



County of Brant Presentation

Ontario Small Urban Municipalities Conference 2023

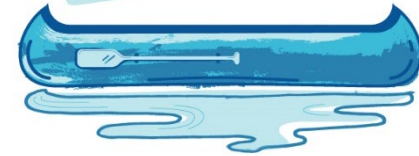
Delivered By – Donna Clements



- 2017 – Focus on Grand River and Carolinian Forest that make up the County of Brant
- Outdoor nature trails, hiking, biking, canoeing, kayaking and fishing
- Small Urban Municipality



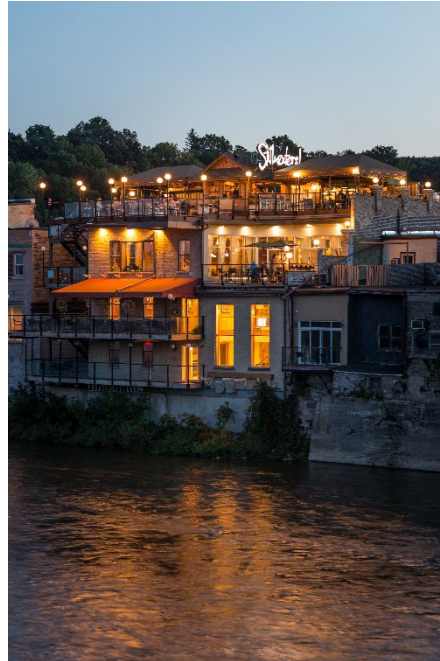
#GoodTimesInBrant



- Changed branding to Good Times In Brant
- Focusing on outdoor adventure, family and friends visiting
- Hiking, cycling, shopping, visiting the small communities that make up the County of Brant
- More of a focus on food



In 2019, the County of Brant was named the 7th best community to live in Canada by Maclean's Magazine.



- Continued focus on food
- Enhanced focus on Agri-Tourism
- Establish the “most instagramable” spots in the County of Brant

Pictured – Two of the top 100 places to eat in Canada,
Cobblestone Public House and Stillwaters Plate and Pour

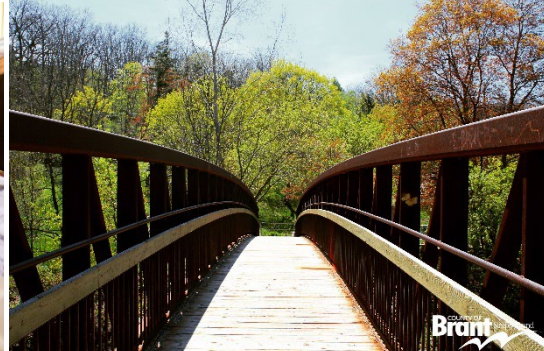


Due to the COVID-19 Pandemic, the County of Brant had to pivot several brands and initiatives, including the #GoodTimesInBrant, which transitioned to Love Local Brant.

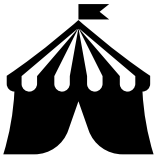
OSUM Conference Presentation



Instagramable Places in the County of Brant



Tourism Activity in the County of Brant



Special Events

\$6,390,132.00 in Economic Impact



Meetings and Conventions

60 Meetings and Conventions hosted in Brant
\$130,884.00 in Economic Impact



Group Tours

186 Busses visited Brant in 2022
\$450,918.00 in Economic Impact



Sporting Events

16 Events and Tournaments in Brant
\$1,310,634.00 in Economic Impact

Economic impact is estimated using the Tourism Regional Economic Impact Model (TRIEM) using the number of attendees at each event, and how many days the event takes place.



Thank You!

Donna Clements
Tourism Coodinator

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