

TOWNSHIP OF SCUGOG VISITOR GROWTH PLAN 2026



Land Acknowledgement

Scugog is situated on treaty land that is steeped in rich indigenous history. Today, we acknowledge that we are gathering on the traditional territories of the Mississaugas of Scugog Island First Nation. We recognize and deeply appreciate the historic Indigenous connection to this land and recognize the contributions First Nations, Métis, and Inuit peoples have made, both in shaping and strengthening this community in particular, our province and country as a whole.

We are grateful for the opportunity to meet here and we thank all the generations of people who have taken care of this land- for thousands of years.



Mississaugas of Scugog Island First Nation (MSIFN) Powwow, 2024

Foreword

A Message from Central Counties Tourism (CCT)

There is no question that Port Perry, Scugog is a tourist destination. In 2024, 25% of the people in the shops and restaurants traveled more than 40kms one way to be there. And there are still many, many more people who are still driving through Scugog on their way to somewhere else that could be making a stop to spend time and money in the community.

The number of visitors to Scugog continues to grow each year, due in large part to the town's continual implementation of its Community Tourism Plan. The working group that guided the development of this three-year refresh ensured that momentum would not be lost on growing visitation to all of Scugog in the coming years.

I was very impressed that, to a person, there was recognition that opportunity lies in connecting Port Perry's downtown to the rural areas and vice versa. This "big picture" thinking led to a plan that will solidify Scugog as a must-see destination for people throughout Ontario and beyond.

It is often difficult for government to recognize the value of visitors. The council and staff of Scugog seem to understand that new people and money being brought into the community means more businesses open and paying tax, more residents employed and paying tax, new businesses considering opening in Scugog where they will pay tax and new people wanting to move to Scugog, where they will also pay tax. The financial investment involved with growing the visitor economy pays large, continual dividends- both monetarily and socially, because being "visitor-ready" means you have a vibrant community.

This plan, developed by a dedicated working group, builds on the successes enjoyed by Scugog and sets the municipality up for future prosperity. It was an absolute treat to facilitate this process. Any time there is a bigger debate about the opportunities for a community than there is about the challenges within the community, you know you are already doing something right.

Please remember that, with the adoption of this plan, CCT will be here along the journey to help Scugog with its implementation.

Best regards,



Chuck Thibeault
Executive Director

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Executive Summary

The Township of Scugog Visitor Growth Plan outlines a four-year roadmap for collaboratively achieving the vision set forth for the municipality to continue to welcome tourists and increase visitation and beyond the 573,000 [visits](#) recorded in 2024.

This plan was formulated with input collected during four facilitated meetings of a [Steering Committee](#) made up of representatives from the visitor economy. Five key pillars were identified through the process.

1. **EMBRACE** - Acknowledge and support Scugog as a tourism town.
2. **MANAGE**- The plan has clear leadership and the stakeholders understand their roles.
3. **CONNECT**- Take an “all of Scugog” approach to destination development.
4. **ENTICE**- Tell compelling stories of Scugog to motivate visitation
5. **CHAMPION**- Advocate for policies that support destination growth

For each pillar, the group identified goals and specific action items with considerations made for timing, costs, and resources required.

Vision

The Township of Scugog- its businesses and residents- recognize the value of visitors and, through collaboration, warmly welcome and connect them to authentic local experiences offered year-round across the municipality. This leaves visitors with lasting memories, stories to share, and a desire to return time and again.

Mission

The collaborative leadership of businesses, organizations, and the Township of Scugog drives the successful implementation of the 2026-2029 Visitor Growth Plan with the common goal of increased and repeat visitation year-round.



Theatre on the Ridge at Scugog Shores Museum, 2025

Introduction

This four-year (2026-2029) Visitor Growth Plan outlines the Township of Scugog’s objectives, goals, and action items identified to achieve the ‘Vision’ set forth for tourism. This is the second tourism plan implemented for Scugog, continuing over five years of support for the visitor economy from the local community and municipality, along with its regional, provincial, and federal partners ([See Appendix I](#)).

Tourism has a significant contribution to the health of the economy. In 2024, visitors to [Central Counties](#) spent \$3.5 billion, up 7% from 2023.¹ This visitation resulted in an estimated [economic impact](#) of \$5.5 billion, 28,400 jobs, and \$130 million in municipal tax revenues for the York, Durham, and Headwaters regions. ([See Appendix II](#))

In 2024, downtown Port Perry welcomed over 73,000 tourists with 573,000 [visits](#), up from 445,000 visits in 2023. These tourist visits made up 25% of the total visits to the downtown area. According to the [Tourism Regional Economic Impact Model \(TREIM\)](#), this visitation contributed an estimated \$51.3M in visitor spend to the local economy. ([See Appendix III](#))

Since tourism drives much of downtown Port Perry’s visitation, investing in the visitor economy and delivering on this Visitor Growth Plan is key.



Downtown Port Perry, 2024

¹ Destination Canada; StatCan; STR; AirDNA; Transaction Data; Tourism Impacts Canada

The Process

This plan was developed by a [steering committee](#), made up of individuals who provided feedback through four facilitated sessions and homework surveys. The facilitated sessions were interactive with clear objectives to support the development of the plan. ([See Appendix IV](#))

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 the Township of Scugog.

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

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

Session Four: The group aligned the final 'Vision' for success and the objectives, goals and action items for the Visitor Growth Plan.



Scugog Shores Museum, 2025

Acknowledgements

Thank you to the individuals who made up the Steering Committee and devoted their time to support the development of this Visitor Growth Plan for the Township of Scugog.

Mississaugas of Scugog Island First Nation	Ross Lomas
Great Blue Heron Casino & Hotel	Stella Gallant
Great Blue Heron Casino & Hotel	Kimmi Kim
Port Perry B.I.A. / P.O.E. Design	Gareth Grainger
Scugog Chamber of Commerce / Vos Independent Grocer	Terry Vos
Theatre on the Ridge	Carey Nicholson
Scugog Council for the Arts	Marion Meyers
Old Flame Brewing Co.	Jack Doak
The Farmstead B&B / Port Perry Farmers' Market	Amanda Kiezebrink
Port Perry Farmers' Market / Homestead Harvest Bakery	Madeline Kingston
Jazz Musician / Concert Organizer	Lynn McDonald
Township of Scugog	Councillor Robert Rock
Township of Scugog	Councillor Terry Coyne
Township of Scugog	Lori Bowers
Township of Scugog	Lindsay Burnett
Scugog Shores Museum Village and Archives	Amanda Gallagher
Durham Tourism	Kristyn Chambers

The development of this plan was facilitated by Chuck Thibeault and Lisa John-Mackenzie from Central Counties Tourism (RTO6).



Downtown Port Perry 2025

Current State

Tourism Assets

Scugog is a charming historical lakeside town – a pleasant place to stroll and shop. Visitors come to the area for an afternoon of shopping and dining, a paddle on the lake, a weekend getaway to take in live performances, a night at the casino, or one of the many events. The weekly Farmer’s Market, and the large number of farms and craft beverage producers make agritourism a huge draw and with a prominent arts and heritage community, Port Perry offers workshops and events through its local art galleries, theatres, and museum.

Included are the top-ranked assets that currently attract tourism and those ranked with the most future potential to attract tourism. For a full list of the area’s tourism assets [\(See Appendix V\)](#).

Top Tourism Assets	Assets with Most Opportunity to increase visitors
1) Palmer Park/ Lakefront	1) Events/ Animating Spaces
2) Retail Shopping & Dining	2) Historic Downtown
3) Events	3) Agri-Tourism
4) Agri-tourism/ Farmers Market	4) Casino
5) Sports	5) Tourism Routes/ Tours/ Itineraries
6) Outdoor Recreation	6) Farmers’ Market
7) Casino	7) Arts, Culture & Heritage
	8) Palmer Park/ Lakefront
	9) Nature/ Outdoors
	10) Hotel

Visitor Readiness - Gap Analysis

The steering committee was asked to assess Scugog’s visitor readiness and identify the challenges across the key tourism asset categories: Attractions, Businesses, Infrastructure, Customer Service, and Promotion. The group then prioritized six top gaps that need to be addressed. [\(See Appendix VI\)](#)

Opportunities were then identified to address these gaps, and this formed the basis to develop the objectives and action items for the plan. The objectives were organized into five key pillars: Embrace, Manage, Connect, Entice, Champion.

The Plan-Objectives and Goals

With a good view of the current state and the gaps that exist for tourism, the working group identified several key focus areas to help Scugog elevate its tourism readiness and deliver an enriched and differentiated visitor experience.

EMBRACE	MANAGE	CONNECT	ENTICE	CHAMPION
<i>Recognize that Scugog is a tourism town</i>	<i>The plan has clear leadership and the resources to support</i>	<i>Take an “all of Scugog” approach to Destination Development</i>	<i>Tell compelling stories of Scugog to motivate visitation</i>	<i>Advocate for policies that support destination growth</i>
GOALS				
<ol style="list-style-type: none"> Residents and businesses understand the importance of visitors Scugog remains “open for business” during peak visitation times Shared pride of place ensures all visitors feel welcome 	<ol style="list-style-type: none"> New permanent position to manage plan delivery Centralized communication tools Coordinated efforts across all organizations 	<ol style="list-style-type: none"> Connect rural to Port Perry and vice versa Connect visitors to places to visit Connect with people already visiting to entice extended stays and repeat visits 	<ol style="list-style-type: none"> Scugog has the resources to constantly tell new stories Dedicated tourism website Many types of visitors are connected to reasons they would want to visit Scugog 	<ol style="list-style-type: none"> Advocate for transit services Preserve the retail mix in Port Perry Set policies that support small business growth

The Plan- Action Items

OBJECTIVE ONE: EMBRACE

Recognize that Scugog is a tourist town

LEGEND

TIMING	
Short-Term (Years 1 & 2)	ST
Mid-Term (Years 3 & 4)	MT
Terms (5+ Years)	LT
Ongoing	ON

COST	
Staff time Only	\$
up to \$5000	\$\$
\$5000 to \$20,000	\$\$\$
\$20,000+	\$\$\$\$

Resources	
Scugog Township	SC
Central Counties Tourism	CCT
Durham Tourism	DT
Chamber of Commerce	CC
Business Improvement Area	BIA

	ACTION	TIMING	RESOURCE	COST
Goal 1: Residents and businesses understand the importance of visitors				
1.1.1.	Communicate the value of tourism to residents/businesses (visitation and economic impact) e.g. Publish a tourism update, share visitor testimonials on social, engage local media	ON	SC CCT DT	\$\$
1.1.2.	Host business networking / community events- Focus on business/tourism success stories	ST	SC CCT DT	\$\$
1.1.3.	Conduct a visitor survey- to understand visitor experience and capture testimonials	ST	SC CCT DT	\$
1.1.4.	Host programs to invite businesses to participate in events/programs celebrating diversity (Pride Month, Black History Month, etc.) e.g. Themed store window programs	ON	SC	\$

	ACTION	TIMING	RESOURCE	COST
Goal 2: Scugog remains “open for business” during peak visitation times				
1.2.1.	Provide research to businesses to show which days/times visitors are coming and the opportunity if they are open.	ST	SC CCT	\$
1.2.2.	Survey locals to determine preferred days/times they would be most likely to visit.	ST	SC CCT	\$
1.2.3.	Host an “Open for Business” trial. Invite a group of businesses to participate and launch a communication campaign to attract locals and visitors. Share results as part of Goal 1.	ST	SC CC BIA	\$\$
1.2.4.	Explore financial or other supports that make it viable for businesses to hire part-time staff to manage extended opening hours. E.g. Host a nighttime street market, or develop a “Shopping Trail” experience.	MT	SC BIA CC	\$

	ACTION	TIMING	RESOURCE	COST
Goal 3: Shared pride of place ensures all visitors feel welcome				
1.3.1.	Host networking events to encourage businesses to start working together and promote each other and to ensure that council and businesses understand the benefit of welcoming visitors	ST	SC CCT DT	\$\$
1.3.2.	Improve resident sentiment by enticing and rewarding residents to be a tourist in their own backyard E.g. "Hometown Tourist" or "Local Ambassador" program and promote use of tourism website	ST	SC	\$\$
1.3.3.	Help businesses to become visitor centric by encouraging them to complete Durham Tourism's Readiness Checklist and have their staff complete CCT's Tourism Ambassador Program	ST	SC DT CCT	\$
1.3.4.	Make visitor information readily available e.g. Display window decals or signage with QR codes/App that link to the tourism website	ST	SC	\$\$
1.3.5.	Promote the existing tag lines (plus supporting swag)	ST	SC	\$\$

OBJECTIVE TWO: **MANAGE**

The plan has clear leadership and the resources to support

	ACTION	TIMING	RESOURCE	COST
Goal 1: New permanent position to manage plan delivery				
2.1.1.	Determine resources required to successfully implement the plan and formulate a recommendation for senior staff and council	ST	SC CCT DT	\$
2.1.2.	Create a business case to hire a dedicated position to deliver the plan and include the ask in the yearly budget	ST	SC CCT DT	\$\$\$\$

	ACTION	TIMING	RES	COST
Goal 2: Centralized communication tools				
2.2.1.	Develop processes/tools to engage businesses in information sharing so that they can learn and share what is going on. e.g. Promote Tourism website/events page or create tourism business chat groups etc.	ST	SC CCT DT	\$
2.2.2.	Manage the developed processes (web and social pages) to ensure that information remains fresh, relevant and timely	ST	SC	\$

	ACTION	TIMING	RES	COST
Goal 3: Coordinated efforts across all organizations				
2.3.1.	Continue to ensure the Scugog Tourism Advisory Committee has a cross-sectoral representation (retail, F&B, arts, heritage, agri-tourism, etc.) to help guide the implementation of the plan and ensure buy-in and communication across each of the sectors	ST	SC	\$
2.3.2.	Hold quarterly meetings with Durham Tourism and Central Counties Tourism to align efforts, avoid duplication and amplify messaging	ST	SC CCT DT	\$

OBJECTIVE THREE: CONNECT

Take an “All of Scugog” approach to Destination Development

	ACTION	TIMING	RES	COST
Goal 1: Connect rural to Port Perry and vice versa				
3.1.1.	Host business familiarization (fam) tours or “doors open” days for staff so that they can learn about what is available for visitors in different areas of Scugog	ST	SC, DT CCT, CC, BIA	\$\$
3.1.2.	Explore Phase 2 a public mural project in Port Perry that depicts the other villages	ST	SC	\$\$\$
3.1.3	Remind businesses to utilize the communications tools to learn about and share what is happening	ST	SC	\$
3.1.4	Bring the rural businesses into the downtown for a night market	ST	SC, BIA, CC Farmers’ Mkt	\$\$

	ACTION	TIMING	RES	COST
Goal 2: Connect visitors to places to visit				
3.2.1.	Participate and contribute in the implementation of the Wayfinding Plan so that both all visitors are aware of what is available to see and do throughout Scugog (align with Durham Tourism cycling wayfinding)	MT	SC CCT DT	\$\$\$

3.2.2.	Ensure that “in Port” downtown directional signage focuses on places to visit throughout Scugog and “rural” directional signages leads to downtown Port Perry	MT	SC	\$\$\$
3.2.3.	Provide consultation on wayfinding initiatives e.g. “visitor” parking lot and cycling routes	MT	SC	\$\$

	ACTION	TIMING	RES	COST
Goal 3: Connect with people already visiting to entice extended stays and repeat visits				
3.3.1.	Explore options for visitor information distribution and determine most effective means e.g. downtown location, tourism trailer, signage with app/QR code etc.	MT	SC	\$\$\$
3.3.2.	Visitor Information QR window decals on all Scugog businesses and municipal buildings leading to the consumer visitor website and provide participating businesses w/ Tourism Ambassador Training and visitor information/guide	ST	SC	\$\$
3.3.3.	Interactive map on the consumer visitor website and printed maps of all the things to see and do in Scugog at the visitor information centre(s) and local businesses	MT	SC	\$\$
3.3.4	Explore the possibility to bring-on a summer student and volunteer ambassadors at the waterfront, events, and downtown providing visitors with information about what to see and do (use the trailer)	ST	SC CC	\$\$\$

OBJECTIVE FOUR: ENTICE

Tell compelling stories of Scugog to motivate visitation

	ACTION	TIMING	RESOURCE	COST
Goal 1: Scugog has the resources to constantly tell new stories				
4.1.1.	Develop a yearly marketing / communications plan with budget for council approval so that web and social content can be current	ST	SC DT CCT TAC	\$\$\$
4.1.2.	Establish and actively manage dedicated Scugog Tourism social channels with two-way interactive customer interactions.	ST	SC	\$
4.1.3.	Separate "Visit Scugog" channels from other municipal corporate communications channels and content management practices	ST	SC	\$

	ACTION	TIMING	RES	COST
Goal 2: Dedicated tourism website (subject to the approval for resourcing)				

4.2.1.	Develop a yearly web strategy to ensure content remains fresh and timely.	ST	SC	\$
4.2.2.	Establish and implement a budget and plan to drive traffic to the website (e.g. all social campaigns connect to supporting pages on the website)	ST	SC	\$\$
4.2.3.	Continue to encourage event organizers to use the self-serve events calendar. Upload and promote interactive maps on the website	ST	SC	\$\$
4.2.4.	Work with businesses / organizations to ensure they have links to the Scugog Tourism website on their website and tag Scugog Tourism in posts. Create a marketing toolkit that provides best practices	ST	SC	\$

	ACTION	TIMING	RESOURCE	COST
Goal 3: Many types of visitors are connected to reasons they would want to visit Scugog				
4.3.1.	Engage businesses and organizations to refresh, renew and develop compelling routes and itineraries that will entice people with varying interests to visit (e.g. host networking meetings to inspire collaborations).	ST	SC DT CCT	\$\$
4.3.2.	Encourage local event organizers to share other events that are taking place throughout the Township at their event or welcome table.	ON	SC	\$
4.3.3.	Invest in yearly research to determine the profiles of current and potential visitors.	ON	SC DT CCT	\$\$

OBJECTIVE FIVE: CHAMPION

Advocate for policies that support destination growth

	ACTION	TIMING	RES	COST
Goal 1: Advocate for transit services				
5.1.1.	Conduct an analysis of the current transit options and usage e.g. transit study to understand current and potential transit usage	MT	SC DT CCT	\$
5.1.2.	Encourage event organizers to explore Durham Transit services/options, including charters.	MT	SC DT CC	\$
5.1.3.	Explore possible private options for transportation services (Town Trolley, Rural Route Tours, etc.)	ST	SC	\$\$\$

	ACTION	TIMING	RESOURCE	COST
Goal 2: Preserve the retail mix in Port Perry				
5.2.1.	Explore opportunities to facilitate consultation with tourism businesses for amendments to township planning policies to support and attract tourism offerings in Scugog.	MT	SC BIA CC	\$

5.2.2.	Continue to invest in (and seek new grants for) ongoing downtown revitalization. Collaborate with the Economic Development Advisory Committee for opportunities to promote and advocate to keep the downtown as a viable tourist destination.	ST	SC DT CCT	\$
5.2.3.	Through Goal 1, continue to grow local year-round visitation to the shops and restaurants	MT	SC DT	
5.2.4.	Liaise with groups/organizations to secure funds (grants) to repurpose vacant buildings to add cultural and economic uses that would support visitor growth	MT	SC DT	\$

	ACTION	TIMING	RESOURCE	COST
Goal 3: Set policies that support small business growth				
5.3.1.	Communicate the recommendations that come out of the on-farm Farm Diversified Uses and Agricultural Related Uses policies and Zoning By-law. Collaborate with the Region on the development of the applicant toolkit.	MT	SC DT	\$
5.3.2.	Provide support and direction. so that the small businesses supporting the visitor economy can afford to set up shop or grow business	MT	SC DT	\$
5.3.3.	Advocate to continue funding the Community Improvement Program (CIP). Develop educational and promotional materials for the CIP programs. E.g. Explore ideas to encourage businesses to extend hours.	MT	SC	\$

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 “Visitor” 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.

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.

<https://www.ontario.ca/document/tourism-regions/region-6-york-durham-and-headwaters>

Economic Impact

Direct Impacts- Visitor spending (for a meal at a restaurant in this example) is the direct impact of tourism, but the impacts don't stop there as this transaction starts a chain of economic benefits that ripples through the economy.

Indirect Impacts- additional business-to-business impacts created by this initial injection of spending into the economy. The restaurant would use some visitor spending on more local purchases of food, dishware, and utilities, thereby creating more local impact.

Induced Impacts- additional sales due to the business's employees spending their wages on local items like food, vehicles, and housing, thereby generating more local benefits.

TRIEM Model- The Tourism Regional Economic Impact Model (TREIM) is a data analysis simulation tool that helps organizations and people who are interested in tourism to learn more about the economic impact of tourism in Ontario. The model is capable of simulating tourism-related economic impacts from 2010 to 2025, such as: economic impact of specific tourism events, impacts on the supply side by tourism industry sector, impacts by type of capital project for the chosen region.

<https://www.ontario.ca/page/tourism-regional-economic-impact-model>

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.

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 Tourism 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 a number of times is a single unique visitor to that domain.

Visits- The estimated number of unique daily visits to a location (i.e. geofence) within a specified time frame.

For example, if a person visited a store once a day for 1 week, 7 visits would be reported. If a person visited a store twice in 1 day, 1 visit would be reported. Visits reflect visits made by individuals living in Canada and can originate from anywhere in Canada.

Attempts have been made to exclude any residents or employees of the specified location from the visit data.

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 are together considered an FSA.

Appendix I- Industry Players



Appendix II- Central Counties Visitor Economy

Economic impact summary

Central Counties' 2024 visitor economy supported:



\$5.5 billion of economic activity

that's \$15 million of business revenue every day!



28,400 jobs

that's 2.5% of all jobs in Central Counties!



\$1.5 billion of income

that's 2.4% of all income in Central Counties!



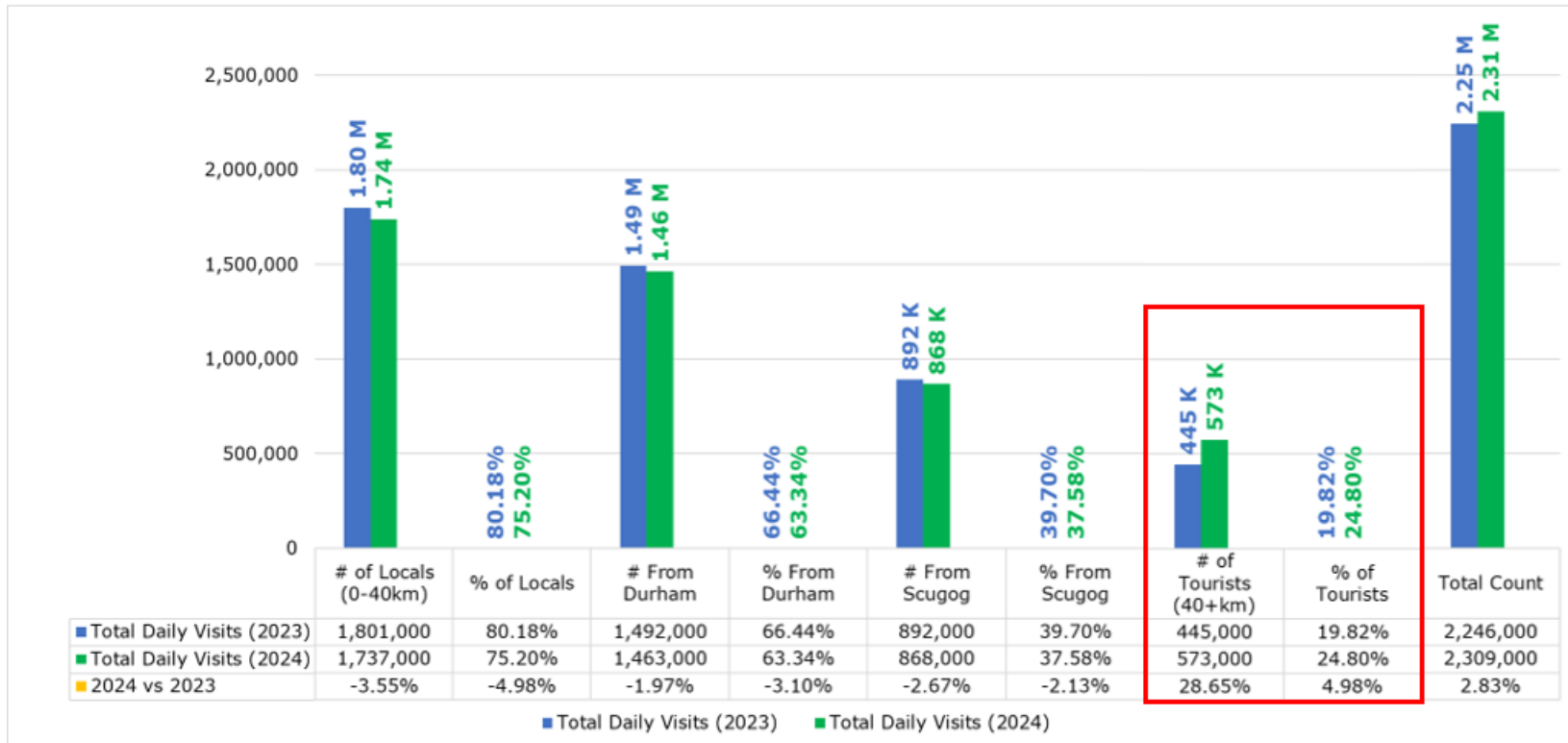
\$130 million of city tax revenue

that's \$190 of local taxes offset by tourism for every Central Counties household!

Sources: Destination Canada; StatCan; STR; AirDNA; Transaction Data; Tourism Impacts Canada; TREIM

Appendix III- Downtown Port Perry Visitation

**Geofence Data for 2023-2024 Distribution of Visitation to Downtown Port Perry
Based on the # of TOTAL DAILY VISITS**



Economic Impact (TREIM) – Visitor Spend in Durham Region by Tourists (40+KM)

2024 vs 2023 Downtown Port Perry	% of Locals (0-40 KM)	% of Tourists (40+ KM)	# of Tourists (40+ KM)	Total Count
Total Daily Visits	-3.55%	+4.98%	+28.65%	+2.83%



The **445 K** Daily Visits from Tourists to Downtown Port Perry in **2023** contributed to approx. **\$38.4 M in Visitor Spend for Durham Region!**

The **573 K** Daily Visits from Tourists to Downtown Port Perry in **2024** contributed to approx. **\$51.3 M in Visitor Spend for Durham Region!**

That equals an average of **\$89.74 per Tourist!**

This increase in Daily Visits from Tourists generated a **+\$13 M (34%)** in visitor spend for Durham

Downtown Port Perry # Visitors- 2023

Geo-Fence Data		# of Locals (0-40km)	% of Locals	# of Tourists (40+km)	% of Tourists	Total Count
Port Perry 2023	Unique Visitors	124,863	63.10%	73,026	36.90%	197,889
	Total Visits	2,352,350	80.29%	577,608	19.71%	2,929,958
	Weekend Visits	717,552	74.98%	239,502	25.02%	957,054
	Weekdays Visits	1,634,798	82.96%	338,109	17.04%	1,972,907

Source: Environics Geofencing Data for 2023 provided by Central Counties Tourism

Downtown Port Perry 2023 Visitation Research

Port Perry Downtown 2023 Data (Based on Visits, 40-130KM)



Demographic Snapshot



51 Years

Median age of Households maintainer (96)



37.1%

Couples Without Children at Home (105)



80.3%

Visitors were Locals who travelled within 40Km.



\$123,720

Household Income (92)



49.3%

Belong to a Visible Minority group (114)



2 People or less

59.5% of Households have a single or 2 people (104)



42.6%

Born outside of Canada (107)



13.3%

Work in Sales/ Service (102) & 12.3% in Business/Finance (102)



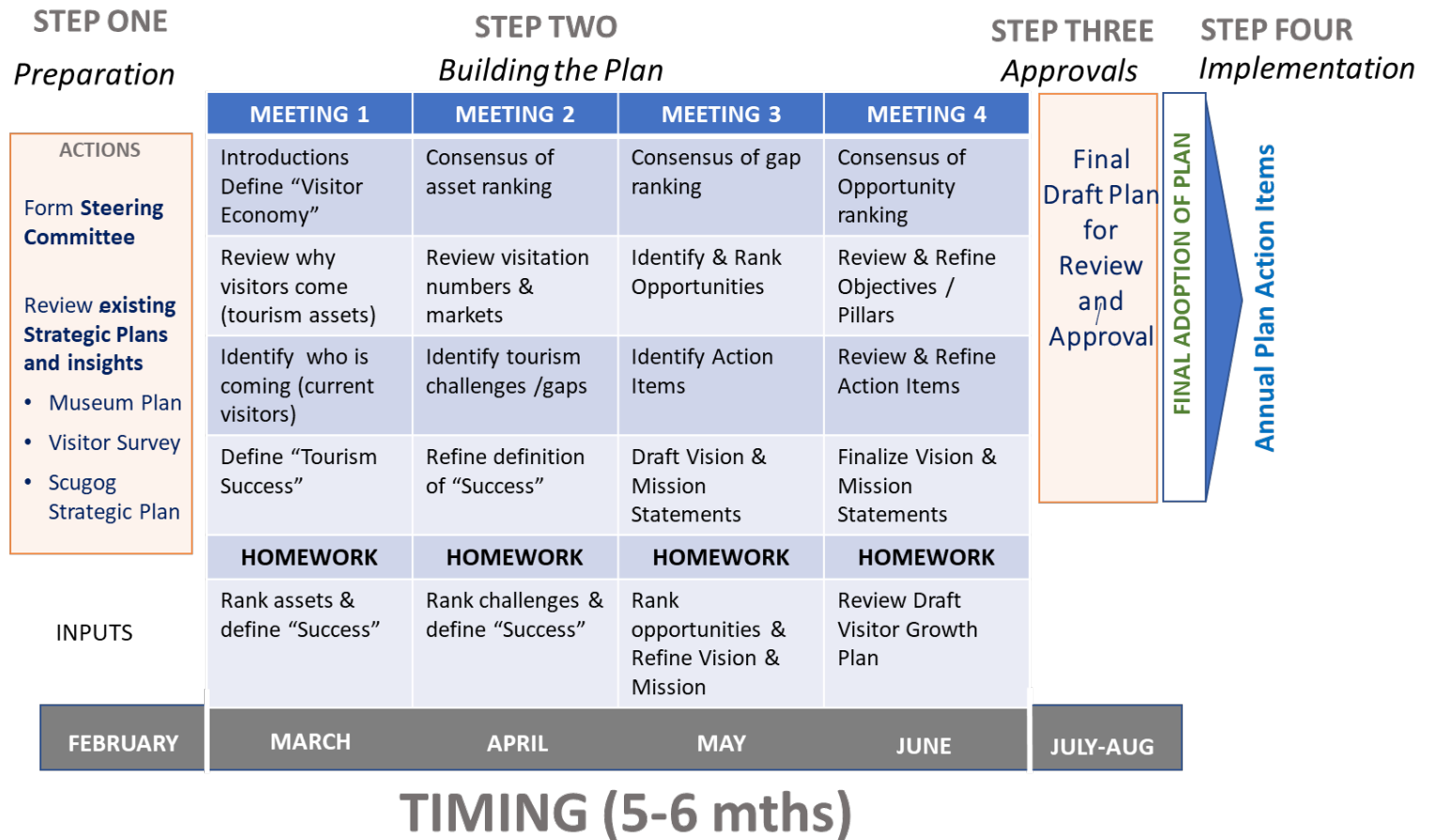
visitor's Top Ten CITY/Forward Sortation Areas (FSA)

Name (CITY)		Name (FSA)	Count	%
Scugog, ON (TP)	1,321,303	45.10 L9L (Port Perry, ON)	944,407	32.37
Kawartha Lakes, ON (CY)	246,876	8.43 L0B (Orono, ON)	219,508	7.52
Oshawa, ON (CY)	217,223	7.41 L0C (Sunderland, ON)	204,087	7.00
Toronto, ON (C)	177,620	6.06 K0M (Bobcaygeon, ON)	129,238	4.43
Whitby, ON (T)	158,088	5.40 L1C (Bowmanville, ON)	91,123	3.12
Clarington, ON (MU)	126,120	4.30 L9P (Uxbridge, ON)	88,843	3.04
Uxbridge, ON (TP)	96,100	3.28 K9V (Lindsay, ON)	88,824	3.04
Ajax, ON (T)	86,209	2.94 L1G (Oshawa, ON)	78,170	2.68
Markham, ON (CY)	62,990	2.15 L1S (Ajax, ON)	59,309	2.03
Brock, ON (TP)	46,432	1.58 L1M (Whitby, ON)	59,289	2.03

Source: Environics Geofencing Data for 2023 provided by Central Counties Tourism

Appendix IV- The Process

Process- Visitor Growth Plan Refresh



Appendix V- Scugog 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 Scugog’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 Scugog community?
- How easily the asset can be promoted to tourists?

1. 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 actually generate the travel demand, and be synonymous with ‘a destination’.

Scugog’s attractions fall primarily across three categories; Culture & Heritage Sites, Outdoor Adventure & Recreation, and Agri-tourism and with an active and supportive arts community, Scugog offers local art through galleries and private studios.

Scugog Attractions- Ranked by “Tourism Strength”

Culture & Heritage Sites	Outdoor Adventure & Recreation	Agri-Tourism	Specialty/ Other
1) Heritage Downtown 2) Art Galleries	1) Water Sports 2) Trails & Parks 3) Boating & Fishing	1) Farmers’ Market 2) Family Farm Experiences	1) Great Blue Heron Casino

3) Scugog Shores Museum & Archives	4) Cycling	3) Farm-based wineries, cideries, breweries	
4) Film Set Locations	5) Scenic Drives	4) Farm Stores / Markets	
5) Town Hall 1873	6) Winter Outdoor	5) Pick-your-own Farms	
6) Theatre on the Ridge	7) Golf	6) Lavender Farms	
7) Artist Studios	8) Camping	7) Christmas Tree Farms	
8) Music/ Concerts- Greenbank Hall	9) Snowmobile touring	8) Windreach Farm	
	10) Nature Walks		
	11) Outdoor Education		

2. 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.

Scugog is known for its charming heritage downtown made up of boutique shops, and unique dining experiences, and being located in a rich agricultural area visitors can find farm-raised and grown products sold through local farm markets and craft brew houses. Its offering of unique accommodations, including a good variety to suit diverse needs, make it a great overnight destination.

Scugog businesses ranked by "Tourism Strength"

Accommodations	Venues	Specialty Shops	Food & Beverage
1) Great Blue Heron Hotel	1) Old Flame Brewing Co.	1) Specialty Food & Beverage	1) Brew Houses
2) B&B's	2) Town Hall 1873	2) Farm Markets	2) Cultural Cuisine
3) The George Stanley Inn	3) Great Blue Heron Casino & Hotel	3) Specialty Gifts	3) Specialty Lunch Spots
4) Unique Glamping	4) Downtown in-business venues	4) Fashion	4) Cafes / Bakeries
5) Scugog Landing	5) Scugog Shores Museum	5) Antiques / Vintage	5) Pub-Style Dining
6) Springwater Trailer Resort & Campground		6) Art	6) Family Restaurants
		7) Garden Centres	7) Bars

7) San-Man Motel	6) Scugog Shores Library 7) Municipal Venues 8) MSIFN Health and Resource Centre 9) Ocala Winery	8) Scugog-Specific Souvenirs 9) Scugog Island Shops 10) Furniture	
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3. Tourism Routes

A multi-stakeholder tourism route is a collaboratively developed and managed travel itinerary or themed trail that integrates experiences from various local partners — including tourism operators, community groups, municipalities, and businesses — to promote a cohesive and immersive visitor experience across a defined area.

Scugog businesses and operators have come together to offer visitors a number of curated routes which provide various itineraries of things to see and do while in the area. Please see the list below. Others noted were the new cycling routes being developed by Durham Tourism and potential new fall “leaf viewing” tour, Film Tourism and Scugog Island route.

Tourism Routes Ranked by “Tourism Strength”

Tourism Routes
1) Town Trolley Tours
2) Historic Driving Tours
3) Sideroads of Scugog
4) Rural Route Tour Company
5) North Durham Nature Walks
6) Barn Quilt Trail
7) Film Tourism Route (future)
8) Scugog Island Route (future)

4. Festivals and Events

Tourism festivals and events are planned, time-bound activities that attract visitors to a destination, celebrating local culture, heritage, arts, sports, food, or seasonal themes. These events range from small community gatherings to large-scale international festivals and are designed to enhance the visitor experience, increase destination appeal, and foster community pride. Overall, festivals and events serve as catalysts for economic activity, community engagement, and destination branding.

Scugog offers a number of different types of events throughout the year including live music and theatre performances, agriculture and outdoor recreation events and arts, culture and heritage, and is differentiated on its unique connection and location on the traditional territories of the Mississaugas of Scugog Island First Nation, host to a traditional annual Powwow.

Theatre and Music	Culture and Heritage	Agriculture & Outdoor Recreation	Seasonal Holiday
1) Town Hall 1873 Concerts 2) Theatre Performances 3) Winding Roads Concert 4) Jazz Concerts / Concerts in the Park 5) Greenbank Folk Music Concerts 6) Community Theatre 7) Blackstock Comedy Nights 8) Borelians Community Theatre 9) Live Music at local establishments (e.g. Old Flame, Col. Mustard's etc.)	1) Brits on the Lake Car Show 2) MSIFN Powwow 3) Culture Days 4) Lake Scugog Studio Tour 5) North Durham Pride Parade 6) Scugog Historic Antique Show 7) Scugog Heritage Day 8) Northern Ramblers Car Show 9) Other Scugog Museum Events 10) Nestleton Car Show	1) Port Perry Fall Fair 2) Dragon Boat Races 3) Scugog Local Beer & Cider Festival 4) Canoe the Nonquon 5) Blackstock Fair 6) Blackstock Tractor Pull 7) Caesarea Regatta 8) RCMP Musical Ride 9) Roar by the Shore	1) Canada Day 2) Santa Claus Parade 3) Christmas Market 4) Candlelight Walk and Tree Lighting 5) Tartan Day Parade

Appendix VI- Gap Analysis

Top gaps that need to be addressed.

1. There is a disconnect between Port Perry and the rest of Scugog when it comes to visitors
2. Locals understanding the importance of visitors and welcoming them
3. Businesses understanding the importance of visitors to their sales and working together instead of competing
4. Coordinating efforts between businesses, BIA, Town, Region, CCT
5. Cutting through the noise – how does Scugog set itself apart from all the other communities vying for visitors
6. Parking