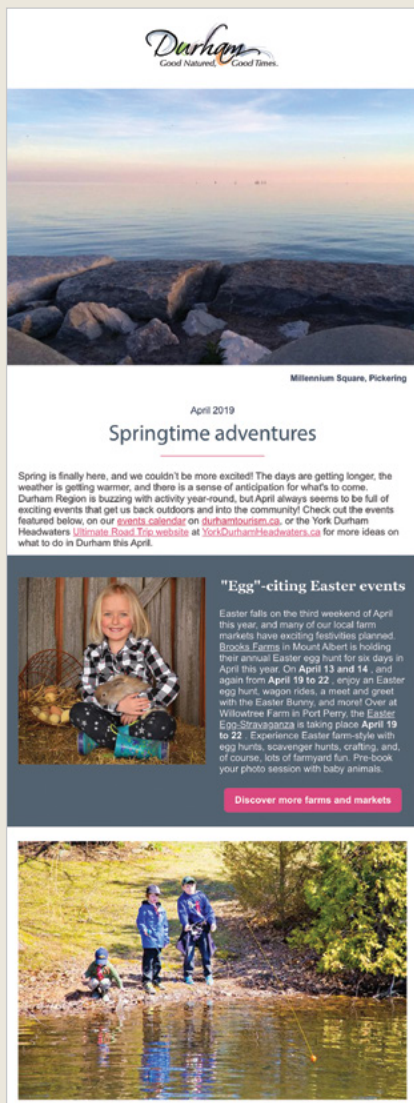
Brooke Pollard, Co-ordinator, Corporate Communications

Elise Hawley, Co-ordinator, Corporate Communications

Marketing & Communications

In tourism, effective marketing and promotion are key to increasing tourism activity and attracting visitors to the area. To stimulate interest and encourage visits, Durham Tourism continuously works to build a positive brand image.





Durham Tourism Visitor E-newsletter

The Durham Tourism e-newsletter features a **monthly snapshot of tourism initiatives and activities** across the Region of Durham. The newsletter serves as an environmentally conscious, cost-effective marketing tool to promote tourism activity in Durham Region.

The monthly e-newsletter is used to promote the local festivals and events, seasonal initiatives, business profiles and unique happenings taking place across the region.

Durham Tourism received a **first-place marketing award** from the Economic Developers Association of Canada (EDAC) in the Single Publication Under 4 Pages category for our visitor e-newsletter.

The Economic Developers Association of Canada (EDAC) is Canada's national industry association for economic development professionals, with a membership of over 1,000 individuals, representing both the private and public sectors.

Economic Developers Association of Canada Marketing Canada Awards



Durham Tourism E-newsletter
"Single Publication Under 4 Pages"

Statistics



8,548
Subscribers

35.4%
Open rate

16.9%
Click-through rate



Industry Report E-newsletter

The Industry Report is a monthly e-newsletter that **connects, engages and informs tourism stakeholders** and provides updates and announcements relevant to the tourism industry. The Industry Report e-newsletter is currently being distributed to more than **5,200 subscribers** on the 15th of each month. Highlights of the e-newsletter include: business profiles, marketing updates, sport radar, as well as updates from Central Counties Tourism and the province.

Statistics



5,258
Subscribers

26.8%
Open rate

9.6%
Click-through rate

DurhamTourism.ca

The DurhamTourism.ca website is mobile friendly and features updated photography, an enhanced events calendar, and integration with Durham Tourism's social media channels.

Throughout 2019, Durham Tourism continued to provide visitors and residents with opportunities to **plan the perfect family adventure, weekend escape or plan a first-time visit to Durham.**

For event planners, the Sport Tourism and Meeting Planner sections offer information on facilities, venues and sporting support services. The Travel Trade page provides updates on

attractions and venues coming soon to Durham Region, as well as links to planning your own Durham Region adventure.

The website is the top resource for what to do, where to stay, and what to eat in Durham Region. In 2020, Durham Tourism will be incorporating a blog feature into the homepage to continue to feature unique and interesting stories that highlight our region. In addition a **Downtowns of Durham microsite is being developed** to support recovery and it will transition to an ongoing page that will live on the tourism website.

Event Calendar Alignment

Durham Tourism, in partnership with Central Counties Tourism, are pleased to launch a newly aligned events calendar system. In an effort to make life easier for event organizers, local-area municipal calendars are now aligned with Durham Tourism and Central Counties Tourism. This new system requires event organizers to **enter their event online once.** The event will then be filtered either up or down for approvals.

Events calendar

550

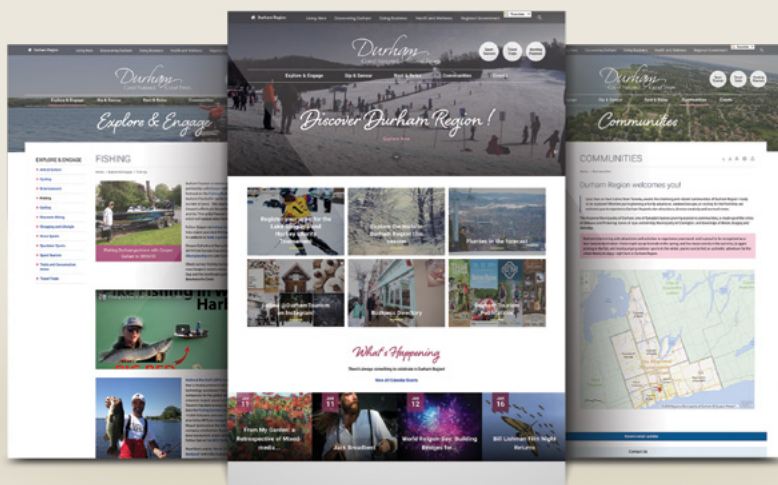
Events promoted online

Business directory

507

Tourism businesses promoted

Top three web pages visited



Fishing

4,293 page views

Home page

13,134 page views

Communities

2,379 page views

Website statistics



35,591
Page views

20,058
Users

23,870
Sessions

01:05
Average session duration

Top city website views

Toronto- 20%

Copenhagen- 12%

Bomanville- 2%

Whitby- 14%

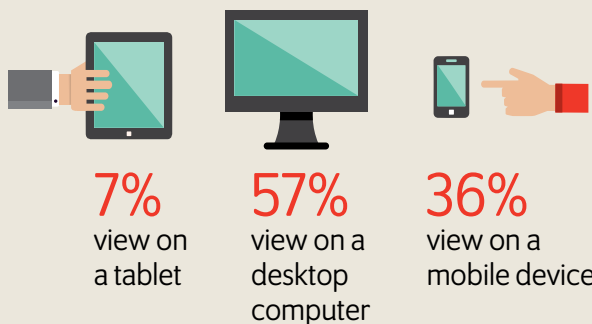
Pickering- 7%

Mississauga- 1%

Oshawa- 12%

Ajax- 6%

Markham- 1%



Social Media



4,545	4,804	1,309,798	59,264	4.5%
Fans	Message link clicks	Impressions	Engagements	Engagement rate

Facebook continues to be the social media platform with the highest engagement, which has **increased by 332% in 2019.**



(launched April 2019)

2,397	616,779	15,497	2.5%
Followers	Impressions	Engagements	Engagement rate



7,637	1,773	621,100	9,799	1.6%
Followers	Link clicks	Organic impressions	Engagements	Engagement rate





Travel Trade

The Durham Tourism Motorcoach promotional piece was designed to **showcase itinerary recommendations, unique destinations, accommodations and restaurants that cater to group travel.** The piece also contains pertinent details surrounding transportation options, information on distances to Durham Region from popular motorcoach destinations, and a high-level map outlining Durham Region's location within Canada and the USA.

The motorcoach promotional piece was distributed at the Ontario Motor Coach Association Marketplace and TEAMS in 2019. A copy of this piece can be viewed on the Durham Tourism website, under the Travel Trade portal.

As we move into 2020, Durham Tourism will be taking this opportunity to further build and strengthen the Region's role in product and tourism experience development in coordination with our regional stakeholders.

Print Advertising

STICKY SITUATIONS in DURHAM REGION

It's sugarbush time and there is no better place to tickle your maple fancy this season than at one, or perhaps even all, of the incredible festivals happening in our region. Start the day at a Pancake Breakfast with a Bapsack, or live, dizzied with a stream of amber gold. Learn everything you need to know from the experts about how maple syrup is made, while exploring gorgeous trails filled with the smells of woodsmoke and boiling sap. Tempt your taste buds with maple products like syrup, candy and other sweet creations like maple taffy - molten syrup poured on clean white snow and rolled up on a stick! And don't forget to bring home a bottle of this quintessential Canadian treat!

Plan your maple adventure this season in **Durham Region!**

Millenium Farms MAPLEFEST
 COME TO OUR FARM AND EXPERIENCE All Things Maple Syrup!
 939.953.9173 | milleniumfarms.com

Maple Syrup Festival
 March 30 and 31
 Come visit our sugar bush! Wagon rides, tapping tours, crafts, taffy and pancake!
 12300 Concession Rd. 6, Georgina, ON | Open from 10-4 | pefarm.ca

Purple Woods Maple Syrup Festival
 Oshawa, ON
 Tickets & Information: www.pwmaplefest.com

Spring Break: March (8 to 10) & (13 to 17)
 Weekends: March 23/24 & 30/31
 Advance Tickets: \$6/person
 Children 2 and under FREE
 Limited Free Tickets: 375/person
 (No Cash) Desk, Visa, MasterCard Only

Horse-Drawn Wagon Rides
 Fresh Pancakes
 Entertainment
 Bus Tours
 Vendors

SUNDERLAND MAPLE FESTIVAL
 April 6-7, 2019
 www.MapleSyrupFestival.ca

Visit: yorkdurhamtourism.ca

Visit: 1-800-461-1000 | durhamtourism.ca

Visit: 1-800-461-1000 | durhamtourism.ca

Visit: 1-800-461-1000 | durhamtourism.ca

Visit: 1-800-461-1000 | durhamtourism.ca

Visit: 1-800-461-1000 | durhamtourism.ca

Globe & Mail

Discover Durham Region

Durham Tourism's Discovery Guide is your insider's guide to exploring the unique tourism destinations and attractions in Durham Region. From B&Bs and restaurants, to recreation and the arts, we have something for everyone.

Order or download your copy at DurhamTourism.ca

Durham
 Good Natured. Good Times.

Local area municipalities publications

August 1 to 11 and 18 to 19
 9022
 Day Out with Thomas

July 14-17
 canadianfestival.com
 Mobile 1 Sportsman Grand Prix

October 3 to 5
 9022
 Durham Region International Film Festival

Durham Region proudly features...

Historic Downtown Bowmanville's Maple Festival May 4 - bowmanville.com
 Durham Caribbean Festival June 23 - durhamcaribbeanfestival.com
 17th Annual Dog Days of Scoping July 21 - scoping.ca
 Ontario Lacrosse Festival August 2 to 5 - ontariolacrossefestival.com
 Pickering Food Truck Festival August 16-17 - scoping.ca
 Brock's Big Bite August 18 - brocksbigbite.ca
 Brooklin Harvest Festival September 14 - whitby.ca

Visit for the whole Family
 1-800-461-1000 | durhamtourism.ca

Festival & Events Ontario

Happy Canada Day

Share your Canada Day celebration photos with us!
 @durhamtourism #DurhamTourism

Durham
 Good Natured. Good Times.

Durham Tourism.ca

Metroland

Sport Durham

From grassroots to major international events, Sport Durham is here to help make your next event memorable.

Support services include bid development; accommodations; venue co-ordination; event promotion; logistics; transportation and catering assistance; athlete and visitor experience development; volunteer recruitment; visitor information and more.



Sport Durham's role in sport tourism includes:

1

Identify, evaluate and bid on sport events that will generate positive economic impact, enhance sport culture in the region, and result in lasting legacies for the community.

2

Collaborate with partners to host events with a focus on creating memorable participant experiences, and to implement event legacy initiatives.

3

Provide support for bids and events led by other event organizers.

sportdurham.ca



Durham Region 2019 Ontario Parasport Games

From February 8 to 10, Durham Region welcomed approximately 500 participants, including 300 athletes, and hundreds of spectators to the Durham Region 2019 Ontario Parasport Games.

The event generated \$678,000 in economic benefit to the region.

From the Opening Ceremony at the Abilities Centre, to the dinners at the Pickering Recreation Complex and the 11 sport competitions at eight venues across the Region, the event was a #paramazing success.

Our community rallied together to deliver an incredible set of Games. Most Games Organizing Committee (GOC) members were volunteers. Approximately 400 people registered and over 300 people volunteered during that weekend. About 350 people knit toques for athletes, coaches, guides and managers. They also provided postcards with inspirational messages to athletes, engaging community members who

might otherwise not have been involved in the Games. Over 60 community groups joined "Be The Roar," adopting teams and athletes, writing messages and cheering on athletes during competitions. This and pre-Games promotions resulted in more spectators than parasport athletes experienced in the past, including over-capacity Sledge Hockey medal games. Ontario Power Generation engaged its employees in "Be The Roar" groups, sponsored the Games, and purchased foam fingers that contributed to the incredible energy at Games venues. This is just one example of an organization that rallied around the Games and exemplified Durham Region's community spirit.

Participants left knowing that our community embraces inclusion and accessibility. Ninety-four per cent of participants surveyed had an "excellent or good overall Games experience." Plus, many told us that these Games were the best yet.



Ontario Parasport Games Legacy

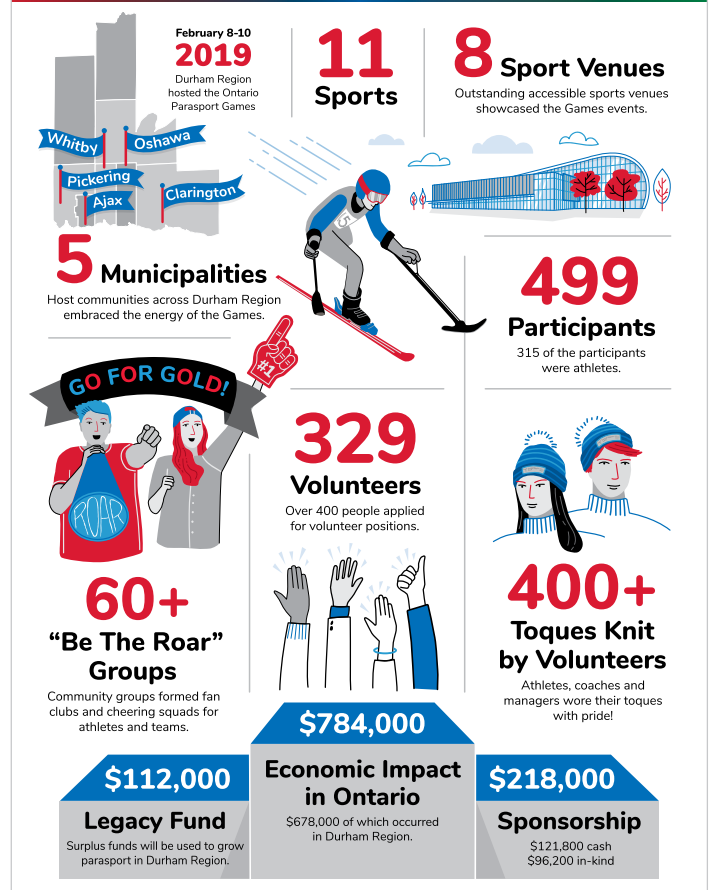
Durham Region's inclusive values were furthered by the Games. **More people became aware of what it means to provide inclusive, accessible and welcoming places and experiences for individuals of all abilities.**

Volunteers learned how to ask people with disabilities if they would like assistance, and how to guide a visually impaired person. Host hotels purchased emergency wheelchairs and added a swimming pool lift; a sponsor added an elevator to their facility; a coffee shop added power-assisted doors; and businesses became aware of the AccessNow app to promote their accessibility features.

Three new local Sitting Volleyball teams and a 5-a-Side Soccer team were formed and participated in the Games, including youth and students who had never participated in sport. Since the Games, Sitting Volleyball was launched by a local volleyball club and parents of a local Boccia athlete are establishing Boccia clubs in Durham and Peterborough.

Thanks to the efforts of the Games Organizing Committee, sponsors and partners, **the Games Legacy Fund target was surpassed by nearly 500 per cent. The Games Legacy Fund of \$111,900** will be used to support initiatives to expand and enhance parasport opportunities, awareness, participation and experience. This includes the Durham Adaptive Sport Collective (which met for the first time in October 2019); grant program through Their Opportunity to support youth from lower income families to participate in parasport; two-year School Grow It program; annual Parasport Festival; and sledge hockey accessibility upgrades at Iroquois Park Sports Centre.

More individuals with disabilities in Durham Region will experience the life-changing benefits of parasport because of the Games—hopes and dreams to pursue, opportunities to compete on a level playing field, teammates, friends and mentors.



And The Survey Says...

The Parasport Games in Durham Region were a resounding success with participants and volunteers.



2022 Ontario Summer Games Bid

In the spring, building on the success of the 2019 Ontario Parasport Games, Sport Durham collaborated with stakeholders and partners across the region to develop and submit a bid to host the 2022 Ontario Summer Games. This event would have featured competition in 20 sports and welcomed 3,000 to 3,500 participants, as well as family members and friends to the region.

We were overwhelmed by the support of many valued partners who contributed to the preparation

of a strong bid, including providing financial and other means of support, and assisted with planning and hosting a successful site visit for the Bid Review Committee in July 2019.

Although we were not selected, **we demonstrated our capacity and our community's enthusiasm for hosting large multi-sport Games.**

We learned from the bid process and we look forward to collaborating on future multi-sport event bids.



Don Terry, Chair of the Sport Durham Advisory Committee and Co-Chair of the Durham Region 2019 Ontario Parasport Games, was also a key member of the 2022 Ontario Summer Games Bid Committee. Don collaborates with Sport Durham staff on sport event bidding and hosting activities and to strengthen sport culture in the Region.



Sport Durham Convergence

This year's Sport Durham Convergence was held at the new, first-of-its kind 3,000-square-foot Esports Gaming Arena at Durham College. The event provided 112 stakeholders and Durham College Sport Management students (in attendance) with the **opportunity to learn, grow partnerships and collaborate to advance sport tourism** and strengthen sport culture in Durham Region.

Our exciting roster included:

- Presentation: Durham Region 2019 Ontario Parasport Games Results and Legacy Initiatives and Sport Durham Update
- Presentation: Esports and Sport Tourism with Sarah Wagg, Manager Esports Arena
- Presentation: Sustainable Event Ideas and a New Way of Thinking with Eric Novak of EnviroDad.com
- Interactive Panel Discussion: Untraditional and Emerging Sport Event Opportunities featuring Chess, Cricket, Esports, Pickleball and Sitting Volleyball
- Durham College Business of Sport Student Presentations: Emerging Sports in Durham Region

2019 Sport Event Partnerships

- 2019 Eastern Canadian Ringette Championships
- Ontario Basketball U15 Girls Ontario Cup Championships
- Oshawa Kicks Frank Sobel Spring Classic Soccer Tournament
- Seaton Soaker Trail Race
- OFSAA Boys' AAA Rugby
- Coaches Association of Ontario NCCP Super Clinic 2019
- Spartan Race
- Ontario Lacrosse Festival
- CIBC Run for the Cure Durham
- Take a Kid Mountain Biking Day
- 2019 Ontario Provincial Powerlifting Championship

Partnerships

Strategic partnerships throughout Durham Region have allowed Durham Tourism to elevate the profile of events and experiences for residents and visitors alike. The success of these highlighted partnerships in 2019 will help lead the framework for building upon and developing new partnerships in future years.



MUNICIPAL PARTNERSHIP:

Durham Tourism Municipal Leadership Team

This industry-led team plays an important role in helping to **direct and guide tourism activities in Durham Region.** The Durham Tourism Municipal Leadership Team is comprised of regional employees, Central Counties Tourism staff, and municipal staff whose portfolios include Tourism, Culture and Recreation.



Durham Tourism is proud to support and align with the following associations and organizations:





CANADIAN RACE CAR DRIVER

Sam Fellows

In 2019 Durham Tourism partnered with Sam Fellows as he competed on the **Porsche GT3 Cup Challenge Canada race series**. Sam was featured on television and live broadcasts via the Porsche GT3 Cup Canada Official Facebook Page (75k live stream views) as well as select races from Canadian Tire Motorsport Park, Toronto and Mont Tremblant that aired on TSN and RDS throughout the season (133k views). In addition to racing, Sam is also a **Brand Ambassador for Canadian Tire Motorsport Park** and actively published content and tagged the Durham Tourism social media feeds helping to collectively grow the Durham Tourism social media following and increase engagement.

Social media statistics

Porsche Global

797k+

YouTube subscribers

11.7m+

Facebook followers

Porsche GT3 Cup Challenge Canada

75k+

Facebook live stream viewers

2k

Organic increase in Facebook followers in one year

Porsche Cars Canada

36k+

Instagram followers

15k+

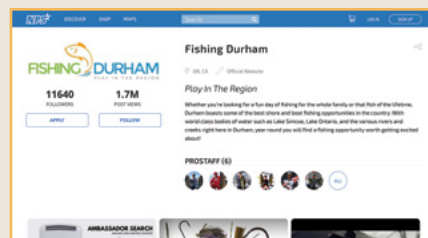
Twitter followers

14k+

LinkedIn followers

25m+

Porsche.ca views (Year to date)



FISHING SOCIAL NETWORK

National Pro Staff

Between Lake Simcoe, Lake Ontario and Lake Scugog, not to mention our many rivers and creeks, Durham Region boasts some of the best shore and boat fishing opportunities in the country. For the past five years, Durham Tourism has partnered with National Pro Staff to **highlight Durham Region anglers, fishing tips, and provide visitor and residents with a portal to connect**, share pictures, videos and check out the best fishing locations.

NationalProStaff.com/team/FishingDurham

11,000 Followers

1.7m Post views



PROFESSIONAL ANGLER

Cooper Gallant

Durham Tourism was thrilled to partner this year with **local Bowmanville resident and professional angler** Cooper Gallant. Cooper has been featured as a pro staffer on the National Pro Staff Fishing Durham account and on Durham Tourism fishing maps and publications since a young age.

Social media statistics

71

Instagram posts

140,974

Instagram reach

56

Facebook posts

68,389

Facebook reach

#FishingDurham

promoted on tournament jersey, truck and boat wrap.

16th place

FLW Costa series

2nd place

FLW Canada

Double qualified

2019 FLW Costa Championship



Gates Open survey

A three-question survey was collected at four of the participating farms that asked:

- 1 What is your postal code?
- 2 How many farms do you plan on visiting?
- 3 How many people are in your party?

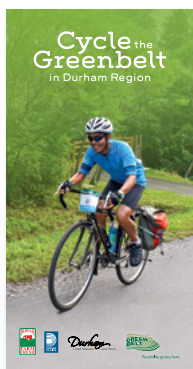
Postal code information was collected and run through an Environics analysis as part of a research partnership with Central Counties Tourism.

According to survey results and visitor tallying at participating farms, Gates Open: Find Your Flavour welcomed more than 2,000 visitors during this one-day event.

2,000+
Gates Open visitors

Cycle the Greenbelt

Funding received from the Greenbelt was used to design a "Cycle the Greenbelt in Durham Region" cycling map. The map featured Durham Farm Fresh members that have been certified by Ontario By Bike™ as being bicycle-friendly and are taking the extra steps to providing specialized services and amenities to cyclists.



Gates Open: Find Your Flavour

Durham Region's Economic Development and Tourism Division and the Durham Farm Fresh Marketing Association partnered to bring back Gates Open: Find Your Flavour event, which was last hosted in 2010. The event was held on October 5, 2019.

The opportunity to become a host farm for Gates Open: Find Your Flavour was provided to members of the Durham Farm Fresh Marketing Association via an application process. Farms were asked to highlight the types of activities that visitors do not normally see during their day-to-day operations.

Visitors had the opportunity to take part in fun and educational activities including: livestock feeding demonstrations, wagon rides, brussels sprouts speed picking, food sampling, face painting, and much more. Each farm showcased the best they had to offer, sharing the passion and dedication they bring to farming and their commitment to local food.



Eight farms participated in the event and were located in the municipalities of Brock, Scugog and Clarington.

- Forget-Me-Not Alpacas
- Willowtree Farm
- Ocala Winery Groups Inc.
- Nature's Bounty Farm
- Wool 4 Ewe Fiber Mill
- Lunar Rhythm Gardens
- Gallery on the Farm
- Graham Creek Farm & Country Estate



CULTURE DAYS



Culture Days

Culture Days is a Canada-wide event that took place from September 27 to 30, 2019. This year, **Culture Days celebrated 10 years of sharing Durham Region's cultural spirit and passion.**

There were more than 60 events hosted throughout Durham Region, including Culture Days hubs.

For the second consecutive year, Durham Tourism was selected by Culture Days as one of three communities across Ontario to feature Culture Treks. Culture Treks were designed to build on the desire to explore our communities, while uncovering the arts and culture stories that make each place unique. The itineraries pinpointed key Culture Days events along recommended travel routes, while highlighting local restaurants and accommodation providers to promote.

View the Durham Region Culture Trek online: CultureDays.ca/en/on/trek/Durham-Region.

Culture Trek online marketing

CultureDays.ca/en/on/trek

4,842

Page views

3,768

Unique views

CultureDays.ca/en/on/trek/Durham-Region

528

Page views

384

Unique views

Culture Trek Facebook ad

5,654

Users reached

Pre-weekend e-newsletter

2,669

Users reached



Royal Agricultural Winter Fair

Since 1922, the Royal Agricultural Winter Fair has been Canada's premier showcase for excellence in the agricultural industry. This year, Central Counties Tourism, along with several other Regional Tourism Organizations in Ontario, were invited to be a main partner in the Spotlight on Local Program presented by Metro. This provided the regions with the opportunity to be showcased and celebrated as the very best in local food grown, produced and manufactured in Ontario. **The regions of York, Durham and Headwaters came together to tell the unique story of agri-tourism in our regions.**

The activation also included space to sit and relax while enjoying the Durham Region promotional video which highlighted our featured businesses:

- Forsythe Family Farms
- Cooper's CSA Farm & Maze
- 3Beez.buzz
- Maple Bee Nectar
- Durham College Centre for Food
- Willowtree Farm
- Banjo Cider
- The Second Wedge Brewing Co.

The Central Counties Tourism booth saw more than **18,000 visitors** interacting with our partners over the course of the fair. Over 320,000 people visited the Royal Agricultural Winter Fair.

Social media statistics

3 Facebook posts

4,690

Organic impressions

26 Instagram stories

5,458

Views

(average 209 views per post)



Other Events and Trade Shows Attended

- Outdoor Adventure Show
- Cycle Show

Boards and Committees

The Durham Tourism team serve on several boards and committees that directly relate to promoting tourism and sport and add value to the community. These include:

- Central Counties Tourism Board of Directors
- Culture Days Task Force and Advisory Committee
- Durham Adaptive Sport Collective
- Durham Tourism Municipal Leadership Team
- Municipality of Clarington Tourism Advisory Committee
- Ontario By Bike Cycle Tourism Planning Committee
- Sport Durham Advisory Committee
- Town of Whitby Culture Plan
- Township of Scugog Tourism Advisory Committee
- Township of Uxbridge Tourism Advisory Committee
- York-Durham Heritage Railway Board of Directors

Durham Tourism Northern Support

In 2018/19, the Region implemented a pilot project to evaluate the effectiveness and potential benefits of Regional Tourism staff delivering programming specific to the northern rural municipalities. A part-time temporary Tourism Program Co-ordinator was hired and dedicated to the advancement of tourism initiatives within the Township of Scugog. This part-time Tourism Program Co-ordinator was assigned three core projects from the Scugog Community Tourism Plan (CTP): website development, branding, and tourism wayfinding signage.

The pilot project was a success, due in part to the clear and concise objectives that were defined within the Community Tourism Plan.

In addition, the Region was successful in recruiting an industry professional who had a strong background in tourism management and was able to guide the projects efficiently and effectively towards successful completion.



The Township of Scugog—with Regional support through this pilot project—was able to successfully launch a new tourism website ScugogTourism.ca,

implement new tourism branding, and generate a tremendous amount of valuable promotional content in support of their CTP objectives. This resulted in an increased ability to promote their tourism assets and attract visitors. The Regional Economic Development & Tourism Division and the Township of Scugog consider the Pilot Project a terrific success.

Given the success of the pilot project, Regional Council have now **approved a full-time, permanent Tourism Program Co-ordinator**, providing programming and initiatives dedicated specifically to the northern area municipalities. This will result in considerable growth of the tourism industry in Brock, Scugog, and Uxbridge Townships.

Municipal Accommodation Tax



Over the course of the past 18 months, the conversation to implement a Municipal Accommodation Tax (MAT) has been explored through research and consultation with the Durham Hotel Association, Durham Tourism,

Central Counties Tourism, Local Area Municipalities (LAM), CBRE Group, and the Ontario Restaurant Hotel & Motel Association. This exploration of the MAT is intended to be a collaborative approach amongst all stakeholders to **advance the tourism industry and increase visitation** within Durham Region.

According to the CBRE Group assessment for Durham Region, with the assumption that a four percent MAT

was collected, the projected collection for 2020 would be approximately \$2.23 million.

Please watch for further updates from Durham Tourism throughout 2020 surrounding the discussion of the Municipal Accommodation Tax. At this time, stakeholder engagement and MAT planning has been put on hold due to the current state of the economy. Further conversations will be scheduled once it is deemed reasonable to resume conversations.

Central Counties Tourism (CCT)

CCT works with existing tourism offices within the regions of Durham, York and Headwaters. CCT's mission is to increase tourism in the region by promoting and developing unique and competitive tourism products that attract high-yield visitors from outside the Central Counties region.



Central Counties Tourism (CCT) was established as a regional tourism organization (RTO) in 2010 under a framework developed by the Ontario Ministry of Heritage Sport, Tourism and Culture Industries. CCT's mandate is to identify sustainable best products and practices that will build a stronger and more competitive tourism industry within the region.



For more information on how you can connect with Central Counties Tourism and receive updates on marketing opportunities, travel trade, funding opportunities, and industry equipping, please reach out to Eleanor Cook, Durham Region Field Manager for Central Counties Tourism at ecook@centralcounties.ca.

CentralCounties.ca

Increased Tourism in York Durham Headwaters

In 2018/2019, Central Counties facilitated Community Tourism Strategies in partnership with Durham Tourism for the Townships of Brock and Scugog, as well as completing a refresh to the existing Township of Uxbridge Community Tourism Plan (CTP). A Community Tourism Plan provides a framework for businesses, local government, cultural and other organizations to analyze tourism resources, identify opportunities, and encourage tourism development and promotion. The CTPs provide municipalities with a three-year strategy and action plan with realistic targets and goals to achieve. As a result of the Township of Scugog's successful completion of CTP action items, the municipality was highlighted at CCT's Annual General Meeting in the Member Spotlight.

Under the RTO Partnership Funding stream, Durham Tourism stakeholders invested more than \$155,000 and leveraged more than \$106,000

from Central Counties Tourism in 2019 to develop, implement and promote their tourism offerings, driving new visitors and revenues to the region.

CCT's 2019 Durham partnerships include:

- Scugog Tourism website
- Sunderland Maple Syrup Festival
- Springtide Music Festival
- Clarington Board of Trade
- Blue Heron Books
- Station Gallery
- York Durham Heritage Railway
- Durham CariFest
- A Country Path
- Canadian Food Truck Festival
- The Book Drunkard Festival
- Uxbridge Studio Tour
- Clarington Tourism Great Apple Adventure
- Ajax Global CyberLympics

Durham Tourism stakeholders were provided with several opportunities to partner with Central Counties Tourism on various marketing and

promotional pieces. These opportunities included co-operative advertisements, seasonal and holiday magazine features, The Globe and Mail, Taste Ontario, Foodism and Explore Ontario. Central Counties Tourism ensures that Durham Region businesses and events receive extensive social media support and media relations coverage and activity.

Central Counties has been very active over the course of 2019, ensuring industry equipping was a key priority in their strategic plan. Initiatives included: hosting the annual Central Counties Tourism Symposium: providing stakeholders with community-based "Tourism Now" information sessions to ensure businesses are capitalizing on services that are available to them; hosting workshops focused on writing Celebrate Ontario grant applications; and applying for Central Counties Tourism partnership funding.



Freddie Funnio's Ultimate ROAD TRIP

Tempt your taste buds this summer as you explore lush trails, quaint small towns and vibrant cities that are bursting with gastronomic delights. Discover Ontario's most talented chefs as they serve up mouth-watering cuisine at local restaurants and festivals. Spend your afternoons sampling award-winning craft beer and wine. Make sure to stop by farmers' markets to fill your baskets with fresh produce, baked goods, and other local fare.

Located less than an hour from Toronto, **York Durham Headwaters** is your Foodie Fanatic destination.

Join us for a memorable field-to-fork dining experience

BISTRO b67

TRY SOME OF OUR DELICIOUS OFFERINGS! Taste the Difference!

ALL CROCKERS, MADE AND PRODUCED ON OUR FARM

www.bistrob67.ca | 905.721.3312
1884 Chappleton Avenue, Wilby, ON L1M 6A7

905.655.6923 | willowtreefarm.ca



THE GLOBE AND MAIL | SATURDAY, JUNE 15, 2019

SPONSOR CONTENT

FUTURE CHEFS WILL WOW YOUR PALATE

Foodies can sample creative dishes by students at restaurants that offer gourmet fare nearby father-and-son duo for their coffee.

CUTTING-EDGE COLLABORATIONS

Expert foodies will also be drawn to Bistro b67's cutting-edge collaborations. Partnering with local suppliers means many of their dishes and cocktails are one of a kind.

IF YOU'RE LOOKING FOR A UNIQUE DINING EXPERIENCE, escape the ordinary and discover how students at some of the finest culinary colleges in Canada are pushing the boundaries of gourmet food.

Not only will you have the chance to indulge in the offerings of students having their ability to create top-notch menus, you'll also get the development of tomorrow's top chefs, invest in the

but that connection with food, and we're changing that paradigm a little. I think it's a model that can be replicated."

THE CHEF'S TABLE

When you think of fine dining options in London, Ont., a city of about 350,000 surrounded by farmland, you might not expect the next international culinary experience.

But thanks to The Chef's Table, a fine-dining restaurant operated by Fanshawe College's School of Tourism, Hospitality and Culinary Arts, world-class dishes are infused with

"Ontario's Southwest region is attracting some of the world's top culinary talents, from chefs, wine makers and brewers to artisanal cheese makers and organic farmers. The result is a booming farm-to-table, wine and craft beer scene. It all starts with great ideas like The Chef's Table at Fanshawe College," she says.

FRESH AND SEASONAL

Ernie Runkel, restaurant, cafe and events manager, says another worthy feature of The Chef's Table is that much of the food is sourced locally, including meat, chicken, beef, coffee, tea and honey.

that have cultivated most of the foodstuffs growing picture-perfect and about nearby dishes.

"There's high pressure. We have international guests, you need to make it exciting for them," he says.

The Niagara Parks apprenticeship program is in partnership with Niagara College and the Ministry of Training, Colleges and Universities. Student stipends get to learn alongside leading chefs at one of the fine dining, Food

Certified establishments in the region, including the newly awarded Table Rock House Restaurant which offers a front-row view of Niagara Falls.

"We wanted to improve the site close to the falls, and we took time to

Environics Analytics

Central Counties Tourism has a partnership agreement with Envionics Analytics, in order to **gain a better insight into the visitation that is coming to the three regions**. By collecting a visitor's postal code at various events, businesses, and festivals, Central Counties is able to identify

the visitor's demo/psychographics, including where they live and which media channels they partake in. This data combined with the most recent information available through Statistics Canada, allows stakeholders to become more insightful with their target marketing

and product development. The Central Counties Tourism Visitor Research Program is a service that is available to all stakeholders. For more information about this service, please contact Tom Guerquin, Manager Research and Development at TGuerquin@CentralCounties.ca.



Durham Data (All Postal Codes)

Demographic Snapshot



50 Years

Median age of households maintainer (97)



53.9%

Couples with children at home (118)



70%

Of visitors travelled within 40 km (approx.)



\$126,055

Average household income (115)



46.5%

Are visible minority presence (142)



4+ People

34.6% of households have 4+ people at home (138)



35.7%

Born outside of Canada (118)



13.4%

Work in sales & service (98) & 11.1% in business (117)

Top Ten Forward Sortation Areas (FSAs & Census Subdivision)

Name FSA	Count
L1C (Bowmanville, ON)	1,016
LOB (Orono, ON)	627
L1K (Oshawa, ON)	599
L1E (Bowmanville, ON)	587
L9P (Uxbridge, ON)	582
L1N (Whitby, ON)	576
L1R (Whitby, ON)	532
L1M (Whitby, ON)	476
L1V (Pickering, ON)	444

Name Census Subdivision	Count
Toronto, ON (C)	4,116
Clarington, ON (MU)	2,571
Whitby, ON (T)	1,867
Oshawa, ON (CY)	1,807
Markham, ON (CY)	987
Ajax, ON (T)	953
Pickering, ON (CY)	858
Uxbridge, ON (TP)	675
Peterborough, ON (CY)	552
Mississauga, ON (CY)	422

Social Media Highlights



FACEBOOK

76.9% currently use
Index: 100



TWITTER

35.4% currently use
Index: 112



INSTAGRAM

41.8% currently use
Index: 111



LINKEDIN

55.0% currently use
Index: 114



YOUTUBE

74.1% currently use
Index: 103



SNAPCHAT

17.3% currently use
Index: 113



WHATSAPP

47.2% currently use
Index: 123



BLOGS

16.9% currently use
Index: 113

This Durham Data represents a sample of 21,000 postal codes collected from six businesses in Durham Region over the course of 2019. All data is indexed against the Ontario average. **Red** numbers represent at least 10% above the benchmark.



Durham Tourism

605 Rossland Road East, Level 5
Whitby, Ontario L1N 6A3
905-668-7711 or 1-800-413-0017
www.durhamtourism.ca
Follow @durhamtourism

