

Cultural Tourism Initiative

Year End Report:
March - December 2021



The Cultural Tourism Initiative

In 2020, Pickering Museum Village received \$150,000 in funding from the Government of Canada, Department of Canadian Heritage to lead a Cultural Tourism Initiative. This initiative will continue to develop into the autumn of 2022.

The goals of the Cultural Tourism Initiative are to create partnerships with arts, heritage and cultural attractions, the Destination Marketing Organization, and Regional Tourism Organization to develop signature cultural tourism experiences. Throughout 2021, the Museum has consistently worked towards those goals, creating three tourism experience initiatives alongside partners from all over Durham Region.

Over the course of 2021, with the increasing COVID-19 restrictions, this project helped all stakeholders re-image how their audience interact with regional tourism. Target marketing focused on local demographics as people were encouraged to stay close to home. These restrictions attracted people to regional tourism, which fell in line with this initiative. Our target audience engaged with their local cafes, breweries, museums, and galleries in a new way. COVID-safe experiences, including Drive Thru tours and virtual programming, dominated the tourism markets, though not all organizations were able to create content for these programs. With restrictions lifting, and visitors' focus staying on local exploration, our regional tourism initiative plans to encourage this trend and look for better opportunities to cross-promote stakeholder events.

New and developing partnerships in 2021:



CENTRAL
COUNTIES
TOURISM



Canadian  Automotive Museum



The
Robert
McLaughlin
Gallery



UXBRIDGE
HISTORICAL
CENTRE



...plus many more!

Anne & Maud Experience

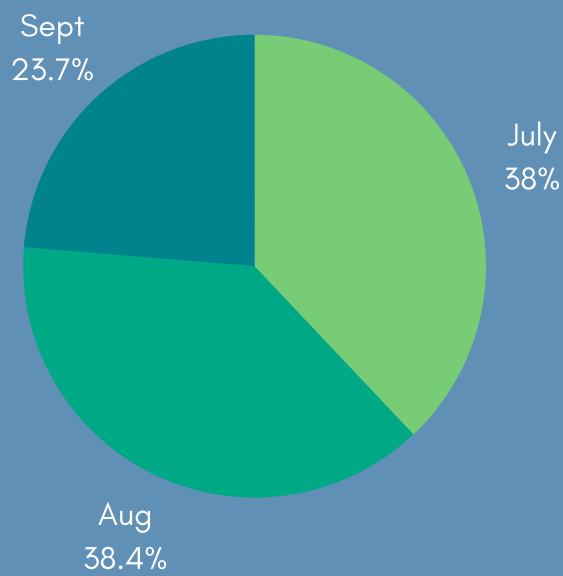
The Anne & Maud Experience was launched in June as www.AnneAndMaud.ca, hosted by Central Counties Tourism and developed as part of the Cultural Tourism Initiative. With the help of partners from both Pickering and Uxbridge, this experience gave fans of Anne and Lucy Maud Montgomery opportunities to explore various events and discover Anne and Lucy-inspired food options around the region where some of the later Anne Shirley novels were written. This initiative also gained an agreement with the Heirs of L.M. Montgomery Inc. for 'Anne of Green Gables' and 'L.M. Montgomery' trademark rights.

At the PMV, we welcomed 500+ visitors for "The Anne Experience," spread over 30 days of programming from July 3 to September 12, and for the "Anne in Pickering" guided tours, which ran from July 3 to November 3 on various days of the week.

This initiative also inspired the creation of the Lucy Maud Montgomery Driving Trail and podcast in Uxbridge. The Anne & Maud Experience will continue in 2022.

Partners and some of their events in 2021:

- Leaskdale Manse National Historic Site (Lucy Maud Montgomery Society of Ontario): Guided Tour, ice cream making and craft activities
- Blue Heron Books: the Book Drunkard Literary Festival and Anne stationary interactive
- The Bridge Social: Anne Shirley inspired beverages and merchandise
- Open Studio Art Café
- Discover Uxbridge
- Durham Tourism
- Central Counties Tourism



ATTENDANCE PER MONTH FOR PICKERING MUSEUM VILLAGE'S ANNE & MAUD PROGRAMS

"The Anne Experience" visitor breakdown:

- July hosted 12 program dates, with an average of 14 visitors per day
- August hosted 13 program dates, with an average of 13.5 visitors per day
- September hosted 5 program dates, with an average of 19 visitors per day

"Anne in Pickering" tours were booked by request, with a total of 16 tours booked through the year.

War on Whisky - South Durham

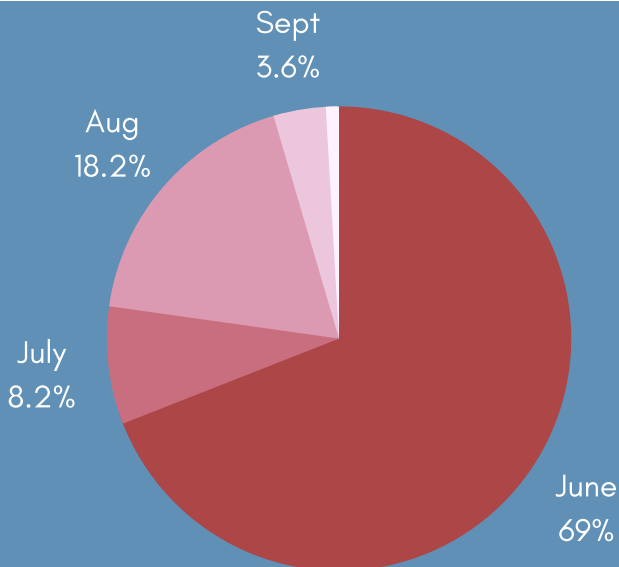
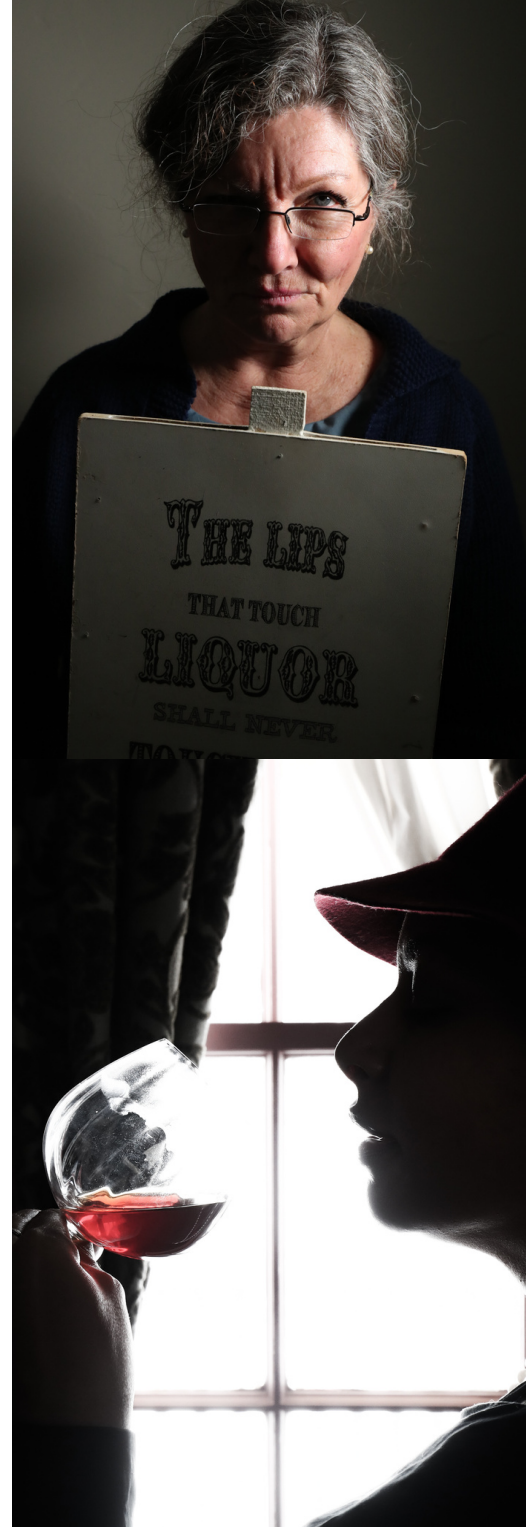
The PMV's 1920s programs were part of the War on Whisky South Durham driving tour, hosted by Central Counties Tourism. Early marketing campaigns in 2021 gained a following for these programs, with digital and physical billboard signs up throughout Pickering, and our 1920s photoshoot photos were spotted throughout South Durham in social media and blog posts.

The restrictions of 2021 meant the whole sector had to delay the start of indoor programs, visits, and guided tours. The PMV was unique as it had outdoor spaces to host War on Whisky visitors earlier in 2021, though indoor partners (both museums and breweries) were unable to open their doors until later in the season.

Once open, the PMV's three War on Whisky programs welcomed 550 guests from June to October. The Roaring 20s Drive Thru tour had a large guest capacity, and proved to be a great COVID-safe and early-season program. The 1920s Prohibition Escape Room started its run on July 23, much later in the season, but still was a crowd-pleaser with 31 out of 36 time slots sold. Our final program, the 'Glad Rags and Giggle Juice' Guided Tour, was booked 6 times by request throughout the season.

As part of the War on Whisky cultural organizations, the Parkwood Estate National Historic Site also featured its Auto Baron 1920s guided tours throughout August.

2022 will see more availability for the 1920s programs with the PMV's running from April to October, and the launch of stronger 1920s-based partnership initiatives. 2022 will feature programs from the Canadian Automotive Museum, Parkwood Estate, and with developing partnerships in the works.



ATTENDANCE PER MONTH FOR PICKERING MUSEUM VILLAGE'S WAR ON WHISKY PROGRAMS

"Roaring 20s Drive Thru Tour" hosted 6 days of programs in June, with an average of 61 guests per day.

Starting in July, the "1920s Prohibition Escape Room" hosted 12 days of programming and 3 sessions per day, with an average of 12 guests per day.

"Glad Rags and Giggle Juice" Guided Tour was booked by request, with a total of 6 tours booked.

Haunted Durham

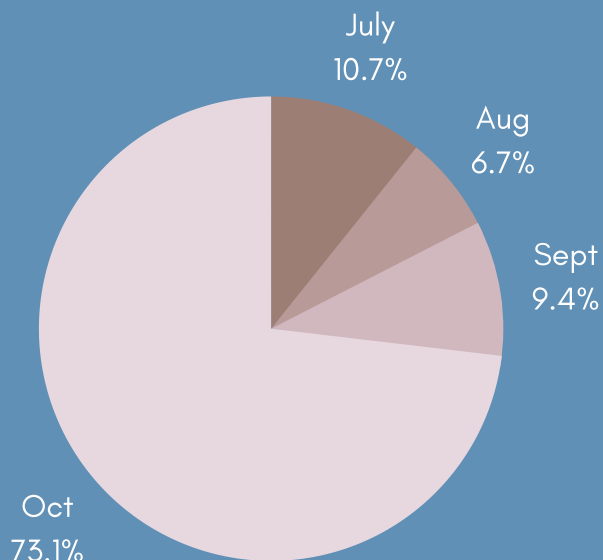
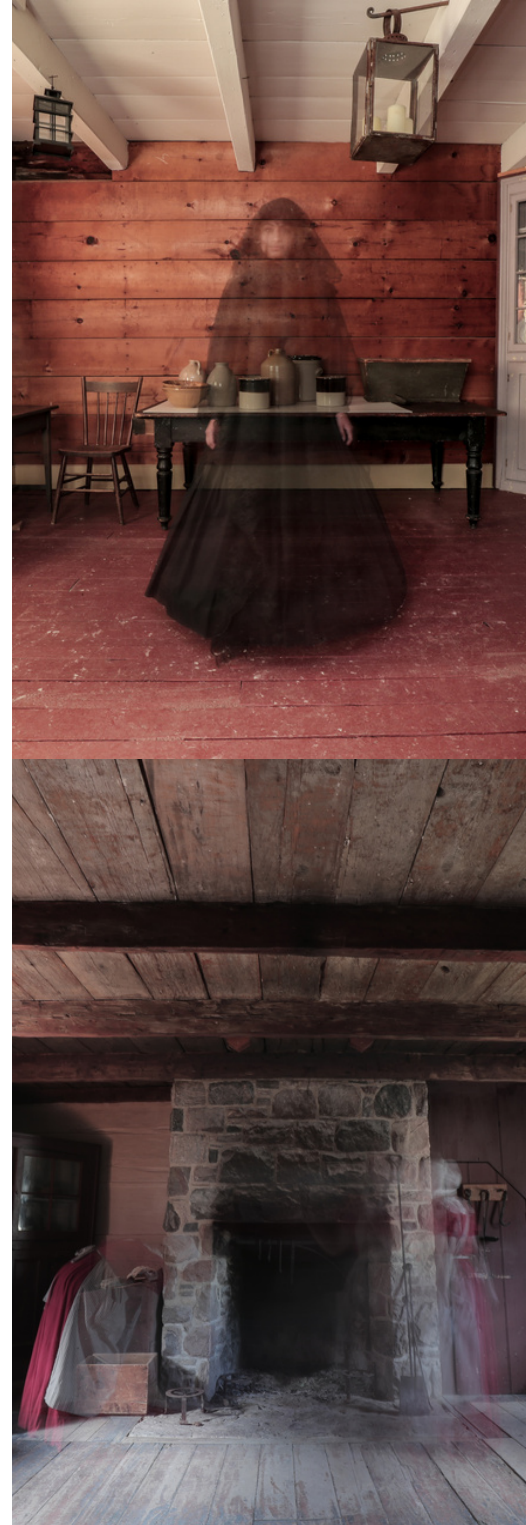
The Haunted Durham tourism initiative was formed in summer 2021 with the goal of creating a storytelling tourism route through Durham inspired by the supernatural. It was designed for thrill-seeking visitors who are drawn to guided tours, spooky stories, and late evening activities. The PMV formed new partnerships from various towns and cities within Durham to create this route. As this initiative was developed later in the year, the goal for 2021 shifted to creating a foundation of ghost-related programs within each organization, and work to create a stronger, more developed route in 2022.

New Partnerships in 2021:

- Lynde House Museum
- Theatre on the Ridge
- Uxbridge Historical Centre
- Oshawa Museum

Over the course of four months, the Pickering Ghost Walks program and Halloween Guided Tour (only available in October) brought in 1042 visitors to learn spooky tales and experience hauntings within the historic buildings. The majority of these visits were in October, and were drawn in by Facebook advertising content and road-side signs around Pickering.

It was the PMV's most successful tourism campaign; the Walks were compatible with COVID restrictions because of the outdoor nature of the program, making it more available than both the Anne & Maud Experience programs and Roaring 20's programs. Due to the success of October visits, the Pickering Ghost Walks and Halloween Guided Tour will return in 2022 from September 29 to October 29.



ATTENDANCE PER MONTH FOR PICKERING MUSEUM VILLAGE'S HAUNTED PROGRAMS

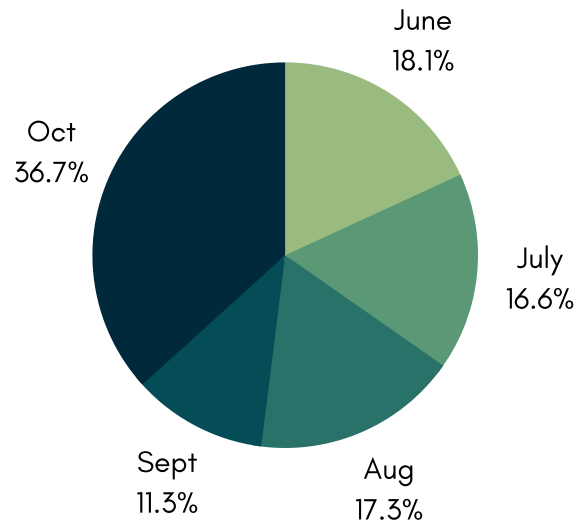
The "Haunted Ghost Walk," which changed to the "Pickering Ghost Walks," ran for 7 days in the summer months with an average of 26 people per night. In the fall, the Walks ran for 17 days, with an average of 49 guests per night.

The "Halloween" Guided Tour was booked by request, with a total of 5 tours booked.

Results & Next Steps

This first year was seen as our 'foundational' year - partnerships were developed, goals set and measured, and recommendations made for the next iteration of our tourism initiatives. On top of the 19 partnerships reported in March 2021, 4 new ones were formed under the Haunted Durham initiative.

Put together, the Anne & Maud Experience, War on Whisky campaign, and Haunted Durham tourism initiative brought through a steady number of visitors throughout the year, with over 2000 guests alone visiting the Museum. Partner institutions throughout the region also noticed an increase in visitors relating to these campaigns, and are keen on improving marketing strategies from the past year.



Above: Total 2021 visitor numbers for the Cultural Tourism Initiatives at Pickering Museum Village

Next Steps:

- To continue improving marketing and cross-stakeholder promotional strategies for the three current tourism initiatives (Haunted Durham, War on Whisky, Anne & Maud Experience) in 2022
- Develop the fairies and folklore signature experience
- Develop new tourism experiences through green initiatives



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