

# Appendix I-A

## Basic Speaker Text for the Long Version of the Presentation

### Slide 1

*Good evening*, my name is (name) and I am (title) of (organization).

*I am also* the current (title) of (tourism organization making the presentation).

We are *grateful for the opportunity* to make a brief presentation about tourism in our fair city, and its enormous contributions to both our economy and to our quality of life.

I would like to *introduce many of our members* who are with us this evening. (Introduce them)

And *our staff* (Introduce them)

### Slide 2 - What is Tourism?

Tourism is virtually *everybody that visits our community* (excluding people who commute to work or school, and truck drivers or military on duty), as long as they travel at least 40 km to get here, or stay overnight.

And tourism *generates real benefits* for the community, both for its economy and for the quality of life of our residents.

### Slide 3 - The Economic Impacts of Tourism (Title Slide)

### Slide 4 - Tourism: A Key Economic Driver in Ontario

Looking at *the province as a whole*, tourism supports an enormous number of jobs and brings in billions of dollars in revenue.

It is *a major contributor to the provincial economy* and provider of tax revenues to all levels of government.

### Slide 5 – Position in the Provincial Economy

Tourism represents *2.2% of the provincial economy*.

*It's greater than* four of our major industries combined.

## Slide 6 - 7<sup>th</sup> Largest Export Industry

Tourism is one of our *major export earners*, ranking 7<sup>th</sup> on a province-wide basis, generating more than \$5 billion for the province.

## Slide 7 - Tourism in (Community/Region) (Title Slide)

### Slide 8

We had *(number) tourist visitors in (year)*, who spent more than \$(number) in the community.

*Our (number) tourism establishments*, plus many other businesses in the community received business from visitors.

### Slide 9 - The Trickle Down Effect

The *spending benefited not only those businesses* that are clearly in the tourism industry, but the community's economy as a whole, as you can see here.

Column #1 – *Tourism businesses and many other businesses* not defined as being in the tourism industry per se, such as retailers, received revenue directly from visitors.

Column #2 – And many *other businesses in the community received revenue from providing products and services* to those who are dealing directly with visitors.

The *wages and salaries* paid to employees also flowed into the local economy.

And *taxes flowed to governments*.

Column #3 – Ultimately, *everyone in the community benefited* economically.

### Slide 10 – Local Examples

Look at how the *(event name)* benefited our economy.

And how the *(event name)* drew visitors to the community last year.

### Slide 11 - Testimonials

Here is *what (business leader name) thinks* about tourism in our community.

## **Slide 12 – The Flow of Economic Impacts from Visitor Spending**

On the *next few slides to come we are going to show you some key numbers on the full economic impacts* of tourism on our (community or region) economy, and on the province of Ontario as a whole.

*This slide illustrates the flows of visitor spending* in and out of the (community or region) economy.

The *areas marked in yellow* illustrate the flow of economic benefits from visitor spending in the (community or region). A large part stays in the (local or regional) economy, while a smaller part flows out to other parts of the province.

The *areas in pale blue* represent the impacts of visitor spending elsewhere in Ontario, some of which flows into the (local or regional) economy.

The *data we are going to look at* are those in the yellow areas alone.

## **Slide 13 – The full economic impacts ...**

*Here are the numbers.*

The *right hand column shows the total impacts* across the province of visitor spending in (community/region name).

The *middle column* illustrates how much of that stays in the (local or regional) economy.

The *\$(number) in tax revenues retained in the (local or regional) area* represents the portion of the municipality's total tax assessment that is estimated to come from tourism. (This number has been calculated by taking the tourism GDP in the municipality as a percentage of the municipality's total GDP, and then applying that percentage to the total municipal taxes accruing to all municipal governments in the region.)

## **Slide 14 – Where the Taxes Went**

Here is the *breakdown of the \$(number) in tax revenues* generated by tourism in the (community/region).

## **Slide 15 - The Number of Tourism Businesses in (community/region)**

Here is an *overall profile of the tourism businesses* in our community, along with mention of some of the *other kinds of businesses that receive revenue* from visitors.

## **Slide 16 – Our Competitive Position ...**

Our tourism industry and its *competitiveness have been considerably strengthened* in the past couple of years.

*For example*, the new (project, etc.) is a major boost for us. (Insert two or three examples of important new initiatives.)

## **Slide 17 - Tourism is more than Economic Benefits (Title Slide)**

## **Slide 18 - Tourism is a Quality Industry for Us**

Tourism is a Quality Industry for us:

- It not only brings dollars into the community.
- It also provides *opportunities for a diverse mix* of types and sizes of business.
- And it *helps support the community in other ways*, which we will consider in a moment.
- And it helps *attract other kinds of businesses* to establish in the community.

## **Slide 19 – Testimonial**

Here's what (*business leader name*), one of our local (*business type*) had to say about this.

## **Slide 20 – Tourism helps support ....**

The *sports and recreational facilities* in our city are supported to a considerable extent by tourism.

The same is true with our *cultural programs*, our *heritage attractions* and our *community festivals and events*.

## **Slide 21**

Here are (*number*) that are supported in significant part by tourism.

## **Slide 22 - Tourism is growing...**

We have had *our ups and downs recently*, but the long-term prospects for tourism are good. And the *Internet is revolutionizing the marketing model* for tourism, allowing us to reach more markets affordably.

## **Slide 23 - We have what it takes to grow our tourism**

We have a *lot of advantages* to build on:

- *Large markets* nearby.
- A broad range of *attractions and traveller services*.
- Easy *access*.
- A *strong team and partners* in place to pursue the opportunities.

## **Slide 24 - We have real Opportunities**

And we have *real opportunities*:

- We are competitive in the (*market segments*).
- We can attract more (*type*) *travellers*.
- We can bring more (*tours?*).
- And we have proven our ability to attract (*type*) *events*, as well as *other kinds of events*.

## **Slide 25 - What we need to do (or Are Doing)**

(Your organization) has a *strategic plan in place*.

Our *strategies include*:

- (Strategy 1)
- (Strategy 2)
- Other strategies)

## **Slide 26 - And...**

*Other things in our strategy* include:

- (More room for more strategies)

## **Slide 27 – Tourism Budgets in Other Communities**

Here is a *profile of what communities like us are spending* on their tourism effort.

(Discuss where you stand).

## **Slide 28 – Tourism Budgets in Other Communities – Per Capita**

And this slide compares the budgets on a *dollars-per-capita basis*.

(Discuss where you stand).

## **Slide 29 - What would happen....**

*If we increase our tourism by only 1%*, look at the benefits that would create....

And *if we lose 1% of our tourism*, we stand to lose an equivalent amount.

## **Slide 30 - Can we really make a difference?**

*Can we really make a difference?*

Yes, absolutely.

*Won't they come anyway?* Not if we don't keep working at it.

Here's *what happened in Colorado in the early 1990s!*

## **Slide 31 – The Colorado Story**

An even more *dramatic example of the need to work at tourism* is provided by what happened in Colorado in the 1990's.

Voters *cancelled the tax that supported a \$12 million annual tourism marketing program*, a lot of which had been focussed on building summer business for this traditionally winter destination

Within a very few years, the state *suffered a 30% decline* in its market share in the summer leisure market.

It was estimated that this resulted in some *\$2.4 billion in lost revenues*, including \$134 million in state tax revenues.

The tourism marketing *budget has since been reinstated!*

## **Slide 32 – What we need to do**

We need, however, to *make sure we have great experiences and tourism products* to offer, and a *strong marketing program* if we are going to be successful.

*Others have done it...*

## **Slide 33 – Some Examples (Title Slide)**

Let's look at *a few examples...*

## **Slide 34 - Roots and Rivers**

Here's an *Ottawa Valley example* – a series of *self-guided tours based on cultural heritage*.

It drew almost *2500 visitors* in the first 6 months, and fostered a number of *new partnerships*.

## **Slide 35 - Rural Gardens of Grey and Bruce Counties**

And here is an example of a *garden tour program* in Grey and Bruce Counties.

A *unique new product* for the region.

## **Slide 36 - St-Tite, Quebec**

Look at this one – what a *little community in Quebec* accomplished!

A 'Western Festival', that has grown to a *10 day event* drawing more than 400,000 visitors and \$5 million in spending annually.

## **Slide 37 - The reality...**

We need to *keep these challenges in mind* at all times....

## **Slide 38 – We have our tourism partners on side ...**

*We have our tourism partners with us.*

## **Slide 39 - In Conclusion**

We have *opportunities* – and *the team in place*.

But *we need your support*, and the resources, to get the job done.

## **Slide 40 – Here’s what we need from you**

(The ‘Ask’ – This should be framed as an ‘investment’ that will provide returns to the community. Ideally, present any information you can on what those returns might be – either financially or anecdotally. And make the point that others are also investing, and provide particulars)

## **Slide 41 – Thank You**

*Thank you for your attention.*



## Appendix I-B

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### Slide 4 – Visitors to the Community

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