



FOR IMMEDIATE RELEASE
July 22, 2022

Township of Oro-Medonte Tourism Destination Action Plan Approved

Township of Oro-Medonte Council recently approved a three (3) year Tourism Destination Action Plan.

The plan clearly defines and confirms tourism roles and responsibilities of the Township, and also identifies the importance and benefits of continuing partnerships with tourism focused organizations.

Oro-Medonte is attracting visitors across all four seasons. Working with tourism partners, the Township is well positioned to develop an image for Oro-Medonte as an experience based destination, known for its outdoor assets, and recognized for its established visitor friendly/focused businesses, agritourism, and cultural initiatives.

Through the engagement process, the Township heard the importance of shaping the destination, with a balanced approach from both the business and resident perspective. Similar values are shared, which helps to create and enhance tourism offerings.

Residents of Oro-Medonte have a role to play as hosts; they have chosen to make Oro-Medonte home. Additionally, they have an appreciation for the excellent quality of life offered, and can be ambassadors for the community providing a welcoming experience.

Mayor Harry Hughes commented that “it is exciting to see development of the Township’s three year Tourism Destination Action Plan. Economic support for local businesses remains a priority for the Township. As destination tourism grows in Oro-Medonte, there will be enhanced job creation. Working with tourism partners, the action plan will serve as a key guiding document and tool to ensure local residents and visitors experience unique opportunities that lie within the rural landscape of our naturally beautiful community, rooted in rich history.

Taking a proactive and timely approach, the Township is currently recruiting for a part time contract Tourism Ambassador to assist with implementation of the action plan. The position is funded externally.

COVID-19 has adversely impacted many tourism businesses. Going forward, supporting local businesses and tourism organizations throughout the Township is key.

The Township reminds Oro-Medonte residents of the opportunity to enjoy what is offered in their own backyards, and encourages sharing experiences with visiting friends and relatives.

The three year Tourism Destination Action plan, developed by Bannikin Travel and Tourism, inclusive of recommendations can be found by visiting bit.ly/3yUxdU.

Please visit [Tourism Oro Medonte | Orillia & Lake Country Tourism \(orillialakecountry.ca\)](http://TourismOroMedonte.com) for information about tourism activities and stories.

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