

# Grey County Tourism Update Owen Sound Community Development, Tourism & Culture Advisory Committee

(June 11, 2021)

Bryan Plumstead – Manager of Tourism Grey County





# So what does summer look like in Grey County?

## Re-Opening Steps – Timing?

**Pent up demand** – Most people feel most comfortable visiting close-by and known destinations – positioning Grey County as a key destination this summer – day trips and overnight stays

**Outdoor Activities will lead:** Hiking, Beaches, Cycling, Climbing, Caving, Camping

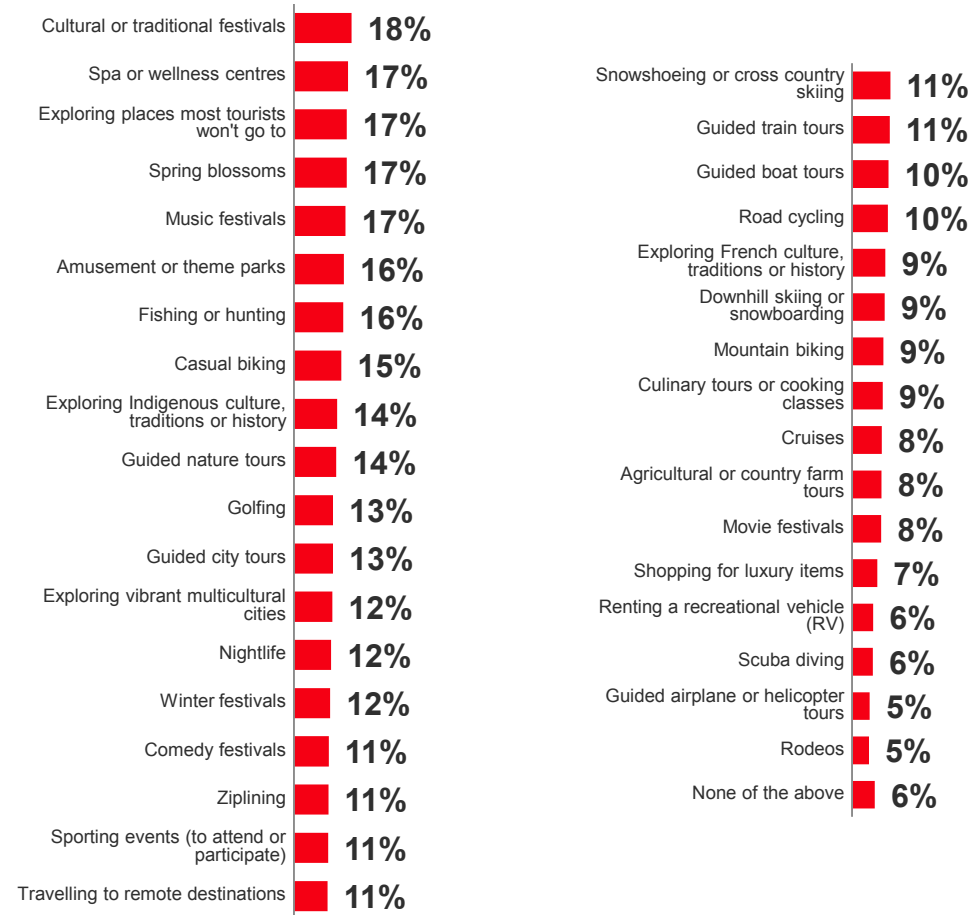
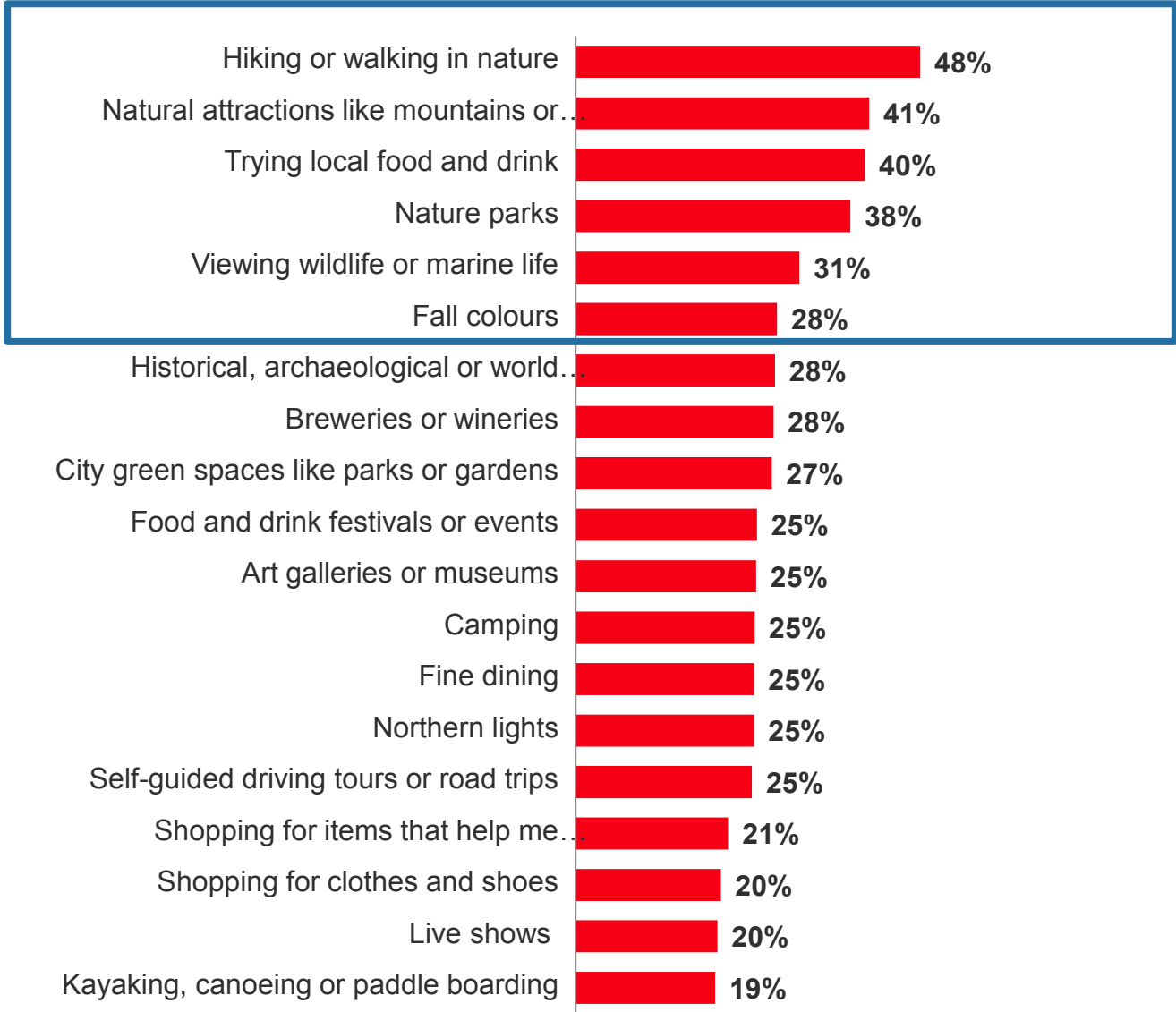
**Proximity to Market – 2+ hr drive from GTA**

**\$150 m Ontario Staycation Tax Credit** – TOBM Councillor Rob Samson chaired the **Marketing and Travel Incentive Subcommittee** – likely announced as restrictions are lifted

Forecast – BUSY SUMMER once we get started!

# Activities Interested in within Province+

In-Province

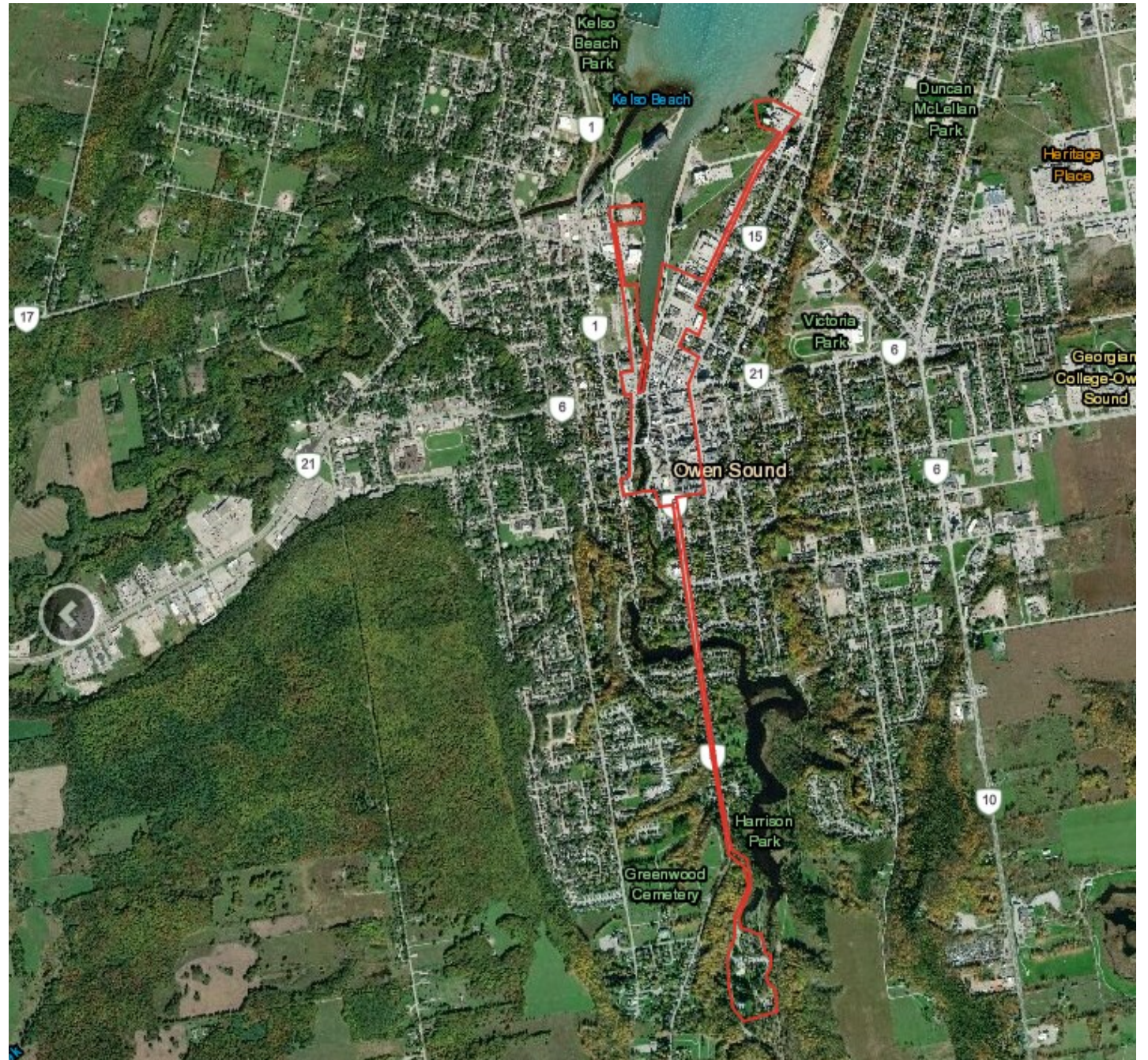


+ New question added in 2020 GTW (November) – no trending.  
 Base: Canadian residents evaluating in-province destinations (n=3430)  
 FT11. Thinking of your next trip to a destination within your province, what activities would you be interested in participating in?



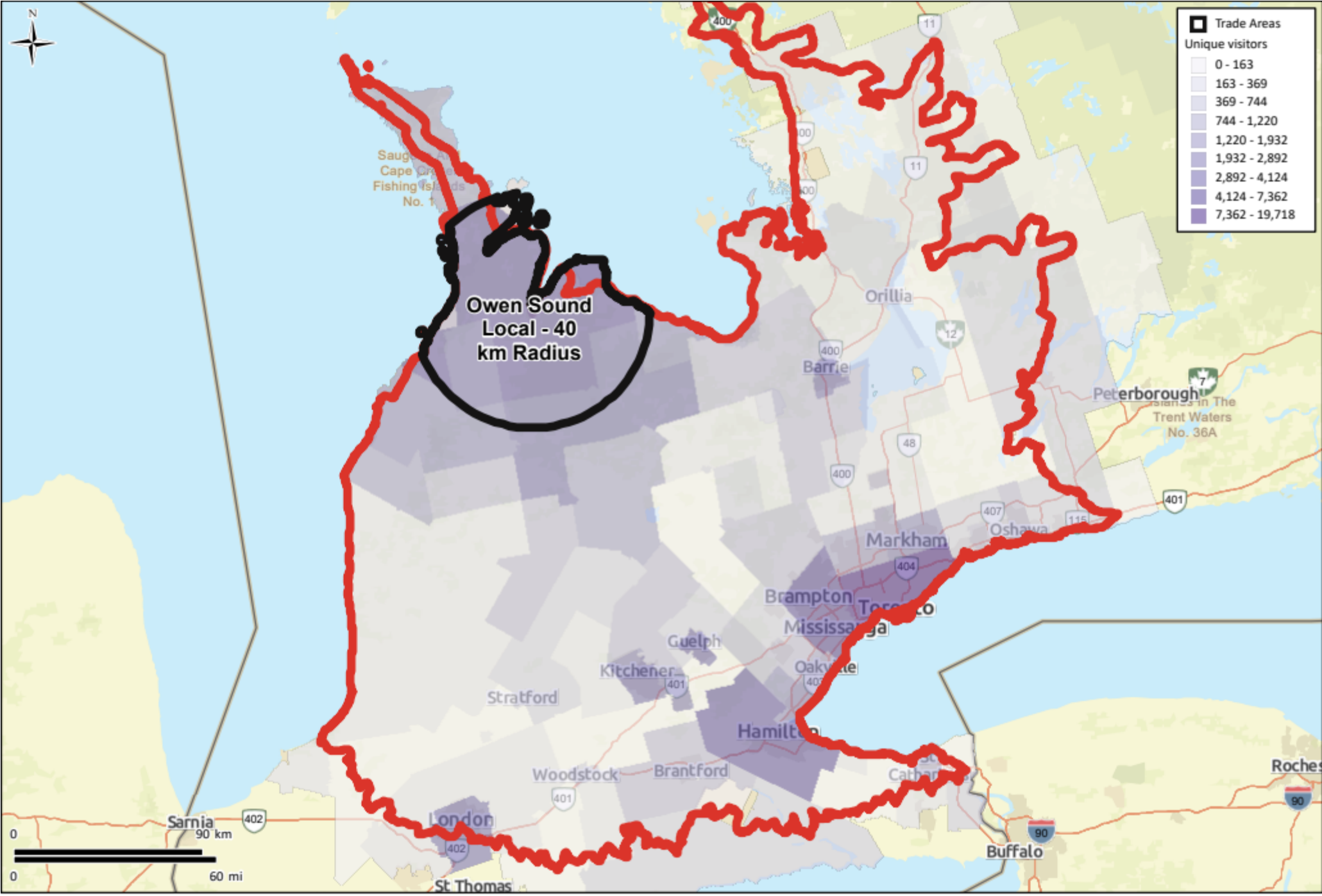


# Owen Sound River District & Harbour & Harrison Park Geo-fence



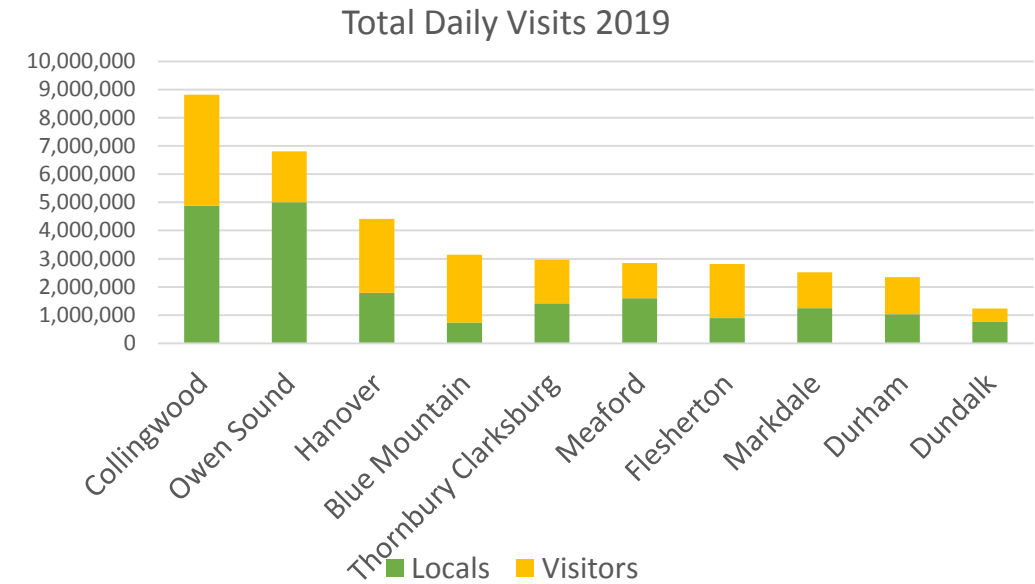


# Downtown Owen Sound 2020 # Visitors

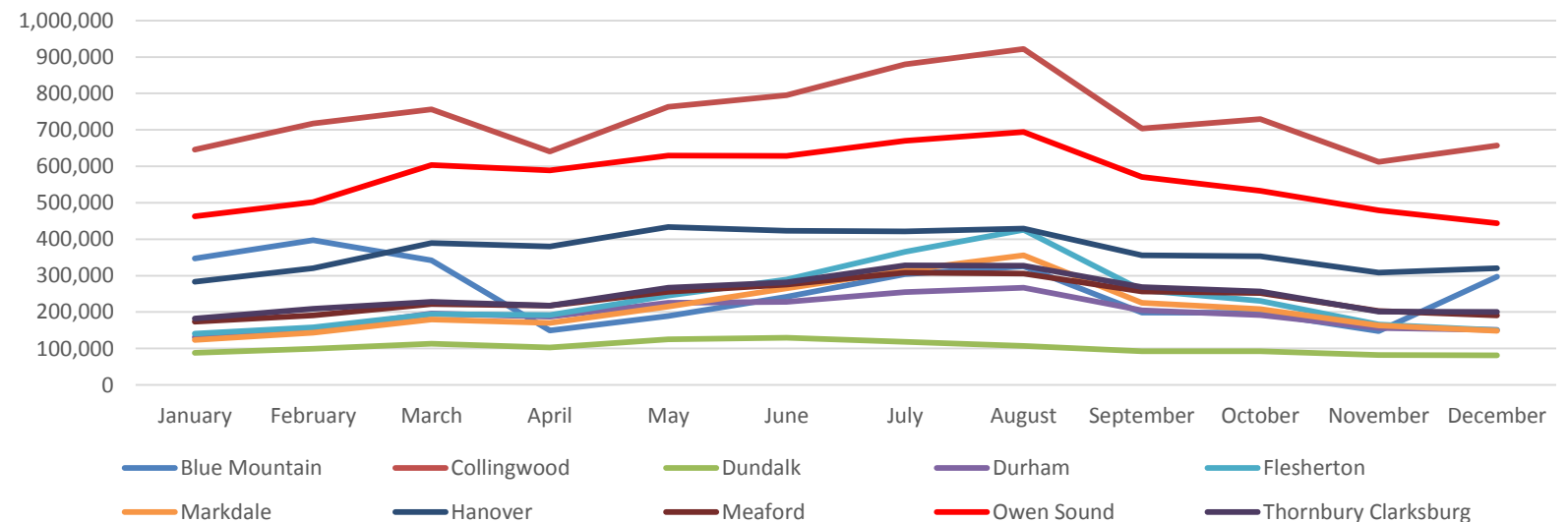


# Volume of Locals and Visitors – 2019

Daily Visits 2019	Locals	Visitors	Daily_Visits	% Visitors
Collingwood	4,882,697	3,939,526	8,822,223	45%
Owen Sound	5,000,512	1,806,148	6,806,660	27%
Hanover	1,789,045	2,627,595	4,416,640	59%
Blue Mountain	730,926	2,406,309	3,137,235	77%
Thornbury Clarksburg	1,412,955	1,553,855	2,966,810	52%
Meaford	1,596,999	1,254,857	2,851,856	44%
Flesherton	898,372	1,918,773	2,817,145	68%
Markdale	1,251,556	1,262,042	2,513,598	50%
Durham	1,034,867	1,310,099	2,344,966	56%
Dundalk	760,885	472,274	1,233,159	38%
	<b>19,358,814</b>	<b>18,551,478</b>	<b>37,910,292</b>	<b>49%</b>



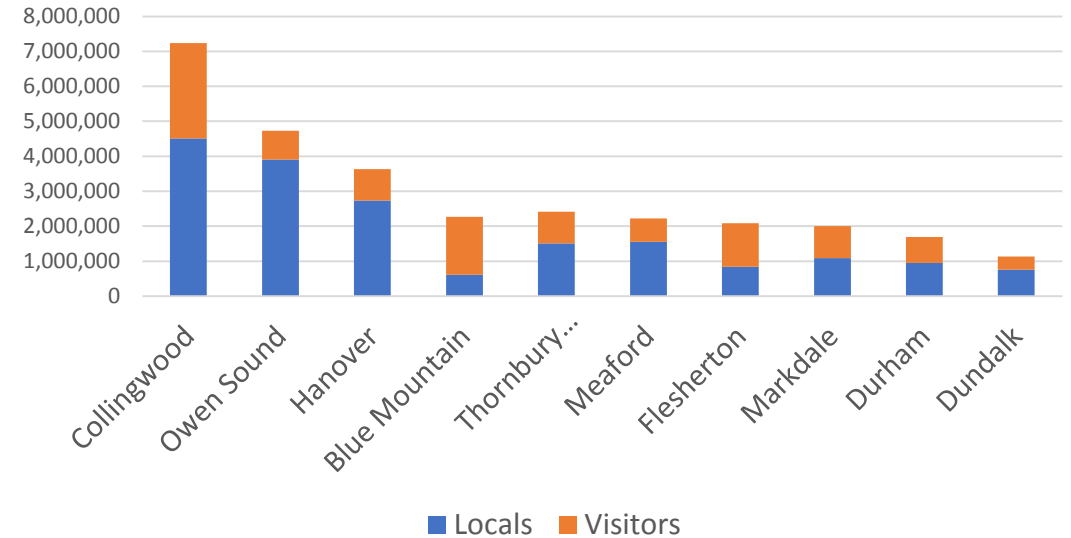
Monthly Visits 2019



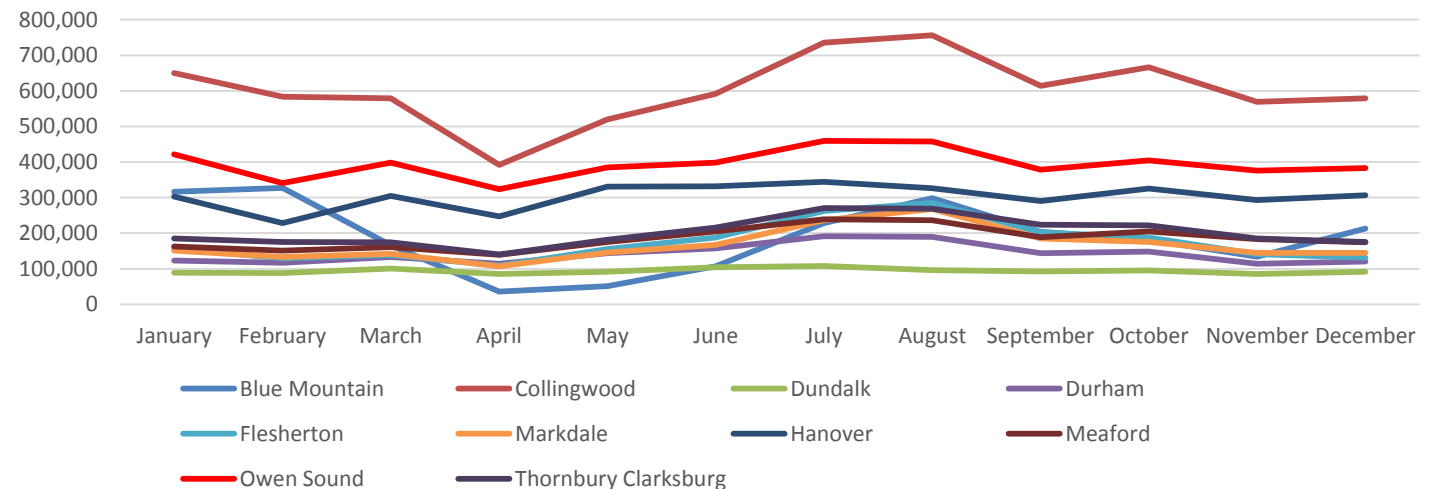
# Volume of Locals and Visitors – 2020

Daily Visits 2020	Locals	Visitors	Daily_Visits	% Visitors
Collingwood	4,507,255	2,729,370	7,236,625	38%
Owen Sound	3,909,513	817,515	4,727,028	17%
Hanover	2,733,730	898,308	3,632,038	25%
Blue Mountain	608,884	1,654,711	2,263,595	73%
Thornbury Clarksburg	1,512,803	903,054	2,415,857	37%
Meaford	1,549,789	671,591	2,221,380	30%
Flesherton	843,686	1,243,836	2,087,522	60%
Markdale	1,083,439	915,718	1,999,157	46%
Durham	948,303	746,224	1,694,527	44%
Dundalk	761,149	367,573	1,128,722	33%
	<b>18,458,551</b>	<b>10,947,901</b>	<b>29,406,452</b>	<b>37%</b>

Total Daily Visits 2020



Monthly Visits 2020



# Tourism & Communications - Key Messages heading into Summer

Tourism Week – profiles – Milk Maid – Owen Sound

Top 10 Lists for each municipality – Owen Sound

Grey County is developing a “ReDiscover Responsibly” campaign – basically promoting “being a responsible visitor” as we welcome back our out-of-region neighbours

**Be prepared.**  
**Do not trespass.**  
**Respect nature, agriculture, & wildlife.**  
**Protect our environment.**  
**Photography Safety - “Don't do it for the gram.”**  
**Observe COVID-19 protocols.**





# Ambassador Teams

Grey County, Owen Sound Tourism, Grey Sauble Conservation (gatehouses), Meaford Chamber of Commerce, Blue Mountain Village, Town of the Blue Mountains Municipality of Grey Highlands, Grey Highlands Chamber, Beaver Valley Bruce Trail Club, South Georgian Bay Tourism

- Grey County to provide coordinating role
- Weekly meetings and instant communication between teams,
- Orientation/training – in June (CS, trails, Top 10)
- “eyes and ears on the ground” – inform, educate on safe
- Promote downtowns and business for “apres” activities – when safe to do so



# Grey County Outdoor Activity Map

**2021 Outdoor Activity Map** Your guide to safely enjoying Grey County's great outdoors!

Find address or place

Filter

Outdoor Activities

- ☒ Beach
- ☒ Canoe & Boat Launch
- ☒ Commercial Experiences
- ☒ Park
- ☒ Scenic Lookout
- ☒ Trail Access
- ☒ Waterfall

Will be adding in  
Patos/Restaurants  
as they open

**Harrison Park**

Status: **Open**

Length: 1.9km Difficulty: Easy/Moderate

Owner: City of Owen Sound

Address: 75 2nd Ave East

Parking: Yes Cost: Free

Washrooms: Yes

[Website](#)

Notes: 40 hectares of streams, trails, gardens, playgrounds, forest and green space, a full-service campground and dining facilities.

[Zoom to](#)

Esri, NASA, NGA, USGS | Province of Ontario, Esri Canada, Esri, HERE, Garmin, METI/NASA, USGS, EPA, NPS, USDA,...





Thank You!