



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

