



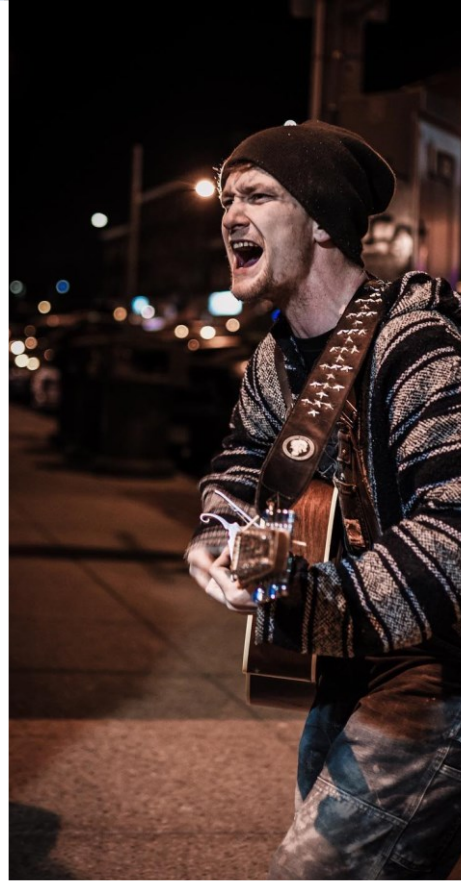
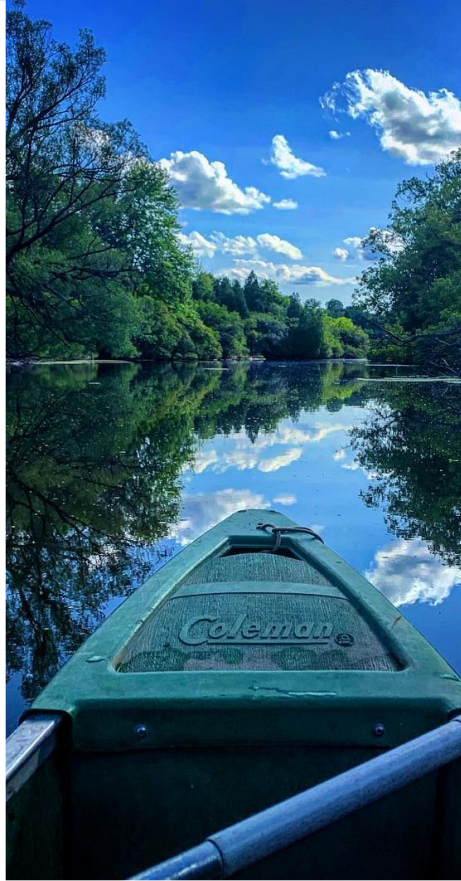
# Municipal Accommodation Tax





Why is tourism an identified economic industry and catalyst in Guelph?





# What is tourism?





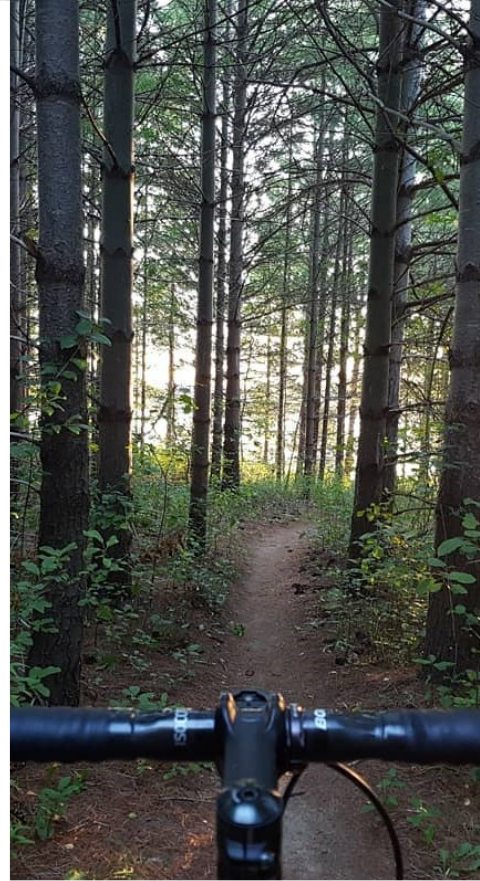
Why MAT?





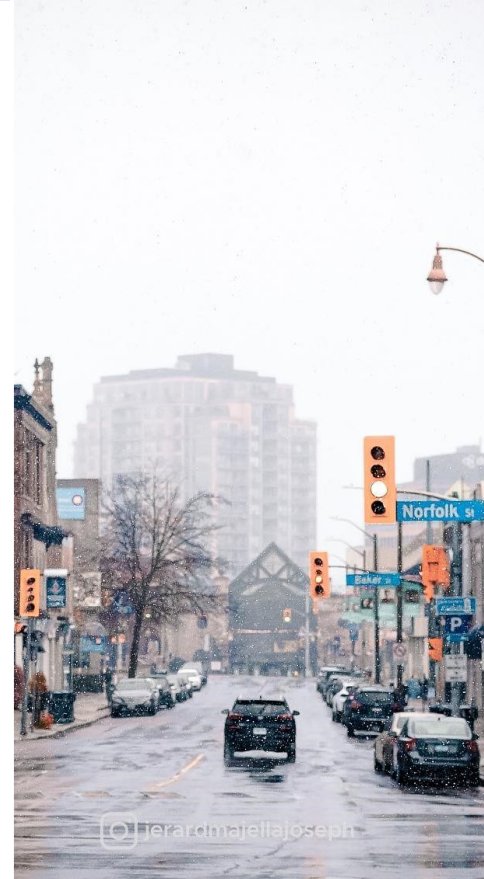
Who pays MAT?





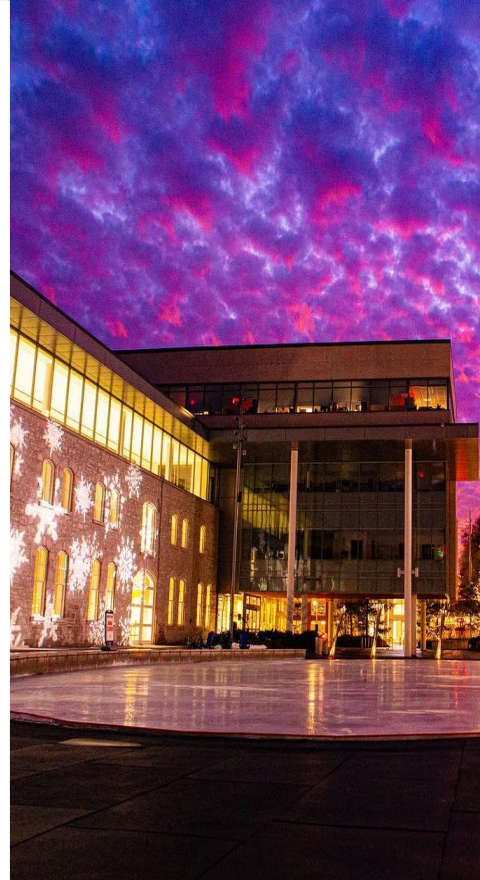
Why work with a  
Destination Entity?





# Who does what?





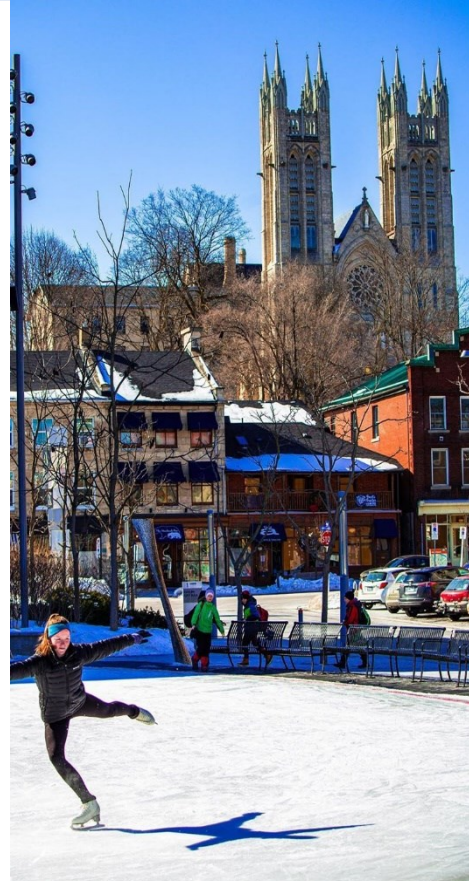
What will the Guelph  
Chamber of Commerce do?





Who collects the money?





What will the City do with the money?





How does MAT support diversity and inclusion?





How do we measure our success and the success of the Guelph Chamber?





# Thank you.

