

# Cultural Tourism Initiative

Interim Report: October 2020 to March 2021



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.

The Cultural Tourism Initiative will create partnerships with arts, heritage and cultural attractions, the Destination Marketing Organization, and Regional Tourism Organization to develop signature cultural tourism experiences.

Results of this project will be increased capacity by arts, heritage and cultural organizations to attract and retain tourists. This project will result in improved market-readiness of existing products and the development of new tourism-specific cultural experiences. We will create new partnerships between cultural organizations and destination marketing organizations, working toward a shared goal of increasing audiences.

With the unexpected reality of the COVID-19 pandemic, this project also serves to assist in tourism recovery for cultural tourism in Durham Region through the development of COVID-safe signature cultural experiences, and collaboration between project partners.

## **War on Whisky**

### **Signature Cultural Tourism Experience**

In 2018, Central Counties Tourism launched Temperance and Temptation, a tourism product featuring prohibition and bootlegging themed experiences in the format of a series of self-guided tours. The program was established with three guided bus tours in each region that Central Counties Tourism represents (Headwaters, York and Durham). The South Durham Region tour, called War on Whisky, included 7 local breweries and one winery, as well as a podcast featuring stories about bootlegging and prohibition.

Pickering Museum Village, the Canadian Automotive Museum, Parkwood Estates and the Robert McLaughlin Gallery partnered with Central Counties Tourism to add cultural tourism experiences to the existing War on Whisky program.

Launching this April, the museums are offering unique tours, exhibits, escape rooms and drive-thru tours featuring the 1920s era. The museums are adding cultural tourism experiences to the existing War on Whisky: Drama in Durham self-guided driving tours that encourage locals to visit eight local breweries and wineries in the region under the theme of 1920s prohibition and bootlegging.

Due to the impact of COVID, the focus for the 2021 season will be on local tourism, encouraging people to explore the scandalous history of bootlegging by exploring the breweries and museums in their local community. The twelve participating businesses will also focus on COVID-safe practices, including physical distancing, wearing masks, and encouraging visits by social bubble, and small group experiences.



## **War on Whisky**

### **Roaring 1920s Drive-Thru Tour at Pickering Museum Village**

Hop in your jalopy and journey back in time to the Roaring 1920s. Learn about Pickering's toe-tapping music scene and how the dry days of prohibition led to bootlegging.

Dates: April 17 – May 23

### **Prohibition Escape Room at Pickering Museum Village**

Rumour has it that a speakeasy is operating at the Brougham Hotel. Bring your detective team to see if you can uncover the whisky runners and find the moonshine before time runs out.

Dates: June 2 – August 27

### **Glad Rags and Giggle Juice Guided Tour at Pickering Museum Village**

As you and your pandemic bubble crew (up to 9 people) walk through the Village, you'll learn about Pickering's lively 1920's music scene, including local born recording artist Bert Harvey. Learn how the widely unpopular restrictions of Prohibition led to bootlegging.

Dates: April 21 – November 19

### **1920s Automotive Tour at the Canadian Automotive Museum**

Join expert tour guides as they bring to life the museum's collection of cars from the Roaring 20s. Learn about the infamous Oshawa-built Whisky Sixes preferred by rumrunners to the first Ford V-8s used by outlaws like Bonnie & Clyde. The tour will include everything from Bugattis to Buicks to tell this exciting era of the automobile both in Canada and abroad.

Dates: April 17 - May 23.

### **1920s Auto Barron Tour at Parkwood Estate**

This tour will provide you with an overview of the entertaining spaces (main floor) of the Estate, as well as an introduction to the McLaughlin Family during the 1920's

Dates: April 17 – May 23

### **1920s Exhibit at Robert McLaughlin Gallery**

Explore the art of the 1920s at Robert McLaughlin Gallery

*Dates: Coming this Summer*

To learn more visit: [www.waronwhisky.ca](http://www.waronwhisky.ca)



## **The Anne and Maud Experience**

### Signature Cultural Experience

In Summer 2021, Pickering Museum Village will be launching The Anne Experience, a new program at the museum that will give guests a glimpse of what happens behind the scenes during the filming of various Anne films and TV shows at the museum.

In 2020, Pickering Museum Village and The Lucy Maud Montgomery Society formed a partnership under the Cultural Tourism Initiative to develop a signature experience related to Maud and Anne. The Lucy Maud Montgomery Society manages Leaskdale Manse as a cultural attraction, the home of Lucy Maud Montgomery.

Winter 2021, the partners for this experience expanded to include Blue Heron Books and The Bridge Social, Discover Uxbridge, and the Open Studio Art Café.

### **The Anne Experience at Pickering Museum Village**

Explore the world of Anne of Green Gables in a behind-the-camera tour of Pickering Museum Village, the set of various 'Anne' production for almost forty years.

Dates: June 3 – September 12

### **Guided Tour at Leaskdale Manse**

Learn about the life of Lucy Maud Montgomery with a guided tour of her home.

Dates: April – November



## **The Cultural Tourism Initiative: Results**

### **Partnerships Formed: 19**

- Pickering Museum Village
- Central Counties Tourism
- Durham Tourism
- Parkwood Estate
- Robert McLaughlin Gallery
- Canadian Automotive Museum
- Falcon Brewing Company
- Brock Street Brewing Company
- Town Brewery
- Little Beasts Brewing Company
- All or Nothing Brewhouse
- Chronicle Brewing Company
- Manantler Brewing Company
- Archibald Orchards and Winery
- Discover Uxbridge
- The Lucy Maud Montgomery Society of Ontario
- Blue Heron Books
- The Bridge Social
- Open Art Studio Café

### **Cultural Tourism Experiences developed or enhanced**

- 1920s Drive Thru Tours: Pickering Museum Village
- Prohibition Escape Room: Pickering Museum Village
- Glad Rags and Giggle Juice Tours: Pickering Museum Village
- 1920s Auto Baron Tour: Parkwood Estate
- 1920s Automotive Tour: Canadian Automotive Museum
- 1920s Exhibit: Robert McLaughlin Gallery
- The Anne Experience: Pickering Museum Village
- The Maud Tour: Leaksdale Manse

### **Signature cultural tourism experiences developed**

- War on Whisky: [www.waronwhisky.ca](http://www.waronwhisky.ca)
- The Anne and Maud Experience [www.theanneexperience.ca](http://www.theanneexperience.ca)

### **Next Steps:**

- Marketing, promotions and communications to promote the signature cultural experiences, rolling out Spring 2021.
- Exploration into the development of a signature cultural experience under the theme of fairies and folklore, and paranormal, haunted and ghost experiences.





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This project has been made possible by the Government of Canada

Funded by the  
Government  
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