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What's New?

Enjoy A Taste of Burlington - Burlington restauranteurs are proud to present "A Taste of Burlington" culinary event. Experience the eclectic styles and flavours of the world, **July 25th to August 4th, 2008** as Burlington's finest restaurants will be offering prix-fixe lunch and/or dinner options. Now is your chance to savour a bite of everything and discover the many eateries located in beautiful Burlington. Diners who participate in this program will be entered into a draw to win one of two gift certificate baskets each worth \$300. Reservations are recommended. Further information on the Taste of Burlington is available at www.tasteofburlington.ca.

Burlington Hotel Deals- The REST is EASY- New this summer, great hotel deals are being offered at local Burlington Hotel Association properties. When you put your head on a bed in Burlington, you're just minutes away from all the summer fun around the Golden Horseshoe. **The Falls, The Festivals, The Vining and The Dining.** Packages are available from June 13 - September 1, 2008 (some exclusions may apply) Buy One Night stay at a participating hotel and get the **2nd night at ½ price.** Starting at: **\$89.00** plus applicable taxes and fees. **ADDED BONUS** - Package includes your choice of one **\$20 Gift Card** from IKEA, OR Burlington Taxi OR Art Etc. Shop at Burlington Art Centre. Invite your friends and family to your new guest suite...in a Burlington hotel. Visit the [website](#) for details.

Partner News

Sport Recognition and Inaugural Hall of Fame Dinner - Hosted by the [Burlington Sport Alliance](#), this event was held June 17th at the Burlington Convention Centre and recognized high school and city athletes of the year and for the first time Burlington Hall of Fame inductees. Our congratulations are extended to the athletes/builders and their families:

- Angela Coughlan - Athlete - Swimming
- Bernie Custis - Athlete/Builder -Football
- Tony Gabriel - Athlete - Football
- Melvin Marks Robinson (M.M. Robinson) - Builder - Commonwealth Games (posthumous)
- Gord Dickson - Athlete/Builder - Running

New Signage Greets Visitors - Tourism Burlington is thrilled that the first phase of the City's Master Signage strategy is now being installed in the downtown area. Designed by Patrick Berry (Corporate Communications) this signage integrates the city logo, reduces sign pollution by merging existing signs, and increases awareness of Burlington venues. The icons on the signs are colour coded: Yellow for tourist destinations; Green for Parks and Open Space; and blue for Public Facilities. Tourism worked with the city on this project along with other Team Burlington partners. We requested, at Tourism's expense, that an additional sign be installed exiting the Fortinos/IKEA parking lot unto Plains Rd. to encourage those shoppers to visit our attractions before they head home. We hope that funding will be available in future years to continue implementing the phases of this program so that the entire city will have consistent signage directing visitors and residents to our great attractions.

Welcome New Partners - Become a partner with Tourism Burlington by completing and faxing a partner profile. It is free to any tourism business in Burlington. Call 905 634-5594 or visit our [website](#).

Industry Updates

Soaring Gas Prices Curbing Travel Confidence - The Conference Board of Canada has issued its Tourism Intelligence Bulletin with data gathered in March and April 2008. Canadian summer travel intentions are down slightly with growth in domestic travel expected to stay modest. U. S. vacation intentions are weakening and soaring gas prices are expected to curb U.S. auto travel. Companies are curbing costs, but still travelling. Canadian airlines and hotels still are seeing healthy demand. The strengthening euro boosts appeal of other long-haul destinations and UK travel demand is rising, despite slowing economy. For the details on this report review the entire [document](#). Source: Canadian Tourism Commission.

What's Happening?

- Sat, June 21-Sun, June 22: Rose Celebration, [Royal Botanical Gardens](#), 10am-5pm
- Sun, June 22: Aboriginal Awareness Day, [Crawford Lake Conservation Area](#), 10am-5pm
- Sun, June 22: Paws for a Cause for Canine Cancer, [Beachway Park](#), 10am
- Sun, June 22: Transit Day, [Streetcar Museum](#), 11am-4pm
- Weds, June 25: Music in the Park, [Central Park Band Shell](#), 7:30-9pm
- Mon, June 30-Fri, July 4: Season of the Three Sisters, [Crawford Lake Conservation Area](#), 10am-4pm
- Tues, July 1: Canada Day Celebrations, [Spencer Smith Park](#), 1-10pm
- Tues, July 1: Strawberry Social by the Lake, [Joseph Brant Museum](#), 11am-4pm
- Weds, July 2: Music in the Park, [Central Park Band Shell](#), 7:30-9pm
- Weds, July 2: Red Hot Jazz & Cool Blues, [RBG - Hendrie Gardens](#), 6-8:30pm
- Thurs, July 3: Alternative Roots Concert Series, [RBG - Arboretum](#), 6-8:30pm

Sport Events - Put out the welcome mat for athletes & families participating in these upcoming events:

- Fri, June 27-June 30 Midget Elimination [Burlington Organized Minor Baseball Association](#)
- Sun, June 29-July 2 [Master Bowlers Association of Canada National Championships](#)
- Sat, July 5 [Great Waterfront Trail](#) Ride Burlington Butt Stop Burloak Park 9-11 am

Visit the [Burlington Events Calendar](#) for event information for visitors and residents at [www.burlington.ca](#). Free online listing for community events... **ADD YOUR EVENT NOW!**

Visitor Services - Welcome to our new and returning Travel Counsellors who are greeting visitors at our main location 414 Locust St., Discovery Landing and at major festivals this summer. We are pleased to have returning staff Elizabeth Peters and Celine Allen back with us this year. New counsellors Rob Maciel, Tara-Rose Bourgeois, Alyssa Sudac, and Kat Owens have quickly fit right in to the team and all of them are doing an awesome job. These staff will be contacting partners throughout the summer to update information and determine if you require additional guides/maps etc.

A visitor from Connecticut came into Discovery Landing this week and commented that Burlington had done a magnificent job on our waterfront. He said that his city has a waterfront but they don't know what to do with it and that he was going to take brochures back to his hometown to show them.

Give 'Em a Pickle

[Send us](#) your pickle stories (when you or your fellow staff have given extraordinary customer service) and you could be a winner and be featured in an upcoming ENews. We welcome any donations of prizes to be used for this program. [Contact us](#).

ENEWS - is distributed bimonthly to over 300 tourism partners in Burlington and the surrounding area by Tourism Burlington . [Submit Information to this Enewsletter](#)- If you have news you feel will be of interest to tourism partners forward the details and we will make every effort to include in the future.

[Newsletter Unsubscribe](#) - If you prefer not to receive this Enews or would like to receive a print version [contact us](#).