

2019 AGM MEMBER SPOTLIGHT

DURHAM REGION

Scugog Tourism

- Community Tourism Development
- Who We Are
- Sharing our Community with MSIFN

- Picturesque Waterfront
- Historic Downtown
- Selected Ontario's "Most Happening Historic Downtown"
- Artisanal Merchants
- Creative Artists
- Local Food & Craft Bev
- Amazing Accommodations
- Year-Round Agri-Tourism
- Stewards of the Lake
- Four Season Destination
- Lively Events & Festivals



working with Central Counties



CENTRAL
COUNTIES
TOURISM



SCUGOG
COMMUNITY TOURISM STRATEGY
2018

COMMUNITY TOURISM PLANNING

In June, 2016, the Scugog Chamber of Commerce invited a group of tourism stakeholders from a variety of sectors to collaborate as part of a working group and plan a community led, Township wide, strategy for tourism.

Central Counties Tourism facilitated their goal.

RESULTS

22 ACTION ITEMS

3 Y E A R
P L A N

Item	Item Title	Item Description	Item Owner	Item Status
12.	Create a Brand Identity specifically for Scugog tourism.	Uses the key insights of expression, emotion, exploration and brand.	EDATAC Tourism Working Group	Year 2

Item	Item Title	Item Description	Item Owner	Item Status
20.	Develop a social media strategy including a content calendar of messaging to grow community engagement and generate clicks-through to	Increase engagement and follows on social media channels.	Township of Scugog	Year 2

Item	Item Title	Item Description	Item Owner	Item Status
3.	Assess wayfinding needs in Scugog to improve and	Improves the visitor	Township of	Year 1

Item	Item Title	Item Description	Item Owner	Item Status
4.	Work with relevant municipal and business partners to generate annual tourism economic data sets. GOAL: Implement and lead in the tourism research practice of collecting key visitor information directly from local sources, businesses, and visitors.	The data allows staff and the industry to evaluate the economic impact of the tourism sector and measure the success of their contributions to the sector.	BIA and participating businesses who can also provide visitor data.	Year 1

Action Plan

The Action Plan to follow illustrates the specific tourism related actions that will directly support the five strategies outlined in the Strategic Tourism Goals (above).

Item	Item Title	Item Description	Item Owner	Item Status
1.	Develop 'buy in' for a newly receptive and cooperative environment among tourism operators in Scugog. Foster a related willingness to partner and organize in a manner that reaps the benefits of a collective tourism plan. GOAL: Introduce the Scugog Community Tourism Plan as a guiding document for sustainable tourism and tourism development in Scugog. Highlight performance metrics and outcomes. Review the Plan action items and measure progress annually. Host a tourism partners' open Forum to review the Plan annually.	Deliver a concise plan in a simple form of communication. The 'Forum' contributes added retention of interest with ongoing feedback from tourism partners. Collaborative ideas fosters industry alignment.	Township of Scugog Central Counties Tourism EDATAC Tourism Working Group Scugog Chamber of Commerce Port Perry BIA	Year 1
2.	Set an annual tourism budget that includes a part-time staff person dedicated to the Visitor Centre GOAL: Evaluate tourism activities completed in 2017 and determine if the current Township budget allocation for staff is allowing the collective and stakeholder organizations to reach their economic potential. Determine any outstanding needs and communicate this through formal Council process. Present findings and requests to Council prior to the development of the 2018/19 budget.	Determines the level of human resources required to facilitate a sufficient tourism program in Scugog. A coordinated effort between municipality, region and CCT to deliver on the plan.	EDATAC Tourism Working Group	Year 1 Evaluate the results of collective efforts. Year 2 - Determine future levels of funding and support

**ADOPTED BY
COUNCIL
APRIL 2018**

YEAR ONE...

Tourism Advisory Committee

The Tourism Advisory Committee advises Council on tourism services, activities and initiatives to promote the Township of Scugog. The committee will represent a variety of Tourism stakeholders and will work with staff to further tourism-focused strategic goals and initiatives as set out by Council.

Council members on this committee include:

- Wilma Wotten, Regional Councillor
- Alternate, Janna Guido, Ward 2 Councillor

If interested in joining this committee please submit an **Application**.

ACTION

1.

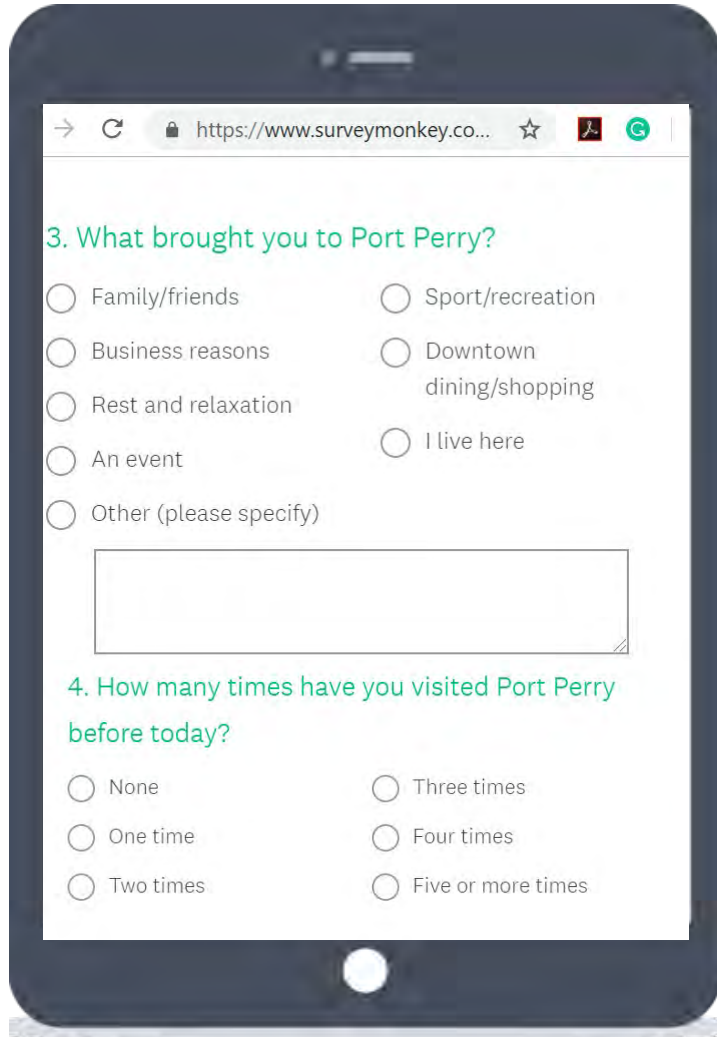


Develop 'buy in' for a newly receptive and cooperative environment among tourism operators in Scugog. Foster a related willingness to partner and organize in a manner that reaps the benefits of a collective tourism strategy.

GOAL: Introduce the Scugog Community Tourism Strategy as a guiding document for sustainable tourism and tourism development in Scugog. Highlight performance metrics and outcomes.

Review the Strategy action items and measure progress annually. Host a tourism partners' open Forum to review the Strategy annually.

VISITOR SURVEYS



The image shows a smartphone screen with a SurveyMonkey survey. The survey is titled '3. What brought you to Port Perry?' and '4. How many times have you visited Port Perry before today?'. The survey is displayed on a dark blue smartphone frame. The browser address bar shows 'https://www.surveymonkey.co...'. The survey questions are as follows:

3. What brought you to Port Perry?

- ☐ Family/friends
- ☐ Sport/recreation
- ☐ Business reasons
- ☐ Downtown dining/shopping
- ☐ Rest and relaxation
- ☐ I live here
- ☐ An event
- ☐ Other (please specify)

4. How many times have you visited Port Perry before today?

- ☐ None
- ☐ Three times
- ☐ One time
- ☐ Four times
- ☐ Two times
- ☐ Five or more times

Summer 2018 Port Perry Patio Pilot Project

ACTION

2.



Work with relevant municipal and business partners to generate annual tourism economic data sets.

GOAL: Implement and lead in the tourism research practice of collecting key visitor information directly from local Scugog businesses annually.

Timely analyze the data in order to quantify and document the number of visitors, visitor spending, etc..

Produce a Tourism Economic Impact Report by Scugog staff and Council [reported during Q3] and circulated to tourism businesses demonstrating impact of tourism on local economies. Provide resources, training and best practices.

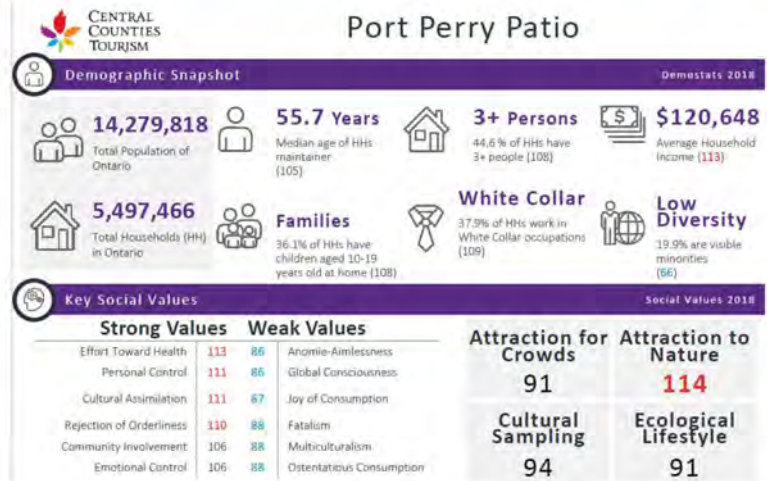
Mining of the Data

PORT PERRY PATIO SURVEY 2018

Q2. What is your postal code?

Answered: 311 Skipped: 4

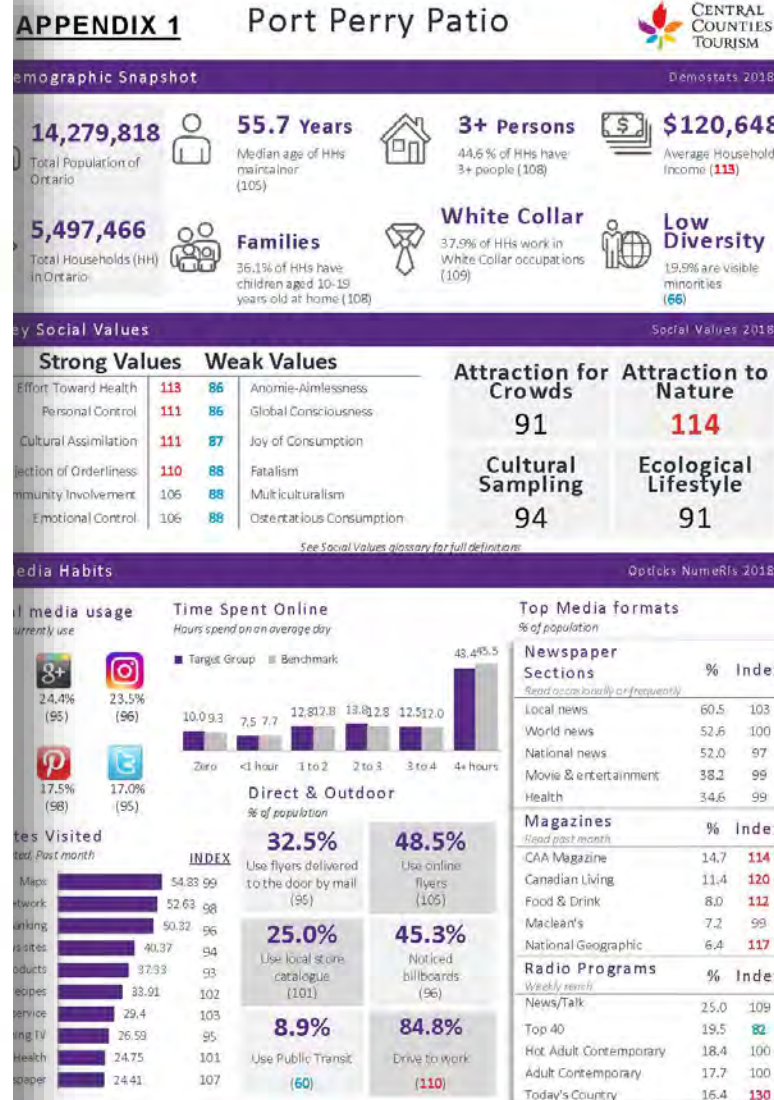
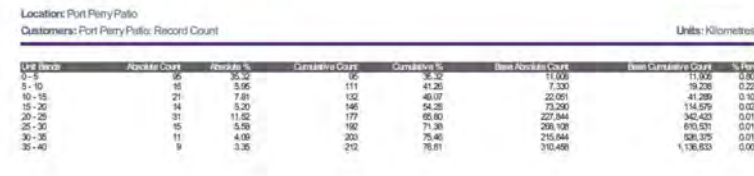
See APPENDIX 1 for a complete report of data analytics and consumer segmentation profiles.



More than twenty-one percent of the respondents travelled >40 Km one-way when visiting a Port Perry patio.

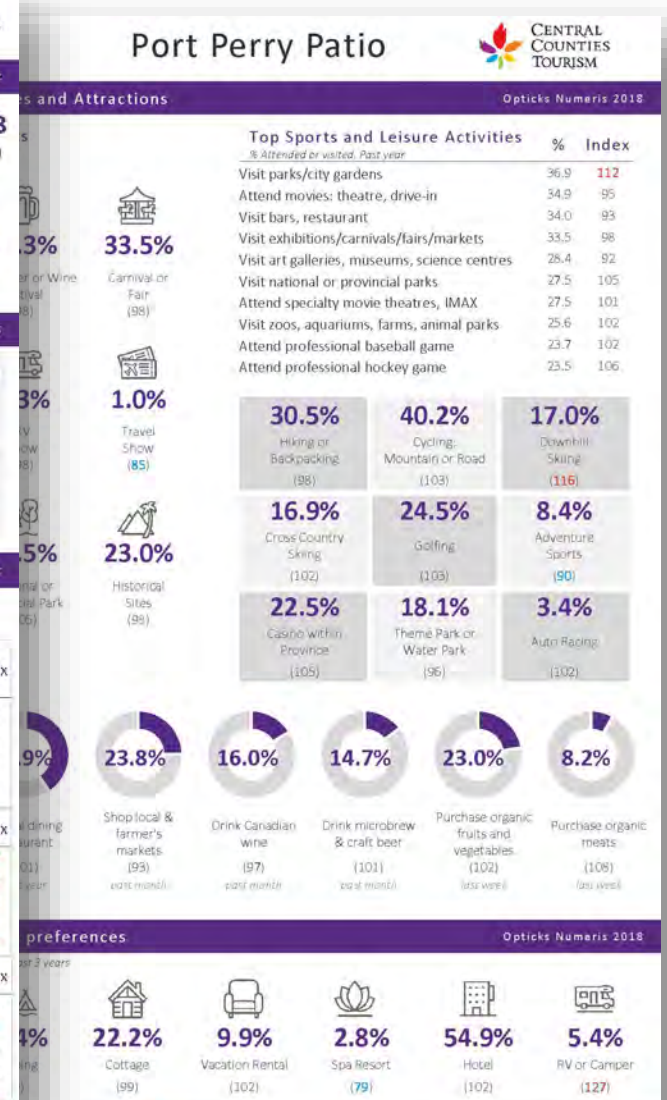
See APPENDIX 2 for a complete count of distance decay

Distance Decay | Customers



Against the Ontario average, colours represent at least 10% above/below the benchmark

Page 1



Not represent at least 10% above/below the benchmark

Page 2

ACTION

3.



Host industry equipping workshops (Tourism Now, Tourism 101, etc.) for tourism businesses, organizations and associations in Scugog.
Offer sessions that help business grow in market readiness for tourism.

GOAL: Provide two introductory information sessions prior to the primary 2018 tourism season.

Year two, the Scugog tourism partners will self-assess their needs collectively for the subject and frequency of sessions.



2



ACTION

4. ✓

Create a Brand Identity specifically for Scugog tourism.

GOAL: Complete a Brand Exercise session in 2018.

As part of the exercise, include a session where tourism partners can contribute what is Scugog's unique personality and how that will inspire curious travelers to visit.

Evolve the 'Port Perry Proud' wordmark.

ACTION

5.



Develop a dedicated tourism website for Scugog that drives awareness, web traffic and leads to local business websites.

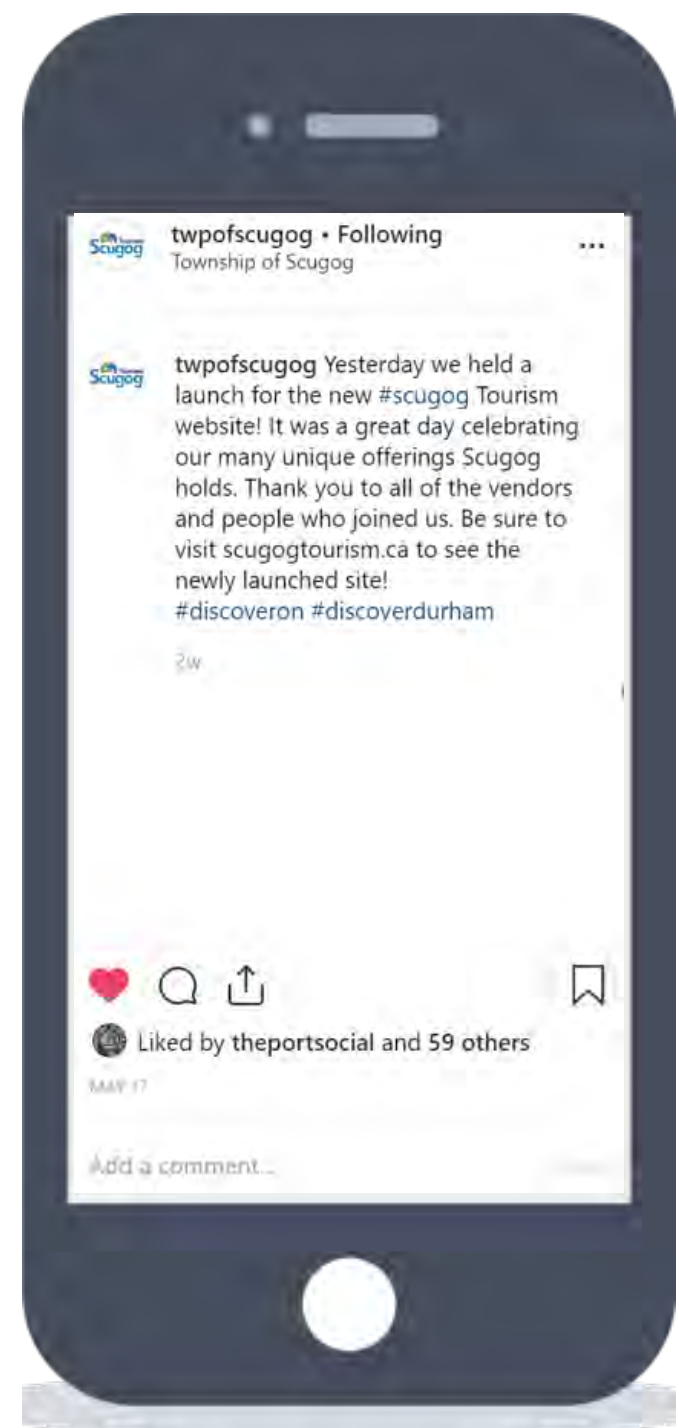
The web frame should integrate seamlessly as a directory of digital content feeding Municipal, Regional and Provincial websites allowing a convergence of technology and marketing.

GOAL: Partner with the RTO for support in website development.

Co-ordinate with Town of Scugog for content, maps, etc.

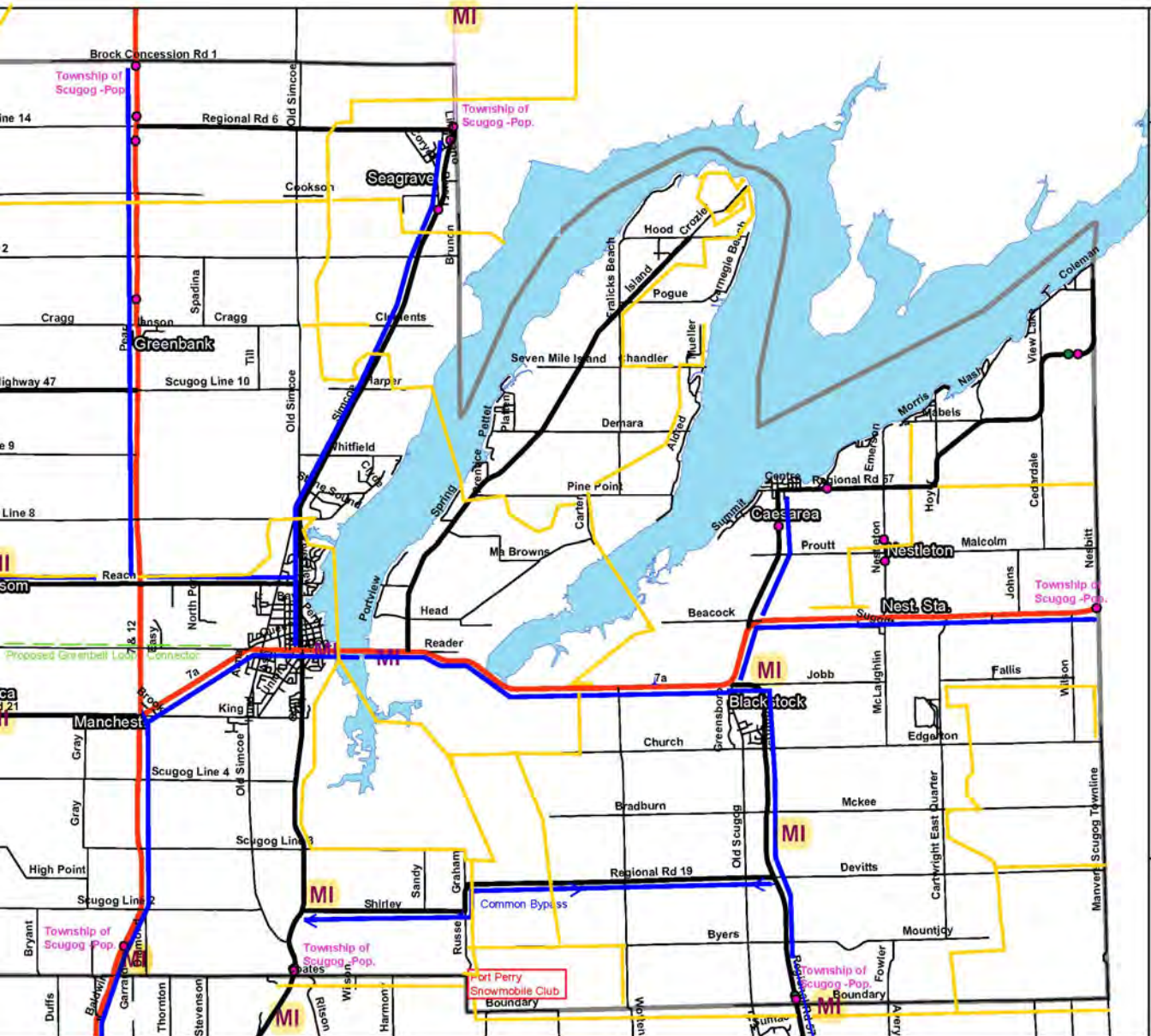
Coordinate with Durham Tourism/Durham Communications for alignment.

Coordinate discovery meeting between parties in mid-2018.



ACTION

6.



Assess wayfinding needs in Scugog to improve and expand signage that assists visitors. Explore signage funding opportunities.

GOAL: Partner with the RTO on a Wayfinding Strategy, ensuring directional signage to all main Scugog attractions and assets.

Engage tourism stakeholders to be part of a Wayfinding Task Force assessment.

Enhance signage throughout Scugog by the end of 2018.



PARTNERSHIP funding

CONTENT WRITING

5 Great Patios and Why You'll Love Them!

Friday, May 31st, 2019



Story By Karen Hawthorne Soak up the charm and the sunshine! Patio season is here, for sangria and ice buckets of beer, lunch overlooking the water, or cocktails under patio lanterns – Scugog has the best spots for outdoor dining, casual drinks and full-on relaxing. Because that's what our brief,... [Read More](#)

Little Romance in Scugog

Friday, February 1st, 2019



Story by Karen Hawthorne Imagine your best day. Morning sunshine when you wake, lingering over breakfast and refills of buzzy coffee with the one you love. The feeling that you don't have to rush a thing. A romantic getaway can be so simple and yet so very memorable. Bring a bottle... [Read More](#)

Bundle Up!

Thursday, January 24th, 2019



Top 5 Outdoor Adventures in Scugog Story by Karen Hawthorne Get some fresh air and explore Scugog's winter chills and thrills! We've got forests with trails and maple trees, horse-drawn sleigh rides and heart-pumping adventures on the frozen lake. Bring your skates (or snowshoes) and the family for some serious outdoor... [Read More](#)



MEDIA campaigns



 audrawilliams Our home for the night is the @nestletonwatersinn. It looks really imposing and Manderly-like from the outside, which I of course love. But then once you get in, it is festive and welcoming. Our host answered the door confessing that she hadn't heard us at first because she was watching Christmas movies, which as so charming Also there is a couple here celebrating their 40th anniversary! Everything feels like magic. So thankful to @weekendurhamheadwaters for this



 markhamfoodie • Following
The Second Wedge Brewing Co. ...

 markhamfoodie 🍷🍷🍷 Contest Alert
🍷🍷🍷 Last weekend we went on a #BrewRoutesON adventure!
@breweryroutes has created 9 different self guided craft beer, cider, and culinary itineraries right at home in Ontario and is protected Greenbelt. We decided to take on some of the points of interests on Route Number 6 - Rural Routes and Dirty Boots. Our





MARKETING campaigns

Ultimate Summer ROAD TRIP 2019

DO THE TIME WARP
SEE THE ART AND ARTIFACTS THAT BRING LOCAL HISTORY TO LIFE

LIFE IN THE FAST LANE
AT CANADIAN TIRE MOTORSPORT PARK

BECOME A CONSERVATION SUPERSTAR

SCHOOL IS IN FOR SUMMER!
LEARN NEW SKILLS IN UNEXPECTED PLACES

SECRET FISHING HOLE
INSPIRING NEXT-GEN ANGLERS

GLAMPING! NUDE CAMPING! OH MY!



CAA Insurance Travel Roadside Rewards

YORK DURHAM HEADWATERS

CENTRAL COUNTIES TOURISM

ONTARIO
Yours to discover

YorkDurhamHeadwaters.ca

Follow us @visitYDH

GOOGLE DISPLAY NETWORK: CREATIVE ANALYSIS

Leads to YDH's partners was 4.9X target



SERENITY, PEACE & BALANCE

Indulge in the luxurious accommodations of the **Nestleton Waters Inn** tucked away northeast of Port Perry.

Or find your Zen at the **Hive Centre and Bee & Bee** in the Village of Leskad.

If immersing yourself in heritage and history is more to your liking, the **Piano Inn 1884** in Port Perry has spacious suites that retain their 19th century beauty.

In Port Perry, **Willowtree Farm** stands out because of the diversity of its offerings. It hosts several family focused events and festivals throughout the year. Pick strawberries, enjoy a corn roast, and get up close to the animals.

Lace up your hiking boots and discover these lush, forested trails:

- Cold Creek Conservation Area
- Durham Forest
- Flora Cataract Trailway (Woof! Woof! It's dog friendly!)
- Ganaraska Forest
- Hollidge Tract Accessible Trail
- Kortright Centre for Conservation
- Port Perry Waterfront Trail
- Wesley Brooks Memorial Conservation Area (aka Fairy Lake)
- Upper Credit Conservation Area



NEXT STEPS



Year Two Action Items

Review and prioritize the Scugog Community Tourism Strategy



Continue to Support Tourism Stakeholders

Tourism as an economic pillar for Scugog



Collaboration with Stakeholders

Tourism Readiness, Education and Training Opportunities



Leverage Resources

Enhance the offerings of Durham Tourism, CCT and Destination Ontario





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TOURISM

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