# **TOURISM MATTERS**

Newmarket Council Presentation 4 February 2019















#### **Tourist Defined**

A person who spends some of their hard-earned disposable income within a municipality where they neither live nor work.





## Tourism in York By the Numbers

5 M

**Visitors** 

Spending \$308 Million at

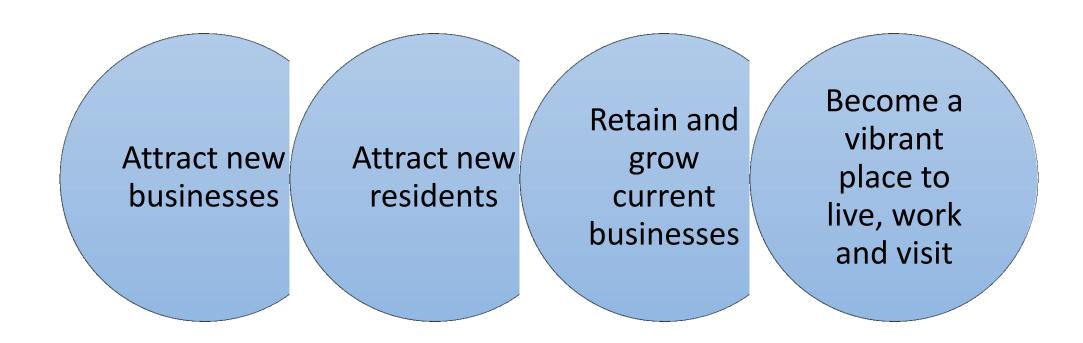
1000s of Tourism
Businesses Employing

Tens of Thousands of Tax-paying Residents





## Embracing Tourism Helps Your Community...







 Destination Canada promotes and markets tourismready products (as identified at the provincial level) to the world

DC

 Works with Central Counties to promote its tourism assets across the province and beyond Ministry of Tourism

 Supporting Tourism Stakeholders through capacity building, leveraged investment and amplification of marketing messages Central Counties
Tourism

 Supporting municipalities and tourism businesses through development and marketing

York Region Arts
Council

 Supporting local tourism businesses and developing destinations Local Tourism Organization (Newmarket)

 The reason people visit and businesses that cater to them

Municipal Tourism Businesses & Community Assets

Tourism is only as good as the businesses that support it.

Successful Tourism is aligned, leveraged and amplified





#### Take advantage of Municipal Resources

York Region Arts Council

ExperienceYorkRegion.com
Visitor Guide
Festival Trail
Courses/Workshops

**Central Counties Tourism** 

Community Tourism Planning
Tourism Wayfinding Planning
Courses, Webinars and workshops
Municipal Tourism Websites

#### Joint Programs

Sport tourism bidding and support Fam trip organization and support Leveraged tourism investment

Leveraged marketing Product development Research and Reporting





