

**Part 2-A**  
**Instructions for Preparing Your**  
**Presentation:**

**Long Version**

# Slides - #1 Title Slide and #2 Introduction – What is Tourism?

## Slide Format and Content

**Slide #1** opens the presentation. It presents the title, the audience, the date, the sponsor and any partners in the presentation. A background picture/image/logo, or inserted picture/image/logo would be helpful.

**Slide #2** presents a brief overview of what tourism is and how it benefits the community. It sets the stage for the particulars to follow.

## Basic Speaker Text

### 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 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 personnel 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.

## Additional Points You Might Want to Make

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## **Other Information to Help Answer Questions**

### Same Day and Overnight Visitors

Same day visitors are those travelling from elsewhere within Canada (including Ontario) who travel more than 40 kilometres each way out of town and are not commuting to work or school, or taking trips for routine work, for regular household or grocery shopping, or for regular religious observances, or for regular medical treatment or check-up, or trips taken by military on duty, diplomats or crews of public transportation vehicles. Or they are international visitors, regardless of distance travelled, except for those commuting to work, school or a summer residence.

Overnight domestic trips are defined as any trip for one or more nights taken out of town.

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**Where To Get the Information** (Add your notes here).

## Slides #3, 4, 5 and 6 - Economic Impacts of Tourism in Ontario

### Slide Format and Content

**Slide 3** is a title slide to start the presentation of the economic impacts/benefits of tourism. Slides 4, 5 and 6 present information on the Ontario-wide scope and impact of tourism on the economy. **Slide 4** provides an overview. **Slide 5** illustrates tourism's position in the overall economy of the province. **Slide 6** shows the ranking of tourism in generating export earnings for the province.

### Basic Speaker Text

Slide 3 - The Economic Impacts of Tourism

Slide 4 - Tourism: A Key Economic Driver in Ontario

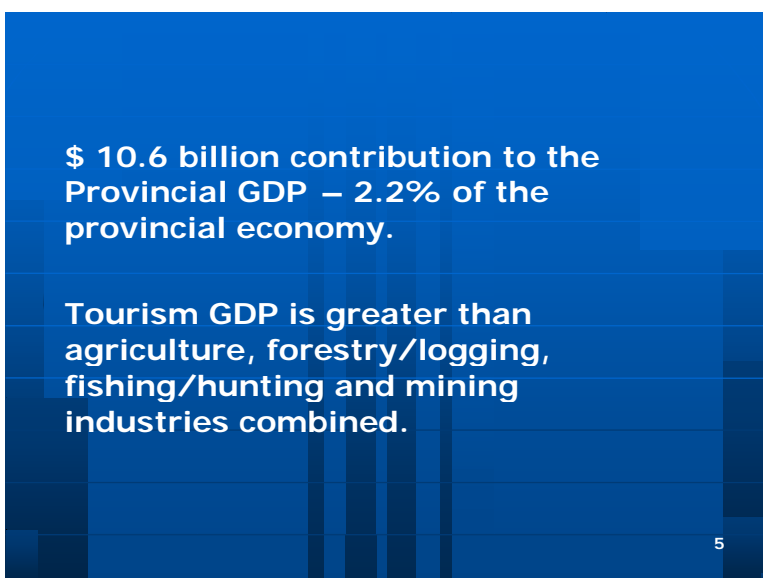
Looking at *the province as a whole*, tourism supports an enormous number of jobs and brings in billions of dollars in revenue.

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> Large 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.

**Additional Points You Might Want to Make**

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**Other Information to Help Answer Questions**

Definitions of terms can be found at [www.tourism.gov.on.ca/english/tourdiv/research/resources.html](http://www.tourism.gov.on.ca/english/tourdiv/research/resources.html).

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**Technical Instructions and Where To Get the Information**

The province-wide economic impact data can be found as follows:

To Retrieve Data on Ontario Tourism Visitor Spending and GDP

1. Go to <http://www.tourism.gov.on.ca/english/tourdiv/research/trends.html>.
2. Select: *Visits and Visitor Spending in Ontario* for data on total visitor spending in the province. Use the table titled “Visitor Spending in Ontario”. Use the total from the first set of columns that gives total spending by origin.
3. Select *Economic Impact of Tourism in Ontario* from the initial page. This will give you data on:
  - a) Employment – Number of jobs - Use the Direct (Tourism) Jobs data.
  - b) Taxes - Use the Direct (Tourism) taxes data that includes data for all three levels of government.
  - c) Gross Domestic Product (GDP) - Use the Direct (Tourism) data.

**Tourism was the 7<sup>th</sup> largest export industry in Ontario in 2002 - \$5.8 billion in exports.**

**Ontario's Top Export Industries:**

1. Transportation equipment
2. Machinery
3. Chemical
4. Computer and electronic products
5. Primary metals
6. Plastics and rubber products manufacturing

**7. Tourism**

6

## Slides #7, 8 and 9 - Local Tourism and Impacts

### Slide Format and Content

**Slide 7** takes the economic impact discussion to the local/regional level.

**Slide 8** presents the data on tourism in the travel region, or at the community level for selected large communities in the province. This data is drawn from the Regional Tourism Profiles, chapters 1 and 2 (See the technical discussion below).

This slide also mentions the number of tourism establishments in the community and the fact that they, and other businesses as well, received revenue from tourists. Delete this if you can't develop a reasonable count of the number of tourism-related establishments you have. (See slide 15, where we suggest presenting a profile of tourism establishments in the community. If you have the data for that slide, you can use the total number in this one).

If you have an inventory of tourism-related and tourism-benefiting establishments in your community, put in another slide to summarize that data.

**Slide 9** illustrates conceptually how visitor spending that occurs in a community flows through the local and provincial economy, extending benefits throughout the economy.

### Basic Speaker Text

Slide 7 - Tourism in (Region/Community)

Slide 8

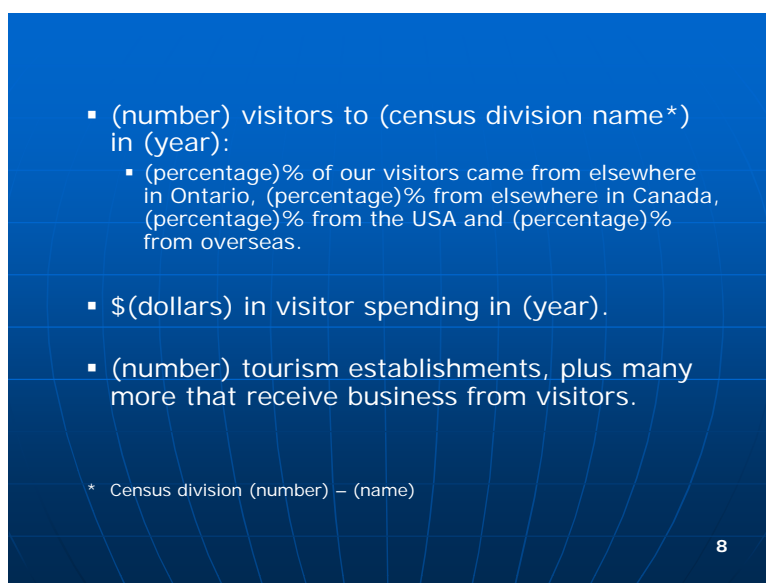
We had *(number) tourist visitors in (year)*, who spent more than \$(number) in the community.

*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.

### Additional Points You Might Want to Make

Any anecdotal information on some unique business in your community that illustrates the impact of tourism would be useful.

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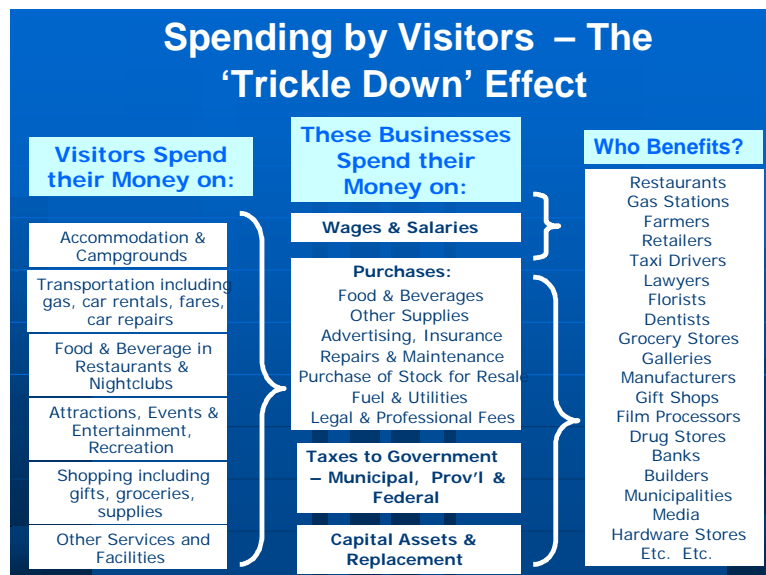
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### Other Information to Help Answer Questions

See Appendix II and the definitions of terms at [www.tourism.gov.on.ca/english/tourdiv/research/resources.html](http://www.tourism.gov.on.ca/english/tourdiv/research/resources.html).

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### Technical Instructions and Where To Get the Information

#### The Regional Tourism Profiles

Visitor spending and economic impact data are available for each of the Travel Regions and the Census Metropolitan areas as well as many of the Census Divisions in the province. The data comes from the Regional Tourism Profiles available on the MTR website.

You should first review Appendix II, ‘Using the Regional Tourism Profiles’, which presents a full discussion of what data to use and what it means.

### To Retrieve the Regional Tourism Profiles

1. Go to <http://www.tourism.gov.on.ca/english/tourdiv/research/rtp.index.html>.
2. Select a Travel Region, Census Metropolitan Area or Census Division from the pull-down menu. Appendix II presents a list of regions/communities for which data are available.
3. The Regional Tourism Profile, where available, for the area selected will come up. You can print the entire piece or just select the data you need from the Table of Contents.

The number of visitors comes from 1.1, while visitor spending comes from 2.1.

Following the suggestions in Appendix II is very important, as the different data available in the profiles have very different meanings. We have selected the data that is the most important, most appropriate and easiest for non-technical people to understand.

Note: Not all communities have Regional Profiles due to data limitations (sample size is too small). Municipalities are encouraged to use the Census Division level data.



# Slides #10 and 11 – Examples and Testimonial

## Slide Format and Content

**Slide 10** presents a couple of anecdotal examples of how a special event or a new tourism business generated new tourism in your community.

**Slide 11** presents a testimonial or comment on how tourism has benefited their business. This can come from a tourism operator that got more business, or a non-tourism business person that saw a benefit from tourism, such as a retail store whose sales surged during a special event or convention.

## Basic Speaker Text

### Slide 10

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

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

### Slide 11

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

## Additional Points You Might Want to Make

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## Other Information to Help Answer Questions

### Add Your Notes Here

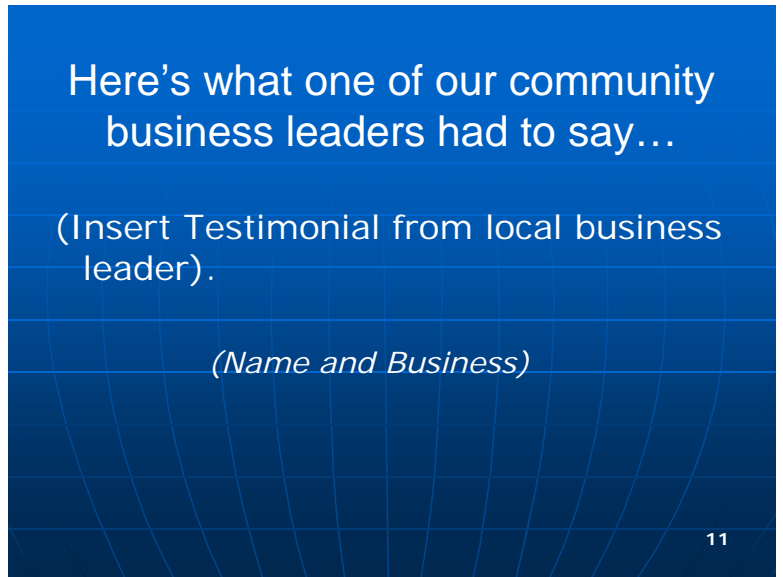
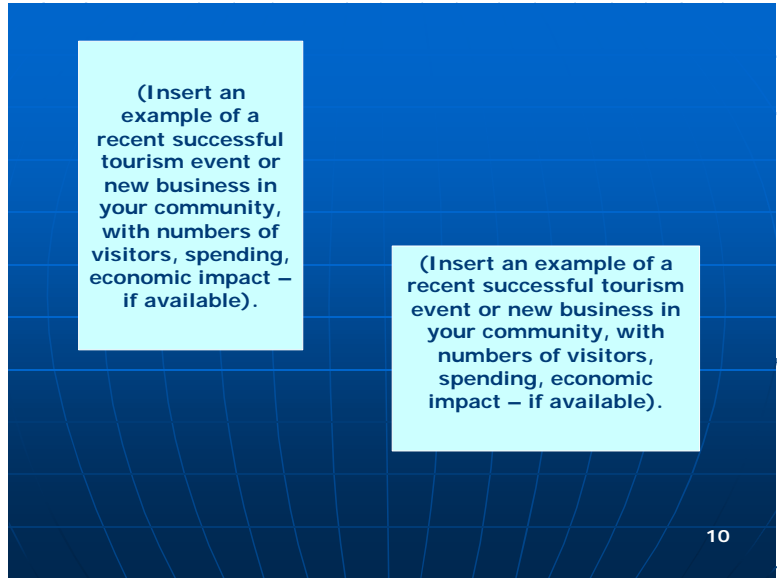
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## **Technical Instructions and Where To Get the Information**

Information of this kind can be drawn from news reports, annual reports and the like. And you can contact people likely to be able to contribute a relevant experience or story, and ask them to provide you with a testimonial.

# Slides #12, 13 and 14 – The Economic Impacts of Our Tourism

## Slide Format and Content

**Slide 12** presents a graphic illustration of how visitor spending in the community flows within the community and also leaks out to the rest of the province. At the same time, some of the visitor spending elsewhere in Ontario eventually flows into the local community.

**Slide 13** presents the census division data for the local community/region from the economic impact data in the Regional Tourism Profiles, illustrating the economic impacts of tourism in the local economy (community or region). Both those impacts being retained within the local/regional economy and the aggregate impacts on Ontario as a whole are illustrated. Depending on the audience, you might choose to delete the provincial totals as it confuses the picture somewhat.

**Slide 14** provides a breakdown of how the total taxes are distributed among the three levels of government. Again, this may or may not be important, depending on the audience.

## Basic Speaker Text

Slide 12 – The Flow of Economic Impacts ...

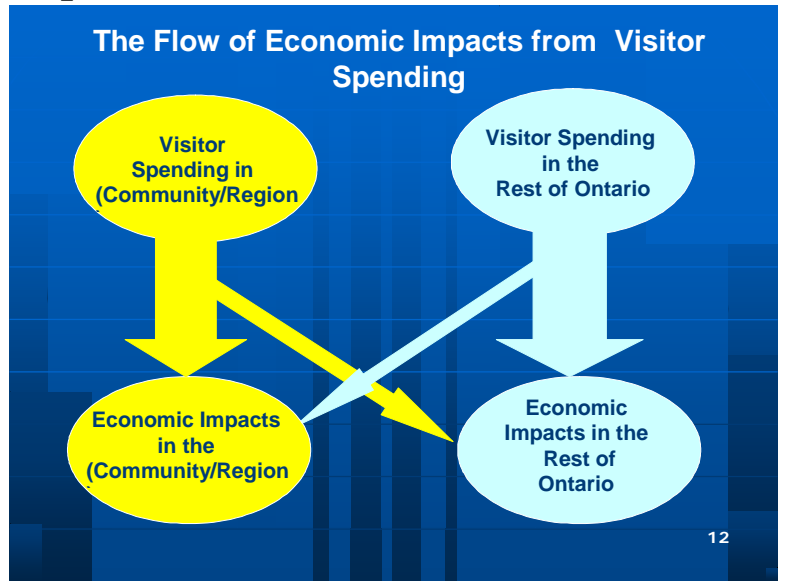
On the *next few slides to come we are going to show you some key numbers on the full economic impacts* of tourism on our (community or region) economy, and on the province of Ontario as a whole.

*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.



The full economic impacts of \$(dollars) in visitor spending in (community/region) in (year).

	Impacts Retained in the local economy of (region)	Total Impacts in Ontario as a whole
GDP (Gross Domestic Product)	(\$)	(\$)
Wages and Salaries	(\$)	(\$)
Number of Jobs	(#)	(#)
Taxes	(\$) to the Region of (name)	(\$) to all levels of government

13

Slide 13 – The full economic impacts ...

***Here are the numbers.***

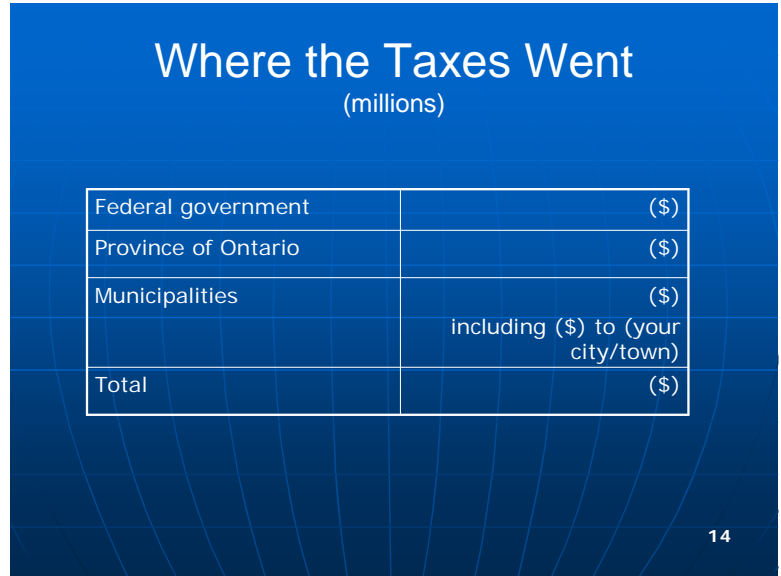
The ***right hand column shows the total impacts*** across the province of visitor spending in (community/region name).

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).



**Additional Points You Might Want to Make**

If your presentation is to municipal officials, it will be important to include the explanation of how the municipal taxes number was calculated because it doesn’t bear any relation to the actual municipal tax collections. It is a purely theoretical number that would be valid only if all of the municipalities in the region were to have identical tax income in proportion to their total GDP.

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**Other Information to Help Answer Questions**

With slide 13, you may need to explain that the economic impact data is derived from a Provincial government simulation model, call TREIM (Tourism Regional Economic Impact Model) that has been designed to measure the flow of tourism expenditures through the provincial economy. Whereas it is somewhat theoretical and therefore subject to some distortions, it is among the most sophisticated economic measurement systems in use today, and it is therefore credible.

For the more technically inclined, the model is based upon the input-output tables developed and maintained by Statistics Canada. It is updated periodically by projections based on other data so as to provide relatively recent measures.

If your audience is municipal council and they ask the following question, we offer the suggested reply that follows (This information is presented again for slide # 40).

*If we ‘invest’ this money, what do we get back for it? What is our return on investment?*

The answer is discussed in the Part 1: Introduction. It is a public investment with community-wide returns, both economic and social (cultural, recreational, etc.).

They may also ask you how the municipal government itself would see a return. The problem here is that their ROI is municipal taxes that are not directly affected by visitor spending in the community. Also, tourism activity can actually increase direct costs to the municipality.

If you are using an economic impact model, such as the Ministry’s TREIM model, to measure the economic impacts of tourism activity, this model includes data on municipal taxes generated. This helps, but unfortunately, the measure of municipal taxes it provides doesn’t match with the actual municipal assessment at the local level. It is a theoretical figure based on the regional economy and taxation rates in the region as a whole. While the number may be in the same ‘ballpark’, it won’t be the same. But it can be used as a realm of magnitude estimate and defended as such.

The discussion regarding municipal government return on investment can also focus on the fact that tourism encourages business investment, both in the tourism industry and in other sectors affected directly or indirectly by tourism and visitor spending. That, in turn, will grow the municipal tax base over time.

If possible, give examples of new investment that has occurred in recent years that is linked to tourism. Give examples of the amount of taxes paid by businesses in your community that benefit from tourism – hotels, restaurants, grocery stores, gas stations, and so on.

Add Your Notes Here

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## **Technical Instructions and Where To Get the Information**

Economic impact data comes from 3.1 in the Regional Tourism Profiles, measuring the economic impact of visitor expenditures in the community/region. This is preferable to using the 3.2 data based on ‘tourism receipts’. See Appendix II for a discussion of the differences and the reasons for our recommendation, and for a primer on tourism data and economic impact assessment.

# Slide #15 – Who Receives the Revenue?

## Slide Format and Content

Slide 15 would only be used if you have a reasonable inventory of tourism-related establishments in your community. See the technical discussion below on this.

## Basic Speaker Text

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.



## Additional Points You Might Want to Make

You can increase the power of this information by comparing your community favourably to others in the province/region.

It also would increase the impact of the message if you mentioned some notable establishments, events, etc. that stand out in terms of their importance and value to the community.

It would be very effective to invite tourism industry owners and leaders to the presentation. You might want to expand this part of the presentation by having two or three of them offer a few remarks.

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## Other Information to Help Answer Questions

Add Your Notes Here

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## **Technical Instructions and Where To Get the Information**

### Inventory of Tourism Enterprises and Others Benefiting from Tourism

It would be useful to develop an inventory of enterprises in your community. This makes the concept of the industry's importance real for the audience – real businesses they know that depend on tourism. This can be developed from a local business directory, perhaps, or from municipal tax rolls.

If you need direction on what kinds of businesses are included in the tourism industry, each of the Regional Tourism Profiles provide a partial list in chapter 4. Statistics Canada publishes data on enterprises of this type:

The basic categories of enterprises you should consider include:

- Accommodation establishments.
- Meetings/convention facilities.
- Campgrounds/RV parks.
- Attractions.
- Parks, conservation areas.
- Recreation facilities (golf courses, marinas, etc.).
- Restaurants.
- Local tours and cruises.
- Adventure, hunting/fishing guides and outfitters.
- Intercity transportation.
- Car rentals.
- Events and festivals
- Retail (craft and gift stores, travel and recreation-related clothing and equipment).
- Entertainment, cultural events.
- Travel agents and tour operators.
- Tourism-related services.

# Slide #16 – New Investments in Our Community

## Slide Format and Content

The idea of **Slide 16** is to present evidence that ‘things are happening’ in your community – new investment, expansion, new developments, new events, etc.

## Basic Speaker Text

### Slide 16

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).

## Additional Points You Might Want to Make

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## Other Information to Help Answer Questions

Make sure you have a profile of the initiatives you are describing to be able to provide additional information when questioned. It would also be helpful to have information on a few more of them in the event you have an opportunity to add to this topic.

### Add Your Notes Here

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## Technical Instructions and Where To Get the Information

It would be a great advantage in this regard if your tourism organization maintains a clipping service of newsworthy events in the community, which can be called upon to power-up this part of the presentation. Other sources might include the municipal government’s Economic Development Office, the municipal tax department’s list of new establishments, or the Chamber of Commerce, which almost certainly would maintain this kind of information. Another source would be the archives of the local newspaper.





## Slides #17, 18 and 19 – Tourism is more than Economic Benefits

### Slide Format and Content

The presentation moves from economic issues to address briefly the other benefits of tourism activity in the community.

**Slide 18** moves back to an overall perspective; first acknowledging the economic impacts, then making the point that tourism is unique in its ability to support a diversity of business types and sizes within the community, and that it also helps justify and support various cultural and recreational amenities the community's citizens enjoy, thereby improving quality of life. The other point it makes is that a place people like to visit is also a place they will consider locating their business.

### Basic Speaker Text

Slide 17 - Tourism is more than Economic Benefits

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

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

### Additional Points You Might Want to Make

Provide examples, if you can, of recreational and/or cultural facilities and/or programs that were established in the community with tourism being part of the justification.

A blue slide with a white grid pattern. The title "Tourism Is a Quality Industry For Us" is centered in white text. Below the title is a list of three bullet points. To the right of the list is a light blue box containing a testimonial. The number "18" is in the bottom right corner.

- Why?
  - It brings money into the community.
  - It supports a diverse mix of business types and sizes.
  - It also helps support community quality of life amenities.

*A nice place to visit is a great place to live, and a good place to establish a business.*

A blue slide with a white grid pattern. The title "Here's what (business leader name) of (organization name) had to say about this:" is centered in white text. Below the title is a large white box containing the text "(Insert testimonial if available)". The number "19" is in the bottom right corner.

The last point in slide 18 can also be expanded upon. A business considering a popular destination community for its new location, will also recognize that being in an appealing community also assists in attracting and holding good employees.

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### **Other Information to Help Answer Questions**

Add Your Notes Here

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### **Technical Instructions and Where To Get the Information**

See instructions for slide 20.

# Slides #20 and 21 – Other Things Tourism Supports

## Slide Format and Content

**Slide 20** makes the case that tourism helps justify and support recreation and sports facilities, as well as cultural and heritage facilities, community festivals and events. It adds an economic business case to their value to the community. It would be very helpful to provide two or three examples, either on this slide or the next one.

**Slide 21** provides visual reinforcement of the points in slide 20.

## Basic Speaker Text

### Slide 20

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.

## Additional Points You Might Want to Make

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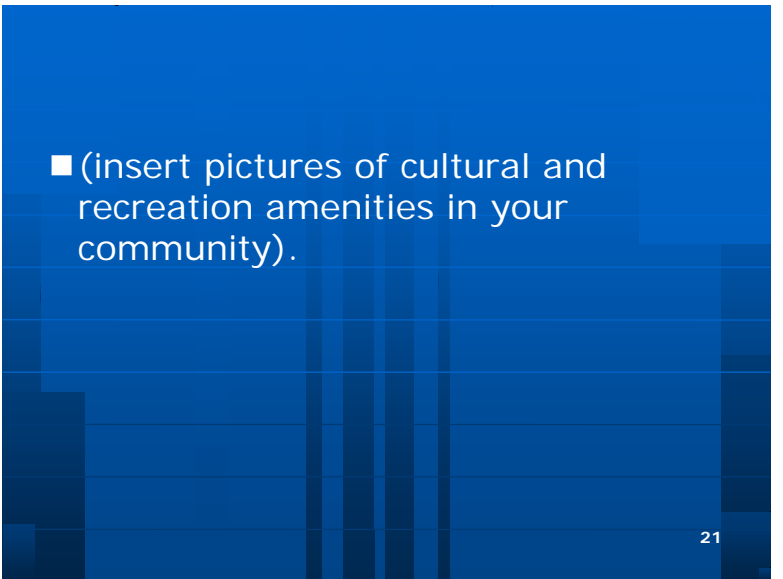
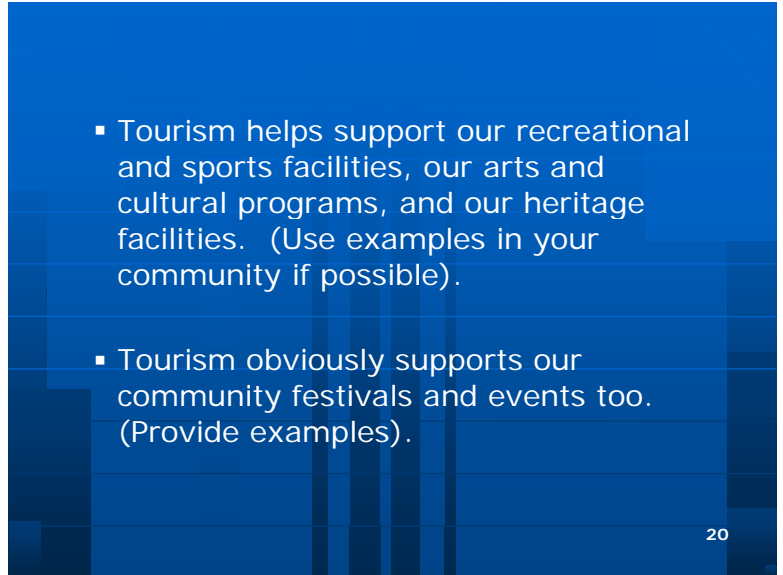
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## **Other Information to Help Answer Questions**

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## **Technical Instructions and Where To Get the Information**

This is a simple matter of reviewing your community sports, recreational, cultural, heritage and special event facilities and identifying those that play a significant role in serving visitors. It would be ideal if you had information at hand on the visitor numbers or percentage, or revenues that come from non-resident visitors.

## Slides #22, 23 and 24 – Our Opportunities in Tourism

### Slide Format and Content

**Slide 22** sets the stage for building the business case for supporting the tourism effort. It acknowledges a reality; that the long-term trend for tourism is positive.

**Slide 23** moves to the next building block of the business case, the fact your community has ‘what it takes’ to grow the community’s tourism. Summarize your strengths – the visitor attractions and experiences, your convenient location and easy access, your strong tourism team and partnerships, and so on.

**Slide 24** sets out the market opportunities facing the community. It is the final building block underlying the importance of what is to come – your strategy for pursuing the opportunities.

### Basic Speaker Text

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. (use Research website for statistics)
- 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**).

**Tourism is growing ...**

- In spite of periodic ups and downs, tourism will continue its long term growth:
  - The baby boomers will continue to travel, and more-so.
  - Lower costs of air travel will boost leisure travel.
- Powerful, affordable new tools are making tourism marketing much more effective:
  - Internet
  - E-marketing
  - Relationship marketing

22

**We have what it takes to grow our tourism**

- (Insert bullets on the strengths you have available to build on – your visitor attractions/experiences, proximity/access to markets, your strong tourism team, your partners, etc.).

23

**And we have real opportunities to grow our tourism**

- (Insert bullets on the opportunities you have available).

24

- 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*.

### **Additional Points You Might Want to Make**

This is where you want to set out the markets and products you can build your tourism on.

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### **Other Information to Help Answer Questions**

Have your business plan at hand, and your staff who have the answers on your tourism strategy and plan.

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### **Technical Instructions and Where To Get the Information**

Your strategic plan or business plan for tourism is the source of this information. If you don't know where you are going, how are you going to get there? Here's where you need to focus on where you are going.

## Slides #25 and 26 – What we need to do...

### Slide Format and Content

Slides 25 and 26 set out your strategies for pursuing the opportunities.

### Basic Speaker Text

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).

### Additional Points You Might Want to Make

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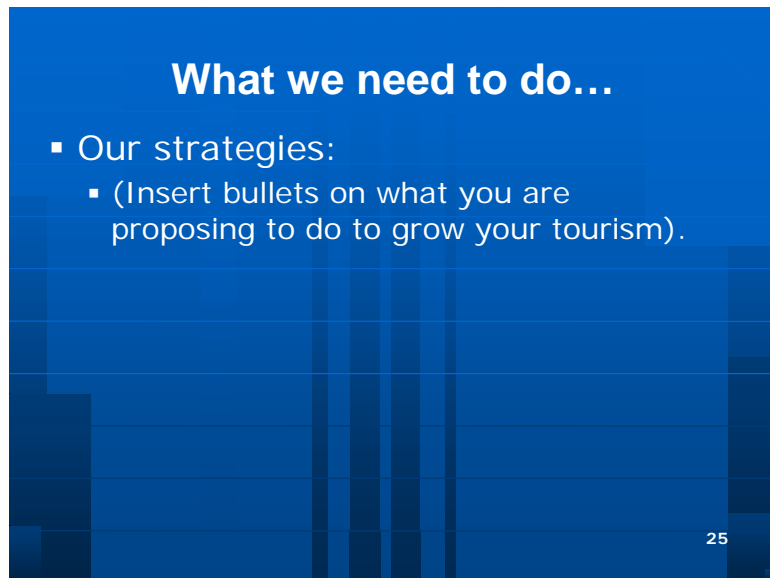
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## **Other Information to Help Answer Questions**

Have your tourism plan at hand, and someone to speak to it.

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## **Technical Instructions and Where To Get the Information**

Your tourism plan, your business plan.



# Slides #27 and 28 – Tourism Budgets in Other Communities

## Slide Format and Content

It can be very effective if you can present a case comparing your community’s budget to that of others conducting tourism marketing, showing that similar communities have larger budgets. These slides are designed to present that argument. The point is, you need money and people to get things done: others are getting more money and you need more money to be able to compete effectively.

**Slide 27** compares tourism budgets, while **Slide 28** shows the data on a per capita of population basis.

## Basic Speaker Text

### 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

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

(Discuss where you stand).

## Additional Points You Might Want to Make

This is where you make the case for having a competitive budget to work with.

You might also want to present information comparing the levels of tourism activity – visitation and spending - in your community/region against other communities/regions. That can be particularly useful in instances where other communities with less tourism are spending more dollars than you are, and you want to use this to seek for more budget. You can get this information from the Regional Tourism Profiles.

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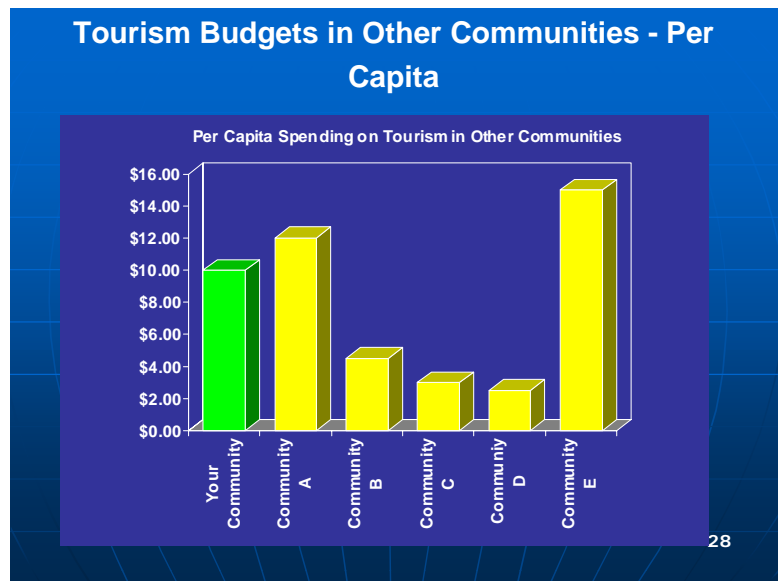
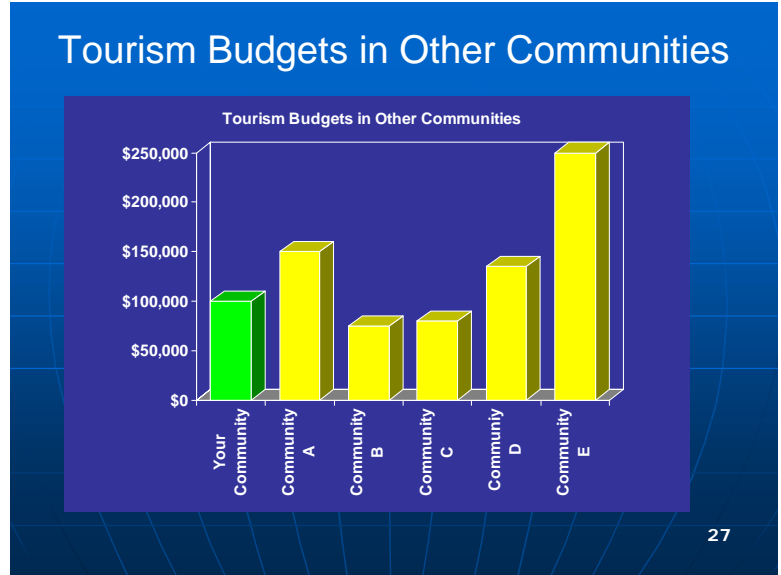
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## Other Information to Help Answer Questions

It would help to have more particulars of the competing community budgets at hand.

Add Your Notes Here.

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## Technical Instructions and Where To Get the Information

You will have to contact the communities and ask them to share their budget information. Here is a table to use for the data and some tips for collecting it and adapting the graphs.

Community	Tourism Budget	Tourism Budget Per Capita	Total Population
Your Community			
Community A			
Community B			
Community C			
Community D			
Community E			
Community F			

- Select some other communities for comparison purposes. Take care to make sure they are relatively comparable to your community in terms of population and the importance of tourism..
- Contact tourism and/or economic development staff in these communities to get information on their tourism budget and total population. Make sure you are clear what their budget includes and that you are comparing apples to apples. For example:
  - Are salaries and wages included?
  - Does the tourism budget include the operation of visitor information centres?
  - Does the tourism budget include operation of any major festivals and events?
- Enter the data in the appropriate columns in the table; divide the total tourism budget by the population to get the tourism budget per capita.
- Enter the community names and data in the two pre-designed charts in the presentation, Slides 27 and 28. To change the data:
  - Double click on the graph. This will bring up the data sheet.
  - Enter the appropriate community names and data in the cells; delete any cells you don't need.
  - Close the data sheet; and click outside the graph to revert to the PowerPoint slide.
  - You may also want to change colours, titles, etc.

If you are including information on visitation and spending at competing destinations, this information can be found in the Regional Tourism Profiles.

## Slides #30 and 31 – Can we really make a difference? Won't they come anyway?

### Slide Format and Content

In these two slides we are demonstrating that not working at tourism will result in a decline in tourism. You can't expect to grow, or even maintain, our market share and tourism volume by standing by idly. You have to compete actively.

**Slide 31** summarizes what happened in Colorado when voters killed the tax that supported their tourism effort to build summer tourism (winter is their high season). It is a good demonstration of how important it is to keep your message in the target audience's face.

### Basic Speaker Text

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!*

## Can we really make a difference? Won't they come anyway?

- Yes, we can make a difference.
- And no, they won't keep coming if we don't work at it ....
- Here's what happened in Colorado!

30

### *The Colorado Story - If You Don't Do It at All!*

- In 1993, Colorado residents voted to cancel the State's tax which had provided a budget of US\$12 million annually, much of it spent on marketing campaigns to develop summer, off-season business for its resorts. The consequences:
  - Colorado's share of domestic pleasure travel in summer dropped by 30% from 1993 to 1997.
  - The state dropped from 1st place among states in the summer resort category in 1993, to 17th, and has not made the top 10 since.
  - The 30% decline in market share, by 1997, had cost Colorado some US\$2.4 billion in lost tourism revenues and \$134 million in lost state tax revenues.

31

## **Additional Points You Might Want to Make**

Unfortunately, proving the value of tourism marketing requires terminating the activity for a while to see what happens. That is an exceptionally expensive way to prove what should be obvious.

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## **Other Information to Help Answer Questions**

Add Your Notes Here

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## **Technical Instructions and Where To Get the Information**

This is anecdotal information that needs to be sought out from organizations that have suffered reverses in their tourism budgets.

## Slides #32, 33 and 34 to 36 – What Others Have Accomplished

### Slide Format and Content

In this part of the presentation we first summarize what it takes to succeed in tourism, then present some examples of what others have done in this regard.

**Slide 32** states that we need to have great products – experiences for visitors and quality products and services, accompanied by good marketing. It ends with an introduction to the next few slides – examples of what others have accomplished.

**Slides 34** through **36** present a selection of ‘success stories’, drawn from the digital library presented in Appendix III and available on the CD. These can be deleted or added to from the library of success stories in Appendix III. Choose the ones that present the messages you think are most appropriate for your presentation.

Each slide has an accompanying text in the ‘notes’ portion providing more details on each of the success stories (In the PowerPoint slides, click on ‘View’ and then ‘Notes’ to see the text. For printing instructions, see the Introduction Section at the beginning of Part 2).

### Basic Speaker Text

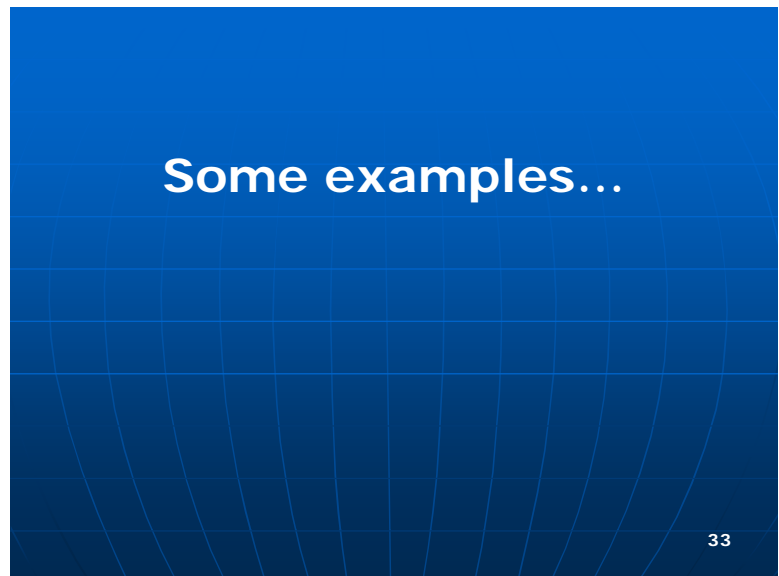
#### Slide 32 – What we need to do ...

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

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.

**Additional Points You Might Want to Make**

Further to slide 32, you may want to make the additional point that the tourism marketplace is very vulnerable to change, whether from competitive activity or from external conditions. It is therefore essential that you have to be unflagging in your tourism programs, particularly destination marketing. The SARS crisis was a good example of how fragile market conditions can be and why we have to continually be presenting our best face to the consumer.

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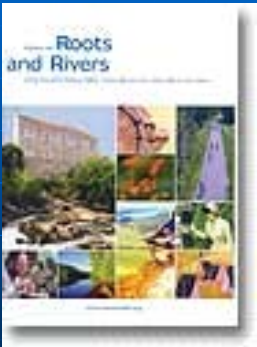
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### "Roots and Rivers" - Explore the Ottawa Valley's Cultural Heritage



- A series of self-guided tour itineraries along the Ottawa, Bonnechere and Madawaska River Valleys.
- A project of The Ottawa Valley Cultural Heritage Tourism Corridor Project – over 45 private, not-for-profit and public sector partners developing market ready cultural heritage tourism products.
- Almost 2,500 visitors enjoyed the tours in the first 6 months.
- The initiative has generated increased attendance at cultural institutions.
- It has fostered a wide range of alliances between partners.

### Rural Gardens of Grey & Bruce Counties



Rural Gardens Logo

- A network of gardens established to "share the rare and diverse garden experiences of Grey and Bruce Counties".
- It started with approximately 10 gardens and grew to over 40 in just three years.
- They now produce over 35,000 copies of a four colour brochure each year and have a web site.
- The largest gardens can accommodate group tours, sell garden products or plants, have admission fees and are open for set days and hours.
- Membership fees cover most of the costs associated with the website and brochure.

### Festival Western de St-Tite, Québec



- Saint Tite – a community of 4,200 north of Trois Rivières.
- It is home to a leather manufacturing company that produces western boots.
- As a publicity strategy in 1967, the company organized a rodeo day.
- 2004 was the 37th Festival Western de St-Tite - a 10 day September event.
- There were more than 400,000 visitors.

- Visitor spending was more than \$5 million.
- Total contribution to the economy is \$20 million.
- The Festival itself has a budget of over \$2.5 million!

## **Other Information to Help Answer Questions**

Have the 'notes' that accompany each of these slides at hand.

Add Your Notes Here

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## **Technical Instructions and Where To Get the Information**

The 'success stories' are available on the CD and reprinted in this manual in Appendix III. You can research your own with some asking around and some phone calls to 'people in the know'. Then check out their websites to get the particulars.

## Slides #37, 38, 39, 40 and 41 – The Call to Action and Closing

### Slide Format and Content

The next four slides present the ‘call to action’ – leading to what you want from the audience.

**Slide 37** in a dramatic fashion sets out the challenge.

**Slide 38** confirms that you are ‘ready to go’.

**Slide 39** reaffirms the opportunity and what you need to do.

**Slide 40** presents ‘The Ask’ – what it is you want the audience to do. (This is an optional slide, to be used in cases where the audience is being targeted for something).

**Slide 41** is the ‘Thank You’

It is important that you review the Other Information to Help Answer Questions starting on the next page, when preparing this part of your presentation.

### Basic Speaker Text

Slide 37 - The Reality...

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

Slide 38

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.

**The reality...**

- The competition is tough.
- Only the strong will succeed.
- The rewards will go to the strong.
- We can be strong.

37

**We have our tourism partners on side...**

- (Name our leaders & champions).
- (Insert testimonials from them).

38

**In Conclusion**

- We have great opportunities in tourism...
- We have the team in place...
- We simply need (Insert what you need to be able to proceed/to be successful - the resources, their support, ??) to get the job done!

39



Slide 40

(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. *See the ‘Other Information’ below*).

Slide 41

*Thank you* for your attention.

**Additional Points You Might Want to Make**

See the following. It would be preferable that these questions be answered as part of the presentation if possible.

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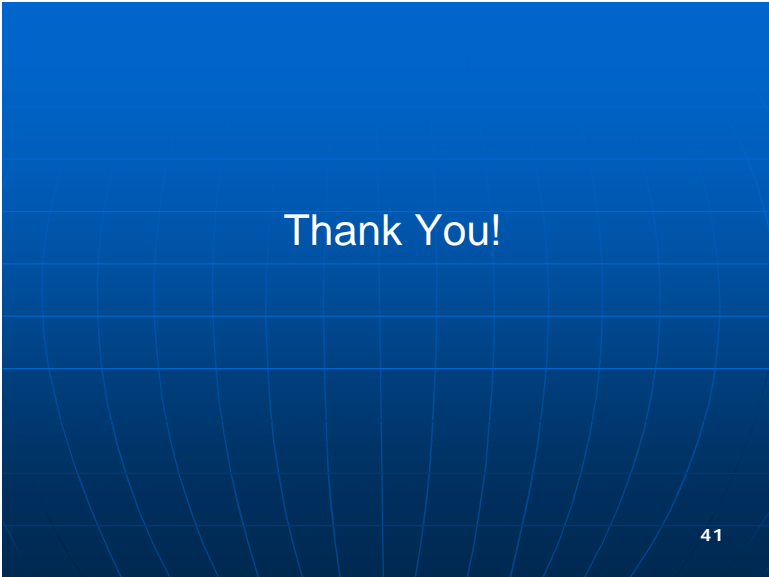
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## Other Information to Help Answer Questions

If you are asking for money and using slide 40 in that regard, you will likely get questions. Likely ones include the following. Answers are suggested:

*Why should taxpayers pay for this? Why doesn't the industry fund it themselves?*

The following key points in this respect are adapted from the Introduction to this manual under 'The Strategy':

### The Community-Wide Benefits

- Tourism is uniquely effective in bringing money into the community; in fact, that is the essence of the industry; it brings in visitors who carry their money with them and leave it behind. It is a true export industry and 'economic engine' for the community and region.
- In light of this factor, any expenditure on strengthening tourism will generate economic returns to the community. It is, in fact, an investment with real returns.
- Tourism supports a diversity of businesses, of all types and sizes, providing investment and employment opportunities for a wide range of people – those entering the workforce or looking for seasonal or part time work, those seeking a rewarding career, and those looking to start a business on their own.
- Visitors help support community attractions, events and other amenities through their spending, thereby enhancing their revenue base and their sustainability as community assets. And more tourism provides a justification for a greater investment in community amenities that also benefit local residents.
- In spite of periodic ups and downs, the tourism industry offers real economic growth potential to the community.
- If properly managed, it is a relatively more sustainable industry than many others; it is less consumptive and less environmentally damaging.

All of these factors present compelling reasons for governments, the business community and the general public as a whole to support and assist the industry's growth.

### The Challenges

At the same time, the industry faces many challenges, and it's these challenges that present a high level of urgency in building support for its efforts:

- Tourism's dominance by numerous small and medium sized enterprises makes it difficult to build collaborations for matters of common interest, particularly destination marketing; too many operators and too little money.
- A considerable number of the enterprises in tourism are public sector or not-for-profit organizations (museums, cultural groups, etc.) and have little or no money to contribute to tourism efforts.

- Many businesses that receive money from visitors, most notably retailers, don't see themselves as being in the tourism industry and don't support its programs.
- The foregoing challenges are made more acute by the fact that the tourism marketplace is very competitive and requires a professional effort in both product enhancement and marketing.

Again, all of these factors, both positive and negative, underline the collective need for governments for the business community, and the general public to support the efforts of the industry to move forward.

Point out the challenges mentioned above, and the benefits that spread well beyond the tourism industry alone.

If possible, indicate how much the tourism industry and other 'partners' are investing in the effort. Point out that their money is being leveraged with money from the industry and these other sources.

Also, the whole economy will benefit from the investment, not just the tourism industry, since visitor spending is much more widespread (retailers of all kinds, gas stations). And local citizens will benefit too, etc.

*If we 'invest' this money, what do we get back for it? What is our return on investment?*

The answer to this is embedded in 'The Positives' discussed earlier in Part 1 – Introduction. It is a public investment with community-wide returns, both economic and social (cultural, recreational, etc.)

However, if your municipal council is the audience, they may also question you as to how the municipal government itself would see a return. The problem here is that their ROI is municipal taxes that are not directly affected by visitor spending in the community. Also, tourism activity can actually increase direct costs to the municipality.

You can use an economic impact model, such as the ministry's Tourism Regional Economic Impact Model (TREIM) to measure the overall economic impacts of tourism activity, and this model includes data on municipal taxes generated. This helps, but unfortunately, the measure of municipal taxes it provides doesn't match with the actual municipal assessment at the local level. It is a theoretical figure based on the regional economy and taxation rates in the region as a whole. While the number may be in the same 'ballpark' it won't be the same. But it can be used as a realm of magnitude estimate and defended as such.

The argument as to municipal government ROI can also focus on the fact that tourism encourages business investment, both in the tourism industry and in other sectors affected directly or indirectly by tourism and visitor spending. That, in turn, will grow the municipal tax base over time.

If possible, give examples of new investment that has occurred in recent years that is linked to tourism. Give examples of the amount of taxes paid by businesses in your community that benefit from tourism – hotels, restaurants, grocery stores, gas stations, and so on.

**Part 2-B**  
**Instructions for Preparing Your**  
**Presentation:**

**Short Version**

# Slide Title & Number: #1 Title Slide and #2 Introduction – What is Tourism?

## Slide Format and Content

**Slide 1** opens the presentation. It presents the title, the audience, the date, the sponsor and any partners in the presentation. A background picture/image/logo, or inserted picture/image/logo would be helpful.

**Slide 2** presents a brief overview of what tourism is and how it benefits the community. It sets the stage for the particulars to follow.

## Basic Speaker Text

### 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 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 personnel 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.

## Additional Points You Might Want to Make

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## **Other Information to Help Answer Questions**

### Same Day and Overnight Visitors

Same day visitors are those travelling from elsewhere within Canada (including Ontario) who travel more than 40 kilometres each way out of town and are not commuting to work or school, or taking trips for routine work, for regular household or grocery shopping, or for regular religious observances, or for regular medical treatment or check-up, or trips taken by military on duty, diplomats or crews of public transportation vehicles. Or they are international visitors, regardless of distance travelled, except for those commuting to work, school or a summer residence.

Overnight domestic trips are defined as any trip for one or more nights taken out of town.

### Add Your Notes Here

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**Where To Get the Information (Add your notes here).**

## Slides #3, 4, 5, 6, and 7 – The Economic Impacts of Tourism in the Community

### Slide Format and Content

**Slide 3** introduces the economic impacts of tourism in our community.

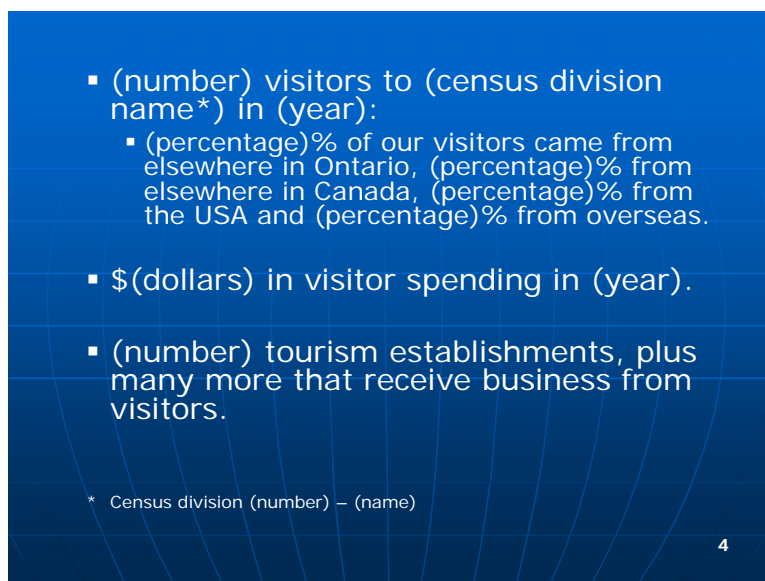
**Slide 4** presents the data on tourism in the travel region, or at the community level for selected large communities in the province. This data is drawn from the Regional Tourism Profiles. (See the technical discussion below).

This slide also mentions the number of tourism establishments in the community and the fact that they, and other businesses as well received revenue from tourists. Delete this if you can't develop a reasonable count of the number of tourism-related establishments you have.

**Slide 5** illustrates conceptually how visitor spending that occurs in a community flows through the local and provincial economy, extending benefits throughout the economy.

**Slide 6** presents the data for the local community/region from the economic impact data in the Regional Tourism Profiles, illustrating the economic impacts of tourism in the local economy (community or region). Both those impacts being retained within the local/regional economy and the aggregate impacts on Ontario as a whole are illustrated. Depending on the audience, you might choose to delete the provincial totals as it confuses the picture somewhat.

**Slide 7** provides a breakdown of how the total taxes are distributed among the three levels of government. Again, this may or may not be important, depending on the audience.



## Basic Speaker Text

Slide 3 – The Economic Impacts of Tourism in (Community/Region)

Slide 4

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 5 - 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*.

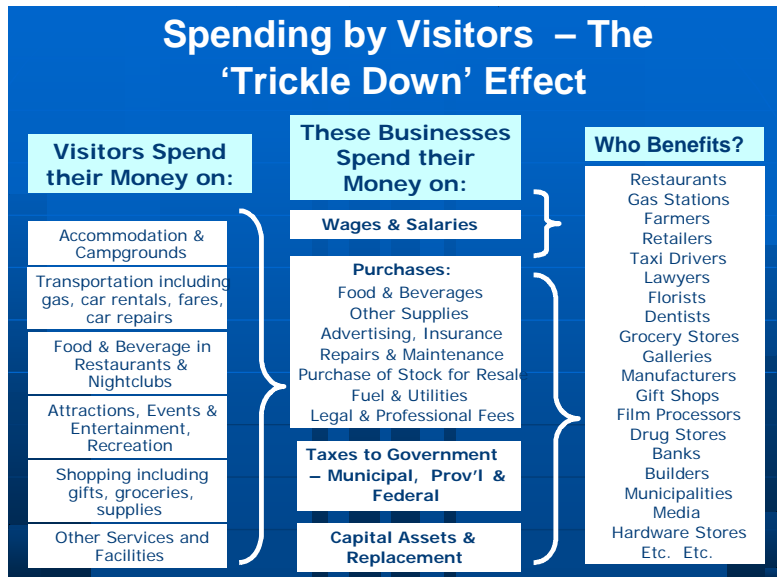
Column #3 – Ultimately, *everyone in the community benefited* economically.

Slide 6

*Here are the numbers describing the full economic impacts* of tourism on our (community or region) economy and on the province of Ontario as a whole.

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 *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 6

*Here are the numbers describing the full economic impacts* of tourism on our (community or region) economy and on the province of Ontario as a whole.

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 full economic impacts of \$(dollars) in visitor spending in (community/region) in (year)

	Impacts Retained in the local economy of (region)	Total Impacts in Ontario as a whole
GDP (Gross Domestic Product)	(\$)	(\$)
Wages and Salaries	(\$)	(\$)
Number of Jobs	(#)	(#)
Taxes	(\$) to the Region of (name)	(\$) to all levels of government

6

### Where the Taxes Went (millions)

Federal government	(\$)
Province of Ontario	(\$)
Municipalities	(\$) including (\$ to (your city/town)
<b>Total</b>	<b>(\$)</b>

7



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 7 – Where the Taxes Went

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

### **Additional Points You Might Want to Make**

Any anecdotal information on some unique business in your community that illustrates the impact of tourism would be useful.

If your presentation is being made to municipal officials, it will be important to include the explanation of how the municipal taxes number was calculated because it doesn't bear any relation to the actual municipal tax collections. It is a purely theoretical number that would be valid only if all of the municipalities in the region were to have identical tax income in proportion to their total GDP.

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### **Other Information to Help Answer Questions**

See Appendix II and the definitions of terms at [www.tourism.gov.on.ca/english/tourdiv/research/resources.htm](http://www.tourism.gov.on.ca/english/tourdiv/research/resources.htm).

With slide 6 you may need to explain that the economic impact data is derived from a Provincial government simulation model, call TREIM (Tourism Regional Economic Impact Model) that has been designed to measure the flow of tourism expenditures through the provincial economy. Whereas it is somewhat theoretical and therefore subject to some distortions, it is among the most sophisticated economic measurement systems in use today, and it is therefore credible among public officials.

For the more technically inclined, the model is based on the input-output tables developed and maintained by Statistics Canada. It is updated periodically by projections based on other data so as to provide relatively recent measures.

If your audience is municipal council and they ask the following question, we offer the suggested reply that follows. (This information is presented again for slide # 19).

*If we 'invest' this money, what do we get back for it? What is our return on investment?*

The answer to this discussed earlier in Part I - Introduction. It is a public investment with community-wide returns, both economic and social (cultural, recreational, etc.).

They may also question you as to how the municipal government itself would see a return. The problem here is that their ROI is municipal taxes that are not directly affected by visitor spending in the community. Also, tourism activity can actually increase direct costs to the municipality.

If you are using an economic impact model, such as the ministry's TREIM model, to measure the economic impacts of tourism activity, this model includes data on municipal taxes generated. This helps, but unfortunately, the measure of municipal taxes it provides doesn't match with the actual municipal assessment at the local level. It is a theoretical figure based on the regional economy and taxation rates in the region as a whole. While the number may be in the same 'ballpark', it won't be the same. But it can be used as a realm of magnitude estimate and defended as such.

The discussion as to how municipal government would see a return on investment can also focus on the fact that tourism encourages business investment, both in the tourism industry and in other sectors affected directly or indirectly by tourism and visitor spending. That, in turn, will grow the municipal tax base over time.

If possible, give examples of new investment that has occurred in recent years that is linked to tourism. Give examples of the amount of taxes paid by businesses in your community that benefit from tourism – hotels, restaurants, grocery stores, gas stations, and so on.

Add Your Notes Here

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## **Technical Instructions and Where To Get the Information**

### The Regional Tourism Profiles

Visitor spending and economic impact data are available for each of the Travel Regions and the Census Metropolitan areas as well as many of the Census Divisions in the province. The data comes from the Regional Tourism Profiles available on the MTR website.

You should first review Appendix II, 'Using the Regional Tourism Profiles', which presents a full discussion of what data to use and what it means.

## To Retrieve the Regional Tourism Profiles

1. Go to <http://www.tourism.gov.on.ca/english/tourdiv/research/rtp.index.html>.
2. Select a Travel Region, Census Metropolitan Area or Census Division from the pull-down menu. Appendix II presents a list of regions/communities for which data are available.
3. The Regional Tourism Profile for the area selected will come up. You can print the entire piece or just select the data you need from the Table of Contents.

The number of visitors comes from 1.1, while visitor spending comes from 2.1.

Following the suggestions in Appendix II is very important, as the different data available in the profiles have very different meanings. We have selected the data that is the most important, most appropriate and easiest for non-technical people to understand.

Economic impact data comes from 3.1 in the Regional Tourism Profiles, measuring the economic impact of visitor expenditures in the community/region. This is preferable to using the 3.2 data based on 'tourism receipts'. See Appendix II for a discussion of the differences and the reasons for our recommendation, and for a primer on tourism data and economic impact assessment.

## Slide #8 – New Investments in Our Community

### Slide Format and Content

The idea **Slide 8** is to present evidence that ‘things are happening’ in your community – new investment, expansion, new developments, new events, etc.

### Basic Speaker Text

Slide 8 – 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).

### Additional Points You Might Want to Make

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### Other Information to Help Answer Questions

Make sure you have a profile of the initiatives you are describing to be able to provide additional information when questioned. It would also be helpful to have information on a few more of them in the event you have an opportunity to add to this topic.

Add Your Notes Here

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### Technical Instructions and Where To Get the Information

It would be a great advantage if your tourism organization maintains a clipping service of newsworthy events in the community, which can be called upon to power-up this part of the presentation. Other sources might include the municipal government’s Economic Development Office, the municipal tax department’s list of new establishments, or the Chamber of Commerce. Another source would be the archives of the local newspaper.



## Slides #9, 10 and 11 – Tourism is more than Economic Benefits

### Slide Format and Content

The presentation moves from economic issues to address briefly the other benefits of tourism activity in the community.

**Slide 10** first acknowledges the economic impacts, then makes the point that tourism is unique in its ability to support a diversity of business types and sizes within the community. It also helps rationalize and support various cultural and recreational amenities the community's citizens enjoy, thereby improving quality of life. The other point it makes is that a place people like to visit is also a place they will consider locating their business.

**Slide 11** makes the case that tourism helps justify and support recreation and sports facilities, as well as cultural and heritage facilities, community festivals and events. It adds an economic business case to their value to the community. It would be very helpful to provide two or three examples, either on this slide or the next one.

### Basic Speaker Text

Slide 9 – Tourism is more than Economic Benefits

Slide 10 – 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 11 – 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*.

**Additional Points You Might Want to Make**

Provide examples if you can of recreational and/or cultural facilities and/or programs that were established in the community with tourism being part of the justification.

The last point in Slide 10 can also be expanded upon. A business considering a popular destination community for its new location, will also recognize that being in an appealing community also assists in attracting and holding good employees.

- Tourism helps support our recreational and sports facilities, our arts and cultural programs, and our heritage facilities. (Use examples in your community if possible)
- Tourism obviously supports our community festivals and events too. (Examples?)

11

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**Other Information to Help Answer Questions**

Add Your Notes Here

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**Technical Instructions and Where To Get the Information**

For Slide 11, this is a simple matter of reviewing your community sports, recreational, cultural, heritage and special event facilities and identifying those that play a significant role in serving visitors. It would be ideal if you had information at hand on the visitor numbers or percentage, or revenues that come from non-resident visitors.

## Slides #12 and 13 – Our Opportunities in Tourism

### Slide Format and Content

**Slide 12** moves to the next building block of the business case, the fact your community has ‘what it takes’ to grow the community’s tourism. Summarize your strengths – the visitor attractions and experiences, your convenient location and easy access, your strong tourism team and partnerships, and so on.

**Slide 13** sets out the market opportunities facing the community. It is the final building block underlying the importance of what is to come – your strategy for pursuing the opportunities.

### Basic Speaker Text

#### Slide 12 – We have what it takes to grow our tourism

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

- **Large markets** nearby. (use Research website for statistics)
- A broad range of **attractions and traveller services**.
- Easy **access**.
- A **strong team and partners** in place to pursue the opportunities.

#### Slide 13 – 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**.

### Additional Points You Might Want to Make

This is where you want to set out the markets and products you can build your tourism on.

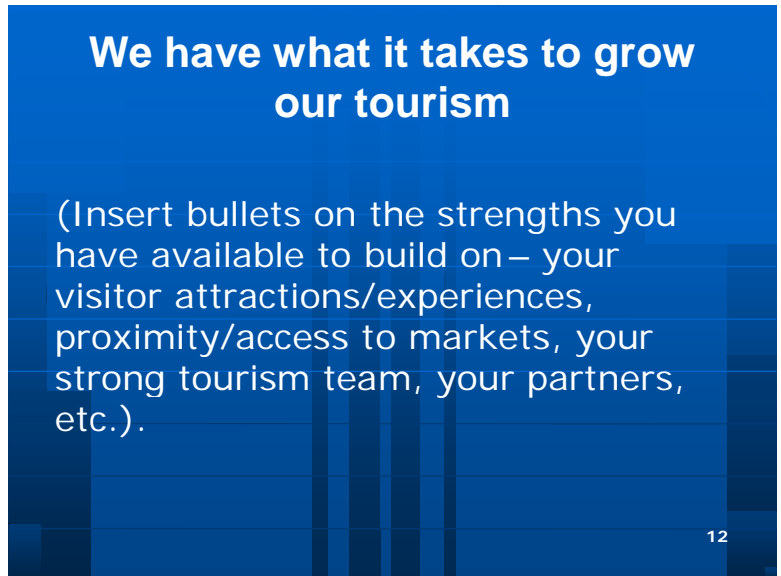
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## **Other Information to Help Answer Questions**

Have your business plan at hand, and your staff who have the answers on your tourism strategy and plan.

Add Your Notes Here

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## **Technical Instructions and Where To Get the Information**

Your strategic plan or business plan for tourism is the source of this information. If you don't know where you are going, how are you going to get there? Here's where you need to focus on where you are going.



## Slides #14 and 15 – What we need to do...

### Slide Format and Content

**Slide 14** sets out your strategies for pursuing the opportunities.

**Slide 15** states that you need to have great products – experiences for visitors and quality products and services, accompanied by good marketing.

### Basic Speaker Text

Slide 14 - 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 15 – 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.

### Additional Points You Might Want to Make

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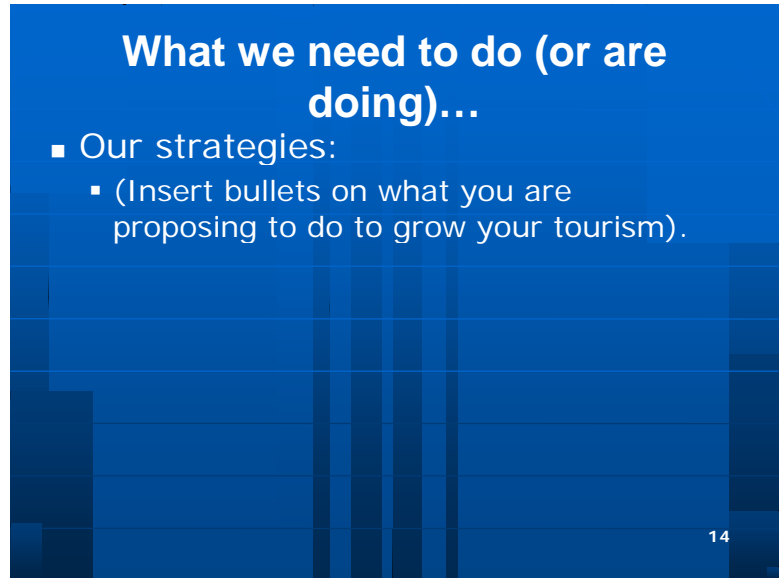
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## **Other Information to Help Answer Questions**

Have your tourism plan at hand, and someone to speak to it.

Add Your Notes Here

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## **Technical Instructions and Where To Get the Information**

Your tourism plan, your business plan.

## Slides #16, 17, 18, 19 and 20 – The Call to Action and Closing

### Slide Format and Content

The next five slides present the ‘call to action’ – leading to what you want from the audience.

**Slide 16** in a dramatic fashion sets out the challenge.

**Slide 17** confirms that you are ‘ready to go’.

**Slide 18** reaffirms the opportunity and what you need to do.

**Slide 19** presents ‘The Ask’ – what it is you want the audience to do. (This is an optional slide, to be used in cases where the audience is being targeted for something.)

Slide 20 is the ‘Thank You’

### Basic Speaker Text

#### Slide 16 – The Reality...

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

#### Slide 17 – We have our tourism partners ...

We *have our tourism partners with us*.

#### Slide 18 – In Conclusion

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

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

## The reality...

- The competition is tough.
- Only the strong will succeed.
- The rewards will go to the strong.
- We can be strong.

16

## We have our tourism partners on side...

- (Name our leaders & champions)
- (Insert testimonials from them)

17

## In Conclusion

- We have great opportunities in tourism...
- We have the team in place...
- We simply need (Insert what you need to be able to proceed/to be successful - the resources, their support, ??) to get the job done!

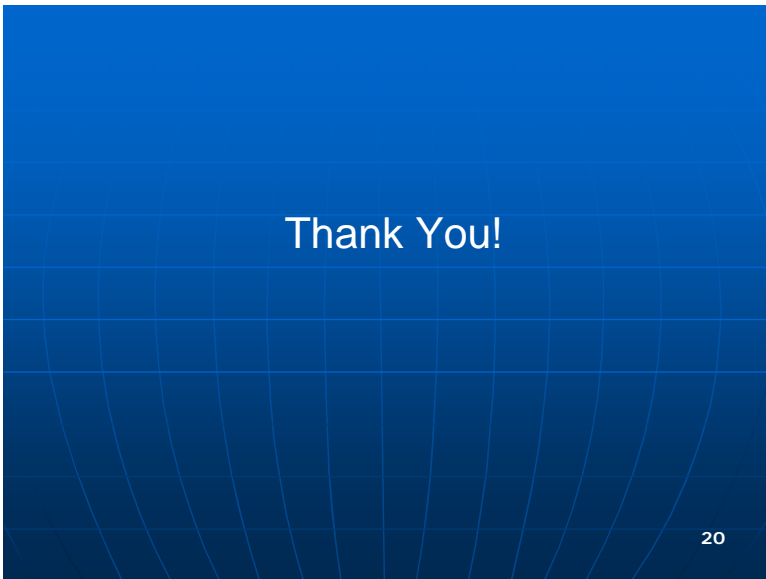
18

Slide 19

(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. (*See the ‘Other Information’ below*).

Slide 20

**Thank you** for your attention



**Additional Points You Might Want to Make**

See the following. It would be preferable that these questions be answered as part of the presentation if possible.

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## Other Information to Help Answer Questions

If you are asking for money and using slide 18 in that regard, you will likely get questions. Likely ones include the following. Answers are suggested:

*Why should taxpayers pay for this? Why doesn't the industry fund it themselves?*

The following key points in this respect are adapted from the Introduction to this manual under 'The Strategy':

### The Community-Wide Benefits

- Tourism is uniquely effective in bringing money into the community; in fact, that is the essence of the industry; it brings in visitors who carry their money with them and leave it behind. It is a true export industry and 'economic engine' for the community and region.
- In light of this factor, any expenditure on strengthening tourism will generate economic returns to the community. It is, in fact, an investment with real returns.
- Tourism supports a diversity of businesses, of all types and sizes, providing investment and employment opportunities for a wide range of people – those entering the workforce or looking for seasonal or part time work, those seeking a rewarding career, and those looking to start a business on their own.
- Visitors help support community attractions, events and other amenities through their spending, thereby enhancing their revenue base and their sustainability as community assets. And more tourism provides a justification for a greater investment in community amenities that also benefit local residents.
- In spite of periodic ups and downs, the industry is in a long-term growth cycle, thereby offering economic growth potential to the community.
- If properly managed, it is a relatively more sustainable industry than many others; it is less consumptive and less environmentally damaging.

All of these factors present compelling reasons for governments, the business community and the general public as a whole to support and assist the industry's growth.

### The Challenges

At the same time, the industry faces many challenges, and it's these challenges that present a high level of urgency in building support for its efforts:

- Tourism's dominance by numerous small and medium sized enterprises makes it difficult to build collaborations for matters of common interest, particularly destination marketing; too many operators and too little money.
- A considerable number of the enterprises in tourism are public sector or not-for-profit organizations (museums, cultural groups, etc.) and have little or no money to contribute to tourism efforts.

- Many businesses that receive money from visitors, most notably retailers, don't see themselves as being in the tourism industry and don't support its programs.
- The foregoing challenges are made more acute by the fact that the tourism marketplace is very competitive and requires a professional effort in both product enhancement and marketing.

Again, all of these factors, both positive and negative, underline the need for governments, as well as the business community and the general public to support the efforts of the industry to move forward.

Point out the challenges mentioned above, and the benefits that spread well beyond the tourism industry alone.

If possible, indicate how much the tourism industry and other 'partners' are investing in the effort. Point out that their money is being leveraged with money from the industry and these other sources.

Also, the whole economy will benefit from the investment, not just the tourism industry, since visitor spending is much more widespread (retailers of all kinds, gas stations). And local citizens will benefit too, etc.

*If we 'invest' this money, what do we get back for it? What is our return on investment?*

The answer to this is embedded in 'The Positives' discussed earlier in Part I – Introduction. It is a public investment with community-wide returns, both economic and social (cultural, recreational, etc.)

However, if your municipal council is the audience, they may also question you as to how the municipal government itself would see a return. The problem here is that their ROI is municipal taxes that are not directly affected by visitor spending in the community. Also, tourism activity can actually increase direct costs to the municipality.

You can use an economic impact model, such as the ministry's TREIM model to measure the economic impacts of tourism activity, and this model includes data on municipal taxes generated. This helps, but unfortunately, the measure of municipal taxes it provides doesn't match with the actual municipal assessment at the local level. It is a theoretical figure based on the regional economy and taxation rates in the region as a whole. While the number may be in the same 'ballpark' it won't be the same. But it can be used as a realm of magnitude estimate and defended as such.

The discussion about a municipal government ROI can also focus on the fact that tourism encourages business investment, both in the tourism industry and in other sectors affected directly or indirectly by tourism and visitor spending. That, in turn, will grow the municipal tax base over time.

If possible, give examples of new investment that has occurred in recent years that is linked to tourism. Give examples of the amount of taxes paid by businesses in your community that benefit from tourism – hotels, restaurants, grocery stores, gas stations, and so on.

Add Your Notes Here

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