

# TOURISM MATTERS

Newmarket Council Presentation  
4 February 2019

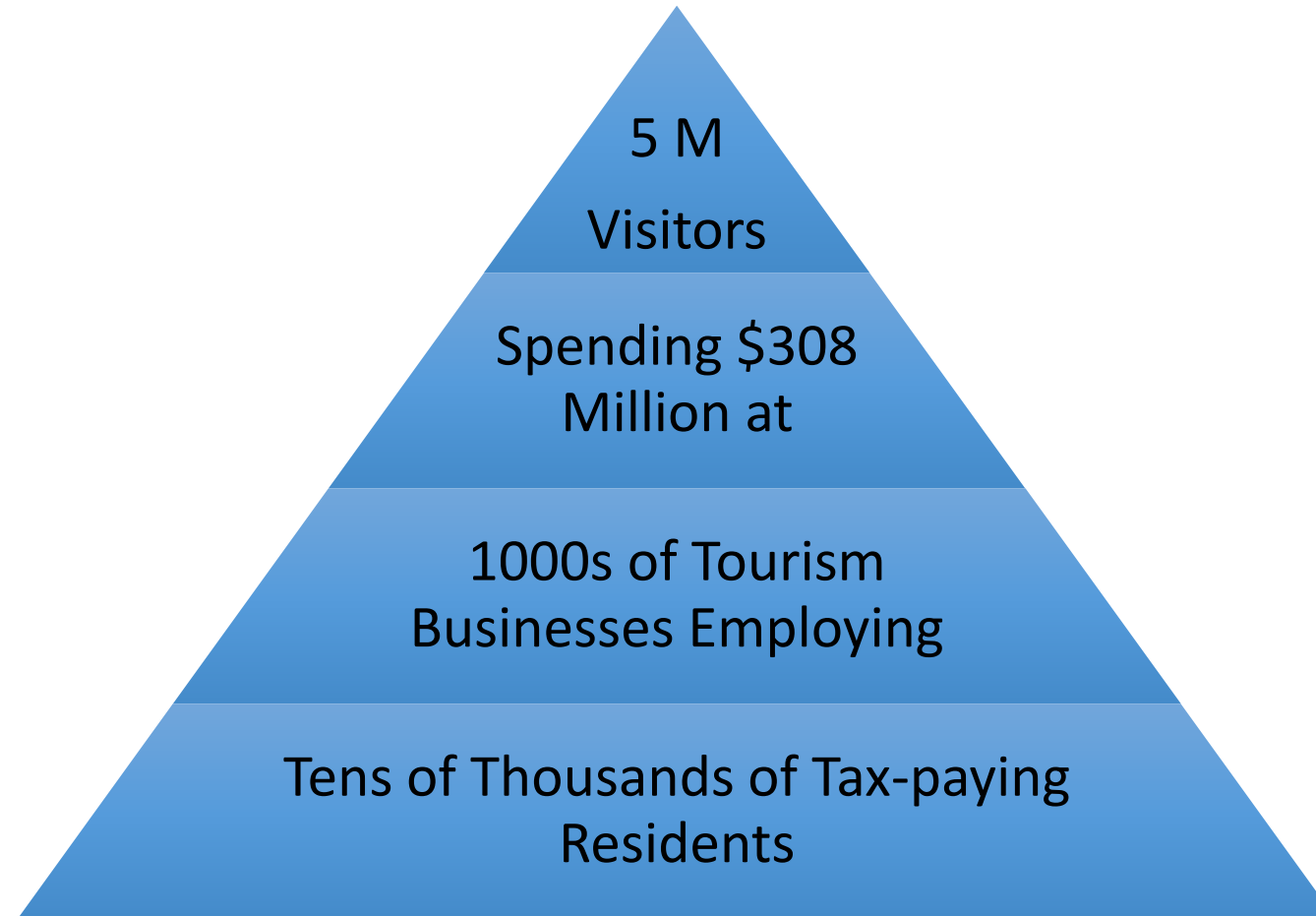




## Tourist Defined

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



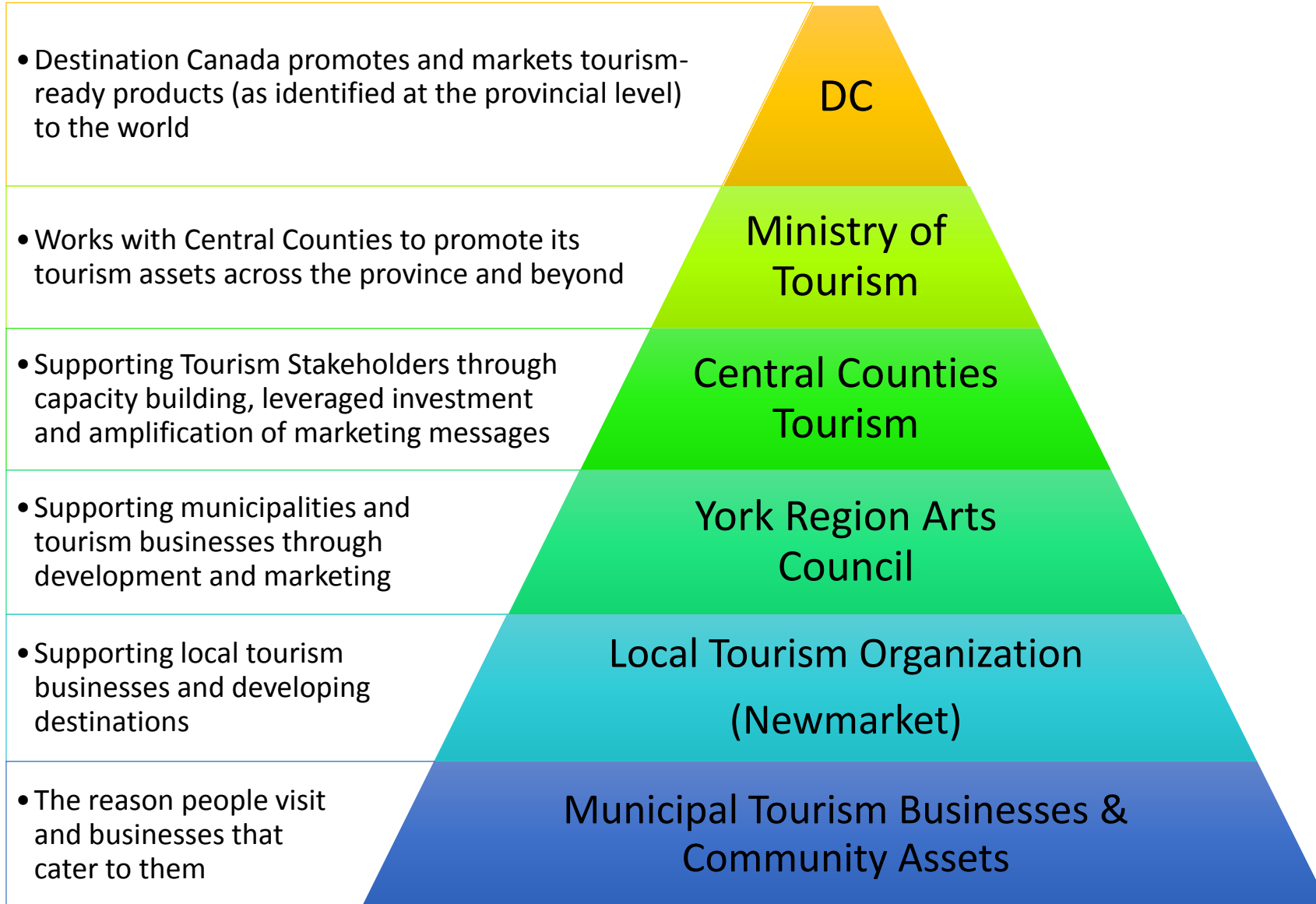
# Embracing Tourism Helps Your Community...

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**