

Tourism Strategy & Action Plan

Progress Report 2024

Love,
Orangeville



Background

- The Town of Orangeville's Tourism Strategy & Action Plan was adopted in January 2021.
- Its creation followed the findings of the Town's Economic Development Strategy 2018, which identified tourism as a sector of focus for future growth within the region.

Five-Year Vision

By 2026, the Town of Orangeville will be a burgeoning tourism destination known for its unique combination of **progressive community values** and **small-town vibe**, which both locals and visitors look to for unique **public and performing arts** experiences, **culinary** imbibement, and access to **outdoor activities**, knowing there is something to **enjoy year-round**.

Strategy to Action

6

Foundational Tourism Drivers

Public art
Performing art
Trails & outdoor
experiences
Historic downtown
Culinary offerings
Festivals & events

4

Strategic Priorities

Administration &
Operations
Branding & Marketing
Tourism Assets &
Experience Development
Infrastructure &
Investments

20

Recommendations

70

Actions

Key Accomplishments

Three critical actions established the foundation for ongoing development and promotion of tourism in Orangeville.

January 2021	March 2021	February 2022
Tourism Strategy & Action Plan adopted	Tourism & Culture Officer position created	Love, Orangeville tourism brand launched
Provided the framework, actions and timelines to guide tourism development in Orangeville	Provided a dedicated resource to ensure consistent oversight and effective management of tourism development	Provided a consistent and appealing way to promote Orangeville's tourism assets and initiatives

Strategic Priority #1

Administration & Operations

Progress on 16 of 19 actions

- Hired Tourism & Culture Officer
- Established process for ongoing data collection and progress measurement
- Expanded Economic Development Committee to include Culture
- Nurtured collaborative local partnerships
- Leveraged SBEC and other provincial programs for business support



236
Businesses
featured in
online
directory

1,200+
Visitor
Surveys
completed



Strategic Priority #2

Branding & Promotions

Progress on 15 of 15 actions

- Introduced the Love, Orangeville tourism brand
- Launched LoveOrangeville.ca
- Developed annual marketing plan, including collaterals, photos/videos, and content
- Coordinated marketing efforts with local partners



6
Self-guided
tours &
trails
created



47
Love
features
published



3,000
Visitor
Guides
distributed

Strategic Priority #3

Tourism Assets & Experience Development

Progress on 19 of 21 actions

- Managed public art collection with the objective to enhance visitor experience
- Created new itineraries, enhanced tours, self-guided experiences, and family-focused activities
- Facilitated and promoted events



38
Tree
Sculptures



151
Events in
online
calendar

34
Utility
Boxes



Strategic Priority #4

Infrastructure & Investments

Progress on 7 of 14 actions

- Updated wayfinding signage
- Installed digital sign to promote tourism-related events
- Invested in beautification, accessibility improvements and visitor-friendly infrastructure of downtown with Broadway Bricks project and new CIP
- Supported local development of accommodation



Results

2023 vs. 2022

Total Visits*

20%

Increase

2022: 6,301,890
2023: 7,572,783

8

Number of times
a tourist visits
downtown per
year

Total Tourist Spend (>40KM)**

35%

Increase

2022: \$135,986,727
2023: \$184,865,533

Total Tourist Visits (>40KM)*

31%

Increase

2022: 1,162,054
2023: 1,522,884

42

Number of times
a local visits
downtown per
year

Jobs Supported**

33%

Increase

2022: 911
2023: 1,215

*Source: CCT visitor data based on geo-fence of downtown Orangeville

**Source: TRIEM for Dufferin County based on downtown Orangeville CCT geo-fence data

Communication & Engagement

2023 vs. 2022

LoveOrangeville.ca

Avg Monthly Pageviews

29% Increase | 2022: 5,574
2023: 7,189

Avg Monthly Users

32% Increase | 2022: 2,443
2023: 3,235

Newsletter

Recipients

12% Increase | 2022: 1,396
2023: 1,568

55% Open Rate

Social Media

Instagram Followers

43% Increase | 2022: 1,326
2023: 1,894

Facebook Followers

30% Increase | 2022: 835
2023: 1,087

What's next for tourism in Orangeville?

- In 2024, tourism efforts will focus on:
 - Execution of an **annual marketing plan** to promote the **Love, Orangeville brand** and increase visitor awareness
 - Explore new ways to **deliver tourism experiences** and **community information**
 - Leverage and promote **outdoor spaces** as tourism drivers
 - Offer **support for tourism-related businesses** in partnership with SBEC
 - Continue to collaborate with **local partners** to foster tourism in and around Orangeville
 - **Measure and analyze** data to guide activities and understand impact