



Tourism Update

Presented to:

Cambridge City Council

Michele Saran, CEO

November 7, 2023





Pre-COVID Visitation

Nearly **5 million visits** to the region in 2019

4.1 million same-day

880,000 overnight

Primary Reason for Travel

Visit friends/relatives **(58%)**

Business **(16%)**

Pleasure **(12%)**

Shopping **(7%)**

Other **(5%)**

Overview of EWR

- Founded in 2007
- Non-profit responsible for marketing the destination and driving visitor revenue
- Work to encourage and inspire new product development
- EWR is an initiative of the Region of Waterloo and its seven member municipalities

GOAL: Deliver the message that Waterloo Region is a dynamic, year-round destination for leisure, business events and sport tourism



Explore Waterloo Region Budget 2022

- Grants from Region/Municipalities 600K
- 2022 MAT (EWR receives half of 2.6M) 1.3M
- 2022 Airbnb 300K
- One-time FEDEV grant over 2 years (500K) 100K
- RTO4 Sport Hosting grant 100K
- Other ad hoc partnerships/misc 30K

Total 2022 Budget:

\$2,430,000



Website/Blog Posts – Jan-Aug 2023

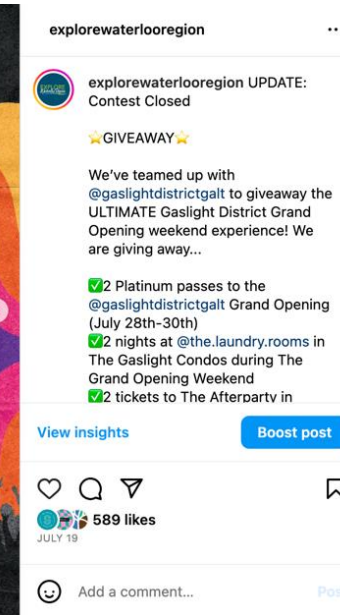
- 14 blog posts mentioning Cambridge
- 15,090 page views of Cambridge content



Social Media

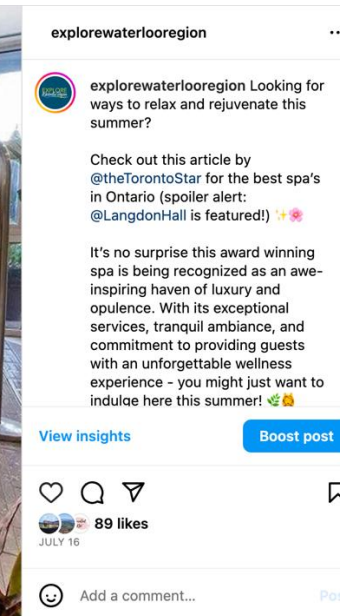
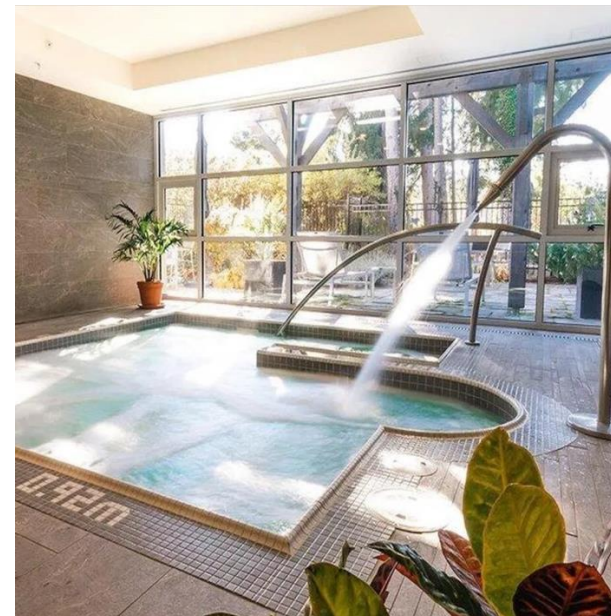
Content shared promoting:

- Galt Jazz Festival
- Cambridge Scottish Festival
- Gaslight District Opening
- Concerts in the Park



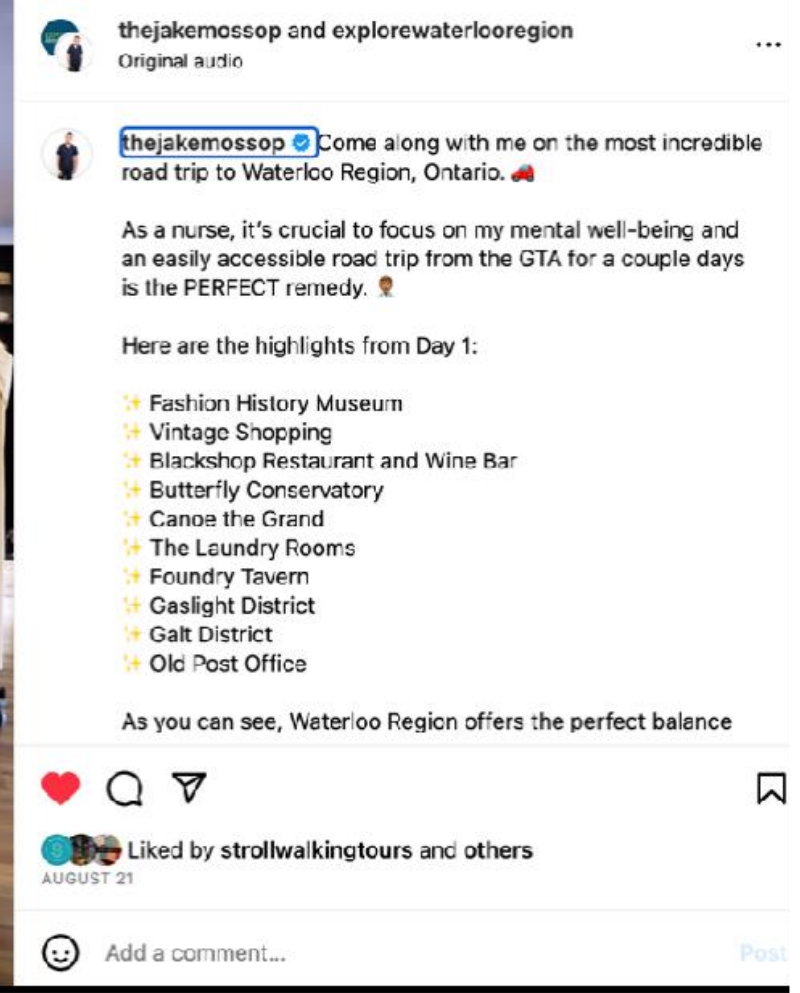
Meta and Twitter

Total Impressions: 11,046
Total Reach: 7650
Total Engagements: 1238





2023 Influencer Visit



Business Events

- EWR has a proactive sector focus that **aligns with Canada's centres of excellence** and are reactive to all other markets
- **Pursue:** Life Sciences, Finance & Insurance, Agri-business
- Identified as a Centre of Excellence in the areas of **Advanced Manufacturing & Technology**



Business Events Leads to Cambridge

- 2023 Roadmap to Billions (250 overnights)
- 2023 KFC LT Offsite (36 overnights)
- Ontario Public Buyers' Association (290 overnights)
- CIAA 2023 Annual Conference (510 overnights)
- Magnet Forensics (2385 overnights)
- 2023 Yonder Seminar (30 overnights)
- 2023 Awesome Impact Media Educational Leadership Group (420 overnights)



Sport Hosting

- **International, National and Provincial Sporting Events**
- **Ontario Games** (Summer or Winter)
- **Court** sports
- **Ice** sports
- **Field** sports
- **Esports**



Sport Hosting Office Leads to Cambridge

- 2023 IIHF Women's World Championship Pre-Comp Games (Estimated value: \$500K)
- 2023 Quidditch Canada Eastern Regionals (Estimated value: \$450K)
- 2024 National Aboriginal Hockey Championships (Estimated value: \$1M)
- 2024 Little Native Hockey League Tournament, Cultural Festival and Gala (Estimated value: \$10M)



Benefits of Membership

- **Listings** on consumer site
- **Leads** for business events, sport, travel trade where appropriate
- Social **amplification** of event
- **Packaging** opportunities
- **Pay-to-play** opportunities
- Introductions to **media/influencers**
- New members-only **resource website**
- Invitations to EWR **member-only events**
- **Educational** opportunities
- **Logo** for use on websites/collateral
- **One point of contact** for all issues





Thank you!

