



# Township of Uxbridge Tourism Results

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### Today's Objective:

*To provide a high level review of the 2021 Tourism results, reflecting on our progress against the goals of our 3-year Township Tourism Plan and where we are focussing for 2022.*

# 3-Year Tourism Plan (2020-2022)

Tourism is a socio-economic driver for Uxbridge.  
Our goal is to provide residents pride of place, fuel business prosperity, and provide visitors with a reason to come back again and again.

# Tourism Plan- Key Objectives

1. **Maintain, upgrade and enhance physical municipal infrastructure** to compliment the 'The Trail Capital of Canada' visitor experience and prepare for growth ✓
2. Support and enhance existing tourism assets/products to **drive additional visitation** ✓
3. Engage businesses/organizations and residents to collaborate and **embrace a visitor-centric approach** to strengthen the social infrastructure supporting tourism development ✓
4. Collaborate with tourism-related businesses/organizations to **collect visitor data** to provide a clear view of the number of visitors and quality of visits ✓

*In spite of pandemic challenges, Tourism has been able to achieve most of the goals set forth in the 3-year plan (See Appendix).*

# Accomplishment Highlights

2020	2021	2022- Plan
✓ New Library Welcome Centre	✓ Tourism Ambassador Forum	Anne and Maud Experience Launch- <i>In progress</i>
✓ Local Food & Beverage Trails / Leah & Tim Videos	✓ LM Montgomery Trail (Historic Podcast Tour)	Tourism Ambassador Program Training- <i>In progress</i>
✓ Trail Info Enhancements (website & Trail Forks App)	✓ Beer & Cider Trail Promotion	Local Food & Beverage Trail Promotion- <i>In progress</i>
✓ Historic Centre Wedding Video	✓ New Trail Map (Map & website advertising sales)	Group Tour Marketing- LMM Trail
✓ Covid Recovery Initiatives (Safe Travels Stamp)	✓ New Discover Uxbridge Visitor Guide	Trail Information Enhancements (website)
✓ Holiday Trail	✓ Tourism Ambassador Training	Trail Capital of Canada Marketing (merchandising Strategy)
	✓ Holiday Trail- enhanced	Holiday Trail

*As Tourism was the hardest hit sector in 2020 & 2021 our focus has been to promote our businesses/organizations through covid-safe experiences.*

# 2020 Local Food and Beverage Trails

## Program Highlights

- Three New Local Food & Beverage Trails on DiscoverUxbridge.ca
  - Culinary Trail, Beer & Cider Trail, Farm Trail (13 restaurants/eateries, 3 brew and cider houses & 8 local farms/farmers market)
- Three Promotional Videos with Celebrity Ambassadors
- Featured in Destination Ontario Fall Campaign - Reach of 317,555 and 9805 clicks for full program
- 30-40% of website users from 40+km away.

## LOCAL FOOD AND BEVERAGE TRAILS



As Trail Capital of Canada, Uxbridge is not only known for its incredible trails, but also its lively après trail scene with gathering spots to enjoy locally crafted beer and cider, and culinary stops to enjoy farm-fresh foods.

Uxbridge was a farming community rich in history. Years later, farms are still cultivating the land, growing hops and heritage apples to produce locally brewed beer and cider. Discover the local food and beverage scene along the [Beer and Cider Trail](#), and try locally sourced foods along the [Farm Trail](#).

## Instagram





# Holiday Trail

The Holiday Trail is a marketing promotion to cross-promote the Fantasy of Lights, Holiday Trains & other holiday events and drive traffic downtown for shopping and dining.

## 2021 Program

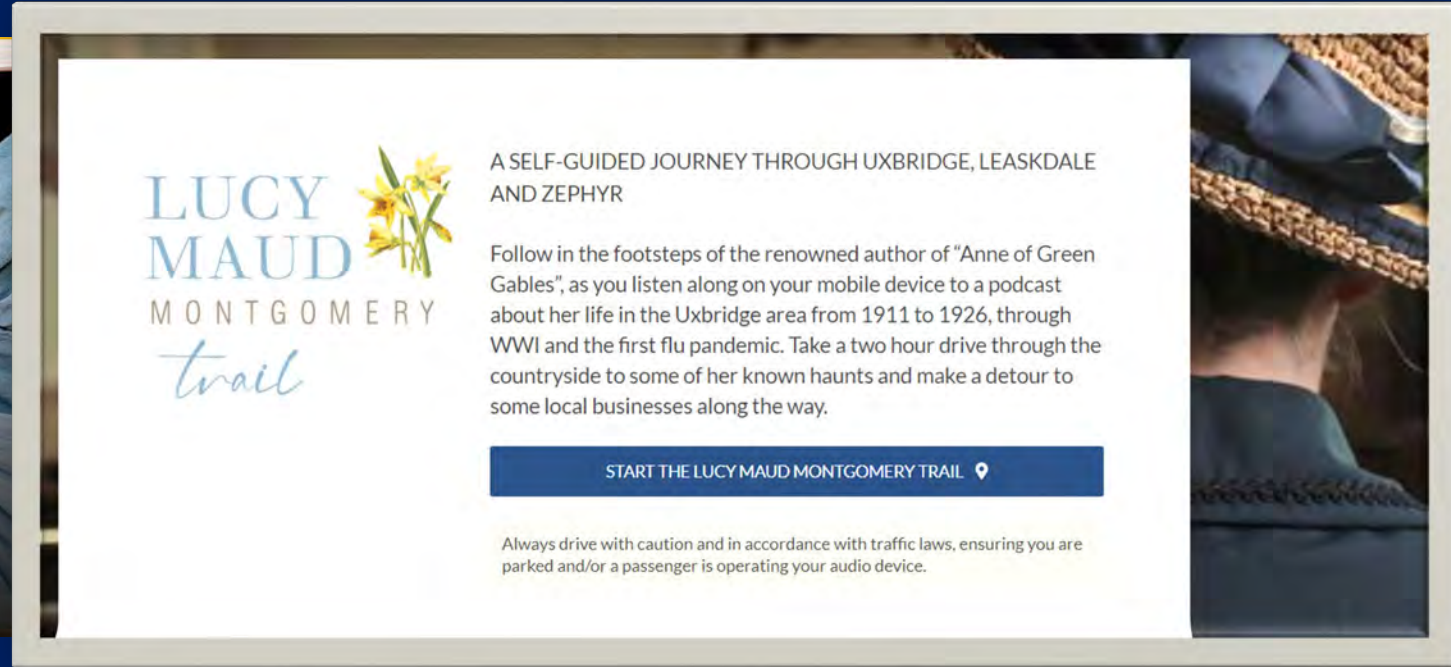
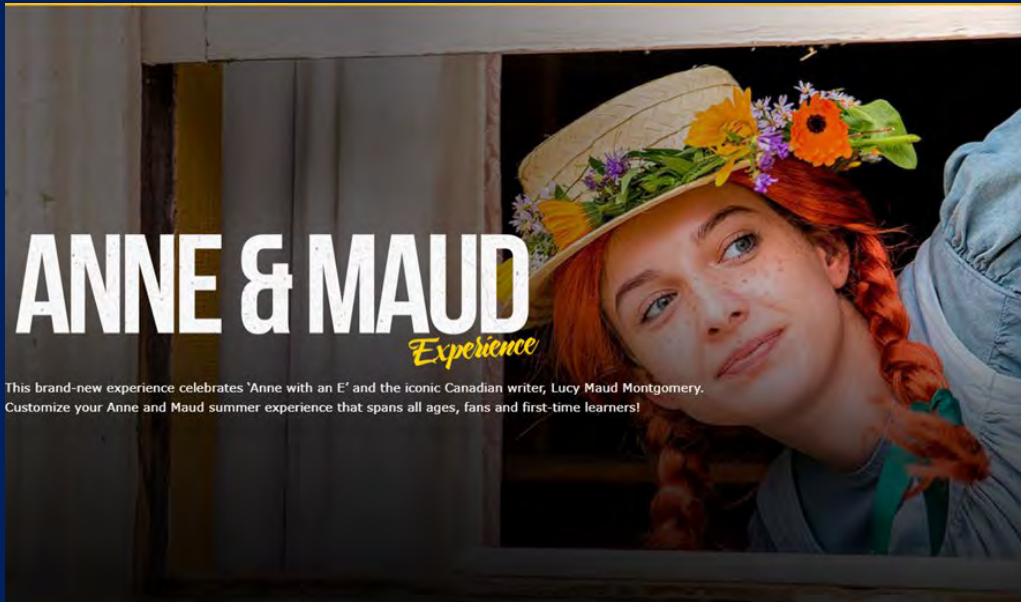
- 21 Businesses (up from 13 in 2020)
  - 16 Decorated Windows & 5 Restaurants
- New Toonie Trail
- New Strolling Characters & Buskers
- New Firepit at Tourism Trailer

## Results

- 90% of businesses said it helped promote their business and would participate again
- Tourist Visits to downtown & Elgin Park increased by 9% from 2020 with an economic impact of \$1.45M (See Appendix)



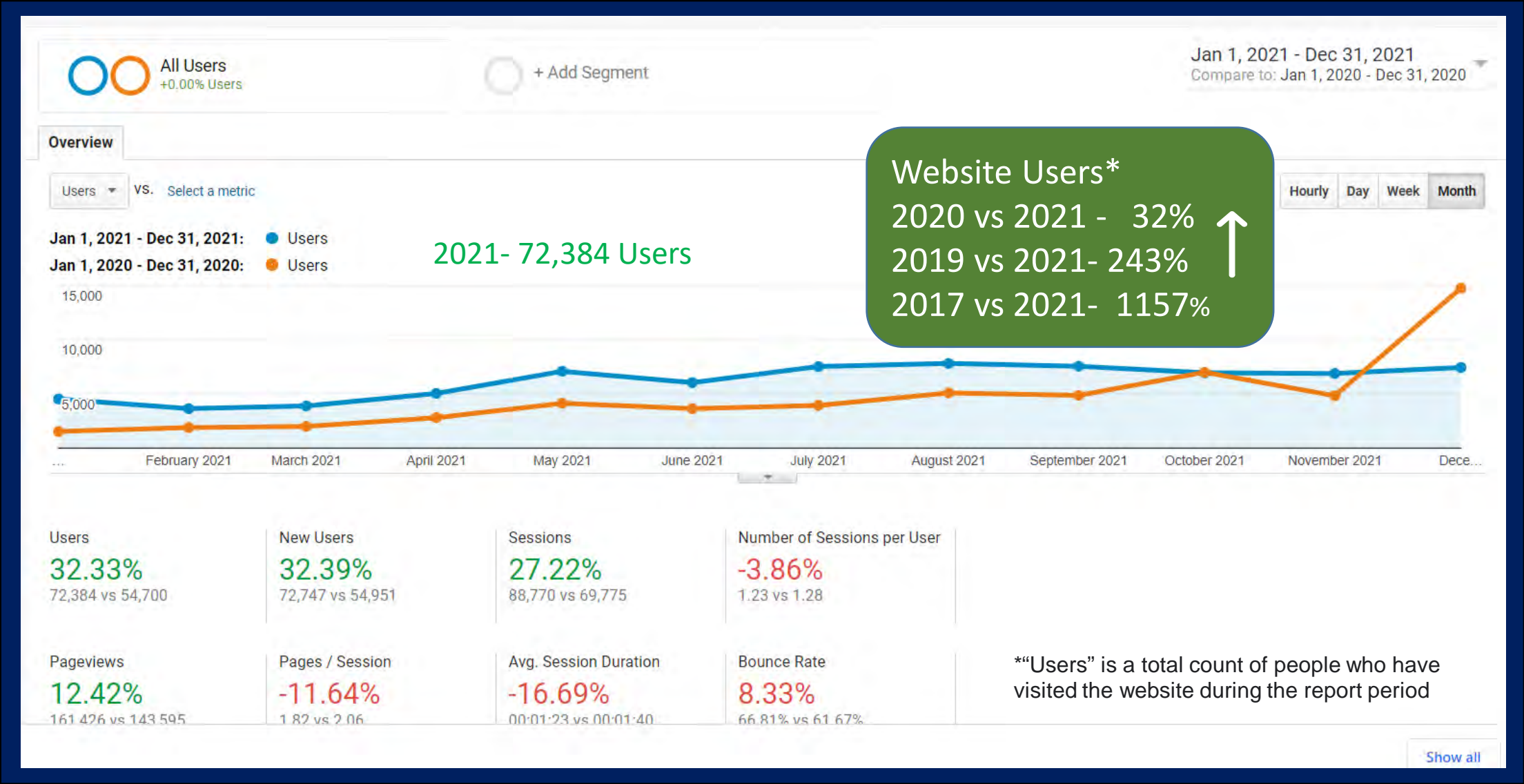
# Anne and Maud Experience and the Lucy Maud Montgomery Trail



- Launched in August 2021
- Anne and Maud Experience is led by Pickering Museum Village (PMV) with support of Central Counties Tourism
- LMM Trail podcast tour developed by Uxbridge with in-kind support from Central Counties Tourism
- 9 Uxbridge Historic Tourism sites & businesses participating along on the LMM Trail
- Open Doors Launch Event – June 12, 2022
- Consultant to be engaged in 2022 for strategy development
- Uxbridge received \$10K from PMV for banners/signage/ marketing
- PMV received \$305K in grants from the Government of Canada, Canada Cultural Investment Fund, and Province of Ontario's Reconnection Grant



# Website Traffic- DiscoverUxbridge.ca



*Website Traffic surpassed goals with a year-over-year growth of 32%, and 243% growth versus 2019 (pre-pandemic)*

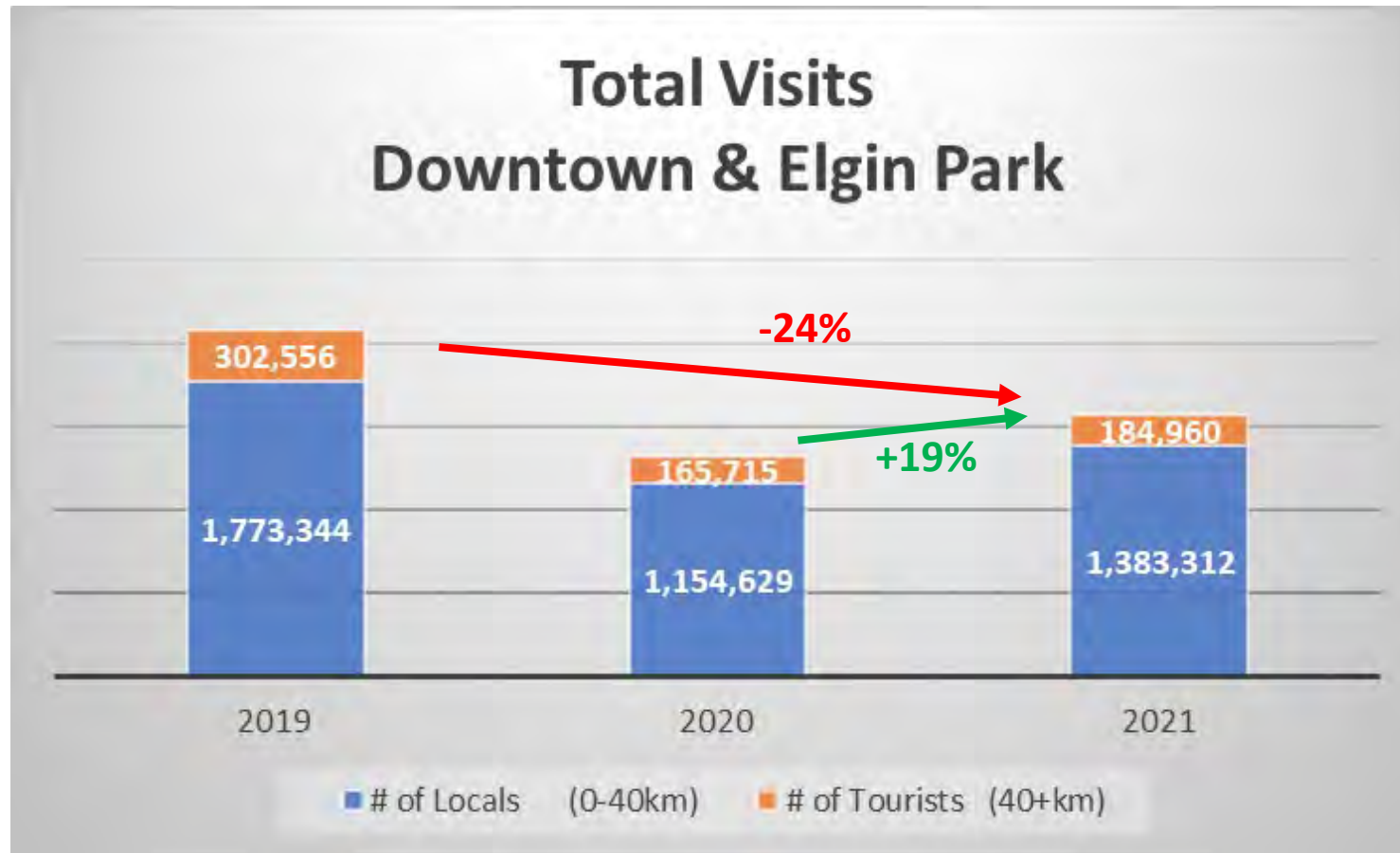
# Business Engagement

- New Tourism Businesses (eg: Cideries, Town Trolley Tours)
- New Trail-related businesses (Cycle Solutions, Trail Hub)
- TCOC brand being adopted (Trail Capital Pharmacy, Trail Town Dental)
- “Trail” marketing being embraced (Beer & Cider Trail, Holiday Trail, LMM Trail)

*The market is embracing Uxbridge as a destination and leveraging the Trail Capital of Canada® branding*



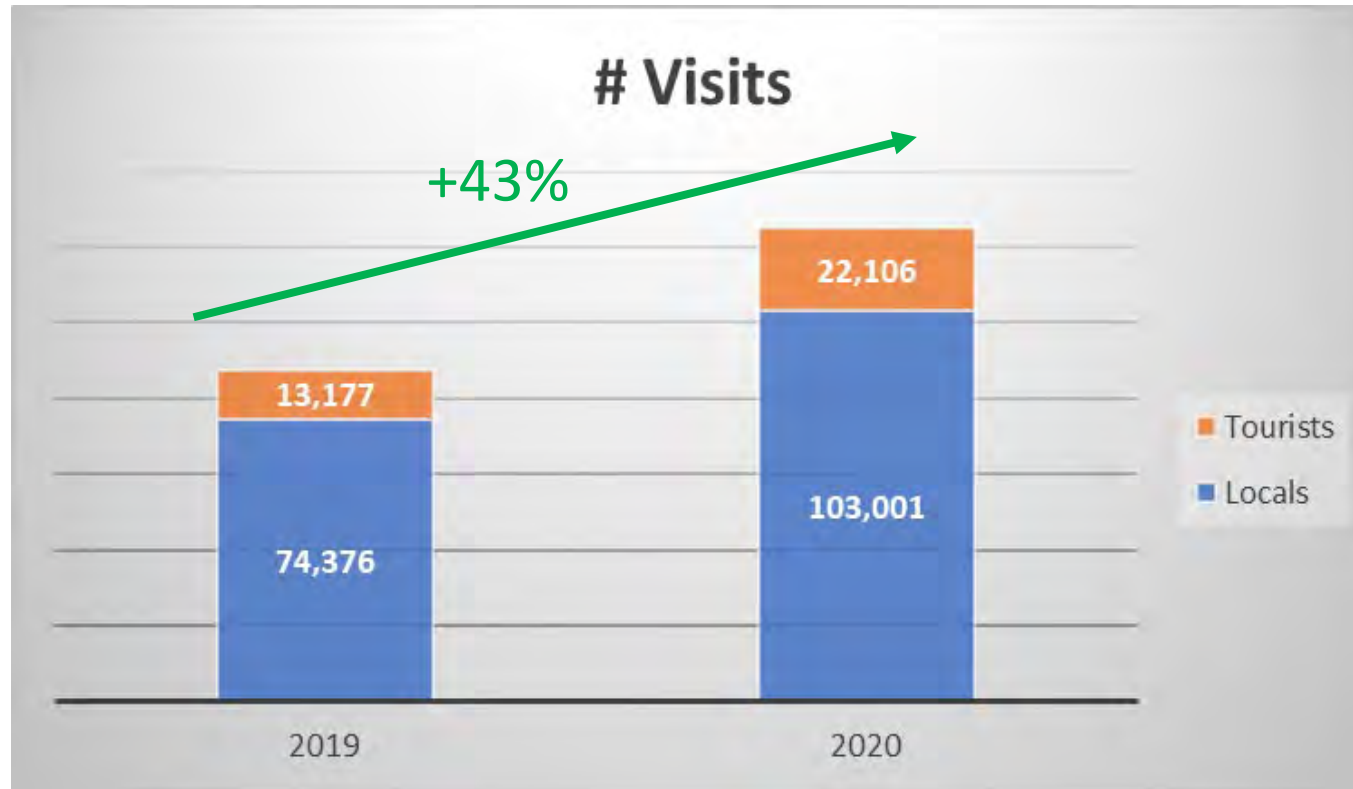
# Visitation- Downtown & Elgin Park



*Visitation started to rebound in 2021 with 184,960 tourist visits, which has an estimated economic impact of \$16.9 M\**

\*Treim Model- 100% same-day visits for 'any entertainment' in RTO6

# Visitation- Durham Forest Trails



Geofenced Areas- Durham Forest trail parking areas.

Tourist = An individual who has travelled from 40+km away.

*Trail visits increased by 43% to 22,106 tourist visits in 2020 with an estimated economic impact of \$1,082,748.\* (jobs, direct GDP Impact)*

\*Treim Model –100% domestic same-day visits to a park in RT06

# 2021 Tourism Investment

**Town Budget for Marketing**  
**\$7.2K**

**Funds Available to Invest in Marketing**  
**\$21K**

**Economic Impact for Town**  
**\$18M\*\***

## 2021 Township Budget

(Advertising/ Promotion/ Website/Equipment)

**\$7,200**

## 2021 Revenue

Advertising	\$6,975
Durham Tourism	\$4,500
Central Counties Tourism	\$7,000
Corporate Sponsorship	\$1,500
BIA	\$1,500
<b>Revenue</b>	<b>\$21,475</b>
Central Counties In-kind (est.)	\$15,000
<b>Revenue &amp; In-Kind</b>	<b>\$36,475</b>

## 2021 Visitation

	# Tourists*	Economic Impact (M)
Downtown (Includes Elgin Park & Train Station)	184,960	\$ 16.9
Durham Forest Trails (2020 Data)	22,106	\$ 1.1
	<b>207,066</b>	<b>\$18 Million</b>

\*From 40+km away

\*\*Calculated using Treim Model

*By investing in tourism, we have been able to secure significant incremental revenue to put towards Tourism resulting in an impact of up to \$18 M to fuel our economy.*



# Thank you to our Partners

Partnerships	Funding	Resourcing
<ul style="list-style-type: none"><li>• Local Businesses/ BIA</li><li>• Township (Trails/ Parks/Library/Downtown Revitalization etc.)</li><li>• Associations (DMBA, Optimist, Rotary, Lions etc)</li><li>• Historical Centre &amp; Society</li><li>• LMM Society</li><li>• Friends of the Foster</li><li>• Central Counties Tourism</li><li>• Durham Tourism</li><li>• Pickering Museum Village</li><li>• Etc.</li></ul>	<ul style="list-style-type: none"><li>• Township</li><li>• Central Counties Tourism</li><li>• Durham Tourism</li><li>• Ad Revenue</li><li>• Business Partnership</li><li>• Sponsorship (Local Businesses/ BIA)</li></ul>	<ul style="list-style-type: none"><li>• Volunteers (Businesses/ organizations/ students)</li><li>• Tourism Committee Members</li><li>• Council</li><li>• Staff</li></ul>

*The commitment of many partners has contributed to the success of Tourism.*

# Tourism in 2022

*Our focus is to continue to accomplish the goals set forth in the 3-year Tourism Plan, while supporting our tourism businesses/organizations as they recover from the pandemic.*

- \$ 27K of partnership funding has been secured by the Tourism Committee for 2022.
- Many of our local businesses and organizations have applied for Federal Tourism Relief Funding, designed to help the industry recover, and we look forward to a formal announcement about this soon.



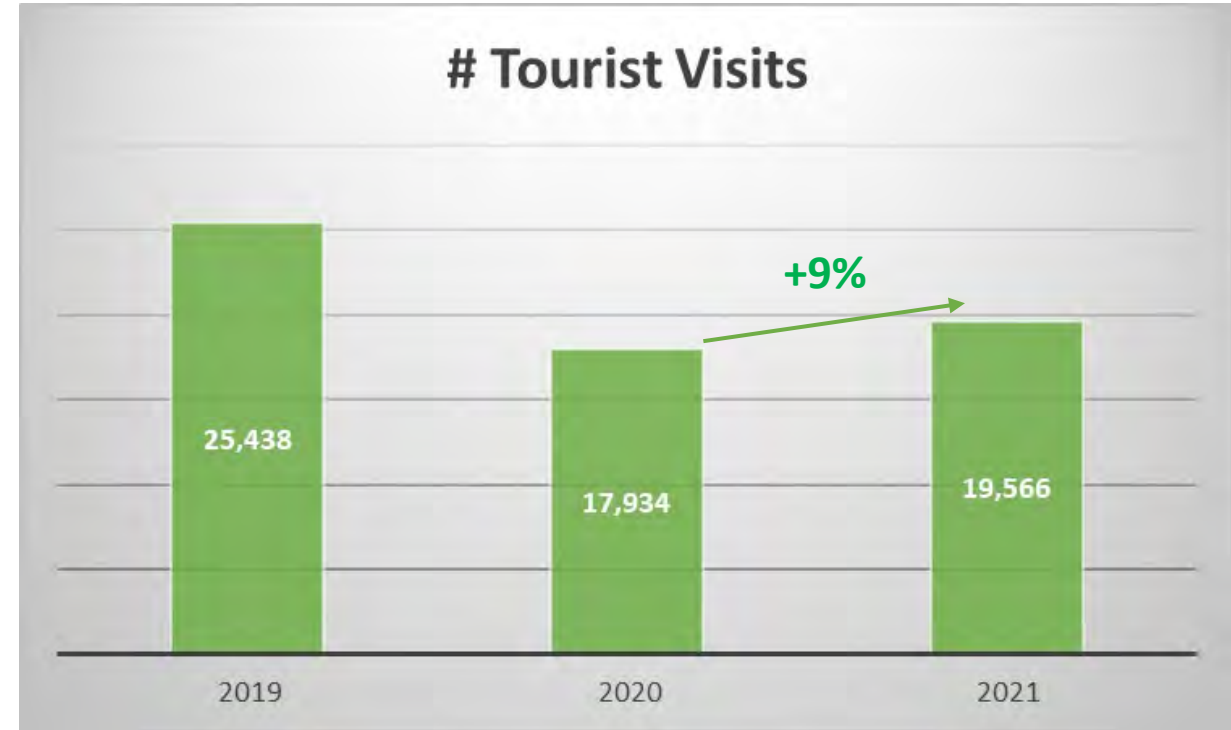
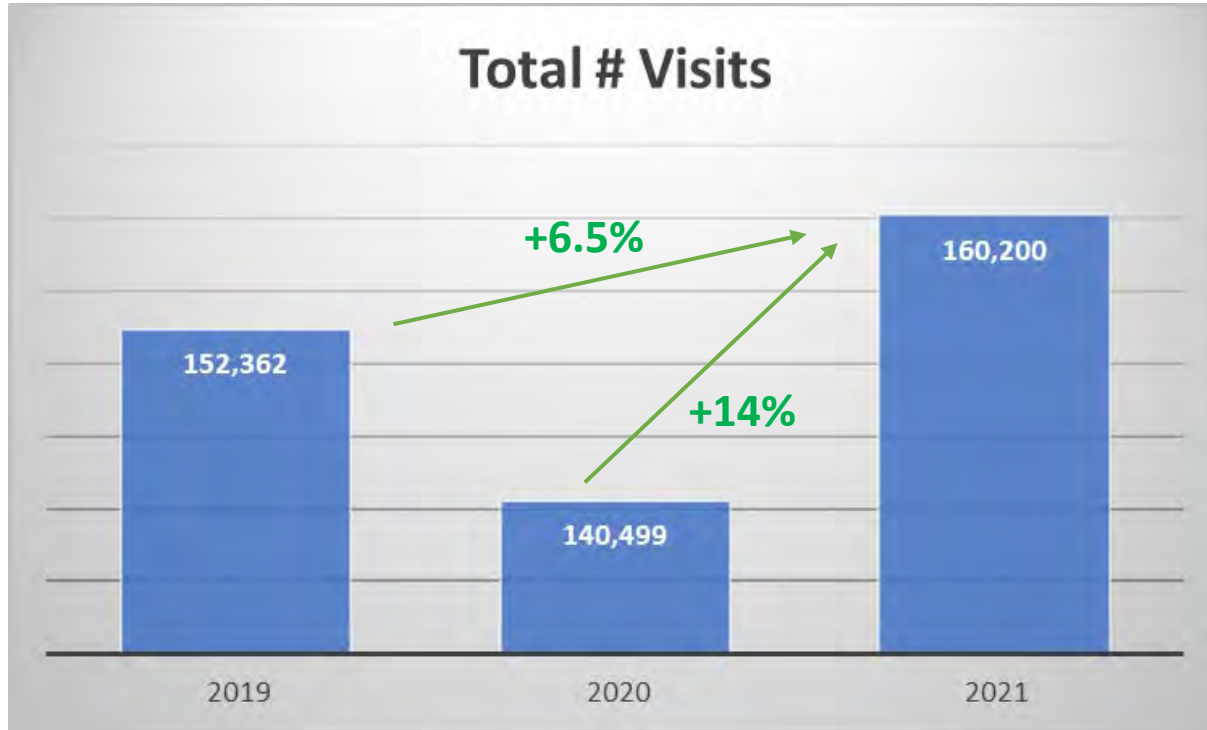
*We are looking forward to an incredible 2022! Thank you all for being Ambassadors of our great town!*

Thank you

# Appendix

1. Visitation and Economic Impact- December 2022
2. Three Year Tourism Plan Detail

# Year-over-Year Visitation- December 2022

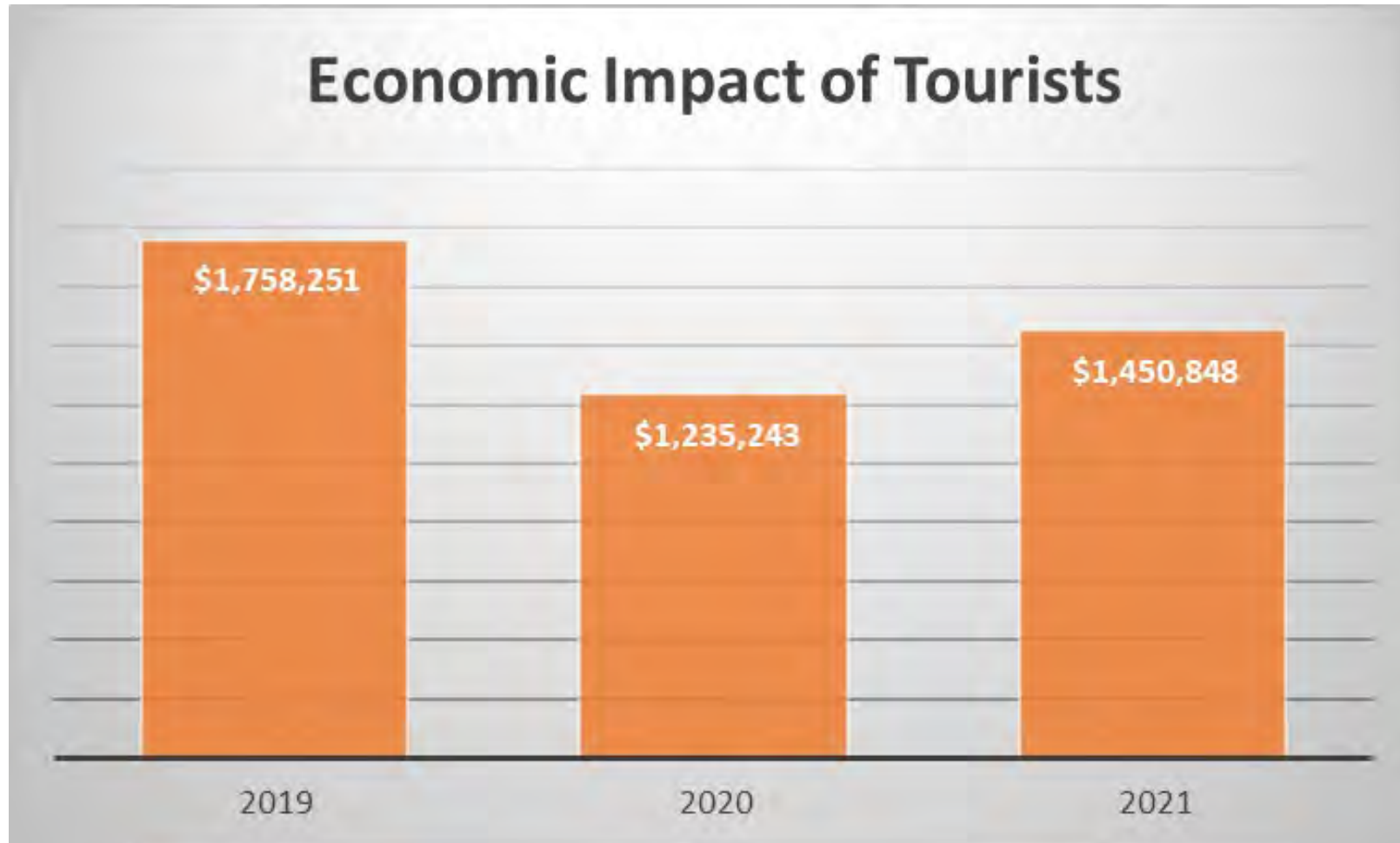


Tourists = Those who travel from 40+ km away.

December visitation to the Downtown & Elgin Park rebounded in 2021 with an significant increase likely due to local shopping & holiday events (Fantasy of Lights, Holiday Trains, Holiday Trail and local shopping).



# Economic Impact - December 2021



2021 rebound resulted in an economic impact of \$1.45 M from Tourist Visits.\*

\*Treim Model, Tourist= from 40+km away

# Tourism Plan- Detail

# Objective One

Maintain, upgrade and enhance physical municipal infrastructure to compliment the ‘The Trail Capital of Canada’ visitor experience and prepare for growth

Action Item	Description	Detail
1. Provide consultation and support for future infrastructure projects	Ensure the Downtown Revitalization Project includes the “voice of tourism” i.e. a tourism representative	✓ 2 Tourism Reps added
	Explore the opportunity for a downtown trailhead	<input type="checkbox"/> Designate Trailhead Work Group <input type="checkbox"/> Host Exploratory Meeting <input checked="" type="checkbox"/> Explore grant opportunities
2. Support the development of accommodation facilities	Work with related stakeholders to develop an approach to address the lack of accommodation	<input type="checkbox"/> Deliver barrier/opportunity Report <input checked="" type="checkbox"/> Explore ability to promote AirbnBs
	Communicate near-by North Durham accommodations to our visitors	<input type="checkbox"/> Add to website <input type="checkbox"/> Develop North Durham Destination Mktg with all accommodation options
3. Ensure adequate public parking for visitors	Address the downtown parking issue for visitors and evaluate parking opportunities at Trail Heads i.e. Durham Forest, Trestle Bridge	<input checked="" type="checkbox"/> Task Force established <input checked="" type="checkbox"/> Pay for Parking – Trailheads <input type="checkbox"/> Address Downtown Event Parking Issue
4. Ensure adequate public toilets for visitors	Explore options for downtown lack of after-hours public toilets and evaluate lack of public toilets at trail heads and downtown	<input checked="" type="checkbox"/> Library added as Tourism Ambassador <input checked="" type="checkbox"/> Assess feasibility of downtown restrooms <input checked="" type="checkbox"/> Winterize Elgin Park restrooms <input checked="" type="checkbox"/> Explore grant opportunities
5. Align with the 2019 Vibrant North Durham Plan	Draft actions to be reviewed when the Vibrant North Durham Economic Development Plan is published	▪ On hold

# Objective Two

Support and enhance existing tourism assets/products to drive additional visitation

Action Item	Description	Detail
6. Build travel trade group tourism experiences	Develop and pilot test 1-2 group travel itineraries. Identify Tourism Stakeholders who can accommodate group experiences and have a story to tell.	✓ Launch a test for new group experiences
7. Own and leverage the established "Trail Capital of Canada" (TCOC) brand	Collaborate with the Uxbridge Trail Committee on a TCOC Master Plan	▪ On hold
	Engage the community with the TCOC brand, and wordmark 'Discover Uxbridge'. Involve the BIA, business community, and residents to feel a part of the TCOC brand. Focus Marketing on promoting the Trail Capital of Canada.	<ul style="list-style-type: none"> <li>✓ Launch of new "Trails" to cross-promote businesses to trail users (Food &amp; Beverage Trails, Holiday Trail)</li> <li>✓ Add Foodie, Art Trail Experiences to New Trail Map</li> <li>✓ Develop 2-3 stories about the Trail Capital of Canada</li> <li>❑ Trail Merchandise Program - 2022</li> </ul>
8. Engage the business community to collaborate to develop and promote new multi-product experiences	Collaborate with the North Durham Tourism on regionally aligned projects	✓ Durham Shop Local
	Develop and promote multi-product experiences and nurture collaboration between businesses.	<ul style="list-style-type: none"> <li>✓ Holiday Trail (Fantasy of Lights, Shopping, Dining etc)</li> <li>✓ Distribute regular Tourism Business Updates</li> <li>✓ Host Annual Tourism Stakeholder Meeting</li> <li>✓ Launch multi-product trail experiences (LMM Historic Trail)</li> </ul>
	Continue to provide four-season destination information for attractions and events.	<ul style="list-style-type: none"> <li>✓ Achieve a 10% lift in website traffic and social media results</li> <li>✓ Attend Events with Tourism Trailer</li> </ul>
	Expand the network to sector associations i.e. Ontario by Bike, Durham Farm Fresh, Toronto-Algonquin Greenway, LMM Society	✓ Committee members provide updates to TAC- Ongoing

# Objective Two – cont'd

Support and enhance existing tourism assets/products to drive additional visitation

Action Item	Description	Detail
8. Engage the business community to collaborate to develop and promote new multi-product experiences	Continue to market Trail, Cultural, Sport, Event, and Agri-Tourism assets and enhance the visitor experience for the leisure market	<b>Trails</b> <ul style="list-style-type: none"> <li>✓ Publish New Updated Trail Map</li> <li>✓ Add Uxbridge Trails to Trail Apps (Trail Forks)</li> <li>✓ Enhance Trail Information (website)- ongoing</li> <li><input type="checkbox"/> Activity-Led Trail Marketing (website)- 2022</li> <li><input type="checkbox"/> Develop Visitor Experiences e.g with Bike Outfitter</li> </ul>
		<b>Agri-tourism</b> <ul style="list-style-type: none"> <li>✓ Launch Culinary, Beer &amp; Cider and Farm Trails</li> <li>✓ New Local Food Promotional Videos</li> <li>✓ Host Annual Local Food Month Celebration</li> <li>✓ Gates Open- work with Durham Farm Fresh and Durham Region re: Uxbridge participation</li> </ul>
		<b>Cultural Tourism</b> <ul style="list-style-type: none"> <li>✓ Promote Trip Idea for Art Enthusiasts (Studio Tour)</li> <li>✓ Publish 1-2 new Historical content articles/ itineraries (LMM)</li> </ul>
		<b>Eco Tourism</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Build an eco-tourism itinerary on website</li> </ul>
		<b>Sport Tourism</b> <ul style="list-style-type: none"> <li>✓ Ongoing promotion of sports and sporting events</li> <li>✓ Build infrastructure to support sport tourism events (Fields of Uxbridge/Pump park)</li> </ul>



# Objective Three

Engage businesses/organizations and residents to collaborate and embrace a visitor-centric approach to strengthen the social infrastructure supporting tourism development

Action Item	Description	Detail
9. Support tourism stakeholders in tourism readiness	Partner with BIA and engage stakeholders to elevate the customer experience and extend the length of time of visitors' stays. Eg: Sunday Shopping or late night shopping	<ul style="list-style-type: none"> <li>✓ Local Food Month</li> <li>✓ Holiday Trail</li> </ul>
	Develop new marketing programming to help drive traffic downtown or extend our visitors' length of stay	<ul style="list-style-type: none"> <li>✓ Local Food Trails, Holiday Trail, LMM Trail</li> </ul>
10. Re-establish and enhance the Uxbridge Tourism Ambassador Program recognizing that residents and businesses are key brand advocates	Deepen engagement of Tourism Ambassadors (volunteers and businesses) Example: Enhance Ambassador intake, training, and recognition	<ul style="list-style-type: none"> <li>✓ Add Library as a Tourism Ambassador/Welcome Centre</li> <li>✓ Add Ambassadors to Tourism Business Updates</li> <li>✓ Apply for Grant for Summer Student</li> <li>✓ Host Tourism Ambassador Training- <i>In Progress</i></li> <li>✓ Engage organizations to host link to DiscoverUxbridge site</li> <li>✓ Solicit new Ambassadors- <i>Ongoing</i></li> </ul>

# Objective Four

Collaborate with tourism-related businesses/organizations to collect visitor data to provide a clear view of the number of visitors and quality of visits.

Action Item	Description	Details
11. Provide visitor insights to measure the number of visitors and customer experience	<p>Set criteria and implement a method for collecting visitor data from key tourism stakeholders, including collecting evidence of</p> <ol style="list-style-type: none"><li>1) Visitor origin</li><li>2) Return visits</li><li>3) Visitor satisfaction</li></ol>	<div><div>✓</div><div>Engage 6 Stakeholders to collect visitor data</div><div><div>✓</div> Music Hall</div><div><div>✓</div> Studio Tour</div><div><div>✓</div> Library</div><div><div>✓</div> Trails</div><div><div>✓</div> Historical Centre</div><div><div>✓</div> Thomas Foster Memorial</div><div><div>✓</div> Lucy Maud Montgomery Society</div></div>

❑

Collect 100 exit surveys annually (impacted due to Covid)