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What's New?

Tourism Minister Attended Tourism AGM- Over 60 tourism partners attended the Tourism AGM this morning 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 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, 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, Art Centre, Museums, Bronte Creek, RBG, Conservation Areas, Waterfront, and Events. Thanks to the partners who set up displays and activities and to our sponsors [Travelodge on the Lake](#), [Pepperwoods Catering](#), [Horne and Co. LLP](#) and [Stagevision](#) for supporting this event.

Tourism Ambassador Training - For the past two years this training event has received rave reviews from participants and here are some of the comment... *"exceeded my expectations, interesting facts ...2 thumbs up... great refresher to attend each year..."* This program is being offered on **Wednesday June 4** at 8:30 am - 12 noon at Drury Lane Theatre for frontline and middle management staff that support, or work within the tourism industry. Our goal is to develop local tourism ambassadors who are aware of the many attractions, accommodations, events and activities that are of interest to tourists coming to Burlington. This interactive and informative session is suitable for tour guides, front desk and reception staff, bus and taxi drivers, restaurant hosts - really anyone who has regular contact with visitors to Burlington. If you have new staff who are unfamiliar with the city it is a great orientation or it is a terrific reminder for existing staff too! [Contact us](#) for information at 905 634-5594.

National Tourism Week From June 2 - 8, 2008 we will be celebrating National Tourism Week with events and activities being held across the country to recognize the economic and social benefits of tourism in Canada. Make plans to celebrate this week by offering special offers, discounts and coupons to your business. Tourism Burlington will post these "coupons" on our special packages page on our website and visitors can download them. For further information contact [Simone](#).

Partner News

Time Out June 3rd - Paralympic athlete and Beijing bound, Josh Cassidy will be guest speaker at the next Time Out Sports Networking session at the Holiday Inn Burlington at 7:30 a.m. Limited space is still available. RSVP to [Linda](#).

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

Province Considering 2015 Pan Am Games Bid -Lead by the Ministry of Health Promotion the province is completing a business case to assess the viability of hosting the 2015 Pan American Games in the Greater Golden Horseshoe area. Burlington is one of 12 communities meeting with the province to discuss this potential bid. At this week's Burlington City Council meeting a motion was approved to support in principle the intent to bid and authorize staff to continue further discussions with the province regarding options for Burlington's potential participation in this bid. [Tourism Burlington](#) has been actively involved on the steering committee and will continue to provide updates through Enews.

What's Happening?

- Sat, May 24: Christie Classic Antiques, [Christie Conservation Area](#), 8am-5pm
- Sat, May 24-Sun, May 25: Lilac Celebration, [RBG - Arboretum](#), 10am-5pm
- Sun, May 25: "A Taste of the Hearth", [Ireland House Museum](#), 11am-4pm
- Sun, May 25: 15th Annual Pooch Promenade, [Spencer Smith Park](#), 10am
- Fri, May 30-Sat, May 31: "Broadway and Beyond", [Drury Lane Theatre](#), 8pm
- Sat, May 31: Aldershot Community Festival, [Hidden Valley Park](#), 11am-6pm
- Sat, May 31: Summer Sizzle 5 and 8K, [Cedar Springs Racquet Club](#), 9:30am
- Sat, May 31: 37th Annual Lobster Fiesta, [Central Park Arena](#), 5:30pm-12am
- Sat, May 31-Sun, June 1: Iris and Peony Celebrations, [RBG](#), 10am-5pm
- Sun, June 1: Heel 'n' Wheel-a-Thon, [Spencer Smith Park Gazebo](#), 10:30am
- Sun, June 1: "Broadway and Beyond", [Drury Lane Theatre](#), 2pm
- Sun, June 1: Purina Walk for Dog Guides, [Spencer Smith Park](#), 11am
- Mon, June 2: Visions Canada, [Halton Region Museum](#), 7-9pm
- Tues, June 3: Tranquil Tuesdays, [RBG - Laking Garden](#), 6-8:30pm

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

- Thurs. May 29 - June 1: Burlington Wave Walter Gretzky Cut - [OMRHA](#) Prov. Qualifier Nelson Arena.
- Fri. May 30 - [BIG](#) Golf Tournament, Tyandaga Golf Course. Call 905 335-7600 #
- Sat & Sun May 29-30: [Super Weekend](#) Slow Pitch Tournament, Sherwood Forest Park
- Sun. May 31: [VR Pro](#) - Cedar Springs Pharmacy Summer Sizzle - Cedar Springs Sports & Racquet Club

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 - A few months ago Lyndsay, one of our weekend travel counselors, answered an inquiry from a couple in England planning on visiting Burlington. This week that couple came in to the visitor centre to personally thank Lyndsay for all her help and brought postcards from their hometown of Nottingham.

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.

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