

Dundas Valley 50-Year Vision and Strategy | 2008-2058

A community oriented strategy with a focus on preserving and enhancing the unique, culture, charm, and environment of the Dundas Valley Community area.

Enhancing the Economic Sustainability and Vibrancy of Dundas Valley Communities

Goal: Promote sustainable tourism in the Valley



Webster's Falls, Greenville

Strategic Direction

- Develop a Valley-wide sustainable tourism business plan and marketing strategy to promote eco, cultural, culinary and recreational tourism

Sustainable tourism is defined as tourism that respects both local people and the traveller, cultural heritage and the environment.—UNESCO



Summary

The Dundas Valley area is a spectacular natural and cultural area that attracts a large number of visitors from many places, for a variety of reasons, in particular the natural amenities provided by areas such as The Dundas Valley Conservation Area, Borer's Falls Conservation Area, Spencer Gorge Conservation Area (Tew Falls, Webster Falls and Dundas Peak), and Tiffany Falls Conservation Area. Waterfalls, hiking trails, historical and cultural sites are all found in this area. Sightseeing, horseback riding, and other activities are all possible here.

Activities closely linked with natural environments are very popular and an important part of the local economy. In the Dundas Valley area there is opportunity to promote not only eco tourism, but also; cultural, culinary, and recreational activities.



Multi-Use Trails; Dundas Valley Conservation Area

Sustainable tourism has an important role to play within the economy, environment, and community and in the promotion and preservation of the Dundas Valley area.



Spencer Gorge Conservation Area

Actions

- Support and coordinate with Tourism Hamilton (advocate for Tourism Hamilton to give higher priority to Outdoor Tourism Strategy)
- Develop an Escarpment trails and waterfalls marketing plan for waterfall project partners (Hamilton Conservation Authority, Bruce Trail Conservancy, Tourism Hamilton, Hamilton Naturalists' Club)
- Create partnerships for long-term promotion of tourism and culinary tourism
- Coordinate a bus or shuttle that can transport people into the Valley
- Create tourism programs that do not require automobile transportation to participate - rethink tourism without the car
- Circulate books and articles to let people know about the Valley's environment, culture, history, and agriculture
- Explore the relationship between climate change and emergency/disaster planning in the Dundas Valley Conservation Area

For the Dundas Valley 50-Year Vision and Strategy to be realized and its actions fulfilled the community needs to take on a leadership role. Below and on the back page are a few links, of established resources and organizations currently working on, or with the potential to work on, the fulfilment of these actions, and the realization of the Dundas Valley 50-Year Vision and Strategy's strategic direction of promoting sustainable tourism throughout the Dundas Valley area.

Notes

Resources



Resources



Tourism Hamilton; www.tourismhamilton.com

Dedicated to the promotion and facilitation of the Hamilton tourism industry, events, and attractions.

City of Hamilton; www.hamilton.ca

A website that hosts events, parks and recreational opportunity, and cultural attractions throughout the urban and rural City of Hamilton.

Ministry of Tourism, Culture, and Sport; www.mtc.gov.on.ca

Focuses on the representation of tourism, culture and sport in Ontario. Hosting tourism planning, developing destinations and experiences, and investing in attractions, events and amenities throughout Ontario.

Hamilton Halton Brant; www.theheartofontario.com

Promoting tourism avenues and opportunities specific to the area.

Dundas Business Improvement Area; www.downtowndundas.ca

Dedicated to the representation and promotion of the Dundas area, and downtown community. Hosts and organizes many community and tourist events throughout the year.

Hamilton-Burlington Trails Council; www.hamiltonburlingtontrails.ca

Focuses on building and promoting the most up-to-date and complete trails map for the Hamilton and Burlington area inclusively.

Bruce Trail Conservancy; www.brucetrail.org

Canada's oldest and longest marked footpath providing access to the Niagara Escarpment from Niagara to Tobermory, with a heavy following and presence in the Dundas Area.

Hamilton Waterfalls; www.waterfalls.hamilton.ca

Dedicated to the promotion of Hamilton as the city of waterfalls, highlighting the many different waterfalls accessible throughout Hamilton.

The Dundas Valley 50 Year Vision and Strategy 2008-2058 has been supported and funded by:



Possibility grows here.