

Impact of Tourism In Kincardine

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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



What is Tourism?



Bruce Grey Simcoe

BRUCE GREY SIMCOE

WHY TOURISM MATTERS?



Tourism is more than you imagine

= CAD \$2.1 TRILLION
BASED ON AVG JUNE 2018
EXCHANGE RATE OF 1.3129

¹ Source: World Travel & Tourism Council (WTC)

Impact of Tourism

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 - (Envionics Analytics Geofence data)

2019 Daily visits Downtown Kincardine – 1.4M

2022 Daily Visits – 869K

Impact of Tourism

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

Impact of Tourism

Environmental Sustainability

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

Impact of Tourism

Social Sustainability

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

Impact of Tourism

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
2. 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.

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