

NEW SPACES

Alternative Accommodation to boost the Tourism Economy

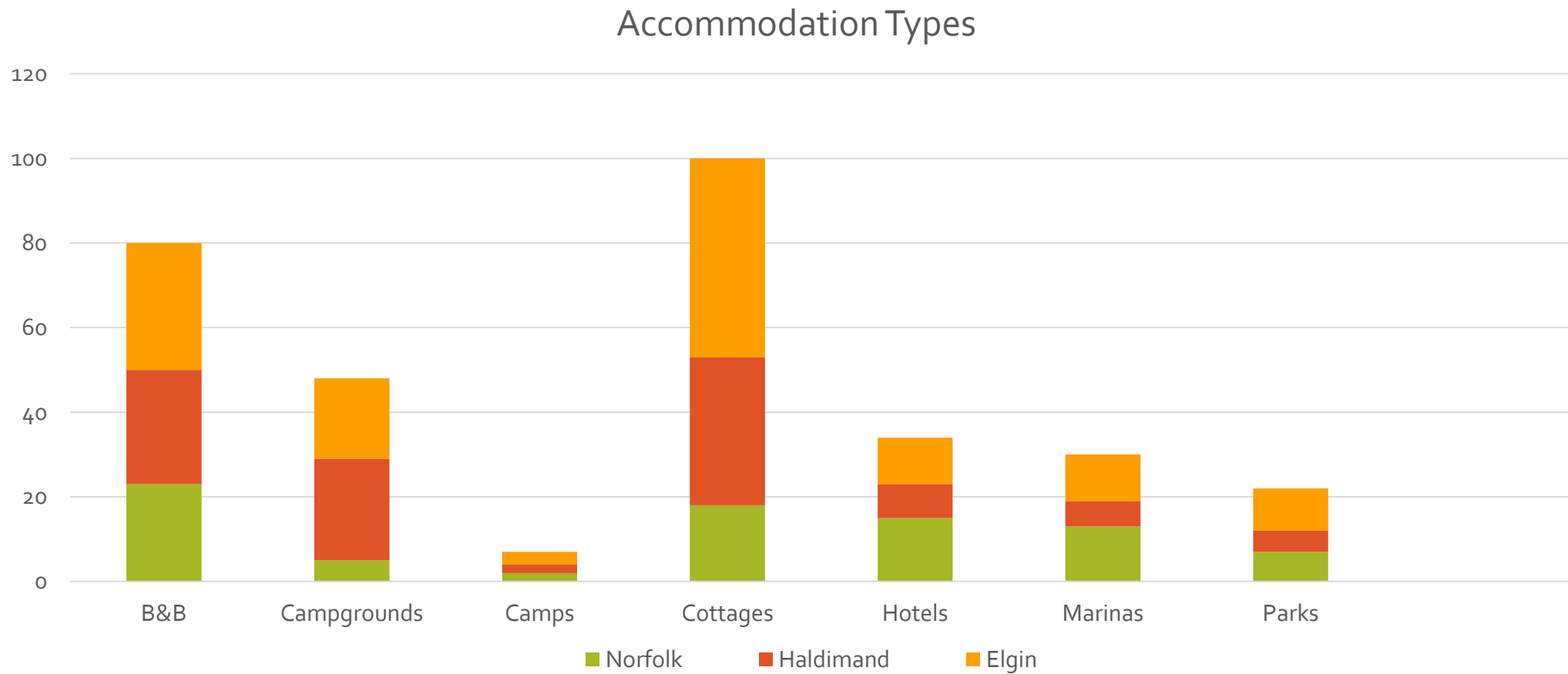
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Alternative Accommodation Study

- Why study the issue?
- How can we solve the problem?
- Options
- Municipal perspective
- Next steps

Current inventory



Lack of accommodation

“Visitors are increasingly challenged to find suitable overnight accommodation either in the form of traditional roofed accommodation such as hotels or motels or alternative forms of accommodations such as bed and breakfasts or farm stays.”

Day Trip Revenue

\$7 - \$77

per person

(Southwest Ontario)

\$96 - \$366

per person

(All of Ontario)



Source: Ontario Ministry of Tourism, 2014

Overnight Visit Revenue

\$180 - \$1,200

per person
(Southwest Ontario)

\$908 - \$2,100

per person
(All of Ontario)

Source: Ontario Ministry of Tourism, 2014



Impact of 10% increase in overnight

600,000 overnight stays

(Haldimand/Norfolk/Elgin)

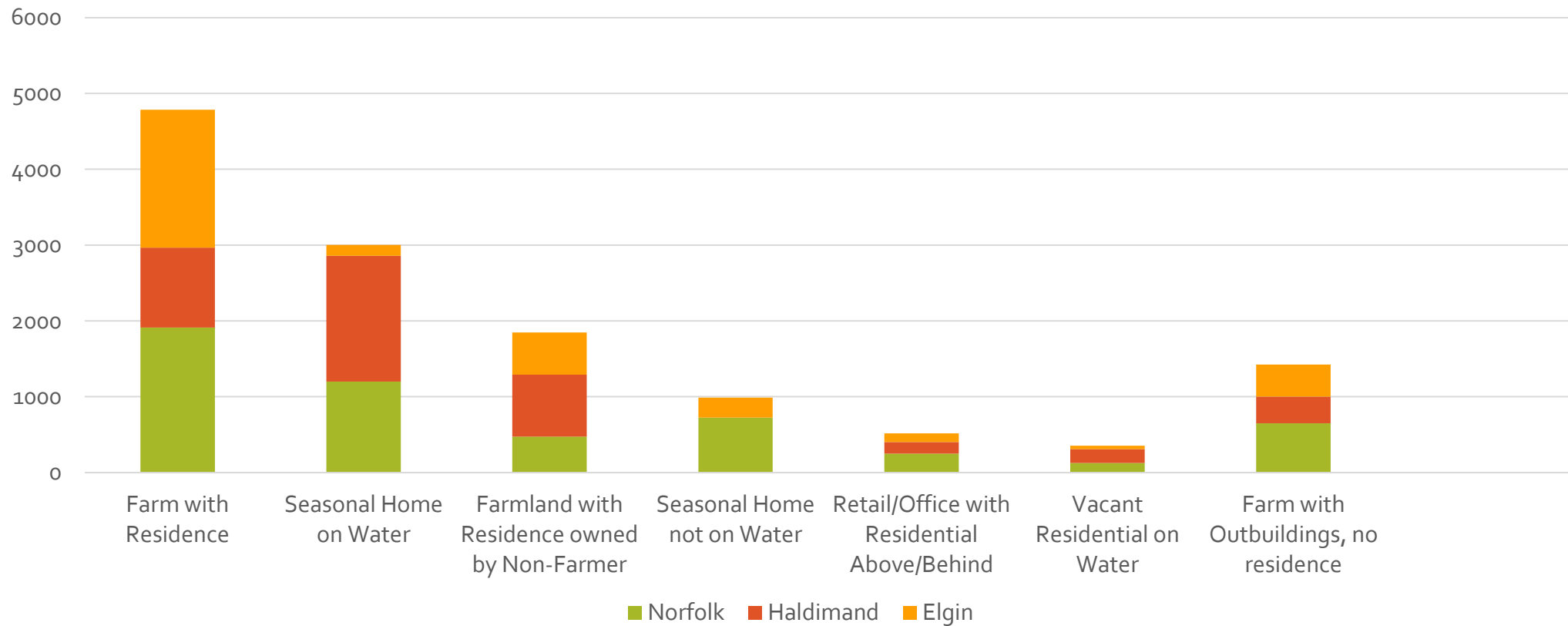
10% increase = 60,000 new overnight stays

At \$250 per night

\$15 million

Additional annual tourism impact over 3 counties

Potential Properties



QC Log Cabin \$108/night



ME School Bus \$104/night



Policy Framework: The Pros

- Official Plan policies vary from County to County
- OPs enable policies in Zoning By-Laws
- Planning staff familiar with B&Bs, vacation homes, cottages, etc.
- Some alternative accommodation ideas may be already permitted
- OMAFRA promoting flexibility for on-farm diversified uses
- Building Code / Fire Code protect consumers

Policy Framework: The Cons

- Official Plan policies and Zoning By-Laws vary from County to County
- Prefer to “evaluate on a case-by-case basis”
- Policies not set up to permit “as of right”
- Concern that accommodation may become “permanent dwelling”
- Small business is not familiar with OP / Zoning amendment processes
- Potential costs associated with amendment applications
- No AirBnB policies in any of the Counties

NY Farm Sanctuary \$275 / night



Community Improvement Plans

- Incentives available for property owners
- All 3 Counties have robust CIP incentives subject to budget
- CIPs don't circumvent planning policy
- CIPs can include grants to cover application fees for OP/Zoning, but don't guarantee approval

MA Silo/Studio Cottage \$310/night



Opportunities

- Glamping
- Farm Stays
- Bed & Breakfasts
- Boatels
- Airbnb
- Second-storey downtown apartment rentals
- Maximizing student accommodation

Maine Catamaran \$372/night





NY Second-Storey Downtown \$321/night



Collective Needs

- Policies that support the creation of short term / seasonal accommodations
- Understanding of how to develop the accommodation
- Enhanced marketing and business support

NY Farm Geodome BYOBed \$480/night



Recommended Actions (1/2)

- Convene working group of Planners and EDOs to create better understand regulations and by-laws
- Develop and promote a how-to manual with info to develop business case for short-term accommodations – also workshops and website
- Improve visitor surveys to better understand tourists' accommodation preferences
- Continue to work with post-secondary education to maximize student accommodation for short-term rentals
- Identify opportunities for alternative accommodation in marinas, vineyards

Calif Off-Grid House \$520/night



Recommended Actions (2/2)

- Develop “accommodation grant/loan” programs focused on developing short-term and seasonal accommodations in specific target areas with high potential
 - Agriculture lands
 - Coastal properties
 - Commercial areas
 - Village and town nodes
- Expand existing CIP incentive programs
- Expand and align marketing supports

GA Treehouse \$515/night

