# Impact of Tourism In Kincardine

November 27, 2023

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## Regional Tourism Organization 7

- 1 of 11 Regional Tourism Organizations in Ontario. Region 7 represents Bruce, Grey and Simcoe Counties
- Collectively work on Marketing/Promotion, Workforce Development, Product/Experience Development and Industry Attraction.
- Support tourism stakeholders in the region by providing research, council, partnership



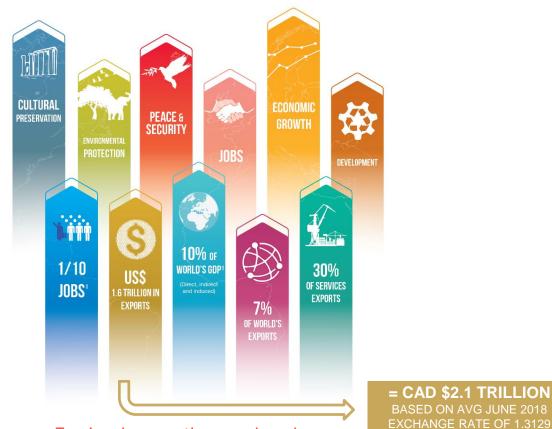
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# What is Tourism?

**RESTAURANTS WINERIES FOODIES** RESORTS VENTURE BOATING OUR SING PLORE BREWERIES HOTOLOGY PLORE BREWERIES HotelsTRIPS B'Sgoi **Bruce Grey Simcoe** 

Bruce Grey Simcoe

#### **WHY TOURISM MATTERS?**



Tourism is more than you imagine

<sup>1</sup> Source: World Travel & Tourism Council (WTTC)

Bruce Grey Sımcoe **Bruce Grey Simcoe** 

BASED ON AVG JUNE 2018

Region 7 (2021 MTCS Regional Profile)

Total Visits: 8.3M

Total Spend: \$1.2B

\$148/avg spend per person

\$259/avg spend per overnight visitor

\$98/avg spend per same-day visit

Kincardine - (Environics Analytics Geofence data)

2019 Daily visits Downtown Kincardine – 1.4M

2022 Daily Visits – 869K



- Tourism will happen in your community regardless
- Taking a proactive approach is an important way to sustainably manage tourism
  - Environmental
  - Social
  - Financial



#### **Environmental Sustainability**

- Communications to encourage waste reduction
- EV charging stations
- Business incentives to become more energy efficient



#### Social Sustainability

- Understanding resident sentiment
- Having residents become ambassadors for tourism
- Ensure visitors have the opportunity to learn about local culture



#### Financial Sustainability

- Funding tourism management activities
- Creating opportunities for tourism to be self-sustaining
- Job creation
- Investment/resident attraction
- Community Growth



## 3 Things Kincardine can do

- 1. Develop a Sustainable Tourism Plan
- Use tools like Short Term Accommodation Licensing and Municipal Accommodation Tax By-Laws
- 3. Collaborate with other organizations who are proactively working towards similar goals.



### Why Pay Attention to Tourism?

- Creates jobs, new businesses and provides activities
- Attracts new investment
- Empowers communities to grow and innovate
- Preserves heritage
- Improves overall quality of life for all residents

A strong tourism industry is the front door to a solid economic development strategy.

Bruce Grey Simcoe

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