

VISIT THE COUNTY

2025 Activity Plan

Enrich the Lives of Residents

- Implement the Community Engagement Plan to ensure alignment with PEC residents
- Partner with the Municipality to provide insights and assist in the development of the Tourism Management Plan
- Develop and implement a Sustainability Action Plan



Community Engagement Plan

Focus: Communication

- Launch Community Page on visitthecounty.com for transparency
- Utilize local media to educate residents on the EcDev impact of tourism
- Enhance Industry newsletter for a more personalized and engaging experience celebrating partners success
- More active & engaged on Industry Social Channels
- Monthly educational videos
- Resident Town Hall



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Focus: Reporting

- Annual Scorecard for Council
- Annual Community Engagement Report
- Annual Visitor Feedback
- Data sharing - AirDNA, MAT - Partner with EcDev and other organizations to harness data subscriptions (eg - Moneris regional spending data)

Focus: In the Community

- Key relationships - Municipal staff & Council, StayPEC, PEC Wine
- Engage residents - Town Hall, Survey
- Present to local boards & community groups: Chamber, BIA, Arts Council, South Shore Joint Initiative, Rotary, Probus, Rec Committees
- Be present at community events



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Focus: Diversity, Equity and Inclusion

- Audit the organization to highlight areas for improvement & create action plan
- Work with All Welcome Here to administer BIPOC visitor survey
- Allocate 1 BIPOC focused initiative from Community Partnership Fund
- Continue to work with CLGCC & Rainbow Registered Program (2SLGBTQIA+)
- Promote DEI focused workshops for operators offered by partner organizations



Host Visitors

- Refine and enhance the Ambassador Training Program to expand resources, training opportunities and to target visitor-facing workers
- Audit and evaluate the current Visitor Information Services locations



Grow Tourism Revenues

- Launch revitalized Taste Trail & Arts Trail as VTC Tourism Products
- Establish & measure baseline data for consistent reporting to guide future campaigns & product development
 - Campaign driven consumer e-newsletter
 - Webpage visits
 - Top performing social posts
 - AirDNA
 - Visitor sentiment survey

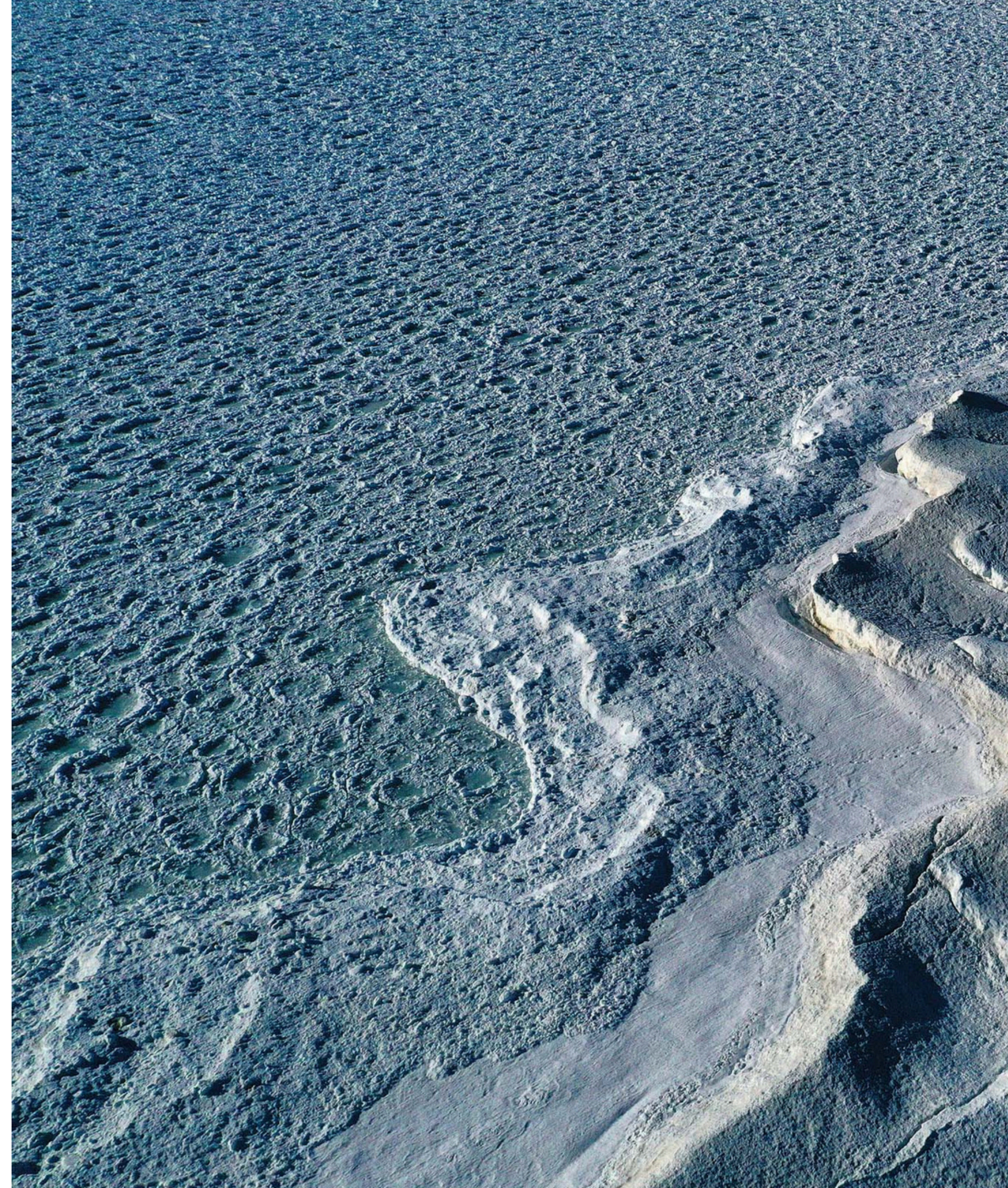


High Level Marketing Plan

- Quarterly themes & approach to stay agile
- Focus on strategically leveraging PR Agency Perfect Pear

January – March: Promote winter activities, Family Day, Wellness, Valentine’s Day getaways, and maple programming.

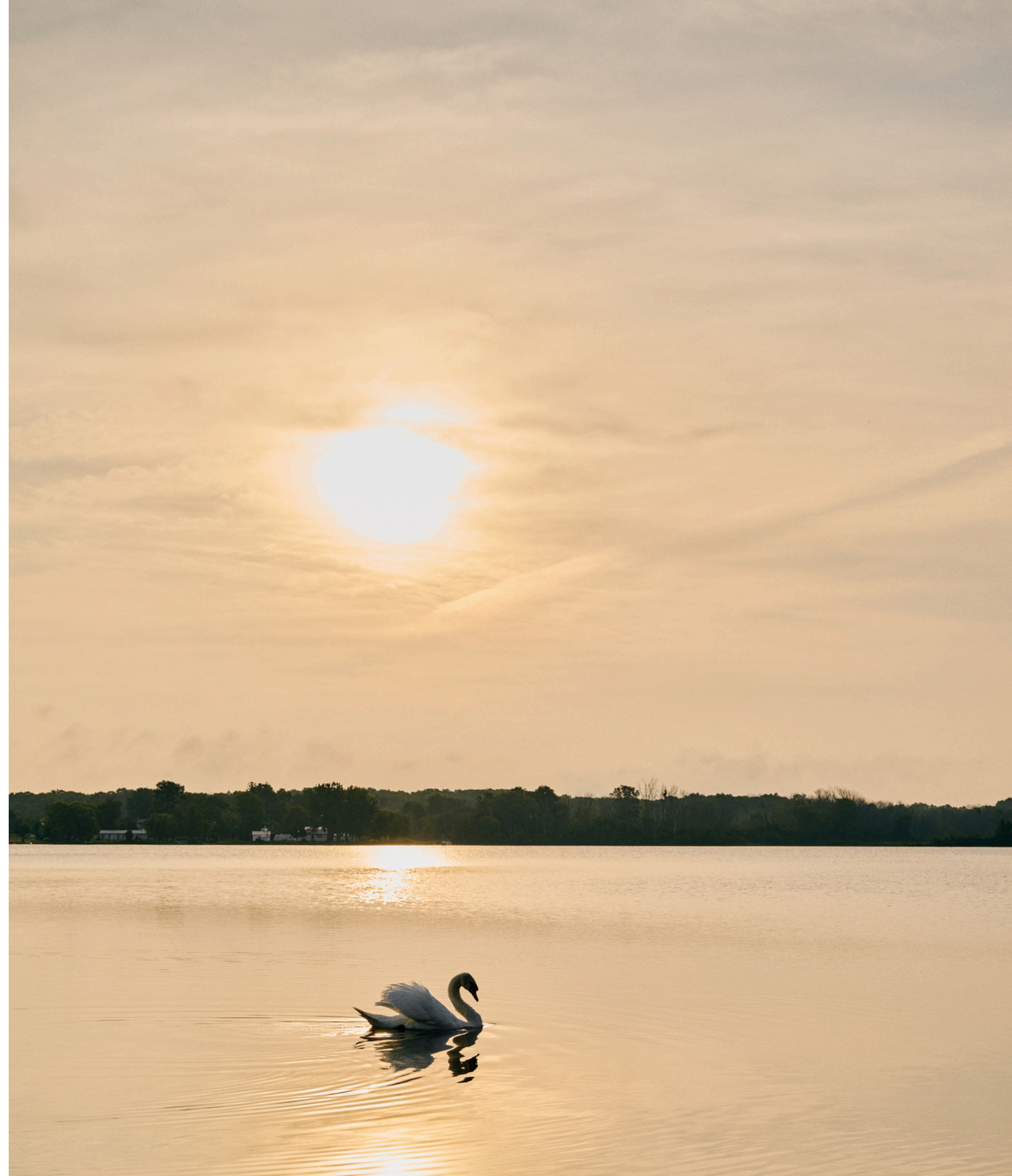
April – June: Spring blooms, farmers markets, bird migration, and outdoor adventure, Plan Ahead for Summer



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July-September: "Plan Ahead" summer campaign and beach alternatives.

October-December: Culinary tourism, holiday shopping, cozy getaways



Future Reporting

We intend to come back after our audit is completed to give a comprehensive overview of our finances from 2022 to present day.

Future Cadence of Council Reports & Stakeholder Updates:

January – Annual Review + Business Plan for the new year

June/July – Financial Report

November – AGM



Important Dates

April 15 – Season Launch Webinar
with strategic partners

April 29 – Season Launch Webinar
for the Industry

June 16 – AGM

TBA

Resident Town Hall

Resident Sentiment Survey

Visitor Experience Survey

**Subscribe to our newsletter for
regular updates!**

