



## Georgina Community Tourism Plan 2020-2022



Attachment 1  
To Report DS-2020-0037

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## Executive Summary

Georgina is a four-season lakefront community with 52 Kilometers of Lake Simcoe shoreline, multiple annual festivals/events and waterfront parks that draw thousands of visitors each year. Within an hour's drive for more than six million GTA residents, Georgina is a popular location for day-trippers.

According to the World Travel and Tourism Council's research conducted in 2018, the tourism sector was responsible for one in five of all new jobs created in the last five years and is the second fastest growing sector. With tourism being a strong economic driver, it is the goal of this plan to build and expand on the economic impact of the existing tourism opportunities in Georgina.

Tourism's economic impact reaches across the whole community from the gas pump to the local eatery and from the artisans selling their wares at festivals to the local hotels and other short-term rental accommodations. With a desire to refresh the 2015 Tourism Strategy, a Tourism Working Group (TWG) was established and with the assistance of CCT, a few workshops were held to gather input. The TWG was asked, "What does tourism success look like for the Town of Georgina"?

This group took a critical look at the current tourism landscape and assets and determined that there are a number of opportunities to be explored to ensure that Georgina's tourism sector has a much greater impact on the local economy. Helping tourist operators and events to build capacity, expand their marketing and capitalize on current tourism trends was identified as being key to creating a greater economic impact.

With the unprecedented effects of the 2020 pandemic, strategic pivots will be required to ensure recovery and growth. Domestic travel will be the focus during the term of this plan and will be reflected in work plans for the duration of the industry's uncertainty.

The Georgina Community Tourism Plan (CTP) identifies and prioritizes tourism assets and markets; encourages engagement by stakeholders and agencies involved in tourism, assigns roles and responsibilities to avoid duplication and gaps in the provision of tourism services, and acts as a development framework for businesses, local government and other key organizations to expand the impact of the tourism sector.

## Introduction

In 2014, the Town of Georgina and the Town of East Gwillimbury, together with their respective Chambers of Commerce, developed a three-year joint Community Tourism Plan. It was facilitated by Central Counties Tourism, who contracted the services of Brain Trust Marketing & Communications to facilitate a series of discussions with community stakeholders to develop a three-year plan. A Tourism Task Force, made up of a cross section of tourism stakeholders in each community was assembled. The plan was presented to the Town of Georgina Council in August for endorsement and approved.

The 2015 plan became the guiding force to direct tourism initiatives undertaken by the Town and the Chamber. One of the first action items was the development of a Tourism Committee (see *Appendix A* for the Committee's Terms of Reference). It is a committee of the Georgina Chamber of Commerce and is comprised of a cross-section of Georgina's tourism stakeholders, including Council and Town representation. It meets regularly and is responsible for the development of the new three-year Tourism Plan.

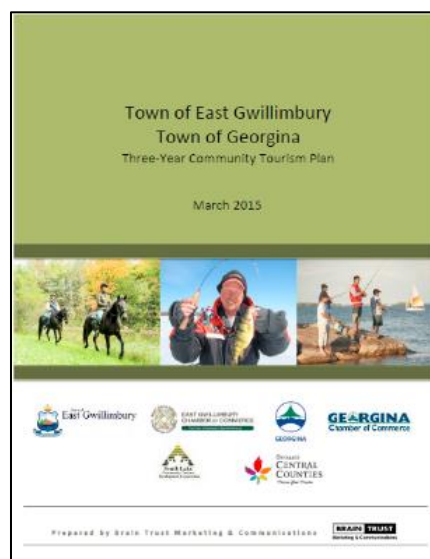
Although a tourism relationship between the Town and the Chamber has existed for more than 10 years, a formal agreement was put in place in March, 2017. The service agreement acknowledges the partnership on the delivery of tourism services and the development of the tourism sector being beneficial to the growth of the local economy. It also acknowledges the Town providing the Chamber an annual grant to assist in the delivery of tourism services on behalf of the Town, identified by the yearly Key Performance Indicators.

## 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."

In Ontario, tourism is a \$34 billion industry representing 4.3 per cent of the provincial GDP. In 2016, tourism generated \$11 billion in tax revenues and employed more than 391,000 people in more than 188,000 businesses. Approximately 62 per cent of the tourism receipts originate from within province, 7 per cent from the rest of Canada, and 31 per cent from the US and other international markets<sup>1</sup>.

Every \$1 million spent by visitors in Ontario generates 13 new jobs and \$604,800 in wages. Tourism also represents the largest employer of young people, accounting for 23 per cent of the workforce aged 15 – 24. Additionally, tourism supports the growth of year-round positions in Ontario, with 60 per cent of tourism workers in full-time positions<sup>2</sup>.



In York Region, tourism visitation reached 4.9 million people in 2016, generating a total of \$308 million in new revenue for the region. The Tourism Industry Association of Ontario [TIAO] recently released the Travel and Destination Analytics Ontario 2018 report, in partnership with Global Payments Canada. The report also looked at visitor spending trends in Central Counties (York, Durham, Headwaters).

Highlights for the period-analyzed (July 2017 - June 2018) include:

- The Greater Toronto Area, Niagara and York Durham Headwaters (YDH) account for 78.9 per cent of inbound spending in Ontario.
- Summer was the busiest season for Ontario with 35 per cent of inbound spending during the summer months (June – August).
- The top five inbound countries for YDH were the U.S. (46.3 per cent), China (31.6 per cent), Hong Kong (2.7 per cent), the United Kingdom (2.1 per cent) and Korea (2 per cent)

<sup>1</sup>Ontario Ministry of Tourism, Culture and Sport [2018]

<sup>2</sup>Ontario Canada, Open for Business, Tourism Statistics

## Roles and Responsibilities in Tourism Activities

Ontario's tourism sector is supported by a number of tourism organizations, each with distinct areas of focus. Understanding the key roles each organization plays to support tourism growth can help to further strengthen and support Georgina's efforts through strategic collaboration.

Lead tourism roles and responsibilities	Education	Research/Tracking	Advocacy	General Marketing	Targeted Marketing	Visitor Info. Ctr./Kiosks	Wayfinding Signage	Tourism Website	Maps and Guides	Industry Networking	Community Engagement
<b>Destination Canada</b> Promotes Canada-wide, market- ready products and experiences internationally.	✓	✓		✓	✓			✓			
<b>Tourism Industry Association of Ontario [TIAO]</b> Advocates on tourism policy, regulation, education and economics of tourism.	✓	✓	✓							✓	
<b>Destination Ontario (MHSTC)</b> Promotes Ontario, market-ready products and experiences domestically and internationally.	✓	✓		✓	✓	✓	✓	✓	✓		
<b>Central Counties Tourism (RTO6)</b> Tourism product development, workforce development, industry equipping and marketing in York, Durham and Headwaters regions.	✓	✓	✓		✓			✓		✓	
<b>York Region Arts Council (DMO)</b> Promotes tourism within York Region's 9 municipalities through its Experience York Region platform.	✓			✓	✓			✓	✓	✓	
<b>Town of Georgina</b> Promotes tourism within Georgina to external markets. Product/experience development tourism marketing of the area's unique experiences, products and community assets.	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
<b>Tourism Committee/ Chamber of Commerce</b> Local tourism operators working together under an umbrella for networking and partnering.	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓

## Current Tourism Markets in Georgina

During a workshop held with local tourism stakeholders and community organizations, the TWG (see *Appendix B* for Tourism Working Group participants) discussed the various types of visitors that come to Georgina, where they travel from and when, and what local services they typically look for.



From that discussion, the following five key market segments were determined to be representative of Georgina's primary visitors. This representation is consistent with information gathered by the Regional Tourism Organization.

## Tourism Markets Determined by the Working Group

Visitor Type	Where are they from?	When do they come?	What services do they look for?
<b>Families / VFR</b>  (Multigenerational families)	GTA Surrounding Regions	Summer + Winter Mostly Weekends Day Trips	Beaches (Day Use) Lake Simcoe Nature Trails Sibbald Point Provincial Park The ROC Georgina Arts Centre Georgina Pioneer Village Festivals & Events Restaurants & Accommodations Farmers' Markets
<b>Fishermen/Women</b>  (Predominantly single men)	GTA Ontario Other Provinces USA	All Seasons Winter - Ice Fishing	Fishing Outfitters Accommodations Restaurants Lake Simcoe Ice Fishing Derby Boat Launches Marina Gas Stations
<b>Seasonal Cottagers</b>	GTA/Toronto area	Spring, Summer, Fall Major Holidays	Lake Simcoe Boating, Canoeing, Fishing Golfing Sibbald Point Provincial Park AirBnb Accommodations Festivals & Events Restaurants LCBO Grocery Stores Laundromats Marina Gas Stations
<b>Outdoor Adventure Seekers</b>	GTA Surrounding Regions	Summer Limited Winter	Trails & Parks Watersports (Boating, Seadoo) Snowboarding, Skiing
<b>Sports Team</b>	Southern Ontario	Year Round Weekends + Weekday	Sports Facilities for (Soccer, baseball, hockey) Affordable Accommodations Restaurants



## Market Profiles

Tourism businesses that use relevant market research understand their communities' unique features and collaborate with other businesses. They have the best opportunity to grow their tourism visitation and revenues. Market profiles can be segmented in a variety of ways. In order to understand the area's market, it was important to consider demographics (age, education, income, and place of residence), behaviours (where they stay and what they do) and psychographics (what they value and what motivates them to travel).

See *Appendix C* for Market profile breakdown.

In the absence of detailed analytics specific to Georgina, the profiles provided are for the Central Counties Tourism Region. An action item is included in this document to ensure that continued efforts are made to gather information specific to Georgina's tourism visitor.

## Visitor Research Program

An analysis of postal code data collected at nine Georgina festival and events over the summer of 2018 further revealed that approximately 12 per cent of their total attendance was from "visitors" outside a 40-kilometre radius.

It is recognized that additional data will assist in being able to target marketing resources to certain demographics and determine the assets that have the potential to be developed in order to increase the greatest economic impact of visitors.

Highlights from the 2019 Visitor Profile Report, prepared by CCT include:

- 49 per cent of households have 3+ people
- 37 per cent considered to be young families, with children under the age of 9 at home
- Average income of \$96,589
- Average age 52.4 years
- Low diversity – 19 per cent are visible minorities

See *Appendix C* for complete Visitor Profile Report.



## Current Tourism Sector in Georgina

Tourism is the business of attracting and serving the needs of visitors - people travelling and staying outside of their home communities for business or pleasure. The tourism sector is made up of many types of attractions, businesses, organizations and activities, and has five key tourism components: attractions, businesses, infrastructure, hospitality and promotion.

The Town of Georgina is predominantly a rural municipality consisting of three larger urban centres - Keswick, Sutton/Jackson's Point and Pefferlaw - and a collection of small hamlets - Virginia, Udora, Baldwin, Belhaven, Brownhill, Ravenshoe and lakeside communities.

TWG reviewed the Town's previously identified tourism assets from the 2014/2015 Joint Community Tourism Plan with East Gwillimbury to determine if there were any gaps in the original list and to ensure it reflects Georgina's current tourism sector.

### Tourism Attractions

Tourism attractions include parks, which provide outdoor recreational experiences, as well as theme parks, museums, galleries, a variety of heritage and cultural festivals and experiences, agricultural exhibitions, craft fairs, and events reflecting a community's way of life.

The majority of Georgina's attractions are "secondary attractions," in that they are not necessarily the primary motivators for a visit, but do have the potential to extend the length of stay and increase visitor spending. TWG identified the beaches, Lake Simcoe and Sibbald Point Provincial Park as Georgina's visitor demand generators. Lake Simcoe, in particular, is known internationally for fishing year-round.

Below are the tourism attraction assets identified by TWG:

**Table 1: Tourism Attraction Assets in Georgina**

<b>Lake Simcoe</b> (beaches, waterfront parks, and rivers)	Six beaches, Sibbald Point Provincial Park, 15 marinas and three navigable waterways.
<b>Outdoor recreation</b>	Hiking, biking, open water fishing, ice fishing, walking and biking trails, the ROC, Georgina Paint Ball, Sibbald Point Provincial Park (day use), golf, bird watching, swimming, water sport, scenic drives and skydiving.
<b>Sport tourism</b>	Numerous sports facilities (ice rinks, baseball diamonds, and soccer fields). Host to annual ice fishing derbies and sport tournaments in various disciplines.
<b>Culture/Heritage</b>	Stephen Leacock Theatre, Georgina Arts Centre and Gallery, Georgina Pioneer Village and archives, Georgina Military Museum, Roches Point Anglican Church, St. Georges Church, Eildon Hall Museum, festivals and events: Georgina Studio Tour (artists and artisans), Purple Turtle Arts Festival, Military Day
<b>Agri-tourism</b>	Farm gate sales, rural landscape, festivals and events (eg. Sutton Fair, Harvest Festival, Field to Table), Farmers' Market and Clearwater Farm

## Health and wellness

Spas – Briars and Ramada, Loretto Maryholme Spirituality Centre and Salvation Army Jackson's Point Conference Centre

### Notes:

1. The Waterfront Parks Master Plan, a phased project, will work to strengthen Georgina's largest attraction asset: Lake Simcoe. The strategy will focus on enhancing existing assets and create opportunity for new ones.
2. Work is being done by the Town to enhance Georgina's heritage and culture through increased collaboration and marketing with local and regional tourism organizations.
3. The Town's Streetscape Design Standards collected feedback from residents and businesses in 2019. Results will be brought to Council in 2020. The project will establish standards and inform revitalization of downtown streets in order to enhance the dining and shopping experience.

## Tourism Businesses

Tourism businesses include hotels, motels, campgrounds, bed and breakfast establishments, short-term rentals, service stations, golf courses, motor coach, car rental, airline and charter services, restaurants, and other retail businesses that can take care of visitors' needs.

Georgina has a variety of businesses to serve both the local and visitor markets for accommodations, retail, food and beverage, and more. A complete list of Georgina's tourism businesses is available at [discovergeorgina.ca](https://discovergeorgina.ca).



Below are the tourism business assets identified by TWG:

**Table 2: Tourism Business Assets in Georgina**

<b>Accommodations</b>	Variety of accommodation options, including two resorts (the Briars and Ramada), motels, bed and breakfasts, cottages/cabins, Short Term Rental Accommodations (STRA's), Sibbald Point Provincial Park (camping) and trailer parks.
<b>Food and Beverage</b>	Georgina's restaurant options are primarily located in Keswick, Sutton, Jackson's Point and Pepperlaw with a mix of family and fine-dining options.
<b>Parks and Recreation</b>	Georgina Ice Palace, Sutton Arena, Civic Centre, ROC Chalet, the ROC attractions, Stephen Leacock Theatre, Georgina Leisure Pool, Sutton Kin Community Hall, Pepperlaw Community Hall, De La Salle Park, Willow Beach Park, Holmes Point Beach Park, Sibbald Point Provincial Park and golf courses.
<b>Retail</b>	Variety of retail ranging from historic downtowns to big box retail chains (primarily in Keswick). Also, fishing outfitters, watersport rentals and recreation rentals throughout Georgina.

## Conference Space

The Briar's Resort, Ramada, the Link, the ROC, Stephen Leacock Theatre, Salvation Army Jackson's Point Conference Centre, and Loretto Maryholme Spirituality Centre and Town halls can handle small-to-medium-sized conferences.

### Notes:

1. The Town has recently approved policies to regulate short-term rentals. Once licensed these types of rental accommodation have the opportunity to increase overnight stays and spending in the community.

## Tourism Infrastructure

Tourism infrastructure includes roads, bridges and ferries, airports and landing strips, parking areas, wastewater and garbage disposal facilities, water and power services, public washrooms, boat launches and docking facilities, access to telephones and cellular service, availability of fuels such as diesel, natural gas, propane and gasoline, location and distance signage and police and emergency services.

The availability and quality of services and amenities available to travelers affects a community's ability to attract visitors.



Below are the tourism infrastructure assets identified by TWG:

**Table 3: Tourism infrastructure assets in Georgina**

<b>Lake access</b> (combines beach access, dock and boat launching infrastructure)	More than 12 boat launches across Georgina with 3 being Town owned. Dock slips are used by seasonal visitors and residents, leaving a limited number for transient visitors. Access to goods and services within a short walk from docking facilities is limited.
<b>Parks and Beaches</b>	More than \$449K in revenue from parking at Georgina's parks and beaches (10 locations). Public washrooms at all facilities and seasonally at 9 out of 12 beaches.
<b>Signage</b>	Gateway signage with plans to expand tourism wayfinding within the community.
<b>Trails</b>	Cronsberry Tract, Hodgson Trail, Metro Road Tract, Pepperlaw Tract, Sibbald Point Trail, Sutton-Zephyr Rail Trail and ROC bike trails.
<b>Road cycling (bike lanes)</b>	The Town has committed to providing a range of active transportation opportunities.
<b>Utilities and connectivity</b>	Internet and cellular connectivity in the rural areas is limited due to lack of broadband infrastructure and limited cell towers. Free Wi-Fi is limited.

## Tourism Hospitality

Tourism hospitality, which involves welcoming and looking after visitors during their stay, is critical to the success of tourism attractions and businesses. TWG evaluated Georgina for its current ability to be welcoming and offer pleasant experiences.

The Georgina Chamber of Commerce runs a year-round Tourism Information Centre at the Link in Sutton. In 2019, tourism hospitality in Georgina was strengthened with the re-opening of a Tourism Info Kiosk at Highway 48 and Bellacre Road, and the introduction of an Ambassador Program. Wayfinding signage was enhanced in 2019 with the installation of new tourism signage in various locations.



Below are the tourism hospitality assets identified by TWG:

**Table 4: Tourism Hospitality Assets in Georgina**

<b>Welcoming community</b>	15 ambassador locations throughout Georgina provide visitors with tourist information. Ambassador training in development.
<b>Wayfinding</b>	Wayfinding signage throughout community. New tourism signage with directional information at De Le Salle Beach, Jackson's Point Harbour and Jackson's Point Parkette. Water wayfinding signage minimal.
<b>Visitor Information Centres</b>	The Georgina Chamber of Commerce has a permanent Tourism Information Centre located at the Link in Sutton. Their seasonal summer kiosk reopened on Hwy 48 in summer 2019, after being closed for 13 years. A seasonal summer kiosk will open at De La Salle Beach in summer 2020.  Throughout the summer months, the Town and Chamber set up a tourism booth at festivals and events to provide information to tourists and residents in attendance.
<b>Visitor feedback</b>	Tourism data collected at 2019 summer events by Chamber and Town to gather additional information on Georgina's tourism identity.
<b>Packaging</b>	Packages being created and will have a direct link to DiscoverGeorgina.ca landing page.

### Notes:

1. A Signage Strategy is in place with funds allocated to improvements on existing and new signage. More tourism signage is planned to be installed.
2. Waterways advisory committee is responsible for water-wayfinding signage opportunities.

## Tourism Promotion

Tourism promotion involves activities aimed at attracting potential visitors. Examples include co-operative advertising, travel show attendance, magazine articles, brochures, maps, commercial and promotional signs, travel guides, newspaper, radio, television, websites, social media, and tourism information centres. TWG evaluated Georgina for its current ability to attract potential visitors. Below is a list of current tourism promotion:

**Table 5: Tourism Promotion in Georgina**

<b>Social Media</b>	Georgina Economic Development Facebook, Town of Georgina LinkedIn Chamber of Commerce Facebook, Instagram and LinkedIn accounts
<b>Website</b>	Town: Georgina.ca/discover-georgina Chamber of Commerce: discovergeorgina.ca which directs to Chamber website
<b>Images/video</b>	The Town has a library of images taken by staff, residents, contracted professionals and Central Counties Tourism. Seasonal tourism videos are in the Economic Development and Tourism's two-year plan.
<b>Tourism Promotional Signage</b>	Flags and street banners, park and beach signs, tab signs on wayfinding signage and temporary signs to promote events (mobile and lawn).
<b>Cross Promotion</b>	Experience York Region's Festival Trail, York Farm Fresh and Farmers' Market and Central Counties Tourism promotional opportunities (e.g. magazines, Ice Fishing FAMS, Globe and Mail co-ops, blogs and TV). Additional collaboration between all tourism providers is encouraged.
<b>Print Collateral</b>	Town Discover Georgina Guide and seasonal promotional material (e.g. Field-to-Table), downtown community guides (BIA brochures), event and festival listings, municipal program guides, municipal recreation and culture guides, Chamber Spectator Guide, tourism rack cards, flyers and map pad.
<b>Consumer Travel Shows</b>	The Town participates in tradeshow to promote tourism opportunities in the Town of Georgina (e.g. Toronto boat show).
<b>Story Tellers (local heroes)</b>	A number of individuals and groups have compiled information to share the history of our communities (e.g. 2010 - the Georgina Book, published journalist and fishing expert Wil Wegman, etc.)
<b>Traditional advertising</b>	Trent Severn Waterways map and guide, Sibbald Point Park map, funded event radio promotion, film industry magazine, Lake Simcoe Living.

### Notes:

1. Georgina will be home to a new radio station in 2020 (late fall). The sister station in Uxbridge will offer cross-station packages, which may be of interest to tourism businesses. It also opens up other opportunities for sponsorships (lake report) and live on location promotion.





## Tourism Opportunities

After reviewing the five key tourism components (attractions, businesses, infrastructure, hospitality and promotion), the TWG identified the following opportunities:

### Attractions

- Primary attractions
- Increased economic impact from visitors
- More agri-tourism
- Increase year-round ROC utilization
- More trail connections
- Develop Jackson's Point Harbour and Mossington Wharf
- Increase shoreline access
- More theatre infrastructure
- Enhance Military Museum

### Businesses

- More accommodations, specifically in Keswick
- Review by-laws to ensure they support tourism development (outdoor patios, waterfront vendor, etc.)
- Add more conference spaces with larger capacity

### Infrastructure

- Increase lake access
- Increased internet connection and free access
- More land and water wayfinding signage
- Sports tourism facilities
- Connected trail system
- Streetscape improvements
- More gathering and event space

### Hospitality

- Tourism feedback data
- Ambassador training
- More tourism kiosks
- Experiential tourism
- User-friendly websites
- Resort, culture and dining collaboration
- Gather tourism satisfaction data
- Travel tourism opportunities (ie. Quest Bus)

### Promotion

- Expand social channels
- Collaboration and increased role clarity among stakeholders
- Designated Discover Georgina website
- Tourism packages
- Regional promotion of Town's events
- Increase ties with tourism agencies (CCT, EYR, Destination ON, Cycling ON)
- Seasonal tourism videos
- Partnership funding opportunities (CCT)
- Radio advertising on new Georgina station



## Community Tourism Plan

### Vision

To be a desired four-season travel destination.

### Mission

To foster, develop and support Georgina's tourism sector to enhance visitor experiences and maximize economic benefits to the community.

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The goal of the Georgina Community Tourism Plan is to increase the economic impact of tourism by encouraging year-round visitation and local exploration of Georgina's communities. To achieve this goal, TWG recognized four main objectives that are required to set the Town on its path toward success. The first two objectives set the foundation for tourism growth and development in Georgina, and are critical for the third and fourth to be accomplished.

### Tourism Objectives and Action Items

1. Advance the tourism sector through commitment to supporting tourism-readiness.
2. Allocation of dedicated Town and Chamber resources, both staff and financial, to support tourism development in Georgina. This includes funding received by the Chamber as per the annual Tourism Service Agreement.
3. Educating and supporting new and existing tourism businesses, festival and event organizers, and related stakeholders to ensure tourism readiness.
4. Adopting a visitor-centric approach throughout Georgina's communities, tourism stakeholders and residents that benefits the entire community.

The Georgina Community Tourism Plan, once adopted and implemented, will be an evolving document. As action items are completed, more will be added as tourism capacity and destination development increases. TWG identified action items to support the objectives over the next several years.

Note: The action items developed during the 2015 tourism planning process are included in *Appendix D* and have been updated to include the status of each action item.



## Georgina CTP objective 1.0

1. Advance the tourism sector through commitment to supporting tourism-readiness.

	ACTION	OUTCOMES	TIMING	RESPONSIBLE
1.1	Present Community Tourism Plan to Council.	Council endorsement	2020 Q4	Town of Georgina and Georgina Chamber of Commerce
1.2	Develop a business plan and budget	Re-investment into existing infrastructure. Prioritized delivery of action items and define scope from the Georgina Community Tourism Plan based on budget allocation.	Annual	Town of Georgina and Georgina Chamber of Commerce
1.3	Investigate and conduct an accommodations needs assessment	Strategy to target new business investment including accommodation and conference space.	2021	Town of Georgina and Georgina Chamber of Commerce.
1.4	Waterfront Strategy to address concerns regarding lake access and solutions for beach and boating access, parking and traffic control.	Improved lakefront facilities and Lake Simcoe access for use by tourists, boaters, fishermen, etc.	2020 and beyond	Town of Georgina (Operations and Infrastructure Department) with input from various stakeholders
1.5	Create a strategy that is in line with Georgina's municipal signage guidelines utilizing CCT partnership funding for wayfinding signage.	Enhanced and increased wayfinding signage, both on water and on land, throughout Georgina, to facilitate ease of travel between communities for visitors and residents.	2020 (and review needs on annual basis)	Town of Georgina in consultation with stakeholders
1.6	Enhance existing streetscape	Unified development plan for future improvements that enhance Georgina's image and tourist appeal.	2020 and beyond	Town of Georgina (Operations and Infrastructure Department)
1.7	Update the 2014 Trails and Transportation Active Master Plan.	Improved gaps and barriers in the existing trail system.	2020 and beyond	Town of Georgina (Operations and Infrastructure Department) and York Region

### Notes:

In 2017, the Ontario Government provided municipalities with the ability to introduce a Municipal Accommodation Tax (MAT), whereby a minimum of 50 per cent of the collected revenue is to be used for tourism promotion and development. The balance of the fund is collected by the Town for infrastructure enhancement related to tourism.

TWG discussed the MAT's ability to provide a revenue source to support tourism infrastructure needs. It was noted that MAT discussions have already been had at a Council level, and that it did not make

sense at the time to implement a tax as it would put Georgina's accommodators at a disadvantage. If, and when, nearby municipalities introduce the MAT, Georgina will need to revisit it.

(1.5) York Region Farm Fresh Signage program launched in 2019 will improve signage to participating farms.

(1.6) The Town's Streetscape Design Standards collected feedback from residents and businesses over the summer of 2019. Results will be brought to Council in 2020.

## Georgina CTP objective 2.0

Allocation of dedicated Town and Chamber resources, both staff and financial to support tourism development in Georgina. This includes funding received by the Chamber as per the annual Tourism Service Agreement.

	ACTION	OUTCOMES	TIMING	RESPONSIBLE
2.1	Conduct quarterly meetings to ensure strong alignment and communications with respect to Georgina's visitor focused initiatives.	Continuity and collaboration between the Town's Economic Development and Tourism office and the Chamber's Tourism Committee in the delivery of tourism programs and promotion as outlined in the Service Agreement. Role clarity and responsibility.	Quarterly	Town of Georgina and Chamber of Commerce
2.2	Develop a tourism-marketing plan.	A marketing plan aligned with the objectives of the Corporate Strategic Plan, Economic Action Plan and the Community Tourism Plan.	Annual	Town of Georgina
2.3	Establish brand guidelines for the "Discover Georgina" brand.	Consistent messaging and identity communicated through all online and traditional marketing channels.	Ongoing	Chamber of Commerce
2.4	Maintain list of all tourism collateral distribution and ensure content is up to date.	Relevant and accurate tourism information, which plays a role in our brand identity.	Ongoing	Chamber of Commerce
2.5	Work closely and leverage opportunities available through tourism stakeholders (e.g. CCT, YRAC and Destination Ontario).	Increased brand awareness, social following and visitation.	Ongoing   Review opportunities annually	Town of Georgina and Chamber of Commerce
2.6	Review current marketing images, texts, and videos and invest in new opportunities or update, where needed.	Up-to-date tourism information that is in line with the Community Tourism Plan and the Town's Economic Development and Tourism's marketing plan.	Spring 2020	Town of Georgina
2.7	Connect with community storytellers and influencers to create marketing content (blogs, social posts).	Increased communication channels to share Georgina's stories and build identity. The stories act as a behind-the-scene-look from the lens of a trusted local and can create emotional connections with	Spring 2020	Town of Georgina and Chamber of Commerce

		potential visitors.		
2.8	Review Service Agreement between Town and Chamber	Further refinement of tourism programs to be undertaken by the Chamber.	Spring 2021	Town of Georgina

**Notes:**

(2.3) DiscoverGeorgina.ca URL officially launched May 24, 2019. Ensuring site is user friendly, and content remains current and relevant is critical. Endorsement from Town is encouraged to strengthen awareness and brand recognition. Chamber to track visitor analytics on an ongoing basis for improvement and marketing purpose.

(2.6) Leverage resources provided by YRAC and CCT, like media influencers and content, to amplify the messages about what Georgina has to offer. Explore opportunities with other tourism agencies, such as Ontario by Bike, York Farm Fresh, Ontario Parks.

(2.7) Leverage EYR and CCT to amplify local stories through their channels.

### **Georgina CTP objective 3.0**

Educate and support new and existing tourism businesses, festival and event organizers, and related stakeholders to ensure tourism-readiness throughout the community.

	<b>ACTION</b>	<b>OUTCOMES</b>	<b>TIMING</b>	<b>RESPONSIBLE</b>
3.1	Maintain a complete inventory of all tourism assets in Georgina.	A detailed listing that can be used to communicate with tourism businesses to engage them in development opportunities.	Review Annually	Chamber of Commerce
3.2	Compile an inventory of accommodations in Georgina (Airbnb included)	Increased opportunity for visitors looking for accommodations.	Summer 2020 (and review annually)	Chamber of Commerce
3.3	Actively engage with short-term rental operators.	Short-term rentals have the potential to augment Georgina's accommodation inventory and overnight stays, particularly in peak summer season, as the cottage experience demand increases.	Ongoing	Town of Georgina and Chamber of Commerce
3.4	Support and encourage the growth of local farms to become tourism ready through a signature event (Field to Table) and marketing channels	Engaged agriculture community, enabling them to provide authentic experiences.	Spring 2020 (and ongoing)	Town of Georgina
3.5	Provide training on how to collect visitor data, its importance, and how to use tourism data (i.e. CCT's Visitor Research Program, Destination Ontario and Destination Canada research).	Stakeholders will be better equipped to make evidence-based decisions in their product development and marketing activities.  Through ongoing collection of postal code data at Georgina attractions and events, CCT's Visitor Research Program will	Ongoing	Town of Georgina and Chamber of Commerce

		provide a comprehensive report of visitor's demographic, psychographic and social media behaviours that can be used to identify target markets.		
--	--	---	--	--

**Notes:**

(3.2) Current inventory exists on DiscoverGeorgina.ca and georgina.ca/discover-georgina, but STRA's must be added to complete list.

(3.4) Work with the Culinary Tourism Association, OMAFRA and/or other experts to create opportunities for shared learnings and communication with successful agri-tourism farms in other areas and to develop content for training workshops. Continue to Collaborate with York Region on Agri-Food Network and potential future opportunities.

(3.5) Chamber of Commerce to provide tourism ambassadors with training.

## Georgina CTP objective 4.0

Adopt a visitor-centric approach throughout Georgina's communities, tourism stakeholders and residents that benefits the entire community.

	<b>ACTION</b>	<b>OUTCOMES</b>	<b>TIMING</b>	<b>RESPONSIBLE</b>
4.1	Increase signage throughout Georgina to facilitate identifying key tourist locations and/or businesses.	Increased economic impact.	Ongoing	Town of Georgina
4.2	Establish a local ambassador program that trains front-line staff to provide visitors with a positive experience with an accreditation component.	Provides front-line staff with visitor-centric training. They will learn more about the community and become better able to direct visitors on things to do and where to explore.	Ongoing	Chamber of Commerce
4.3	Meet with regional and municipal representatives and stakeholders	Additional communication and collaboration with regional reach to increase tourism asset awareness.	Ongoing	Town of Georgina
4.4	Ensure Town/Tourism websites are user-friendly with all-season content and blogs with SEO.	Increased online awareness and brand representation. An easy to navigate site with visitor information gives Georgina a competitive edge.	Ongoing	Town of Georgina and Chamber of Commerce
4.5	Create additional tourism info kiosks in high traffic areas.	More opportunities to connect with visitors and to provide marketing tourism collateral.	Ongoing	Chamber of Commerce
4.6	Develop innovative and enticing visitor and resident staycation packages through collaboration with accommodations, attractions, restaurants, businesses, and/or event	Increased economic impact and community collaboration.	1 – 2 new/enhanced products/packages per season	Town of Georgina and Chamber of Commerce

	organizers.			
4.7	Develop and implement a Familiarization (FAM) trip for front-line tourism staff to experience Georgina's tourism assets firsthand.	FAM trips provide an opportunity for front-line workers to be tourists in their own community and experience key attractions first-hand, making them more likely to recommend these experiences to visitors.	Annual. Ahead of summer and winter seasons	Chamber of Commerce
4.8	Provide industry-equipping workshops (e.g. Tourism Now) for businesses.	Repeated sessions provide opportunities to engage additional businesses. They will learn about the resources to make them better suited to welcome visitors – both locals and tourists.	Annual	Town of Georgina, Chamber of Commerce and Central Counties Tourism
4.9	Continue to build relationship with Chippewas of Georgina Island.	Increased opportunities to promote indigenous tourism.	Ongoing	Town of Georgina

**Notes:**

(4.1) Directional poles and tourism signage was installed summer 2019. More is planned in 2020.

(4.2) Chamber of Commerce launched Tourism Ambassador Program in 15 locations in 2019. Each location is stocked with tourism collateral created by both the Town and the Chamber.

(4.5) Support the primary Tourism Info Centre at the Link with seasonal tourism kiosks (such as Hwy 48 and De La Salle Beach). Continue to set up tourism event booths at annual events (approximately 10 each summer).

(4.6) Put emphasis on off-shoulder seasons – Spring and late fall/early winter (identified as a priority area in Federal Tourism Strategy 2019). Bundle key events such as studio tour, Field to Table, and like events into trigger points for visitation to Georgina. Craft narrative and supporting portfolio of experiences that position Georgina as a fun place to spend outdoor time.

(4.8) Tourism Now session held in 2018 was well attended. Tourism Now webinar is available and can be more readily delivered to new tourism businesses.

(4.9) Indigenous Tourism has been identified as a priority area in the Federal Tourism Strategy 2019, and funding is available through the Canadian Experiences Fund for investments that increase Indigenous tourism revenue, such as market readiness training, festivals celebrating Indigenous heritage, culture and art, and interpretation guides and installations. Funding is available on an ongoing basis until funds have been fully allocated.

## Appendices

### Appendix A

#### TERMS OF REFERENCE

# TOURISM COMMITTEE

---

**Committee Name:**

Georgina Chamber of Commerce Tourism Committee (hereinafter referred to as the Committee)

**Operating Name/External:**

TOURISM GEORGINA

**Committee Objective:**

Develop and focus on Georgina a TOURIST DESTINATION within the GTHA and surrounding regions.

**Mandate and Purpose:**

The Committee will:

- Assist in the preparation of the Chamber's annual grant request to the Town.
- Oversee the Chamber's obligations to the Town to promote and administer services to promote Tourism in Georgina.
- Working with the EDC to begin a process whereby synergistic town sponsored events can be bundled into time frames (corresponding dates) so as to create greater external (to Georgina) on targeted weekends for example.
- Create a larger presence for Georgina within the Towns tourist catchment areas, GTHA.
- Build bridges with Tour Operators of all kinds.
- Bring the current Tourism Plan documents to life.
- Work with local event organizers for ways in which they work of each other (cooperate on dates, times and locations) to create larger and more impactful and marketable events.
- Work toward developing a competitive tourism budget (competitive with competing jurisdictions') and look for funding options to execute. To this end working with the Town maintain an accurate accounting of all investment in Tourism be it EDC funding, direct expense by the Town in activities such as Canada Day, Winterfest and the Town's Tourism web site for the purposes of leveraging funding from all external funding sources as noted in the following point.
- Actively embrace (by participation and involvement both direct and indirect) tourism focused organizations such as: Ontario Tourism Marketing Partnership (OTMPC), Central Counties (RT06), Tourism Summit and other like organizations both provincially and federally.
- Investigate creating unique cross community events and services to better serve and support all events new and old to the benefit of visitors.
- Seek funding for Chamber/Town direct tourism initiatives and assist other event organizers in soliciting funds from all available source including: Central Counties, Trillium Funds, Federal Programs and all other sources either ongoing or opportunistic (one time funds)

**Communications:**

The Committee will:

- use the Chamber website (DiscoverGeorgina.ca) as a key communications tool
- In cooperation with the Town actively promote and keep current the "Georgina Tourism" website
- In cooperation with the town encourage the use of the Towns Website as a communications tool both to town residents and more importantly to audience beyond our borders.
- Based on funding options and leveraging opportunities undertake GTHA communications initiatives based on funding

**The Chair:**

The Chair will:

- Chair all meetings
- Be one of the key contact points for Tourism related issues along with the Board Chair, Town Tourism/ Economic Development staff and Executive Director.

**Meetings:**

The committee will:

- Meet on an as needed bases – but at least 6 times per year.

## Appendix B

The Tourism Working Group (TWG) includes municipal government and tourism stakeholders.

<b>Jim Beechey</b>	Chair Tourism Committee   GCC Board   CCT Board Member
<b>Colin Dobell</b>	Tourist Destination   Clearwater Farms
<b>Steve Jacobson</b>	Jackson's Point Village BIA
<b>Frank Sebo</b>	Tourism Business Operator   Sutton BIA   Town Council
<b>Corinne Ennis</b>	Uptown Keswick BIA
<b>Matthew Brady</b>	Event Vendor   EDC Committee
<b>Natalia Zammitti</b>	Farmers' Market
<b>Lawrence Artin</b>	Town of Georgina   Parks and Recreation
<b>Patti White</b>	Town of Georgina   Recreation Services
<b>Janet O'Connell</b>	Tourism Industry Association of Ontario   O'Connell Productions
<b>Sean Columbus</b>	Town of Georgina   Economic Development & Tourism
<b>Michele Curlew</b>	GCC Board   Tourism Committee
<b>Jolene Semchenko</b>	Tourism Business Operator   GCC Board   Tourism Committee
<b>Jennifer Anderson</b>	Executive Director Georgina Chamber of Commerce
<b>Kevin Draper</b>	Kinsmen   Tourism Committee
<b>Victor Thiru</b>	Hospitality   Ramada Inn & Resort   Tourism Committee
<b>Chuck Thibeault</b>	Central Counties Tourism
<b>Sandra Quiteria</b>	Central Counties Tourism
<b>Divya Sinharoy</b>	York's DMO   York Region Arts Council   CCT Board

### Contributors

<b>Dave Kent</b>	Pride Marine Group
<b>Marline Stiles</b>	Chippewas of Georgina Island
<b>Natalie McMorrow</b>	Sibbald Point Provincial Park

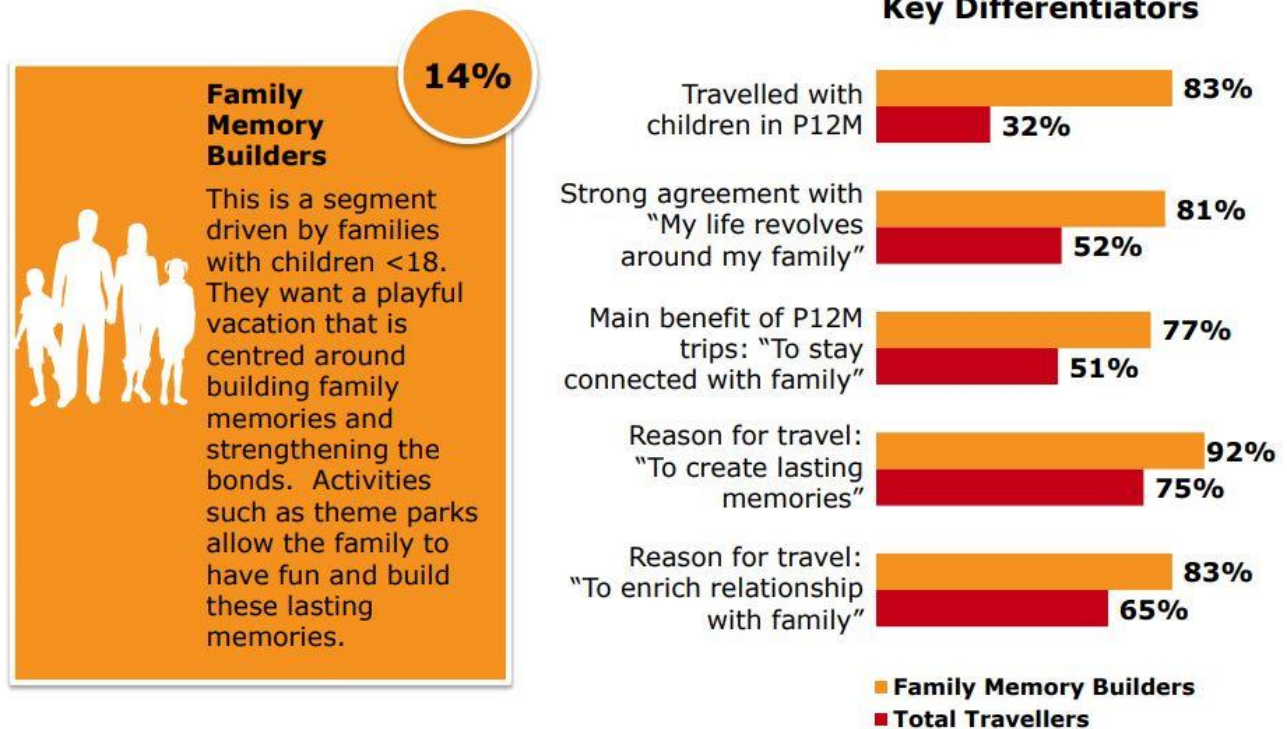


## Appendix C

Traveler segment profiles

<https://www.tourismpartners.com/en/research/traveller-segment-profiles>

# Introducing Family Memory Builders...



## Major Attractions Are A Hit

45% visited amusement parks, theme parks, zoos, aquariums



## Family Memory Builders

Family Memory Builders are couples with young children, aged 35-54 years old. These Gen X-ers are parents who have built their lives around their kids. Leisure for them is all about spending quality time as a family – at home and on vacationing. Travel is an opportunity to come together and bond through playful activities. When their kids are having fun, they are having fun too – and ultimately building memories together as a family.

## Forging Family Ties

77% want to connect with family on vacation. 71% want to create lasting memories as a family



## Vacation is Activity-Filled

54% went shopping and 42% visited a beach



## Play Brings Everyone Together



## Top Planning Sources

Consulting family/friends, researching pamphlets and brochures, visiting accommodation websites and online travel agencies.



## Media Habits


Above average online usage including search engines, weather, shopping, parenting sites and Facebook. This group are also magazine readers, notably parenting titles.



# Introducing Nature Lovers...

7%

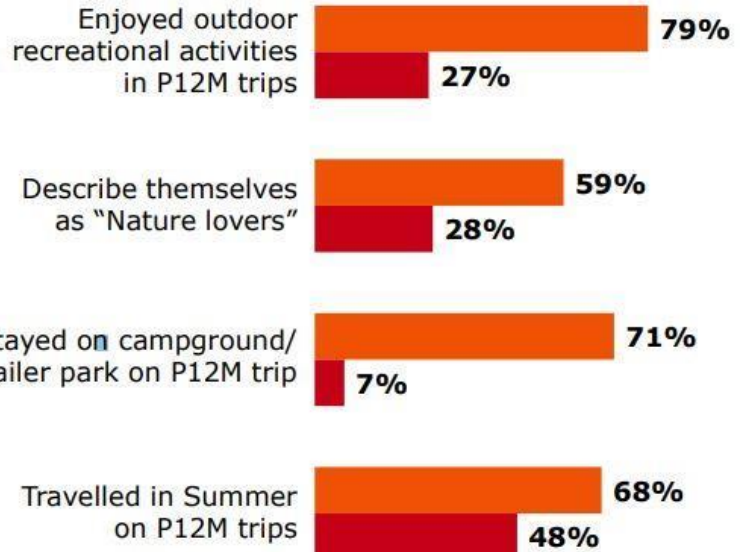
Nature Lovers



This is a consumer segment attracted to outdoor experiences aligned to Ontario's quintessential parks & lakes offering. Camping and associated activities, e.g., hiking, canoeing, fishing are key interests for this group. The majority classify as "nature lovers". Activities align with the recreational aspects of the outdoors and not necessarily the extreme aspects of the outdoors, e.g., avid angling or hunting.

Not surprisingly, the travel style is basic with camping prevalent.

## Key Differentiators



## Outdoors, Relaxed

Recreational activities (hiking, visiting beaches, canoeing, national parks, fishing) are preferred over adventure sports



## Nature Lovers

Nature Lovers, typically families with kids, have a passion for experiencing the great outdoors together. Travel for them is all about exploring new, undiscovered places off the beaten path. Ontario is the perfect place for this segment who are looking to be dazzled by awe-inspiring nature. With a lower than average travel budget, these travellers are happy with the basics – camping in a tent, spending time as a family, and taking in all the beauty around them. Because spending time outdoors means an opportunity to enrich family bonds.



## Scenic Beauty

76% choose places to be awe-struck by the beauty of nature



## Back to Basics

71% stayed on a campground or trailer park



## Family Friendly

87% see their vacation as a time to make family memories



## Planning Trips

42% rely on family and friends for travel tips (above average). 78% use the Internet to plan, including accommodation sites, online travel agencies and official destination sites.



## Media Habits

Moderate traditional and online media users. Online habits include search, weather and Facebook. Offline media habits include magazines, TV but less so newspaper (well below avg).





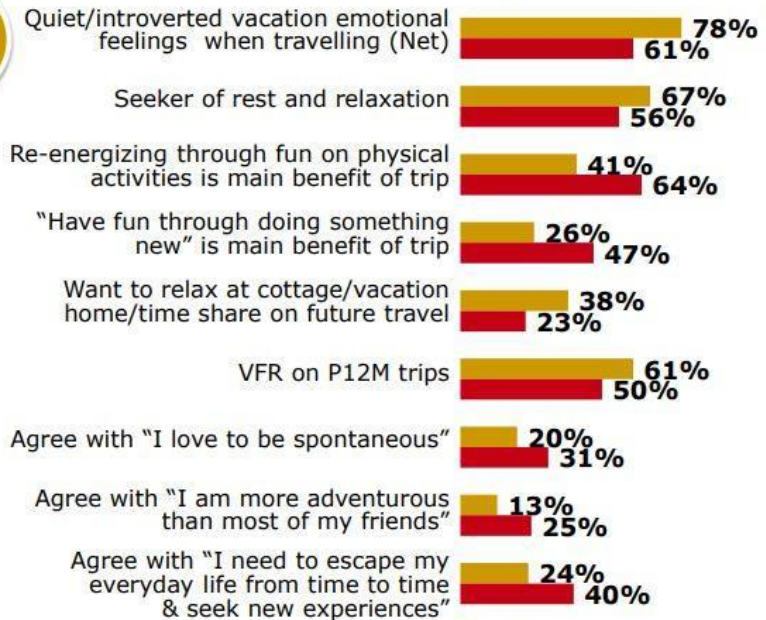
# Introducing Mellow Vacationers...

**Mellow Vacationers**

This segment wants to unwind on vacation, and relaxed and low key experiences are their preference. This group doesn't want itineraries or to do anything new or unusual. They want travel experiences that set them at ease. They aren't activity-oriented and often travel as a couple.

15%

## Key Differentiators



■ Mellow vacationers

## Rest & Relaxation

67% just want some R&R – and many find it being amongst nature.



## Mellow Vacationers

Many of these travellers are couples above the age of 40 vacationing without children (with a skew towards the 55+ age bracket). They are fairly quiet, low energy people looking for a home away home where they can relax and find tranquility. Travelling is often a chance to visit family and friends. They are natural homebodies and when on vacation want to enjoy some simple R&R. Relaxation for them isn't found through a particular activity or passion, but rather simply getting away from it all.



## Tranquil Retreat

38% want to relax at a cottage, vacation home or time share on vacation (well above average).



## Taking In Culture

41% want to experience museums, history, and galleries.



## Leisurely Sightseeing & Shopping

41% want to take in the sights and 38% want to get in some shopping.



## Online Researchers

Online accommodation sites, online travel agencies and airline sites are the top planning sources



## Traditional & Digital Media

This segment uses digital and traditional media. Of all the travel segments that skew older, they consume the most digital media.



# Introducing Sports Lovers...

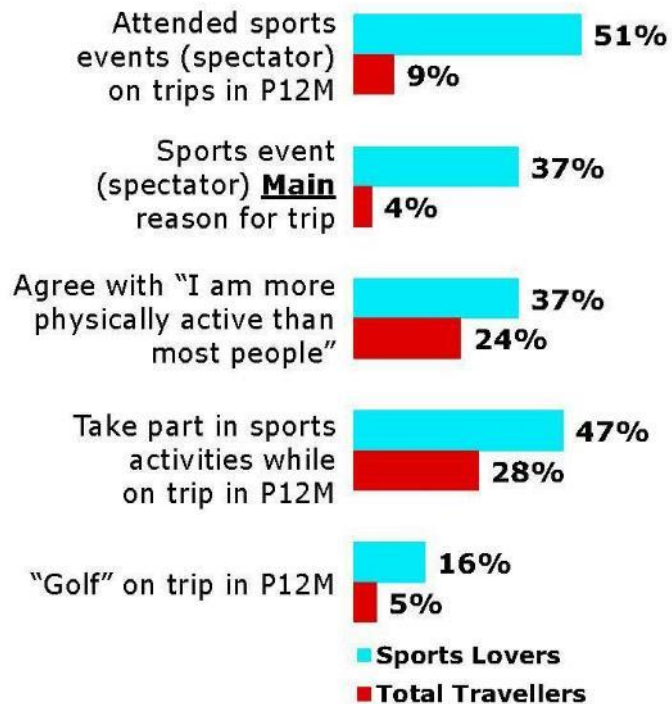
5%

## 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



## In the Stands

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



## 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).



## 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.



## In the Action

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



## 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).



## Travel Planning Sources

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



## Traditional & Digital Media

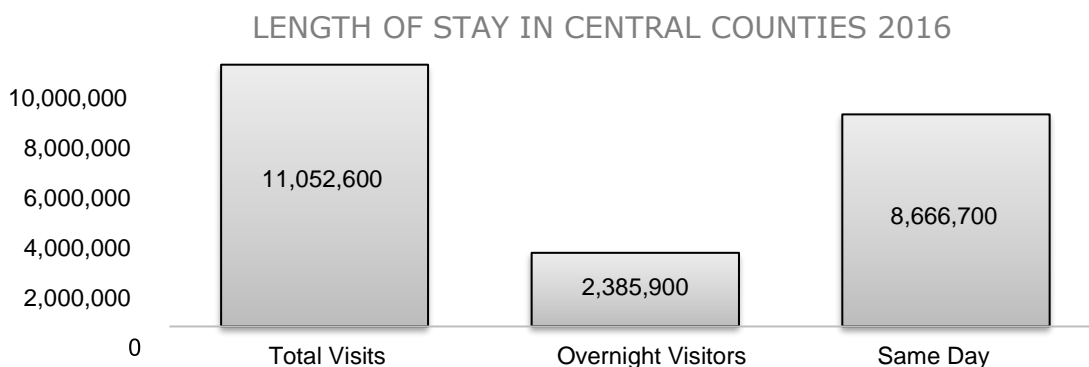
Above average to average consumption of both.



Energy Competition  
Fan Sports Taking It Easy  
Cheers Excitement  
Physical Challenge Passion Active  
Enthusiasm Relaxing Fun  
Entertainment

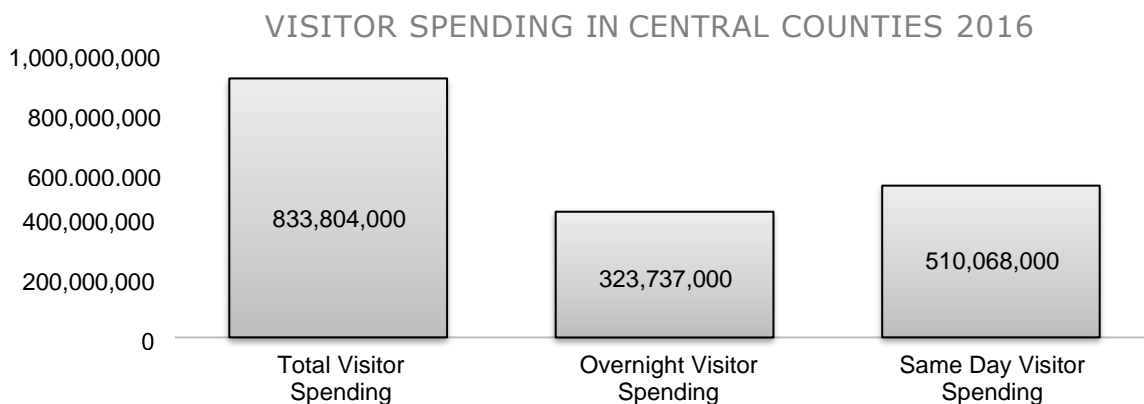
## Demographics

In 2016, there were over 11 million visitors to Central Counties, or 7.6 per cent of provincial visitation. 4.9 million of these visitors came to York Region, with the majority coming from within a 2-hour drive. Over 75 per cent of visitation to Central Counties were for same-day visits, with no overnight component. Provincially, same-day visits accounted for roughly 60 per cent of the visitation.



## Behaviours

In 2016, total visitor spending in Central Counties exceeded \$833 million, representing 3.2 per cent of provincial visitor spending. \$308 million of this spending was in York Region specifically. The average per person overnight spending in York Region was \$94, compared to an average of \$136 in Central Counties and a provincial average of \$364. Same-day visitation saw average spending of \$56 per person, compared to an average of \$59 in Central Counties and \$82 for the province.



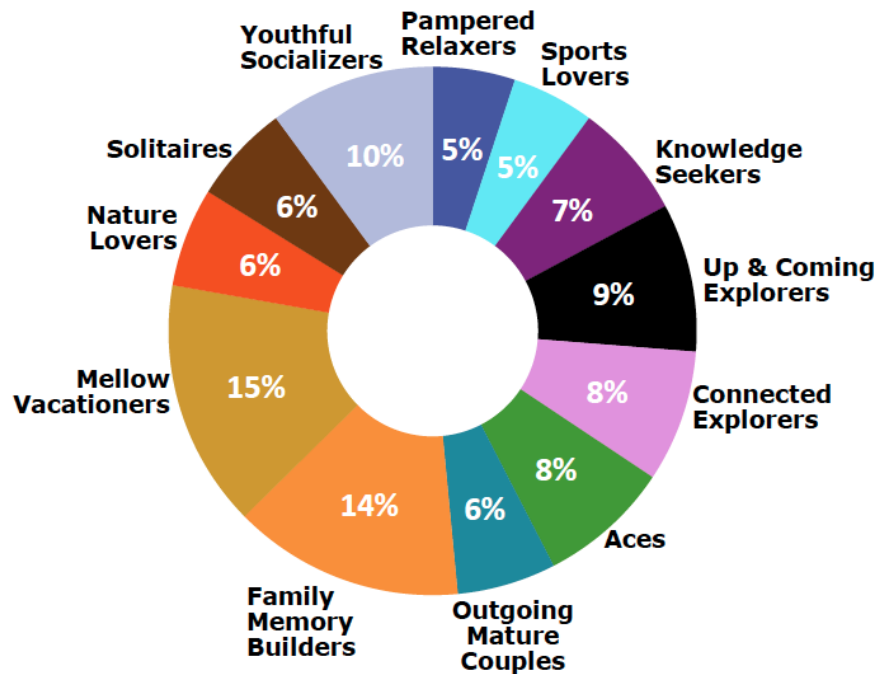
## Psychographics

To help identify the right consumer or “ideal guest” for each of Ontario's thirteen tourism regions, Destination Ontario, formerly known as 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: Destination Ontario

By tapping into the combined knowledge of TWG, the market segment profiles including travel motivators, interests, media habits and demographics were analyzed.

The visitor types identified by TWG on page 8 (*Families/VFR, Fishermen, Seasonal Cottagers, Outdoor Adventure Seekers and Sports Team*) fall into **four** main visitor segments, based on Destination Ontario's Traveler Segment Profiles:

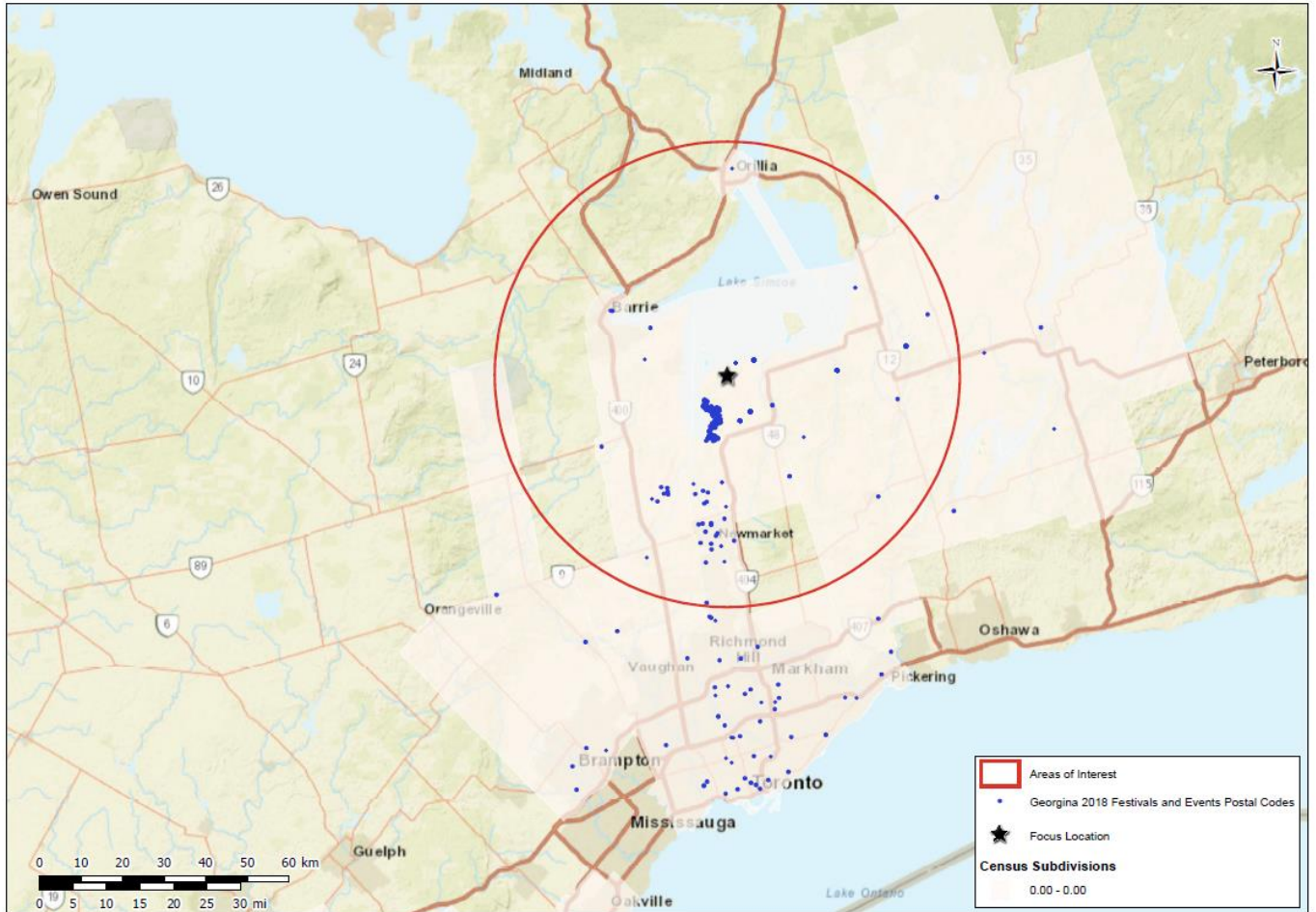
- Family Memory Builders
- Nature Lovers
- Mellow Vacationers
- Sports Lovers

These were identified as Georgina's target groups and represent 40 per cent of the visitation to Ontario.

## Appendix C

### Visitor research profile

Georgina 2018 Festivals and Events Postal Codes - Record Count  
40 km Radius (Percent Penetration)



Variable Description: Georgina 2018 Festivals and Events Postal Codes - Record Count; Normalization Variable is Total Population  
Copyright (©2018 Environics Analytics (EA)). | Esri, HERE, Garmin, NGA, USGS, NPS | Powered By Esri





## Leisure Activities and Attractions

Opticks Numeris 2018

### Festivals And Events

% Visited or attended, Past year



**7.7%**

Music  
Festival  
(88)



**9.1%**

Food, Beer or Wine  
Festival  
(79)



**31.8%**

Carnival or  
Fair  
(93)



**2.7%**

Food and  
Wine Show  
(90)



**1.2%**

RV  
Show  
(88)



**0.7%**

Travel  
Show  
(59)



**28.9%**

Parks or  
Gardens  
(88)



**27.8%**

National or  
Provincial Park  
(106)

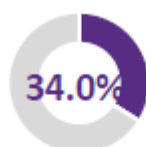


**22.2%**

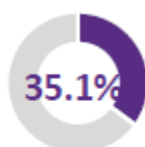
Historical  
Sites  
(94)

### Culinary

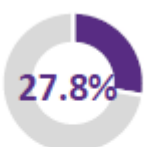
% of population



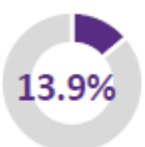
Ice cream or  
frozen yogurt  
restaurant  
(97)  
past year



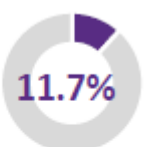
Formal dining  
restaurant  
(81)  
past year



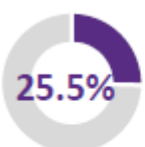
Shop local &  
farmer's  
markets  
(109)  
past month



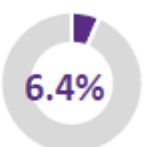
Drink Canadian  
wine  
(84)  
past month



Drink microbrew  
& craft beer  
(80)  
past month



Purchase organic  
fruits and  
vegetables  
(113)  
last week



Purchase organic  
meats  
(85)  
last week

### Top Sports and Leisure Activities

% Attended or visited, Past year

	%	Index
Attend movies: theatre, drive-in	36.9	100
Visit exhibitions/carnivals/fairs/markets	31.8	93
Visit bars, restaurant	30.8	85
Visit parks/city gardens	28.9	88
Visit national or provincial parks	27.8	106
Visit a casino	27.7	130
Visit art galleries, museums, science centres	27.3	89
Attend specialty movie theatres, IMAX	25.9	95
Visit zoos, aquariums, farms, animal parks	25.7	102
Attend professional baseball game	25.4	110

**29.0%**

Hiking or  
Backpacking  
(93)

**37.6%**

Cycling:  
Mountain or Road  
(97)

**16.3%**

Downhill  
Skiing  
(111)

**19.5%**

Cross Country  
Skiing  
(117)

**26.7%**

Golfing  
(112)

**6.2%**

Adventure  
Sports  
(66)

**27.7%**

Casino within  
Province  
(130)

**19.6%**

Theme Park or  
Water Park  
(104)

**1.9%**

Auto Racing  
(59)



## Accommodation preferences

% of population who used, Past 3 years



**10.9%**

Bed & Breakfast  
(91)



**16.8%**

Camping  
(102)



**21.1%**

Cottage  
(94)



**8.7%**

Vacation Rental  
(90)



**3.5%**

Spa Resort  
(100)



**54.6%**

Hotel  
(102)



**5.8%**

RV or Camper  
(136)

# Georgina 2018 Festivals and Events



## Demographic Snapshot

Demostats 2018



**14,279,818**

Total Population of Ontario



**52.4 Years**

Median age of HHs maintainer (99)



**3+ Persons**

49.1 % of HHs have 3+ people (119)



**\$96,589**

Average Household Income (91)



**5,497,466**

Total Households (HH) in Ontario



**Young Families**

37.1% of HHs have children under 9 years old at home (114)



**White Collar**

33.1% of HHs work in White Collar occupations (95); However, 15.3% work in Blue Collar occupations (132)



**Low Diversity**

19% are visible minorities (63)



## Key Social Values

Social Values 2018

### Strong Values

Cultural Assimilation	116
Utilitarian Consumerism	115
Emotional Control	113
Skepticism Towards Advertising	112
Brand Apathy	110
Duty	109

### Weak Values

Ostentatious Consumption	81
Pursuit of Novelty	82
Confidence in Advertising	82
Pursuit of Intensity	82
Personal Expression	82
Enthusiasm for Technology	83

See Social Values glossary for full definitions

### Attraction for Crowds

**87**

### Attraction to Nature

**135**

### Cultural Sampling

**90**

### Ecological Lifestyle

**91**



## Media Habits

Opticks NumeRis 2018

### Social media usage

% who currently use



54.6%

(96)



22.5%

(88)



25.1%

(102)



16.9%

(104)



18.9%

(106)



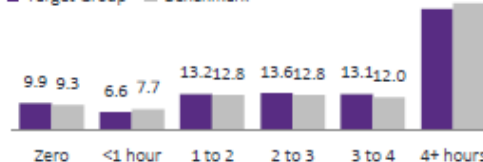
19.4%

(109)

### Time Spent Online

Hours spend on an average day

■ Target Group ■ Benchmark



### Direct & Outdoor

% of population

**33.4%**

Use flyers delivered to the door by mail (98)

**49.6%**

Use online flyers (108)

**25.5%**

Use local store catalogue (103)

**45.6%**

Noticed billboards (96)

**88.5%**

Travel to work by car (114)

**6.5%**

Travel to work by public transit (44)

### Top Media formats

% of population

Newspaper Sections	%	Index
<i>Read occasionally or frequently</i>		
Local news	55.0	94
National news	47.5	89
World news	46.5	88
Movie & entertainment	36.3	94
Health	32.6	94
Magazines	%	Index
<i>Read past month</i>		
CAA Magazine	14.7	114
Canadian Living	9.0	95
Food & Drink	7.4	104
Maclean's	6.2	86
National Geographic	5.3	97
Radio Programs	%	Index
<i>Weekly reach</i>		
Top 40	21.6	91
News/Talk	21.5	94
Today's Country	20.7	163
Adult Contemporary	18.8	106
Hot Adult Contemporary	18.6	102

### Websites Visited

% who visited, Past month

	INDEX
Maps	57.97 105
Banking	53.59 103
Social network	52.28 98
News sites	42.47 99
Research products	40.19 100
Food/recipes	33.48 101
Product or service	26.96 94
Streaming TV	25.2 90
Health	23.84 97
Restaurant guides	22.72 105

All data indexed against the Ontario average; colours represent at least 10% above/below the benchmark.

Page 1

## Appendix D

Action	Key Result	Who	Timing	Status
<b>COMMUNITY COLLABORATION</b>				
1. Define the roles and responsibilities of key organizations that support tourism economic development particularly within and between municipalities.	A clear direction that will ensure the ongoing support of tourism activities. A collaborative understanding of when to lead, partner or support project initiatives.	Town of Georgina Georgina Tourism Business representatives (including each of the BIAs) Georgina Chamber of Commerce Georgina Chamber of Commerce	Short Term	Tourism has been enshrined in the Town's ED & Corporate Strategic Plans. KPI's as undertaken by GCC in support of their Town funding define roles of the key Tourism overseers Town & GCC.
2. Establish formal Tourism Committee.	Tourism Committees form the critical link between the Towns and the tourism business operators who can work together to encourage economic development in the tourism sector.	Town of Georgina Georgina Tourism Businesses (with reps from each of the BIAs) Georgina Chamber of Commerce	Short Term	A tourism committee has been active for over two years and includes both town and GCC members as well as some key stakeholders including CCT as an ad hoc member.
3. Define desired annual tourism activities and create budget for development and promotion.	Ensure ongoing commitment of tourism activities that allows the tourism industry partners to plan for the next 3 years. Avoids duplication.	Town of Georgina Georgina Chamber of Commerce	Short Term	An annual budgeting process is in place and for the most part they are town funds with some GCC investment and funds derived from events.
4. Meet twice annually with Central Counties tourism to review grass roots activities and strategize opportunities to align and influence CCT programs (experience development & marketing).	Leverage CCT's product/experience development and marketing funds and increase reach through pan regional opportunities	Town of Georgina Tourism Committee Central Counties Tourism	Short Term - identify Medium term - implement	As noted CCT have an ad hoc place on the Tourism Committee therefore are in the loop. However, there is definitely room for more engagement.
<b>COMPLETE A FULSOME TOURISM INVENTORY</b>				
5. Complete an inventory of all tourism assets and festival and events.	A detailed listing that can be used to communicate with tourism businesses to engage them in development opportunities.	Determine who can carry this out in 2015 (could be completed by a summer student via government grant) Possibly led by Georgina Chamber of Commerce	Short Term	An inventory of all assets and festivals and events is in place.
6. Ensure a robust listing of tourism assets		Town of Georgina		Between the Town and Chamber websites
<b>ENGAGE, INSPIRE AND EQUIP TOURISM PARTNERS</b>				
7. Provide ongoing training to tourism operators, organizations and associations on how to use Destination Ontario (formerly OTMPC) & Destination Canada (formerly CTC) research to develop tourism experiences and invest in marketing that is aligned with the values and expectations.	Operators will understand visitor profiles and how to benefit from using this information in their product development and marketing activities.	Town of Georgina/Tourism Committee Georgina Tourism Businesses Central Counties Tourism	Short Term - initiate	We have provided one to two on how to engage and leverage Tourism, organize a successful event annually, some using internal resources and other using CCT.
8. Initiate an Experience Development pilot program (Ice Fishing in Georgina) to be validated with Tourism Committee when formed.	New experiences to take to market in 2016.	Town of Georgina/Tourism Committee Targeted Georgina Tourism Businesses Central Counties Tourism	Short Term – workshops Medium Term – market ready	An annual ice fishing derby (Family Day Weekend) has been established sponsored by Canadian Tire has run successfully for three years. Key priority is to get other such events launched.
<b>MAKE IT EASY FOR VISITORS</b>				
9. Expand the current community gateway signage to include way-finding to the areas' attractions. A needs assessment can determine the best location for additional signage.	Improves visitor experience and heightens awareness of what there is to experience in the area.	Town of Georgina Communicate with York Region re: Regional signs on Regional roads	Medium Term – strategy Long Term – completion of signage	This has been a slow process due to budget and approvals new wayfinding signage began in 2018 and is expanding annually.
10. Provide front line hospitality employees with local ambassador training that provides them with a robust understanding of Georgina's assets.	Improves visitor experience and allows businesses to cross promote.	Town of Georgina Georgina Tourism Businesses (with reps from each of the BIAs) Georgina Chamber of Commerce	Medium Term	Very limited progress in this area needs much more focus
11. Ensure distribution of tourism information and on-going communication about things to see and do the local community. Host a "Celebrate Georgina" event.	Encourages residents and their visiting friends and relatives to explore the area.	Georgina Tourism Businesses (with reps from each of the BIAs) Georgina Chamber of Commerce	Medium Term	Georgina's Tourism Guide "Discover Georgina" has been updated and widely distributed across the province. Additionally a new publication "Spectator Magazine" has been developed and is available at events like sports tournaments to direct visitors to local places to stay, eat and shop.
12. Produce a map of tourism assets that can be used to assist visitors who are already in the area. Distribute to all incoming sports groups.	A practical tool for residents and visitors while they are in the area to encourage additional spending in tourism businesses.	Town of Georgina/Tourism Committee	Medium Term	There have been several iterations of maps introduced over the past few years each of he BIA promotional material incorporate maps.

## PROMOTE YOUR UNIQUENESS

13. Expand online presence (website and social media).	Effectively leverage the Experience York Region (formerly Yorkscene) website. Create local web presence that targets visitors and aims to promote and service the tourism market.	Town of Georgina in collaboration with York Region.	Medium Term	Significant work has been done on websites and tourism presence been branded "Discover Georgina" Social media is now being actively managed.
14. Review current marketing images, texts and videos to determine gaps with existing products to ensure a match with the targeted visitor profiles.	Identify where investment is needed to harmonize and enhance communications and promotions around the ideal guest profiles.	Town of Georgina/Tourism Committee Georgina Tourism Businesses Central Counties Tourism	Short Term (follows action 7)	Not where we would like to be but got behind website development, rebranding and so forth.
15. Identify and empower local story tellers and effectively use blogs to engage potential visitors and share with them the uniqueness of Georgina.	The stories act as a behind the scenes look from the lens of a trusted local and can create emotional connections with potential visitors.	Town of Georgina/Tourism Committee	Medium Term – identify  Long Term - leverage	Definitely not where we want to be but are comfortable that we will be there in the next year of two.

## Glossary

DMO - Destination Management Organization  
RTO – Regional Tourism Organization  
TIAO - Tourism Industry Association of Ontario  
TIAC – Tourism Industry Association of Canada  
MHSTC – Ministry of Heritage, Sport, Tourism and Culture Industries  
DeON – Destination Ontario

DC – Destination Canada  
CCT – Central Counties Tourism  
YDH – York, Durham, Headwaters  
VFR – Visiting Friends and Relatives  
EYR – Experience York Region  
YRAC – York Region Arts Council