



## **MEDIA RELEASE**

### **July 8, 2010**

# **REGION 8 TO RECEIVE INJECTION OF FUNDS TO SUPPORT REGIONAL TOURISM**

Tourism partners in each of Ontario's thirteen (13) tourism regions are developing Regional Tourism Organizations (RTO's) across the Province of Ontario. These RTO's are independent, industry-led, not-for-profit organizations responsible for working with tourism partners to enhance and grow each region's tourism products and marketing activities.

Region 8 encompasses four regional municipalities; the City of Peterborough, County of Peterborough, Northumberland County and the City of Kawartha Lakes.

Funding from the Province will be provided to each RTO. An interim group, the Transitional Advisory Group (TAG) has been formed to guide, lead and communicate to the industry through this transitional phase. The TAG consists of both tourism industry operators and regional tourism and economic development professionals whom provide both a wide geographic and sector representation.

During this transition, as regions work through the process of incorporation, each must identify an accountable partner who would administer the funds according to approved regional transitional and priority project plans. The accountable partner for Region 8 is the Greater Peterborough Area Economic Development Corporation (GPA EDC) who is the parent organization to Peterborough & the Kawarthas Tourism.

TAG Chair, Brad Willcocks commented, "Our group is excited for the opportunity to market and grow Region 8. The geographic area that is represented in Region 8 makes sense from a tourism perspective and we are looking forward to working together to increase tourism activity in each of the four municipalities". The TAG endeavors to build a competitive and sustainable tourism region that maximizes the regions' potential to successfully attract new visitors and grow tourism spending.

Lance Sherk, Manager of Economic Development for the City of Kawartha Lakes stated, "The regional DMOs (Destination Marketing Organizations) within Region 8 have worked in partnership with each other in various forms, from tourism development and industry education to marketing and promotions, over the past seventeen years".

Joe Corrigan, TAG member commented, "We are all looking forward to growing and strengthening our partnerships. From a strategic planning perspective, Region 8 is well positioned to move forward in a cohesive manner, given that we have all completed the Premier Ranked Tourist Destination project, which was endorsed by the industry over the past few years. This will allow the TAG, and eventually the RTO to bring forth common recommendations, which will grow the tourism experience within the region."

Region eight is expected to receive \$2,468,000 over the next two years to enhance tourism destination development, marketing and management.

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