

Three-Year Tourism Action Plan to be Presented to Council

Northumberland, ON – An update highlighting the 2010-2013 Northumberland County Tourism Destination Development Action Plan will be presented at 10:00 a.m. to County Council on Wednesday May 19, 2010 by Richard Innes of Brain Trust Marketing & Communications and Brad Willcocks, Chair of the Destination Development Task Team (DDTT). This progress report marks a significant milestone for the development of tourism in Northumberland County.

The completion of Northumberland's Premier-ranked Tourist Destination (PRTD) project in October 2009 identified recommendations to increase Northumberland's competitiveness in the tourism marketplace. One of the key recommendations was to develop a 3-year destination development strategy to support industry and product development, address current gaps in the quality of the tourist experience and to develop strategies to leverage and support long-term development in order to increase the economic impact from tourism for the county.

Following the successful completion of the Premier-Ranked Tourist Destination Project, an industry-lead Destination Development Task Team (DDTT) was immediately formed to establish an action plan, and working groups were created to address specific recommendations and areas of development.

“Against a backdrop of challenging economic conditions and increased competition, pursuing tourism destination development is vital. Our tourism stakeholders must continue to be engaged and active in this process; it is for their own benefit,” stated DDTT Chair Brad Willcocks, owner of the Best Western Cobourg Inn and Convention Centre.

The Destination Development Action Plan, once implemented, will increase economic activity for Northumberland County and provide new opportunities for the industry. It also provides the industry with a “better together” perspective on all aspects of destination development and servicing which can be further leveraged with other partnerships.

“Our municipal partners must also continue to be at the table. Their ongoing understanding, contribution and commitment will positively impact our economy through increased tourism revenues and jobs. Implementation of this Action Plan represents opportunity for long-term economic growth that will benefit all who live and work in Northumberland County,” added Mr. Willcocks.

In 2008, almost 1 million people visited Northumberland County and spent over \$100 million dollars. With the key Greater Toronto Area (GTA) market being within an hour drive, and over 100 million potential tourists within a day's drive, there is a significant growth opportunity in Northumberland.

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For more information, please visit: www.nprtd.com

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