

Media Release

Dufferin County Invests in Tourism Strategy Development

The resulting plan is intended to stimulate visitation to the region, while ensuring County-wide efforts for tourism development are complementary to one another.

June 24, 2020 – The County of Dufferin has recently launched the development of a five-year Tourism Strategy and Action Plan, in the interest of establishing common goals and vision for the region while supporting its economic development.

The creation of this Strategy & Action Plan is a major initiative led by the County of Dufferin's Economic Development Team, and the resulting plan is intended to stimulate visitation to the region — previously part of Headwaters Tourism's mandate before the organization closed its doors in 2019 — with a reimagined approach.

The plan is being created as the Town of Orangeville also invests in a Tourism Strategy and various municipalities develop local tourism initiatives, with the goal being to ensure County-wide efforts for tourism development are complementary to one another.

The approach will be three-phased and implemented throughout the next six months, overseen by County of Dufferin's Economic Development Team. Project efforts are being facilitated by Toronto-based consulting firm, [Bannikin Travel & Tourism](#).

"It's our intention to develop a plan that would serve to identify Dufferin County as a destination," said Darren White, Warden, Dufferin County, "The County has a lot of incredible things to offer, and we're optimistic about the opportunities for local tourism and what that might mean to our communities and economy."

Business owners throughout Dufferin County and the municipalities within will be consulted on their perspectives regarding opportunities and challenges to further develop our local tourism opportunities. Community members throughout the County will also be invited to join in the conversation during a virtual Community Information Session on August 11, 2020.

The Tourism Strategy and Action Plan is expected to be complete by fall 2020 and be presented to Council by the end of 2020.

Bannikin Travel & Tourism is currently supporting similar projects, including those for Town of Orangeville, Peterborough and the Kawarthas, Prince Edward County and the City of Brampton. The team has previously worked with Visit Oakville, the City of Orillia and Grey County.



More information on the project, as well as regular progress updates, can be found by visiting a new dedicated webpage at this link: <https://joinindufferin.com/tourism-in-dufferin>

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