

Making the Case for Tourism – A Toolkit

Part 3 The Fact Sheet

Facts About Tourism in

(insert name of community)



Tourism is Important to Us

- Tourism provides significant economic benefits, and economic opportunities to the community.
- Tourism also helps support quality of life amenities for our residents.

The Economic Impacts of Tourism in Our Community

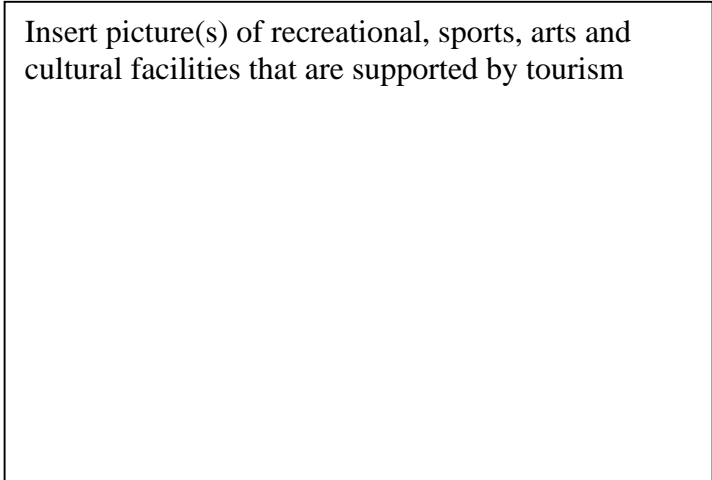
- (number) of visitors to (community/census division name) in (year).
- (percentage)% of visitors who came from elsewhere in Ontario.
- (percentage)% of visitors who came from elsewhere in Canada.
- (percentage)% from the USA.
- (percentage)% from overseas.
- \$(dollars) in visitor spending in (year).
- (number) of tourism establishments, plus many more that receive business from visitors.
- It supports a diverse mix of business types and sizes.

Tourism is more than Economic Benefits

- It also helps support community quality of life amenities.
- It helps support our recreational and sports facilities, our arts and cultural programs, and our heritage facilities. (Examples?).
- Tourism obviously supports our community festivals and events too. (Examples?).

The Economic Impact of Visitor Spending in (community/region) in (year)

	Impacts Retained in the (local/regional) Economy	Total Impacts in Ontario as a Whole
Gross Domestic product (GDP)	(\$)	(\$)
Wages & Salaries	(\$)	(\$)
Number of Jobs	(#)	(#)
Taxes	(\$)	(\$)



We Have What It Takes To Grow Our Tourism

Our Assets:

- (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.).

Our Opportunities:

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

Here's what we are doing - Our strategies:

- (Insert bullets on what you are doing or proposing to do to grow your tourism).

We have our tourism partners on side:

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

Insert testimonials here

In conclusion:

- The market is growing.
- We have what it takes to compete.
- We have opportunities to grow.
- And we have a strategy in place to get the job done.

Insert pictures of tourism scenes, businesses, etc.