



# **Grotto of Lourdes Shrine**

Presentation to the:

**City of Greater Sudbury Council**

September 6, 2007

# Spiritual Tourism

- Religious travel: vital part of global heritage tourism.
- Earliest forerunner to modern-day tourism, among the most widespread forms of heritage tourism today, reaching back thousands of years.
- Pilgrims are viewed as pious travelers who travel only to be spiritually uplifted.
- From a tourism perspective, pilgrims are in fact tourists, pilgrimage a form of tourism.
- Vatican City, Italy: 6.2 million visitors (17,000 daily).
- Shrine of Sainte-Anne-de-Beaupré, Quebec City: 1.5 million visitors.
- Martyrs' Shrine, Midland Ontario the most popular area tourist attraction - over 100,000 visitors - 25% more than the historic Saint Marie Among the Hurons tourist attraction.

# Greater Sudbury Tourism

## Development of Secondary Tourism Attraction

- Expand and strengthen Greater Sudbury Tourism Infrastructure.
- Creation of new “Spiritual Tourism” product.
- Development of marketing linkages and packaging with local/northern/southern Ontario tourism stakeholders.
- Increase visitation to Greater Sudbury and specifically to Downtown Sudbury.

# Project Timelines and Costs

## Preliminary:

- Grotto Capital Fundraising Campaign: 2008 (Q1) – 2009 (Q1)
- Approval of Government Funding Agents: 2008 (Q2&3)

## Phase 1:

- Construction of Storm/Sanitary Sewers, Water main, Road Construction: 2009 (Q1) – 2010 (Q3), **Cost: \$793,000**

## Phase 2:

- Building of: Colonnade, Dome, Landscaping, Paving, Piazza, Exhibit Signage, Furnishings and Equipment: 2010 (Q1) – 2011 (Q2), **Cost: \$784,000**

Phase 1 & 2 Fees, Soft Costs, Material/Labour Contingency Cost: **\$447,200**

**Total Project Costs: \$2,024, 200**

# Partner Investment Overview

- City of Greater Sudbury (GSDC): \$84,000 (4%)
- Industry Canada/FedNor: \$100,000 (5%)
- Canadian Heritage: \$115,500 (6%)
- Northern Ontario Heritage Fund: \$382,000 (19%)
- Trillium Foundation: \$243,500 (12%)
- Trans Canada Trail: \$1,000 (.0005%)
- **Grant Total: \$926,000 (46%).**
  
- Grotto investment: \$929,700.
- Leveraged in-kind investment: \$168,500.
- **Total Grotto investment: \$1,098,200 (54%).**

# Annual Visitation (April to October)

- **Annual Person Visits: 50,199 (year 1).**
- Overnight/Same Day Visitors: 29,164 visits.
- The Local “Religious” Market: 19,015 visits.
- School Group market: 955 students from the total Catholic student population.
- Coach Tour Groups: 23 Buses/1,065 persons visits.

# Project Impact

- 25 Direct Jobs Created: Annually sustain 1 Full Time and 3 Part Time Jobs.
- Sustainable Tourism Attraction: Annual net revenues of \$90,000.
- Expand and strengthen Greater Sudbury Tourism Infrastructure.
- Retention/Development/Expansion of Greater Sudbury Cultural/Heritage Tourism.
- Increase the overnight visitor stay in Greater Sudbury.
- Increase the Bus Tour Operator business to Greater Sudbury.
- Increase Direct/Indirect tourism sector expenditures: transportation, food/beverage, shopping, entertainment, etc.
- Embrace Downtown Revitalization.
- Enhance Greater Sudbury “Quality of Life” and potential internal/external investment.
- Engage and Increase student volunteerism from local secondary schools.