

MEDIA RELEASE

For Immediate Release

Tourism Minister Attended Tourism AGM

BURLINGTON, May 23, 2008 - Tourism Minister Attended Tourism AGM- Over 60 tourism partners attended the Tourism AGM on Friday May 23rd, 2008 to hear The Honourable Peter Fonseca, Minister of Tourism deliver the keynote address.

After posing in front of a newly detailed Burlington Taxi promoting National Tourism Week, the Minister was welcomed into the Travelodge on the Lake by the Burlington Teen Tour Band. The Minister remarked that he has never felt so welcomed and that we have the right approach in making visitors feel at home. He congratulated Burlington on implementing the Destination Marketing Fee and on the city's investments in the waterfront and Art Centre. He also mentioned the financial support the Province has provided to the Royal Botanical Gardens Earth Art Exhibit and the Sound of Music this year.

Minister Fonseca discussed the new competitiveness study led by former Finance Minister Greg Sorbara. *"We are prepared to think big, bold and out of the box to make Ontario the world's destination of choice,"* said [Tourism Minister Peter Fonseca](#). Mr. Sorbara, Chair of the Ontario Tourism Competitiveness Study, will work with Tourism and business leaders to study what Ontario's tourism industry does well and where there is room for improvement, identify Ontario's best prospects for growth and best practices around the globe and develop an action plan, to be released in 2009, and to ensure tourism continues to be a key contributor to Ontario's economic prosperity.

This AGM showcased the many attractions in our beautiful city such as the Teen Tour Band, Student Theatre, Burlington Art Centre, Museums, Bronte Creek Provincial Park, Royal Botanical Gardens, Conservation Areas, Waterfront, and Events. Thanks to the sponsors of this event, [Travelodge on the Lake](#), [Pepperwoods Catering](#), [Horne and Co. LLP](#) and [Stagevision](#) for their support.

Tourism Burlington is the destination management organization for Burlington and operates a Visitor Centre that is open 7 days a week at 414 Locust Street just minutes from our beautiful waterfront. Contact www.tourismburlington.com for more information or call 905-634-5594.

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