

Destination Development Tourism Networking Event

ENGAGE, COLLABORATE AND INSPIRE



Elizabeth Roy, Mayor
Town of Whitby





CENTRAL COUNTIES
TOURISM

Chuck Thibeault, Executive Director
Central Counties Tourism



Why are You Here?



DESTINATION Whitby

NATIONAL TOURISM WEEK

CANADA: POWERED BY TOURISM

APRIL 15-19, 2024



SEMAINE NATIONALE DU TOURISME

LE CANADA : PROPULSÉ PAR LE TOURISME

DU 15 AU 19 AVRIL 2024



TOURISM INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA



Tourism Strategy Update

Highlights of Accomplishments from 2023

- Launched 2nd Edition of the Whitby Food Guide and won national Marketing Canada Award from the Economic Developers Association of Canada for best publication.
- Great Taste of Ontario Passport and partnership with Culinary Tourism Alliance
- Use of Geofencing Research Tool to understand our tourists and who they are through mobility data.



Highlights of Accomplishments for 2023

- Developing visitor readiness with our stakeholders including hosting the first of many Destination Development events at Town Brewery; promotion of online courses.
- QR Code Window Clings Distribution.
- Launched business to business newsletter with resources and featured business articles.



Highlights of Accomplishments from 2023



- Growing our image bank.
- Launch of new tourism website.
- Launch of Instagram @explorewhitby.
- Event and tourism teasers.
- Development of marketing assets and promotions using the tourism Brand “Discover Something New to Enjoy”.

Discover Something
New to Enjoy

Discover Something New to Enjoy - Whitby Tourism Brand

DIGITAL



PRINT DISPLAYS & SWAG



Window Clings



Tote Bag

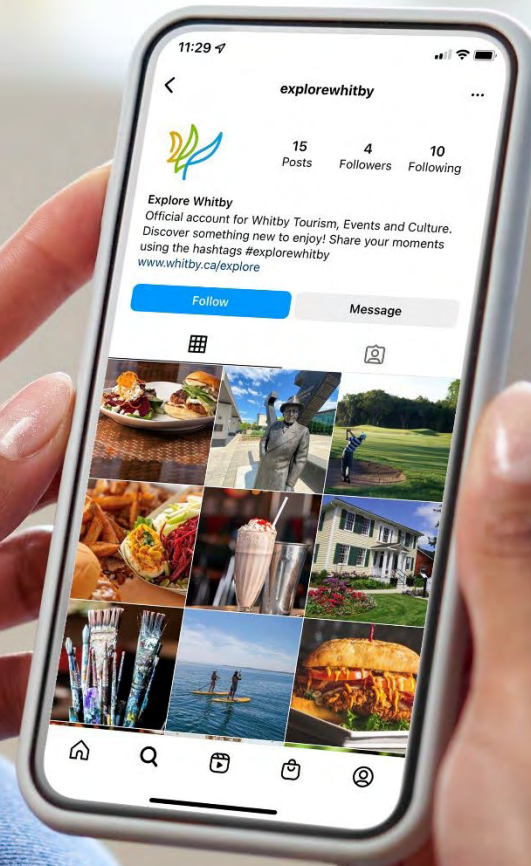


Pop-up Banners





@explorewhitby



#explorewhitby

PRINT



Bookmark



Rack Card

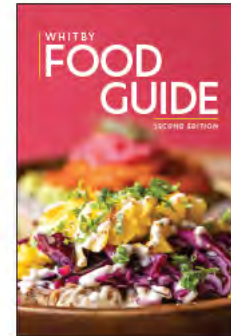


Newspaper Ad

DIGITAL



PRINT



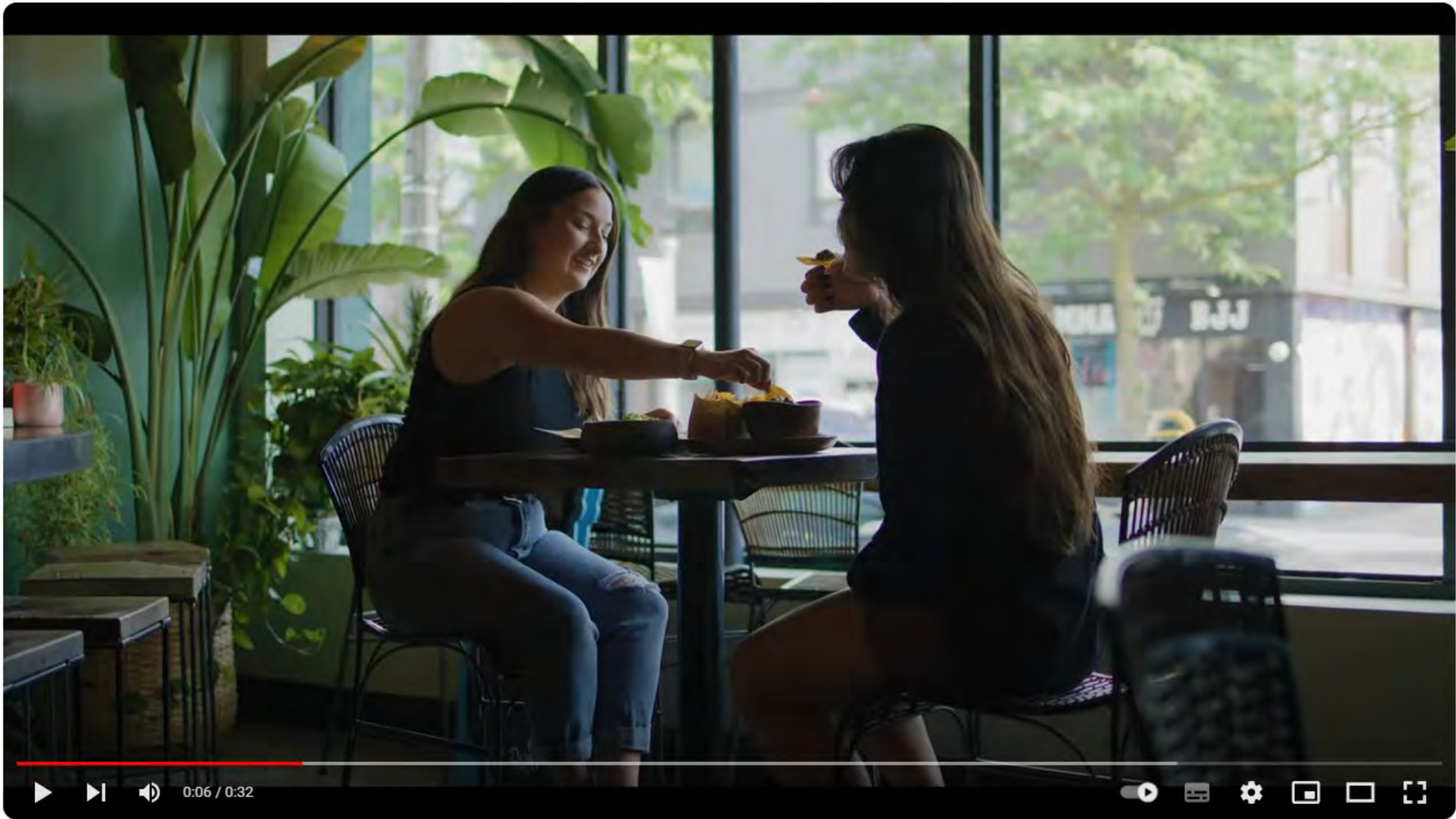
Postcard



Bookmark



Window Cling



Whitby Tourism Teaser #2



Town of Whitby, ON
392 subscribers



Subscribed ▾



3



Share



Download



Save



Where are we Now?



2024 Plans



2024 Plans

- Participation in “Do Something Delicious Campaign” with Culinary Tourism Alliance.
- New tear off maps of Whitby with larger printed maps in identified locations.
- Continuation of marketing and promotions/product development of Whitby as a Tourism Destination.

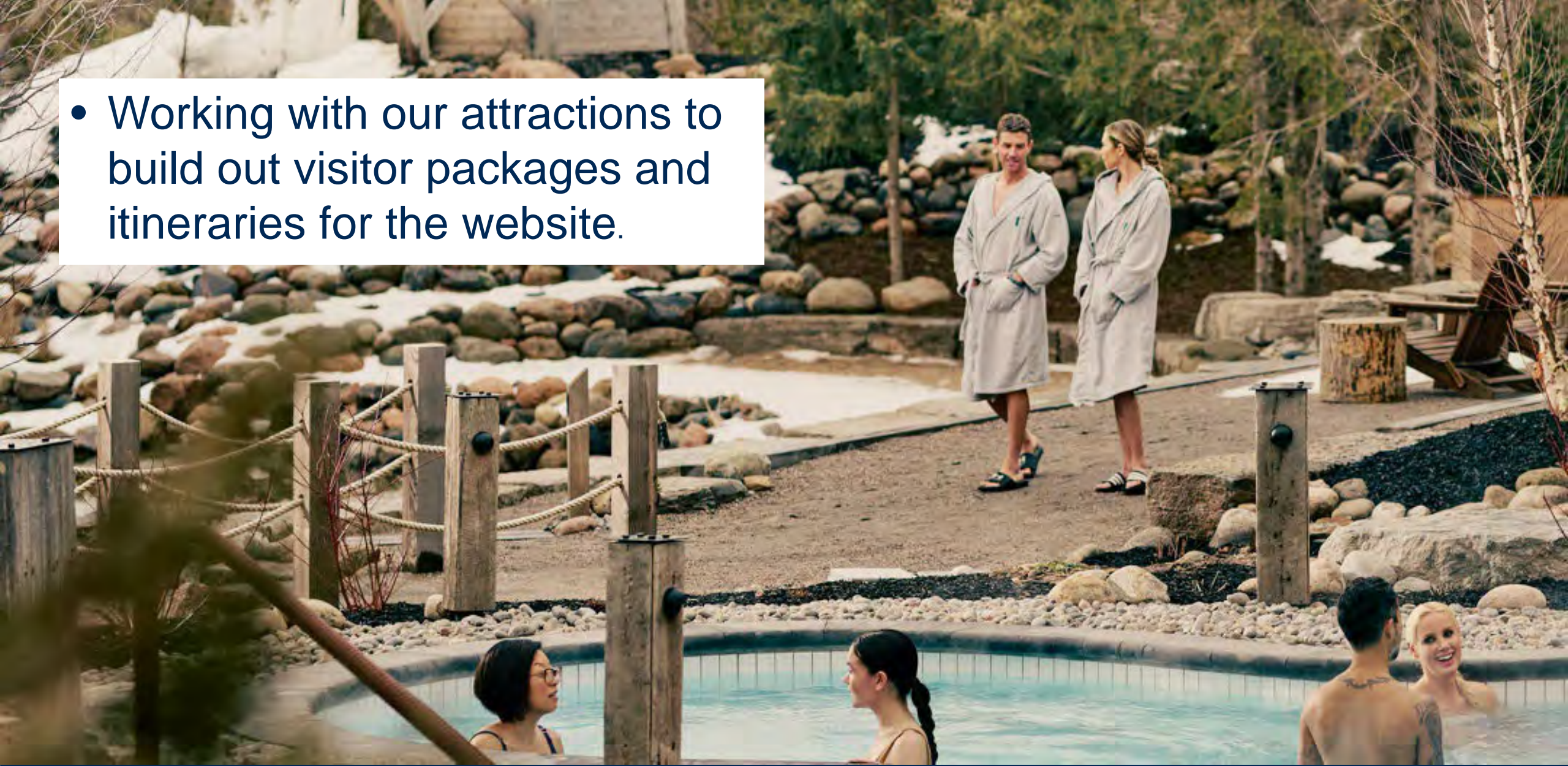


2024 Plans

- Collaborating with Central Counties Tourism to host influencers.
- Implementation of the Municipal Accommodation Tax
- Development of Food and Brewery Tour related to Whitby Food Guide
- Use of Visitor Metrics to identify our target markets and how we promote Whitby



- Working with our attractions to build out visitor packages and itineraries for the website.



re Cocoa

Chocolate



**Guest Speaker:
Kenesha Lewis, Owner
One More Cocoa**



**There's
s'more
to do in Whitby...**

whitby.ca/Explore

Whitby 

Destination Product or Experience Example

Toronto Islands -

You might have been planning a trip to the Mediterranean this summer, but there's still the option for an island getaway, if just for a day. Ferries are running to all three islands, and though Centreville Amusement Park is closed, some food and drink outlets are operating. Tickets are limited to 5,000 a day, and must be purchased online ahead of time. toronto.ca

Snorkel Among Shipwrecks In Tobermory On The Bruce Peninsula

A quick look out at the blue waters of Tobermory, Ontario and you'll know why this is one of Ontario's best staycation ideas. With its sparkling surface, you might think you've gone to the Caribbean.

Just beneath the surface of Lake Huron lurks a magical wonderland of historic ships that have been scuttled or lost on the rocky bottoms of this beautiful great lake.

Hundreds of shipwrecks lie on the bottom of Lake Huron. Some of them are visible from the town shores in Little Tub and Big Tub harbour. So head over to [Divers Den](#), the local Tobermory dive shop to rent some snorkel gear. Soon you'll be floating just a few meters above some of Ontario's coolest shipwrecks.

Combine your visit with a glass-bottom boat tour to Flowerpot Island. Or skip over on the Chi Cheemaun Ferry to Manitoulin Island for some of the [best stargazing in Ontario](#) at Gordon's Park

Thanks for making
s'more
memories
with us!





**Have a great
night!**