

February 10, 2023

Councillor Pelosa,

I am writing regarding Tourism London's current position related to Reptilia as a proposed tourism destination in our city.

Statistics Canada defines 'tourism' as a set of productive activities that cater mainly to visitors. Additionally, a visitor is defined as a traveler taking a trip to a main destination outside of their usual environment. For operational purposes, Canada has defined the concept of 'outside the usual environment' as out of town visitors who stay one or more nights away from home. Tourism London's mandate is to promote London, enhance the reputation of our city and grow the resilience of our sustainable tourism ecosystem by driving overnight visitations, spending, collaborating with industry partners and enriching our community.

In reference to the April 20, 2022, report from Planning and Economic Development to the Community and Protective Services Committee, Reptilia and the intended use of this organization is recognized within the Place of Entertainment zone category.

At the time of writing this letter, no one associated with Reptilia has engaged me or any member of my staff in their business plans. As with any new business opening in our city, if alignment with our mandate is present, we would evaluate the economic impacts through a London-specific tourism lens. Recently, Tourism London reported on the impacts of the 2022 Vanier Cup as an example of the economic impact measurement tool and how data is collected using this methodology. Empirical data is required for Tourism London to reach a decision.

Currently as it is proposed to operate, Reptilia may not meet Tourism London's mandated goals as per the industry standard definition of tourism and/or our governance.

Respectfully,

A handwritten signature in black ink that reads "C. Finn". The signature is written in a cursive style.

Cheryl Finn  
General Manager  
Tourism London