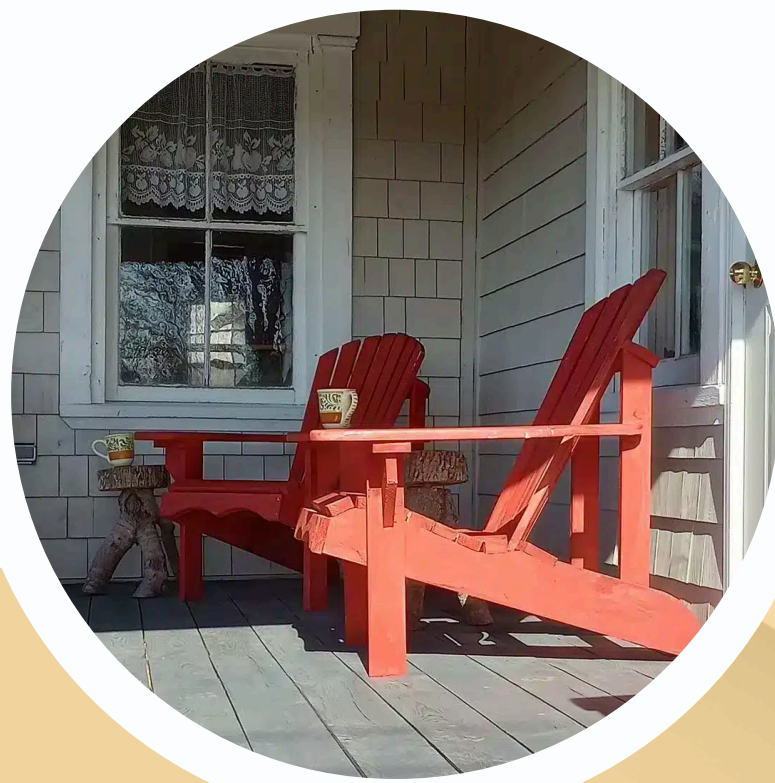


How the Marketing Levy Benefits Annapolis County



HOW WILL THE LEVY WORK?

Visitors pay a 3% fee on your accommodations, which operators or platform operators will collect. The marketing levy fee is sent to the municipality. These funds will be used for tourism purposes in the County.

What is a Marketing Levy

- **Definition:** A small fee paid by visitors, collected from accommodations, to fund tourism promotion and infrastructure.
- **Who Pays?:** Visitors.
- **Purpose:** Boost Annapolis County's tourism profile and economic development.



REGISTER NOW

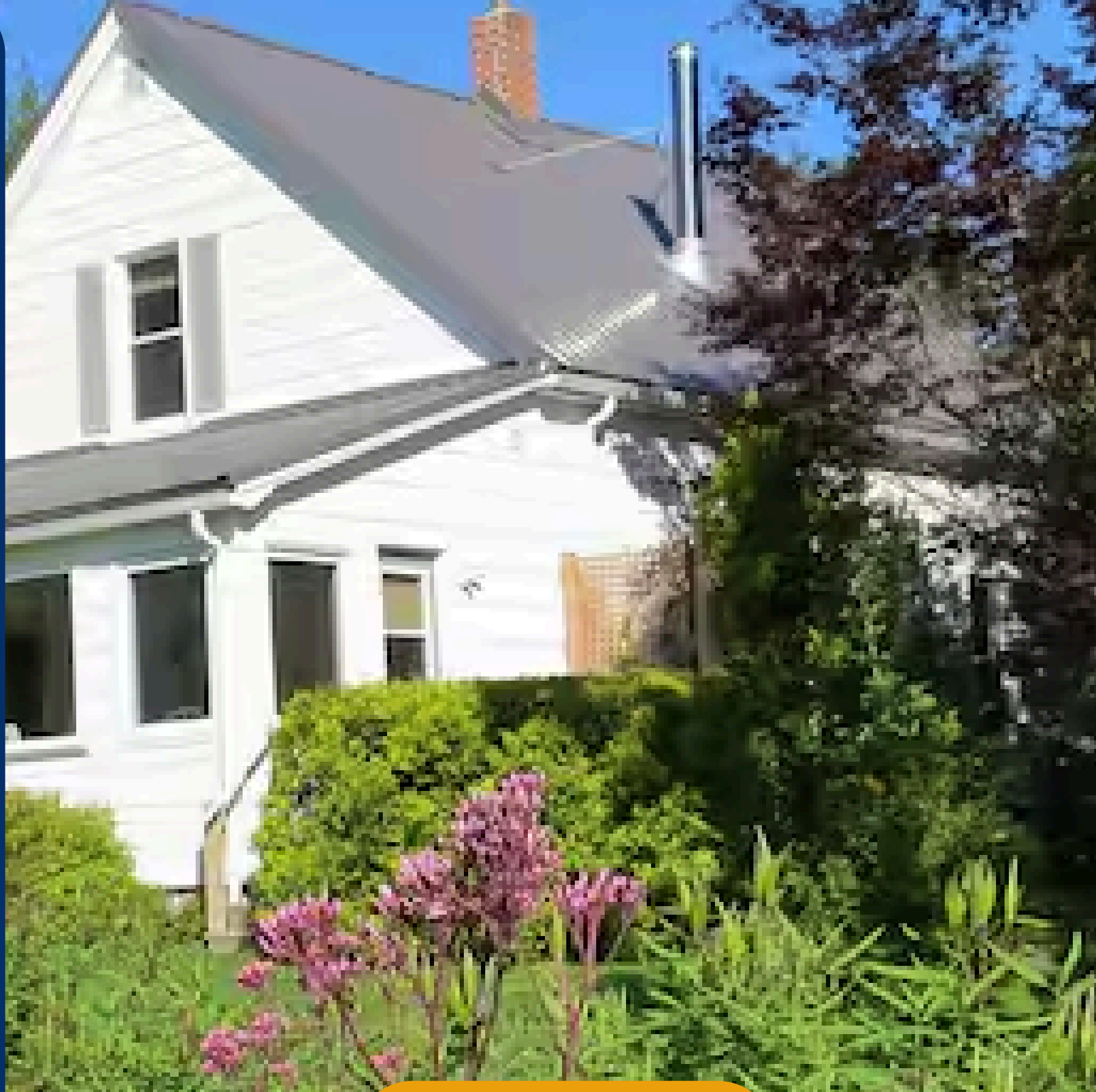
BENEFITS

FOR ANNAPOLIS COUNTY

- **Tourism Promotion**
- **Tourism infrastructure**



COUNTY of ANNAPOLIS
NATURALLY ROOTED



CASE STUDY

YARMOUTH COUNTY SUCCESS

Yarmouth raises money through a marketing levy to fund marketing, branding, event sponsorship, and digital campaigns. For every dollar collected, there is the potential to generate \$27 in visitor spending.

WHY NOW

TOURISM IS GROWING

Annapolis County has experienced a significant surge in tourists, with an increase in visitors compared to last year. It is time to invest in marketing the county as a top destination. By aligning marketing efforts with federal priorities like outdoor activities and attracting events, the county can tap into federal tourism funding and grow even more.



annapoliscounty.ca/tax-finance/marketing-levy



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