

STOUFFVILLE VISITOR PLAN

2025 – 2028



Stouffville



CENTRAL COUNTIES TOURISM

Land Acknowledgement

The Town of Whitchurch-Stouffville acknowledges this land is the treaty territory of the Williams Nations. It is also the traditional territory of other Anishinaabeg peoples, the Wendat, and the Haudenosaunee. We also recognize the contributions of all Indigenous peoples to this place and commit to a continued dialogue and greater respect for the land we have come to share. This recognition of the contributions and historic importance of Indigenous peoples must also be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our community.

Foreword

A Message from Central Counties Tourism

Facilitating the 2025 – 2028 Stouffville Visitor Plan was an incredible experience. It was evident through the process that the working group understood the community, its assets and the current gaps that are hindering the growth of the visitor economy.

Stouffville already has several assets that are driving large amounts of visitation and what is missing is the connection between those assets and other great things to see and do in the municipality. Connecting the dots is a great starting point, providing instant results with minimal effort.

The working group recognized early on that all of the ideas they had to make Stouffville a place that people wanted to visit would also enhance the resident's quality of life. Often, council and municipal staff place growing the visitor economy so far down the priorities list, it is often an afterthought. Obviously, Stouffville is not one of the municipalities because they made the effort to complete a Visitor Plan.

However, when it comes to implementing the recommendations of this plan, it is important to do so with the understanding that your residents, and businesses that support them, are going to see the most benefit. It will increase overall "pride of place", leading to more locals staying and spending in Stouffville and, better yet, inviting their family and friends to experience it too.

Central Counties is here every step of the way through the incremental implementation of this plan. It is realistic and achievable. And is going to have a positive effect on how both locals and visitors view the community.

Best regards,

Chuck Thibeault
Executive Director
Central Counties Tourism

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Executive Summary

The Town of Whitchurch-Stouffville (hereafter referred to simply as Stouffville) is situated one hour or 50 kilometres from downtown Toronto. It is easily accessible off Highway 404 on Stouffville Road, or the 407 north on York-Durham Line. It offers a GO station with trains and buses. Its population sits just over 52,000 residents.

The largest visitor attraction in the area is Treetop Trekking at Bruce's Mill Conservation Park, 10 kilometres from Stouffville's downtown and Main Street. The next largest attraction would be Main Street itself with retail, restaurants and some cultural venues such as 19 on the Park and the Latham Art Gallery. In 2023, 184,000 visitors from further than 40km+ came to explore this downtown area of Stouffville, representing 5.75% of the total visitors during that time.

There are numerous golf courses in the area for avid golfers, as well as the very popular Timber Creek Golf Centre with mini-putt and batting cages, as well as two wineries, farms and trails. Special events also play a big role in this area in attracting visitors.

This 2025 – 2028 Stouffville Visitor Plan is the first such plan for the Town of Stouffville. It will serve to guide the Town staff, along with local visitor stakeholders and regional partners in welcoming more visitors to enjoy all that Stouffville has to offer. This plan was developed by a steering committee with representatives from local businesses, attractions, outdoor assets, residents, and city staff. This committee assessed the challenges and opportunities for 'visitor readiness' across five key categories: attractions, businesses, infrastructure, customer service, and marketing/promotion.

The work of the steering committee resulted in the identification of five core objectives for 2025-2028: Connect, Develop, Build, Promote and Support. Each of these objectives has associated goals and action items and will serve as the roadmap for the Visitor Plan.

Introduction

The visitor economy has a significant contribution to the health of businesses across Canada, Ontario, Central Counties and York Region. In 2022 visitors from 40km+ away contributed \$83B in spend across Canada. Across the Central Counties (York, Durham and Headwaters regions), there were 13M overnight visits and a total of \$3B in spend. In 2019, the tourism industry in Ontario generated revenue of over \$38B. These numbers reinforce the importance of the visitor economy and the importance of this plan.

This three-year 2025 – 2028 Stouffville Visitor Plan outlines the Town's objectives, goals, and action items to achieve its 'Vision'. With this plan, Stouffville joins its neighbouring municipalities, along with its regional, provincial, and federal partners in taking a proactive role in supporting the visitor economy.

This plan was developed by a steering committee comprised of a diverse group of representatives from Stouffville's tourism-related businesses and organizations, along with residents and Town staff. It was facilitated by Central Counties Tourism.



Acknowledgements

Thank you to the individuals who made up the steering committee and devoted their time to support the development of this Visitor Plan.

Steering Committee

Mayor Iain Lovatt	Susan Tucker
Scott Heaslip	Lauren Ulbricht
Laila Schell	Ohan Stamboulion
Diana Wilson	Krista Rauchenstien
Mike Stiell	Harry French
Dwayne Tapp	Johnny Wideman
Tom Horsley	Kevin Ker
Alison Jackson	Christian Buhagiar
Susan Michalek	Cathy Passafiume
Barb Jones	Jane Grinnell
Steven Wood	Jim Eles
Julia Troiani	Shannon Jaffer
Jason McMaster	Sabrina Ricci
Cassandra Papas	Lynda Kotsopoulos-Abuamsha

The development of this plan was facilitated with Central Counties Tourism's Chuck Thibeault, Executive Director and Sara Sterling, Industry Relations Manager for York Region.

Vision

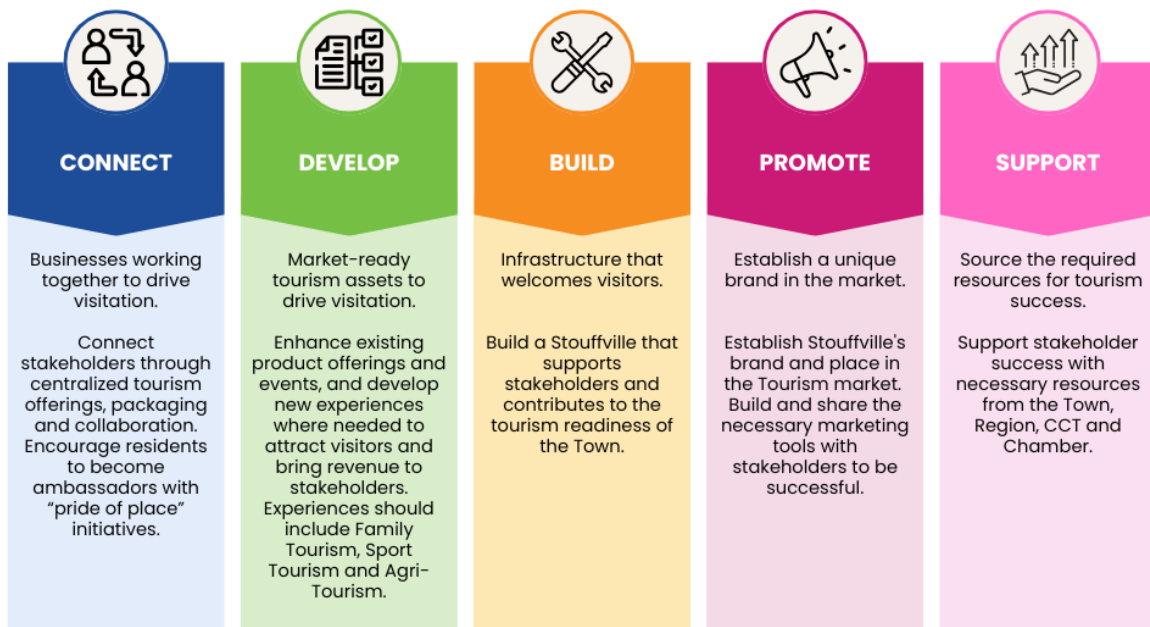
The Town of Stouffville, its residents, attractions and businesses thrive by providing a welcoming, vibrant experience for all.

Mission



The Plan- Objectives and Goals

STOUFFVILLE VISITOR PLAN 2025 – 2028



Objective: Connect

Businesses working together to drive visitation

Goal: Connect stakeholders through centralized visitor offerings, packaging and collaboration. Encourage residents to become Ambassadors with Pride of Place initiatives.

Objective: Develop

Market-ready visitor assets to drive visitation

Goal: Enhance existing product offerings and events and develop new experiences where needed to attract visitors and bring revenue to stakeholders. Experiences should include Family Tourism, Sport Tourism and Agri-Tourism.

Objective: Build

Infrastructure that welcomes visitors

Goal: Build a Stouffville that supports stakeholders and contributes to the tourism readiness of the Town.

Objective: Promote

Establish a unique brand in the market

Goal: Establish Stouffville's brand and place in the visitor market. Build and share the necessary marketing tools with stakeholders to be successful.

Objective: Support

Source the required resources for tourism success

Goal: Support stakeholder success with necessary resources from the Town, Region, CCT and Chamber.

Action Items

Objective: Connect

Businesses working together to drive visitation

Goal: Connect stakeholders through centralized visitor offerings, packaging and collaboration. Encourage residents to become Ambassadors with Pride of Place initiatives.

		Timing	Lead	Cost
1.1	Host networking events to encourage collaboration among businesses & organizations.	2 per year	Town, CCT	\$
1.2	Continue to support targeted stakeholder meetings where packaging makes sense & there are commonalities.	2 per year	Town, CCT	NA
1.3	Create and maintain central communications to reach stakeholders (i.e. e-newsletter).	Q4 2025	Town Staff	\$
1.4	Host resident contests and “get to know” events to encourage ambassadorship.	Q3 2025 – 2028	Town, Chamber	\$

Objective: Develop

Market-ready visitor assets to drive visitation

Goal: Enhance existing product offerings and events and develop new experiences where needed to attract visitors and bring revenue to stakeholders. Experiences should include Family Tourism, Sport Tourism and Agri-Tourism.

		Timing	Lead	Cost
2.1	Develop “passports” that encourage visitation under different interests; Family Fun, Agri-tourism, Foodie, Adventure.	1 per year	Town, CCT	\$
2.2	Continue to review existing events (Town and third party) and make improvements where necessary, create new events and fill a gap in visitor attractions.	Ongoing	Town Events Staff	\$
2.3	Continue to develop attractions that feature culture, heritage and Indigenous offerings.	Ongoing	Town & Cultural Groups	\$
2.4	Continue to support the development of trail connections with stakeholders that encourage visitation into the Downtown core	Ongoing	Town Tourism & Rec. Staff.	\$

Objective: Build

Infrastructure that welcomes visitors

Goal: Build a Stouffville that supports stakeholders and contributes to the tourism readiness of the Town.

		Timing	Lead	Cost
3.1	Complete Downtown Revitalization	2025 – 2028	Town Roads Staff	\$\$\$
3.2	Develop a parking strategy for the Downtown area.	Q4 2025 – 2027	Town By-Laws Staff	\$
3.3	Continue to attract more retail businesses to Main St.	2026	Town EcDev Staff	\$
3.4	Make Main St. more pedestrian & visitor friendly with items like seating areas, more patio space and water refill stations.	2025 – 2028	Town Roads Staff	\$\$\$
3.5	Create a Wayfinding Plan, with an emphasis on tying together stakeholders outside the Downtown core with Main St.	2025 – 2028	Town, CTT	\$\$
3.6	Include an entrance feature into the Downtown core.	Q4 2025 – 2027	Town Roads Staff	\$\$
3.7	Build public washrooms (consider 6240 Main St.)	2026	Town Staff	\$\$
3.8	Work with Main St. businesses to establish regular hours and extended opening hours on weekends.	2025 – 2028	Town Tourism Staff	\$

Objective: Promote

Establish a unique brand in the market

Goal: Establish Stouffville's brand and place in the visitor market. Build and share the necessary marketing tools with stakeholders to be successful.

		Timing	Lead	Cost
4.1	"We're closer than you think" - emphasize proximity of Stouffville in branding.	Ongoing	Town Tourism Staff	\$
4.2	Build new tourism focused website that is properly resourced for promotion.	2025 - 2026	Town Tourism Staff	\$\$
4.3	Create & update social media strategy and accounts to include tourism as a focus.	Q2 2025	Town Comms. Staff	\$
4.4	Allocate a budget for tourism promotion and use appropriate influencers to boost social channels.	Q3 2025	Town, CCT	\$\$
4.5	Create photo worthy locations throughout Town.	Q3 2025 - 2028	Town Staff	\$\$

Objective: Support

Source the required resources for tourism success

Goal: Support stakeholder success with necessary resources from the Town, Region, CCT and Chamber.

		Timing	Lead	Cost
5.1	Review and reduce “red-tape” for tourism stakeholders.	2025 – 2028	Town Staff	\$
5.2	Hire or assign Town Staff responsible for implementing 2025 – 2028 Stouffville Visitor Plan.	Q4 2024 – Q1 2025	Town Staff	\$\$
5.3	Establish a Downtown Advisory Committee and encourage stakeholders to join and be accountable for its success.	Q2 2025	Town Clerks Staff	\$
5.4	Research and share tourism educational resources and funding opportunities with stakeholders, i.e. CCT Learning Lab, York Region Tourism Fund, YSBEC, etc.	Q2 2025	Town, CCT	\$
5.5	Plan and host “Fam” tours with stakeholder staff to enhance cross promotion and packaging opportunities.	Q3 2025 – 2028	Town, CCT	\$\$

The Planning Process

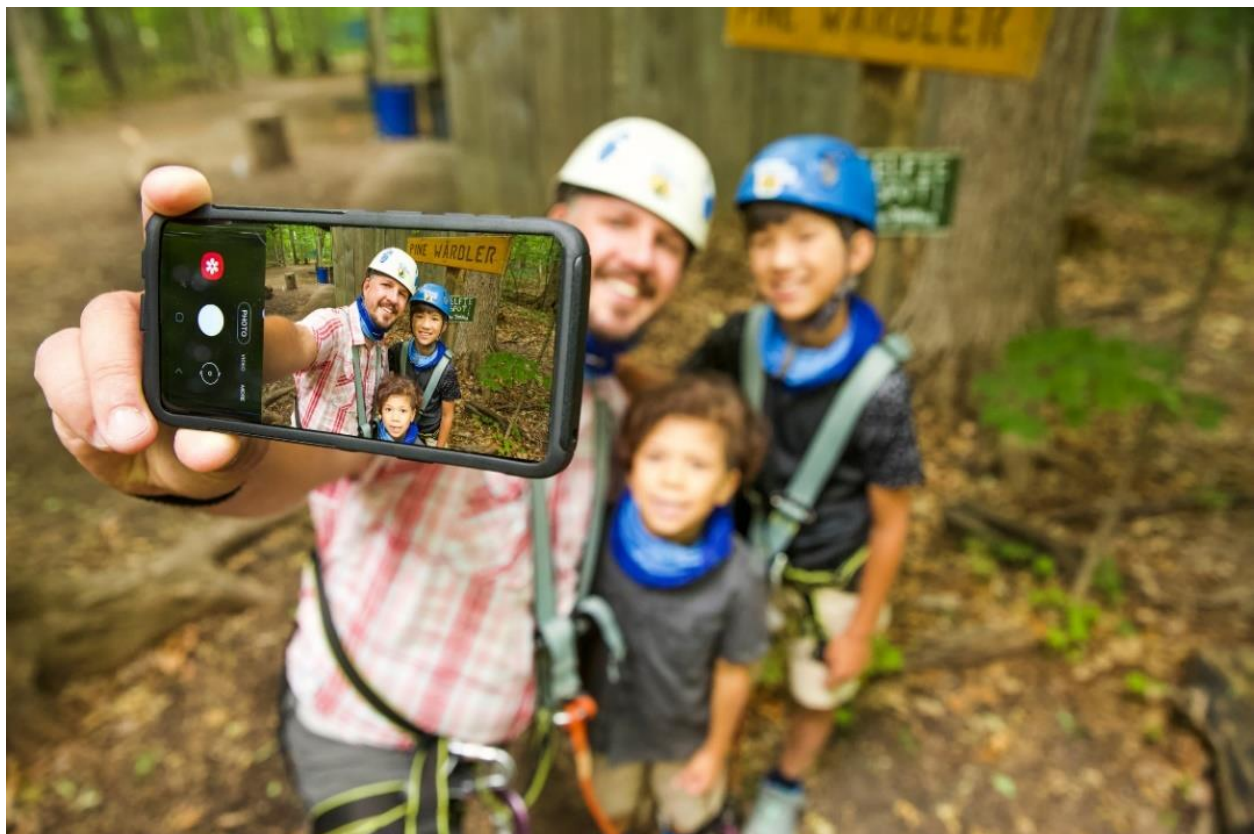
The plan was developed with feedback from four facilitated sessions and surveys with the steering committee. The four sessions were interactive with clear objectives to support the development of the plan.

Session One: The group discussed the value of the visitor economy as an economic driver, job creator and contributor to the residents' quality of life and identified why people visit Stouffville – the tourism assets and started to define "Success".

Session Two: The group ranked the tourism assets and reviewed the current visitor landscape in Stouffville including: attractions, businesses, infrastructure, customer service and marketing/promotion.

Session Three: The group identified and evaluated Stouffville's tourism readiness to understand the challenges and opportunities that exist to achieve "Success".

Session Four: Finally, the group aligned the final "Vision" for success and the objectives, goals and action items for the Stouffville Tourism Plan.



Visitors to Stouffville

Visitor Assets

Stouffville has several businesses, attractions and events that drive visitation. According to research collected, the top reasons people visit Stouffville are for Treetop Trekking and UPLA at Bruce's Mill, the many golf courses, Timber Creek, Gallucci and Willow Springs Wineries, farms, trails and cultural sites. Events were also highlighted as on the top drivers of visitation including the Strawberry Festival, RibFest, Fusion Fest and Wintersong, among many others. Stouffville is working hard to attract accommodations to town to help build up what they can offer visitors.

Visitation

Geo-fencing research was completed for 2023 for the areas of Downtown Stouffville, excluding drive through traffic. The research showed that there were 3.2 million visits to the downtown core, 6% (184K) were from visitors who travelled 40km+ and contributed to an estimated visitor spend of over \$27 Million within York Region. For those tourists visiting downtown Stouffville in 2023, it was found that the majority could be categorized in the Central Counties Visitor profile segments as 'Family Fun' (27%) and 'Adventure Seekers' (27%). When comparing these segments to tourists visiting downtown Stouffville in 2019, 'Family Fun' has stayed consistent at 27%, segment 'Adventure Seekers' has declined by 2% and segment 'Foodie Fanatics' has increased by 7% from 2019 to 2023 (7% -> 14%).

Visitor Readiness - Gap Analysis

The steering committee was asked to assess Stouffville's visitor readiness and identify the challenges across the key visitor asset categories: Attractions, Businesses, Infrastructure, Customer Service, and Promotion. Opportunities were then identified to address the challenges, and this formed the basis to develop the objectives and action items for the plan. The opportunities were organized into five key pillars: Connect, Develop, Build, Promote and Support.

Glossary

Tourist or Visitor - The term “Tourist” or “Visitor” can have various meanings, and the terms may be interchanged, but for the purposes of this report, we use the following definitions. Destination Canada defines a “Tourist” as a traveller taking a trip outside his/her usual environment, for less than a year, for any purpose (business, leisure or other personal purpose) other than to be employed. To measure visitation the province of Ontario defines a “Visitor” as someone who takes an overnight out-of-town trip, or an out-of-town same-day trip of 40 kilometers or more away from their home. Visitors could include such groups as bus tours, sports teams, or individuals visiting friends and relatives etc.

Index - Index numbers are a way of expressing the difference between two measurements by designating one number as the "base", giving it the value 100 and then expressing the second number as a percentage of the first. Example: If the population of a town increased from 20,000 in 1988 to 21,000 in 1991, the population in 1991 was 105% of the population in 1988. Therefore, on a 1988 = 100 base, the population index for the town was 105 in 1991. (<https://www150.statcan.gc.ca/n1/pub/11-533-x/using-utiliser/4072258-eng.htm>)

Example: An index for visitation is how your audience compares to the average of the area being studied, the benchmark. An index of 110 means that there is a 10% higher concentration of that specific variable within your audience than the average. An index of 100 is the average for the area

Inbound Visitor Spend / Expenditure- The tourism expenditure of a non-resident visitor within the economy of reference.

Unique Visitors - The average number of individuals visiting the analyzed domain, within the country and time period analyzed. A user who arrived at a site once or several times is a single unique visitor to that domain.

TRIEM Model - The Tourism Regional Economic Impact Model (TREIM) is a data analysis simulation tool that helps organizations and people who are interested in visitors to learn more about the economic impact of tourism in Ontario. The model is capable of simulating visitor-related economic impacts from 2010 to 20, such as: economic impact of specific tourism events, impacts on the supply side by visitor industry sector, impacts by type of capital project for the chosen region. <https://www.ontario.ca/page/tourism-regional-economic-impact-model>

Central Counties (RTO6) -This is the geographic area that makes up the Ontario government Regional Tourism Organization Six (RTO6). Central Counties or RTO6 includes all of Durham Region, York Region, and the Headwaters area.

FSA - A forward sortation area (FSA) is a way to designate a geographical unit based on the first three characters in a Canadian postal code. All postal codes that start with the same three characters—for example, K1A—are together considered an FSA.

Geo-fencing - Geofencing can provide an understanding of your customers through mobility data. By creating specific geofences (a virtual geographic boundary around a particular area), you will be provided an accurate estimate of the number of people that entered the area within your specified timeframe, where they came from, the average number of times locals vs non-locals visited, and important information about the behaviours of your predominant visitors. The numbers are determined based on cell phone data collected from people above the age of 15 that have their location services enabled which is then filtered through a weighted statistical model with proper sample size. Geofence data captures the number of unique visitors, the number of trips made by those visitors, the distance they travelled from their Common Evening Location (aka their home) and provides an analysis of these cell phone holders over a specific time period.

Appendix I

Why Visitors?

The tourism industry is critical to Canada, contributing significantly to the economy and job creation. The Tourism Industry Association of Canada [TIAC] describes the tourism workforce as “the backbone of the travel economy. Our ability to provide hospitality to all visitors to Canada, and its impact on the visitor experience, keeps businesses thriving.”³

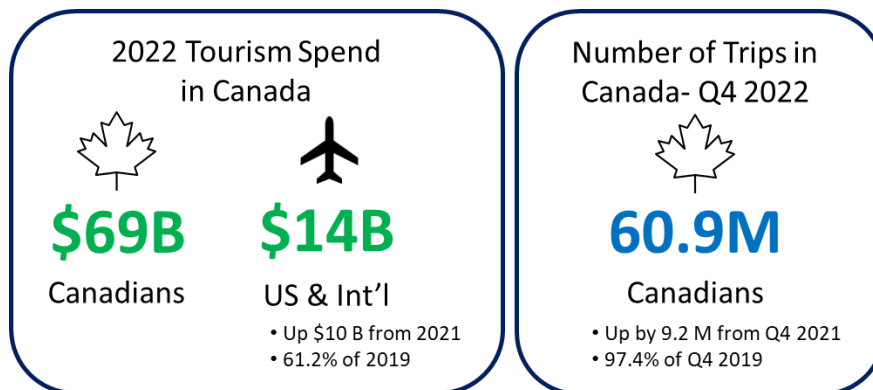
The 2019 Federal Tourism Growth Strategy: Creating Middle Class Jobs recognizes that every community has something to offer as a destination within the Canadian cultural landscape for visitors to explore.⁴ Tourism is one of the only sectors that employs Canadians in every area of the country. This includes every province, territory, and electoral riding.

In 2019, pre-pandemic, tourism was Canada's number one service export, totaling 2% of total exports, generating \$105 billion in revenue, and employing 1 in 11 Canadians with 2.1 million jobs.⁵

While the industry was the first and hardest hit sector during the Covid-19 pandemic (2020-2022), results from Canada's National Travel Survey indicate that the industry is now recovering. (see National Tourism Indicators Graph below) As reported in Destination Canada's fall 2022 Tourism Outlook⁶, domestic visitor spending in 2022 reached 92% of the 2019 pre-pandemic levels, with expectations for a full recovery in 2023. This 2022 domestic spending included Canadian residents who spent \$69.0 billion at home and international travellers to Canada, who spent \$14 billion. (US-\$7.4B, overseas-\$6.6B) This international spend was an increase of \$3.8 billion, over the \$10.0 billion spent in 2021. Despite this increase, this is still only 61.2% of what these international visitors spent in Canada during 2019, before the pandemic.

The fourth quarter of 2022 showed the strongest signs of recovery, with Canadian residents taking 60.9 million domestic trips, up by 9.2 million from the fourth quarter of 2021, and reaching 97.4% of the same quarter in 2019.⁷ Domestic travel expenditures by Canadian residents were \$14.5 billion in the fourth quarter of 2022, up 30.8% from the fourth quarter of 2021 (\$11.1 billion).

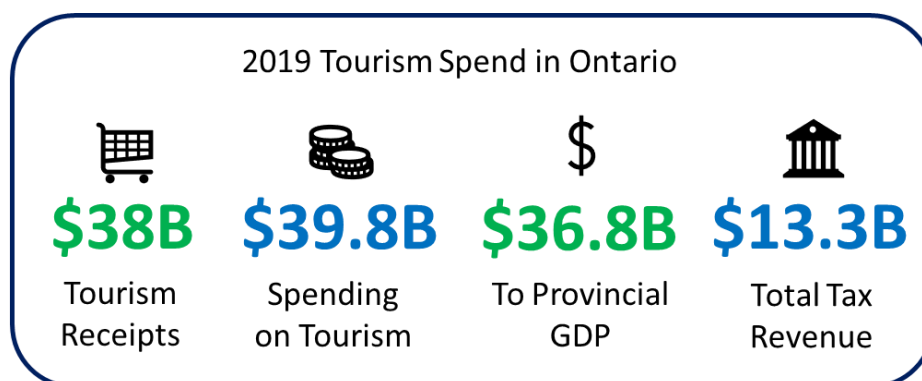
Quick Facts about Tourism in Canada



<https://www150.statcan.gc.ca/n1/daily-quotidien/230526/dq230526b-eng.htm>

Tourism in Ontario

The Tourism industry in Ontario has a huge impact on the economy with job creation and contribution to the provincial GDP. In 2019, pre-pandemic, the tourism industry in Ontario generated revenue of over \$38B (up 11.4% from 2018), which represents 4.3% of GDP.⁸ This industry generated \$13.3 billion in tax revenues and employed more than 396,000 people in over 200,000 businesses. In addition, tourism employs the most significant percentage of young people in Ontario (23%) aged 15-24 and grows year-round jobs in our communities.⁹



Tourism in Central Counties and York Region

In 2022, there were 13 million domestic overnight visits (from 60+km away) to Central Counties (RTO6). Ten million of these overnight visits originated from Ontario, with the remaining 3 million from the rest of Canada. Together they contributed an estimated \$3 billion in visitor spend to the region.

The Tourism Industry Association of Ontario [TIAO] and Global Payments Canada released a Travel and Destination Analytics Report in October 2019 (10). The report highlights findings for the 2018 inbound visitor spending trends in Ontario:

Toronto, Niagara, and Central Counties accounted for 78 (9). percent of inbound spending in Ontario.

Inbound spend made up 2.3% versus domestic spend at 97.7%. For Central Counties region, this inbound spend came primarily from the United States [U.S.] (49.5%) and China (36.4%).

Appendix II

Tourism Organizations

Many organizations play critical support roles in Ontario's tourism industry. Each of them has varying responsibilities and areas of focus to attract and service visitors and maximize the economic benefits to communities. At a local municipal level, there is a need to help coordinate and develop tourism experiences and products within the business community that can be positioned in the market at a regional, provincial, and national level.

Regional Tourism Organization 6 -Central Counties Tourism

Central Counties Tourism is one of 13 Regional Tourism Organizations province-wide, funded by the Ontario Ministry of Heritage, Sport, Tourism, and Culture Industries (11). Central Counties, encompasses the regions of Durham, York, and Headwaters and coordinates, aligns and invests in product development, workforce development, strategic marketing, and investment attraction.

Municipal Tourism – The Town of Stouffville

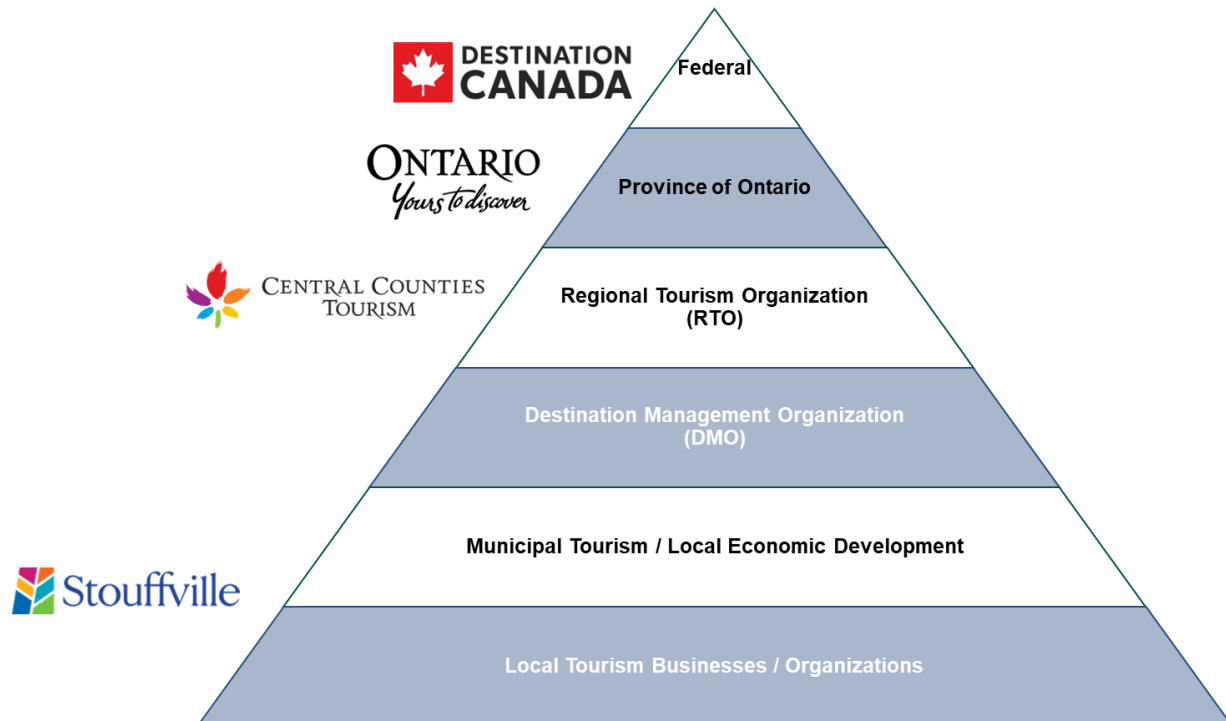
At the time of the study, the Town of Stouffville did not have dedicated staff or resources for tourism. The Town's Events staff do promote the Town through their events, and the Communications team tries to include tourism messaging in their marketing. The Stouffville Chamber of Commerce does play a small role in promoting tourism.

Local Tourism Businesses

Local tourism-based businesses, attractions, and events collectively make up the tourism assets for the Town of Stouffville and are the key drivers of the visitor economy. These include businesses such as Treetop Trekking and UPLA at Bruce's Mill, the many golf courses, Timber Creek, Gallucci and Willow Springs Winery and farms offering agri-tourism.

Partners in Tourism

The products and offerings of local businesses are the foundation of the tourism economy. The hierarchy of partners works vertically through alignment, strategic marketing, investment attraction, themed product development, and funding.



Tourism Partner Tools and Resources

Destination Canada: Promotes Canada's market-ready products and experiences internationally.


Destination Ontario: Promotes Ontario's market-ready products and experiences domestically and internationally. DeON is an agency of the Ministry of Heritage, Sport, Tourism, and Culture Industries.

Tourism Industry Association of Ontario (TIAO): Advocates tourism policy, regulation, education, and economics of tourism.

Regional Tourism Organization - Central Counties Tourism-RTO6: Tourism product development, workforce development, industry equipping, and marketing in York, Durham and Headwaters regions.

The Town of Stouffville: Promotes Stouffville as a destination - the unique experiences, products, community and tourism assets.

	Education	Research	Advocacy	Marketing	Targeted Marketing	Visitor Information	Wayfinding	Website	Maps and Guides	Industry Equipping	Community Engaged
Destination Canada		☑		☑	☑			☑			
Destination Ontario		☑		☑	☑	☑	☑	☑			
TIAO	☑	☑	☑								
Regional Tourism Organization	☑	☑		☑	☑			☑		☑	
Town of Stouffville	!	!	!	☑	!	☑	!	!	☑	!	☑

 Currently Offered
  Not currently supported. Opportunity for growth.

Appendix III

Stouffville Tourism Assets

Tourism is the business of attracting and serving the needs of visitors who are travelling for leisure or business. It is essential to understand the primary attractors that draw visitors to a destination to understand the visitor needs and destination development requirements. Marketing will draw visitors to a destination once; great amenities, outstanding customer service, and a welcoming community will bring them back!

With input from the steering committee, an audit of Stouffville's key tourism assets was completed, and these assets were ranked according to their "Tourism Strength" which includes:

- how attractive the asset is to visitors? i.e. the number of visitors it attracts
- how much it contributes to the visitor economy? i.e. the spending it generates
- how unique the asset is to the Stouffville community?
- how easily the asset can be promoted to visitors?

Attractions

Tourist attractions may draw visitors for either natural beauty, unique constructed experiences (cultural/ historic), or engaging entertainment. Inherently, it is the 'things to see and do' within a destination, that attract people. The lead attractions can generate the travel demand and be synonymous with 'a destination'.

Stouffville has several engaging visitor attractions that span across several categories including family activities, outdoor adventure, sports, arts culture & heritage and agri-tourism.

Tourism Businesses

Tourism businesses can be defined as those that help fulfill visitors' needs, including accommodations, food and beverage, transportation, meeting and event venues, agritourism locations, specialty retail and services. Types of tourism businesses include hotels, motels, campgrounds, bed and breakfast properties, service stations, car rental and boat charter services, transportation services (air, rail & ground), restaurants, craft breweries, and more.

Infrastructure

Tourism Infrastructure includes roads, bike lanes, public transit, parking areas, wastewater and garbage disposal facilities, water and power services, access to 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 will affect a community's ability to attract visitors.

The Town of Stouffville has a network of infrastructure to support the visitor economy including a good transportation system with access by car, bus and rail. It offers plenty of free public

parking as well as plenty of parks and green spaces, and trails. Unfortunately, it is lacking in hotel accommodations and wayfinding signage.

Customer Service

Customer Service includes welcoming visitors and providing them with great hospitality by anticipating their needs and providing superior customer service, as well as being an ambassador for the Town or City. Visitors have high expectations of the quality of personal service they receive from tourist attractions, businesses and the municipality. Providing an excellent visitor experience can help establish the reputation of a destination.

Today some of Stouffville's stakeholders provide good customer service and tourism advice to their patrons, but there are no formalized destination management customer service efforts e.g. Tourism Ambassador Training. Stouffville does not currently have a tourism information office and limited information is available online.

Marketing/Promotion

Tourism promotion involves activities to attract and lengthen the stay of visitors. This may include managing and increasing exposure of owned media (website and social media pages). A paid media strategy can help drive traffic to desired social pages and websites. This may include co-operative advertising, attendance at travel shows, magazine articles, brochures, maps, commercial and promotional signs, travel guides, advertising (print, digital, radio or television) and tourism information centers. Promotion can also include increasing earned media, such as word-of-mouth marketing, publicity through various media outlets/ influencers and visitor reviews and ratings.

Stouffville is lacking a proper Tourism website other than some event listings and other related pages on their Town website. Promoting Tourism through social media is not a focus for the Town of Stouffville.

Tourism Asset Inventory

Included is an inventory of some of the tourism assets Stouffville currently offers to residents and visitors.

ATTRACTIONS	NATURAL ATTRACTIONS
Treetop Trekking UPLA Gallucci & Willow Springs Wineries Timber Creek Golf Centre Cedar Beach Resort Lionel's Petting Zoo Burd's Fishing Bill Fisch Educational Centre	Bruce's Mill Conservation Area Rouge National Urban Park Trails Ice Skating Trail Golf courses Farms: Applewood, Strawberry Creek, Reesor's, Carma, Organics, Perennial Petals

ARTS AND CULTURE	
Latcham Art Centre 19 on the Park Jean-Baptiste Laine Site	Whitchurch-Stouffville Museum Stouffville Studio Tour

FESTIVALS AND EVENTS	
Strawberry Festival Wintersong Holiday Market Antique & Classic Car Show Fairy Festival Easter in the Village	RibFest Fusion Fest SugarBush at Bruce's Mill Doors Open WS Children's Water Festival Duckfest

ACTIVITIES	
Dining Shopping	Visiting friends Spectating sports/tournaments

OTHER	
Muddy York	GO Station

Appendix IV

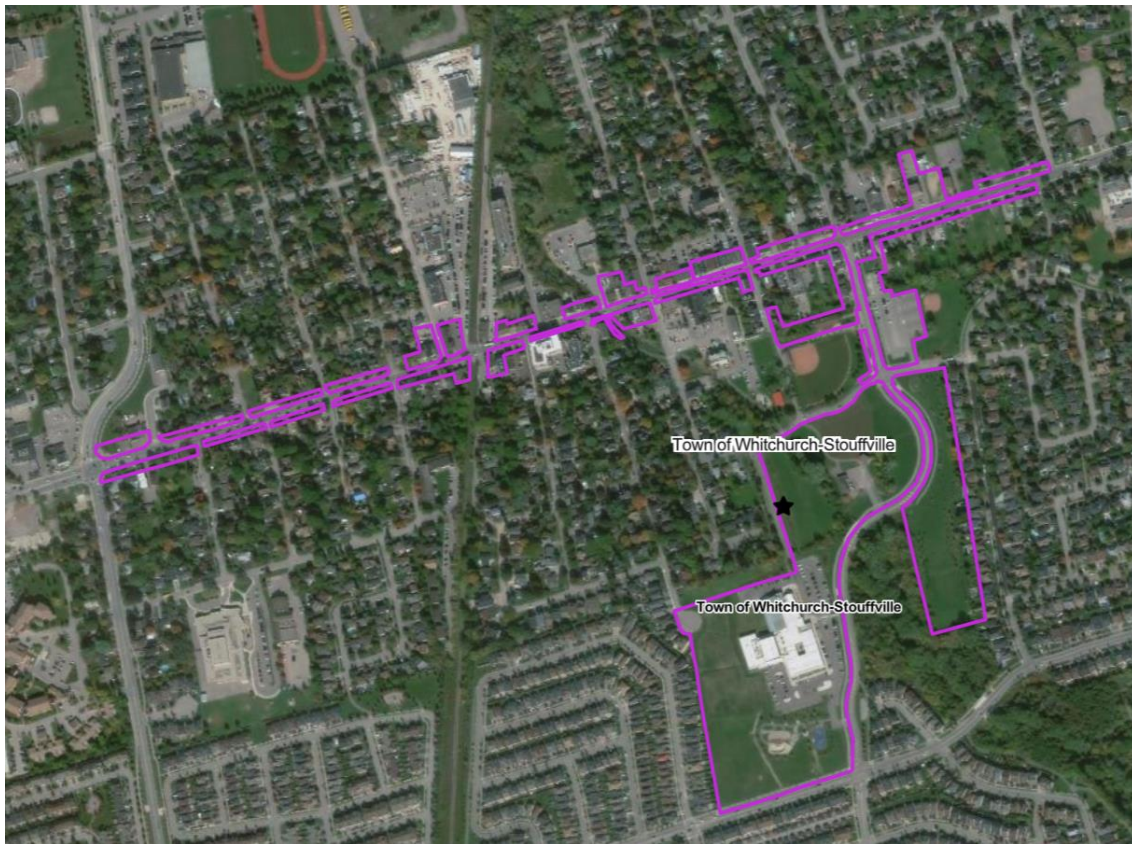
Visitation Data - Town of Stouffville

Research is important to understand the impact of tourism as a key economic driver and to inform business decisions and strategies. Tracking visitation numbers, understanding visitor profiles (demographics and psychographics) and monitoring trends can help gain insights into how many visitors are coming and who they are. Visitor research provides insight to support with the following:

- Identifying and validating the visitors / customers based on empirical data
- Maximizing Return on Investment (ROI) by targeting the right markets
- Increasing visitation by aligning products/services with customers/visitors
- Demonstrating the value and economic impact of tourism within a municipality

Research Process

Central Counties Tourism (RTO6) conducted a geo-fence data analysis for the Main Street and downtown area of Stouffville using mobile phone data (see map below) Please note that the data excludes drive-through traffic and those who live or work in the selected areas.



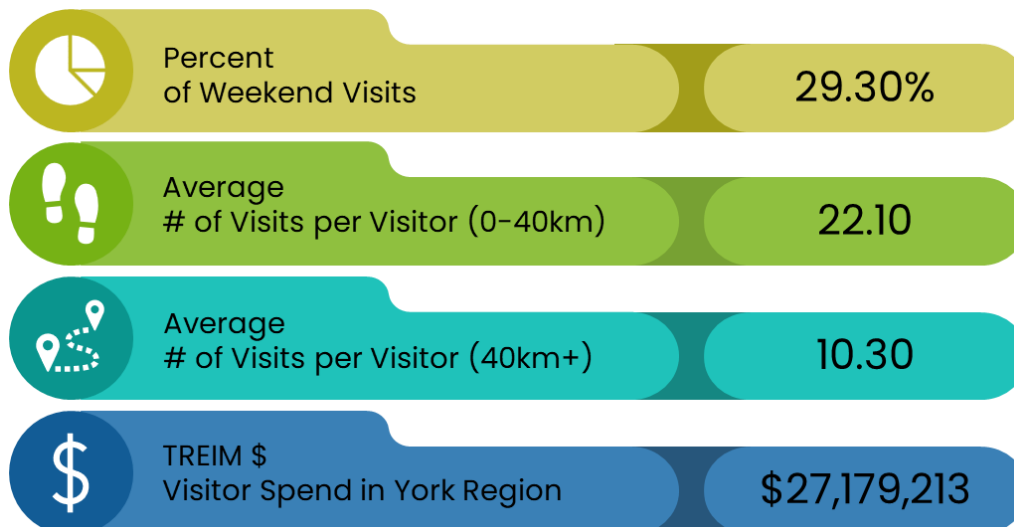
Economic Impact from Visitation

(Sample area in Downtown Stouffville (2023))

In 2023, of the total unique visitors to downtown Stouffville, 12% were visitors travelling from 40km+ away. The total number of visits by these tourists was 184,016 (6%)

	# of Locals (0-40km)	% of Locals	# of Visitors (40km+)	% of Visitors	Total Count
Unique Visitors	136,530	88.43%	17,866	11.57%	154,396
Total Daily Visits	3,017,403	94.25%	184,016	5.75%	3,201,419
Weekend Visits	890,468	94.93%	47,599	5.07%	938,067
Weekday Visits	2,126,935	93.97%	136,417	6.03%	2,263,352

Using the Ministry's Tourism Regional Economic Impact Model (TREIM), it is estimated that this visitation to downtown Stouffville from tourists contributed \$27M in visitor spend for York Region.



Appendix V

Visitor Market Profiles

Central Counties Tourism (RTO6) has identified six visitor profiles that were created using extensive research using numeric data, mobile data geofencing, postal code audit and Prizm segmentation profiles.

Each profile was matched against Central Counties Tourism stakeholder businesses and organizations. This information allows tourism businesses to better target and market to their ideal consumer.



(For full descriptions, visit centralcounties.ca)

Key Findings – Stouffville Visitation 2019 / 2023

Based on an analysis of the visitors (from 40 to 100 km away) who visited Stouffville in 2019 and 2023, the most highly represented segments in the population were 'Family Fun' (27.4%) and 'Adventure Seekers' (26.8%) followed by 'Foodie Fanatics' (14%). While there is an opportunity to attract more visitors within each of these segments, the easiest to attract are likely the 'Adventure Seekers'. This segment has the highest concentration (Index*) of tourists, followed by the 'Family Fun' segment.

	VISITORS (40-110 KM)			
Segments	2023 Stouffville		2019 Stouffville	
	%	Index	%	Index
Adventure Seekers	26.82	168	28.79	181
Art Lovers (Core Urbanite)	2.37	56	4.93	116
Art Lovers (Tactical Community)	5.45	63	7.65	88
Family Fun	27.37	88	27.16	88
Foodie Fanatics	14.00	164	7.23	85
Passionate Putters	11.54	84	11.77	86

Resources

<https://www.destinationcanada.com/en/glossary>

www.ontario.ca/page/tourism-regional-economic-impact-model

Tourism Industry Association of Canada, Tourism Jobs Matter, 2018

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