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What's New?

Tourism Ambassador Training - 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. With this information ambassadors are able to encourage visitors to extend their stay. 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 refresher 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 and events and activities will be 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. Watch for a newly detailed Burlington Taxi promoting the event on site at the AGM on May 23rd. For further information contact [Simone](#).

Tourism Minister Keynote speaker at Tourism AGM - We are pleased to announce that The Honourable Peter Fonseca, Minister of Tourism will be the keynote speaker at our Annual General Meeting to be held on Friday May 23rd at 8:30 a.m. at the Travelodge Burlington Hotel on the Lake. Our theme for the meeting is *Celebrate Burlington* and we will be showcasing the many attractions in our beautiful city such as Teen Tour Band, Student Theatre, Art Centre, Museums, Bronte Creek, RBG, Waterfront, Events, etc. For further information [contact](#) or call 905 634.5594.

Partner News

Celebrate Mother's Day in Burlington- There are a number of local attractions and restaurants that are hosting special events for Mom this weekend. For further details check the events list below or call our visitor centre at 905 634.5594.

See Award Winners and Top Canadian Talent For Free! Organizers of Burlington's Sound of Music Festival are making sure that a wide range of superb talent is performing on five stages and at Downtown Streetfest during one of Ontario's largest free music festivals, held from June 12-15, 2008. Over four days, artists will perform on five stages throughout Burlington's spectacular downtown and waterfront, as well as on street level amongst outdoor patios, vendor marketplaces and dance demonstrations at the Downtown Streetfest. Each year, the festival presents the Grande Festival Parade on Saturday morning; one of only a few existing marching band parades remaining in Canada. For more information on this

year's musical line up, bios and performance schedules or for Festival information visit the [website](#). or call the Festival Hotline 905-333-6364.

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](#).

Burlington Footnotes Senior Performing Troupe Inc.	905-681-7580
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Industry Updates

More Tourism Jobs Than Workers - A new study released by the Canadian Tourism Human Resource Council (CTHRC) shows that in the years ahead, the challenge of finding enough people to fill tourism jobs will intensify - so much so that missed opportunities and the inability to meet potential business could cost the industry billions of dollars. By 2025, the potential labour shortage could reach 384,000 full-year jobs. This shortage represents the cumulative effective of missed opportunities and unfulfilled demand from 2005 to 2025. The CTHRC estimates labour demand could grow by as much as 33 % in that time. The CTHRC suggested that the Temporary Foreign Workers program could be used to identify occupations under pressure and bring in workers in lower skilled occupations when necessary. Another solution is to increase incentives for under-represented labour pools (aboriginals, recent immigrants, people with disabilities and retirees) who want to work in the tourism sector. If you have openings at your business post your position free on the Jobs Burlington [website](#). Source: Tourism Daily

What's Happening?

- Sat, May 10: 6th Annual Fishing Derby, [Christie Lake Conservation Area](#), 6am
- Sat, May 10: "The Creation", [St. Christopher's Anglican Church](#), 7:30pm
- Sat, May 10" HIPnosis: West meets East, [Burlington Seniors' Centre](#), 6pm
- Sat, May 10 - Sun, May 11: "Nunsense", [Theatre Burlington](#), 8pm
- Sun, May 11: Mother's Day, [Royal Botanical Gardens](#), 10am-2pm
- Sun, May 11: Wildflower Walk for Mom, [Crawford Lake](#), 1-3pm
- Thurs, May 15 - Sun May 18: "Nunsense", [Theatre Burlington](#), 8pm
- Sat, May 17 - Mon, May 19: Lilac Celebration, [RBG Gardens](#), 10am-5pm
- Mon, May 19: Spring Tyme on the Farm, [Bronte Creek Provincial Park](#), 12pm
- Fri, May 23: "Nunsense", [Theatre Burlington](#), 8pm

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

- May 9-10: Spring Cup Invitational, [Burlington Gymnastics](#)
- May 9-10: Burlington Sport Marketplace - [Burlington Sport Alliance](#)
- May 11: Wildflower Walk for Mom - [Crawford Lake Conservation Area](#)
- May 18-19: 2008 Canadian Open Masters Judo Championships & Intercontinental Cup - [Full Circle Judo](#)

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 -

Holy Cannoli! Now we know that Burlington has some hidden gems where you can find delicacies but it is nice when this is reinforced by our visitors. A couple from Oregon on their way to Niagara Falls recently stopped into the Visitor Centre and Pane Fresco for a cannoli. They enjoyed this pastry so much that on their way back from Niagara to Toronto they stopped in again as they had a craving for another cannoli.

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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