



Tillsonburg Regional Airport Tourism Marketing

Golf Fly-in Packages

Prepared by:
The Economic Development & Marketing Department

September 19, 2024



Outline

- Overview of Packages
 - 1 Day
 - 2 Day
 - 3 Day
- Next Steps
- Marketing Plan
- Questions/Discussion

FLY-IN TRIP GUIDES

1 DAY



TILLSONBURG REGIONAL AIRPORT (CYTB)
Your Gateway to Ontario's South Coast

FROM
\$154
PERSON

Explore Long Point World Biosphere and historic downtown Tillsonburg for a day of adventure and culture



SPEND THE DAY
Tillsonburg Fly-In Day Trip Guide

2 DAY



TILLSONBURG REGIONAL AIRPORT (CYTB)
Your Gateway to Ontario's South Coast

FROM
\$290
PERSON

Enjoy a day of golf at one the area's finest golf courses and stay overnight to experience the historic charm of Tillsonburg



STAY & PLAY
2-Day Golf Getaway
Fly-in Trip Guide

3 DAY



TILLSONBURG REGIONAL AIRPORT (CYTB)
Your Gateway to Ontario's South Coast

FROM
\$509
PERSON

Experience three days of Tillsonburg's charm with golfing, culture, history and dining



STAY & PLAY
3-Day Exclusive Golf Getaway
Fly-In Trip Guide

1-DAY TRIP



TILLSONBURG REGIONAL AIRPORT (CYTB)

**244411 Airport Road, Tillsonburg, ON
519.842.2929**

In Oxford County off Hwy 19, 7 KM north of Tillsonburg and 16 KM from Hwy 401.

Arriving by Air

15nm from the London (YXU) VOR in the 119 radial at N42° 55' 39" W80° 44' 49"

Features:

- 5,502 foot paved runway (year-round)
- Two turf runways (seasonal)
- Modern terminal
- More than 600 acres of land
- Daily/monthly tie down opportunities
- On-site maintenance and avionics services
- Café & outdoor patio open all year, 7 days/week from 8 AM - 2 PM
- Free WiFi
- Flight school
- Ample parking
- Home to 50+ aircraft



Getting Around During Your Stay

Transportation is easy - options include car rentals, chauffeur services, or taxis.

Car Rentals

Enterprise Rent-A-Car
519.842.2211
Rental drop-off at the Airport

Chauffeurs

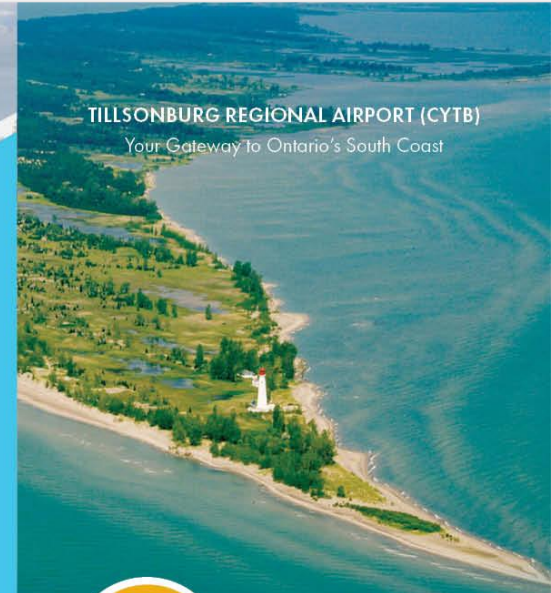
Luxcor Executive Chauffeur Services
519.550.4687 • support@lux-cor.com

Taxis

KTN Taxi 519.688.3900
Why Wait Taxi 519.842.7889

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PERSON

Explore Long Point World Biosphere and historic downtown Tillsonburg for a day of adventure and culture



The Tillsonburg Regional Airport is home to the Canadian Harvard Aircraft Association (CHAA), one of the largest vintage aircraft associations in Canada, proudly showcasing six Harvard aircraft and a Yale, as well as the Harvard Aircraft Museum.



www.tillsonburg.ca/flyin

SPEND THE DAY

Tillsonburg Fly-In Day Trip Guide

1-DAY TRIP



Landing at the Tillsonburg Regional Airport? Visit the renowned Long Point World Biosphere, and then explore historic downtown Tillsonburg to experience a taste of local flair.

DAY TRIP ITINERARY SUGGESTION

BRUNCH

Start your day trip with a scenic brunch at the Skyway Café.

Where: Skyway Café & Catering
244411 Airport Rd, Tillsonburg Airport
 519.842.4444 • tillsonburg@skywaycafe.ca

Features: Delicious, freshly-made options include club sandwiches, wraps and an all-day breakfast with eggs, omelettes, and more. Open daily from 8 AM - 2 PM.

Cost: \$13 - \$24 /person

AFTERNOON

The 1-hour flight over the Long Point World Biosphere takes you from Tillsonburg to Port Rowan, over the inner bay, then west along the shore to the Lake Erie Wind Farm and Port Burwell – with views of a Cold War submarine – and then on to Aylmer and back to Tillsonburg.

Where: Tillsonburg Airport, 244411 Airport Rd 519.688.3969

Cost: \$349 / 3 persons
 (weight restrictions apply)

EVENING / DINNER

Finish your day with a walking tour of the downtown area and enjoy dinner at one of the many restaurants in Tillsonburg.

Where: Downtown Tillsonburg, Broadway

Options:
 Boston Pizza
 Chrissy's Catering
 Escobar Pazzo
 Kelsey's
 Mill Eatery
 Wild Wings

Cost: \$25 - \$47 /person

OTHER ATTRACTIONS

Arts/Culture

- Annandale NHS (Museum)
- Quilting store/class
- Station Arts Centre

Spas/Salons

- Escapes Salon
- Tranquility Spa & Salon
- Wave Wellness Spa & Retreat

Dining & Shopping

- Downtown Tillsonburg

Learn more:

www.discovertillsonburg.ca



Day Trip Cost (3 persons)

Meals: \$114 - \$213
 Scenic Long Point Tour: \$349
 Total: \$463 - \$562

**Total of approximately
 \$154 - \$187/person**

Note: All bookings must be made with the venue directly. To avoid disappointment, please book in advance. Costs provided are approximate based on selected activities, and may vary depending on your selected options. This itinerary is provided for information purposes and does not imply endorsement of any venue or business. We do not guarantee the accuracy of any information provided.

2-DAY TRIP



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TILLSONBURG REGIONAL AIRPORT (CYTB)

Your Gateway to Ontario's South Coast



FROM
\$290
PERSON

Enjoy a day of golf at one the area's finest golf courses and stay overnight to experience the historic charm of Tillsonburg



STAY & PLAY

2-Day Golf Getaway
Fly-in Trip Guide

2-DAY TRIP

2-DAY TRIP ITINERARY SUGGESTION

DAY 1

BRUNCH

Begin day one of your trip with a scenic brunch at the Skyway Café.

Where: Skyway Café & Catering, 244411 Airport Rd, Tillsonburg Airport
519.842.4444
tillsonburg@skywaycafe.ca

Features: Delicious, freshly-made options include club sandwiches, wraps and an all-day breakfast with eggs, omelettes, and more. Open daily from 8 AM - 2 PM.

Cost: \$13 - \$24 /person

AFTERNOON

Enjoy the Nordic Spa or spend an afternoon golfing one of the area's finest golf courses (located 8 km from the airport).

Where: Oxford Hills Golf Course, 324183 Mt Elgin Rd, Mount Elgin
519.926.3040
info@theoxfordhills.ca

Features: 18-hole golf course on approx. 6,000 yards of gorgeous Oxford County lands with a brand-new clubhouse and restaurant. Duration: 4.5 hrs

Cost: \$77/person (incl. cart)

CHECK-IN

After golf, travel to Tillsonburg (12 km away) and check-in to your elegant accommodations at the historic Seven Gables Bed and Breakfast.

Where: Seven Gables B&B
64 Oxford St, Tillsonburg
519.409.7829 • innkeeper@sevengablestillsonburg.com

Features: Nestled on 5 acres of land and located steps from downtown Tillsonburg, Seven Gables is the perfect blend of accessibility and privacy.

Cost: \$125 /person (double occupancy)

EVENING

Finish your day with a walking tour of the downtown area and enjoy dinner at one of the many restaurants in Tillsonburg.

Where: Downtown Tillsonburg, Broadway

Options:
Boston Pizza
Chrissy's Catering
Esco Pazzo
Kelsey's
Mill Eatery
Wild Wings

Cost: \$25 - 47 /person



DAY 2

BREAKFAST

Begin day two with breakfast in the historic dining room setting at your Seven Gables B&B accommodations.

Where: Seven Gables B&B, 64 Oxford St, Tillsonburg
519.409.7829 • innkeeper@sevengablestillsonburg.com

Features: Serving a variety of delicious breakfasts made fresh each morning, using fresh locally sourced produce and meats.

Cost: Included in overnight stay

MORNING / LUNCH

Tour Downtown Tillsonburg's district then visit the Annandale National Historic Site - the 1880's mansion built by the Town's first Mayor, E.D. Tillson. Enjoy the museum boasting more than 18,000 artifacts.

Where: Annandale National Historic Site & Museum
30 Tillson Ave., Tillsonburg
519.842.2294

Features: Exhibits, collections, programs and events.

Cost: \$10/person
Lunch: \$20 - \$47 / person

AFTERNOON

Your day ends at the Tillsonburg Airport for a tour of the Canadian Harvard Aircraft Association's (CHAA) "Flying" Museum.

Where: CHAA "Flying" Museum
244411 Airport Rd, Tillsonburg Regional Airport
519.842.9922
info@harvards.com

For information on Museum tour dates and times contact the CHAA at info@harvards.com.

Cost: \$20 /person



2-Day Trip Cost (2 persons)

Meals: \$116 - \$236

Golf & Tours: \$214

Accommodations: \$250

Total: \$580 - \$700

Total of approximately
\$290 - \$350 per person

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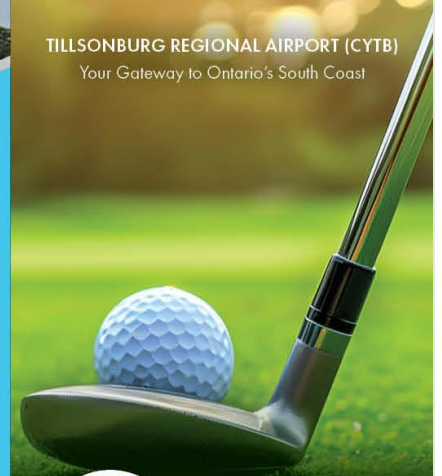
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STAY & PLAY

3-Day Exclusive Golf Getaway
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- Escapes Salon
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- Downtown Tillsonburg

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3-DAY TRIP

3-DAY TRIP ITINERARY SUGGESTION

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Features: Delicious, freshly-made options include club sandwiches, wraps and an all-day breakfast with eggs, omelettes, and more. Open daily from 8 AM - 2 PM.

Cost: \$13 - \$24 /person

AFTERNOON

Spend an afternoon golfing one of the region's finest golf courses (located 8 km from the airport).

Where: Oxford Hills Golf Course, 324183 Mt Elgin Rd, Mount Elgin, 519.926.3040 • info@theoxfordhills.ca

Features: 18-hole golf course with a brand-new clubhouse and restaurant. Duration 4.5 hrs

Cost: \$77/person (weekday, includes cart)

CHECK-IN

After golf, travel to Tillsonburg (12 km) and check-in to your elegant accommodations at the historic Seven Gables B&B.

Where: Seven Gables B&B, 64 Oxford St, Tillsonburg 519.409.7829 innkeeper@sevengablestillsontburg.com

Features: Nestled on 5 acres of land and located steps from downtown Tillsonburg, for perfect blend of accessibility and privacy.

Cost: \$125 /person (double occupancy)

DINNER

Finish your day with dinner at one of Tillsonburg's many restaurants.

Where: Downtown Tillsonburg, Broadway

Options:
Boston Pizza
Chrissy's Catering
Esco Pazzo
Kelsey's
Mill Eatery
Wild Wings

Cost: \$25 - \$47 /person

DAY 2

BREAKFAST

Begin day two with breakfast in the historic dining room at Seven Gables B&B.

Where: Seven Gables B&B, 64 Oxford St, Tillsonburg N4G 2G3

Features: Delicious breakfasts using locally sourced produce and meats.

Cost: included with overnight stay

MORNING/ LUNCH

Travel to Otter Creek Golf Club (16 km away) for a round of golf. Enjoy a pub-style lunch on their 1,500 square foot patio.

Where: Otter Creek Golf Club, 275 James Street, Otterville 519.879.9800 info@ottercreekgolfclub.com

Features: 18 holes on over 7,100 yards and six sets of tees. Designed to challenge players of all skill levels. Duration: 4.5 hrs

Cost: \$82/person (weekday, includes cart)

EVENING/ DINNER

After golf, return to Tillsonburg (16 km) and elegant accommodations at the Seven Gables Bed and Breakfast. Freshen up and, enjoy shopping and dinner at a Downtown eatery.

Where: Seven Gables B&B, 64 Oxford St, Tillsonburg

Cost (dinner): \$25 - \$47 /person

DAY 3

BREAKFAST

Begin day three with breakfast in the historic dining room at Seven Gables B&B.

Where: Skyway Café & Catering, 244411 Airport Rd, Tillsonburg Airport 519.842.4444 • tillsonburg@skywaycafe.ca

Features: Delicious breakfasts using locally sourced produce and meats.

Cost: included with overnight stay

MORNING

Head to the Tillsonburg Airport (16 km away) for a tour of the Canadian Harvard Aircraft Association's (CHAA) "Flying" Museum.

Where: CHAA "Flying" Museum, 244411 Airport Rd, Tillsonburg Regional Airport, 519.842.9922 info@harvards.com

For Museum tour dates and times contact info@harvards.com. Duration: 2 hours

Cost: \$20 /person

LUNCH

End day 3 with lunch at the Skyway Café.

Where: Skyway Café & Catering, 244411 Airport Rd, Tillsonburg

Cost: \$17 - \$24 /person



3-Day Trip Cost (2 persons)

Meals: \$160 - \$282
Golf & Tours: \$358
Accommodations: \$500
Total: \$1018 - \$1140

Total of approximately \$509 - \$570/person

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Next Steps

- Confirm best target audiences, i.e. pilots, golfers and/or day-trippers?
- Create a strong marketing strategy – ensure the fly-in packages are meeting the goals of partners
- Develop a strong website and invest in search engine optimization – there's lots of competition
- Get listed in directories and travel guides

Marketing Plan (Draft)

With golf season approaching its end, proposing a soft launch for Fall 2024

Larger campaign in 2025:

- Press release – announce packages via local media outlets
- Social media – can target specific audiences
- Brochures distribution – cross-market with suggested businesses

Questions/Discussion



CONNECTED. ENRICHED. INSPIRED.