



Municipal Accommodation Tax Background

There is strong support for implementing a municipal accommodation tax, both from within the local community and in communities in our competitive set across the Province of Ontario.

Background:

- 2008-09: Peterborough Destination Association (PDA)
 was incorporated; used monies collected through the
 (voluntary) DMF to fund regional tourism marketing
- 2017: Province granted authority to municipalities to impose a Municipal Accommodation Tax
- 2018-19: PDA dissolved; funds will cease to support and supplement core funding



Destination Marketing

- Paid Partnerships, Memberships, Advertising
- Earned Media Relations, Influencer Marketing
- Owned Social Media, Publications, Video



Product Development

- Under Water Dining at Lock 21; Pedal, Paddle, Pint
- Peterborough & the Kawarthas Classics Road Cycling Routes
- Brews, Bites & Barns Brewery Discovery Routes



Visitor Services

- Supporting visitors as they plan their trip and navigate the destination
- Visitor Centre, Mobile & Digital Visitor Services



Partnerships

• Creating dynamic visitor experiences requires a team including: Key Attractions, municipal staff, accommodations, RTO8, Parks Canada and more



Meetings, Conferences & Sports Tourism

- Growth Opportunity mid week & shoulder season focus
- Strategic event attraction
- Cost to administer programming grows each year

Destination Development Acts As A Catalyst for Growing A Community Outside the Ordinary

Building Infrastructure

 e.g. Arenas, Attractions, Facilities, Signage

Raising Destination Profile

 e.g. Destination Marketing, Product Development, Partnerships

Attracting Strategic Events

- Meetings, Conferences, Group Travel
- Sports & Tournaments

Raising Quality of Life

 Positive impact on community development; local ambassadorship, development of facilities, parks and trails



Support

- Local ORHMA Hotel Association
- Regional Tourism Organization 8
- ORHMA as an administrator



ECONOMIC DEVELOPMENT

Thank You

www.thekawarthas.ca