

TOURISM MATTERS

Newmarket Council Presentation
4 February 2019

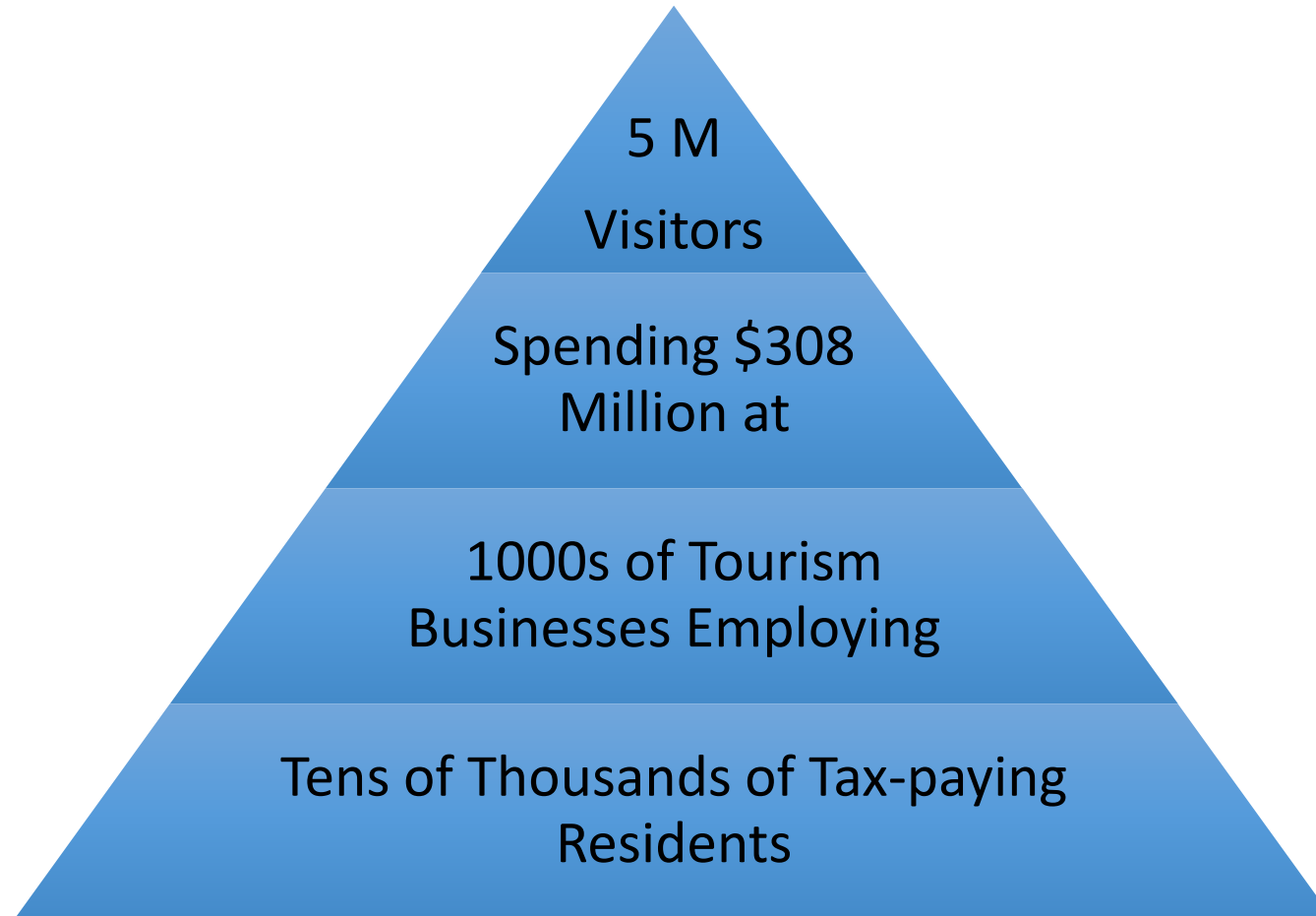




Tourist Defined

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



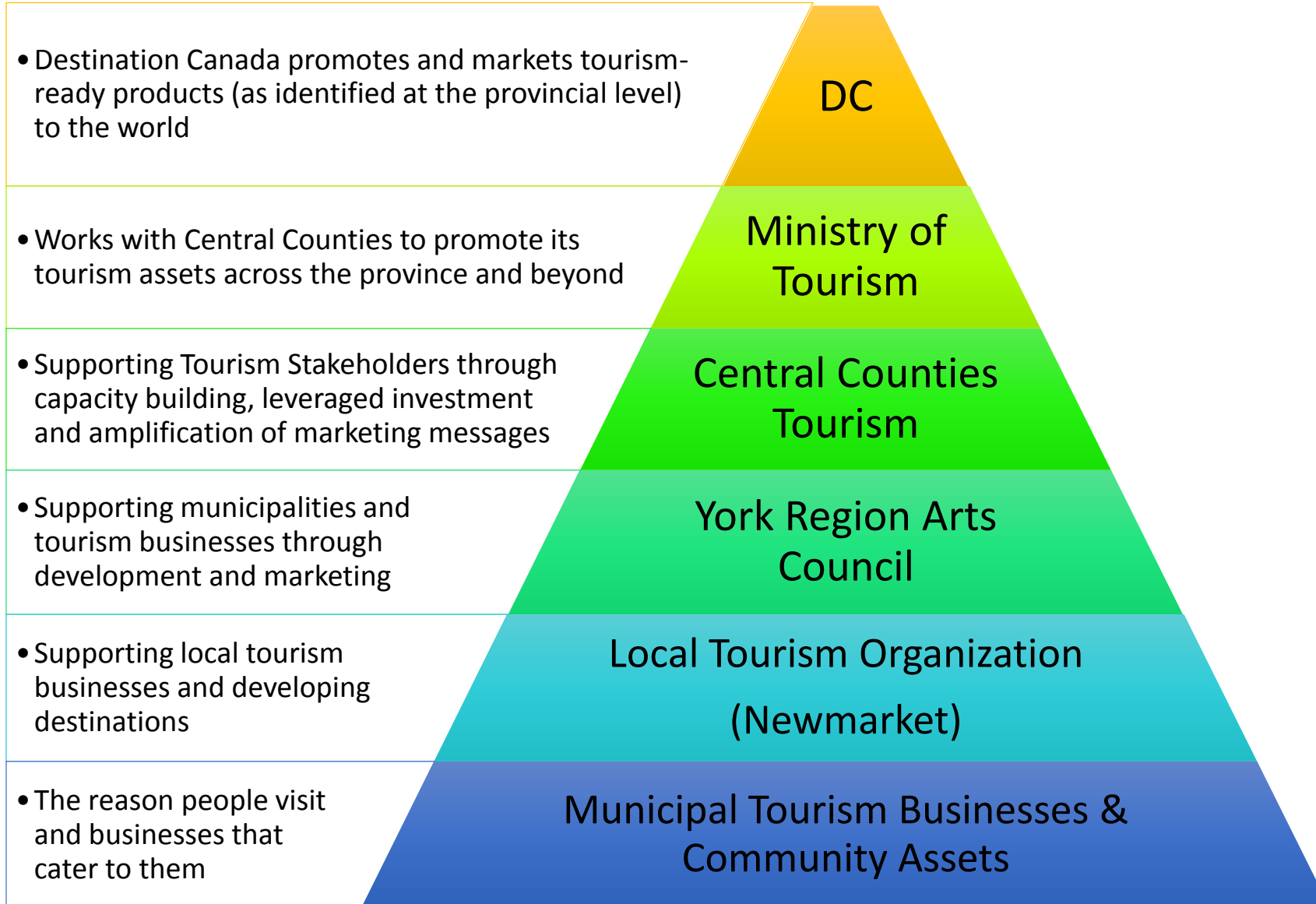
Embracing Tourism Helps Your Community...

Attract new
businesses

Attract new
residents

Retain and
grow
current
businesses

Become a
vibrant
place to
live, work
and visit



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



**Tourism spending
is an investment,
not an expense**