

MEDIA RELEASE
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PETERBOROUGH & THE KAWARTHAS TOURISM KICKS-OFF THE SUMMER SEASON

[PETERBOROUGH] Together with their tourism partners, Peterborough & the Kawarthas Tourism (PKT), a division of the Greater Peterborough Area Economic Development Corporation (GPA EDC), kicked-off the 2010 summer season today with an official “ringing in” of summer celebration.

More than 100 tourism partners and dignitaries attended the event at Elmhirst’s Resort in Keene. The festivities started with a welcome message from Susan Quinlan, Assistant Tourism Development Officer for PKT, followed by a presentation from Theresa Syer of the Syer Hospitality Group, who spoke about creating renowned customer experiences. Following Syer’s presentation, Director of Tourism, Fiona Dawson welcomed guests on behalf of the Tourism Advisory Committee and introduced Peterborough MPP Jeff Leal to say a few words.

Partner Relations Officer, Angela Colizza, and Communications Officer, Jaimi Ruoho-Long, officially launched the 2010 Peterborough & the Kawarthas Travel Guide. There were 120,000 copies of the guide printed this year, up 20,000 from 2009 in order to utilize a new wider spread distribution plan. There was also an additional overrun of 10,000 Kick it up in the Kawarthas Festival Days Event Guides printed to help promote the regions’ festivals, events and attractions. In addition to the events listings, the 2010 Travel Guide features information about the many assets the region has to offer including: dining and the Kawartha Choice FarmFresh local food initiative, attractions and accommodations, trails, sports and recreation and shopping. The Travel Guide was designed by local Peterborough-based, Studio-N and is the primary information source used to promote Peterborough & the Kawarthas as a premier tourist destination. Photographs from local amateur and professional photographers were used in the design of the guide, and PKT is encouraging local photographers to submit their digital images throughout the year. Visit thekawarthas.net and click “Call for Photos” for more information.

Anne Marshall of Elmhirst’s Resort officially launched the new ‘Come to our table’ Culinary Guide. This is a new publication by Peterborough & the Kawarthas Tourism and is meant to provide the reader with a journey of culinary experiences in the region to help promote culinary tourism in the City and County of Peterborough. There are 12 partners in this publication showcasing what they do and how they have made commitments to buy and use local food. Each partner has also provided a recipe using local ingredients – for example; Red Fife Wheat Pasta from Elmhirst’s Resort and Lang Apple Butter from Lang Pioneer Village. A corresponding website has also been launched that can be found at visitourtable.com. The website also offers the ability for consumers to provide feedback about their culinary experiences at the participating businesses.

Next, Fiona Dawson announced the beginning of the *Kick it up in the Kawarthas* summer event season. Dawson noted that *Kick it up in the Kawarthas* is in its fourth year and has approximately 20 festival and event organizers working together to promote the region as a festival and event destination like no other! Last year, the *Kick it up in the Kawarthas* co-operative promotional campaign was able to leverage a \$66,000 campaign out of a budget of \$6,000. Dawson also noted the important relationship

between PKT and the Peterborough Destination Association (PDA); whose 2010 budget includes more than \$200,000 invested this year in promoting Peterborough & the Kawarthas to the Toronto and Ottawa markets through print, radio and online marketing including the new, "Kick It Up" hotel package. Approximately 30 packages have been booked since the promotion launched in May. For more details, visit kickitupinthekawarthas.com.

The event ended with Tom MacMillan, Town Crier (borrowed from Cobourg), who officially "rang in" the summer. Tourism partners had an opportunity to network and to enjoy delicious food from Elmhirst's Resort, Holiday Inn Peterborough Waterfront and Irwin Inn. Upon departure, guests were also treated to a homemade baked good from Fiona McNestry of Stoney Lake Baking Company, a summer company registered with the GPA EDC's Business Advisory Centre.

Peterborough & the Kawarthas Tourism is the official Destination Marketing Organization (DMO) for the Greater Peterborough Region. Operating from a new state of the art facility at The Parkway and Crawford Drive in Peterborough, Ontario, the Visitor Information Centre is open year round. For more information visit thekawarthas.net.

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