



**Durham Tourism Strategic Action Plan**  
Planning and Economic Development Committee  
September 3, 2024



## Why Tourism Matters

- \$1.4B in Municipal tax revenue in Ontario
- Visitors create major economic impact to locally owned business.
- ~20% of visitors to our downtowns are from outside Durham Region.

## Why Tourism Matters

- High rate of job creation for young people aged 15–24.
- 56% of tourism jobs in Canada are in rural areas.
- 5.2% of all jobs in Ontario





## **Why Tourism Matters**

- Businesses—like restaurants, destination shops, those offering outdoor adventures, and live music venues—help to strengthen Durham’s cultural identity.

A young girl with curly hair, wearing a pink knit hat and a light-colored puffer jacket, is looking at a box of pastries. A woman with long dark hair, wearing a black scarf and a light-colored jacket, is smiling and pointing at the pastries. The box is yellow with a pattern of white circular designs. The background is slightly blurred, showing what appears to be a bakery or a food stall with shelves of pastries.

## Why Tourism Matters

- Ensuring Durham is magnetic improves our ability to attract trade, talent, and tourists.

## Why Tourism Matters

- Tourism sector development and visitor attraction creates jobs, builds our economy, and also makes Durham a great place to live.

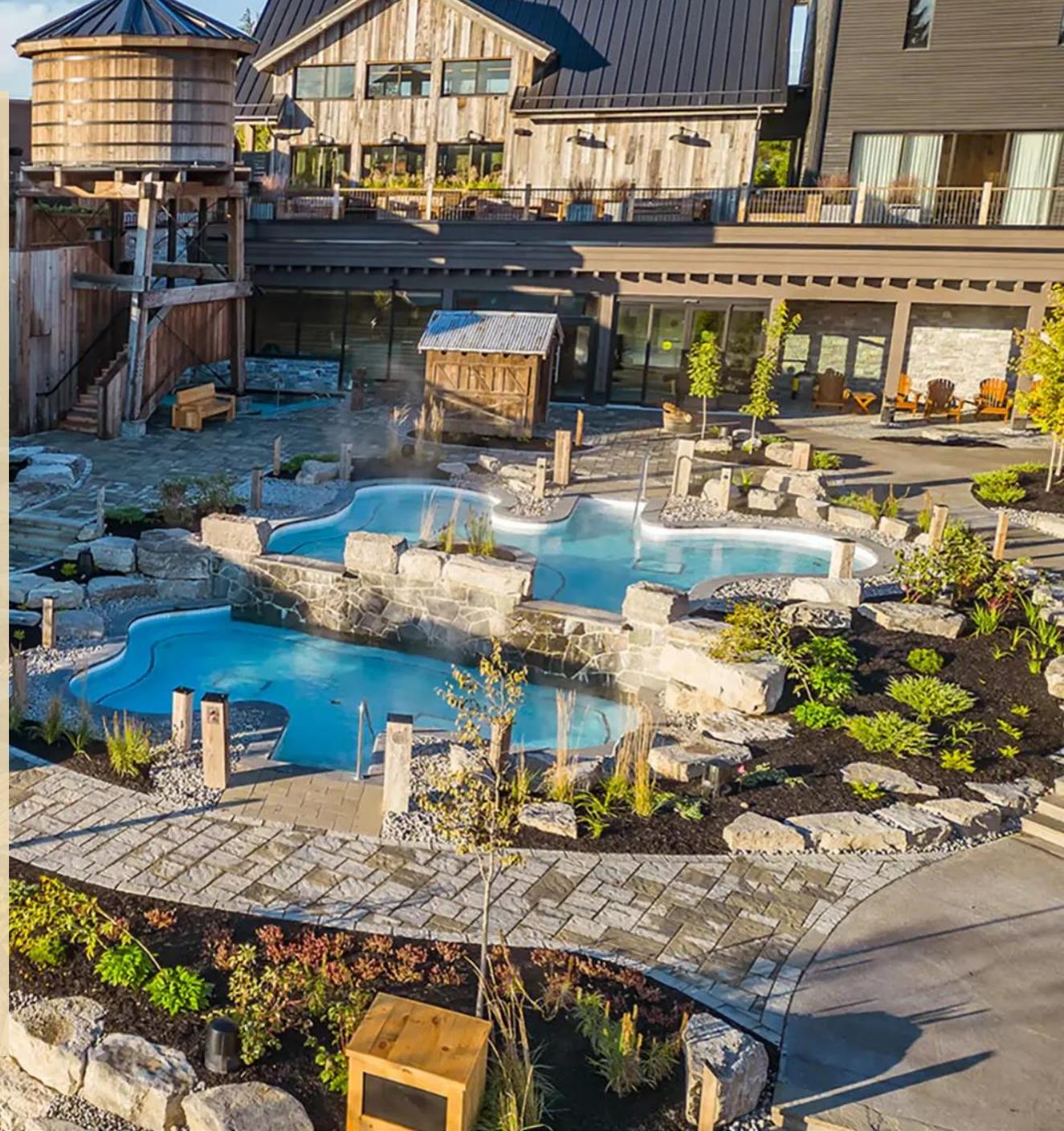


## **Ready Set Future's vision statement:**

Durham's distinct cultural identity—and its vibrant and diverse downtowns—will be magnets for talent and investment, and the region's innovation community will be known for solving global challenges.

## **Five Sub-Plans**

- ✓ Growing North Durham
- ✓ Growing Agri-Food Durham
- ✓ Marketing Action Plan
- Durham Tourism Action Plan
- Investment Attraction Plan



# Journey to the plan

- A year-long consultation with over 80 community partners for the development of Ready Set Future
- Durham Tourism rebrand, which started in 2019 and reached approval in 2020
- 2021 Durham Tourism industry survey
- 2023 Central Counties Tourism industry survey
- Consultative process with Central Counties Tourism
- Review of all 8 Community Tourism Plans across Durham Region as well as visits to Tourism Advisory Committees
- Plan drafted and designed in-house





## Key Tourism Segments

- Culinary Tourism
- Creative Industries
- Agri-Tourism
- Downtowns
- Sport Tourism
- Outdoor Tourism



# Special Sections



## **Vision**

Durham Region is known as the most authentic and memorable nearby destination for residents of the Greater Toronto Area.

## **Mission**

Durham Tourism will strengthen awareness of Durham Region as a desirable destination for visitors, repeat guests, and tourism businesses. We will undertake activities that support, promote, and enable tourism experiences, offerings, and businesses. These actions will enhance Durham's brand identity, increase local spending, build an interconnected quality of place, and achieve broader economic development goals for the regional economy.

# Goals

- 1. Urban excitement and country charm:** Build the Durham Tourism brand by promoting attractions and experiences that align with brand principles.
- 2. Strengthen quality of place:** Undertake activities that improve Durham's quality of place metrics and prioritize experiences that instill fond memories and deepen connections to local community.
- 3. Champion inclusive tourism:** Pursue tourism initiatives which are diverse, accessible and inclusive.
- 4. Drive prosperity through local love:** Prioritize activities with high potential to drive spending to locally owned and operated businesses and increase overnight stays.
- 5. Achieve broader economic development goals:** Leverage tourism industry development activities to attract a talented workforce, retain new graduates, and improve investment readiness.



# Thank you!

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