



The Business Case for Tourism – A Toolkit

February 2005

Foreword

Among the five strategic directions comprising the Ontario Tourism Strategy are: “Building the Image and Influence of Tourism” and “Developing Destinations and Experiences”. The “Making the Case for Tourism” toolkit” is designed to assist communities raise the profile of tourism and include tourism in their long-term economic development strategies.

The Strategy points out the need for “...communities to recognize the importance of tourism and how it contributes to economic and social development and the quality of life in local communities”. The toolkit is a compilation of resources that can help municipalities quantify and communicate that importance in a business-like manner.

The Ministry of Tourism and Recreation, through the Investment and Development Office (IDO) was pleased to partner with many industry groups in the development of the toolkit. Of particular note was the support of the Economic Developers Council of Ontario (EDCO) and their Tourism Committee. They provided much needed input to the Consultants at the EDCO/IDO forums and the joint presentations at the Tourism Federation of Ontario conferences in 2003 and 2004.

It is within this context that the Ontario Ministry of Tourism and Recreation is pleased to present “Making the Case for Tourism: a Toolkit”.

January 2005



January 7, 2005

The Honourable Jim Bradley
Minister of Tourism and Recreation
9th floor, 900 Bay Street
Toronto, Ontario M7A 2E1

Dear Minister Bradley:

On behalf of the members of the Economic Developers Council of Ontario, its Tourism Committee and Board of Directors, I commend the Ministry of Tourism & Recreation and the Investment & Development Office for developing the "Making the Case for Tourism" Toolkit.

EDCO is pleased to have been an integral part of the development process from the beginning. The idea was conceived at the joint EDCO/IDO session held during the Tourism Federation Conference in 2003. Since that time, EDCO's Tourism Committee has provided ongoing input and feedback. This past August, Committee members were the participants in the pilot presentation of the Toolkit.

I know our members welcome the Toolkit, which they feel will be a valuable new asset in their professional portfolio. In regular dialogue with the Board and staff as well as at our recent forums they have continually expressed their appreciation for the creation of the Toolkit.

EDCO looks forward to a continuing partnership with the Ministry of Tourism & Recreation. We believe this positive working relationship can only result in more mutually beneficial and innovative initiatives.

Yours truly,

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2004 EDCO President

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