

Municipal Accommodation Tax Update and Administration Policy

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April 3, 2024

Municipal Accommodation Tax Update

- One year of the Municipal Accommodation Tax
- Aligning with Economic Development and Tourism Strategy as well as DestinationGUELPH recommendations
- Establishing a centralized approach to supporting tourism operators – no wrong door
- A framework that makes it easier to get to yes at the pace of business to support visitation and community development

Tourism in Guelph

A must-see visitor destination in Ontario

Tourism and Destination Development
City of Guelph

Destination Marketing Guelph
Guelph Chamber of Commerce

Destination
Management

- Visitor information
- Group servicing
- Network engagement
- Familiarization tours
- Tourism Advisory Committee

Destination
Development

- Funding and product development
- Training and network development
- Visitor-oriented strategies
- Visitor infrastructure

Destination Marketing

- Marketing and ad buys
- Influencer and media campaigns
- Packaging and promotion
- Event attraction, sponsorship

Tourism and Destination Development Activities

- Network development
 - Annual workshop series
 - 2023 Tourism Roundtable
- Group servicing
 - Explore Guelph Pass discount program with 20+ participating businesses
 - Pitch package launch for meetings and events
 - Accessible Events program launch
- Promotions and marketing
 - Bridge activities during Destination Marketing Guelph's start-up phase
- Destination development
 - Seasonal patio program
 - Wayfinding strategy



Destination Marketing Guelph

Hilary McCann, Executive Director



Destination Assessment

- **Our visitors are**
 - Primarily Visiting Friends and Relatives (VFR)
 - Mostly from the Greater Toronto area (52%), but diversifying
 - Getting younger, with largest age demographic between 18-34 (41%)
 - Primarily couples (27%) and families (25%)
- **They love the Guelph “vibe” – quirky and vibrant**
 - Great location for local and regional exploration
 - Historic downtown with a European feel
 - Foodie and festival experiences
- **They want**
 - Flexible planning with itinerary creation tools
 - Authentic experiences that offer purpose, meaning, and accomplishment
 - Sustainable and accessible options for travel



Creating a Brand

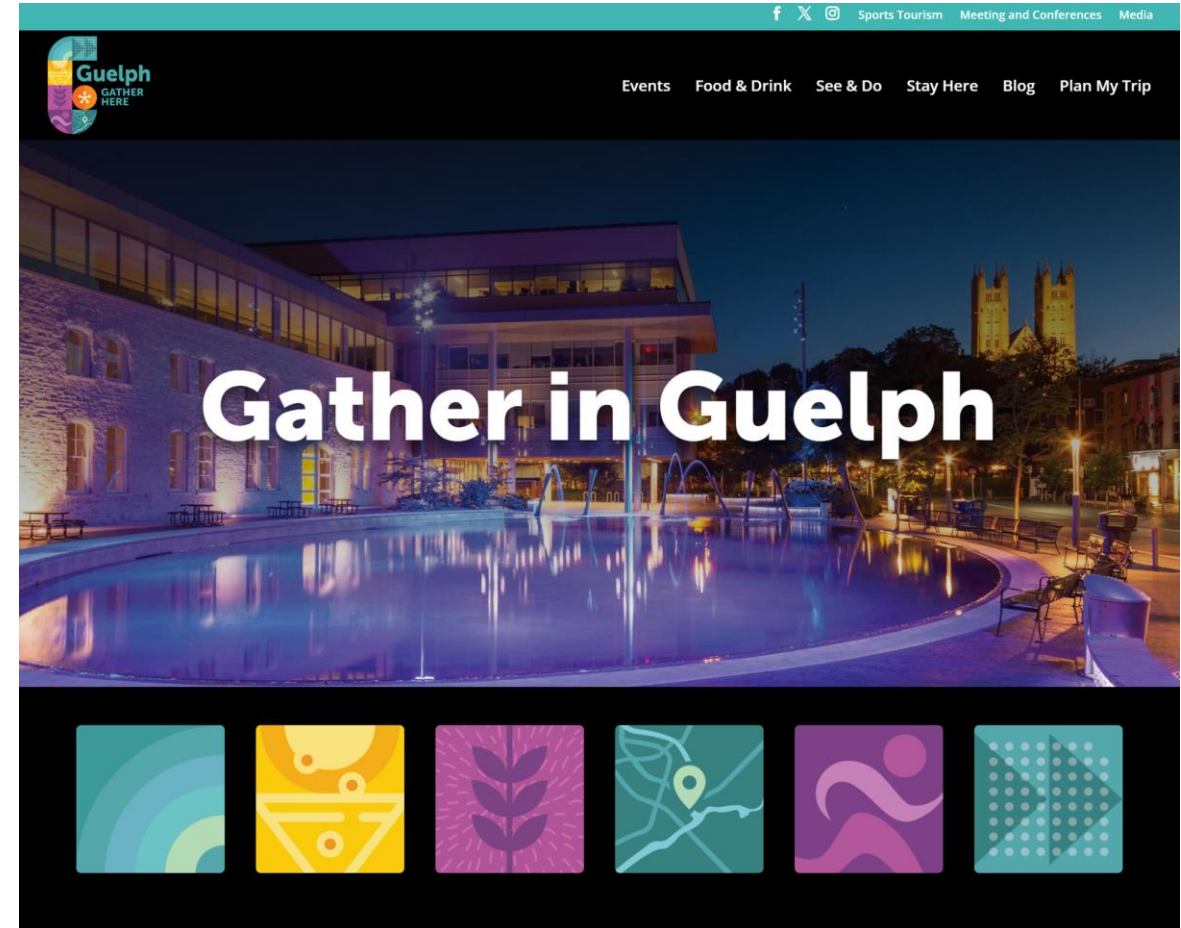
- **The foundations**
 - Community engagement
 - Stakeholder survey
- **Place branding workshops**
 - Turning feelings into form
- **Drip campaign**
 - Collecting community experience
 - Amplifying the Guelph story





Launch and Learn

- **Launching with the community**
 - Network toolkits and training
- **Destination marketing strategy**
 - PR campaign
 - Paid media
 - Earned media
- **Measurements and metrics**
 - Overnight stays
 - Packages and offerings
 - Digital and print KPIs



Municipal Accommodation Tax Administration Policy

- **A framework for Destination Development**
 - Investing in infrastructure – wayfinding, placemaking, activating
 - Investing in learning – capacity building with the tourism network
 - Investing in community – funding programs that incent product development and event attraction
- **A framework for Business Development**
 - Focus on customer service and creating partnerships
 - Setting clear objectives, outcomes, and expectations
 - Consistent reporting to measure and celebrate success

The Funding Programs

- **Primary Objectives**

- Attracting visitors for overnight, extended stays at local accommodations
- Strong collaboration among local and regional partners;
- Advancing Downtown attraction efforts
- Increasing or enhancing sport and event offerings within the city
- Advancing efforts to promote inclusion, diversity, equity, and accessibility in the Tourism sector.

- **Three Programs**

- Destination Animation Fund
- Gather Here Sponsorship Fund
- Destination Gaps and Needs Fund

Growing the Visitor Economy



- Destination Development
- Destination Marketing
- Destination Management

With Council Approval

- Launch of funding streams for second quarter 2024 and fourth quarter 2025
- “Guelph: Gather Here” launch over Spring 2024
- Annual funding award information report
- City-Wide Wayfinding Strategy report in 2025
- Placemaking Strategy and pilot project in 2025



Questions