

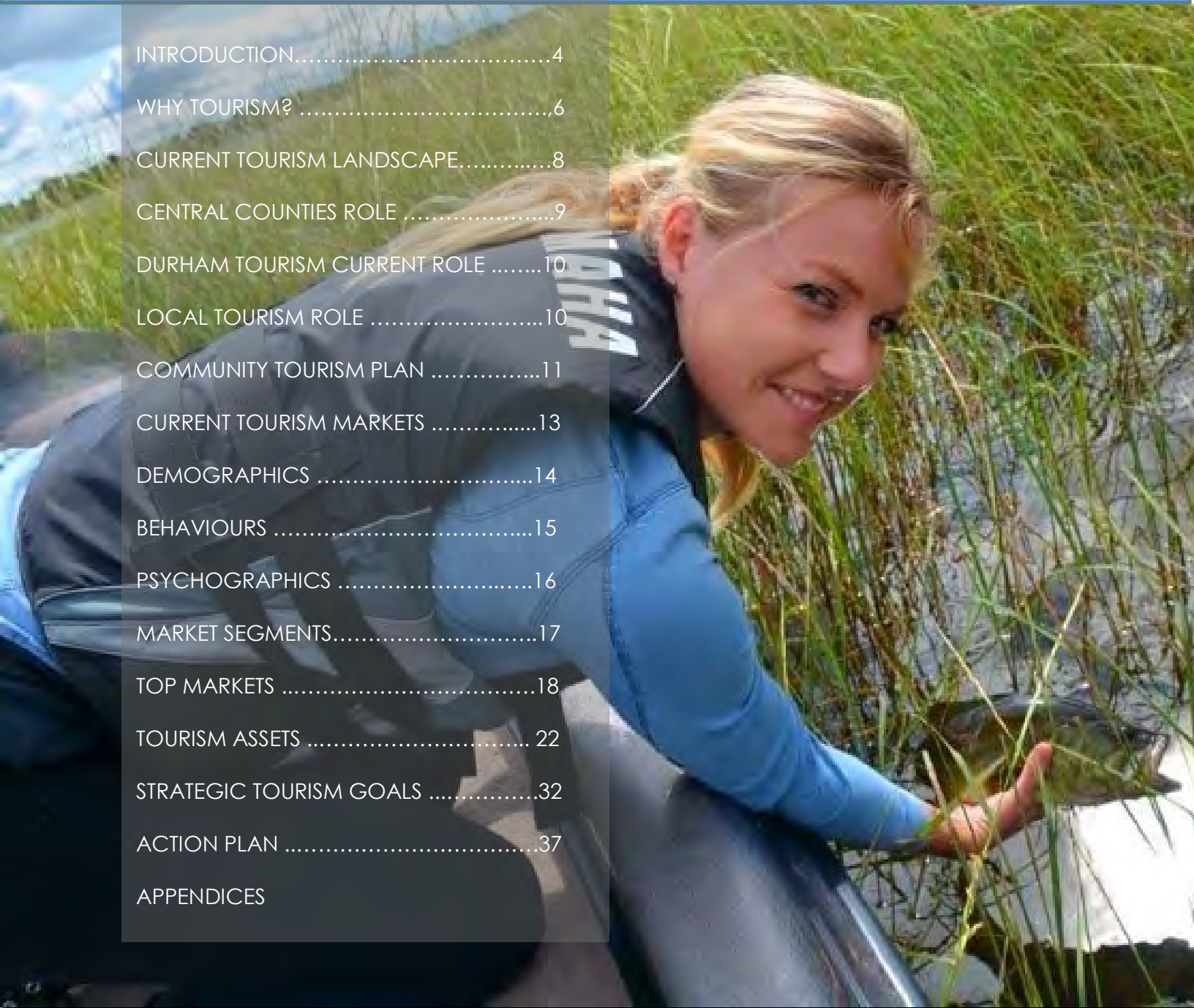
SCUGOG
COMMUNITY TOURISM PLAN
2018





CONTENTS

INTRODUCTION.....	4
WHY TOURISM?	6
CURRENT TOURISM LANDSCAPE.....	8
CENTRAL COUNTIES ROLE	9
DURHAM TOURISM CURRENT ROLE	10
LOCAL TOURISM ROLE	10
COMMUNITY TOURISM PLAN	11
CURRENT TOURISM MARKETS	13
DEMOGRAPHICS	14
BEHAVIOURS	15
PSYCHOGRAPHICS	16
MARKET SEGMENTS.....	17
TOP MARKETS	18
TOURISM ASSETS	22
STRATEGIC TOURISM GOALS	32
ACTION PLAN	37
APPENDICES	



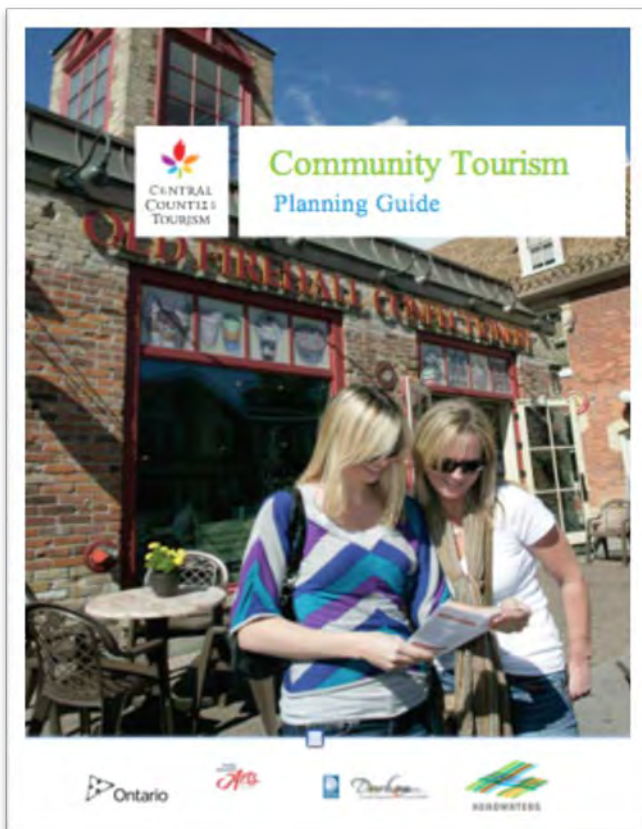
Introduction

In 2016 the Scugog Chamber of Commerce seized the opportunity to work in conjunction with its tourism stakeholders to develop this strategy. In order to ensure representation from a cross section of all tourism sectors, a Tourism Task Force was created.

The Tourism Task Force participated in a series of working sessions and industry consultations and surveys. The collaborating partners see this tourism plan as a cornerstone for further tourism development discussions, opportunities and partnerships within the tourism stakeholder community to increase consumer visitation and spending in the Township of Scugog.

The Community Tourism Plan achieves the following:

- Identifies and prioritizes tourism assets & markets
- Identifies tourism industry stakeholders and agencies involved in tourism
- Assigns roles and responsibilities to avoid duplication and gaps
- Acts as a development framework for business, local government and other key organizations



Central Counties Tourism facilitated the Community Tourism Plan using a *Planning Guide*. CCT's role was to facilitate the discussions necessary to complete the Tourism Planning Guide and develop a three-year action plan created for and endorsed by the Township of Scugog, Scugog Economic Advisory Committee -Tourism Sub Committee, Scugog Chamber of Commerce, Port Perry BIA and local tourism stakeholders.

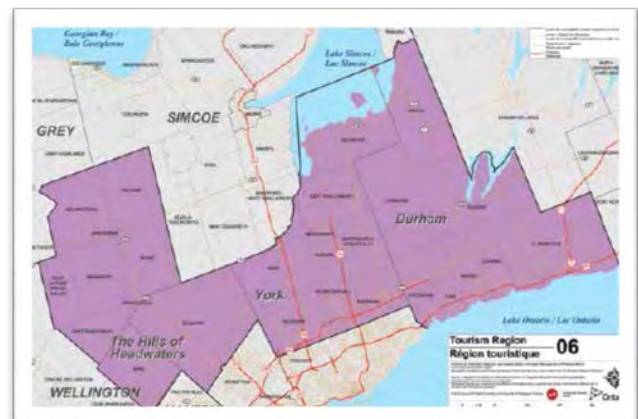


Photo Source: Map. Ministry of Tourism, <http://www.mtc.gov.on.ca/en/regions/regions6.shtml>

Members of the Tourism Task Force

The Tourism Task Force was made up of a cross section of Scugog tourism stakeholders.

NAME	
Kenna Kozak	Scugog Chamber
Paul Arculus	Historian and Tour Guide
Kristyn Chambers	Durham Tourism
Lana Crosbie	Business Owner
Marwan Dib	Marwan's Global Bistro
Jack Doak	Old Flame Brewing Co.
Kevin Heritage	Township of Scugog
Tony Janssen	PP Print
Deborah Kiezebrink	Nestleton Waters Inn
John Mackey	Port Perry Marina
Brett Puckrin	Economic Chair
Luke Puckrin	Township of Scugog
Suzi Taylor	Great Blue Heron Casino
Tracey Werry	Durham Farm Fresh
Councillor Wilma Wotten	Township of Scugog
CAO Paul Allore	Township of Scugog
Chuck Thibeault	Central Counties Tourism
Eleanor Cook	Central Counties Tourism

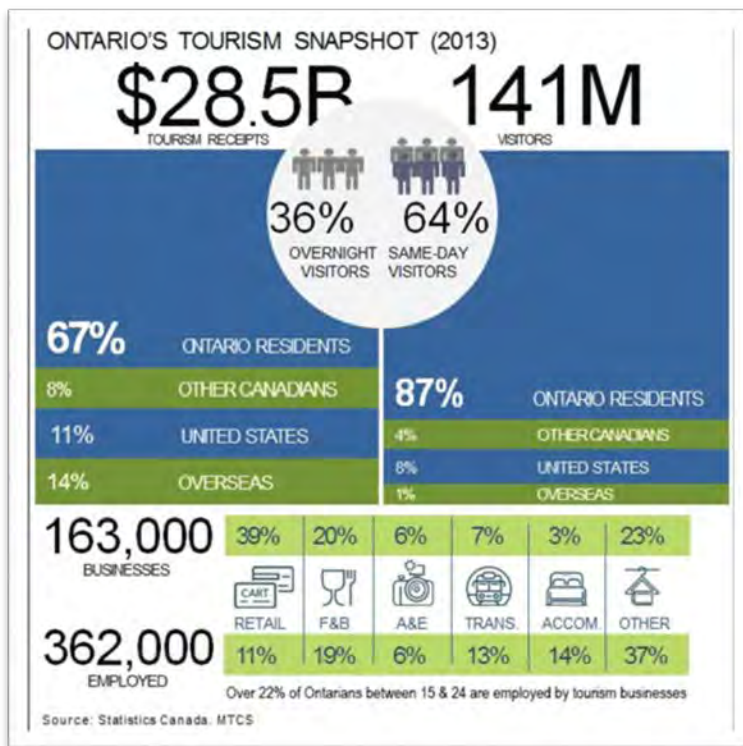
Why Tourism?

The Tourism Industry Association of Canada (TIAC) describes the tourism industry as a dynamic and far-reaching sector whose economic impact helps to employ Canadians across the country. Globally, it is one of the world's most remarkable growth industries, with the vast majority of destinations showing increased arrivals and tourism spending each year.

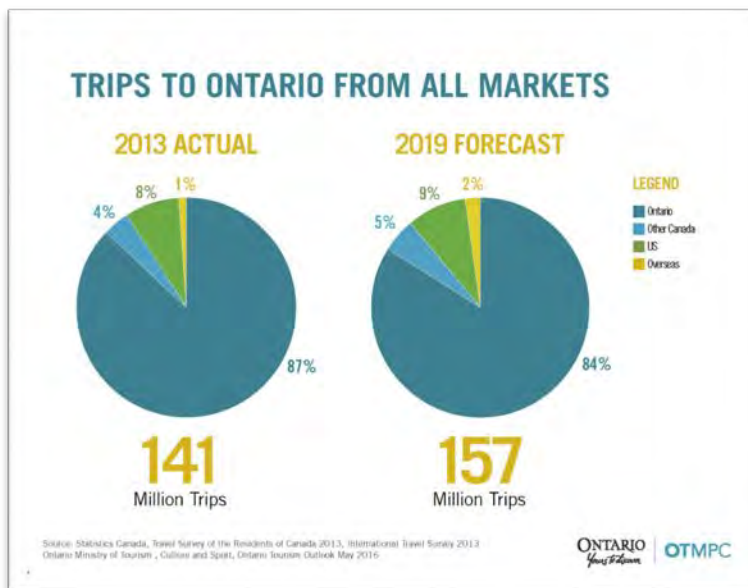


Photo source:
Rural Scugog -Durham Tourism,
Mississauga's First Nation Pow Wow, 2015 - K.Price
Durham Farm Fresh -WillowTree Farms, Scugog.

In Ontario, tourism is a \$28.5 billion industry representing 2% of GDP. In 2014 it generated \$22 billion in tax revenues, employed more than 362,000 people in over 163,000 businesses and all major national tourism indicators increased, including visitation (+2.9%), tourism total spending in Canada's 10 leisure markets (+4.6%), arrivals (+2.9%) and employment (+2.6%).



Infographic source: Ontario Tourism Action Plan, 2016



Infographic source: OTMPC 2017-2018 Marketing Strategy

The Current Landscape of Tourism

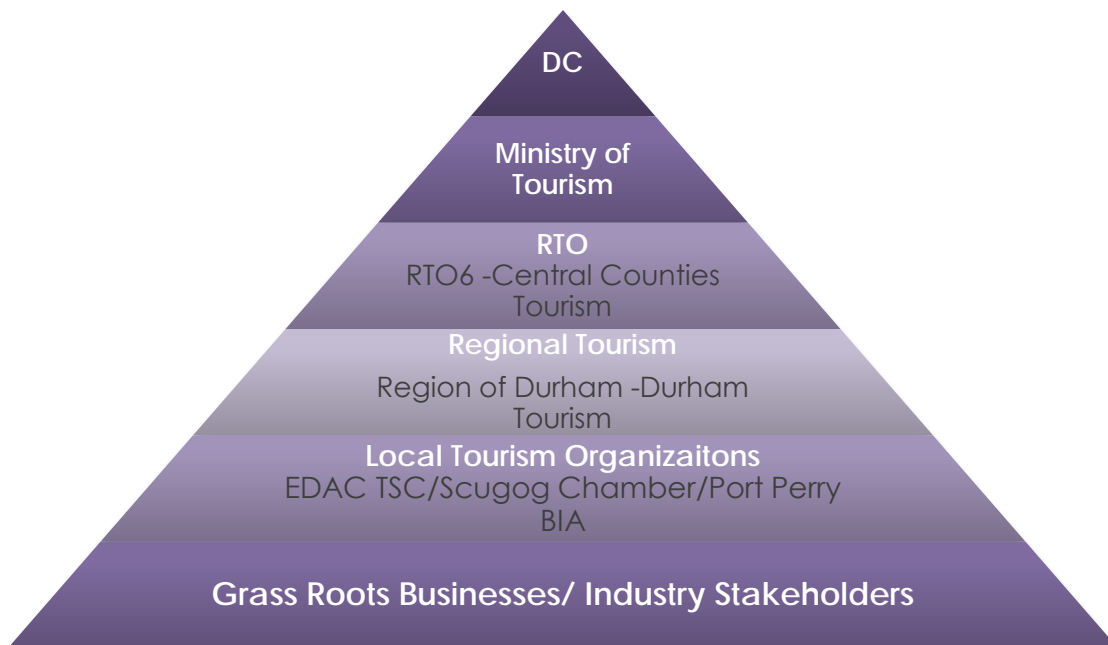
In 2009, with the release of The Ontario Ministry of Tourism's Competitiveness Study, thirteen official Regional Tourism Organizations (RTOs) were formed.

Regional Tourism Organization 6 (RTO6) branded name is Central Counties Tourism) is made up of three sub-regions; Durham, York and Headwaters Regions. The Township of Scugog is located in Durham Region. Today the Durham Region is seeing 6.3 million visitors annually who are spending \$330 million.

There are many organizations that play critical roles in Canada's Tourism Industry. Each of them have varying responsibilities and areas of focus aimed to attract visitors, service visitors and maximize the economic benefits to communities.

Figure 1 shows various organizations and the roles that they play. Each organization relies heavily on the coordination of the foundations below them in order to ensure marketed ready tourism experiences that can be promoted to a variety of regional, national and international markets. There is a need for local tourism coordination to develop the grass roots tourism experiences that can then be positioned to leverage programing and marketing that takes place on a regional (Central Counties Tourism), provincial and national level.

Figure 1: The Tourism Industry Structure in Ontario



*DC =Destination Canada

*RTO =Regional Tourism Organization

Central Counties Role

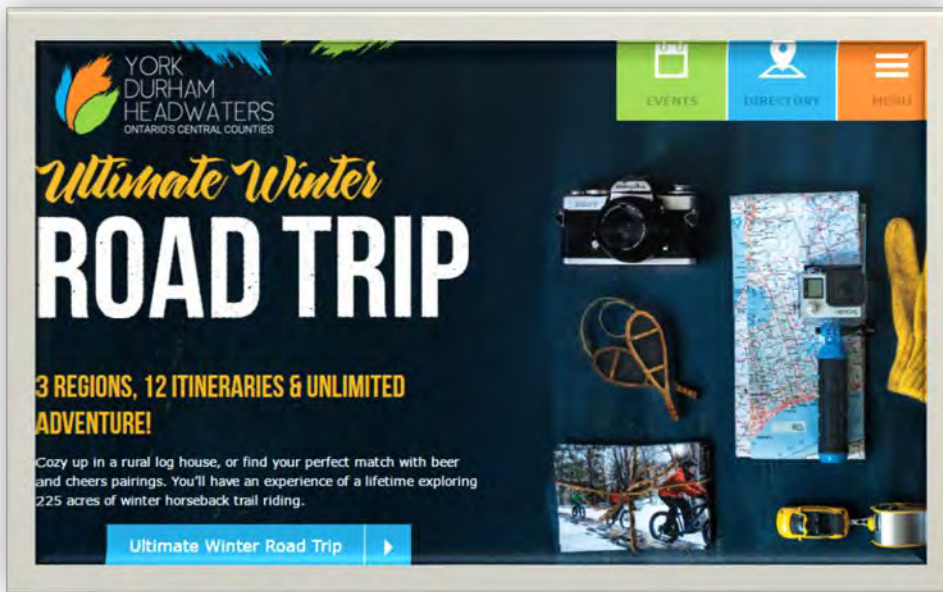
In collaboration with industry stakeholders, Central Counties Tourism aims to help the local tourism industry to realize its tourism potential by:

Devising and delivering targeted marketing programs and working in close co-operation with industry partners as well as with the meetings & event planners, media and online marketers to encourage consumers to discover and visit the Central Counties region
Influencing product development by sharing insights on global tourism trends, the changing needs of consumers, and the status of local tourism with other tourism agencies and our industry partners

Central Counties' 2017/2018 overall budget was \$2,635,736 and is allocated to address pan-regional tourism development within four distinct tourism pillars:

- Strategic Marketing
- Product Development
- Workforce Development
- Investment Attraction

The focus of Central Counties Tourism is destination development and research. CCT devises and implements strategic marketing programs and provides industry partners with opportunities to market their own products and services alongside us to targeted markets exhibiting the best potential for sustained growth.



Central Counties Tourism also identifies where the best prospects exist to deliver world-class industry excellence, and offers programs to assist the tourism industry to reach its potential. In addition, CCT is a source of information on market trends and consumer needs, which are made available to the local industry partners

Durham Tourism Role

Durham Tourism is part of the Planning and Economic Development Department of The Regional Municipality of Durham. Their objective is to develop and market the region's tourism, arts, recreation and cultural facilities with an emphasis in the areas of culinary and sports tourism. The Region aims to:

- Promote Durham as a destination for domestic and international visitors via trade shows, promotional materials and the internet
- Assist international tour operators by providing destination information
- Coordinate familiarization tours of the Region for travel trade operators and media writers.

Local Tourism Role

Municipal Economic Development

Economic development for the Township of Scugog is coordinated through the Development Services Department and is supported by the [Economic Development Advisory Committee](#) (EDAC). The Scugog EDAC meets quarterly and includes individuals representing sectors of the local economy including a *Tourism Sub Committee*.

Scugog Chamber of Commerce

The mission of the Scugog Chamber of Commerce is to be the voice of business in the Township of Scugog and represent the interests of member businesses to all levels of government. They provide beneficial education and networking opportunities and services to support the Scugog business community. One of the goals of the Chamber is to encourage and promote tourism.

Port Perry Business Improvement Area

The Port Perry BIA consists of businesses which are located within the designated BIA boundary. BIA member businesses pay an annual levy which the BIA Board of Directors allocates to implement various beautification projects & shop local promotions, in an effort to attract people to Scugog.

Tourist Information Centre

Port Perry visitors benefit from the Tourist Information Centre located in the heart of Port Perry's popular Queen Street shopping district. Home of the Port Perry BIA and Scugog Chamber of Commerce and the Scugog Business Centre also operates a walk-in Tourist Information Centre.

Grass Roots Tourism Business and Stakeholders

Although the Township of Scugog has a wealth of successful unique private and public sector tourism experiences that continue to attract consumers and economic spend, Port Perry is considered as a must see/must do destination from a consumer perspective. One of the most picturesque waterfront towns in Ontario, the quaint downtown streets of Port Perry hold a variety of charms for just about every interest and occasion.

Community Tourism Plan

During the crafting of this tourism plan, opportunities to enhance and grow tourism visitation and spend over the next few years in Scugog have been identified. The challenges will be encouraging private and public sector investment to augment existing offerings and to work in collaboration to develop new memorable tourism experiences and products.

Ensuring that tourism follows a sustainable path requires clear leadership and it is critical that the interests of the tourism stakeholders and businesses, the visiting consumers and the local residents be balanced. The Tourism Task Force approach to date has emphasized public and private sector collaboration in the creation of this action plan and this partnership approach must continue to achieve sustainable tourism development.

Ideally, a tourism business would be well positioned to offer an exceptional and unique experience that is considered high value to an ideal guest.



Photo Source: Queen Street, Port Perry, RTO6

Roles and Responsibilities ✓=Current doing X=Current gap	Education*	Research/Trac king	Advocacy	General Marketing	Targeted Marketing	Visitor Information	Way Finding and	Tourism Website	Maps and Guides	Industry Networking	Community Engagement
Destination Canada Promotes market ready products and experiences internationally. Provides tools and research to Canadian tourism businesses	✓	✓		✓	✓			✓	✓		
Ontario Ministry of Tourism Culture and Sport / OTMPC International and domestic marketing of market ready products and experiences. Provides research and resources.	✓	✓		✓	✓	✓	✓	✓	✓		
Central Counties Tourism (RTO6) Strategic marketing, product development, workforce development and investment attraction.	✓	✓	✓	✓	✓			✓			
Durham Region Promotes Tourism as a destination for domestic, international travels. Sports Tourism				✓				✓	✓		
Township of Scugog Local tourism development and marketing of the area's unique experiences.		□		✓		✓	✓	✓	✓	✓	✓
EDAC Tourism Sub Committee Local tourism operators working together under an umbrella for networking, product/experience development and partnering.	X	□		✓	X	✓	✓	X	✓	✓	✓

Table 1: Current Roles and Responsibilities Related to Tourism Activities *Education takes many forms and includes training related to product/experience development, tourism market readiness, package development and more.

Current Tourism Markets

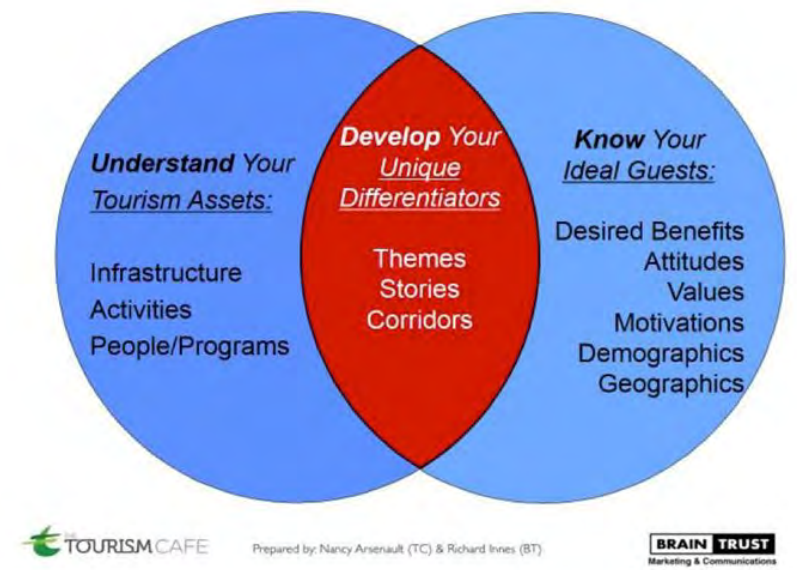
Why Grass Roots is Critical

A study commissioned by the Tourism Industry Association of Canada revealed, "Canada must develop niche products and services tailor-made to match the unique characteristics of its diverse regions." Niche tourism experiences can only be developed by the tourism owners and operators who are on the ground and providing their products, services and experiences directly to the visitor.



Tourism businesses that use relevant market research, understand their communities' unique features and collaborate with other businesses have the best opportunity to identify their differentiators, which includes the unique themes, narratives and travel corridors present. This in turn increases the opportunity to grow tourism visitation and revenues to the individual businesses and community (shown in Figure 2)

Figure 7



Infographic Source: Brain Trust, 2015

Market profiles can be segmented in a variety of ways. In order to understand the area's markets it was important to consider demographics (age, education, income, and place of residence), behaviors (where they stay and what they do) and psychographics (what they value and what motivates them to travel).

Demographics

In 2014 there were 11.8 million visitors to Central Counties, or 8.5% of provincial visitation. 5.2 million of these visitors came to Durham Region with a total visitor spend of \$309,023,859. The majority of these came from within a 2-hour drive. The figures to follow in this section have been extracted from the Ontario Ministry of Tourism's Regional Tourism Profiles for Durham Region, RTO6 (2014)

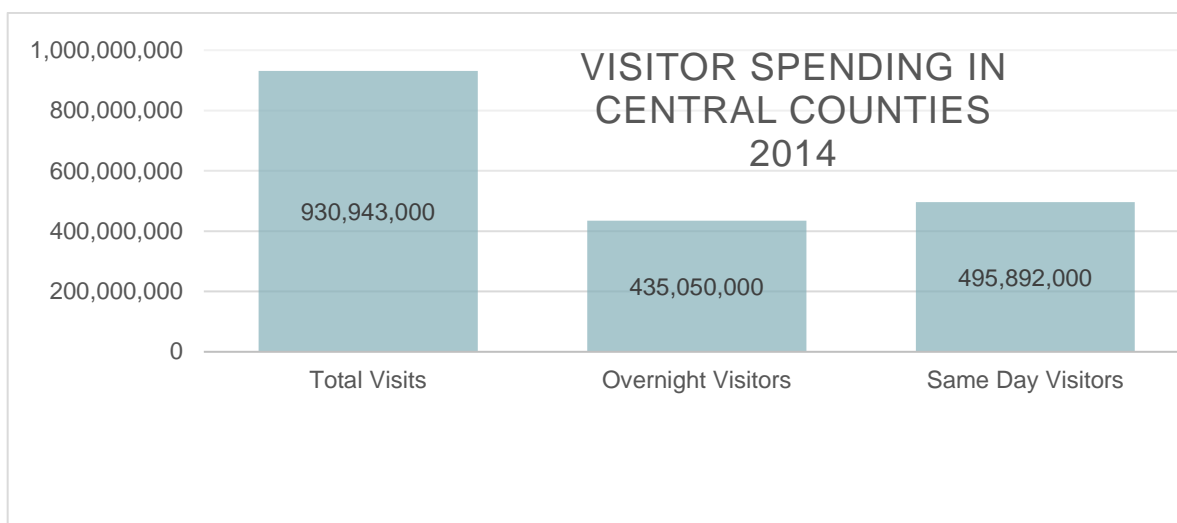


Photo Source: Brewery Tour at Old Flame Brewing Co., RTO6

Behaviours

The average per person overnight spending in Durham Region was \$95, compared to an average of \$161 in Central Counties and a Provincial average of \$327. Same day visitation saw average spending of \$59 per person, compared to an average of \$78 in Central Counties and \$171 for the Province.

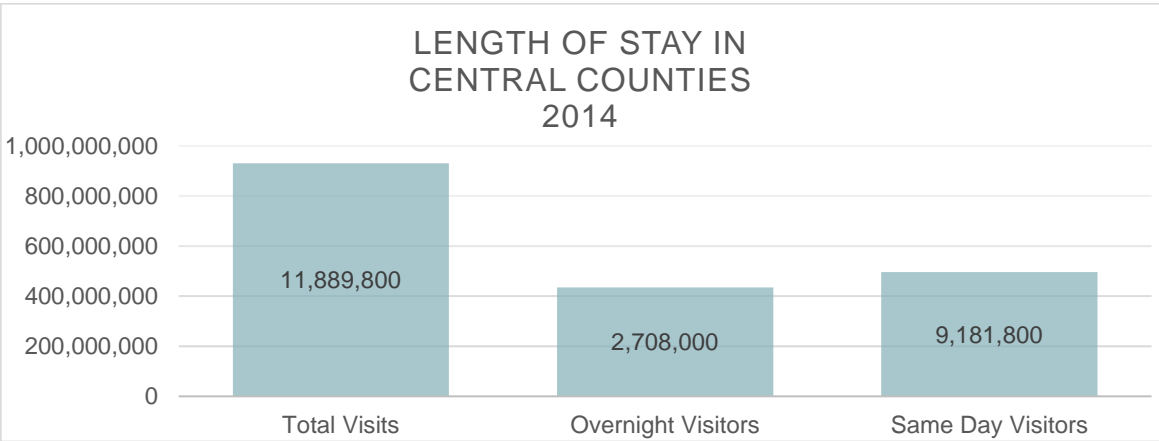
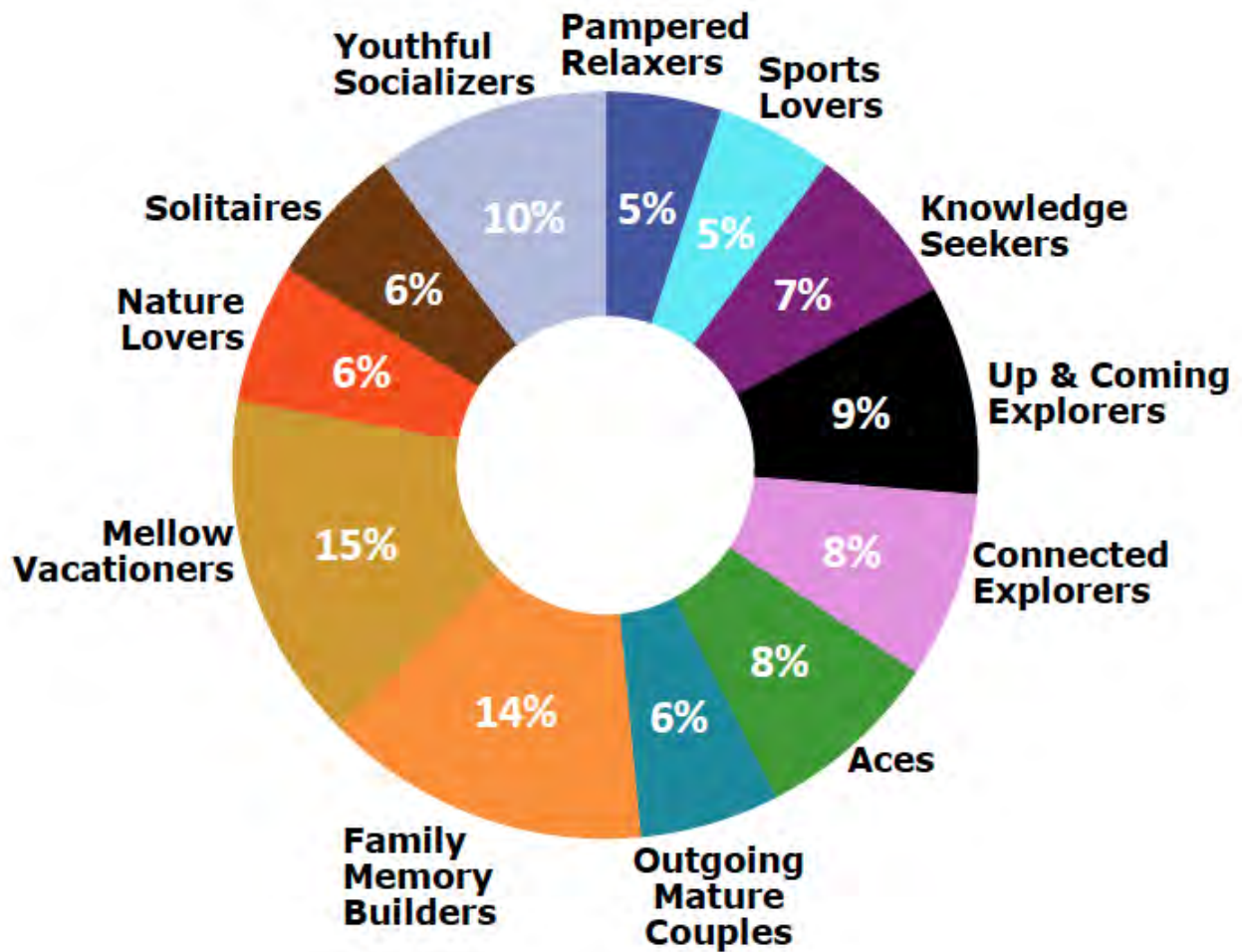


Photo Source: Winter at Ocala Orchards Farm Winery, Durham Tourism

Psychographics

To help identify the right consumer or “ideal guest” for each of Ontario's thirteen tourism regions, the Ontario Tourism Marketing Partnership Corporation (OTMPC) partnered with all of the Regional Tourism Organizations (RTOs) and commissioned a major consumer segmentation study of key central North American markets.

The study results revealed twelve unique consumer segments originating from the Ontario, Quebec, Manitoba and major central/eastern U.S. markets. The segments were identified using the consumers' social and emotional needs, preferred travel experiences, behaviours and media habits including use of preferred technology for information gathering.



Infographic Source: Ontario Tourism Marketing Partnership Corporation

Market Segments

By tapping into the knowledge of the Tourism Task Force and digging into the market segmentation visitors that match the type of tourism experience and assets found in Scugog, four key markets were identified:

During a working session, the Tourism Task Force members reviewed each of the segments and answered the following questions:

- 1. Does this market segment currently visit Scugog?**
- 2. What interests them?**
- 3. Where do they come from**
- 4. Why do they travel?**
- 5. When do they travel?**
- 6. Is this a top market for Scugog?**

Photo Source: Central Counties Tourism, RTO6

Top Markets

1. Introducing Aces...

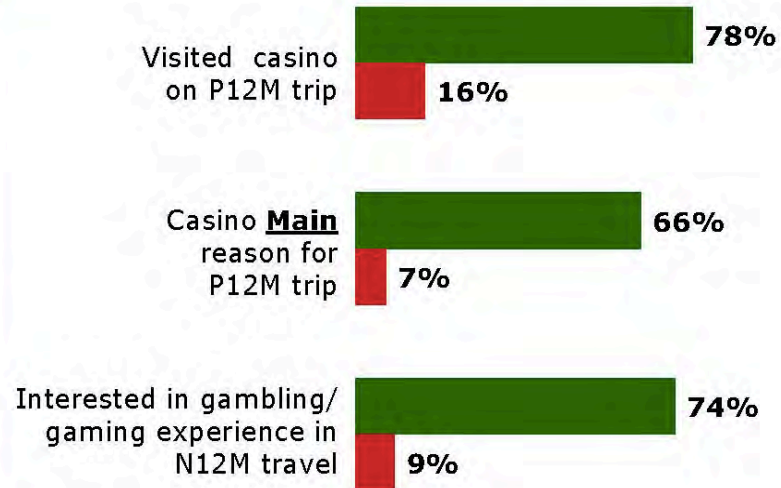
8%

Aces

Predominantly driven by a love of gaming and gambling, this segment loves casinos and the related ambiance that provides them with a sense of escape. For this group, the casino resort environment provides them with a sense of indulgence and escape as everything to have 'fun' is located close at hand.



Key Differentiators



■ Aces
■ Total Travellers



Applying Consumer Insights to Attract North American Visitors

©TNS 2012

2. Introducing Connected Explorers...

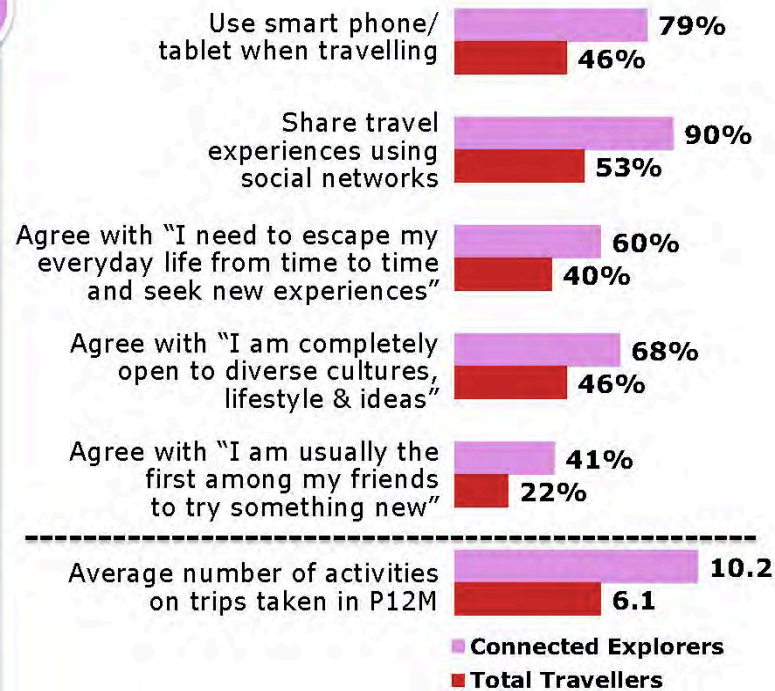
8%

Connected Explorers

This segment has a psychological need to take a break from the everyday and be exposed to new experiences and knowledge. They are committed to expanding their horizons through travel. Interestingly, the Internet and new technologies are key instruments in facilitating these travel interests & experiences. They research, book and share travel experiences through new technologies – before, during and after trips.



Key Differentiators



Applying Consumer Insights to Attract North American Visitors

©TNS 2012

3. Introducing Outgoing Mature Couples...

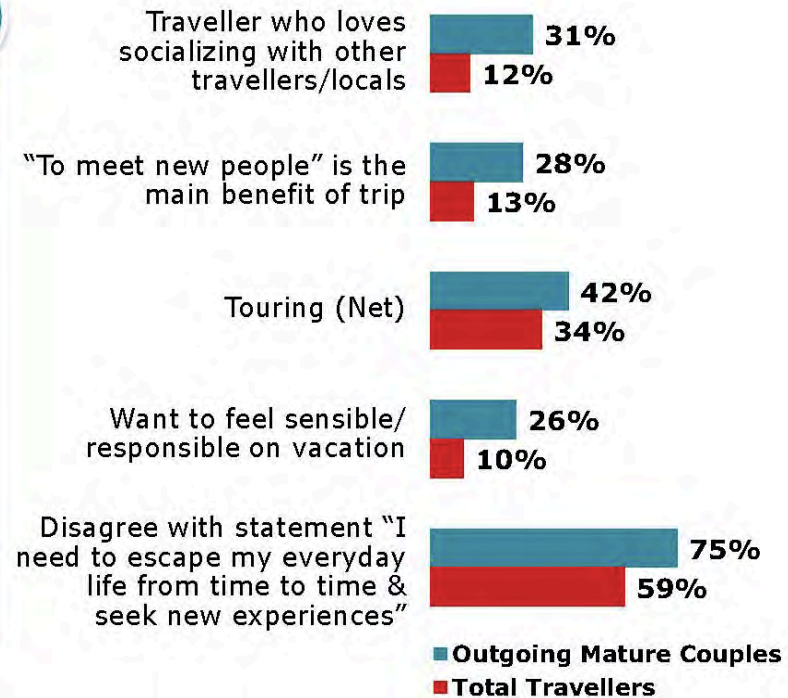
6%

Outgoing Mature Couples

Skewing strongly toward seniors and those in retirement, these travellers are driven by a desire to maintain their vitality and connection with the world. They are not particularly adventurous, rather they want to maintain their vitality often by interacting with new people (travellers and locals alike). It is important to them to feel competent and vital.



Key Differentiators



Applying Consumer Insights to Attract North American Visitors
©TNS 2012

4. Introducing Sports Lovers...

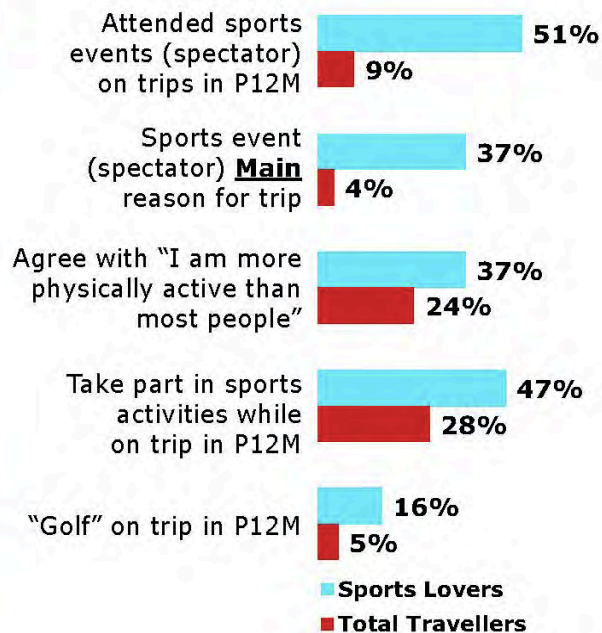
5%

Sports Lovers

This group, skews more male, and is driven by a love of sports, either watching or participating. By the nature of their passion these people describe themselves as more active and energetic than most. In reality their sports are not necessarily extreme more in keeping with what is readily available, and more likely to be organized team sports and golf.



Key Differentiators



Tourism Assets

Attractions

The attractions component of tourism consists of “things to see and do” (i.e. casino, fishing, museums, and festivals). The tourism businesses mentioned below are only examples of the available tourism product and does not reflect all experiences available in Scugog (see Township [website](#) for a complete listing)

Scugog's lead demand generators specifically motivate visitors to travel. These include (not ranked in importance or volume of visitations):

- Lake Scugog
- Trent Severn Waterway access
- Historic Downtown Port Perry, Queen Street
- Mississauga's Of Scugog Island First Nation
- Great Blue Heron Casino
- Nestleton Waters Inn (destination weddings, international visitors)
- Old Flame Brewing Company
- Ocala Orchards Farm Winery
- Greenbelt Cycling Route
- Durham Farm Fresh and agri-tourism

The majority of Scugog's attractions would be considered *supporting attractions* that do not necessarily draw visitors on their own, but have the potential to extend the length of stay and increase the spending of visitors.

Arts and Culture

Galleries

There are several galleries in the Township of Scugog where residents and visitors can enjoy arts and culture:

- *Kent Farndale Gallery* exhibits work in a number of different mediums by emerging and established artists and craftspeople. The gallery is located in the Scugog Memorial Library
- *Meta4* is located in downtown Port Perry and showcases/sells Canadian fine crafts and original art. Meta4 also offers art-related courses
- *Scugog Heritage Centre and Archives* and archival space and permanent gallery showcasing local history. There is also a rotating gallery of new exhibits throughout the year
- *Scugog Council for the Arts* is a resource centre and gallery of local artists, events and cultural entertainment

Theatre

Scugog has an active theatre community of local theatre groups, including the Borelians and Scugog Choral Society, offering great performances.

- Town Hall 1873.

Boating and Marina's

With the proximity to Toronto, Lake Scugog is the closest gateway to the Trent Severn Waterway. Fishing in Lake Scugog is a four season sport with an extensive list of fresh water species and 19 kilometers of beach.

- Lake Scugog

Arts and Culture

- Ojibway Heritage Interpretive Lands
- The Township of Scugog's Heritage Conservation District (HCD) is located in historic downtown Port Perry. This popular shopping and dining area is recognized as a special historic community with its 19th century charm and historically, architecturally or culturally significant value
- The Grain Elevator
- Palmer Park
- *Queen Street –Scugog's Heritage Conservation District (HCD)*
- St Charles Hotel
- Town Hall 1873
- See [Downtown Port Perry Heritage Conservation District Plan, 2010](#)
- Historic Agricultural Fair

Sports and Recreation

The Township of Scugog is situated amongst the Greenbelt, Oak Ridges Moraine and Lake Scugog spanning a land area of 475 square kilometers.

- Waterfront
- 4 Season Fishing
- Cycling Greenbelt Route
- Festivals and Events
- Conservation and Trails
- Parks, playgrounds, picnic area

Tourism Businesses

The Township of Scugog is a rural community with a collection of small villages and the town of Port Perry as its main business centre.

The Township has a variety of businesses to serve both the local and visitor markets. For a complete listing of the Scugog [business directory](#), visit the Township website

Accommodations

To achieve sustained success, local ambience and quality of accommodation, shopping and food have key roles to play in driving a positive emotive response to a *sense of place*. Apart from presenting distinctive activities and experiences, the Township would be well served by efforts to attach these to accommodation choices, restaurants, bars, and host hamlets and villages that are congruent with the key activity clusters and the types of visitors they are likely to attract.

Country Inn:

Nestleton Waters Inn stand-alone destination wedding venue

Bed and Breakfasts:

1. Anderson House B & B
2. Bed & Breakfast at the Ranch
3. Beechcroft B & B
4. Coach House Gallery B & B
5. Crystal Forest B & B
6. Heath Haven B & B
8. Rolling View Highlands B & B
9. The Piano Inn 1884
10. Utica Guest House
11. Pond Satellite Bed & Breakfast

Motel

San Man Motel

RV (Recreational Vehicle) Parks and Campgrounds

Goreski's Landing

Overnight Camping

Seasonal Cottages

Boat Docks

Food and Beverage

The lush agricultural land in the Township is some of the finest and most scenic in Southern Ontario.

Scugog has an abundance of unique culinary options (not limited to these ten identified by consumers)

1. Harp & Wylies (Waterfront patio)
2. Marwan's Global Bistro (central Queen Street dining)
3. Hank's Pastries (Trip Advisor #1 Bakery)
4. Pickles and Olives (Waterfront patio –Trip Advisor #2)
5. The Piano Café' (Trip Advisor #1 Restaurant)
6. Haugen's Chicken ("You Gotta Eat Here")
7. Foundry Kitchen & Bar
8. Jester's Court
9. Port Perry Smokehouse
10. Blazin' Burgers

Retail

Known for the historic Victorian streetscape and shopping district overlooking beautiful Lake Scugog, this charming town holds everything from festivals to farmers' markets, pubs to patio, boutiques and a craft brewery for four season fun. In the summer, Scugog features a number of festivals including Mississauga First Nation Pow Wow, Dragon Boat Races, and Street Festivals such as Brits On The Lake and the annual Labour Day Fair that has been running for over 100 years. In the winter months, Lake Scugog is dotted with ice-fishing huts and is a popular destination for both ice fishermen and snowmobilers. Located within the Oak Ridges Moraine, there are numerous golf courses, conservation and trail lands and farm markets and orchards where you can pick-your-own seasonal fruit.

Specialty Food

Specialty Clothing (women, men, children)

Jewellery

Shoe

Gift, Novelty, Souvenir

Baked Goods Stores

Beer, Wine, Liquor Stores

Gasoline Stations with Convenience Stores

Florist

Art Dealers

Department Stores

Sporting Goods Stores

Tourism Infrastructure

Sports, Parks and Recreation Facilities

Scugog Township has often been referred to as a recreation paradise, providing the best variety of recreational activities in the Region of Durham.

Transportation

Scugog is easy to access by car due to well-maintained regional highways. These routes are also well used by those who like to tour by motorcycle.

GO Transit provides inter-urban and rural transit to/from Markham-Stouffville, Unionville and Toronto Union Station. Durham Transit provides a local community bus (within Scugog); and a bus to UOIT via Port Perry. All Durham Transit services are weekdays only.

Limousine Service
Taxi Service
Boating
Trent Severn Waterway

Marina and Boating

1. Port Perry Marina
2. Goreski's Landing
3. Beacon Marina
4. West Shore Marina
5. Scugog Island Marina

Travel Services

Tour Operators
Visitor Information Centre

Road Cycling

There are a variety of road cycling routes in Durham Region. Scugog has connecting routes that allow cyclists to travel to and from the town. See [Durham Cycle Tours Map](#)

Tourism Hospitality

The fourth component of tourism that the Task Force explored was hospitality. The group evaluated Scugog for their current ability to be welcoming and offer pleasant experiences.

TABLE 2: TOURISM AND HOSPITALITY IN SCUGOG

AREA OF FOCUS	SUMMARY
Customer Service?	Current 'TAP' uses cards to point to Visitor Centre assets E.g. Coffee cards Opportunity: Offer a workplace training opportunity through EDAC TSC utilizing RTO resources
Way finding?	Needs audit RE: TODS, Parking, etc. Opportunity: Potential RTO Allocation Funds Partnership for Way finding strategy
Do we do visitor surveys?	Visitor Centre has some stats. Some stakeholders conduct visitor stats (NWI, etc.) ROI from the BIA Survey (done OBIA) Opportunity: Structure standard survey platforms for event exit surveys (free resource though RTO and Ministry research tools)
Is there a <i>Sense of Place</i> ?	Identified as a market strength E.g. authentic, small town. No formal consumer branding around it. Opportunity: Expand upon #PortPerryProud
Are we welcoming?	Yes. Visitors are welcomed with Free Wi-Fi, Coffee cards, Visitor Centre resources, friendly staff, washrooms Opportunity: No structured 'a ambassador' program' for stakeholders. Leverage stats. Retain communication
How do the locals feel about visitors?	Mixed understanding and tolerance from frontline businesses and local customers (residents). Economic dollars from tourism wanted, but not open to volume and street closures etc. Opportunity: Tourism value education through RTO and EDAC TSC
Visitor Information centre?	V.I.C. is an excellent asset! It is Chamber driven Centric to BIA district. Opportunity: An excellent 'brick & mortar' resource for aligned industry equipping and workforce development between EDAC TSC, BIA, Chamber, Township
Packaging?	Independent business driven only. E.g. Nestleton Waters Inn offers packaging on OntarioTravel.net Opportunity: Build out the OTMPC network
Cross promotion with other businesses?	Independent businesses only. E.g. Old Flame products cross-promoted with restaurants and bakery, etc. Opportunity: EDAC TSC workshop offering RTO 'Tourism Now' session

Tourism Promotion

Table 3: Tourism Promotion In Scugog

AREA OF FOCUS	Township of Scugog	Scugog Chamber of Commerce/ Visitor Centre	Port Perry BIA	EDAC TSC
Consumer Tourism Website		✓		
Social Media (targeting visitors)		✓		
Print Collateral (Visitor Guides and maps)	✗	✓		✗
Attend Consumer Travel shows		✓		
Tourism Promotional Events	✗	✓	✓	✗
Images/video	✓	✗	✗	✓
Story tellers	✓			✓
Affiliates/partnering with other tourism agencies (Durham Tourism, RTO6, Ontario Tourism Marketing Corporation)	✓	✓	✓	✓

A Summary of Tourism Asset Concerns

After reviewing the five key tourism components (Attractions, Businesses, Infrastructure, Hospitality and Promotoion) the Task Force identified concerns that need to be taken into consideration.

These high level findings provided the reasoning and strategic thinking that was used to develop lead tourism goals.

Also tabled are action items from the existing *BR+E, North Durham Village Report* and *2015 Recommendations* from the EDAC Tourism Sub Committee (as labeled)

Table 4: Tourism Concerns In Scugog

LEADERSHIP and INDUSTRY EQUIPPNG	ATTRACTIONS and BUSINESSES	INFRASTRUCTURE	HOSPITALITY	PROMOTION
Most events are BIA resourced and organized by the BIA. Is this sustainable?	Need for aligned store closing hours E.g. 5pm closing, Sunday closing, or closing during street festivals.	Lack of wayfinding and signage incl. T.O.D.S. orienting to Tourism Office and major tourism attractions	<i>BR+E 'To be developed'</i> "Public washrooms conveniently located in the downtown"	Is for a robust Tourism Website, strategically aligned with, and targeting the tourism market
Need for Improved understanding and support for "tourism" as an economic driver for small business E.g. Parklette initiative	<i>BR+E 'To be developed'</i> "More niche market specialty shops"	<i>BR+E 'To be developed'</i> "Waterfront access, marinas, boat landings"	<i>BR+E 'To be developed'</i> "More restaurants and entertainment facilities"	Expanded shoulder seasons for year round opportunities/4 season travel
<i>BR+E 'To be developed'</i> "More hotels/accommodations"	<i>BR+E 'To be developed'</i> "Walking & bike trails"	<i>BR+E 'To be developed'</i> "Improved streetscape"		<i>Tourism Sub Committee</i> "Township lacks on social media side"
<i>Tourism Sub Committee</i> Specific tourism budget or agenda?		<i>BR+E 'To be developed'</i> "More and better signage"		<i>Tourism Sub Committee</i> BIA, Chamber and Township efforts partnered for advertising, leveraging greater impact on tourism market
<i>Tourism Sub Committee</i> Specific staff tourism person with goals and deliverables		<i>BR+E 'To be developed'</i> "Financial support to improve store front facades" Possible C.I.P.		
<i>Tourism Sub Committee</i> Township Clerk and/or the director of community services should have full authority to approve tourism objectives within a preapproved mandate		<i>BR+E 'To be developed'</i> "Public parking"		

Wayfinding and Signage

Table 5: Tourism Wayfinding Review In Scugog

Organization	Entrance Signs	Directional Signage To Businesses
Ministry of Transportation (TODS)	New "TODS" signs to Downtown Port Perry	Available for Provincial highways only (Simcoe Street, Highway 7A, Highway 57)
Durham Region	Not applicable	Some partnership opportunities E.g. Durham Farm Fresh, Ontario By Bike Network, Greenbelt Route etc.
Township of Scugog	Needs Tourism Wayfinding audit	Municipal signage for assets e.g. trails, sport facilities, heritage assets, etc.



CONCLUSION

Strategic Tourism Goals

Advance the Tourism Sector -Increase awareness of the economic and social benefits of tourism, and support a whole-of-government approach to improve the business climate for tourism and enhance collaboration between industry and government

Action Items

- 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
-CTP Task Force recommendation
- Build a solid tourism foundation for Scugog by balancing seasonal volume
-BR+E recommendation
- Set an annual tourism [advertising] budget which would support a part-time staff person working in cooperation with Scugog Visitor and Business Centre
-EDAC TSC
- Assess wayfinding needs in Scugog via the Economic Development Committee Tourism Sub Committee. Explore signage funding opportunities.
-CTP Task Force recommendation
- Assess and incentivize coordinated retail store hours for tourism business stakeholders. E.g. Sunday opening, flexible hours around special events, seasonal hours,
-CTP Task Force recommendation
- Provide well maintained and well signed public washrooms in the Heritage Conservation District (HCF)
-BR+E recommendation

Make Evidence-Based Decisions –Improve the quality, the quantity and the sharing of tourism data and strengthen performance measurement and the tracking of industry goals and targets

Action Items

- Work with relevant municipal and business partners to generate annual tourism economic data sets related to visitor spending and visitation numbers. Generate aggregate data regarding the types of *visitor segments profiles* for Scugog
-CTP Task Force recommendation
- Work with festival and event organizers to implement a standard 'exit survey'. Generate measurable data while providing insight to future enhancements to grow the Scugog F&E products
-CTP Task Force recommendation
- Structure a communication plan to disseminate local, Regional and Provincial tourism partners' B2B newsletters and current events E.g. Durham Tourism
-EDAC TSC recommendation

Tourism Workforce Development – Support industry to enhance, develop and retain a professional tourism workforce in Scugog.

Action Items

- Facilitate a series of tourism *lunch-and-learn* workshops for local businesses to educate of the free opportunities and resources that exist (i.e. how to promote your business, how to write a press release, free ways to advertise online, creating packaged experiences, for tourism etc.)
-EDAC TSC recommendation
- Grow a talented workforce to create a vibrant future of business opportunities
-BR+E recommendation

Product and Experience Development -Attract investment and develop and enhance tourism products and experiences

Action Items

- Select one main Scugog festival & event to develop, enhance and market
-CTP Task Force recommendation
- Invest in culture and heritage to celebrate Scugog`s identity and foster business development
-BR+E recommendation
- Encourage growth in the agri-culinary tourism and eco-tourism sectors
-BR+E recommendation
- Develop new signature experience packages leading with Scugog's top five tourism assets. Create a multi-day stay targeting key market segments.
-EDAC TSC recommendation
- Facilitate a branding exercise that identifies what Scugog's unique personality is that will inspire travellers to visit? Use the key insights of expression, emotion, exploration and brand promise within new product packages (i.e. logos, tag lines, wordmarks, and website). Evolve the 'Port Perry Proud' wordmark.
-EDAC TSC recommendation

Because the way consumers seek out travel information has changed, generating mobile content that is rich in images, video and stories facilitates multiple advertising needs.

- Expand the primary tourism season into the shoulder season with new winter product and year-round experiences
-EDAC TSC recommendations
- Leverage the accommodators that play a key role in building the tourism industry –see Retail and Retention surveys
-BR+E recommendation

Marketing Strategically -Increase awareness of Scugog's unique tourism offerings within Ontario and improve the coordination and impact of marketing efforts.

Action Items

- Recognize and develop strategies to better market Scugog's top five tourism assets:
 1. Scugog First Nations and historical heritage
 2. Agriculture and Countryside Landscape Resources
 3. Arts and Culture
 4. Retail, Restaurant and Services Business Community
 5. Unique Tourism Operators opportunities
-EDAC TSC Recommendation
- Develop a dedicated tourism website for Scugog that drives awareness, web traffic and leads to business partners. A dedicated tourism website will integrate seamlessly as a directory of digital content to provincial websites converging technology and marketing.
Note: Partnership funding opportunities exist with the RTO for *Community Tourism Plan* communities.
-CTP Tourism Task Force recommendation

Currently there is municipally generated content hosted on the 'Explore Scugog' webpage
<http://www.scugog.ca/en/explore-scugog/Explore-Scugog.aspx> and the Discover Port Perry (BIA) site
<https://discoverportperry.wordpress.com/blog/component/sobi2/?sobi2Task=sobi2Details&sobi2Id=206>

- Develop a Social strategy to grow community engagement and generate clicks to @ExploreScugog
- Facilitate businesses in generating fresh, high resolution imagery. Coordinate the sharing of images through an image bank
- Develop a 'Media' inquiry portal on the tourism website. Increase media preparedness for local operators by outlining criteria required i.e. website contains seasonal content, quality images, video galleries, embedded logos, current advertising posted digitally
-CTP Tourism Task Force recommendation

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).

Scugog CTP Section 1.1		ACTION	KEY RESULTS	WHO	TIMING
Advance the Tourism Sector	1.	<p>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</p> <p>GOAL: Introduce the Scugog Community Tourism Plan as a guiding document for sustainable tourism and tourism development in Scugog. Highlight performance metrics and outcomes.</p> <p>Review the Plan action items and measure progress annually. Host a tourism partners' open Forum to review the Plan annually.</p>	<p>Delivers a concise plan in a simple form of communication.</p> <p>The 'Forum' contributes added retention of interest with ongoing feedback from tourism partners. Collaborative ideas fosters industry alignment.</p>	<p>Township of Scugog</p> <p>Central Counties Tourism</p> <p>EDATAC Tourism Working Group</p> <p>Scugog Chamber of Commerce</p> <p>Port Perry BIA</p>	Year 1
	2.	<p>Set an annual tourism budget that includes a part-time staff person dedicated to the Visitor Centre</p> <p>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.</p> <p>Present findings and requests to Council prior to the development of the 2018/19 budget</p>	<p>Determines the level of human resources required To facilitate a sufficient tourism program in Scugog.</p> <p>A coordinated effort between municipality, region and CCT to deliver on the plan.</p>	EDATAC Tourism Working Group	<p>Year 1</p> <p>Evaluate the results of collective efforts.</p> <p>Year 2 – Determine future levels of funding and support</p>

Scugog CTP Section 1.2		ACTION	KEY RESULTS	WHO	TIMING
Advance the Tourism Sector	3.	<p>Assess wayfinding needs in Scugog to improve and expand signage that assists visitors. Explore signage funding opportunities.</p> <p>GOAL: Partner with the RTO on a Wayfinding Strategy, ensuring directional signage to all main Scugog attractions and assets.</p> <p>Engage tourism stakeholders to be part of a Wayfinding Task Force assessment.</p> <p>Enhance signage throughout Scugog by the end of 2018.</p>	<p>Improves the visitor experience and expands awareness to secondary assets (extends stay).</p> <p>Improves traffic flow. Supports designated parking.</p>	<p>Township of Scugog</p> <p>Regional Municipality of Durham</p> <p>EDATAC Tourism Working Group</p> <p>Central Counties Tourism</p>	<p>Year 1</p> <p>Create a strategy for wayfinding at no-cost (through CCT)</p> <p>BIA has \$25,000 designated to directional signage in 2017 budget.</p>
	4.	<p>Coordinate store hours to support tourism-focused businesses</p> <p>GOAL: Complete a comparison of current retail and service hours in Scugog.</p> <p>Draft a 'Best Practices' document and tourism readiness checklist for retail business. Highlight 4 businesses champions.</p>	<p>Increased opening hours during prime tourism volume.</p> <p>Increased opening hours during special events.</p>	<p>EDATAC Tourism Working Group</p> <p>BIA</p> <p>CCT can assist with a Tourism Now Session in Year 1</p>	<p>Year 1</p> <p>Comparison, Best practices and 'Tourism Now' sessions</p> <p>Implementation ongoing</p>
	5.	<p>Provide well-signed public washroom in a neutral, non-business environment.</p> <p>GOAL: Evaluate the potential of using existing municipally owned washroom facilities within walking distance of the Historic Conservation District (2019). Explore Township staff managed. Add security cameras.</p>	<p>Attract more visitors to Downtown Port Perry and invite them to an urban-centered, fully serviced and walkable shopping district.</p>	<p>Township of Scugog (Parks Division)</p>	<p>Year 1</p> <p>Build the business case. Propose Partnership Allocation Funds with CCT</p>

Scugog CTP Section 2.1		ACTION	KEY RESULTS	WHO	TIMING
Make Evidence Based Decisions	6.	<p>Work with relevant municipal and business partners to generate annual tourism economic data sets.</p> <p><i>GOAL: Implement and lead in the tourism research practice of collecting key visitor information directly from local Scugog businesses annually.</i></p> <p><i>Timely analyze the data in order to quantify and document the number of visitors, visitor spending, etc..</i></p> <p><i>Produce a Tourism Economic Impact Report for 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.</i></p>	<p>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.</p> <p>Provides year-over-year comparison,</p> <p>Use data with funding and grant applications.</p>	<p>BIA and participating businesses who can assist provide visitor data.</p> <p>CCT to complete data analysis and reporting.</p>	Year 1.
	7.	<p>Work with festival and event organizers to implement a Ministry of Tourism standard 'exit survey.</p> <p>GOAL: Connect with 5 lead 2017 Festival & Event organizers and Implement the existing [Durham Exit Survey' and RTO Festival Kit (iPads and WiFi).</p> <p>Compare with existing stats (2016)</p>	<p>Provides insight on whether events are attracting guests from beyond Durham Region?</p> <p>Generates measurable data while converting to research for future Scugog F&E product enhancements.</p>	<p>Central Counties Tourism</p> <p>MOU with Township to hire part time person to take down stats.</p>	Year 1
	8.	<p>Structure a Communications Plan for tourism partners (B2B)</p> <p>GOAL: Disseminate key tourism industry updates, notices and newsletters to tourism partners, staff and Council, on a monthly basis, year-round.</p> <p>Convert industry newsletter to social media messaging.</p>	<p>Provides tourism stakeholders with relevant industry updates.</p> <p>Generates trackable partner engagement (opens, click-through metrics, etc.)</p>	<p>Visitor Centre</p> <p>Tied into the new Tourism website.</p> <p>Township of Scugog</p>	Year 1

Scugog CTP Section 3.1		ACTION	KEY RESULTS	WHO	TIMING
Tourism Workforce Development	9.	<p>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.</p> <p>GOAL: Provide two introductory information sessions prior to the primary 2018 tourism season.</p> <p>Year two, the Scugog tourism partners will self-assess their needs collectively for the subject and frequency of sessions.</p>	Assists the tourism partners to maximize time and resources spent on various aspects of their tourism efforts	EDATAC Tourism Working Group Central Counties Tourism	Year 1
	10.	<p>Identify opportunities to address the unique workforce needs of the local tourism sector and work collaboratively to share its findings.</p> <p>GOAL: Connect local youth to potential tourism employment opportunities.</p> <p>Encourage and foster awareness of tourism education and tourism industry career building</p>	Grow tourism industry leaders that will define and expand the sector.	Township of Scugog EDATAC Tourism Working Group	Year 2
	11.	<p>Build out the existing 'Ambassador Program' in partnership with the Tourism Sub Committee</p> <p>GOAL: Provide front-line hospitality employees with customer service and local ambassador training. Provide them with a robust understanding of Scugog's tourism assets.</p>	<p>Increase in the number of hospitality offerings redeemed from the Visitor's Centre. I.e. Coffee cards redeemed, foot traffic inside the Visitor's Centre, etc.</p> <p>Reach beyond visitors expectations.</p>	EDATAC Tourism Working Group Visitor's Centre	Year 2

Scugog CTP Section 4.1		ACTION	KEY RESULTS	WHO	TIMING
Product and Experience Development	12.	<p>Create a Brand Identity specifically for Scugog tourism.</p> <p>GOAL: Complete a Brand Exercise session in 2018.</p> <p>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.</p> <p>Evolve the 'Port Perry Proud' wordmark.</p>	<p>Uses the key insights of expression, emotion, exploration and brand promise within new 2018 product packages (i.e. Logos, tag lines, wordmarks, and website)</p>	<p>EDATAC Tourism Working Group</p>	<p>Year 2</p>
	13.	<p>Select one main Scugog festival & event to develop, enhance and market.</p> <p>GOAL: Pilot a project of enhancing one event in cooperation with the event organizer as a market sample.</p> <p>Map and model best practices for Scugog events.</p>	<p>Increased attendance to the Scugog event</p> <p>Provides consumer feedback via exit survey completed</p> <p>Increased funding sourced for enhancement</p> <p>Possible Coupon book to drive visitors around towns</p>	<p>Central Counties Tourism</p> <p>EDATAC Tourism Working Group</p>	<p>Year 2</p>
	14.	<p>Invest in Culture and Heritage tourism assets and promote cultural engagement and inclusion.</p> <p>GOAL: Take an inventory of current assets in Scugog. Evaluate for potential national and international draw.</p> <p>Refer to <i>The Ontario Culture Strategy -Telling our stories, and growing our economy</i>. Seek opportunities to grow the culture sector.</p>	<p>New Scugog cultural and heritage product profiled on OTMPC Ontario – Discover Ontario</p> <p>RED Funding</p> <p>Inventory can happen as we go along</p>	<p>Township of Scugog</p> <p>EDATAC Tourism Working Group</p>	<p>Year 2</p>

Scugog CTP Section 4.2		ACTION	KEY RESULTS	WHO	TIMING
Product and Experience Development	15.	<p>Encourage agri-culinary and eco-tourism sectors</p> <p>GOAL: Search for emerging opportunities to connect agriculture, food and eco products to product development ideas and experience development that are unique to Scugog.</p> <p>Liaise with Durham Farm Fresh Marketing Association and other industry partners for resources and updates</p>	Identify the potential for new products to fit into these sectors	<p>Create a working group</p> <p>Group-led</p> <p>Tracey – DFF</p>	<p>Year 1 research</p> <p>Year 2 planning</p> <p>Gates Open with DFF</p>
	16.	<p>Expand the primary tourism season into the shoulder season with new winter product and year-round experiences.</p> <p>GOAL: Support the four-season consumer (ice fishing, couples resort getaway, casino weekend, Greenbelt Brewery Discovery Route/agri-culinary route, etc.)</p> <p>Host a tourism operator networking event in the Fall of 2017 to collaborate on the development of 3 new winter experience packages.</p>	<p><i>New overnight experiences to take to market in Winter 2018.</i></p> <p><i>Winter content for Scugog Tourism Website, Durham Tourism, RTO6 and OTMPC product requests.</i></p> <p><i>Attract new visitors by end of 2018.</i></p>	Central Counties Tourism to be the lead	<p>2018 Research</p> <p>Launch 2019</p>
Market Strategically	17.	<p>Recognize and develop marketing strategies centric to the Tourism Sub Committee's identified five lead assets in Scugog</p> <ol style="list-style-type: none"> 1. Unique Tourism Operators opportunities 2. Agriculture and Countryside Landscape Resources 3. Arts and Culture 4. Retail, Restaurant and Services Business Community 5. Scugog First Nations and historical heritage <p>GOAL: Provide ongoing training to tourism operators and associations on OTMPC product development tools or Ontario Signature Experience tools.</p>	<i>Increased Scugog packages available for market.</i>	<p>EDATAC Tourism Working Group</p> <p>Central Counties</p>	Year 1

Scugog CTP Section 4.3		ACTION	KEY RESULTS	WHO	TIMING
Market Strategically	18.	<p>Develop a dedicated tourism website for Scugog that drives awareness, web traffic and leads to local business websites.</p> <p>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.</p> <p>GOAL: Partner with the RTO for support in website development.</p> <p>Co-ordinate with Town of Scugog for content, maps, etc.</p> <p>Coordinate with Durham Tourism/Durham Communications for alignment.</p> <p>Coordinate discovery meeting between parties in mid-2017</p> <p>Prepare an editorial calendar to support web content</p>	<p>Fosters cooperative advertising.</p> <p>Provides outlet for Scugog brand presence.</p> <p>Isolates web traffic, click-through rates for tourism</p> <p>The digital alignment provides consistency and leverages staff time/resources.</p>	<p>Township of Scugog</p> <p>RTO6</p> <p>Durham Tourism</p> <p>EDATAC Tourism Working Group</p>	<p>Year 1 Plan</p> <p>Year 2 "Do It"</p>
	19,	<p>Raise the profile of Scugog with media, bloggers, travel writers, and local re-location services.</p> <p>GOAL: <i>Develop a 'Media Inquiry' portal on the tourism website</i></p> <p>Develop a Media Fam Tour</p>	<p>Remove barriers to access to key contacts.</p> <p>Provide timely access to imagery, content and links to the various tourism and resident sectors E.g. The Mississaugas Scugog Island First Nation, Film inquiries,</p>	<p>Township of Scugog</p> <p>Central Counties Tourism</p>	<p>Ongoing</p>

Scugog CTP Section 5.1		ACTION	KEY RESULTS	WHO	TIMING
Market Strategically	20.	<p>Develop a social media strategy including a content calendar of messaging to grow community engagement and generate clicks-through to channels and website.</p> <p>GOAL: Set up and utilize consumer preferred social media channels to promote tourism E.g. *Instagram to 'Connected Explorer'.</p> <p>Feed into any related Durham Tourism and YDH social media messaging and promotions</p> <p>Target visitors with current, trending and engaging content to lure consumers.</p>	Increase engagement and follows on social media channels	Township of Scugog	Year 2
	21.	<p>Facilitate businesses in generating fresh, high resolution imagery.</p> <p>GOAL: Coordinate the sharing of user-generated images through an image bank platform.</p> <p>Review current 'cloud' platforms to use, including the RTO image bank.</p> <p>Include 'photo release' forms and 'model release' forms</p>	Current images for media and marketing initiatives	Scugog Chamber CIP From Township	On-going
	22.	<p>Appoint an EDATAC Tourism Working Group member to facilitate the Scugog Lake Stewards –Lake Scugog Enhancement Project.</p> <p>GOAL: Assist with economic research, grant writing, reports and communication related to a healthy Lake Scugog as it relates to the tourism sector.</p>	Support sustainable tourism practices, both in messaging and policy.	EDATAC Tourism Working Group	

Gaming & Gambling

66% say visiting a casino is the main reason for travelling.



Pampering

Aces like to feel pampered more than the average traveller.



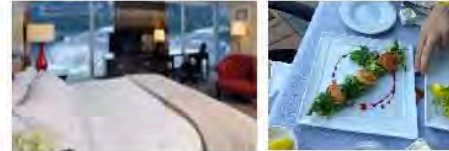
Aces

This segment skews towards older couples, but also includes younger people. They travel for a love of gaming and gambling. They want to spend the majority of their time at casino resorts because of their exciting energy and ambiance. Casino resorts offer a well-rounded experience of entertainment, fun, escape and even indulgence that satisfy all their needs at once.



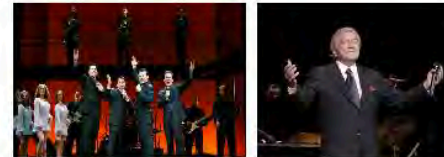
Casino Resorts Have It All

Aces love casino resorts as a one-stop destination for all the indulgence they are looking for.



Fun & Entertainment

Aces love the easy, convenient fun at casino resorts



Online & Word of Mouth Matter Most

Aces use digital and word of mouth almost equally in planning travel.

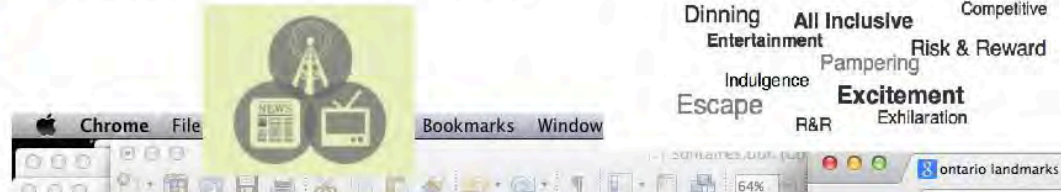


AIR CANADA

Expedia

Consume Heavy Traditional Media

In everyday life, Aces consume TV/print/radio more heavily than digital.



Gambling Thrill Fun
 Shopping Resort
 Dinning All Inclusive Competitive
 Entertainment Pampering Risk & Reward
 Indulgence Excitement
 Escape R&R Exhilaration

(<http://www.tourismpartners.com/research/targetSegments>)

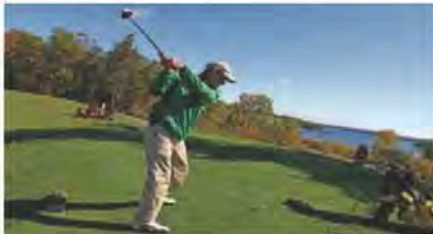
In the Stands

50% attend sporting events and 37% say it is their main reason to travel.



In the Action

47% take part in sports while travelling. 16% played golf on their most recent trip.



Travel Planning Sources

38% rely on family and friends, 22% use their own experience, 15% use brochures and pamphlets, 11% use auto associations



Sports Lovers

These travellers are sports lovers through and through – whether it's attending a major league game or playing a round of golf themselves. Sport in every capacity is what drives them to travel. Because of their energy and enthusiasm for sports they see themselves as more active than the typical traveller, although in reality they are looking for as much if not more rest and relaxation than anyone else. Sports lovers in Ontario are predominantly middle-aged men (aged 35-54).



Traditional & Digital Media

Above average to average consumption of both.



Travel Recharge

The desire for rest and relaxation on vacation is higher than average, exceeding all segments except pampered relaxers. 47% went to a beach, resort, spa or water on recent trips.



Adventurous In Spirit

Although they describe themselves as more active than most, in reality the sports they choose are not extreme (meaning they follow what's popular such as golf and organized sports).



Taking it all in

Connected Explorers rank well above average for almost all activities (museums, galleries, shopping, parks, landmarks, culinary, spa, beach)



Do what the locals do



Research to say "in the know"

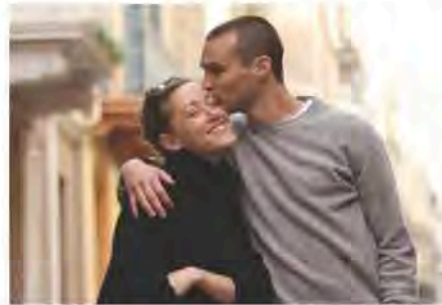
Trip planning sources include brochures, travel books, magazine travel articles, travel TV shows, accommodation websites, online travel agencies. Active newspaper and magazine readers when it comes to travel (especially online).



Connected Explorers

Connected Explorers are young couples under 40, both with and without children. They are a confident, youthful, optimistic group. They have a deep-seated need to travel and expose themselves to many new experiences. Travel for them is about expanding their horizons, and they are looking for a fully packed schedule of activities.

Technology is a key part of travel. They use it at all phases of a trip including researching, booking, planning and especially when sharing their travel experiences once back home.



Connect & Share Online

Heavy online media users across all types of sites. 90% share their travel stories on social networks. 80% use smartphones and tablets when travelling



Authentic experiences

68% are completely open to diverse cultures (46% avg)



Travel is a break to escape from the everyday

60% believe this (40% avg)



Fun & Friendly

31% believe socializing and meeting new people (travelers and locals) is one the greatest benefits of travelling (above avg).



Love to Tour

77% enjoy group tours because they can sightsee in vibrant cities, visit museums, galleries, landmarks, and gardens.



Traditional Media

The highest traditional media consumption (TV, print, radio) relative to all other segments.



Outgoing Mature Couples

This travel segment is made up of older, retired couples aged 55+ with below average income. Travel for them is first and foremost an opportunity to enjoy the company of others. They love getting to socialize with fellow travelers as well as locals, so much so that it's the biggest benefit of travelling. Making new connections is what makes travel exciting and rewarding because it makes these travellers feel vital. Travel isn't about adventure or exploration of new cultures – but rather it's a way to stay competent and keep enjoying life.



Travel Planning

This group plans vacations using 1) word of mouth recommendations 2) printed materials (books, brochures, newspapers, guides). Online sources like accommodation websites are used, but to a lesser extent



Getting Out There

This segment travels to maintain their connection with the world and feel vital.



Vacation Activities

Like other travelers, this group enjoys culinary experiences (40%), beaches/resorts (43%), and natural wonders (30%)



Responsible
Connections
New Friends
Sensible
Senior
Groups
Tours
Competent
Social
Vital
Close to Nature
Sightseeing
Arts & Culture

Appendix 3.0

Exit Survey created by Central Counties Tourism. To be used at festivals and events.



Event Exit Survey

Your feedback is important and will help in the planning of future events here, as well as across the Durham Region and Central Counties.

Please take a moment to complete the survey below.

1. What Festival/Event are you currently attending?

- Brits On The Lake
- Port Perry Rotary Ribfest
- Harvest Chili Cook-off
- Old Flame Brewery & Friends Craft Beer Festival
- Port Perry Fair
- Mississaugas of Scugog Island First Nation Pow Wow
- Feb Fest

2. Where do you live?

- Canada
- United States
- Other

3. What country are you visiting from? _____

4. What is your Postal/Zip Code _____

5. What gender do you identify as?

- Female
- Male
- Other (please specify) _____

6. Where did you hear about this festival/event?

- Newspaper
- Social media/Online advertising
- Web/Google search
- TV
- Signage
- In the mail
- Word of mouth
- Other (please specify) _____

7. Who did you attend with?

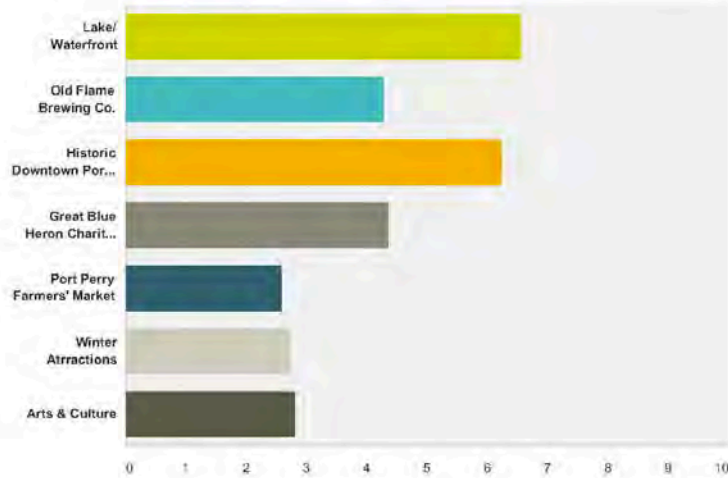
- Friends
- Family
- Significant other
- Other (please specify) _____

Appendix 3.1

SCUGOG COMMUNITY TOURISM PLANNING SESSION THREE 'ASSETS'

Q1 Please rank the following Demand Generators (1=most important)

Answered: 13 / Skipped: 0

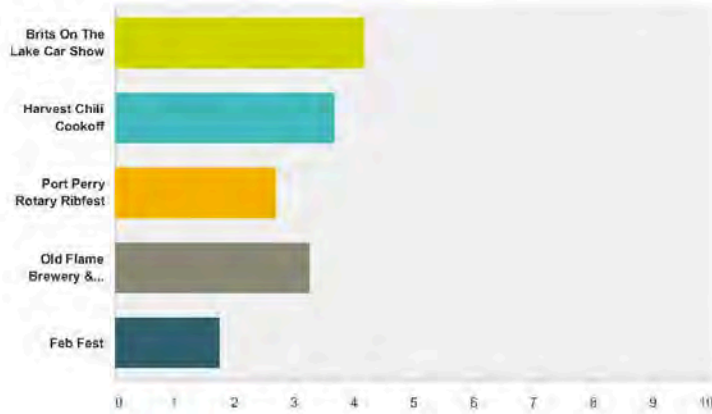


	1	2	3	4	5	6	7	Total	Score
Lake/ Waterfront	63.64%	27.27%	9.09%	0.00%	0.00%	0.00%	0.00%	11	6.55
Old Flame Brewing Co.	9.09%	0.00%	36.36%	36.36%	0.00%	18.18%	0.00%	11	4.27
Historic Downtown Port Perry and supporting cluster of businesses	33.33%	58.33%	8.33%	0.00%	0.00%	0.00%	0.00%	12	6.25
Great Blue Heron Charity Casino	0.00%	18.18%	36.36%	27.27%	9.09%	0.00%	9.09%	11	4.36
Port Perry Farmers' Market	0.00%	0.00%	16.67%	0.00%	33.33%	25.00%	25.00%	12	2.58
Winter Attractions	0.00%	9.09%	9.09%	18.18%	0.00%	36.36%	27.27%	11	2.73
Arts & Culture	9.09%	0.00%	0.00%	9.09%	45.45%	9.09%	27.27%	11	2.82

SCUGOG COMMUNITY TOURISM PLANNING SESSION THREE -'ASSETS'

Q2 Please rank the following Lead Events (1=most important)

Answered: 13 Skipped: 0

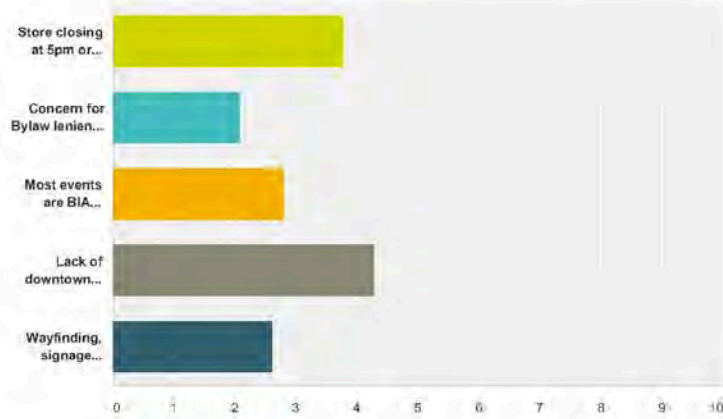


	1	2	3	4	5	Total	Score
Brits On The Lake Car Show	45.45%	36.36%	9.09%	9.09%	0.00%	11	4.18
Harvest Chili Cookoff	33.33%	25.00%	25.00%	8.33%	8.33%	12	3.67
Port Perry Rotary Ribfest	10.00%	10.00%	40.00%	20.00%	20.00%	10	2.70
Old Flame Brewery & Friends Craft Beer Festival	16.67%	33.33%	16.67%	25.00%	8.33%	12	3.25
Feb Fest	0.00%	0.00%	25.00%	25.00%	50.00%	12	1.75

SCUGOG COMMUNITY TOURISM PLANNING SESSION THREE 'ASSETS'

Q3 Please rank the following identified Tourism Concerns (1= most important)

Answers: 13 Skipped: 0



	1	2	3	4	5	Total	Score
Store closing at 5pm or Sunday closing	30.77% 4	38.46% 5	15.38% 2	7.69% 1	7.69% 1	13	3.77
Concern for Bylaw leniency supporting events E.g. 'on-street marshmallow roasting'	9.09% 1	18.18% 2	0.00% 0	18.18% 2	54.55% 6	11	2.09
Most events are BIA resourced/organized –is this sustainable?	0.00% 0	20.00% 2	40.00% 4	40.00% 4	0.00% 0	10	2.00
Lack of downtown merchants understanding/support for "tourism" as an economic driver E.g. Parkette initiative	72.73% 8	9.09% 1	0.00% 0	9.09% 1	9.09% 1	11	4.27
Wayfinding, signage concerns	0.00% 0	23.08% 3	38.46% 5	15.38% 2	23.08% 3	13	2.62

Additional Resources

Business Retention and Expansion Report

<http://www.scugog.ca/en/resourcesGeneral/Documents/Scugog-BRE-Report-FINAL.PDF> or *double click* to open



BUSINESS RETENTION AND EXPANSION

Scugog 2013

Report and Action Plan

North Durham Village –Scugog Action Plan

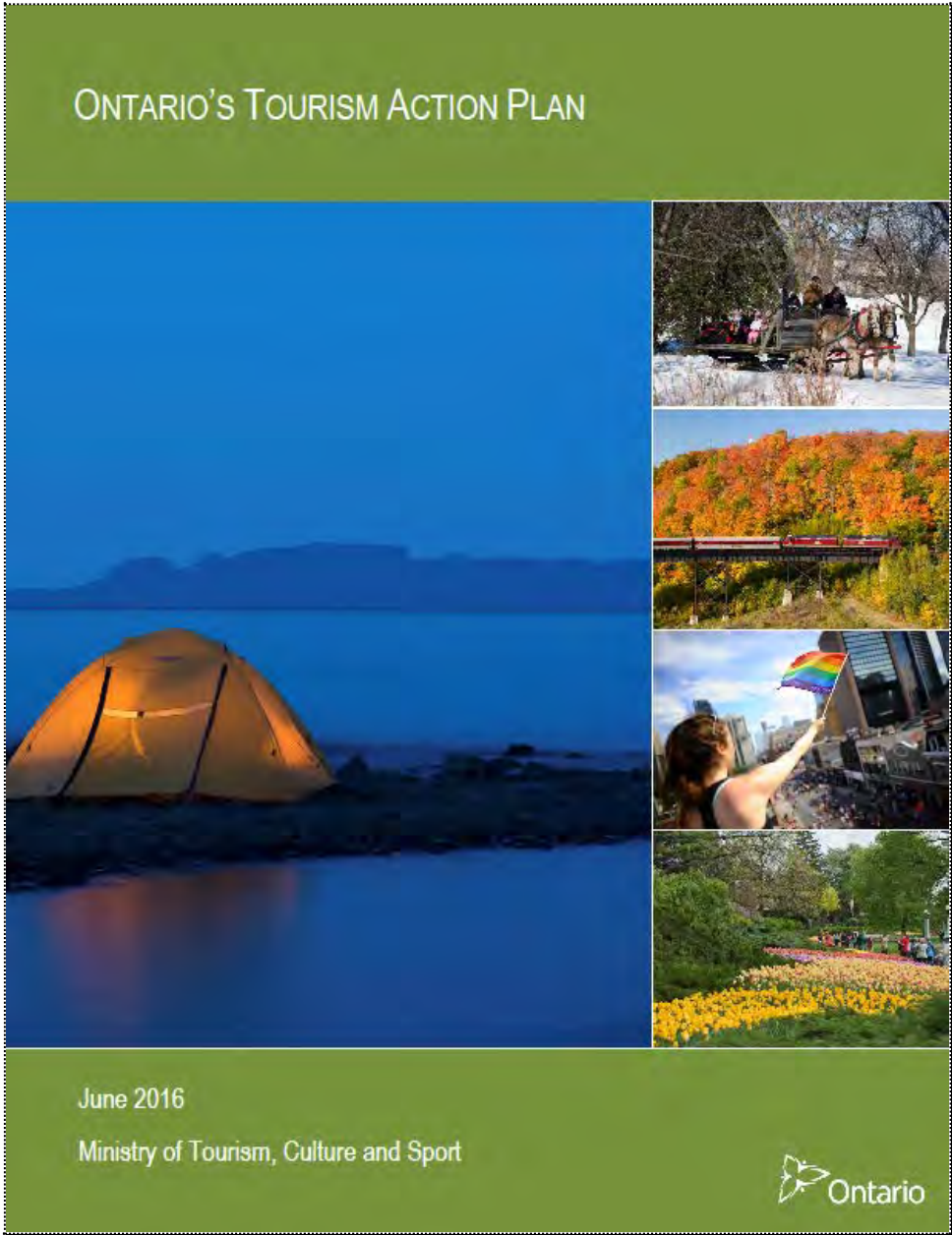
http://www.scugog.ca/en/resourcesGeneral/Documents/Scugog_Action-Plan-FINAL.pdf or *double click* to open



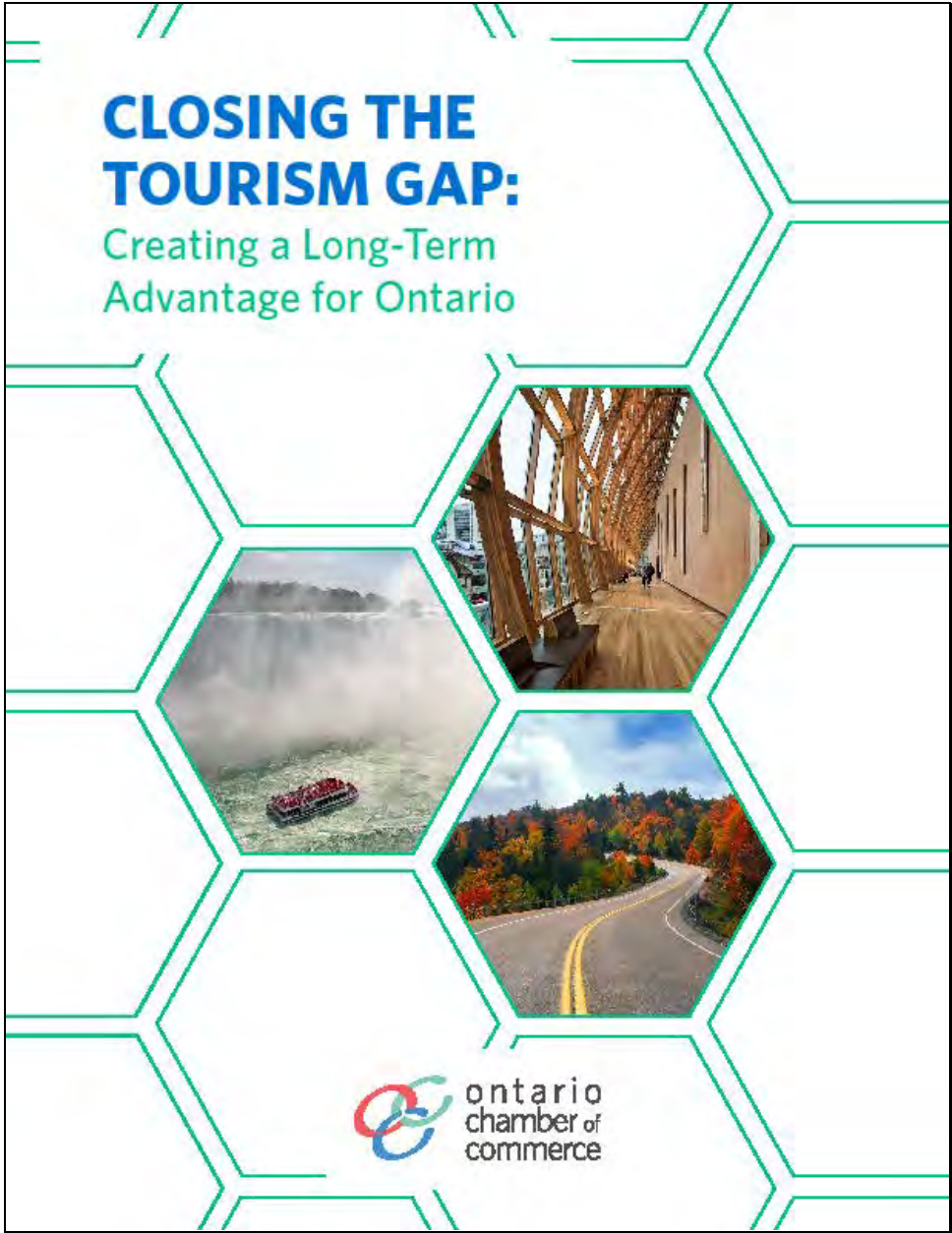
Township of Scugog

Action Plan 2013-2018

Ontario's Tourism Action Plan or double click to open http://www.mtc.gov.on.ca/en/tourism/Tourism_Action_Plan_2016.pdf



Closing The Tourism Gap -Creating a Long-Term Advantage for Ontario
http://www.occ.ca/wp-content/uploads/2013/05/Report_Closing-the-Tourism-Gap.pdffor double click to open



End Notes

1. Ontario Ministry of Tourism, Culture and Sport (MTCS). 2014 Regional Tourism Profiles - Research

<http://www.mtc.gov.on.ca/en/research/rtp/rtp.shtml>

2. MTCS. 2016. The economic impact of tourism in Ontario – 2013.

http://www.mtc.gov.on.ca/en/research/econ_impact/econ_impact.shtml

3. Ontario Tourism Partners. 2016. Applying Consumer Insights to Attract North American Visitors – TNS 2012

https://www.tourismpartners.com/publications/Research/reas_segrpts_ConsumerInsightResearchSegmentationOverview.pdf

4. Ontario Chamber of Commerce. 2016. Small Business: Too Big to Ignore.

5. MTCS. 2016. Ontario's Tourism Action Plan. http://www.mtc.gov.on.ca/en/tourism/Tourism_Action_Plan_2016.pdf



Prepared by



CENTRAL
COUNTIES
TOURISM

2018

3601 Highway 7 E., #400, Markham, ON L3R 0M3 www.centralcounties.ca