

KING TOWNSHIP

2021 COMMUNITY TOURISM PLAN

Council Endorsed, November 2021



EXPERIENCE
KING

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Message from King Township Economic Development

King Economic Development is very appreciative of the contributions from the Tourism Task Force and the support of Central Counties Tourism through the development of this 5 Year King Township Community Tourism Plan.

The development of the Plan began in early 2020 before the COVID-19 Pandemic began and had to be put on hold while King Economic Development pivoted to support our businesses through new and innovative ways. Some of these new tools and programs included a ShopKING Business Portal, COVID-19 Business Resource Page identifying critical news and financial relief programs as they were released, ongoing business outreach and support, and the development and implementation of a new Private Land Patio Program and a Main Street Schomberg Pop-up Patio Program. The redevelopment and migration of the original ExperienceKING.ca Tourism website to the new King.ca website platform was another major project that coincided with the development of this Plan.

Incredible challenges were experienced by our business community throughout the Pandemic, with King's tourism sector being the hardest hit and one that will take continued support and time to recover.

The Pandemic has pushed many of King's tourism businesses and stakeholders to think outside the box and incorporate new offerings to succeed in the "new normal" as recovery takes place. Despite the incredible challenges of the Pandemic, a silver lining has emerged through many of these new tourism opportunities and partnerships that were developed, truly showing the resiliency of our tourism stakeholders. King's Economic Development team looks to support and foster the tourism sector and these new opportunities through the implementation of the Goals and Action Items of the 2021 King Township Community Tourism Plan.

Executive Summary

The Tourism Task Force (TTF) assembled by the Township of King to refresh and revamp the Community Tourism Plan had an incredible amount of experience, knowledge and passion for their community. This made facilitating the process from ideas to deliverables seamless – resulting in a solid plan full of achievable actions to further the visitor economy.

Tourism starts with the businesses and experiences that are already available within the township limits, grows as those businesses and experiences understand how visitors add to their success, flourishes when they work together to create a true destination, and explodes when they collectively deliver memorable experiences for both visitors and residents alike.

The 2021 Community Tourism Plan starts at the foundation and works its way up. The focus begins with assisting tourism-related businesses and stakeholders achieve success for themselves through education and leadership. It then layers in support for businesses to work together to build and deliver new products and experiences. And, once they are ready to welcome residents and visitors, it provides guidance and assistance on how to tell their unique stories to the right people at the right time.

A wonderful byproduct of a well-executed Community Tourism Plan is that it creates pride-of-place for the residents of that community. This can grow exponentially by ensuring the residents understand the importance of the visitor economy for the vibrancy of the place they call home. With a township full of proud residents eager to talk with visitors about the best things to see and do, King will be thriving and driving new revenues and attracting new residents and businesses.

The plan developed by the TTF builds on the inroads made over the last eight years and positions King as a force to be reckoned with.





Introduction

In April 2014, King Township adopted its first Community Tourism Plan. Through a series of facilitated discussions, and the establishment of a Tourism Task Force, this three-year action plan was prepared to help guide the Township's planning efforts. A number of action items were identified and successfully implemented, including:

- The ExperienceKING brand, website and social media channels launched in 2015 and refreshed in 2018. Tag lines (Refresh, Recharge, Revitalize) created and integrated into marketing campaigns.
- The hiring of a Full-Time Economic Development Coordinator in 2019 to oversee the tourism portfolio (initially contracted Clear Impact to implement and deliver the identified tourism service needs)
- 3 visitor kiosks, with seasonal collateral, set up at high traffic locations throughout King
- Wayfinding signage expanded and added for multiple tourism destinations

While the plan was intended to be a 3-year plan, it continued to be used as a guide for all tourism-related activities.

In October 2019, coinciding with the addition of the Economic Development Coordinator role, discussions to begin the refresh process for the 2014 Community Tourism Plan began. A group of diverse tourism stakeholders were assembled and the first meeting was held in January 2020. Through a series of 3 facilitated sessions, the TTF, *Appendix A*, was asked to consider King's current tourism landscape – its assets, markets, challenges, gaps and opportunities. From these discussions, the goals and objectives considered to be a priority for King were identified, and the action plan formulated. The plan was to go before Council in May of 2020, however, in light of the COVID-19 global pandemic, it was necessary to put these plans on hold.

A Note about COVID-19

The Covid-19 pandemic brought Ontario, and much of the world, to a halt in March of 2020. A state of emergency was declared and many businesses, including attractions, restaurants, and non-essential retail were forced to close. Reopening has been slow and staggered, with several false starts, and not yet fully realized. A stay-at-home order was put into effect, with the easing of restrictions first beginning around mid-May 2020. Non-essential travel across the Canadian US border was restricted and remained closed through to August 2021. The tourism sector lost more than \$18 billion in revenue and over 200,000 jobs¹ as a direct result of the pandemic. It was the first and hardest hit sector, and is anticipated to take the longest to recover. At time of writing, Ontario is currently coming out of its fourth wave, and uncertainty remains about its impact on the upcoming year.

If there was a silver lining during the pandemic, it was a renewed understanding of the vital importance tourists (non-residents) have to the vibrancy of communities. If businesses did not require non-resident dollars to stay afloat, there would have been no need to launch massive “SHOP LOCAL” campaigns across this province and around the world. The truth of the matter is that the residents’ favourite restaurant, coffee shop, gallery, museum, or other attraction is only there because non-residents visit and spend money at it and neighbouring businesses.



To illustrate this point, Central Counties geo-fenced all of the businesses on Schomberg Main Street and took two snapshots in time (March 1 2019 – Feb 28 2020 and March 1 2020 – Feb 28 2021) to determine the effects of the pandemic on visitation.

King - Schomberg Geo-Fence (Excluding Road)		# of Locals (0-40km)	% of Locals	# of Tourists (40+km)	% of Tourists	Total Count	Average number of Visits per Visitor	Average number of Visits per Visitor (Locals)	Average number of Visits per Visitor (Tourists)
*Pre-COVID-19 2019 Data	Visitors	18,938	76.81%	5,718	23.19%	24,656	10.35	11.99	4.91
	Visits	227,038	88.99%	28,090	11.01%	255,128			
	Weekend	70,666	86.82%	10,728	13.18%	81,394			
	Weekdays	156,372	90.01%	17,355	9.99%	173,727			
*During COVID-19 2020 Data	Visitors	15,897	80.44%	3,866	19.56%	19,763	6.78	7.54	3.65
	Visits	119,850	89.46%	14,120	10.54%	133,970			
	Weekend	33,244	88.06%	4,508	11.94%	37,752			
	Weekdays	86,606	90.00%	9,623	10.00%	96,229			

*Pre-Covid-19 2019 (March 1, 2019 - February 29, 2020)

*During Covid-19 2020 (March 1, 2020 - February 28, 2021)

Looking at the data, approximately 23% of the visitors to Main Street Schomberg, pre-pandemic, came from further than 40+km away. During the pandemic period, while the % of unique tourist visitors decreased by 3.5% the total visits by tourists only decreased by less than 0.5% (from 11.01% to 10.54%). This data clearly demonstrates that businesses rely on both locals and visitors. For restaurants specifically, the average profit margin in Ontario is 3.8%². With such slim profit margins, the presence of the visitor economy helps to ensure their viability.

¹ <https://news.ontario.ca/en/release/60922/ontario-supports-the-tourism-and-hospitality-sectors-during-covid-19>

² Restaurants Canada, Operations Report 2019

King Township staff recognized early in the pandemic the importance of creating safe places to welcome visitors and residents alike in support of the retail and hospitality businesses. While other communities were putting up barricades, King was investing in outdoor patios like the program they initiated in Schomberg, creating a charming, socially distanced spot that welcomed residents and visitors to purchase food from the businesses and enjoy it in a picturesque outdoor setting. During the pandemic, the staff also kept up with their tourism messaging, letting residents and visitors know what was open and how best to visit safely.



The businesses in the tourism sector still have a very long road to recovery. The timing of this plan is perfect as it will provide opportunities for these businesses to learn about and implement new tools that will help them rebound quicker. The Township itself can help by being prepared for the increased visitors we want spending money in our retail and hospitality businesses. This can be as simple as putting out additional waste receptacles and port-o-lets to lessen the impact increased visitation can have. There is light at the end of the tunnel and this plan can get us there faster.

It should also be noted that as a result of the pandemic forcing businesses to shut their doors, many of these businesses adapted by creating new revenue streams with take-out, meal-kits, curbside pick-up and/or delivery options that did not exist, and may not have even been a consideration, prior to the pandemic. These new services, while created as temporary measures, out of sheer necessity to keep revenue flowing, can now serve as secondary revenue channels, with an expanded reach, that are hopefully here to stay.

Why tourism?

Tourism in Ontario is a powerful economic driver and an innovative industry, represented in every riding of Ontario, and in almost every portfolio held by the province³. A tourist (aka visitor) is defined by the Ministry of Heritage, Sport, Tourism and Culture Industries as *"an individual (including an Ontario resident) who travels 40 kilometres or more within Ontario (one-way) to visit/experience a tourism product or who crosses the Ontario border to visit/experience a tourism product in the Province"*⁴.

Tourism in Ontario is a \$34 billion-dollar industry, accounting for 4.3 per cent of the provincial GDP and employing more than 391,000 people in over 188,000 businesses⁵. Every \$1 million spent by visitors in Ontario generates 13 new jobs and \$604,800 in wages. Tourism also represents the largest employer of young people, accounting for 23 per cent of the workforce aged 15 – 24. Additionally, tourism supports the growth of year-round positions in Ontario, with 60 per cent of tourism workers in full-time positions⁶. Together, the heritage, sport, tourism, and culture industries account for a combined economic impact of \$71 billion, which is greater than Ontario's mining, forestry and agriculture sectors combined. Minister Lisa Macleod refers to the portfolio as an "economic powerhouse that fuels a spectacular double bottom line. Both the financial bottom line in this province as well as the equally important bottom line of our cultural fabric and identity" ⁷.

³ [Why Tourism Matters, EcDevJournal.com, March 3, 2020](https://www.ecdevjournal.com/march-3-2020/why-tourism-matters)

⁴ Tourism Economic Development and Recovery Fund 2020

⁵ Ontario Ministry of Tourism, Culture and Sport [2018]

⁶ Ontario Canada, Open for Business, Tourism Statistics

⁷ <https://www.thestar.com/politics/provincial/2019/10/31/macleod-touts-ontarios-cultural-and-tourism-industries-as-economic-powerhouse.html>

In York Region, collectively, the tourism, arts and cultural sectors account for over 81,000 jobs in the region⁸. For 2019, looking at domestic visits alone (i.e. those originating within Canada), over 3.6 million people, 3 per cent of provincial visitation, visited York Region, generating just shy of \$356 million in new revenue for the region. Of these visits, 78% were same-day visits and approximately 53% identified visiting friends and relatives (VFR) as the main purpose for visitation⁹.

The 2020 Travel and Destination Analytics report, released by the Tourism Industry Association of Ontario [TIAO], in partnership with Global Payments Canada, provides a breakdown of domestic vs inbound visitation and spending for each of the 13 Regional Tourism Organizations (RTOs) across the province. In Central Counties Tourism – RTO6 (York, Durham, Headwaters), between July 2019 through June 2020, the report identified that the majority of visitors to the region (97.3%) were domestic travelers. And while only 2.7% of RTO6’s visitation originated from outside of Canada, it should be noted that RTO6, along with RTO2 (Niagara) and RTO5 (Toronto) account for almost 76% of the total inbound spend for Ontario. The inbound average receipt for RTO6, for the period noted, was \$148, with receipts for China (top country of origin) averaging \$176, whereas the domestic visitor average receipt spend was \$68. It should also be noted that while all inbound spending across the regions saw an overall 23.3% decline year over year as a result of COVID-19, only RTO6, saw a 13.6% increase in inbound spending, mostly due to a huge uptake from China and US inbound spending (YoY +51% and +30%, respectively)¹⁰.

A percentage breakdown of the domestic versus inbound spend for RTO6 is listed below, along with the Top 5 inbound countries.

Region	Inbound	Domestic	Top 5 countries	%
Region 6	2.7%	97.3%	China	42.6%
			US	39.9%
			Hong Kong	2.3%
			UK	1.8%
			South Korea	1.8%

What this shows is that the greatest opportunity for tourism growth comes from domestic visitors, particularly visiting friends and relatives, entering our region for same-day visitation.

8 York Region Economic Development Action Plan, 2020-2023, 2016 Census Data
 9 National Travel Survey, StatsCan (2019)
 10 Travel and Destination Analytics – Ontario Regions, Global Payments, October 2020

Tourism Industry in Ontario

Ontario's tourism sector is supported by a number of tourism organizations, each with distinct areas of focus. Understanding the key roles each organization plays to support tourism growth can help to further strengthen and support King Township's efforts through strategic collaboration.

Lead tourism roles and responsibilities	Education	Research/Tracking	Advocacy	General Marketing	Targeted Marketing	Visitor Information Ctr./Kiosks	Wayfinding Signage	Tourism Website	Maps and Guides	Industry Networking	Community Engagement
Destination Canada Promotes Canada-wide, market-ready products and experiences internationally.	✓	✓		✓	✓			✓			
Tourism Industry Association of Ontario [TIAO] Advocates on tourism policy, regulation, education and economics of tourism.	✓	✓	✓							✓	
Destination Ontario (MHSTCI) Promotes Ontario, market-ready products and experiences domestically and internationally.	✓	✓		✓	✓	✓	✓	✓	✓		
Central Counties Tourism (RTO6) Tourism product development, workforce development, industry equipping and marketing in York, Durham and Headwaters regions.	✓	✓	✓		✓			✓		✓	
York Region Arts Council (DMO) Promotes tourism within York Region's nine municipalities through its Experience York Region platform.	✓			✓	✓			✓	✓	✓	
King Township Promotes tourism within King Township to external markets. Product/experience development and tourism marketing of the area's unique experiences, products and assets.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

King Township's Tourism Community

Current Tourism Market

During a working session, the TTF set about to review the previously identified 'Specific Markets' for King to ascertain, based on their own knowledge of visitation to King, the primary visitor types that continue to visit King.

Through these discussions, the Top 5 visitor markets were identified as:

- 1) Outdoor Enthusiasts (hiking, biking, cycling, adventure racers)
- 2) Festival & Event Attendees
- 3) Equestrian Enthusiasts
- 4) Golfers
- 5) Food Enthusiasts

As mentioned previously, the Visiting Friends and Relatives market (VFR) accounts for the largest visitation throughout York Region and are represented within each of the Top 5 categories above.

Market profiles

Tourism businesses that use relevant market research understand their communities' unique features and collaborate with other businesses. They have the best opportunity to grow their tourism visitation and revenues. Market profiles can be segmented in a variety of ways. In order to understand the area's market, it was important to consider demographics (age, education, income, and place of residence), behaviors (where they stay and what they do) and psychographics (what they value and what motivates them to travel).

Through postal code data collection and geo-fencing opportunities, via Central Counties' Visitor Research Program, a picture of who King's visitor is, has begun to emerge. A snapshot of this visitor profile, based on geo-fenced data for Main Street Schomberg, is included below.

Demographic Snapshot

MEDIAN MAINTAINER AGE



MARITAL STATUS



FAMILY STATUS*



AVERAGE HOUSEHOLD INCOME



EDUCATION

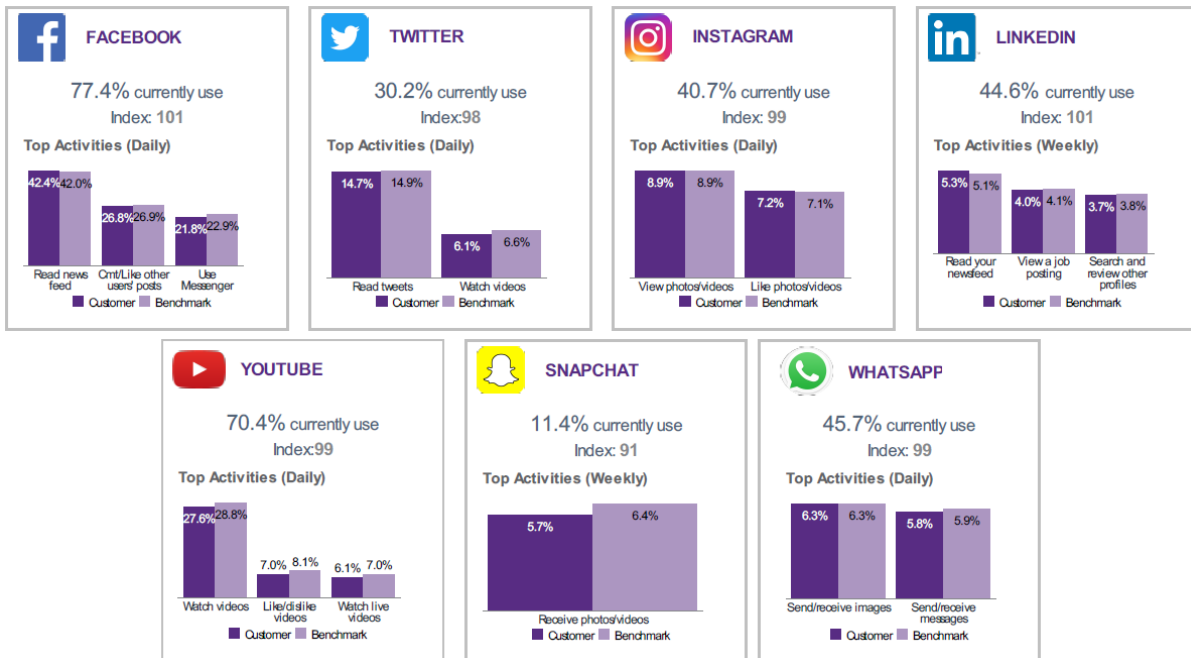


VISIBLE MINORITY PRESENCE



Customers: King - Schomberg 2019 - Fairgrounds and Main St sidewalks - Visitors

Media Habits



Customers: King - Schomberg 2019 - Fairgrounds and Main St sidewalks - Visitors

A detailed description of the top 5 segment types that visited Main Street Schomberg, from beyond 40 km, during the pre-covid period of March 1 2019 – Feb 28 2020 can be found in *Appendix B*.

While this data represents visitation within one community only, it demonstrates the power of data collection and geo-fencing technology. Through continued engagement and greater participation in data collection amongst King’s tourism business stakeholders, a stronger visitor persona for King Township as a whole can be identified, including where and how to best target them to encourage new and repeat visitation.

Current Tourism Assets

Tourism is the business of attracting and serving the needs of visitors - people travelling and staying outside of their home communities for business or pleasure. The tourism sector is made up of many types of attractions, businesses, organizations, and activities, and has five key tourism components: attractions, businesses, infrastructure, hospitality and promotion.

King Township is the largest municipality in York Region, with the smallest population, and is best defined for its picturesque countryside and welcoming small-town feel. It is predominantly a rural community, with three main villages – King City, Nobleton and [Schomberg](#) – each with its own unique character and charm.

The TTF reviewed the original King Township Community Tourism Plan (2014) and spent some time discussing the original asset lists, with respect to the categories of tourism attractions, businesses, infrastructure, hospitality and promotion. Updates for each category are noted below.

1. Tourism attractions

As noted in the original plan, tourism attractions consist of the “things to do”. These are the places that visitors come into your community to explore, be it for personal interest, entertainment or education. These include, but are not limited to, parks and outdoor activities, museums and galleries, heritage and cultural events, agricultural exhibitions and craft fairs, and other festivals and experiences reflecting a community’s way of life.

While King does not have any iconic demand generator attractions (i.e. the primary motivator for a visit), it does have a large number of secondary attractions, that collectively, can motivate and draw visitors to King, and encourage a lengthier stay and increased spend. Based on feedback from the TTF, it was determined that King’s strongest attractions assets include:

- Festivals and Events
- Trails
- Golf

A snapshot of some of the tourism attractions identified by the TTF can be found in *Appendix C*.



2. Tourism businesses

Tourism businesses are those that support tourism visits. These are the accommodations, the restaurants, service stations, and other retail businesses that can take care of visitors' needs. While we often think of visitors in terms of leisure travel, it is important to note that business travel plays an equally important role in the visitor economy, and accordingly, conference and event venues are strong tourism business assets for any community.

King has a variety of businesses to serve both the local and visitor markets for accommodations, retail, food and beverage, and more. While the accommodation options in King are limited, the opportunity to work with neighbouring communities to enhance the tourism offerings was discussed.

Visit the ExperienceKING website at www.king.ca/ExperienceKING for a list of the lead tourism businesses. Additionally, a comprehensive, but by no means complete, list of the tourism business assets identified by the TTF can be found in *Appendix C*.



3. Tourism infrastructure

Tourism infrastructure looks at the key elements in a community that are important for visitors as they navigate through the community, i.e. roads, parking areas, public washrooms and garbage disposal facilities, access to cellular service, signage, and other amenities. The availability and quality of these services and amenities affects a community's ability to attract visitors, and/or have them return.

In the next section, Tourism Challenges, Gaps and Opportunities, we will take a closer look at some of the infrastructure needs that were identified by the TTF. It should be noted that in the original 2014 plan, non-commuter GO Transit schedules and the lack of public transit to and from the station were included as potential barriers for visitation to King for those without a vehicle. The TTF addressed this issue and, while the limited transit still exists, did not feel that it significantly impacts King's attractiveness to visitors. Given King's vastness, visitors coming here are doing so, primarily, by car. Road cycling continues to be quite popular and an opportunity for King to explore for greater economic impact.

4. Tourism hospitality

Tourism hospitality is critical to the success of tourism attractions and businesses. It involves welcoming and offering consistently pleasant experiences to visitors.

Visitor readiness, or lack thereof, was also discussed quite a bit by the TTF, along with the notion that residents may not be as welcoming of visitors into their communities. Educating residents on the importance of the visitor economy, and equipping them to become ambassadors in their own communities was identified as an opportunity.

5. Tourism promotion

Tourism promotion involves activities aimed at attracting potential visitors. This includes co-operative advertising, travel show attendance, magazine articles, brochures, maps, commercial and promotional signs, travel guides, newspaper, radio, television, websites, social media, and tourism information centres.



The ExperienceKING website and social media channels, developed in 2015, have become the primary promotional tools for King's communication to visitors. Further strengthening these channels with current content, increased frequency of communications, and authentic story-telling were discussed as a few opportunities to enhance King's tourism promotion.

Tourism Challenges and Opportunities

After reviewing the tourism assets for each of the five key tourism components, the TTF then spent some time discussing challenges and/or gaps that exist in each of these areas. These challenges were then prioritized and actionable opportunities identified.

Attractions	
Prioritized Challenges	Opportunities
Visitors to King Township do not stay long enough. They often visit for a specific event or attraction and leave before exploring other areas or seeking out other services.	<ul style="list-style-type: none"> • Encourage stakeholders to work together to offer itineraries/experiences to encourage visitors to explore multiple locations in King in an effort to increase length of visit and spend. • Attractions are quite spread out throughout King's countryside communities. Beautiful scenic driving routes can be mapped out and promoted.
Greater awareness of things to see and do within King Township is needed – for both locals and visitors.	<ul style="list-style-type: none"> • Stronger communication between businesses can be fostered through ongoing dialogue with Economic Development staff, the Tourism Task Force as well as the Chamber of Commerce and other levels of tourism organizations to encourage cross-promotion and greater awareness of offerings. Set-up meeting/networking opportunities specific for the tourism-business members. • Frontline staff unaware of the offerings in King. Opportunity for King Township to strengthen communication with accommodators and increase awareness of ExperienceKING and seasonal offerings.
More emphasis on economic impact is needed. However, it is challenging to calculate ROI & local spending.	<ul style="list-style-type: none"> • Communicate the benefits of data collection to tourism businesses to increase uptake (via surveys or POS postal code data entry) and sharing of data to create an aggregated profile of King's visitors • Utilize the Ministry's TREIM tool to calculate economic impact based on visitor data collected through surveys or work with a pool of stakeholders to provide metrics for aggregate reports. • Survey tool available through Central Counties Tourism to facilitate collection of visitor data at events • Visitor Research Program available through Central Counties Tourism

Businesses	
Prioritized Challenges	Opportunities
Greater collaboration between businesses to increase stay.	<ul style="list-style-type: none"> • Opportunity to create unique bundled experiences to create full-day and/or overnight itineraries • Increased awareness of each other's offerings via cross promotion and regular communication. Free Tourism Ambassador Webinar tool available through Central Counties Tourism that tourism businesses can utilize to enhance customer service and increase awareness of other nearby things to see and do
Businesses may not be visitor-ready.	<ul style="list-style-type: none"> • Visitor-readiness does not only encompass a businesses readiness to welcome visitors on site, but also their online presence. Do they have websites? Are they user-friendly? TripAdvisor and/or Google profiles – businesses claimed? Profiles up-to-date? Responding to reviews? • Are businesses leveraging free opportunities – e.g. Destination Ontario, Experience York Region, York Durham Headwaters – to further promote their events. • Self-assessment tourism readiness tool available through Central Counties Tourism that can be made available to tourism businesses.
Limited accommodation options exist within King Township. - More options needed (e.g. B&B's, campgrounds, country inns, cabins, farm vacations)	<ul style="list-style-type: none"> • Create a full inventory of accommodation options • Kingbridge expanding offerings beyond corporate market – now working with third party booking engines (i.e. Booking.com; Expedia, etc.) to increase leisure market stays • Work with accommodators in neighbouring communities, in the short-term, to create packages with King experiences to fill these gaps until additional accommodation options in King can be offered • It should be noted that the Short-Term Accommodation Rental market was discussed and was not considered to be a current tourism priority. However, this should be revisited if/when short-term accommodation rentals become municipally regulated.
Seasonal Gaps i.e. winter product in King is limited.	<ul style="list-style-type: none"> • Opportunity to work collaboratively during shoulder seasons to increase offerings/programming (E.g. encourage restaurants to participate in a Winterlicious promotion)
Consistent King messaging within the tourism community.	<ul style="list-style-type: none"> • Each business has their own unique brand, messaging and audience. Opportunity to unify and strengthen messaging to create greater awareness of King through a consistent or common approach (e.g. tagline, hashtag, logo, etc.)
Tourism Workforce Labour Shortage	<ul style="list-style-type: none"> • Tourism Workforce attraction and retention was identified by the TTF as a potential challenge, however, it appears to be limited to the hospitality sector (i.e. Hotels), in particular, with respect to Food & Beverage staff. This labour shortage has further intensified as a result of the pandemic. • While the TTF initially determined labour shortages not to be a current priority, in light of the pandemic's effects on the tourism industry, this should remain on our radar as a potential continuing challenge for tourism businesses.

Infrastructure	
Prioritized Challenges	Opportunities
King Township is currently not leveraging the thousands of cyclists riding through its borders. - Cycling is huge for King but little economic impact is seen by this market.	<ul style="list-style-type: none"> • Work with Ontario by Bike to expand awareness of King's bicycle friendly locations • Work with York Region/ Greenbelt to update outdated cycling routes (i.e. Village Roundabout & Tour de Holland) • Signage at bike friendly stops (e.g. King ♡ Bicycles) • Opportunity for bike friendly businesses & attractions to provide incentives/offerings to cyclists to encourage increased spend and/or return visits. • Bike lanes and wayfinding signage are limited for cyclists

<p>Poor Cell and Internet service in some areas.</p> <ul style="list-style-type: none"> - This is a challenge for businesses and visitors alike, causing operational difficulties, and navigational and connectivity issues. 	<ul style="list-style-type: none"> • This is on King Township's radar. King will continue to lobby and advocate for improved Broadband connectivity and access throughout all of King. • King Chamber of Commerce can also act as an advocate for business members' need.
<p>Environmentally sensitive areas exist within King Township (i.e. Happy Valley Trail and the Oak Ridges Moraine Trail).</p>	<ul style="list-style-type: none"> • The Oak Ridges Trail Association offers regular guided hikes that brings visitors into King. Explore opportunities to communicate additional things to see and do in King to these visitors. • Create a list of nearby attractions and businesses that can be promoted. • Opportunity to also encourage and promote responsible visitation.
<p>Parking constraints in specific locations that spill over onto rural roads.</p>	<ul style="list-style-type: none"> • Parking limitations were identified by the TTF as a challenge for King, however, it was determined not to be a current priority as these constraints tend to be site- and/or event-specific rather than a general lack of parking within King. (e.g. Main Street Schomberg, Dog Tales Sanctuary, Round The Bend Farm, Pine Farm Orchards, Thornton Bales).

Hospitality	
Prioritized Challenges	Opportunities
<p>King Township has a lack of identity or consistency when it comes to tourism offerings</p>	<ul style="list-style-type: none"> • Through this planning process, ensure that there is consistency of messaging across all communications channels and get the messages to the right people • Ensure the ExperienceKING brand is used consistently to get both residents and visitors make a connection to it when enjoying experiences
<p>There is a lack of visitor readiness by the businesses, including their ability to communicate to visitors about other places of interest or events taking place.</p>	<ul style="list-style-type: none"> • There is a great opportunity for the Township and the Chamber of Commerce to communicate to businesses information about upcoming events so that they can prepare and/or create their own promotions for the audience expected • There are several programs, including ones through Central Counties, which businesses can participate in to help them be more visitor ready (both online and in-person) • There are opportunities for the Township and the Chamber of Commerce to host tourism-focused meetings that would include some education and opportunities for businesses to network and start working together
<p>There is a feeling that residents may not want to have more tourism in King Township.</p>	<ul style="list-style-type: none"> • With businesses understanding the importance of visitor-readiness and hospitality, they will be providing more experiences that residents will enjoy • There is an opportunity to develop a responsible visitation program that provides information to visitors prior to and during their trip regarding how to properly interact with the environment. • Third-Party experts can be used to help communicate this. For example, link from the Tourism Website to the Cycling Club website page on the "rules of the road" for King. • A wayfinding strategy can be developed • More businesses can have tourism information brochures that include responsible visitation tips such as how to leave a zero impact when visiting wetlands, etc.
<p>Businesses do not have a real sense of who is visiting their establishments each week. There is no sense of urgency when it comes to developing tourism.</p>	<ul style="list-style-type: none"> • Utilize CCT's Visitor Research Program to assist businesses, festivals and event get a full understanding of where their revenues are coming from • Run aggregate reports by category (e.g. arts and culture) to see the synergies and help businesses work together to develop a destination • Determine where like-minded people live so that we can invite more guests who are pre-disposed to go what we have to offer

Promotion	
Prioritized Challenges	Opportunities
There is a lack of packages and/or itineraries which are great things to build content and messaging for potential consumers.	<ul style="list-style-type: none"> • As we build business and hospitality capacity, businesses will understand the power of collaboration. CCT can also assist with the development of routes, itineraries and packages • As visitor data begins to be analyzed, there is an opportunity for businesses who cater to like-minded people to partner together to create more reasons to visit the area
Keeping content current is always a challenge – both internal and external – and can lead to inconsistencies in promotions and gaps.	<ul style="list-style-type: none"> • Consistent messaging becomes easier once there are experiences to talk about. That is why this is listed as the second priority • There is an opportunity to have many sources talk about the happenings within King Township – local through ExperienceKING, region-wide through Experience York Region, pan-regional through Central Counties Tourism and beyond through Destination Ontario. Communications channels and protocols can be set up to disseminate upcoming events and highlights to everyone • Central Counties and Destination Ontario often are in need of content and by staying connected with both, there is a better chance of King being highlighted • Opportunity for influencers to come to King to experience some of the itineraries or packages
Businesses not involved in promoting King Township as a whole	<ul style="list-style-type: none"> • Opportunity to educate businesses on the power of partnership and collaboration when it comes to marketing and communication • Work with businesses to ensure they are using ExperienceKING handles so that their information can be shared further. Just as importantly, they should follow ExperienceKING and share upcoming events and programs to their followers because it could just motivate some of them to visit. • Ensure businesses are working with Economic Development and the Chamber to keep their event listings and business information up to date so that those consumer facing entities are always content rich. This can also extend to working with other tourism stakeholders (i.e. Experience York Region, Central Counties Tourism, Destination Ontario, etc.).
Lack of budget for Marketing and Communications	<ul style="list-style-type: none"> • Leverage each other’s investments and audience • Using EnviroNics information, laser target communications to reach more people pre-disposed to do the activities you are promoting • Share the promotions across all partner audiences and channels • Businesses become the biggest champions for tourism in King

Measuring Success

A great deal of discussion took place around measuring success. For the plan to be successful, it needs to be adopted not only by the Township, but embraced by local businesses as well, with the shared goal of attracting greater visitation and increased economic benefits for the community. To that end, identifying a common language around measuring success is critical.

The TTF was asked “What does tourism success look like to you?” and more importantly, “How is it measured?”. Below is a summary of the measures of success that should form that common language, and will enable King Township to paint a more cohesive picture of the visitor economy’s impact, and behaviours.

- Increased revenue from increased visitors, i.e., revenue, visitor #'s and % new.
- Website traffic, social media engagement, reviews.
- Tracking visitor paths to show 2+ locations visited.
- Retention and expansion of tourism and hospitality businesses/offerings.
- Limited complaints from residents
- Partnerships developed and leveraged.
- Qualitative and Anecdotal (Testimonials) year over year measurements.

Vision, Goals and Action Items

Vision:

King Township is an idyllic countryside community where visitors refresh, recharge and revitalize. We have a strong sense of pride in our community and treasure our unique tourism, cultural, recreational and hospitality experiences which we will continue to showcase and share with the world.

Goals:

1. Support and enhance tourism coordination & leadership roles within King Township.
2. Increase visitation and grow tourism revenue for the economic benefit of King Township and its tourism stakeholders, with measurable results.
3. Build greater awareness of King Township's tourism, cultural, recreational and hospitality assets with both visitors and residents.
4. Visitors to King Township are eager to return because of the friendly and hospitable services and experiences offered to all customers and guests.

GOAL # 1: Support and enhance tourism coordination & leadership roles in King Township.					
Action Items		Description	Lead/Partners	Timing	Monitor/Measurement (KPI)
1.1	Township to write an annual marketing plan, including budget and metrics, and to secure funding for the plan.	Identifies the key priorities, and budget requirements to successfully deliver on the action items in the prescribed timelines, with Council endorsement.	King Township	2023 fiscal and to be updated annually	Plan and Budget written, submitted and approved by council
		Measure and report on progress annually.	King Township	Annually	% of budget ask granted % of action items started % of action items completed
1.2	Define the roles and responsibilities of the key tourism organizations that support tourism economic development, including the establishment of a smaller Tourism Task Force to ensure connectedness throughout the year.	Provides role clarity and allows for stronger alignment of messaging and dissemination of information.	King Township	Q2 2022	Roles & Responsibilities defined, agreed upon and available
			King Chamber of Commerce		Tourism Task Force established - identify members, size of taskforce, frequency of meetings (quarterly), function of members, terms of reference (MOU) - e.g. each member shares info with min. X number of businesses
			Tourism Task Force (to be established)		

1.3	Support King's tourism stakeholders to strengthen the tourism sector through education and networking opportunities.	A coordinated effort ensures tourism businesses are equipped with the tools and know-how to work collectively towards the goal of increasing visitation to King.	King Township	Ongoing	# of education and/or networking opportunities available
					# of stakeholders that participate in education/networking offerings
					% of businesses that have implemented any changes as a result of sessions
					# of stakeholders visited/contacted
					Identify stakeholder top priorities and opportunities.
1.4	Leverage available partnerships and funding opportunities available through regional/provincial tourism stakeholders. (e.g. Experience York Region, Central Counties Tourism, Destination Ontario, York Farm Fresh, Ontario by Bike etc.)	A number of funding and marketing opportunities are available to support and further promote King Township's tourism stakeholders.	King Township	Q2 2022	% of available partnerships & opportunities and share with stakeholders
					# of stakeholders applying for partnerships
					# of successful partnerships
					% YOY increase - visitors and revenues - for stakeholders involved in partnerships
1.5	Advocate for improved broadband connectivity and cell phone service.	Business and visitors alike expect reliable high-speed internet and cellular service. Limited connectivity creates operational challenges for businesses and potential navigational/experiential challenges for visitors.	King Township	Ongoing	# of advocacy efforts made to region/province
			King Chamber of Commerce		# of communications to stakeholders with actions they can take to assist the lobby efforts

GOAL # 2:
Increase visitation and grow tourism revenue for the economic benefit of King Township and its tourism stakeholders, with measurable results.

Action Items		Description	Lead/Partners	Timing	Monitor/Measurement (KPI)
2.1	Foster greater collaboration between businesses through the establishment of a tourism business stakeholder contact list with regular communication, and sharing of ideas and opportunities, throughout the year. (i.e. Ontario by Bike certification for bike friendly businesses)	Strengthens awareness of King Township's goals and priorities, and creates opportunity for aligned content/programming through regular dialogue.	King Township	Q1 2022 and ongoing	# of businesses identified as tourism stakeholders
			Tourism Task Force		Creation of an Economic Development Tourism Newsletter
			King Chamber of Commerce		# of communications
					Open Rate of the Economic Development Tourism Newsletter

2.2	Support the development of existing tourist attractions and/or new offerings, with greater emphasis on multi-destination experiences (i.e. Bundling & Cross-promotion).	Identifies opportunities to create expanded and/or refined unique and niche experiences. Also provides an opportunity to encourage growth of offerings in the shoulder seasons (i.e. Winter).	King Township	Q1-2022 and annually	# of themes (agri-tourism, equine, foodies, etc.) identified
			Tourism Task Force		# of experiences created based on themes (Goal: Develop 1-2 new experiences with 2+ partners per year)
					# of packages/bundles developed
					% increase and count of new product
					% increase of multiple offerings
					# of partners collecting customer data (i.e. postal codes)
2.3	Expand promotion of the new King Township 2021 CIP program and grants available to tourism businesses, including the new Rural Resiliency program for Agri-tourism related initiatives, to increase number of successful applicants.	Encourages further growth and enhancements of tourism businesses to help improve, develop or expand their offerings and/or experiences.	King Township	2022	# of tourism related CIP applicants
				% of successful tourism related applicants	
				% YOY increase in tourism related applications	
2.4	Create unique tourism overnight accommodations and/or experiences.	Leverages King Township's natural assets to create opportunities for increased overnight visitation.	King Township	2022	Identify businesses with the capability to provide and/or modify overnight visitation. (e.g. farm stays)
			Tourism Task Force		# of offerings created

GOAL # 3: Build greater awareness of King Township's tourism, cultural, recreational and hospitality assets with both visitors and residents.					
Action Items		Description	Lead/Partners	Timing	Monitor/M Measurement (KPI)
3.1	Continue to build out the ExperienceKING brand, identity and platforms, with enhanced online presence and story-telling, for greater exposure and recognition.	Ensures stronger brand recognition and alignment of messaging across all platforms.	King Township	Ongoing, reviewed annually.	% YOY growth in web visitors
					% YOY growth in web clicks to stakeholder sites
					% YOY growth of each social media channel
					% YOY growth in visitor engagement on each social media channel
					% usage of ExperienceKING tags on social media posts
					# of stories developed & promoted

3.2	Encourage further growth of the VFR market (visiting, friends and relatives) through resident communication/ engagement (i.e. monthly King Township Bulletin newsletter) to build greater awareness of the Township's tourism businesses, events and experiences.	Regular communication with residents equips them with the knowledge and pride of place to become ambassadors in their own communities, showcasing King's assets and events to visiting friends and relatives.	King Township	updated seasonally	% YOY growth in visits to the ExperienceKING website
					# of click throughs from King Township Bulletin newsletter to the ExperienceKING website
3.3	Continue to utilize areas of high visitor traffic to promote the Township's tourism businesses and activities.	Maximizes King Township's efforts (and limited resources) to connect with the visitor audience and promote things to see and do.	King Township	updated seasonally	Explore digital signage/kiosk – mobile option
3.4	Build and improve existing wayfinding signage program(s) – i.e. King Township & York Farm Fresh.	Enhances existing wayfinding signage to improve the navigational experience for visitors and ensures key tourism assets are participating.	King Township	Ongoing	# of new tourism related signage
			York Farm Fresh		# of new agri-tourism businesses promoted through York Farm Fresh signage

GOAL # 4: Visitors to King Township are eager to return because of the friendly and hospitable services and experiences offered to all customers and guests.					
Action Items		Description	Lead/Partners	Timing	Monitor/M Measurement (KPI)
4.1	Educate and support new and existing tourism-related businesses to equip them with the necessary tools to ensure tourism-readiness and a visitor-centric approach.	Elevates the visitor experience throughout King Township, and strengthens stakeholder engagement and support.	King Township	Q3/4 2022 and ongoing	Promote participation in CCT's Tourism Ambassador Program learning module
					# of participants in the Tourism Ambassador Program
					Create Tools (e.g. Tear away map, brochures)
					# of business with tools in hand (e.g. map, brochure)
4.2	Implement tourism, hospitality and customer service readiness assessments.	Provides stakeholders with an opportunity to elevate their tourism reach and visitor experience.	King Township	Q2 2022, repeated annually	Create a tourism readiness assessment survey
			Central Counties Tourism		# of tourism business that participate (YOY)

4.3	Gather feedback to measure visitor satisfaction.	Provides a measure on which businesses can assess how well they interact with their visitors, and establishes benchmarks for ongoing evaluation.	King Township	Q3 2022, repeated annually	Create a visitor satisfaction tool to be administered by tourism businesses. (i.e. utilizing the Economic Development TIEIT tool)
					# of businesses locations/events gathering visitor feedback
					# of visitor responses collected
					% increase in visitor satisfaction

Appendix A

The Tourism Task Force

Below is the list of stakeholders that shared their time, knowledge, and ideas to collaboratively shape the direction for King's continued efforts to grow and strengthen the visitor economy.

2020 Tourism Task Force

Cathy D'Alessandro	Manager, Schomberg Agricultural Fair
Avia Eek	Councillor, King Township & Soupfest
Frank Facciponte	Owner, Locale King City
André Flys	Owner, Pioneer Brand Honey
Lisa Gilbert	General Manager, Kingbridge Conference Centre & Hotel
Margaret Hastings	Schomberg Main Street Revitalization
Mikolaj Kolodziej	General Manager, The Manor by Peter and Pauls
Michele McNally	President, Art Society King
Rich Morel	General Manager, Carrying Place Golf & Country Club
Narek Nersisyan	Sales & Marketing Manager, Holland Marsh Wineries
Manuela Palermo	Board Member, King Chamber of Commerce & Forest Hill Real Estate
Sergei Petrov	Executive Director, York Region Arts Council, DMO
Catherine Roasa	Director of Hospitality Operations, Kingbridge Conference Centre & Hotel
Lynda Rogers	Past President, Art Society King
Chloe Thurnston	Store Manager & Event Coordinator, Pine Farms Orchard
Janet Tuenschel	Owner, Country Cut Flowers
Erika Baird	King Township, King Museum, Heritage & Cultural Centre Supervisor (PRC)
Laura Campbell	King Township, Parks, Rec & Culture, Community Engagement Supervisor
Aimee Artinian-Wong	King Township, Economic Development Coordinator
Jamie Smyth	King Township, Manager of Economic Development
Chuck Thibeault	Central Counties Tourism, Executive Director
Sandra Quiteria	Central Counties Tourism, York Region Field Manager

Additional Contributors:

Tom Wray, Schomberg Village Association & Schomberg Street Gallery

Patricia Earl, Olde Mill Art Gallery and Shoppe

Appendix B

Schomberg Visitor Profile

PRIZM Profile | Top Segments



Customers: King - Schomberg 2019 - Fairgrounds and Main St sidewalks - Visitors CEL: Unique visitors

Total Customers: 5,008

Top 5 segments represent **31.8%** of customers in Schomberg's Visitors 40-150KM - 40-150 km Radius

1.



Rank:	1
Customers:	424
Customers %:	8.47
% in Benchmark:	2.65
Index:	319

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a home built after 1980—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (National Pride).

2.



Rank:	2
Customers:	330
Customers %:	6.59
% in Benchmark:	2.46
Index:	268

Located in the older suburban neighbourhoods of mostly midsize cities, Stressed in Suburbia offers a portrait of busy, working families in the burbs. Nearly 80 percent of households own their homes, a mix of singles, seniors and row houses typically built between 1960 and 2000. An above-average two-thirds are third-plus-generation Canadians. But their streets are hardly homogenous: Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Despite moderate educations that rarely go beyond college, many households enjoy solid midscale incomes thanks to the presence of two wage-earners. Most segment members hold blue-collar or service sector jobs. Given the variety of households in Stressed in Suburbia, top-scoring leisure pursuits range from outdoor sports like cross-country skiing and golf to cultural activities like attending country music concerts and dinner theatres. With their tendency for Introspection & Empathy, they seek to understand others in a non-judgmental way, and they score high for donating to cultural, environmental and international organizations.

3.



Rank:	3
Customers:	299
Customers %:	5.96
% in Benchmark:	5.45
Index:	109

Eat, Play, Love earned its name for its younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value Sexual Permissiveness. Concentrated in the urban core of Toronto, Montreal and Vancouver, this diverse segment reflects two important demographic trends—increasing urbanization and the growth of high-rise housing. Eat, Play, Love is a vertical world where almost 90 percent of residents live in apartment and condo buildings taller than five stories. It is also the most educated of all the segments: more than 60 percent have a university degree, and almost one in four hold an advanced degree—three times of the national average. With their upper-middle incomes, they're earning good money for their age, typically from white-collar jobs in business, science, education and management. Over 60 percent commute to work by public transit, biking or walking. Young and unencumbered—half of households contain single or divorced individuals—they travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting jazz concerts and attending food and wine shows. They're also into health and fitness, scoring high for aerobics, yoga and Pilates, as well as buying organic fruit and vegetables.

4.



Rank:	4
Customers:	283
Customers %:	5.65
% in Benchmark:	4.12
Index:	137

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is Financial Security, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

5.



Rank:	5
Customers:	259
Customers %:	5.18
% in Benchmark:	2.05
Index:	253

The largest FRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically living in modest, single-detached homes built before 1990. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of Fulfillment Through Work, believing that one's work should be useful to others.

Appendix C

King's Tourism Assets

(Note: This is not an exhaustive list but it represents a snapshot of King's tourism assets as compiled by the TTF.)

Attractions

Arts, Culture & Heritage

Arts Society King
Carrying Place Trail
Headwaters Parade of Horses
King Heritage & Cultural Centre
King Township Historical Society
Kingcrafts Studio
Marylake Monastery & The Rosary Path
Olde Mill Art Gallery & Shoppe
Schomberg Horticultural Society
Schomberg Inukshuk (at Allstone Quarry)
Statue of Lloydtown Rebellion

Artisans:

- Art Gallery at Municipal Offices
- Grackle Coffee Company
- The Roost Café
- Stretching Canvas Yoga Studio & Paint Loft

Agri-Tourism

(includes farmers' markets, farm gates, orchards and wineries)

Beretta Farms
Country Cut Flowers
Fresh Veggies at 60 Aileen
Highway 9 Farmers' Market
Holland Marsh
Holland Marsh Wineries
JC Agri Orchards
Jecara Farms
Marques Family Farm
Pine Farms Orchard and Café
Pioneer Brand Honey
Providence Hill Farm
Robintide Farms
Round the Bend Farm & Market
Schomberg's Farmers' Market

Equestrian

Antares Sellier
Briarwood
Courses About Horses
Dog Tales Rescue & Sanctuary
Meadows Equine
Raynham
Sherwood Farms/Unbridled Experiences
Toronto Polo School
WaterStone Estate & Farms
Winsong Farm

Education & Research

King Township Archives (genealogy)
King Township Library Branches
Koffler Scientific Reserve (Joker's Hill)
Muck Crops Research Station
Seneca College

Festivals and Events

A Main Street Christmas
Dog Tales Open House (Sunday's)
Garden Tours
Holland Marsh Soupfest
Kettleby Canada Day
King City Craft Beer & Food Truck Festival
King's Feet Literary Event (NEW)
Nobleton Christmas Tree Lighting
Nobleton Victoria Day Event
Raspberry Social
Rock 'n Roll Car Show & Family Fun Day
Round The Bend Easter & Fall events
Schomberg Agricultural Fair
Schomberg's Scarecrows
Schomberg Street Gallery
Studio Tour King
The Sisters Touch of Christmas
Tim Schmidt's Annual Car Show

Good For the Soul

(aka Health & Wellness)

Country Cut Flowers Retreats
Dog Tales Rescue & Sanctuary
Healing Hive Wellness Studio
Marylake Monastery
Sherwood Farm Retreats
Stretching Canvas Yoga
The Rosary Path at Marylake
Trails
Unbridled Experiences

Outdoors, Sport and Recreation

Bird Watching
Cawthra Mulock Nature Reserve
Centennial Park Mountain Bike Trails
Cold Creek Conservation Area
Dufferin Marsh
Happy Valley Forest (aka Goldie Feldman Nature Reserve)
Humber Trails Conservation Area
Golf
Greenbelt Routes (cycling)
Kettle Creek Foot Golf
Kettleby Valley Summer Camp (overnight)
Koffler Scientific Reserve Trails

Northern Adventure Mini Putt (Cardinal)
Oak Ridges Moraine Trails
Parks
South Simcoe CY Marina
Spray Lake
Thornton Bales Conservation Area
(aka 99 Steps Trail)
YMCA Cedar Glen Outdoor Centre

Small Towns, Villages and Rural Landscapes

Main Street Schomberg
Kettleby Village
King City Village
Nobleton Village
Driving Routes (Opportunity!)

Businesses

Accommodations

Bow Wow Country Club (Pet Boarding)
Bradford Inn
Comfort Inn
Jecara Farms (B&B/glamping)
Kingbridge Conference Centre & Hotel
Seneca College Residence

Restaurants - Specialty Food and Beverage

Includes Unique Bakeries, Cafés, Coffee shops, and
Main Street Restaurants

Cappuccino Bakery
Craft Kitchen + Beer Bar
Dorio's Bakery
Grackle Coffee Company
Hogan's Restaurant
Holland Marsh Wineries
Locale King City
Motorino
Paper Crane Sushi Bar & Bistro
Pine Farms Café
Port Soirée
Raffaele's Cantina
Riverview Restaurant
St. Phillips Bakery
Sassos Trattoria & Wine Bar
Spresso Dessert Bar
Sugar & Spice Bakeshop and Café
The Roost Café
The Schomberg Pub & Patio
The Scruffy Duck
The Summerhill

Retail - Specialty Retail Experience

Includes Main Street Shopping &
unique boutiques

Antares Sellier
Black Forest Garden Centre

Sports Tourism

Baseball Diamonds (e.g. Arsnorveldt)
Hockey tournaments
Ice Carnival (Figure Skating Show – every other
year)
King Classic Soccer Tournament
King Curling Club (Bonspiels)
Maple Leaf Cricket Club
Polo competitions
Wakeboarding & Water-skiing competitions

Holland Marsh Wineries
Kingcrafts Studio
Pine Farms Orchard
Pioneer Brand Honey
Round The Bend
The Scottish Nook (The Quilters Nook)
Vintage Peony

Golf

Cardinal & Red Crest Golf Club
Carrying Place Golf & Country Club
Kettle Creek Golf
King Valley Golf
King's Riding Golf
Nobleton Lakes Golf Club

Conference & Event Venues

Cardinal Golf Club
Carrying Place Golf & Country Club
Cold Creek Conservation Area
Eaton Hall Country Inn and Spa
Holland Marsh Wineries
Kingbridge Conference Centre
King Valley Golf
King's Riding Golf
Laskay Hall
Magna Hall (Seneca)
Nobleton Lakes Golf Club
Orchard Gallery (Pine Farms)
Pottageville Pavilion
Schomberg Community Hall
Seneca College Conference Centre
Sherwood Farm Retreat
The Manor by Peter and Paul
WaterStone Estate & Farms
YMCA Cedar Glen Outdoor Centre

Glossary

BIA – Business Improvement Area
CCT – Central Counties Tourism
DMO – Destination Management Organization
DeON – Destination Ontario
DC – Destination Canada
EYR – Experience York Region
MHSTCI – Ministry of Heritage, Sport, Tourism,
and Culture Industries

RTO – Regional Tourism Organization
TIAO – Tourism Industry Association of Ontario
TIAC – Tourism Industry Association of Canada
TTF – Tourism Task Force
VFR – Visiting Friends and Relatives
YDH – York Durham Headwaters
YRAC – York Region Arts Council