

TOURISM MATTERS

Georgina Council Presentation
27 March 2019





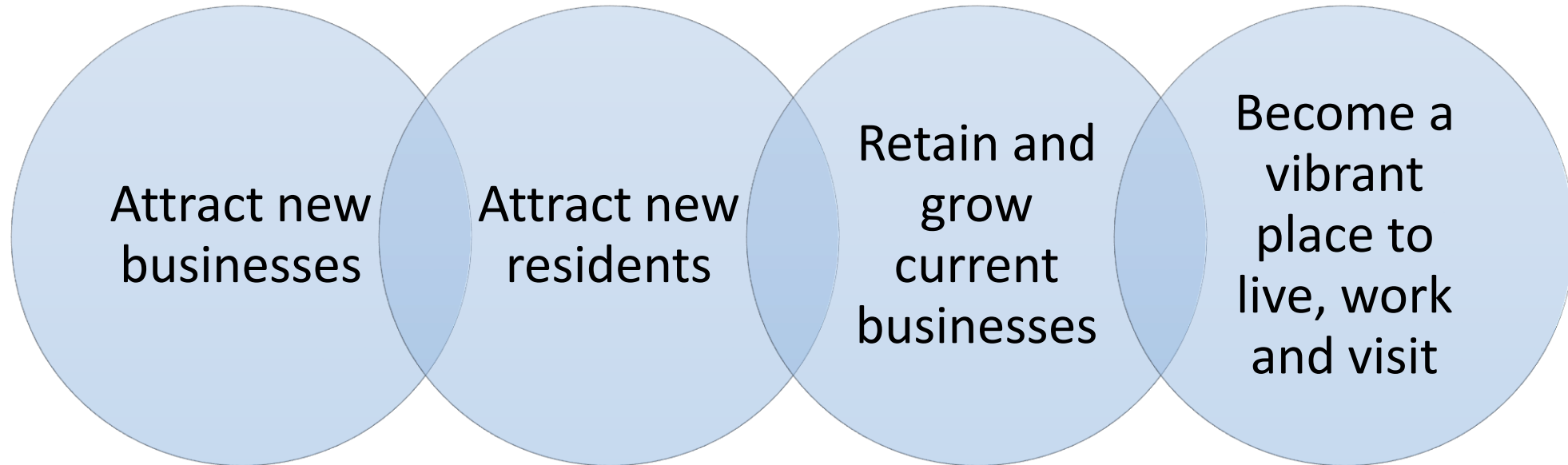
Tourist Defined

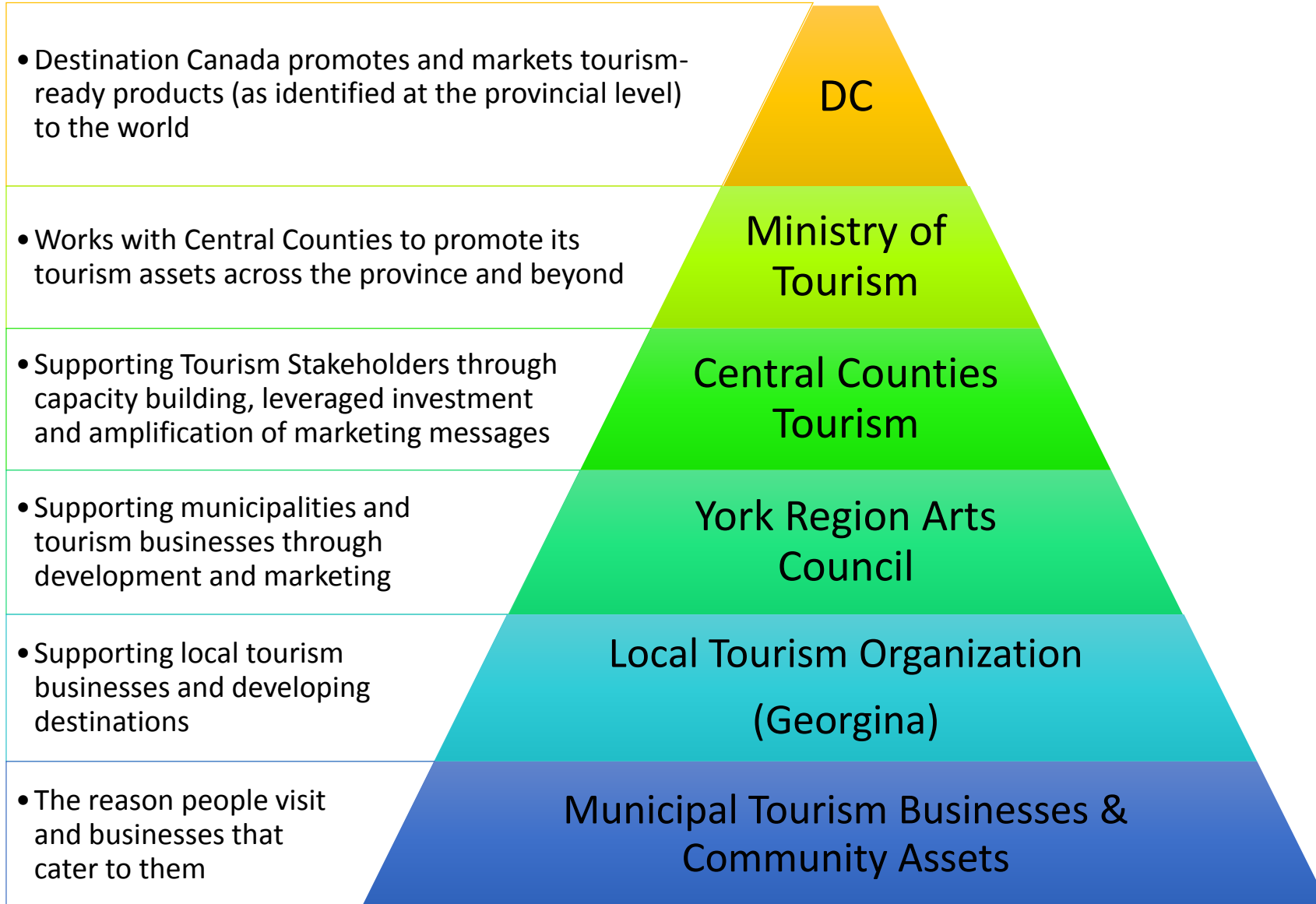
A person who spends some of their hard-earned disposable income within a municipality where they neither live nor work.

Tourism in York By the Numbers



Embracing Tourism Helps Your Community...





Tourism is only as good as the businesses that support it.

Successful Tourism is aligned, leveraged and amplified



Take advantage of Municipal Resources

Georgina

Discover Georgina Magazine
Event Support
Community Tourism Plan
Workshops & Grants

York Region Arts Council

ExperienceYorkRegion.com
Visitor Guide
Festival Trail
Courses/Workshops

Central Counties Tourism

Community Tourism Planning
Tourism Wayfinding Planning
Courses, Webinars and workshops
Municipal Tourism Websites

Joint Programs

Sport tourism bidding and support
FAM trip organization and support
Leveraged tourism investment

Leveraged marketing
Product development
Research and Reporting

**Tourism spending
is an investment,
not an expense.**

