



*Markham · Vaughan · Richmond Hill · Newmarket · Aurora
Georgina · Whitchurch-Stouffville · East Gwillimbury · King*

***Charting the Way for Tourism Growth
Town of Markham
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What is York Region Tourism

York Region Tourism encompass a full range of services and resources from strategic planning, marketing, research and product development to media advertising, consumer information services, publications, travel trade and media relations.

The mandate of York Region Tourism is to promote the Region's nine municipalities as an integrated travel destination in partnership with the tourism industry and other levels of government

The goals of the York Region Tourism Program include the creation of an annual tactical marketing program aimed to attract tourist/consumer/business visits, generate overnight stays, increase revenues and strengthen urban and rural communities by supporting the development, growth and sustainability of the tourism industry

YORK REGION TOURISM VISITATION AND REVENUE

| | | | |
|---|----------------|----------------|----------------|
| Preliminary Results for 2004 2.975 million visitors Spending \$209.3 million | | | |
| | 2001 | 2002 | 2003 |
| Total Visitation | 2.1M | 2.8M | 2.5M |
| Same-day Visits | 1.6M | 2.0M | 1.9M |
| Overnight Visits | 565,000 | 714,000 | 661,000 |
| Total Spending | 152M | 172M | 184M |

2001, 2002, 2003 Statistics Canada Data – Canadian Travel and International Travel Survey



YORK REGION 2006 TOURISM PROGRAM

Foundation is based on tactical marketing initiatives geared towards strengthening competitiveness, enhancing economic stability and supporting tourism growth

Based on market research and previous successes

“Visitor First” Philosophy

With Partner Involvement & Consultation

Regional Council approved



YORK REGION TOURISM PROGRAM

Key Target Audiences

- ☞ **York Region Residents**
- ☞ **Greater Toronto Area**
- ☞ **Ontario**
- ☞ **Secondary Markets: Quebec, USA, International**

Market segments

- ☞ **Leisure**
- ☞ **Travel Trade**
- ☞ **Corporate/Convention/Conference/Sport/ and SMERF (social, military, educational, religious and fraternal organizations)**
- ☞ **Industry Development - Research, Product Development and Partnership opportunities**



Leisure Market

Objective: *To extend market reach to consumers, build awareness, encourage visitation, increase overnight stays and visitor spending*

2005 York Region Tourism program consisted of - 28 Advertising Promotions including CAA, AAA, Ontario Tourism, Festival and Events Ontario, Ontario Road Map, Attractions Ontario publications, Venue Vision Television, York Sun etc

OPPORTUNITIES FOR MARKHAM

- ☞ Keep York Region Tourism aware of your activities – FREE PROMOTION
- ☞ Build awareness and extend market reach – be included in the Regional Visitors' Guide and web - 2006 York Region Visitors' Guide (increased circulation 150,000)
- ☞ www.yorktourism.com – free event listings, free hotel package listings, purchase business listings
- ☞ Assist with Product Development – arts, culture/multiculture, agri-tourism, recreation, golf, green tourism, build itineraries, driving tours, festivals etc
- ☞ Media Program - assist with media tours and press releases
- ☞ Advertising/Promotions - extend your market reach – partner in regional marketing, advertising and promotions
- ☞ Assist in building awareness of tourism experiences available to residents within Markham and York Region



Travel Trade Market

Objective: Build awareness and demand of York Region as a tour destination for the purpose of generating overnight business and capturing package travel market share

2005 York Region Tourism program included 6 Advertising Promotions and attendance at 2 Travel Tradeshows and York Region membership in Industry Associations

OPPORTUNITIES FOR MARKHAM

- ☞ Keep York Region Tourism aware of your activities – FREE PROMOTION
- ☞ Participate in targeted promotional materials - York Region Group Travel Planner
- ☞ Marketing - Trade Shows, Product Testing Tours, Online Tour Itineraries
- ☞ Build awareness and extend your market reach – partner in regional marketing and advertising initiatives
- ☞ Assist in identifying experiences for product development and promotions



Meetings/Conference/SMERF & Sport

Objective: Increase awareness and generate new corporate, association, meetings and conference overnight business. Build profile, demand and awareness to host sporting events

2005 York Region Tourism program included 7 Advertising Promotions and attendance at 3 Meeting & Conference Tradeshows and York Region membership in Industry Associations

OPPORTUNITIES FOR MARKHAM

- ☞ Keep York Region Tourism aware of your activities – FREE PROMOTION
- ☞ Assist in the development of Promotional Materials – KeyNote Conference Planner, Incentive, Sports Facilities Guide
- ☞ Assist with marketing initiatives- Trade Shows, Product Testing Tours
- ☞ Build awareness and extend your market reach – participate in regional promotions, advertising and publications



Industry Development

Objective: Increase awareness of Regional initiatives, enhance communication channels, provide educational programs and partnership opportunities to support industry sustainability and growth

2006 Industry Development builds upon 2005 program.. 2005 York Region Tourism program initiatives included:

RESEARCH - Premier-Ranked Tourist Destination Research Project Oct 2005-July 2006, 2003 Tourism Visitation and Revenues Report and 2004 Tourism statistics available Feb 2006.

INFORMATION CHANNELS 1-888 448 0000 www.yorktourism.com

Keep York Region Tourism aware of your activities – FREE PROMOTION through consumer and web site inquiries generated through advertising campaigns

PROMOTIONAL BROCHURE DEVELOPMENT AND DISTRIBUTION

2005 Visitors' Guide 80,000 copies

2005 Arts & Culture Spotlight 30,000 copies

2005 Farm Fresh Brochure 30,000 copies

Various Program Collateral Materials produced

Brochure distribution throughout York Region and Ontario through CTM Brochure Distribution Company.

YORK REGION COMMUNITY & GOVERNMENT PARTNERS CONNECTIONS

Artslink, York Region Farm Fresh, Tourism Toronto, Getaway Country, Green Tourism Association, Various Ministries including Tourism, Culture, Agriculture and other Government Organizations, York Region Stakeholders & Industry Association memberships

Industry Development continued

EDUCATIONAL SEMINARS

Ministry of Tourism - Tourism 101 Workshop held March 8, 2005
4th Annual Tourism Conference October 3, 2005
NEW - Making Ontario's Heritage Community Accessible March 6, 2006

OPPORTUNITIES FOR MARKHAM

- ☞ Volunteer on the Premier Ranked Tourist Destination Research Project
- ☞ Volunteer for the York Region Tourism Advisory Group
- ☞ Share your ideas, identify partner opportunities, report performance measures and market intelligence
- ☞ Provide direction on industry needs to ensure tourism business sustainability and growth (educational opportunities, customer service, quality standards)
- ☞ Assist in identifying and soliciting tourism investment and business opportunities
- ☞ Assist in crafting the vision for tourism – Get Involved.

Why Work Together?

- ☞ Builds awareness and profile of your tourism offering
- ☞ Supports increasing revenues and generating new tourism business investment
- ☞ Augments your marketing and promotional initiatives
- ☞ Enhances and leverages your marketing dollars
- ☞ Extends your market reach
- ☞ Supports strengthening urban and rural communities
- ☞ Provides new opportunities in collaboration with Partners
- ☞ Provides direction and market intelligence
- ☞ Consolidates efforts to fully realize the economic and social benefits and potential from tourism