



**Destination Marketing &  
Management Organization  
DMMO**









# The Destination

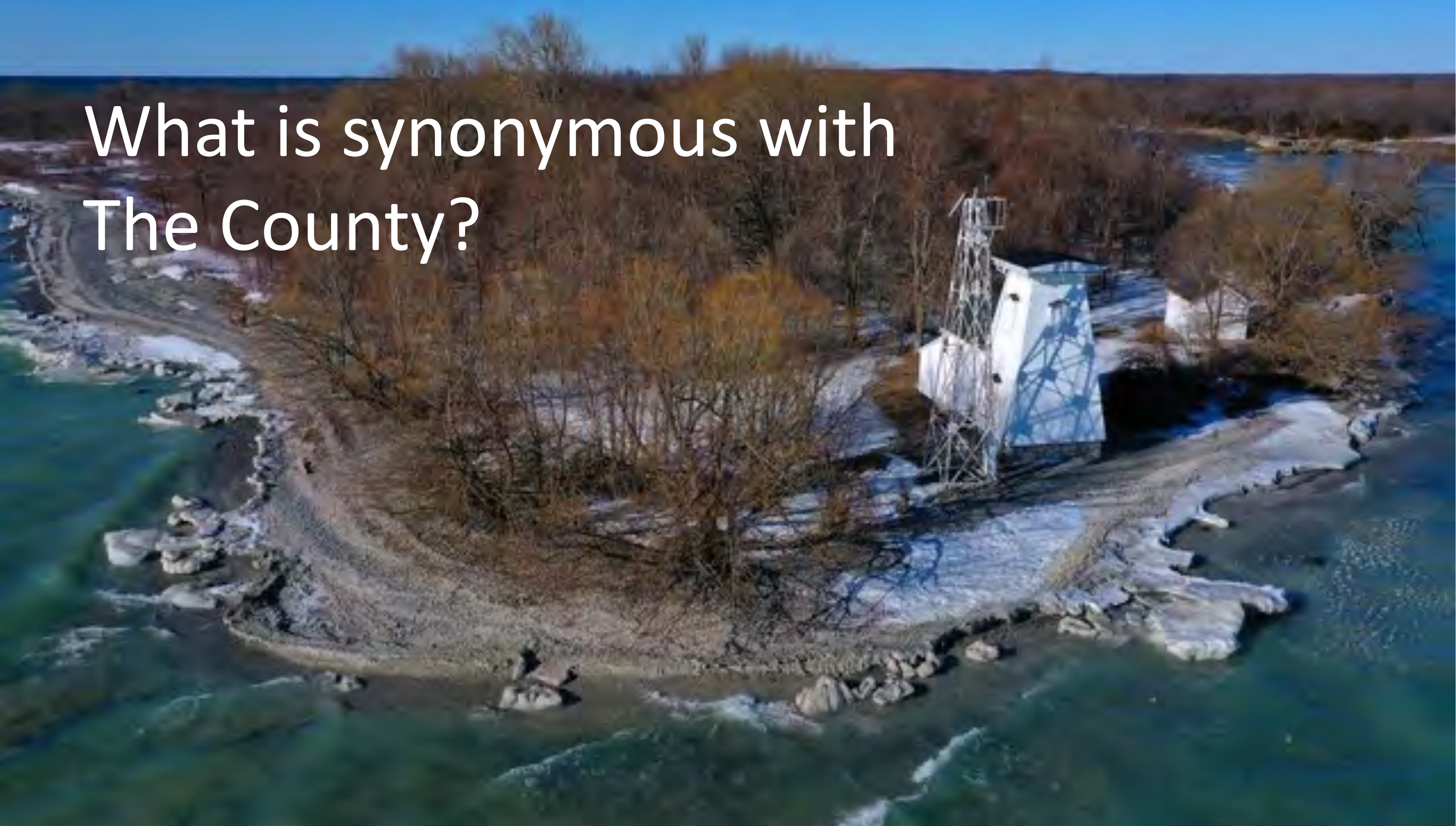








What is synonymous with  
The County?











CLOSSON  
CHAMPAGNE  
VINEYARD  
Est. 19...

WELCOME  
BACK































# The Destination Brand





A strong destination brand will increase the value and reputation of the products and experiences available within a destination.



The success of  
a destination depends  
on  
the collaboration  
toward  
common goals





What's Your  
Destination Brand?







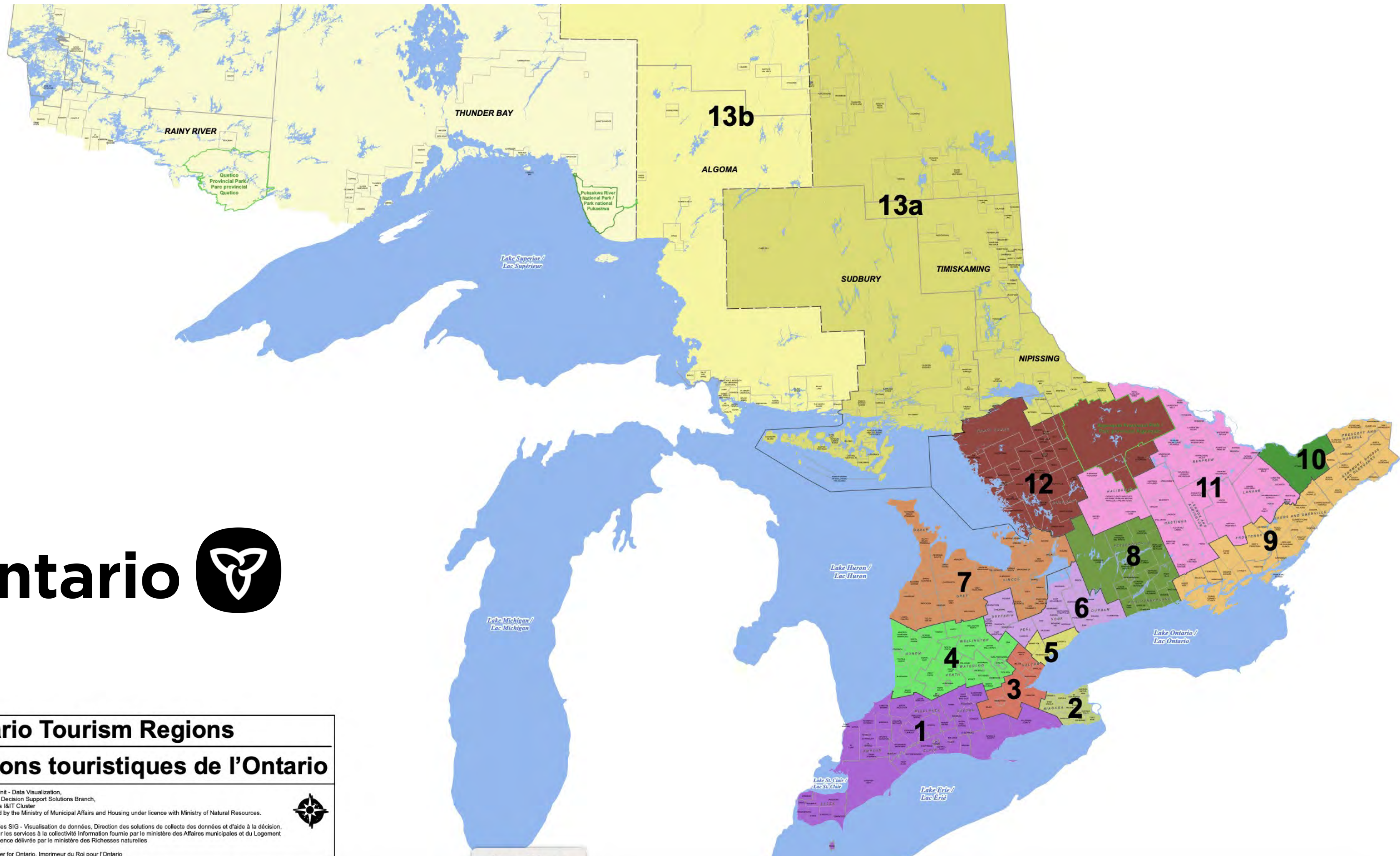
# Ontario Tourism Regions

## Régions touristiques de l’Ontario

Produced by: GIS Unit - Data Visualization,  
Data Collection and Decision Support Solutions Branch,  
Community Services I&IT Cluster  
Information provided by the Ministry of Municipal Affairs and Housing under licence with Ministry of Natural Resources.

Produit par : Unité des SIG - Visualisation de données, Direction des solutions de collecte des données et d'aide à la décision,  
Groupe ITI pour les services à la collectivité Information fournie par le ministère des Affaires municipales et du Logement  
aux termes d'une licence délivrée par le ministère des Richesses naturelles

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# Destinations

- 1 Prince Edward County
- 2 Bay of Quinte
- 3 Lennox & Addington
- 4 Frontenac County
- 5 Kingston
- 6 1000 Islands Rideau Canal Waterways
- 7 1000 Islands Gananoque
- 8 Brockville
- 9 Cornwall
- 10 SDG Counties



Ontario



**RTO**  
Regional Tourism  
ORGANIZATION





# South Eastern ONTARIO



## 13 Ways To Make The Most Of Summer In Prince Edward County

[View →](#)



## County Stage Company: Imagination and Innovation

[View →](#)



## Locals Recommend: 27 Things To Do, Eat, And See In Prince Edward County

[View →](#)



PRINCE EDWARD COUNTY

## Town & County Road Ride

Moderate to Challenging / 60 km

[↓ English](#)



# The Tourism Ladder

• Destination Canada



• Destination Ontario



• Regional Tourism Organization (RTO)



• Municipal Economic Development



• Destination Organization (DMO)



• Tourism Businesses and Stakeholders





# Tourism Economic Development

VISITOR BASED ASSESSEMENT: Funds raised are **collected from visitor as a pay system** not from residents or businesses directly.



2017 Transient Accommodation Tax



2021 Municipal Accommodation Tax



*Visit* The  
**County**

PRINCE EDWARD COUNTY • ONTARIO



# Destination Marketing & Management



*Visit* The  
**County**  
PRINCE EDWARD COUNTY ♦ ONTARIO

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**2023  
Profile**

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DESTINATION MARKETING  
AND MANAGEMENT  
ORGANIZATION FOR  
PRINCE EDWARD COUNTY





Handmade in

PEC

# The Mandate

1. Regenerative Destination Development
2. Collaborate on Quality Experiences
3. Projects and Product Development
4. Management of Visitor Facing Comm's
5. Market Research and Travel Trends
6. Destination Marketing and Management





# Mandate 1

Work closely with the municipality and regional partners to strategically advance responsible tourism management, environmental sustainability, and regenerative tourism goals.





## Mandate 2

Work in partnership and collaboration with various tourism sectors and community stakeholders to promote Prince Edward County and ensure quality destination experiences for all.





# Mandate 3

Provide efficient, accountable, ethical and transparent governance of Municipal Accommodations Tax investments related to tourism and use their allocated portion to fund marketing, minor tourism related capital projects and tourism product development.





# Mandate 4

Represent and support the Prince Edward County tourism sector and act as a leader in tourism marketing through management of visitor-facing digital accounts, print materials and other promotional assets related to visitor services.





# Mandate 5

Collect and clearly communicate key tourism statistics, economic and social impact data, and credible information related to market research and travel trends.





# Mandate 6

Provide a vehicle for the transfer of municipal and other partner assets, physical or financial, for destination marketing and management related to tourism.



# Regenerative Tourism



ECONOMIC





# Regenerative DMMO Pillars





# Mission

Visit The County's mission is to enrich the quality of life in Prince Edward County through responsible and sustainable destination management and marketing.

# Vision

By 2030 we envision Prince Edward County as a world-class, year-round destination with a flourishing visitor economy that is embraced by all community stakeholders.



# Values

- 1 Authenticity
- 2 Integrity
- 3 Inclusivity
- 4 Sustainability
- 5 Collaboration



How Do We Accomplish This?



# 'Destination Marketing

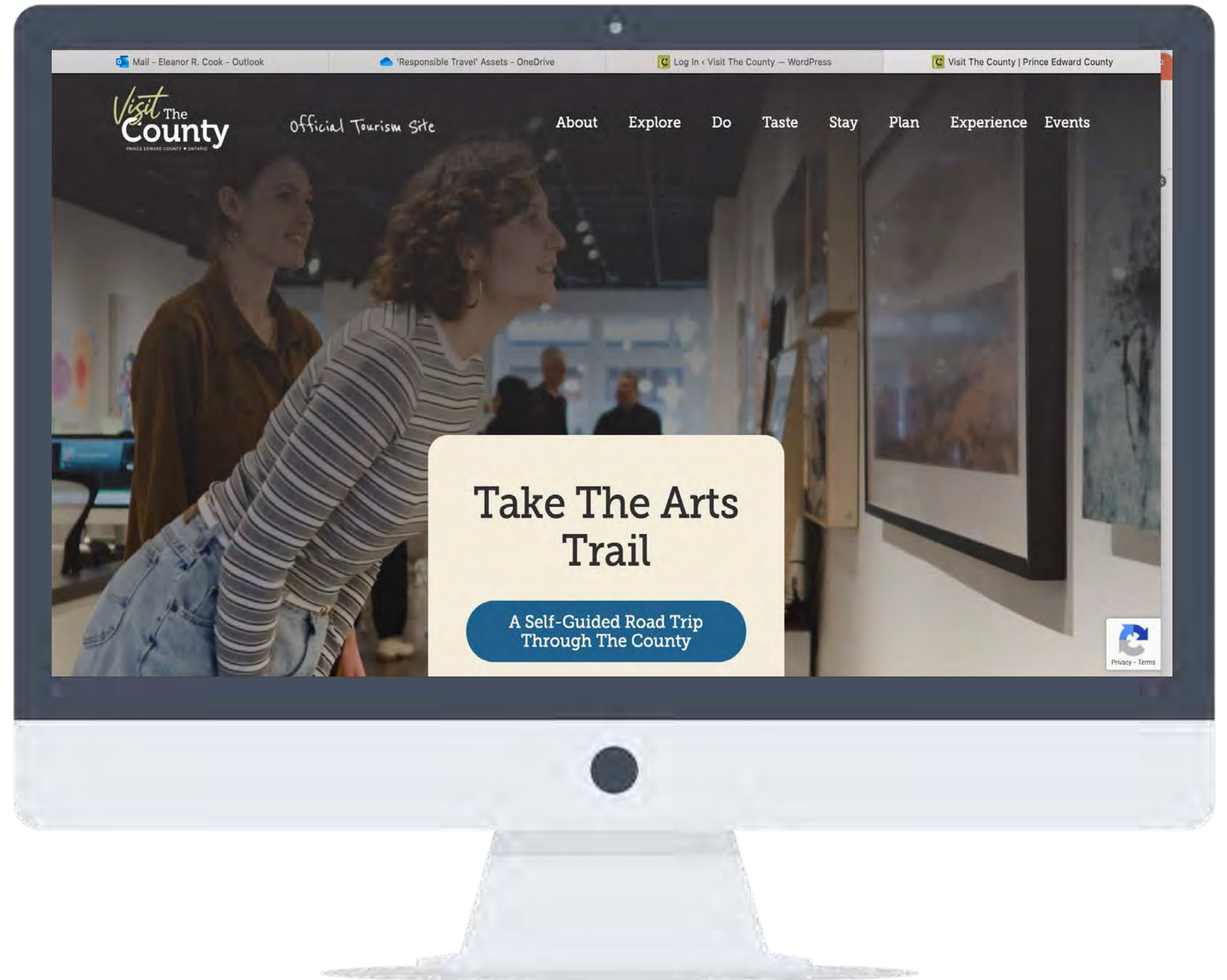




Steward The  
Destination Externally



# Market to Travel Consumers





# Consumer Storytelling



300K  
Web  
Users

700  
PEC Biz  
Listings

37K  
IG  
Follows

14K  
News-  
letter  
Subs



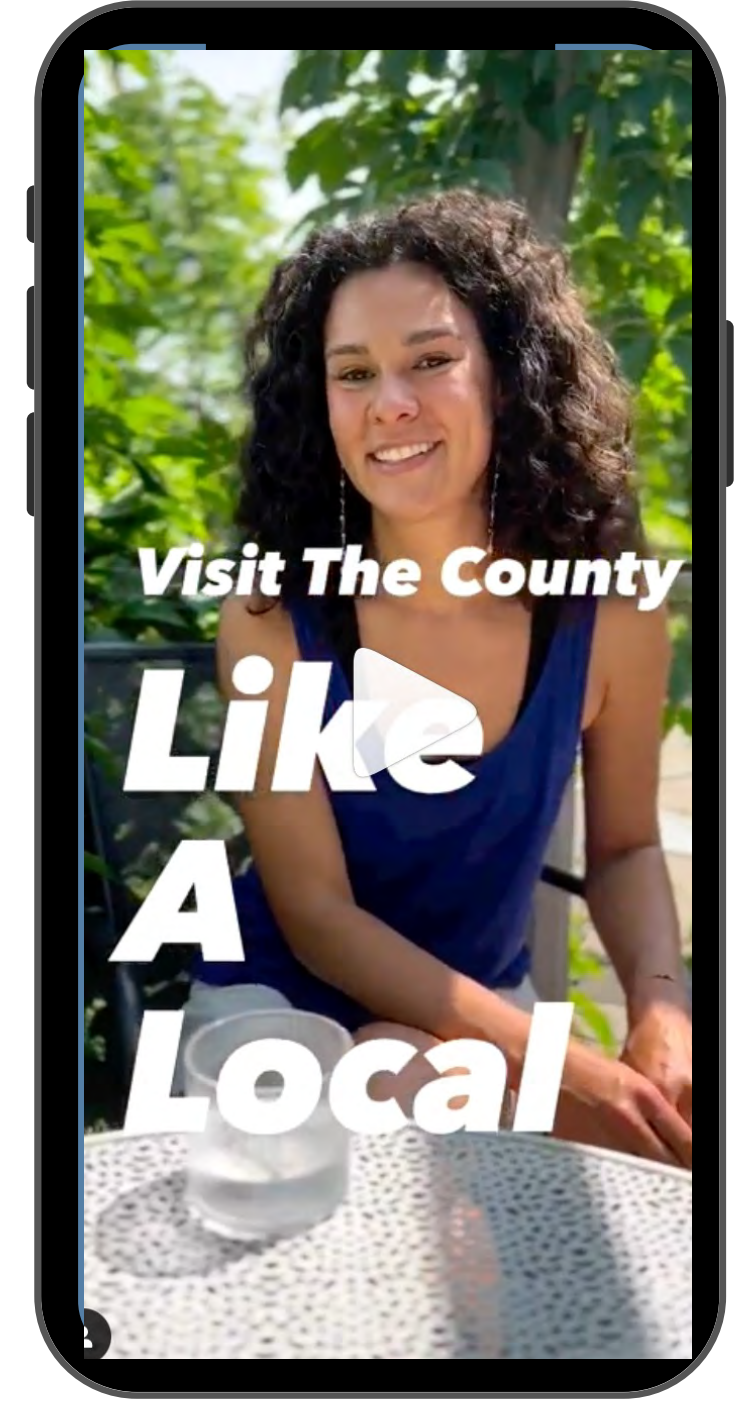
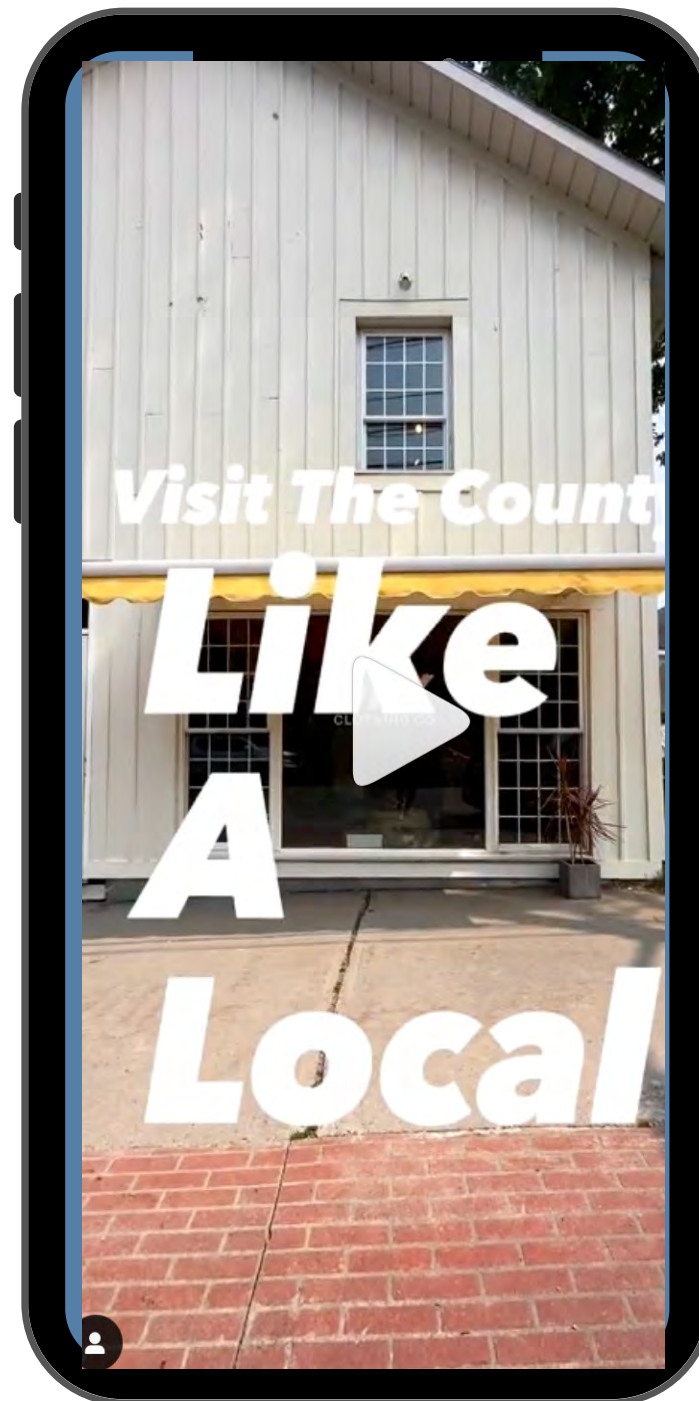
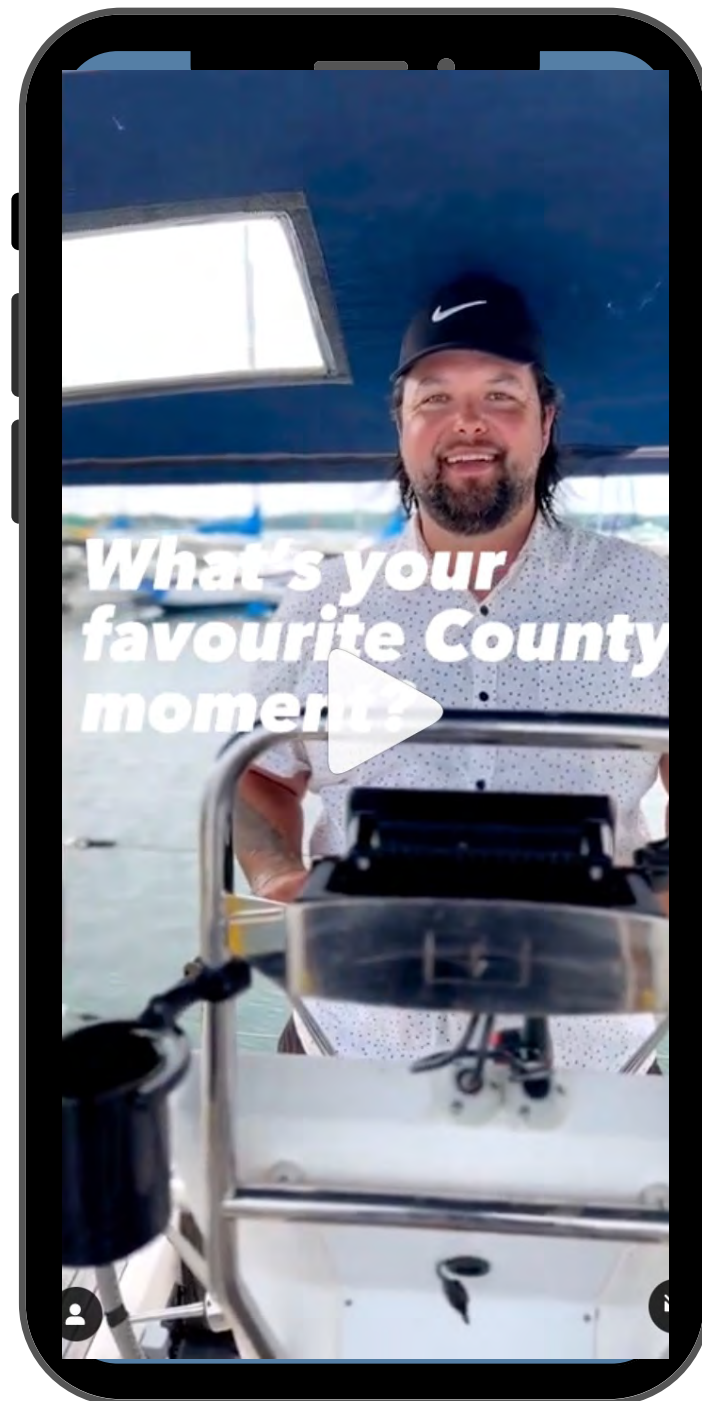
# Campaigns

This beloved County tradition returned in its original format in 2022 for the first time since 2019. Featuring 15 Prince Edward County restaurants and chefs, Countylicious is an opportunity to get out and dine local with special prix fixe menus at great prices.



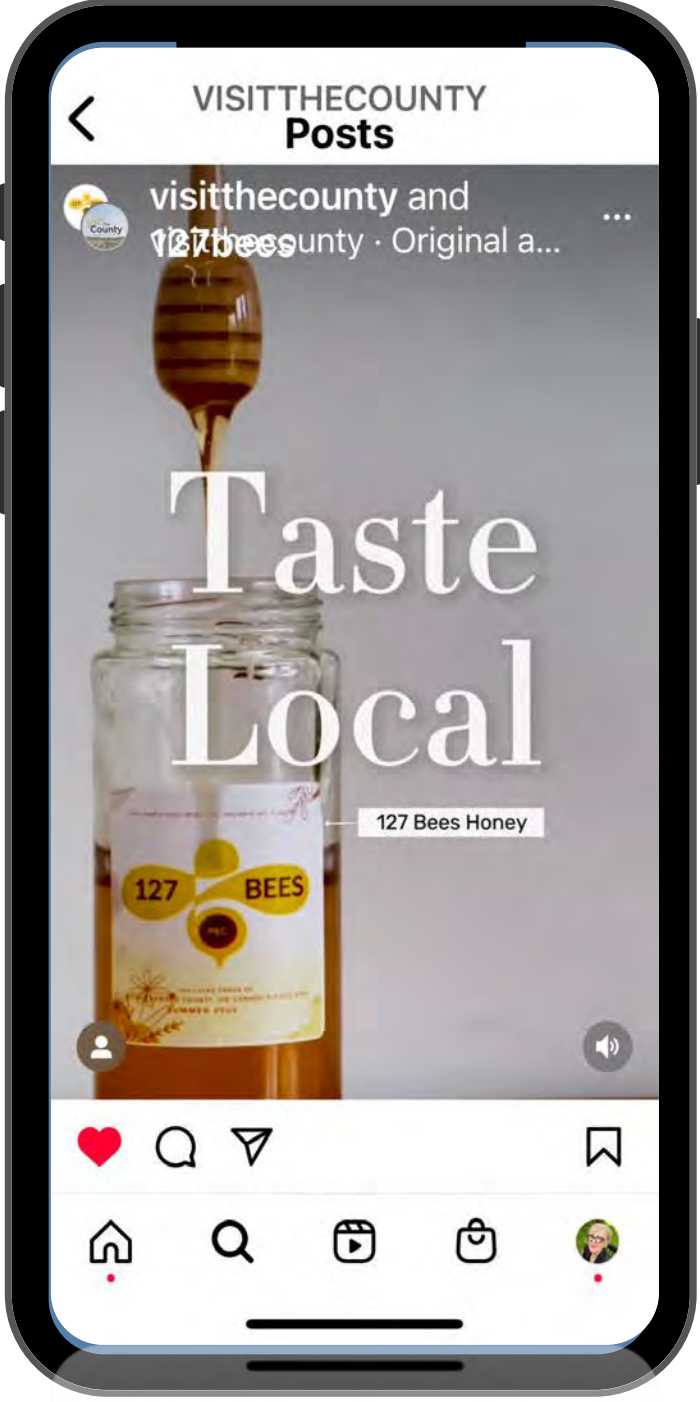


# Digital Storytelling





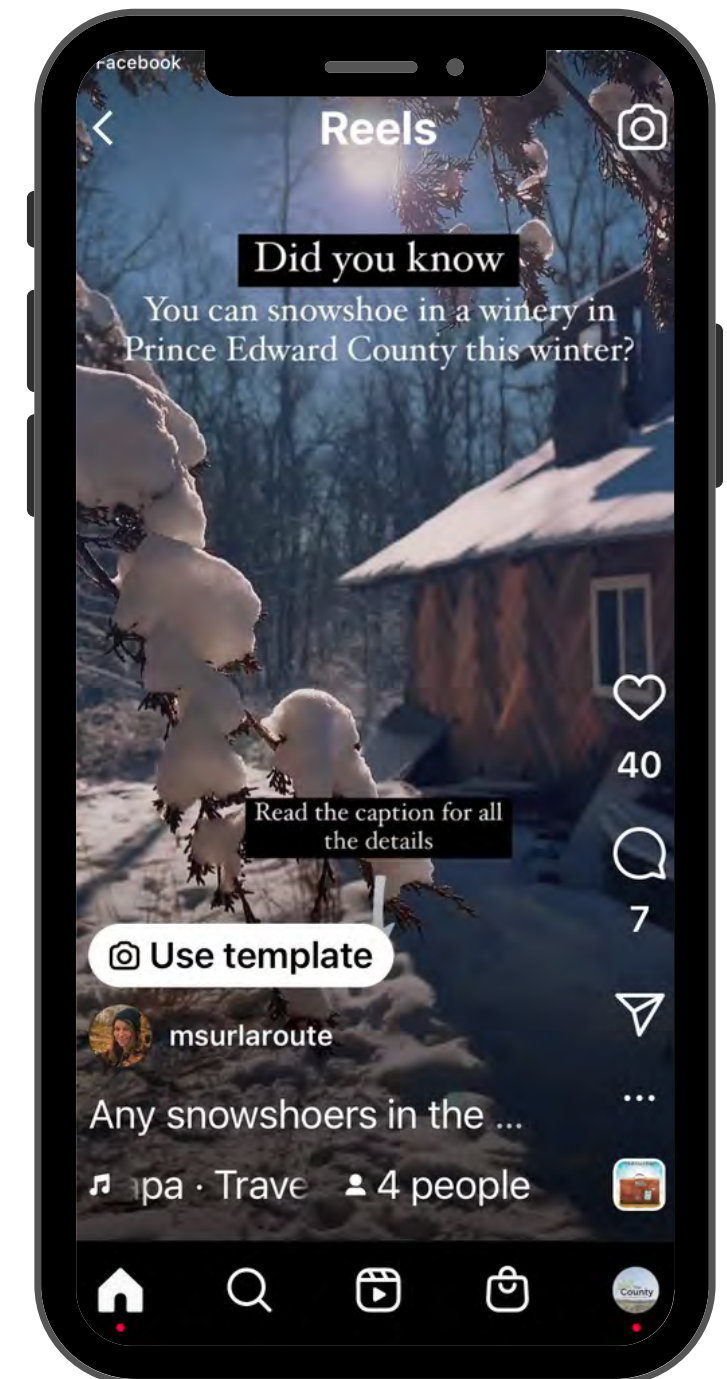
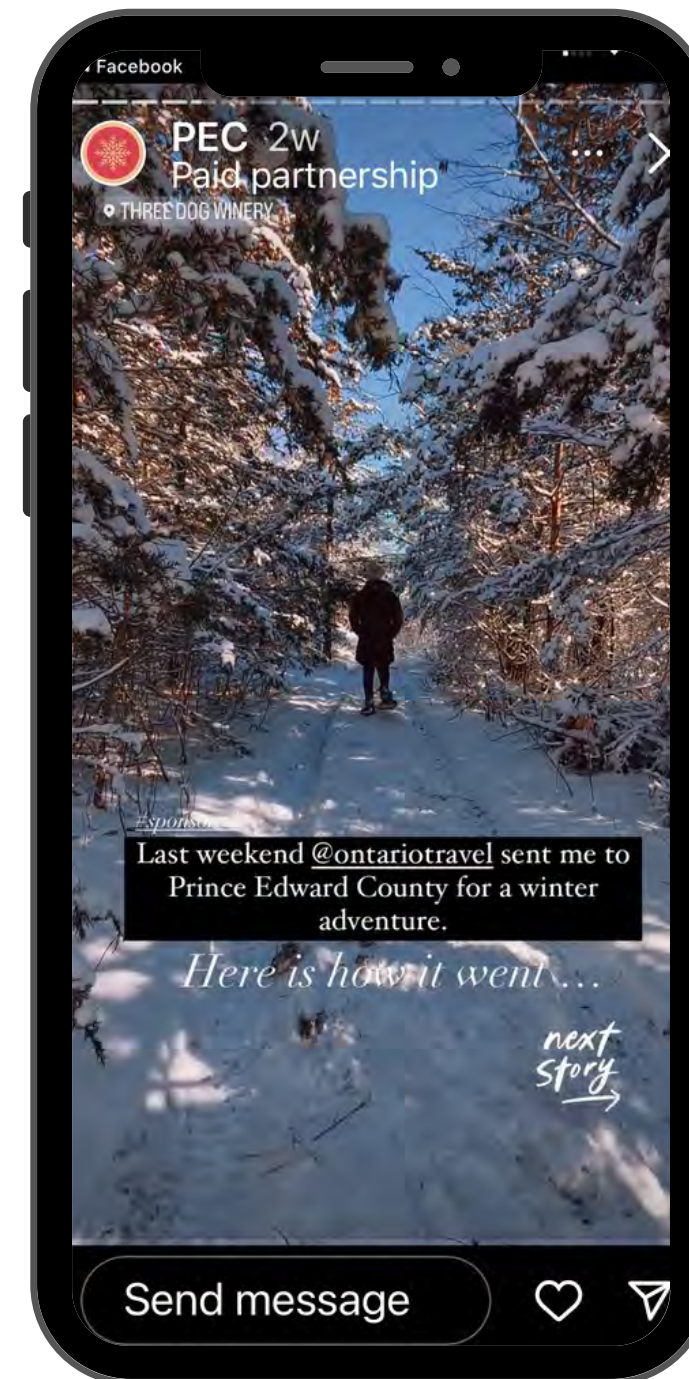
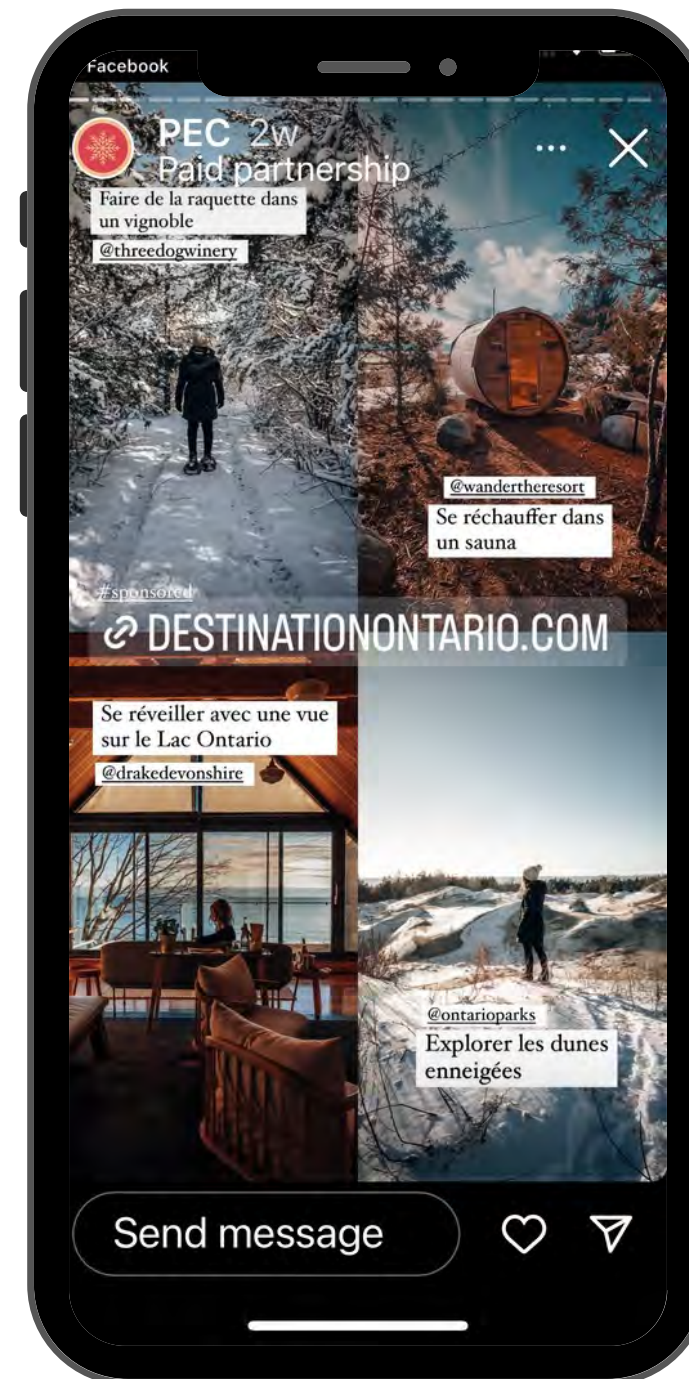
# Digital Campaigns





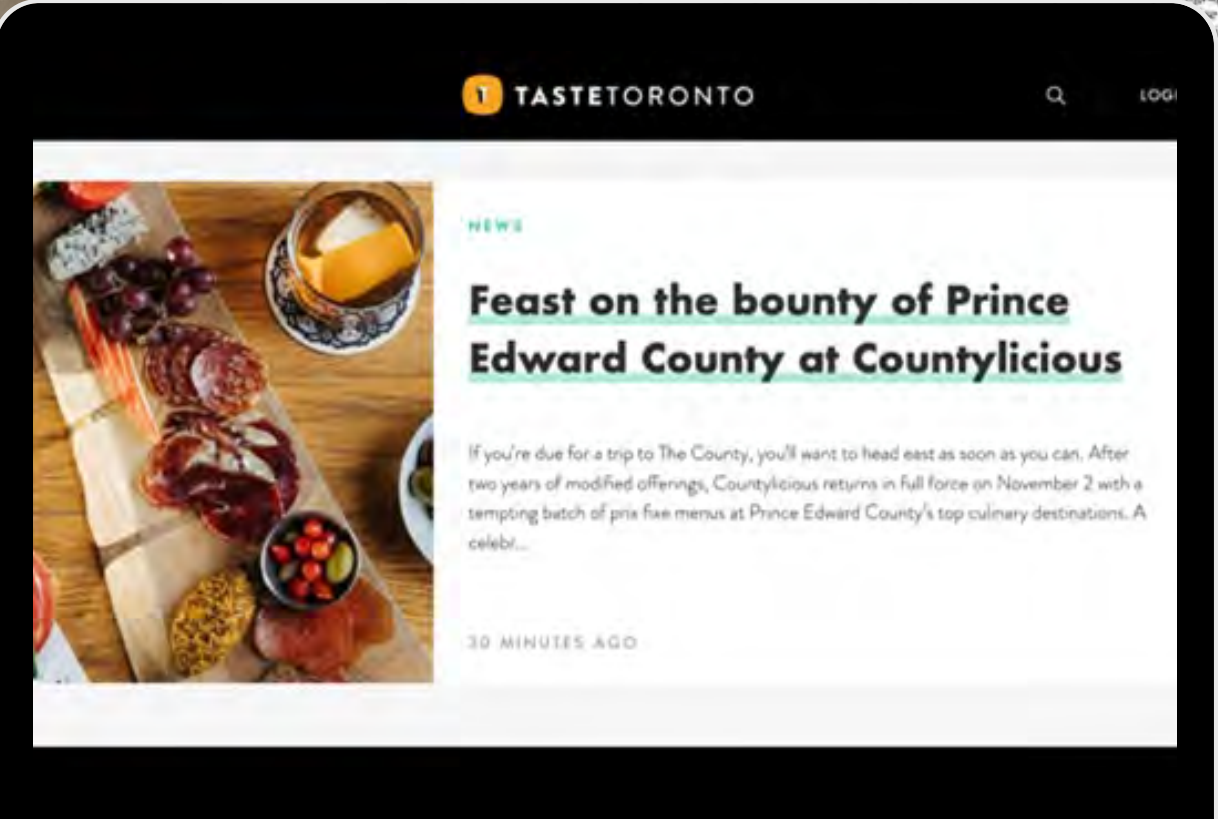
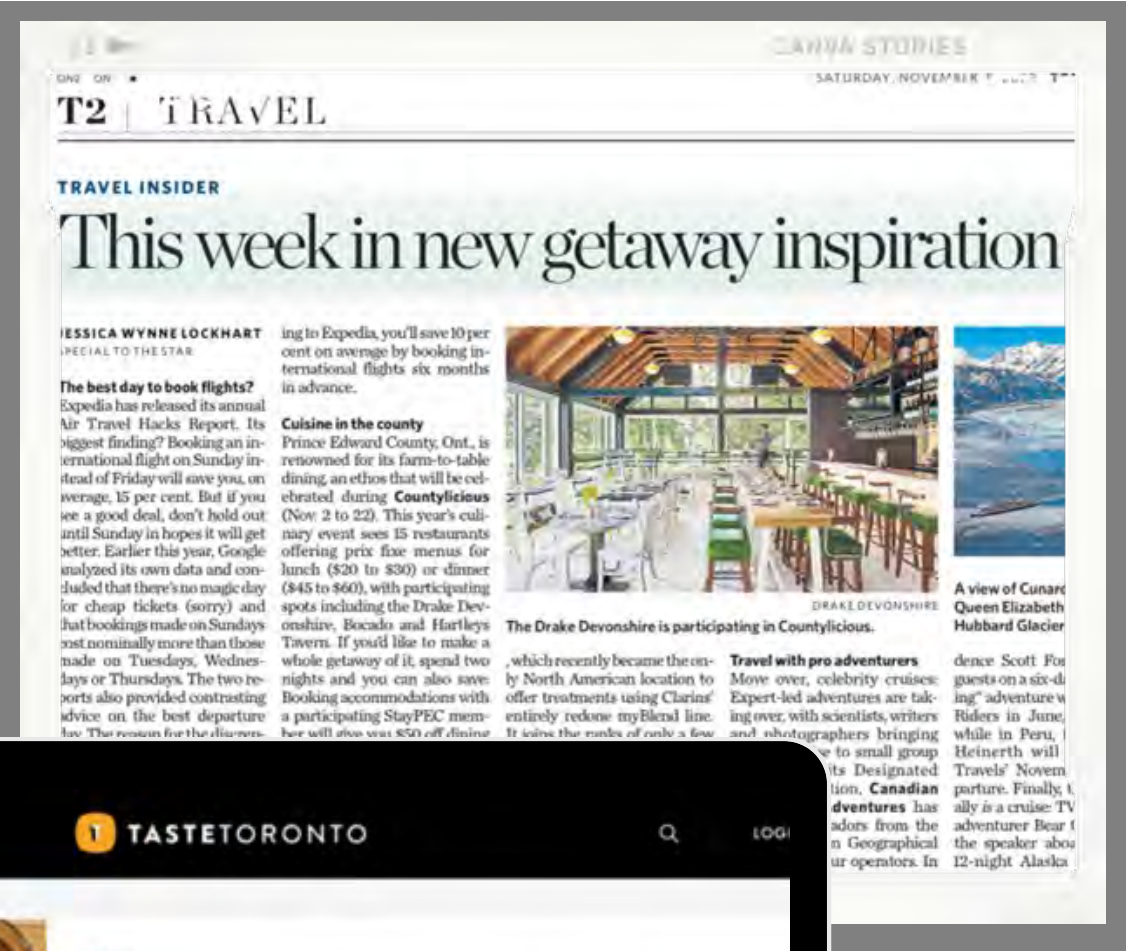
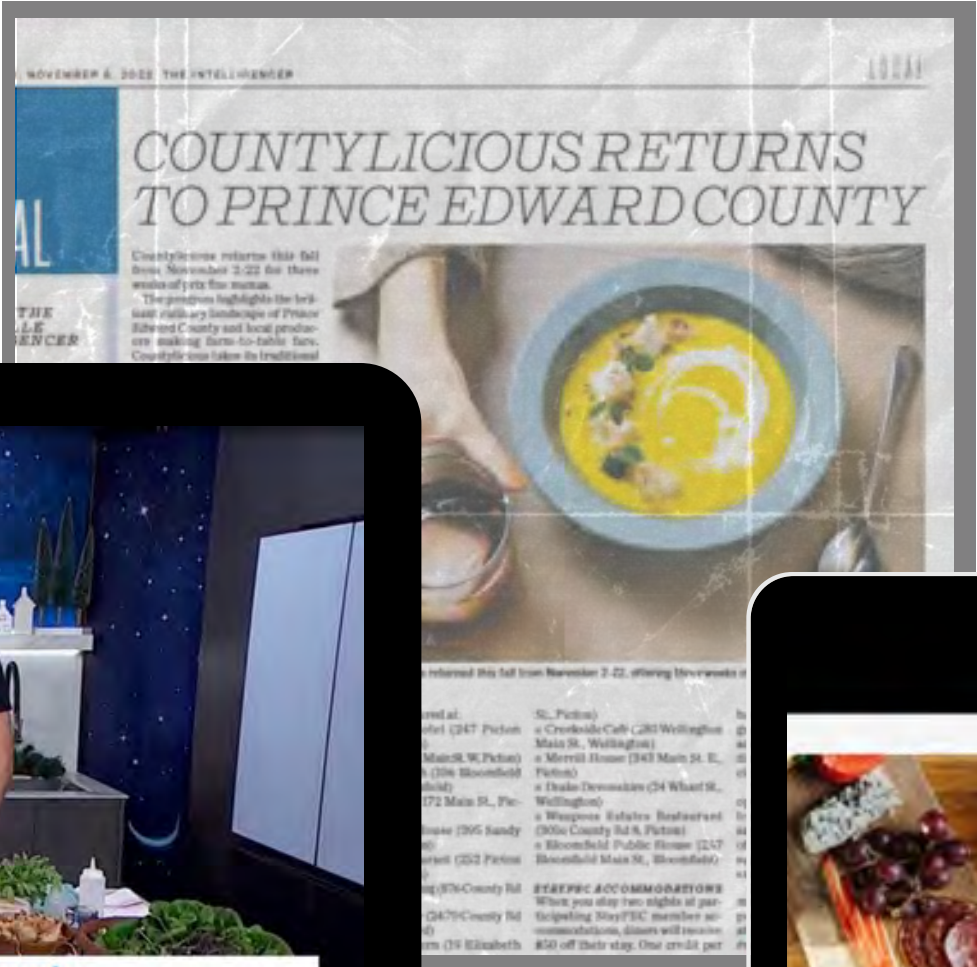
# Influencer Content

Destination Ontario Investment with  
Visit The County editorial input





# PR & Media





# Destination Management





# Invest in Quality Data

Licensed Mobile Data, PEC, 2022. Source Environics Analytics

7 Wineries

1 Cidery



Prince Edward County

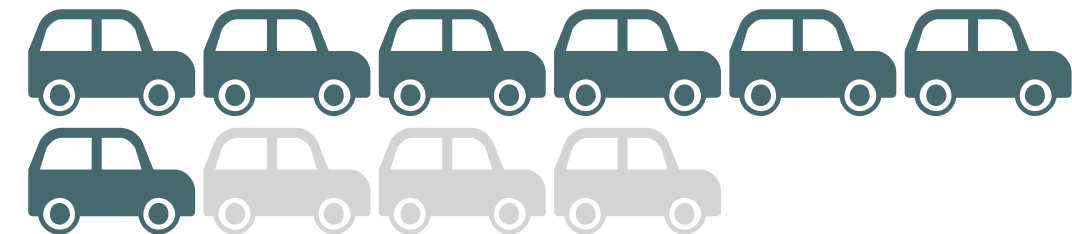


# Visits To The 8 Wineries



55% / 45%

Weekend /Weekday  
Ratio for Tourists



7 out of 10

Total Visits are  
Tourists vs Locals



# Wine Sector - Economic Impact

## 8 Wineries only

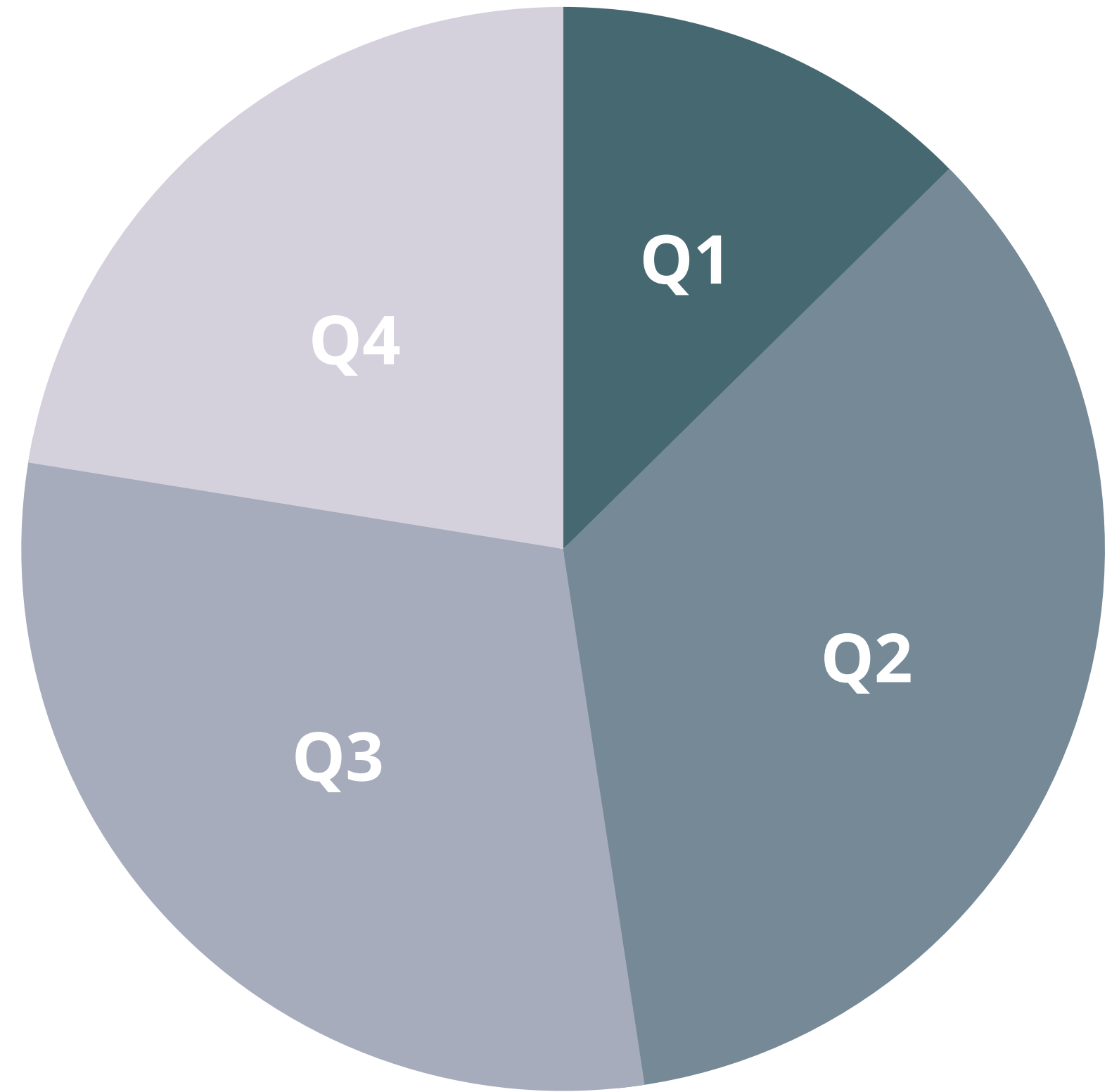
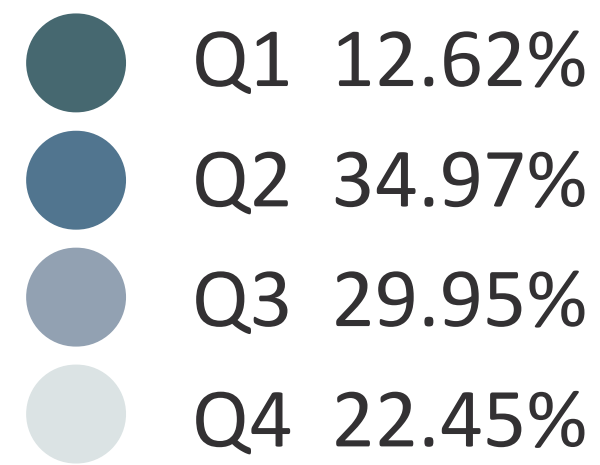
Source: Tourism Economic Impact Model (TREIM) , Ministry of Heritage, Sport, Tourism and Culture Industries 2023





# Tourist Visitor Distribution

Source: Environics Analytics Mobile Data, Picton,  
2022





# Winter Development



STAY

WINERIES

BIRDING

GALLERIES

HOLIDAY

COUNTYLICIOUS

GTOO

ARTS TRAIL

ELEVAGE '

BASE 31

MUSEUMS

MAPLE MADNESS

TOURS

TRAILS

AVRO TRAIL

HERITAGE

HOUSE TOUR



# Product Development

Revitalization of the Taste Trail includes strategic planning and product development in 2024.

Prince Edward  
**County**  
ONTARIO ♦ CANADA

*Taste  
Trail*

ROUTE DES SAVEURS



# Asset Investment





# Asset Sharing

# CROWDSOURCED

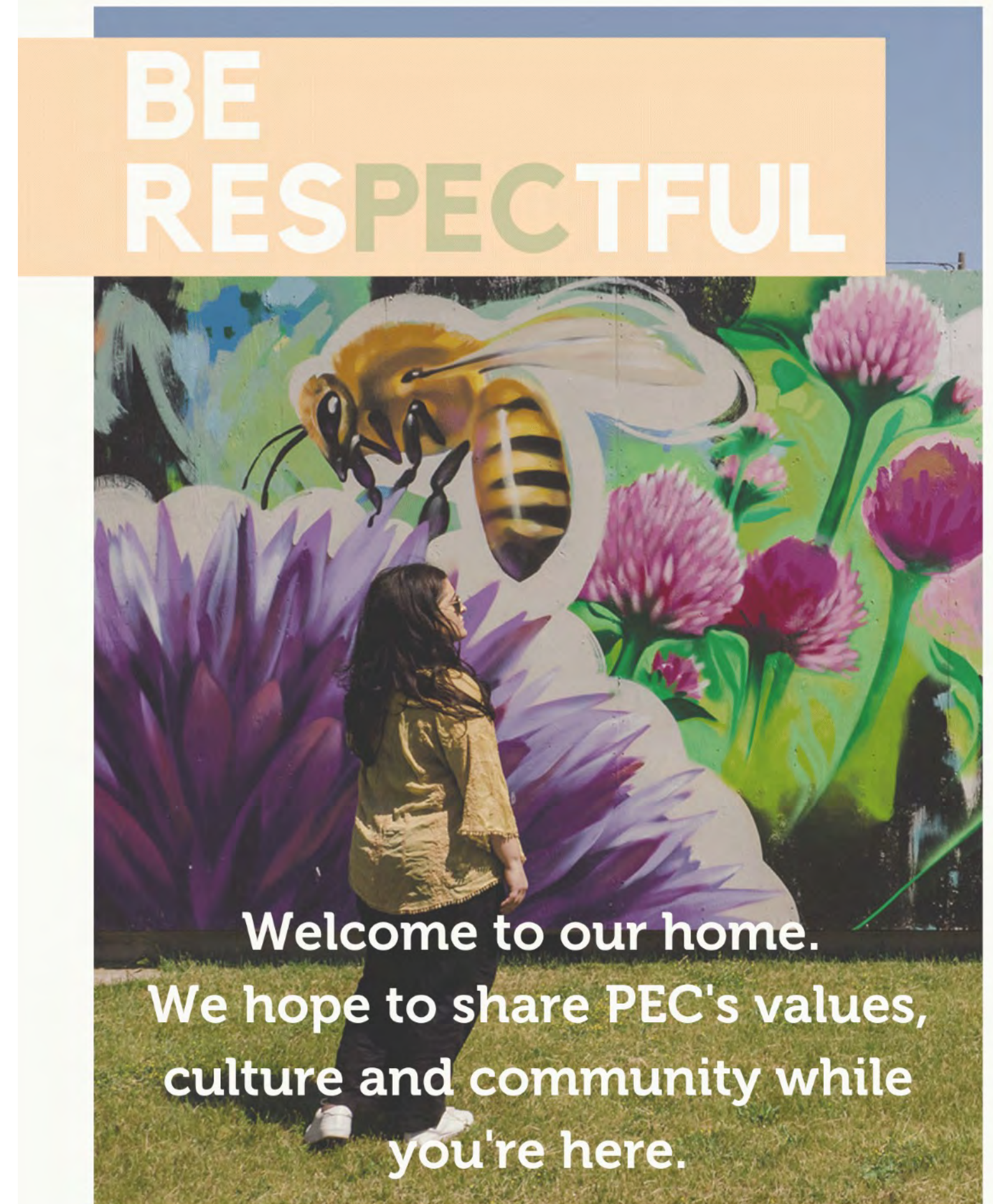




# Responsible Travel Pledge

## The SEVEN PRINCIPLES

You can pledge to take responsibility for your actions and be mindful of the impact you and your travel companions might have. Are you in? Let's do this!





# Responsible Travel Pledge

Take time to research, reserve  
and plan your trip before you  
leave home. PEC is much bigger  
and busier than you think.

**PLAN  
AHEAD**



# Responsible Travel Pledge



**SUPPORT  
LOCAL**

There is an abundance of  
County-Made products.  
Have fun discovering them!



# Responsible Travel Pledge



**SUPPORT  
LOCAL**

There is an abundance of  
County-Made products.  
Have fun discovering them!



# Responsible Travel Pledge



**GO GREEN**

**It's in our 'nature' to protect  
PEC. Tread lightly and lower  
your impact on the  
environment.**



# Responsible Travel Pledge

Visitor Information Kiosks are  
ready to help you travel smart  
by providing trip tips and  
local know-how.

**CHECK IN**



# Responsible Travel Pledge

**DRIVE SAFE**



Practice safe driving habits on our rural routes. Learn to share the road with farm equipment, bicyclists, and yup, turtles.



# Visitor Services

- Tourism Oriented Directional Signs (TODS)
- Visitor Information Locations
- Distribution of Collateral
- Travel Services
- Pre-Visit Communications
- Social Listening





# Marketing Co-investment

The Marketing Partnership Program is a collaborative, co-marketing initiative designed to give eligible Prince Edward County operators and organizations access to Visit The County's marketing funds through co-investment.

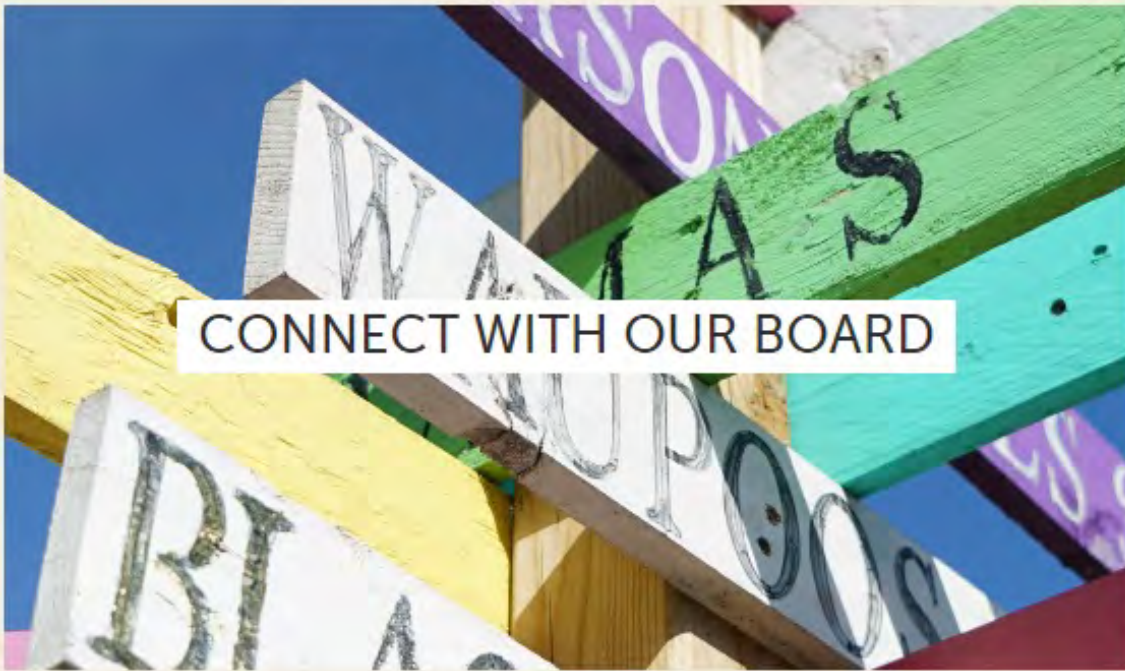


## Marketing Partnership Program

2023/24



VistTheCounty.com  
/Industry



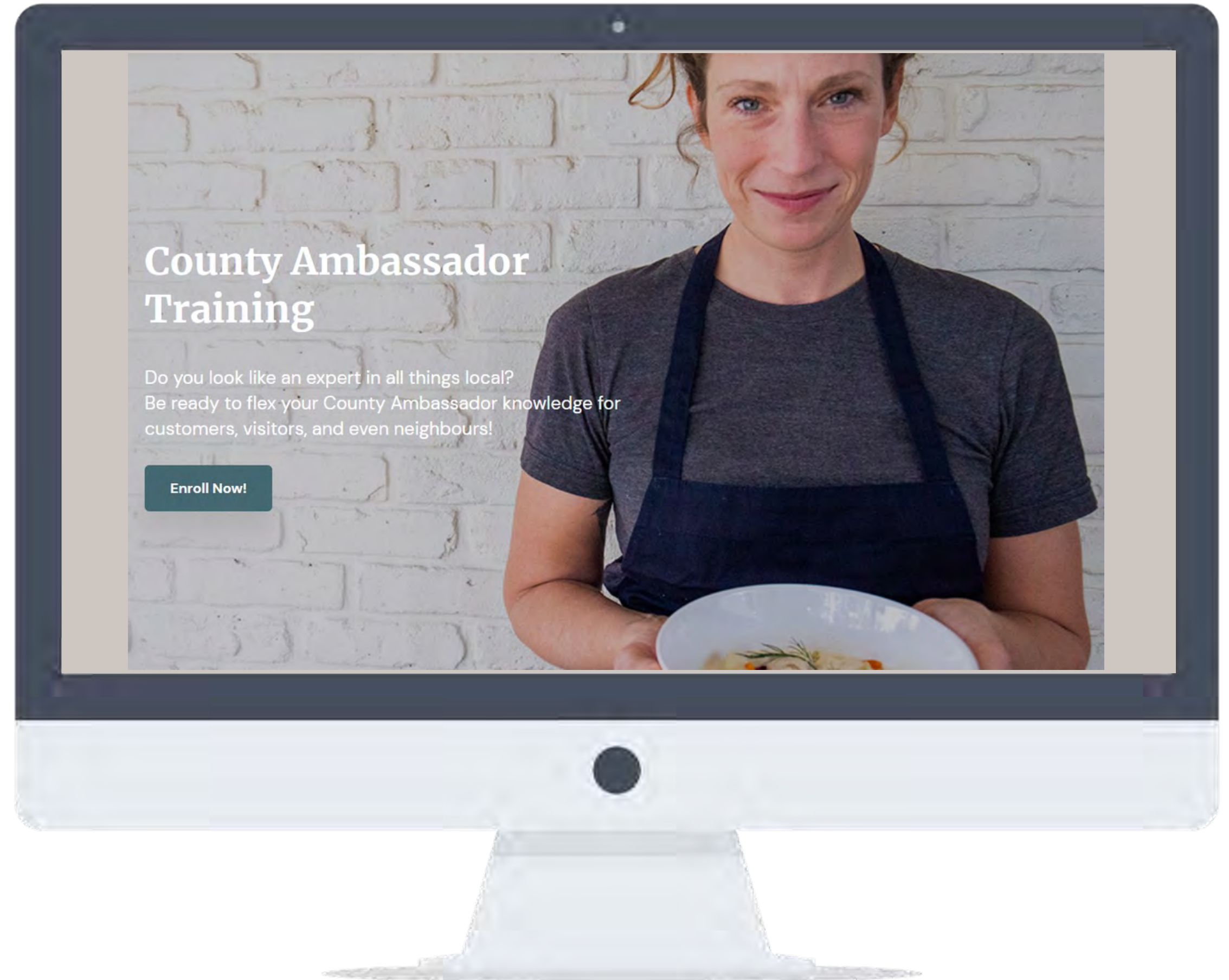


# Visitor Readiness



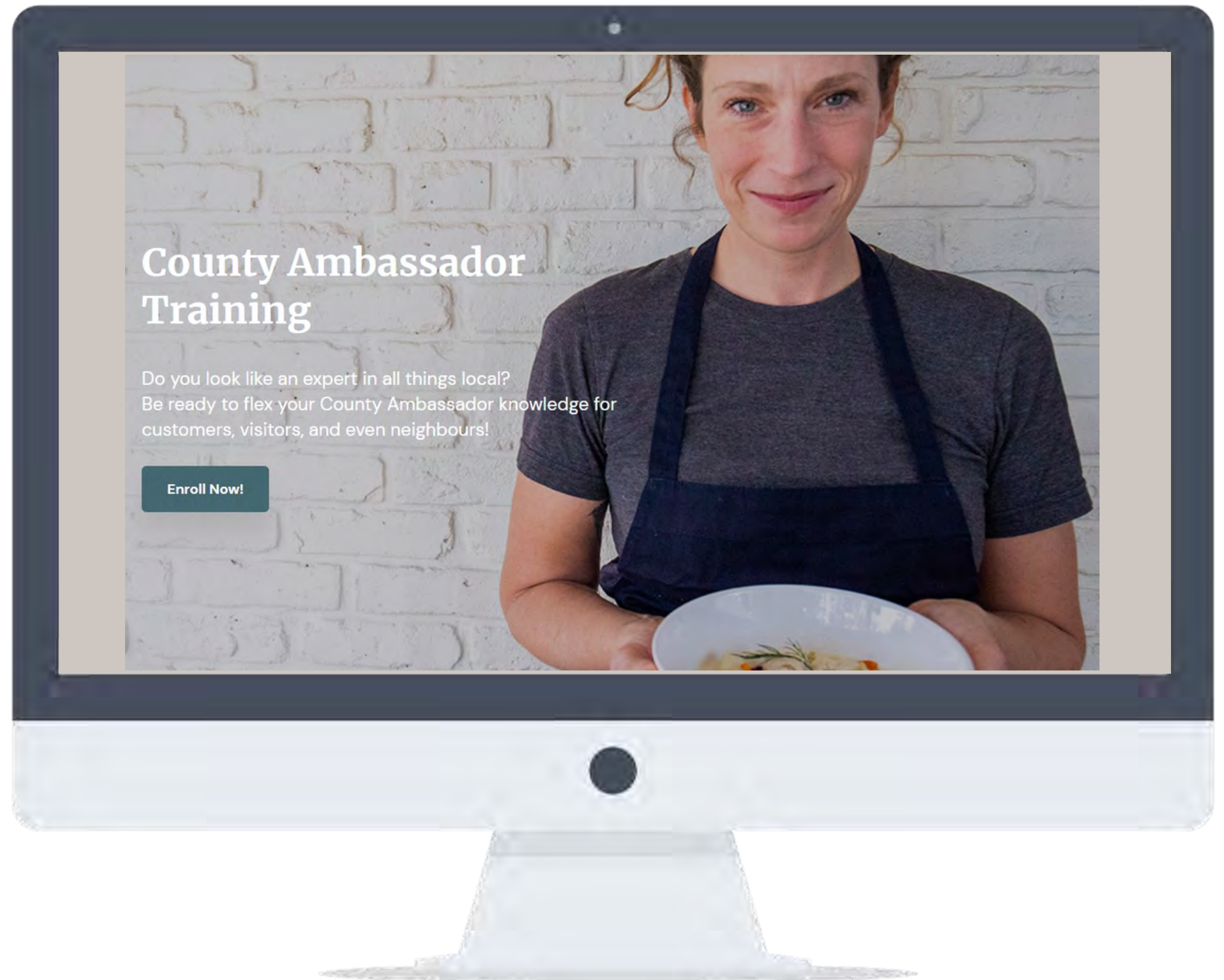


# The County Ambassador





- 6 modules online
- Interactive and dynamic
- Available on demand
- Free to access
- Provides a certificate upon completion

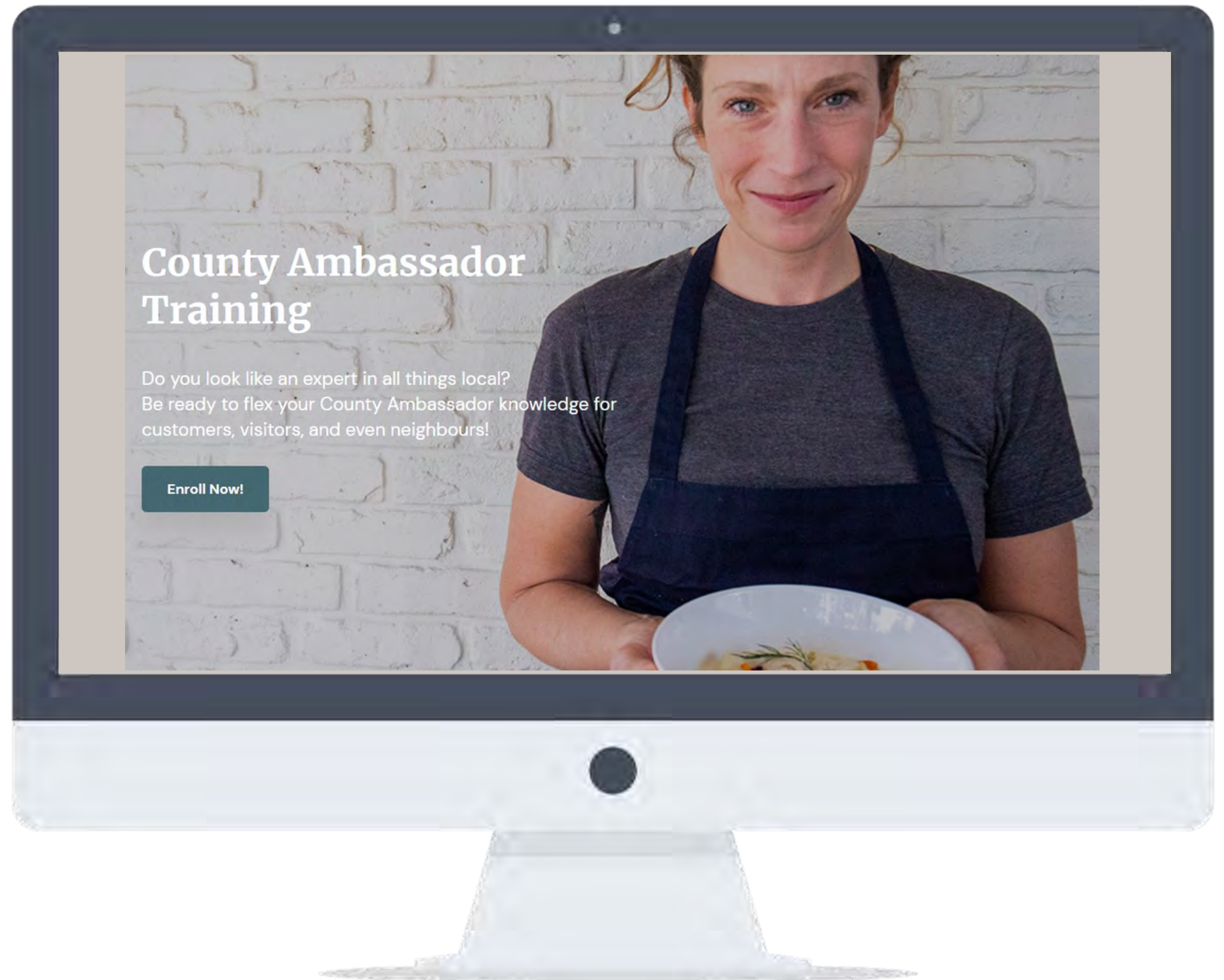






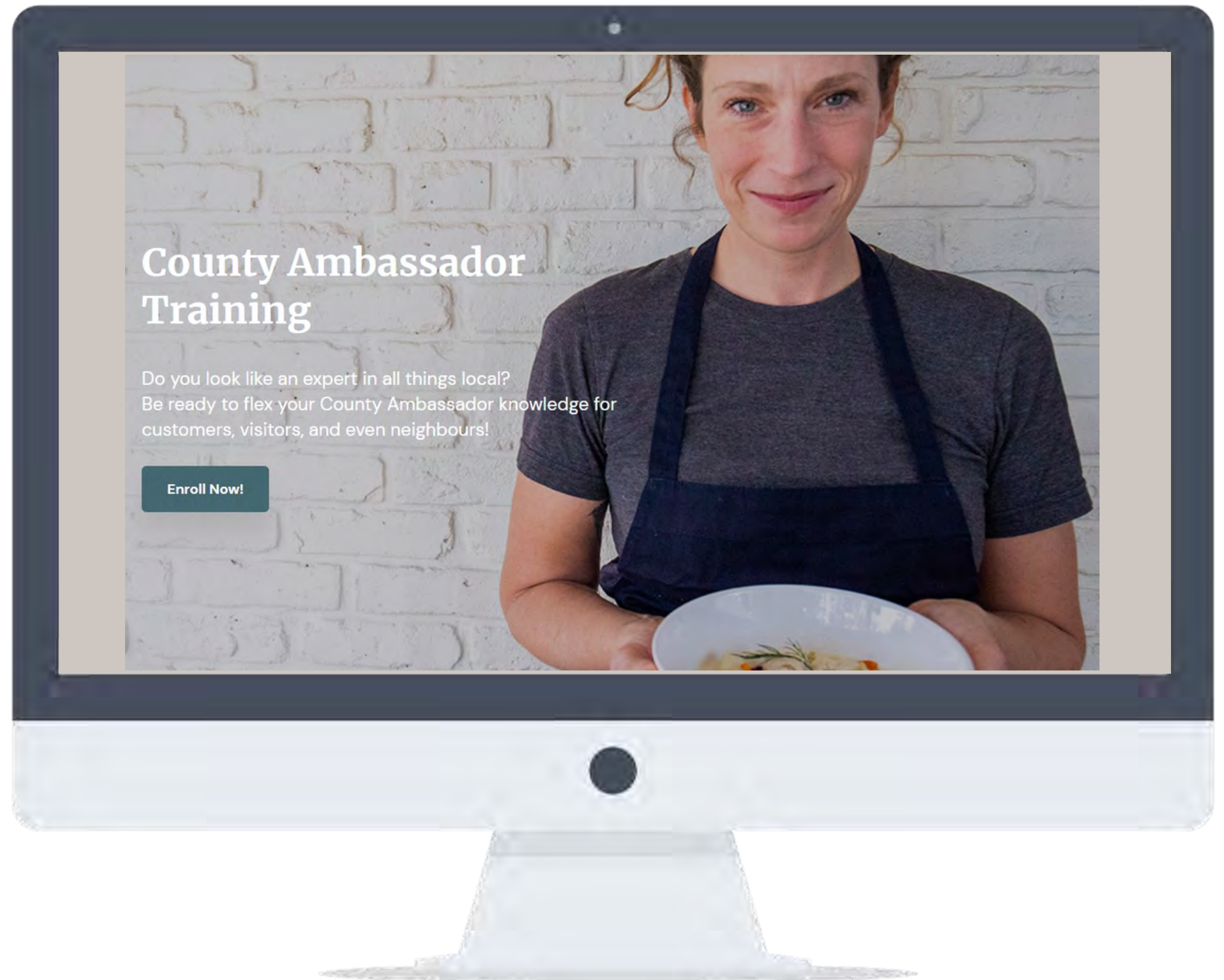


- Wayfinding & Maps
- Sub Regions
- Wine & Craft Bev
- Cycling
- Farm To Table
- Accommodations
- Festivals & Events
- Visitor Information
- Family Friendly
- Provincial Parks
- Arts
- Nature
- Geography
- History & Heritage





- Front Line staff
- Students
- Managers of businesses
- Proud Residents
- Volunteers of community organizations







*Visit* The  
**County**  
PRINCE EDWARD COUNTY ♦ ONTARIO

Visit Again Soon!

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### **'On The Water'**

[https://www.instagram.com/reel/CuCeJIEAMgh/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRlODBiNWFlZA==](https://www.instagram.com/reel/CuCeJIEAMgh/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==)

### **'Specialty Retail'**

[https://www.instagram.com/reel/CuUPD2RA5F8/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRlODBiNWFlZA==](https://www.instagram.com/reel/CuUPD2RA5F8/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==)

### **'Local History and Heritage'**

[https://www.instagram.com/reel/CumPf4QAgQN/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRlODBiNWFlZA==](https://www.instagram.com/reel/CumPf4QAgQN/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==)

### **'Local Food'**

[https://www.instagram.com/reel/Cu4QXeUA85y/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRlODBiNWFlZA==](https://www.instagram.com/reel/Cu4QXeUA85y/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==)