
FOR IMMEDIATE RELEASE

Tourism Destination Development Action Plan underway in Simcoe County

Midhurst/July 12, 2022 – The County is partnering with its member municipalities, residents, tourism operators, and stakeholders to create a Destination Development action plan focused on promoting Simcoe County as a first-class travel destination. This plan will steer the County of Simcoe’s tourism role and responsibilities for the next three to five years.

“Tourism is a vital part of our local economy, and County Council is working to help this industry recover post-COVID through the enhanced funding opportunities and supports offered by Tourism Simcoe County,” said Warden George Cornell. “Simcoe County remains a premier destination, and there has never been a better time for a staycation. Working with our tourism partners, we are planning for the future to help residents and visitors experience the best of what Simcoe County has to offer.”

Over the course of the project, several research and engagement activities, as well as innovative tools, will be carried out by Bannikin, a Canadian-based professional strategy and development company. Together, the County and Bannikin will develop a strong understanding of the tourism context and prioritize inclusive stakeholder-driven and community-based participatory research toward identifying and setting the direction for Tourism Simcoe County’s future work as a destination steward.

About Tourism Simcoe County

TSC provides tourism leadership throughout Simcoe County by developing the local tourism industry and forging and strengthening community partnerships. TSC is committed to supporting the sustainable growth of the region’s tourism assets, including, but not limited to, Agritourism, Arts, Culture and Heritage Tourism, Indigenous Tourism and Outdoor Recreation.

About Bannikin Travel & Tourism

Bannikin is a Canadian-based professional services company that specializes in two things: strategy & development and implementation & growth. As part of their strategy & development work, they design and conduct research and analysis to inform tourism development and develop tourism strategies with destination stakeholders. Bannikin also co-designs strategic, business, and product development plans and programs with tourism and tourism-related organizations and government bodies. Their work in implementation & growth sees their team collaborating with small- and medium-sized travel companies as well as destination organizations to create strong brands and develop storytelling capacity. They also provide media relations and support clients’ travel trade development. <https://bannikin.com/>.

About the County of Simcoe

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at simcoe.ca.

Chris Hedley
Public Relations Consultant
County of Simcoe, Service Simcoe Department
705-715-7654 (mobile)
Chris.Hedley@simcoe.ca

Collin Matanowitsch
Manager, Public Relations
County of Simcoe, Service Simcoe Department
705-734-8386 (mobile)
Collin.Matanowitsch@simcoe.ca