

Perth County

SIGNATURE *experiences*



EXPERIENTIAL TOURISM PROGRAM

Position your business as a must-visit destination in
Perth County.



SIGNATURE *experiences*



LYNN RIVER FARM

GRAZE Farm Dinners

2529 Vivian Line 37 RR1, Stratford

Enjoy 6 tasting plates filled with local flavours by the crackling fire overlooking the water.

lynnriverfarm.com

AMBE WINGED TOURS

Guided Birding Tour

North Perth

Explore little known birding areas to spot birds, capture photos, and learn about local and seasonal birds at this Indigenous lead, education filled, experience.

ambewingedtours@gmail.com



HOOVERS MAPLE SYRUP

Hoovers Maple Experience

5896 Line 78, Atwood

Explore the sugar bush, tap maple trees, tour the facility, and fill your own syrup bottle to take home.

hooversmaplesyrup.com



CHOK FINE CHOCOLATES

Bonbon Making Workshop

2236 Line 34 Unit 4, Shakespeare

Experience the process of decorating, casting, filling and capping your very own Swiss chocolate filled bonbons.

chokfinechocolates.ca

TLC ALPACA

Alpaca Walking Tours

4616 Road 170, Mitchell

Walk the friendly alpacas through the scenic countryside. Meet Willie the goat and pet the horses and donkeys.

tlocalpaca.weebly.com

BLACK CREEK FLOWER FARM

Create Your Own Bouquet

4858 Line 34, Stratford

Walk through the stunning flower field and pick-your-own florals to create a beautiful bouquet.

blackcreekflowerfarm.com

THE PERTH FARMHOUSE

Goat Social

4596 Wilmot Easthope Rd, Perth East

Visit this trendy farm to tour the barn, cuddle the goats, and enjoy a picnic by the picturesque pond.

theperthfarmhouse.ca

Sip & Graze

4596 Wilmot Easthope Rd, Perth East

Enjoy a self-guided tasting on the picturesque 5-acre vineyard of Perth County's first-ever winery! Savor the flavors of the region through locally sourced artisanal graze boxes.

theperthfarmhouse.ca



VICTORIAN INN & SPA

High Tea Parties

405 Main St W, Listowel

Feel like you've travelled back in time with this High Tea experience including warm tea, sandwiches, scones, fresh fruits, and sweet desserts.

victorianinnandspa.com

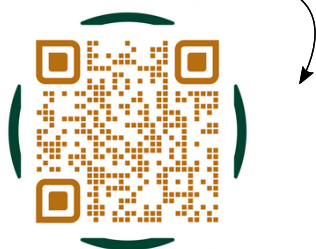
APPLEBOTTOM ORCHARDS

Apple Picking

9652 Road 146, Palmerston

Wander rows of apple trees, fill your basket, and discover the journey of an apple from blossom to harvest.

FOR MORE INFORMATION ON
OUR SIGNATURE EXPERIENCES,
SCAN THE BELOW:



Perth County

Program Overview

DISCOVER MORE ADVENTURES

What is Discover More Adventures?

The Discover More Adventures program enables businesses to enhance their current services, turning them into standout, marketable experiences that appeal to a wide audience. By participating, your business will receive professional support to maximize the potential of your offerings.

This program isn't about creating something new—it's about amplifying what you already do best, making your services more immersive, shareable, and attractive to visitors.

And the best part? Participation is completely **FREE** for eligible businesses.*



Elevate Your Business

The Discover More Adventures program offers a premium opportunity for local tourism businesses in Perth County to create signature experiences that captivate visitors and foster organic sharing. These unique experiences are designed to elevate your business or destination, spotlighting its distinctive qualities and attracting a broader audience.

This exclusive initiative from Perth County Tourism is designed to help local businesses transform their existing offerings into standout experiences that captivate visitors, boost visibility, and enhance the local tourism scene.

Ready to get started?
Scan the code to complete
our short application form.



**This program is exclusively available to businesses that are physically located within the County of Perth. Eligible businesses must be situated in and paying taxes to the Municipality of North Perth, The Townships of Perth East and South and the Municipality of West Perth. Unfortunately, businesses located outside of these specific municipal boundaries, including those in surrounding areas, are not eligible for participation in this program.*

Why Join?

DISCOVER MORE ADVENTURES

Grow Your Business With Our Support

The Discover More Adventures program empowers your business to:

Engage New Audiences: Draw attention from social media users and influencers who help spread the word.

Amplify Authenticity: Harness the authenticity of user-generated-content (UGC) to tell your story, making your business more relatable and credible.

Create Shareable Moments: Develop experiences that visitors love to share, enhancing your online presence and reputation.

Increase Digital Exposure: Benefit from professional visual content and targeted promotion to attract more visitors and boost bookings.

“We are so thrilled with how our first year went, we can’t thank Perth County Tourism enough!”

Casey Howanyck, Owner at The Perth Farmhouse



What You’ll Receive:

Participating businesses will benefit from an **exclusive marketing package** that includes:

Expert Guidance: Receive professional advice on how to enhance your current offerings and make them even more appealing to visitors.

Professional Photography & Videography: Capture the essence of your business with high-quality visuals that you can use across digital and social platforms.

Targeted Paid Advertising: Boost your visibility with strategic advertising campaigns across Perth County’s tourism platforms, reaching new and engaged audiences.

Ongoing Promotion & Support: Your business will be featured on Perth County Tourism’s social media channels and website, supported by a dedicated marketing team to amplify your reach.

Program Outcomes

DISCOVER MORE ADVENTURES

Generate New Revenue Streams

By enhancing your existing services, you can develop unique experiences that open up new revenue opportunities, increasing profitability.

Increase Foot Traffic

The program encourages visitors to experience your offerings by creating compelling, memorable attractions. This gives tourists a reason to choose your business, driving more in-person visits.

Boost Your Visibility

Tap into the power of user-generated content (UGC) as visitors share their experiences online. This authentic promotion builds trust, credibility, and increases your brand's presence.

Collaborate & Network

Join a community of local businesses working together to elevate the visitor experience in Perth County. This program fosters partnerships and collaboration, helping you grow alongside other tourism operators.

Long Term Brand Building

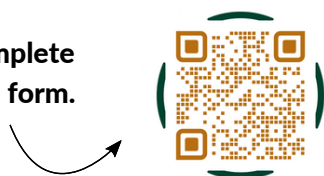
Through continued support, you'll have the opportunity to refine your experiences and grow your brand, ensuring your business remains a focal point in Perth County's tourism landscape.

Ready to Elevate Your Business?

Participating is easy! Simply complete the short application form, and a member of the Perth County Economic Development and Tourism team will reach out to discuss the next steps.

Questions? Contact Ricky Zhao, **Tourism Officer** at rzhao@perthcounty.ca.

Scan the code to complete the short application form.





Perth County

SIGNATURE
experiences

**LET'S POSITION YOUR
BUSINESS AS A
MUST-VISIT DESTINATION
IN PERTH COUNTY.**

