



# Long Term Tourism Destination Development Strategy

***Draft for Consultation***

## Presentation to the Town Markham

March 31, 2009

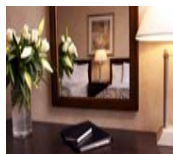
Patrick Draper – Director of Economic Strategy & Tourism  
Brenda McGowan – Manager, Tourism Development

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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 set 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



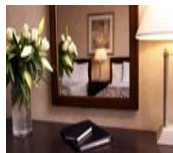
#### Canadian Tourism Performance

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



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## Opportunities and Implications

Leverage the spending by tourists to:

- ❑ Expand the capacity building of facilities to attract sport tourism and legacy investments
- ❑ Increase the scope of festivals and events to strengthen financial viability
- ❑ Identify opportunities for new community facilities and assets to enrich the quality of place for residents
- ❑ Support sustainable infrastructure development



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## Next Steps

Request Council to ask Municipal staff to:

- ❑ Provide a cross departmental joint submission on the strategy recommendations by May 1, 2009
- ❑ Identify major tourism sector growth opportunities critical to building capacity and recognition for your municipality
- ❑ Identify priority lands for tourism development
- ❑ Provide an summary of proposed future development ie Hotels, Attractions, Recreational facilities





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## Questions and Contacts



- ❑ Brenda McGowan Manager, Tourism Development  
(905) 830 4444 or 1 877 464 9675 ext 1553  
[brenda.mcgowan@york.ca](mailto:brenda.mcgowan@york.ca)
- ❑ Patrick Draper Director, Economic Strategy & Tourism  
(905) 830 4444 or 1 877 464 9675 ext 1503  
[patrick.draper@york.ca](mailto:patrick.draper@york.ca)