



Visitor Management

Tuesday January 18th, 2022



Background and Context

Have Your Say : Visitor Management survey

Action Plan

Next Steps

Background and Context



Timeline

March 30, 2021	Staff memo: Scenic Area Strategy update to council w. short-term tactics and priorities
April 20, 2021	Notice of motion: direction to staff re: Destination Management Plan development
June - September 2021	Officer, Tourism and Culture and Project Manager, Community Projects hired
October - November 2021	Stakeholder engagement commences with verbal (phone, virtual) discussions, followed by November launch of Have Your Say: Visitor Management survey
December 2021	New Visit Caledon website launched – accompanying Winter social media campaign Survey closes

Notice of Motion

April 20th, 2021

“...Now therefore be it resolved that the Town adopt the three equal pillars including; culture, economic and environmental sustainability to achieve successful destination management in the Town of Caledon;

That staff be directed to coordinate with the province, conservation authorities and region to assess and utilize the existing strategies and plans for all green assets in Caledon to develop a successful destination management plan for the Town of Caledon;

That staff be directed to develop a current parking asset inventory and a future parking strategy including the utilization of mobile destination management technology in order to assess current parking assets (or lack thereof), developing a plan to provide more and connected to desired visitor thresholds of assets/destinations;

That Staff report back in the fall of 2021 with a strategy workplan that includes terms of reference and resource requirements to be considered in the 2022 budget;

That staff be directed to create the terms of reference for an Advisory Committee to advise Council regarding destination management, the development of a tourism strategy and identify and share evolving priorities regarding tourism in Caledon; and

That the membership of the advisory Committee be comprised of two members of Council, liaison members from the region and conservation authorities and five members of the community.

Have Your Say: Visitor Management

Who did we speak with? What did we ask?



Key survey goals

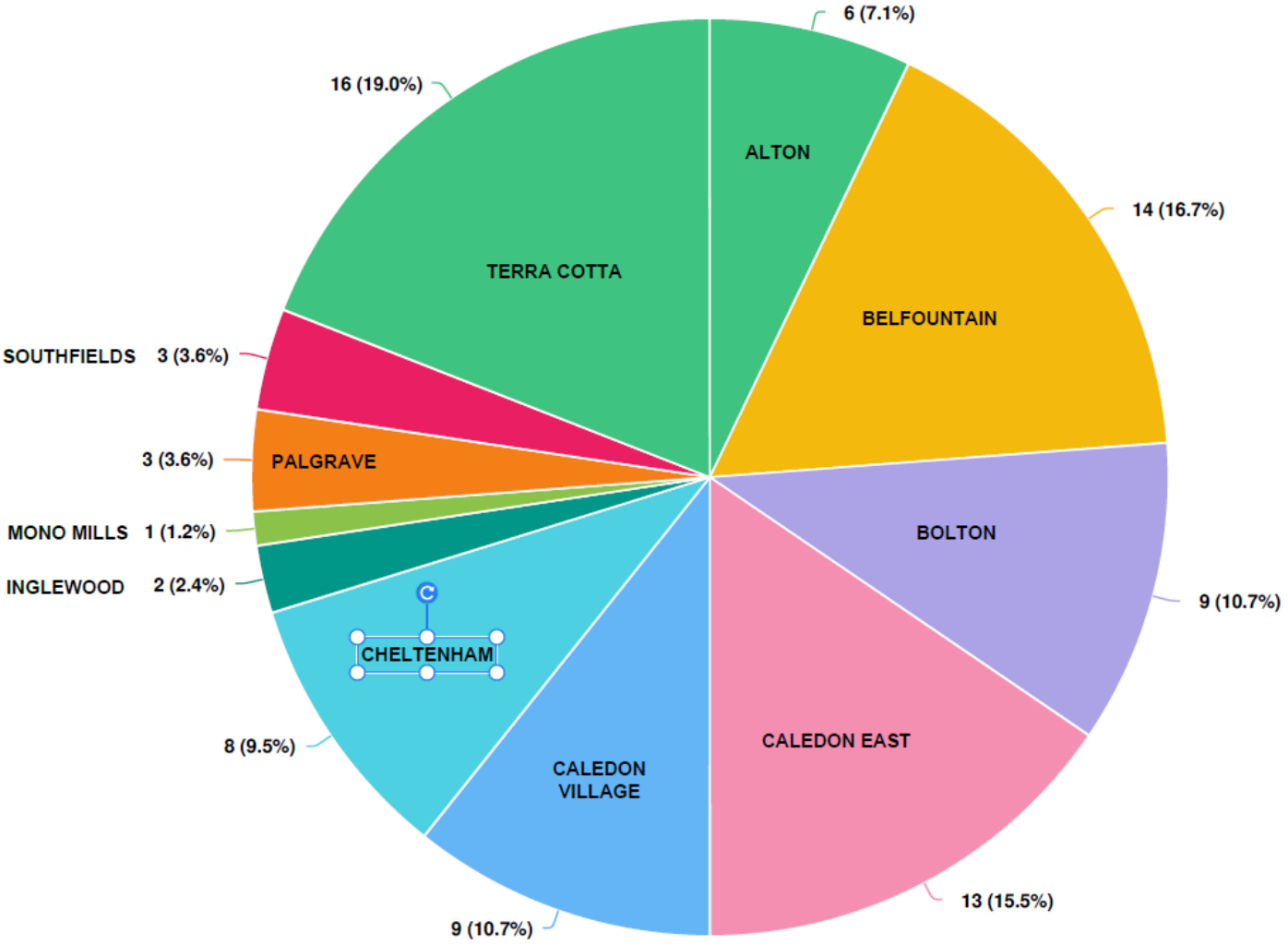
- Determine values of residents and businesses
- Identify tourism-related issues (Town-wide and village-specific)
- Establish efficacy of short-term management measures (eg: parking barricades, temporary washrooms, garbage)
- Collect respondent ideas re: Visitor Management measures
- Identify respondents' preferred areas of staff focus



Caledon's Service Centres

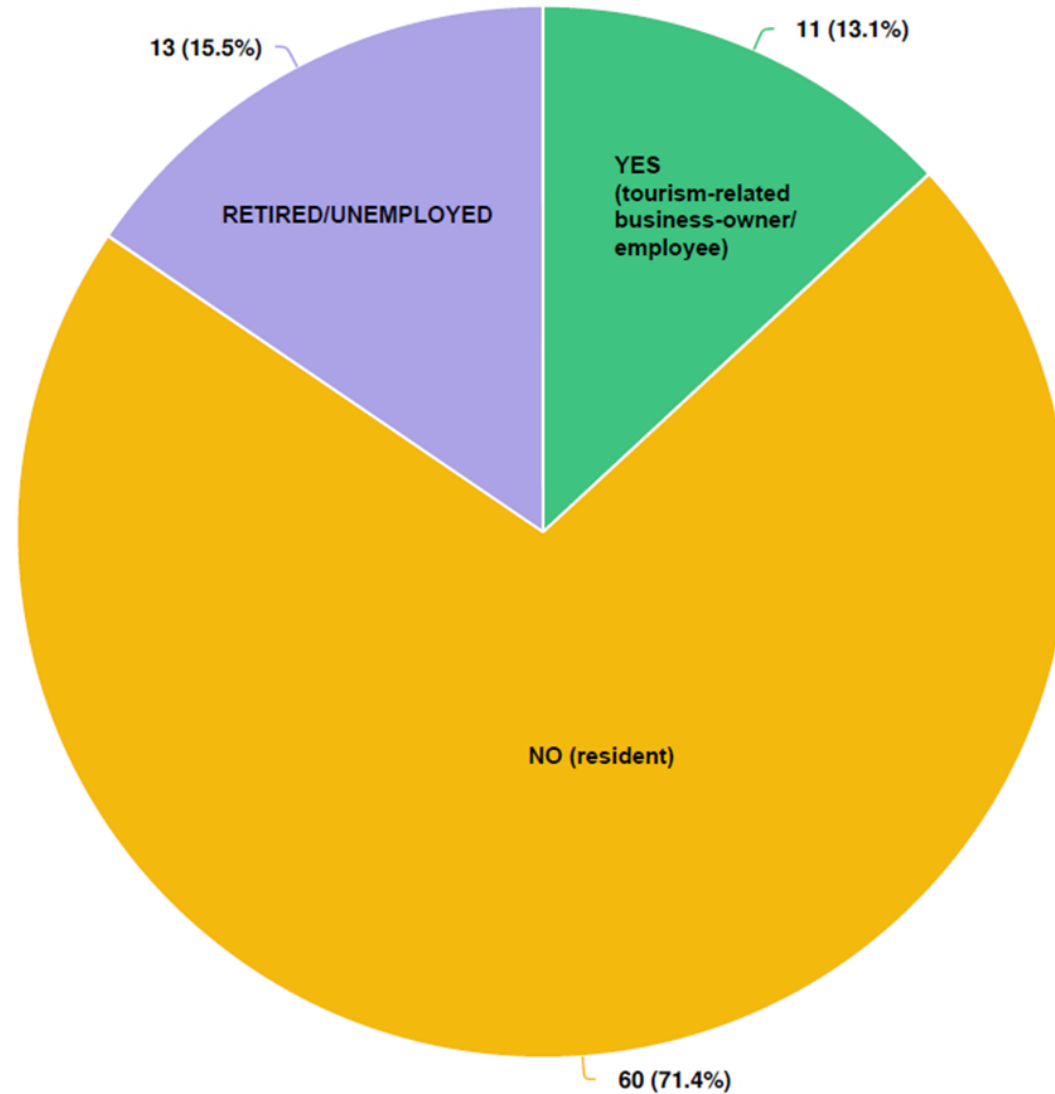


Survey Responses by Service Centre



Respondents by Type

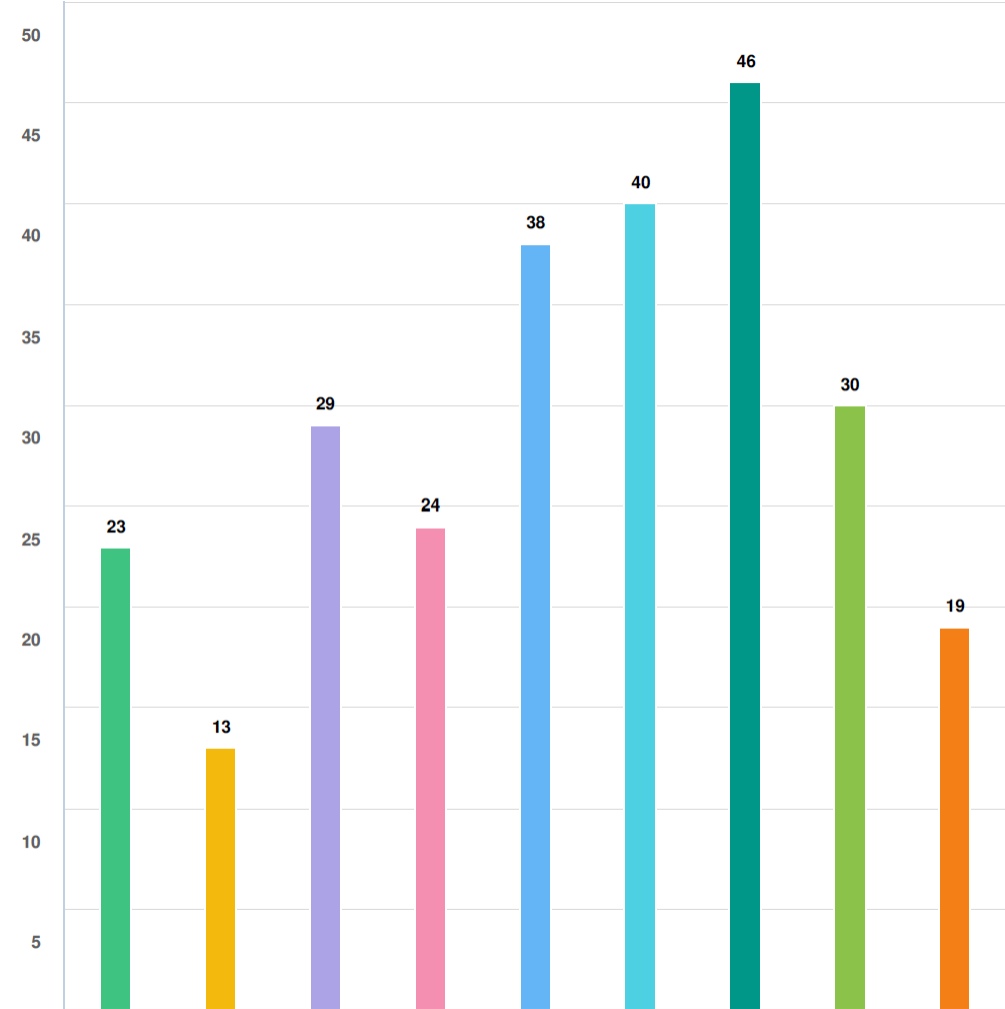
“Do you operate, or are you employed by a business that relies on tourism?”



Desired Staff Focus

“What do you think the town’s priorities for managing visitors in Caledon should be? (check all that apply)”

- Increased washroom facilities
- Increased by-law enforcement
- Developing a VisitCaledon tourism app
- Marketing under-visited areas
- Development of new parks and trails



Action Plan

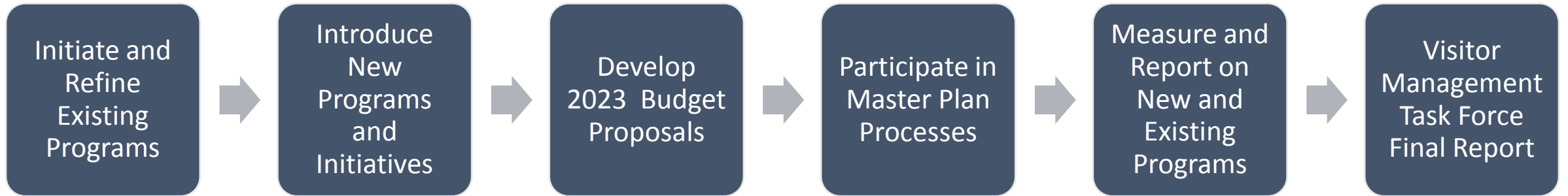
Visitor Management Task Force. Work Plan. Tourism messaging tools.

Action Plan

Task Force



Task Force Work Plan



EXPERIENCE CALEDON

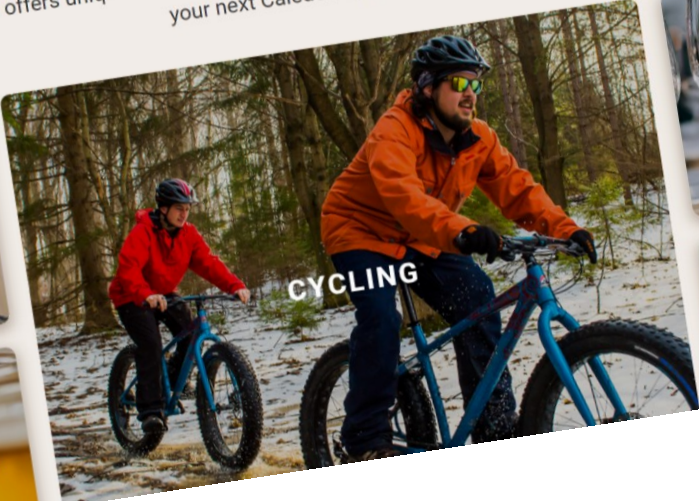
Caledon offers unique and authentic experiences you won't want to miss! Discover your next Caledon experience.



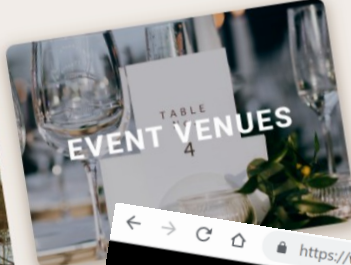
ARTS, CULTURE, HERITAGE



BEER AND CIDER



CYCLING



EVENT VENUES



Before you go

To make the most of your visit to Caledon please keep the following in mind when planning your trip.



Parking Restrictions

The good news: you can explore Caledon by car. But in popular spots, parking is very limited. Plan before you go.



Please don't litter

Leave no trace, except lasting memories and warm smiles. Thank you for respecting the cleanliness and natural beauty Caledon is known for.



Private Property

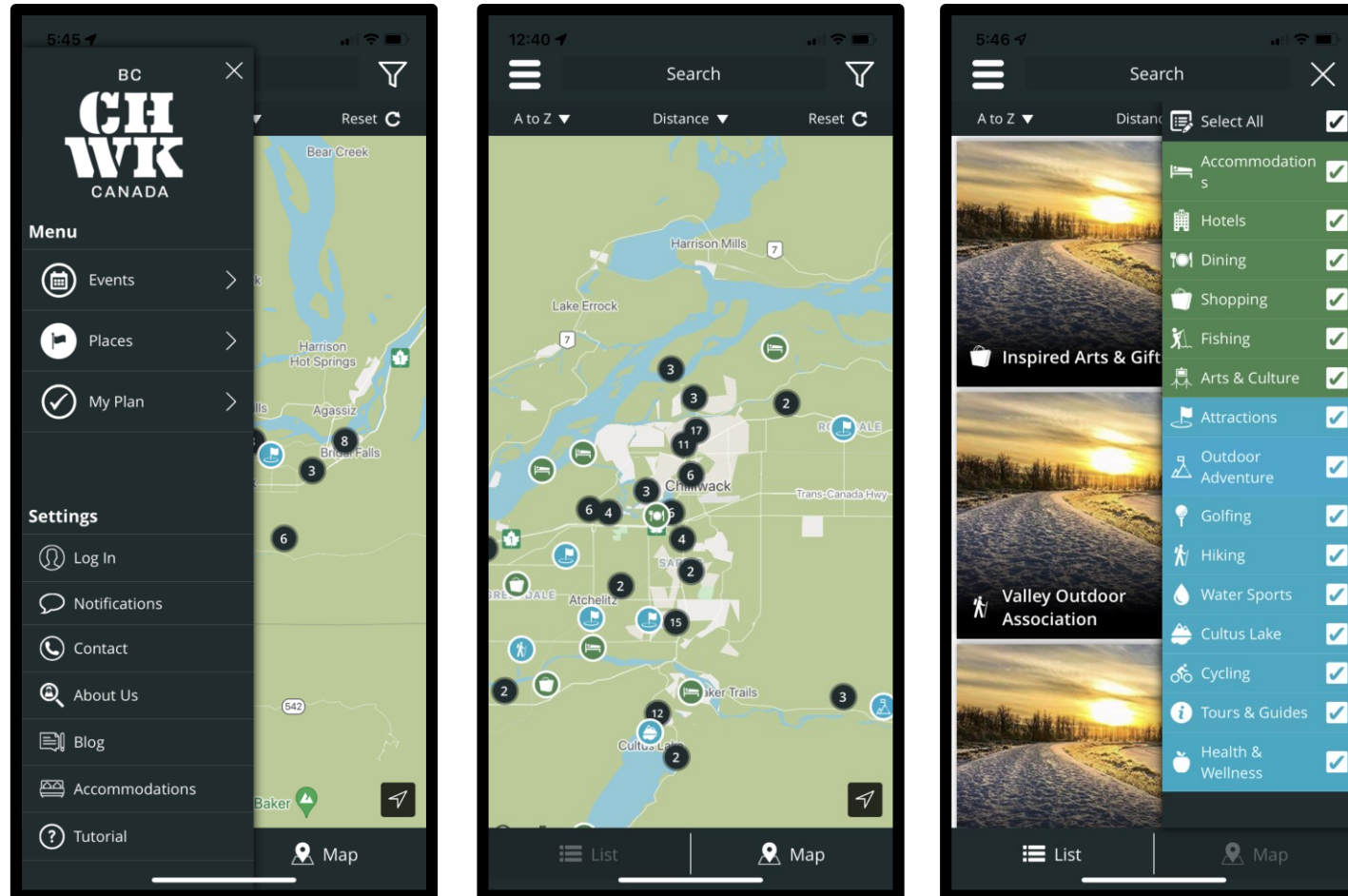
Our farmers and rural property owners love Caledon and are proud of its cleanliness and beauty. We invite you to use public washrooms, parks and waste facilities.



Trail Etiquette

Being polite and respectful is practically a national sport in Canada. Let's all bring our A game on the trails and make the experience enjoyable for everyone!

Visitor Management App



*graphics used to provide example of future app design only



Next Steps