

Durham Relocation Guide and Discovery Guide

Update to:

Community Growth and Economic Development Committee

September 2, 2025

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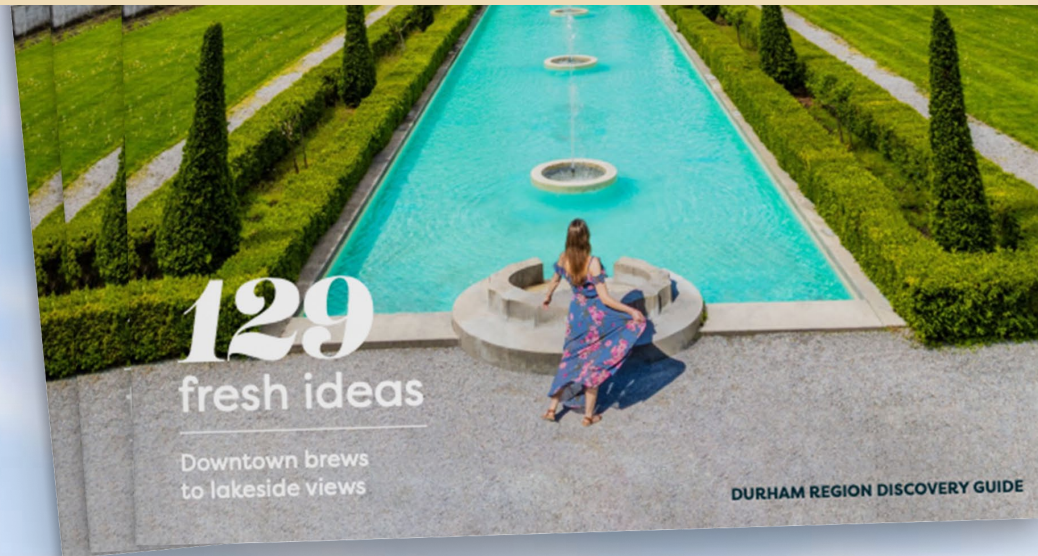
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Discovery Guide 2025/26



Durham Tourism Strategic Action Plan

Goal 4.1

Build the brand of urban excitement and country charm.

4.1.4

Develop a modern and bold concept that uses striking photography to convey Durham's scenic urban and rural destinations, visually immersing readers in Durham's experiential offerings.





Get in on the good vibes.
Keep your calendar full with this lineup of music, arts and culture festivals.

<input checked="" type="checkbox"/> Springtide Music Festival, Uxbridge	<input type="checkbox"/> Home Sweet Home Festival, Whitby
<input type="checkbox"/> Convergence Music & Art Festival, Oshawa	<input type="checkbox"/> Fiesta Week Street Festival, Oshawa
<input type="checkbox"/> Durham Region International Film Festival	<input type="checkbox"/> Winding Roads Music Festival, Port Perry
<input type="checkbox"/> Pickering Village Jam Fest, Ajax	<input type="checkbox"/> Artfest, Pickering
<input type="checkbox"/> Mississaugas of Scugog Island First Nation Powwow	<input type="checkbox"/> North Durham Pride

14 Explore more at DurhamTourism.ca/events

"Best day ever!" - your kids
Honour your inner child by chasing thrills at these attractions.

<input checked="" type="checkbox"/> NEB's Fun World, Oshawa	<input type="checkbox"/> Flying Squirrel, Whitby
<input type="checkbox"/> Volt Raceway, Bowmanville	<input type="checkbox"/> Treetop Eco-Adventure Park, Oshawa
<input type="checkbox"/> Archers Battleground, Pickering	<input type="checkbox"/> Durham Escape Rooms, Whitby
<input type="checkbox"/> 9-Bit Boons, Whitby	<input type="checkbox"/> Fly Indoor Skydiving, Whitby
<input type="checkbox"/> Joey's World Playground, Clarington	<input type="checkbox"/> Ajax Rock Oasis

15 Explore more at DurhamTourism.ca/entertainment

Design

- Developed in-house with a striking, photography-based and industry leading design that builds on the success of the last Discovery Guide edition.
- Available as a printed magazine and digital flipbook online at **DurhamTourism.ca/discover**.
- Includes 129 fresh ideas for adventures across Durham Region's eight municipalities.



Distribution

Over 100,000 guides will be distributed to trusted partners and homes across Ontario.

- Toronto Life
- Maclean's
- Chatelaine
- Toronto Star
- Travel centres and hotels
- Local events and businesses

Advertising

Seasonal advertising campaign throughout 2025-26.

Print placements:

- Food and Drink magazine
- Translated ads
- Metroland
- Publications



Advertising

Shared online across a variety of digital marketing channels:

- Social Media Ad Campaign
- Influencer Marketing
- Metroland
- Narcity Toronto
- BlogTO
- Podcasts (Spotify, Apple Music)



Thank you!

DurhamTourism.ca • @DurhamTourism



**Durham
Tourism**