

BACKGROUND

May 15, 2009



MAJOR FUNDING ANNOUNCEMENT FOR TOURISM

[PETERBOROUGH] Peterborough & the Kawarthas Tourism (PKT), a division of the Greater Peterborough Area Economic Development Corporation (GPA EDC), is delighted with today's announcement of \$530,025 from the Government of Ontario in support of tourism development within the City and County of Peterborough.

"With this matched funding we will be investing over 1 million dollars into tourism product development over the next three years. It will allow us to put the recommendations that came from last year's Premier-ranked Tourist Destination study into action," said Fiona Dawson, Director of Tourism, Peterborough & the Kawarthas Tourism.

The initiatives put forth in the funding application to the Eastern Ontario Development Fund were focused around four objectives:

1. Increase the number of visitors to the region
2. Increase the average expenditure per visitor by extending individual visits to include an overnight stay
3. Optimize the expenditures of seasonal households and people visiting friends and relatives (VFR)
4. Encourage repeat visits by ensuring the quality of the individual visitation experience

These objectives are recommendations out of the Premier-ranked Tourist Destination study completed in August 2008. The funding received today will put in motion a three year plan that will allow work to be done to meet these objectives.

The three year plan consists of development of the following:

1. **Culinary Tourism Product Development** (training and networking workshops, website, print collateral)
2. **Festival & Event Product Development** (Kick it up in the Kawarthas program, website, print collateral)
3. **Meetings, Conferences and Incentive Travel Market** (website, print collateral, industry tradeshows, FAM tours)

...more

4. **Motor Coach and Group Tours Market** (development of tours, industry tradeshow, printed collateral)
5. **Sports Tourism** (inventory of regional facilities and resources, bid process preparation)
6. **Outdoor and Water Experience Development** (website, packaging and development, enhanced mapping)
7. **Trent-Severn Waterway Product Development** (implement opportunities identified from the Ministry of Tourism's Trent-Severn Waterway Consolidated Premier-ranked Tourist Destination report)
8. **Regional Development Coordination** (training sessions, resource inventory, tool kit for eight townships and City for collaboration on initiatives)
9. **Regional Customer Service Program** (training program, targeted seminars, annual hospitality awards gala)
10. **Visitor Survey Program** (enhanced visitor survey, web-based function development)
11. **Enhancing Visitor and Partner Services** (enhanced partner website, enhanced consumer website, guest itinerary build function, enhanced retail sales function)
12. **Customer Relationship Management (CRM)** (build CRM database, increased communication to partners and visitors)
13. **Brand Development** (engage consultant, update collateral)
14. **Travel Media Relations** (FAM tours, training for partners, industry conference)
15. **Local Artisan Development** (local artisan/hand crafted program, retail showcase, demonstrations)
16. **Partner Packaging Program** (workshop and networking sessions, website tools to assist with packaging)

Peterborough & the Kawarthas Tourism, a division of the GPA EDC, is the official Destination Marketing Organization (DMO) for the City and County of Peterborough, representing all tourism businesses throughout the 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 www.thekawarthas.net.

*For additional information please contact Jaimi Ruoho-Long, Communications Officer
at 705.743.0777 Ext. 2130, jruoho@gpaedc.on.ca*