



Corporation of the Township of Brock

Staff Report to the Members of Council

From: Tamra Kaiser

Position: Communications and Tourism Coordinator

Title / Subject: 2026-2029 Visitor Growth Plan

Date of Meeting: January 12, 2026

Report No: 2026-GG-002

1.0 Issue / Origin

Refreshing the 'Community Tourism Plan' for the Township of Brock will enable staff to focus on changing priorities in the tourism industry, evolving visitor interests, boosting economic development, and enhancing the quality of life for residents through community engagement. 'The Plan', which is now being referred to as the 'Visitor Growth Plan' through Central Counties Tourism, will act as a development framework for staff and the Brock Tourism Advisory Committee (BTAC) to achieve objectives of promoting Brock Tourism.

This report provides an overview of the development and key recommendations of Brock's 2026-2029 Visitor Growth Plan. The Plan's recommendations are the result of a rigorous, four-month collaboration with a tourism working group and Central Counties Tourism, ensuring a strategic and community driven approach to boosting the local visitor economy.

2.0 Background

In March 2025, Council approved the development of the Tourism Working Group representing a broad cross-section of interests relating to the visitor economy in the Township of Brock to help guide the development of The Plan. The working group consisting of tourism related businesses and community partners has worked alongside Council, members of the Tourism Advisory Committee (BTAC), Durham Region and Municipal staff to prepare a new 3-year Visitor Growth Plan. This work has been facilitated and prepared by Central Counties Tourism and funded by Durham Region. This new 3-year plan outlines the objectives, goals and action items identified to realize the 'vision' set forth for tourism in Brock. Five pillars capture the core objectives of the plan: support, collaborate, educate, prepare and promote.

Outcome of the Visitor Economy Working Group Collaboration

The Working Group met over four sessions to shape the Visitor Growth Plan for the Township of Brock.

- Session One focused on the importance of the visitor economy as a key economic driver and job creator for the municipality. The group also explored the reasons people choose to visit Brock.
- Sessions Two and Three examined the current state of the visitor economy and identified opportunities and challenges across five key areas: tourism businesses, attractions, infrastructure, customer service, and marketing/promotion.
- Session Four centered on defining the overarching goal for the Visitor Growth Plan: *to achieve sustainable growth for the Township of Brock through increased visitation, enhanced pride of place, and strengthened business engagement and economic development.* The final vision of the Visitor Growth Plan was presented to the group, including clear objectives, goals, and actionable steps designed to ensure success.

3.0 Analysis

The 2026 – 2029 Township of Brock Visitor Growth Plan was informed through detailed research.

The Visitor Growth Plan was informed by both qualitative and quantitative research methods, ensuring a comprehensive understanding of the Township’s current visitor landscape and potential. The plan was developed over four months through a collaborative process facilitated by Central Counties Tourism. This process involved a working group of local businesses and community partners representing key sectors that influence local visitation, including Agri-tourism, arts, culture, heritage, hospitality, retail, and municipal departments.

Research

In 2024, Brock’s three downtown areas (Beaverton, Sunderland, and Cannington) attracted 81,609 unique visits with a total of 728,764 daily visits. Downtown Beaverton had the highest number of visits with 382K, while Sunderland had 269K, and Cannington 78K. These tourists (40+km) averaged nine visits per year and made up 29% of the total 1.8 million visits to Brock. Using the Tourism Economic Impact Model, the estimated economic impact of this visitation was \$65M in visitor spend for Durham Region.

An analysis of the 81,609 unique visitors showed that 90% were “exclusive visitors” meaning they visited only one location during their time, while 10% visited at least two locations.

A profile of Brock’s 2024 visitors found the majority fell into the categories of Family Fun Seekers (23%), Adventure Seekers (23%), Passionate Putterers (16%), and Art Lovers- Core (11%). Locals (from within 40km) were 77% Adventure Seekers. (Appendix 1)

5 Plan Pillars

After assessing Brock across five key tourism asset categories: Attractions, Businesses, Infrastructure, Customer Service, and Promotion/Marketing, the group identified the gaps in tourism readiness.

With its vision of achieving sustainable growth for Brock through increased visitation, pride-of-place, and strengthened business engagement and economic development, the group outlined objectives and goals for the plan with specific action items. The objectives were organized into five key pillars.

Pillar one: Support

Objective: Gain support from tourism businesses and residents and secure resources to advance the visitor economy.

Goals:

1. Showcase the importance of the visitor economy
2. Source funding to support roll out of visitor growth plan
3. Advocate full time resourcing to action the visitor growth plan.

Pillar Two: Collaborate

Objective: Together our businesses and three towns will enhance the visitor experience

Goals:

1. Nurture collaboration between the three towns of Brock.
2. Open the communication channels for businesses
3. Encourage collaboration for experience product development

Pillar Three: Educate

Objective: Ensure Locals and businesses understand the importance of and are welcoming to visitors.

Goals:

1. Educate businesses on the importance of visitation
2. Motivate locals to explore Brock and become tourism ambassadors supporting visitor growth.

Pillar Four: Prepare

Objective: Brock is on the map and ready to receive visitors.

Goals:

1. Ensure visitors can navigate to and through Brock.
2. Support diversified use of farms and agricultural related properties for new unique visitor experiences.
3. Make Brock a welcoming place to live and visit.

Pillar Five: Promote

Objective: Ensure Residents and visitors understand all there is to do in Brock.

Goals:

1. Optimize the use of ChooseBrock.ca as the hub for knowing what to do in Brock.
2. Align on who Brock is and how to communicate this to the market.
3. Promote trip ideas and itineraries that showcase the best of Brock and attract longer visitation.

4.0 Related Policies / Procedures

[Communications Strategy](#)

[Community Tourism Plan](#)

[Brock Tourism Business Retention and Expansion](#)

[Waterfront Area & Open Spaces Plan](#)

[Parks, Recreation and Culture Master Plan](#)

[Community Improvement Plan](#)

5.0 Financial / Budget Assessment

There will be no financial implications resulting from this report and respective plan. Where impact to future budget is identified it will be brought forward for consideration as part of the annual budget process.

5.1 Asset Management

N/A

6.0 Climate Change Impacts

N/A

7.0 Communications

The Visitor Growth Plan document will be published on the Townships website under Plans, Reports and Studies page and emailed to Brock tourism assets and community partners.

The Visitor Growth Plan will be presented at the annual Brock Tourism Networking event held in February with Central Counties Tourism, Durham Tourism and Brock Tourism.

The Communications and Tourism Coordinator will support the visitor growth plan through targeted strategies to promote key initiatives, engage tourism businesses and community

groups to build awareness around Brock as a year-round destination. Communications will use a coordinated mix of digital print and in person tactics to ensure consistent messaging and strong visibility across all audiences.

8.0 Conclusion

The 2026–2029 Visitor Growth Plan provides a clear and actionable framework to strengthen Brock’s visitor economy through collaboration, education, infrastructure readiness, and strategic promotion. Developed through extensive research and community engagement, The Plan reflects a shared vision for sustainable growth. Enhancing economic development, fostering pride of place, and creating memorable experiences for visitors and residents alike. With its five pillars and targeted objectives, the Plan positions Brock to become a more vibrant, welcoming, and competitive destination over the next three years.

9.0 Recommendation

Be it resolved that Report 2026-GG-002, 2026-2029 Visitor Growth Plan be received;
and

That Council adopts the 2026-2029 Visitor Growth Plan.