



# Long Term Tourism Destination Development Strategy

***Draft for Consultation***

Presentation to Planning and  
Economic Development Committee

Patrick Draper - January 7, 2009

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## Context

- ❑ Previous tourism strategy completed in 1997
- ❑ Based upon the Premier Ranked Tourism Destination research and Regional & Provincial planning strategies
- ❑ Vision 2026 goals sets direction
- ❑ Regional tourism industry interest



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## Process

- Industry & expert consultations
- Review of international and domestic economic, consumer and tourism trends
- Analysis of competitive best practices
- Input from Tourism Advisory Group, Municipal Economic Development & Provincial Tourism Stakeholders



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# Tourism Opportunity Gap

### Tourism's Contribution to the York Region Economy (2006)

Tourism Revenues \$248 million  
0.4% of GDP and 0.7% of Employment



### Canadian Tourism Performance

Tourism Revenues: \$71 billion  
2% of GDP and 3.8 % of Employment



### York Region's Tourism Opportunity @ National Averages

Five-fold increase in spending to \$1.1 billion  
Creating an estimated 11,000 new jobs



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## Strategic Directions 2009-2019

- ❑ Strengthen Strategic Marketing
- ❑ Expand Tourism Attractors
- ❑ Leadership and Governance
- ❑ Sustainable Funding
- ❑ Product Sector Development

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## Consultation Process

- Presentations & workshops February to May
- Local Municipal Councils and staff
- Federal & Provincial tourism agencies
- Regional tourism businesses, Corporations, RE Developers, Industry Associations, Academia & Tourism Advisory Group

