



Media Release

June 18, 2018

Study Now Underway - The Role of Tourism in the Bruce County Economy

Walkerton: Bruce County's Economic Development team are undertaking a significant study of the economic impact of the area's hospitality and tourism sector and are seeking participation from local businesses to collect data. The study will provide valuable information related to the tourism sector within Bruce County which will help local businesses and supporting organizations with intelligence to support business and programming decisions.

Announcing the launch of the surveys, Bruce County Director of Planning & Development, Kara Van Myall, said "Bruce County has an important role to play in supporting tourism, as a key economic driver in our region. This study will provide us with the economic data we all need to continue to encourage investment and sustainable growth in the sector."

About the study:

The Economic Impact of Tourism study will consist of an analysis of the current hospitality and tourism business climate, bringing together multiple data sources. With the support of stakeholders from across the sector, an economic impact model and consistent methodology to measure the significance of the tourism industry to Bruce County, will be created. This model will be used for ongoing annual reporting which will support the tracking of key performance indicators over time.

An industry report for 2018 will be produced later this year and will be shared with those that participate, once survey results have been aggregated and analyzed. Providing insight into the economic impact of tourism in the County, this data will support the identification of trends, opportunities, and challenges in the sector and will provide valuable information to the industry to support investment and economic growth.

Who should participate:

The Economic Development team is aiming to interview more than 200 local businesses (owners/operators and/or managers) associated with the tourism sector, including tour operators, accommodators, food retailers, restaurateurs and recreation businesses.

How to get involved:

Business interviews are being conducted from June 18 to July 6, 2018, and will take less than 10 minutes to complete. Tourism operators have been selected at random to be contacted by telephone, the survey will also be digitally available on request by interested businesses.

As the report produced will only be as strong as the input received, the County encourages as many businesses as possible from this sector to take part in the study.

For more information, contact:

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