

Cultural Drivers of Tourism Worksheet

***NOTE: The blue sections below are examples, please DELETE and add specific information relevant to your organization.**

Organization Name: _____
 (please fill in above)

TOTAL TOURIST ATTENDANCE NUMBERS from _____

Please insert your event information on the lines below.

Event Date (dd-mmm-yyyy)	Event (e.g. Name of the Concert, Exhibit, Festival, Film Series, Presentation, Public program, performance, exhibit, festival or event)	Cultural Discipline (e.g. Music, Visual Arts Exhibition, Theatre, Dance, Author Reading, Story Telling, Film Screening, cultural, heritage)	Location	TOTAL Attendance Number	Actual or Estimate	TOURIST Attendance number (total number of visitors from 40+ KM away)	Actual or Estimate	If using estimate, please describe methodology



Region of Waterloo

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