

MEDIA RELEASE
October 2, 2009



LOCAL BUSINESS OWNER RECEIVES LIFETIME ACHIEVEMENT AWARD FROM MINISTRY OF TOURISM

[PETERBOROUGH] Anne Marshall of Elmhirst's Resort was rewarded for her contributions to the tourism industry with a lifetime achievement award at the Ontario Tourism Awards held in Windsor from September 29th to October 1st.

Marshall was honoured for her leadership and volunteer activity in the tourism industry and the broader community including as past chair of Resorts of Ontario, the Ontario Tourism Marketing Partnership Corporation (OTMPC), the OTMPC's Outdoor Committee, and Peterborough & the Kawarthas Tourism. She was also lauded for her involvement in the development of SuperHost Ontario, a customer service training program, and for her contribution as a member of various committees of the Canadian Tourism Commission.

Marshall is Director of Sales, Marketing and Human Resources for Elmhirst's Resort in Keene, Ontario. She currently sits on the Ontario Tourism Education Corporation Board, as well as the Tourism Industry Association of Canada Rendez Vous Canada Committee. This coming December, she will be a torch bearer during the Olympic Torch Relay through Ontario, prior to additional volunteer involvement at the Vancouver 2010 Olympic Winter Games.

"Anne Marshall is an extraordinary ambassador for Ontario tourism," said the Honourable Monique Smith, Minister of Tourism. "Her life-long commitment to improving the quality of Ontario's tourism industry and providing tourists with great travel experiences is an inspiration to us all."

Marketing Elmhirst's Resort to the world and ensuring consistent delivery of the Resort product keeps Anne "hands on" with the challenges of a year-round family business, including delivery of the National Standards for Certification (CTHRC) to employees. The motivating force in her life has been mentoring and watching former employees and colleagues achieve success.

Anne is also actively involved with the Arthritis Society's *Joints in Motion* treks, raising funds for arthritis research.

Editor's Note: Elmhirst's Resort was recently awarded the VQA Licensee of the Year Award for their VQA Ontario wine list at the Niagara Wine Festival in September.

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LIFETIME ACHIEVEMENT AWARD GOES TO ANNE MARSHALL

Ontario Tourism Awards celebrate the best in Ontario tourism

NEWS

October 1, 2009

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QUOTES

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"Anne's dedication to her community and the tourism industry in Ontario is exemplary," said Robin Garrett, President and CEO of the Ontario Tourism Marketing Partnership Corporation. "Her passion and leadership have greatly enhanced both the professionalism of the industry and the image of Ontario as a must-see destination."

QUICK FACTS

- Tourism spending in Ontario in 2007 was \$22 billion.
- That same year, the Ontario tourism industry's gross domestic product (GDP) was an estimated \$20 billion, more than that of the forestry, mining and agricultural industries combined.

LEARN MORE

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Read more about the [Ontario Tourism Marketing Partnership Corporation](#).

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