

An aerial photograph of a rural landscape. In the foreground, there's a dense forest of green trees. A winding asphalt road curves through the middle ground, passing a small, weathered wooden building with a dark roof. Beyond the road, there are rolling green hills and a large, flat, golden-brown field. In the distance, more trees and a few scattered houses are visible under a cloudy sky.

VISIT THE COUNTY

DMMO
ANNUAL
REPORT
2024

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Work With Us

Land Acknowledgement

Visit The County acknowledges that it is on traditional land that has been inhabited by the Anishnaabeg, Wendat, and Haudenosaunee Peoples and adjacent to the Kanien'keha:ka (Mohawk) community of Tyendinaga. We give thanks to all the generations of people who have taken care of this land for thousands of years.

We recognize and deeply appreciate Indigenous Peoples' historic connection to this land.

Today, Prince Edward County is still home to many First Nations and Metis people, and we are grateful to have an opportunity to meet here, work, travel, and continue stewardship on this land.





About

Visit The County is the official destination marketing and management organization for Prince Edward County. We promote The County as an attractive travel destination and enhance its public image as a dynamic place to visit, live, and work.

Mission

Visit The County's mission is to enrich the quality of life in Prince Edward County through responsible and sustainable destination management and marketing.

Vision

2030 we envision Prince Edward County as a world-class, year-round destination with a flourishing visitor economy that is embraced by all community stakeholders.

Meet our Board



Rebecca Mackenzie, Chair



Mikki Arends ,Vice Chair



Geoff Burman, Treasurer



Charles McKee



Christal Agostino



Rachel Baque



Sherry Karlo



Sam Grosso, PEC Councillor



Chase Ogwari Brant
Mohawks of the Bay of Quinte

VISIT THE COUNTY Staff

The Visit The County team brings expert Destination Marketing and Management skills, representing local partners to strategically grow tourism. Their goal is to boost the local economy while ensuring tourism remains sustainable and enriching for both visitors and residents.



Sarah Fox, Executive Director

Active in the region since 2018, Sarah served as Executive Director of The Picton BIA, where she led efforts to revitalize downtown Picton. She also worked as Manager of Community Relations at Base31, and in Tourism and Economic Development at Hastings County. As a former board member of Visit The County, Sarah has a deep understanding of the organization and strong ties with community partners. Sarah was appointed Executive Director in December of 2024.



Lindsay Medeiros, Marketing Strategist

Lindsay brings extensive tourism expertise, having worked at RTO 9 alongside ten destination partners, including Prince Edward County, and collaborating with operators across South Eastern Ontario. Her true passion lies in developing effective strategies, curating engaging content, and sharing her knowledge to help operators and destinations thrive.

Ali Kaufman, Storied Marketing

Ali Kaufman has been an integral part of Visit The County since March 2023, bringing over a decade of social media marketing experience and a strong connection to PEC. In August 2024, she launched Storied Marketing and continued to lead our content and social media through April 2025.

We're so grateful for Ali's role in shaping our voice, growing our community, and telling authentic County stories. While we're sad to see her go, we're cheering her on in this exciting next chapter.





Gratitude for Eleanor Cook

Under Eleanor's guidance, Visit The County has flourished. She played a pivotal role in creating our vibrant new brand, launching a dynamic website, organizing numerous media trips that brought exceptional coverage to the region, and revitalizing the Taste Trail. Additionally, she integrated the Arts Trail back under our tourism umbrella, built strong partnerships across The County, and so much more. Her dedication and vision will be missed by all of us who had the pleasure of working alongside her.

OUR ORGANIZATIONAL VALUES

AUTHENTICITY -We believe in sharing our destination with the world in an authentic manner, one that is true to the collective heritage, ambitions, and natural environment of Prince Edward County and its community.

INTEGRITY -We approach campaigns, collaborations, and communications from a place of integrity, informed by strategy, data, and industry expertise.

INCLUSIVITY -We are dedicated to shaping a Prince Edward County that is inclusive, equitable, and accessible to all, and we work to amplify tourism operators creating experiences that reflect this value.

SUSTAINABILITY -We understand deeply our responsibility to the natural environment of our region and prioritize sustainability when marketing the destination, working to attract visitors that share this value to ensure the long-term enjoyment of Prince Edward County for generations to come.

COLLABORATION -We believe collaboration is crucial to accomplishing our shared community goals and prioritize fostering close relationships with local and regional community and industry partners.

Tourism In The County

Visitation Results

Visit The County is funded through PEC's Municipal Accommodation. In 2024, visitors contributed more than \$1M in tax on overnight lodging room nights. (Total amount TBD). As a municipal services corporation, Visit The County is a not-for-profit organization with a key mandate to advance responsible tourism management, environmental sustainability, and regenerative tourism goals.

MUNICIPAL ACCOMMODATION TAX 2024



32.4 MILLION \$
SPENT IN OVERNIGHT ACCOMMODATIONS



\$ 1.2 MILLION
TAXES COLLECTED FROM TOURISTS



\$ 627 THOUSAND
REVENUE GENERATED FOR MUNICIPALITY

IMPACT

304 THOUSAND
ROOM NIGHTS SOLD

*STA only, does not include room nights for hotels



850
LICENSED SHORT TERM
ACCOMMODATIONS

3 Days
AVERAGE STAY

Source: AirDNA Tourism Insights

2024 VISITATION



360K
UNIQUE
VISITORS

41.8% VISITORS
ON WEEKENDS

7.1 AVERAGE
REPEAT VISITS

2.5 MILLION
TOTAL VISITS

DIGITAL STORYTELLING

509 BUSINESSES
LISTED ON WEBSITE

164 REELS
TELLING THE STORIES
OF THE COUNTY

+1,068 PHOTO AND
VIDEO ASSETS
ADDED TO OUR LIBRARY

WEBSITE PERFORMANCE

Metric	2024	2023 (Actual)	% Change (YoY)	2023 (Reported)
Total Website Visits	587,545	350,005	+67.9%	2.7M
Page Views	1,150,196	853,356	+34.8%	8.7K
Direct to Business Referrals	94,402	Not Tracked	-	657
Page Visits to 'Plan Your Trip'	19,117	12,220	+56.4%	8,700

SOCIAL MEDIA

7.5 MILLION
IMPRESSIONS

57,225 FOLLOWERS
ACROSS CHANNELS

+7,225 INSTAGRAM
FOLLOWERS

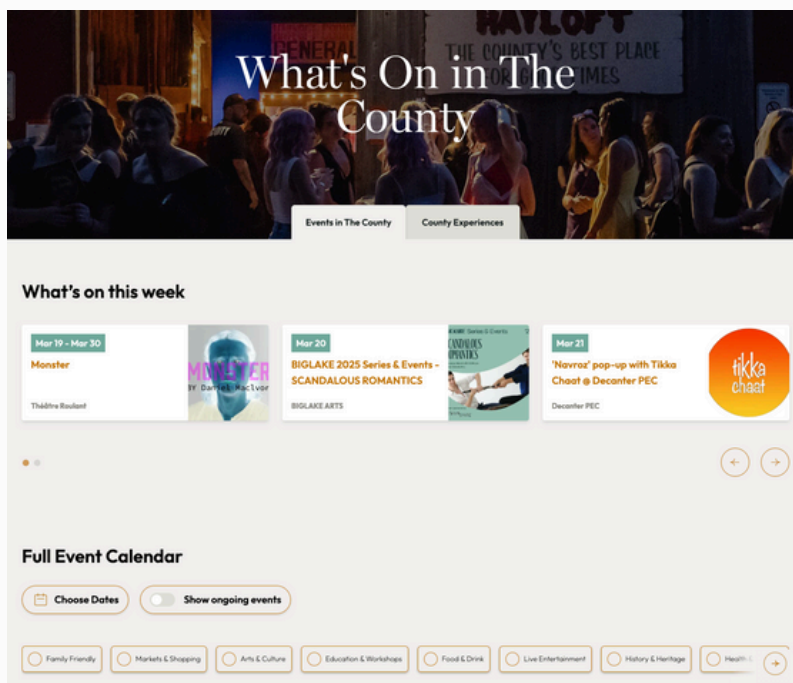
3.0 MILLION
VIDEO VIEWS

226,137
ACTIVE ENGAGEMENTS

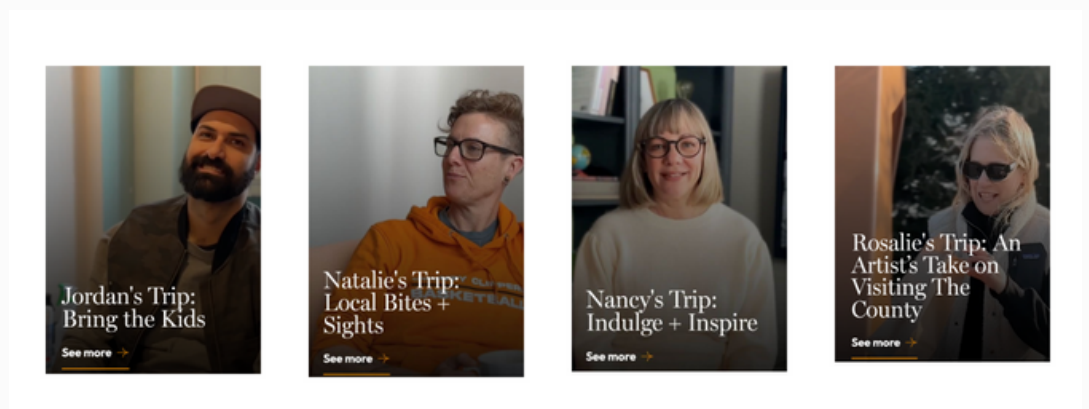
Some 2023 numbers in the previous report were inaccurately stated.
The actual numbers have been provided for transparency.

Marketing + Communications Website Launch

The new website was launched in April, showcasing a user-friendly design developed by our team in collaboration with The New Business. It highlights the region's incredible assets, offering features like family-friendly and pet-friendly content, along with curated itineraries. This is just the beginning, and we'll keep evolving the site to meet the needs of visitors.



Stakeholders expressed strong interest in a comprehensive, up-to-date, and easy-to-use events calendar. In response, we've created a dynamic calendar that links to relevant landing pages throughout the site.



Using 'Tripper,' we've created ready-made, interactive itineraries featuring local stories and curated trips.

**Marketing +
Communications**

Brand Photography

Visit The County invested in fresh brand photography and video, featuring a diverse collection of images that capture the essence of "The County." From sweeping landscapes to detailed macro shots, the photos highlight the region's natural beauty, artistic charm, agricultural roots, and culinary offerings, focusing on the late spring and early summer seasons.



Marketing + Communications

Media Relations

PerfectPear

With the help of our PR agency, Perfect Pear, Visit The County successfully expanded the reach and visibility of Prince Edward County through targeted outreach. Perfect Pear's team is dedicated to achieving results through collaboration and partnership, establishing themselves as a standout presence in the industry.

HIGHLIGHTS



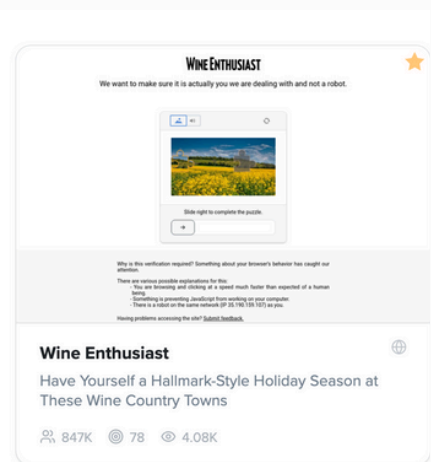
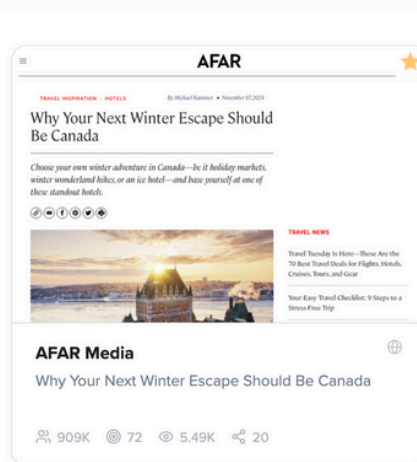
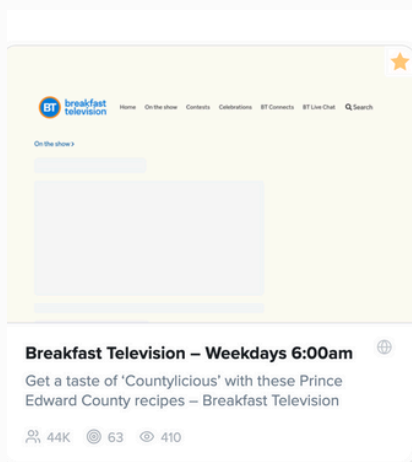
7.2 MILLION
MEDIA VALUE

read here:
[Q1](#) [Q2](#) [Q3](#) [Q4](#)



119 PIECES
EARNED MEDIA ARTICLES

5.5 MILLION
ESTIMATED VIEWS OF
PUBLISHED ARTICLES



Marketing + Communications Paid Media



@theseasoned.skillet

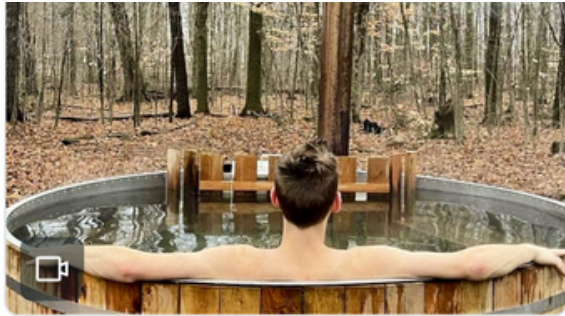


@out_in.nature



@to_finet

Marketing + Communications Campaigns



COZY STAYS

The Cozy Campaign successfully captured attention, generating **273,432 Video Plays**. The campaign's reach and engagement highlight strong audience interest in cozy accommodations, helping to keep local STAs top of mind. With **280K Impressions**, the campaign showcased charming and inviting spaces.

TAKE THE SCENIC ROUTE

Our summer campaign, Take The Scenic Route, successfully promoted Prince Edward County's themed experiences, driving strong engagement and website traffic. The campaign generated **647,217 Video Plays** across Instagram Reels, showcasing high visual engagement. It also delivered **Impressions**, boosting brand awareness, and drove **20K Page Views**, effectively guiding visitors to itineraries and custom content.



DESTINATION ONTARIO FOOD AND DRINK SPOTLIGHT

The Destination Ontario Food and Drink Spotlight successfully drove seasonal travel during the fall shoulder season. With over **18,000,000 Impressions**, the campaign significantly raised brand awareness. It also generated **184,000+ leads**, driving traffic to our pages and featured operator websites, connecting visitors to bookable experiences.

HOLIDAYS IN THE COUNTY

The Holiday Gift Campaign, running from October 31st to January 1st, highlighted unique gifts and experiences **from 16 local makers and operators**, boosting online and in-person traffic through Google Ads, organic social media, and Meta promotions.



COUNTYLICIOUS

Countylicious celebrates the rich culinary offerings of Prince Edward County with prix fixe menus, highlighting locally sourced ingredients and supporting local producers. The goal of the Countylicious campaign is to attract visitors during the shoulder season by promoting affordable, locally-sourced dining options, while enhancing community engagement and supporting local.

The two editions of Countylicious generated more than **6.3 million Online Impressions**, **2 million Earned Media Impressions**, **85,000 Video Views**, and over **220,000 Page Views**.



"Keep up the good work. This is a great way to remind locals and visitors about the great restaurants in the PEC!"

"We are from the County and love partaking every year! We try to go to as many as we possibly can."

"Well organized. Good offers and menus. Can't wait for the next one. Great idea!"

"This is an excellent program and value and I enjoy all of the restaurants"

AWARDS -COUNTYLICIOUS



Visit The County was a Finalist in Ontario's Tourism Awards of Excellence for Culinary Event of the Year. These awards recognize the passion and excellence of those dedicated to advancing the culinary tourism movement in Ontario; they recognize those who work hard to tell the stories of our growers, producers, chefs, winemakers, and brewers.

Marketing + Communications

Tourism Partners

Visit The County values its partnerships with Destination Ontario and RTO 9, which offer vital resources, marketing opportunities, and industry insights. Through these collaborations, we enhance visibility and access content development, partnerships, and funding to support regional and provincial tourism efforts.

DESTINATION ONTARIO

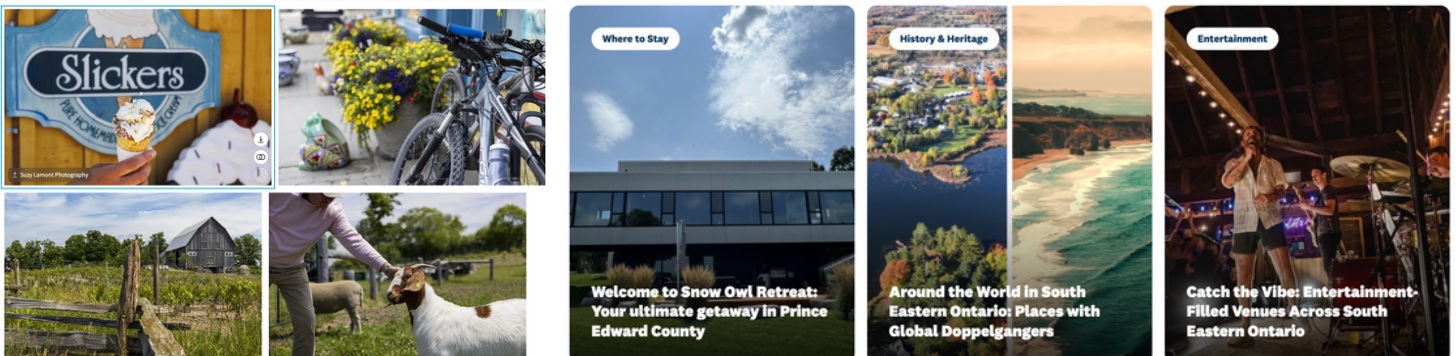
We've received over 150 photography and video assets for operators and media to use, along with paid media placements facilitated by Destination Ontario, where Visit The County assisted with itinerary development and logistics.



We collaborated on a co-funded domestic marketing campaign targeting Ontarians to plan fall getaways. Focused on culinary experiences, it included a large-scale media buy driving traffic to our landing pages and operators' websites, highlighting Countylicious and our wineries, breweries, cideries, and distilleries.



RTO 9 - South Eastern Ontario provides access to industry collaborations, tourism development programs, and content creation. Through RTO 9, we've received over 250 photography assets for operators and media, and they actively feature Prince Edward County in their blog content, including event round-ups, itineraries, and operator spotlights.





Stay PEC

PRINCE EDWARD COUNTY
ACCOMMODATION ASSOCIATION

The partnership between Visit The County and Stay PEC work together in collaboration, fostering increased visibility and engagement for local accommodations while enhancing the overall visitor experience in Prince Edward County. This strategic alliance has been vital in promoting The County as a premier destination, helping to attract and retain visitors during both peak and shoulder seasons.

Tasting events.
Farmers markets.
Farm-to-table dining.
And endless local
produce to
savour.

Fall in PEC. It's ALL in here.

**VISIT
THE COUNTY**
PRINCE EDWARD COUNTY
ONTARIO CANADA

Fall in The County Campaign

ADVERTISING FEATURE

The Perfect County Stay

Beaches, vineyards, farms, and fun – summer's calling, and Prince Edward County's got the activities you crave. The *Globe & Mail* called our region "the gastronomic capital of Ontario," and you'll see why at every farmstand and fine-dining table. Explore, eat, and stay your way through The County today!

**VISIT
THE COUNTY**
PRINCE EDWARD COUNTY
ONTARIO CANADA



Award-winning drinks

The County produces a wide range of celebrated wines; its limestone-rich soils and cool climate have inspired more than 40 winemakers (and growing!) to call the area home. For those who favour a brew, there's a thriving craft beer scene here, and you'll also find local-made cider, mead, and kombucha on the menu.



World-class dining

To eat in The County is to taste The County – and get to know those who grew, caught, chopped, and cooked each delicacy. Dine at a refined restaurant or grab a quick bite at a picnic table, the choice is yours. And do stock up on goodies to take home! Our culinary entrepreneurs love developing snacks and condiments to delight your palate.



Stunning natural beauty

With 800 kilometres of shoreline, The County beckons to those who love swimming and paddleboarding or even just strolling with white sand underfoot. But the outdoor experience here isn't just about water. Get lost on a backroad and follow a trail for some forest bathing, spy on rare migratory birds, pick a bouquet of wildflowers – getting in touch with nature has never been so inviting.

Whether you're after a restful solo getaway, a lively group trip, or a family reunion, book your stay in Prince Edward County. Whatever your style – historic inn, B&B, motel, cottage rental or even "glamping" – there's something to suit your needs. And be sure to ask your hosts and innkeepers for the inside scoop: they're often local artists, chefs, musicians, or historians!



Stay PEC

PRINCE EDWARD COUNTY
ACCOMMODATION ASSOCIATION

visitthecounty.com

LCBO's Food and Drink Magazine Advertorial

PARTNERSHIP FUND RECIPIENTS

CAFF

COUNTY MARATHON

DEPT. OF ILLUMINATION

PEC WINES

ONTARIO CHEESE FESTIVAL

WELLINGTON DUKES

PICTON BIA

PEC ARTS COUNCIL

SAND & PEARL

MAPLE MADNESS

DRIFTWOOD THREATRE

DRAKE DEVONSHIRE

IMPACT

MARKETING & PROMOTIONS

VENUE & EVENT ENHANCEMENTS

ARTIST & GUEST SUPPORT

COMMUNITY ENGAGEMENT &

HOSPITALITY

OPERATIONAL & EVENT SUPPORT



Ticket sales surpassed last year, and we had more local involvement than ever, with 17 local restaurants participating.

Our marketing efforts were encouraging, with a 1,300% return on Google Ads conversions and a reach of 35,000 from boosted social media posts.

The performances were a delight in every way—audiences were excited by the puppets, live music, and interactive elements. It truly felt like a celebration of the season.

CONSOLIDATED STATEMENT OF OPERATIONS

Year ended December 31, 2023

Revenues	2023 (Audited)	2024 (Audited)
MAT Revenue	548,912	623,822
Partnership Revenue	14,775	34,350
Programs	5825	13,300
Events and Seminars	1287	-
Interest	1179	2510
	574,110	673,982

Expenses		
Advertising	273,943	409,263
Amortization of Tangible Capital Assets	18,514	19,300
Consulting Fees	18,766	19,130
Insurance	2594	2,896
Office and General	14,319	21,621
Training	3988	6,870
Wages and Benefits	255,807	251,381
	587,931	730,461
Annual Surplus (deficit)	(13,821)	(56,479)
Accumulated Surplus, beginning of period	326,646	312,825
Accumulated Surplus, end of period	312,825	256,346

Let's Work Together

Request a Copy of the
VTC 2025 Activity Plan

Tell Us Your tourism marketing re-investment idea
at partners@visitthecounty.com



VISIT
THE COUNTY

PRINCE EDWARD COUNTY
ONTARIO CANADA